we’re sorry, but it’s so . . .

For weeks our researchers—very diligent people—have been poking carefully into BMB’s report on WOR. They find—

1. that in the 40 counties in 7 states with retail sales greater than 100 million dollars each

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1%
the next highest ranking station at night.

2. that in the 5 counties in 3 states with retail sales greater than one-half billion dollars each

WOR outranks any other N. Y. station

in total BMB Station Audience in the daytime and exceeds by more than 1%
the next highest ranking station at night.

*we mean, as far as our competitors are concerned.

NOTE: If you would care to have any facts or figures to prove or amplify the statements made above, just call PE 6-8600; or write, WOR—that power-full station, at 1440 Broadway, in New York. As a matter of fact, you should be asking us more about how BMB affects your own or your client’s radio buying.

Mutual
This is **JOHN ACKER**

of near Muncie, Indiana

**JOHN ACKER** and family have an 80-acre farm in Delaware County, Indiana. They have owned this place for 20 years and have well over $3,000 invested in machinery. Using a piece of nearby land with their own 80, the Ackers had 50 acres in oats and 42 in corn last season. They raised 100 hogs for market, along with 200 chickens, and they milk five dairy cows.

Through alert, thrifty farming and marketing, they have established a very comfortable 5-room home with a completely modern kitchen—electric range and refrigerator, water softener, fluorescent lighting, hand-made cabinets. A new forced air heating system adds to the comfort of the home.

For 20 years, John Acker, his wife and son, Allen, have been WLS listeners and Prairie Farmer readers, appreciating the markets and weather especially, enjoying Mac and Bob, Dr. John W. Holland, Art Page and Dinner Bell, and all the WLS National Barn Dance favorites. More than once, John Acker, following the market reports daily, has made extra cash through getting top prices for his hogs.

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focused for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.
WE'RE GROWING BIGGER

28% more advertisers are buying WPEN than one year ago.

There's good reason.

WPEN's alert staff is building programs that win and keep listeners—a rich fare of music, sports, mystery, news and special events. Philadelphians eat it up.

That's why advertisers find WPEN a master key to Philadelphia homes. This progressive station—owned and operated by The Evening Bulletin—pleases all ages, tastes and incomes. WPEN is going ahead fast. Are you with us?
Upcoming

(Other Upcomings page 85)

Bulletins

NEGOTIATIONS between Local 802, AFM, and networks in New York recessed Friday afternoon until Feb. 3 with no agreement in immediate sight (see earlier story page 17). One network negotiator said union had demanded "considerably more" than 20% increase in wage scales and networks had offered, in counter-proposal, "considerably less."

PURSUANT to suggestion of FCC Chairman Denny (see story page 18), CBS Friday sent letters to Commission, Du Mont and Philco offering CBS field equipment for tests of CBS ultra signal in Saugerties, Poughkeepsie, Newburgh, West Point, Peekskill, Nyack and Yonkers (points suggested by Du Mont) inviting them to send representatives to meeting at CBS at 3 p.m., Feb. 4. If agreeable to others CBS proposes tests run Feb. 5-9. Invitations also sent E. W. Engstrom, vice president RCA Labs., and to K. A. Norton, Bureau of Standards.

FREEPORT FINAL GRANT

PROPOSED DECISION to grant Freeport Broadcasting Co. application for new 1-kw daytime station on 1570 kc at Freeport, Ill. (BROADCASTING, Nov. 11) made final Friday, with mutually exclusive application of Kenneth G. Zweifel denied. Grantee firm owned by Vincent S. Barker, WNBC New York assistant engineer in charge, and Mrs. Barker.

Philad. Bulletin Buys

SALE of strikebound Philadelphia Record and Camden (N. J.) Courier-Post by J. David Stern to Philadelphia Bulletin for between $10,000-000 and $11,000,000, announced last weekend, carries with it transfer of 50,000 w WCAU Philadelphia to Bulletin ownership. That aspect of transaction, of course, is subject to FCC approval and to sale by Bulletin of WPEN, regional, which it acquired two years ago from Arde Bulova for $620,000. Mr. Stern, liberal publisher who had championed labor cause, gave up ghost after Newspaper Guild had remained on strike for three months. His Saturday editions carried announcements he was suspending publication of both Philadelphia and Camden papers and had disposed of properties and stock to Bulletin, headed by Robert McLean, president also of Associated Press. Mr. Stern said he could no longer economically operate newspapers.

Add to Names actively under consideration by President Truman for appointment to Portof vacancy on FCC: Ex-Sen. James M. Mead (New York Democrat who was defeated for governor by Thomas E. Dewey). Others in forefront: Commodore E. M. Webster, former Coast Guard communications chief and ex-FCC assistant chief engineer; Paul Goldsborough, former president of Aeronautical Radio Inc. and now a TWA communications executive.

IF HE HASN'T already done so, FCC chairman Charles R. Denny will recommend to President Truman that Commissioner Ray C. Wakefield of California be named to succeed himself for another seven-year term effective June 30. Even if nomination ensues, confirmation is far from automatic since new Republican majority in Senate isn't at all satisfied with Republican appointments to independent agencies made during New Deal.

From Other quarters comes word that Thad Bogard, Jr., late FCC commissioner and now practicing law in Washington, will be urged for Wakefield post by regular Republican stalwarts. Like his father he is an Ohio Republican, and his mother is most active in Republican Committee circles.

Under Spur of Republican National Committee Radio Director Ed Ingle, many new Republican Congressmen resorting to transcribed weekly broadcasts to constituents. Less than 30 Republicans used transmissions that way last term. Now nearly 100 are doing regular spots for home-town stations, usually 10 minutes, either direct talks or via interview techniques.

Phase 2 of CBS-Fort Industry transaction completed last week with signing of affiliation contract whereby 10 kw WGBS Miami switches from ABC effective June 15. Simultaneously WWVA, Wheeling shifts to CBS. No contractual understanding yet reached on switch of WAGA Atlanta, third Fort Industry station, from ABC to CBS though such conversations may open in June—six months ahead of expiration of affiliation of WGST Atlanta with CBS, as required under FCC rules. This switch, nevertheless, regarded as likely, with WQAM Miami, WKWK Wheeling and WGST moving to ABC.

Complaints mounting again over purported "gestapo" tactics of FCC field investigators. From several quarters recently have come reports that Law Dept. minions are doing everything short of intimidating stations in quests for evidence pertaining to license renewal and other broadcast station proceedings. Such reports are finding their way to Congress and may figure in impending scrutiny of FCC activities.

Remember Jerome H. Spingarn whose meanderings in and out of FCC's War Prob.

(Continued on page 88)
KCMO is really up to something!

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA
NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
Continuing the over-all programming, drive and know-how that placed KOIL among ABC's top stations during 1946—and determined to advance its position during 1947—KOIL repeats with assurance of complete success: If you want to make the most of your time dollar in the Omaha-Council Bluffs area; if you want service, performance and results, contact us or our national representatives—because we'll do it every time!
KSFO’s preponderance of expertly balanced music programs reflect the preference of San Francisco-Oakland Bay Area listeners. That’s one reason 3 out of 4 said they prefer KSFO to any other Bay Area independent station, according to a recent impartial survey of 4000 Bay Area radio homes.

Top-name advertisers are thriving on KSFO’S “music-preferred” audience. Department stores, brewers, bottlers, manufacturers of all kinds of consumer goods and many others, all have found “Music Hath Charms” to sell Bay Area buyers . . . economically, effectively and constantly. Yes, the trend is to MUSIC—and KSFO has the music.

Write KSFO or ask any Universal Radio Sales representative for KSFO’S Music Story.
Concentration, as defined by Webster, means to focus, to draw to a common center. Spot Radio gives your product this focus and compelling power where and when you need it.

It allows you to direct your advertising campaign to a receptive audience in a given territory. Today, when one of the big sales problems is keeping abreast of distribution, more and more advertisers are using Spot Radio. That is why more and more advertisers are using the stations listed.

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

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

A NEW Children's Block will be built early this year at Austin Hospital, Melbourne, Australia, from funds collected by 3KZ, Melbourne independent commercial station. All funds for the new section have been donated by 3KZ's radio audience. The station has collected over $180,000 in the last three years from radio appeals.

Returns From Pageant

Hospital and other charitable funds were augmented this year with proceeds from the annual Christmas "Carols by Candlelight" program, held in Alexandra Gardens and attended by over 250,000 persons. Approximately $88,000 was realized from the pageant and from the all-day Christmas appeal on the station, 60% of the funds going to the Hospital Fund.

The "Carols by Candlelight" festival was held Christmas Eve, featuring the Vienna Boys Choir (the group has been living in Melbourne since 1939), the Melbourne Mixed Quartette, and outstanding Australian soloists, in addition to an orchestra and the audience of thousands who joined in a number of the carols, each holding a lighted candle throughout the ceremony. There was also a pageant presented based on the activities of the Red Cross through the years. The festival was broadcast in Australia and shortwave to the U.S. and Australian occupation forces in Japan and Europe.

Syd Morgan, managing director of 3KZ, at the microphone for the Christmas Day appeal.

From 10 p.m. Christmas Eve until midnight Christmas, the air was cleared of all sponsored programs.

Special Christmas shows were presented, and throughout that time, the staff voluntarily made appeals for the charity fund. Both the Candlelight ceremony and the Christmas Eve and Christmas Day programs are annual traditions, with an all-time high hit this year in financial returns.

WDEL sells profitably for many advertisers in the prosperous area including Delaware, southern New Jersey, parts of Pennsylvania and Maryland. Your advertising dollars are wisely spent on this business-getting station.

WDEL Wilmington, Del.
SELLS

Dry Goods Economist as an information man and simultaneously wrote a radio column for about nine manufacturers' trade papers.

He attended Columbia U. School of Business, and after graduation taught advertising and selling for six years at the University.

Mr. Sinsheimer not only buys radio time but also personally supervises or produces every program that his agency produces for its clients. He handles the following accounts: Beverwyck Breweries, Old Dutch Coffee, Parker Watches, Durex Razor Blades, and Temple Radio Corp.

The Sinsheimers have been married for 27 years. They have two daughters, Jane, 25, and Joyce, 20, and a pair of redheaded, twin-20-month-old grandchildren, the children of Jane.

Boating and photography are listed as his hobbies, but he claims radio as his favorite indoor sport.
Last year's Hoopers were as high as 14—and averaged better than any baseball Hoopers we've seen. Share of audience often exceeded 50%.

You can have all the games ... or co-sponsor them. Entire package includes at home games, wire re-creation of out-of-town games, two announcers, car cards, newspaper advertising, store signs—a complete, well-rounded, red-hot merchandising selling promotion.

Pick up your phone and call National 7203, in Washington. Ask for Ben Strouse. Or contact any Forjoe office. But hustle if you want a home run in sales in this big league town.

BROADCASTING • Telecasting

Keep your eye on

WWDC
IN WASHINGTON, D. C.
Coming soon WWDC—FM

Represented Nationally by FORJOE & COMPANY
February 3, 1947 • Page 11
Listening
isn’t a matter of GEOGRAPHY

In the Great Northwest and the Great Southwest,
Most Listeners Listen Most of the Time to NBC

Geography makes a great difference in many things in the vast and fertile expanses of the Pacific West. But not in radio listening preferences. From Canada to Mexico, favorite programs indicated by every poll are those broadcast by one of the 31 stations making up NBC Western Network. Take, for instance:

* * *

KGHL, Billings, broadcasting to 102,950 homes in 35 counties of Montana’s rich Midland Empire. 99% of radio families in this area told the All-County Survey that they listen most to KGHl, and a Robert S. Conlan 8,376 full-week coincidental last year found 95% of sets in use turned to the station. With 3,000 watts on 790 kc, KGHl for two decades has covered more territory than any other station between the Dakotas and the Pacific. One hundred and fifty local advertisers use KGHl, whose files bulge with testimonials from successful sponsors.

KTSM, El Paso, Texas, just north of the Mexican border. Hooper’s latest coincidental among El Paso’s 125,000 population shows KTSM averaging 70% of the overall tune-in—a confirmation of the All-County index wherein KTSM received 89% and 77% of the respective night-and-day “listen most” vote. KTSM delivers the three counties of the Texas panhandle and three adjacent counties of New Mexico. Meat and mining, clothing and cement, railroads and tourists are mainstays of this area’s economy. Effective buying income per El Paso family is 20% above the national average, giving extra purchasing power to the rich market KTSM dominates.

* * *

They don’t look alike, these typical areas of Northwest and Southwest. But their listening is the same. And as it is in 29 other primary Western markets, that listening is overwhelmingly NBC Western Network.

NBC WESTERN NETWORK
HOLLYWOOD
THE NATIONAL BROADCASTING COMPANY

A Service of Radio Corporation of America
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

• Bees, Bears, or Business—it's *personal contact* that counts!
Thanks to constant and intensive personal contact, we of
Free & Peters really *know* our stations and their markets.
We know them as well as you agency men know your clients,
and vice versa!—therefore know enough to represent them
accurately and exactly, rather than to mis-represent them
in any way whatsoever.

Sure, that kind of personal contact requires extra effort.
But we're sure you know the *extra results* it produces—for
you.

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BALTIMORE: WCBM
BOWLING GREEN: KFDM
BUFFALO: WGR
CHARLESTON, S. C.: WCSS
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DULUTH-SUPERIOR: WDSN
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OKLAHOMA CITY: KOMA
PEORIA-TUSCOLA: WMDB-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WPFT
ROANOKE: WDBJ
SAN DIEGO: KSDK
ST. LOUIS: KIRK
SEATTLE: WFBL
SYRACUSE: KTUL
TULSA: WAVE

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
DETROIT: 3465 Penobscot Bldg.
SAN FRANCISCO: 58 Sutter
HOLLYWOOD: 6311 Hollywood
ATLANTA: 325 Palmer Bldg.

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NAB Starts Action to Strengthen Code

Committees Called To Draft Rigid Standards

By J. FRANK BEATTY

SELF-REGULATION of broadcast advertising and program standards, crippled by the FCC's pointed rebuke in the 1945 WHKC ruling and by fears of antitrust action, will come up for a complete overhauling by the NAB.

Forced on to the open forum of the NAB convention last October by William S. Paley, CBS board chairman, the whole subject of an industry code will be taken up by the NAB Executive Committee, which meets March 5 in Washington. The meeting was called Thursday by President Justin Miller.

Jones is Chairman

Also called to Washington for a meeting March 6-7 is the NAB Program Directors Executive Committee, of which Merle S. Jones, WOL Washington, is chairman.

The standards committee, appointed in late 1946, does not have a chairman. High on the list of names mentioned for the post by broadcasters is Mr. Paley. The CBS chairman's plain-spoken convention talk, followed by a network broadcast in the same vein, focused attention on his selection to the committee leadership.

Though NAB for many years had operated under the original code and the revised standards adopted Aug. 7, 1945, and amended Jan. 3, 1946, fear of FCC reprisals and Dept. of Justice antitrust action has prevented broadcasters from actively enforcing rigid standards.

A series of discussions with FCC and Dept. of Justice officials is believed to have developed an understanding of broadcasters' desire to operate under a code carrying a set of enforcement teeth.

NAB officials have been quietly working on the project for months, stimulated by mandate last year from the board of directors along with sharp prodding from Mr. Paley and others, as well as a resolution adopted at the January area meeting of the three Pacific Coast districts [Broadcasting, Jan. 13]. They desire to adopt standards so strict that FCC will not attempt further excursions into programming and censorship.

At its August meeting last year the NAB board authorized setting up of machinery designed to bring about more stringent self-regulation. Broadening of NAB activities was proposed. This would include creation of a program department in the association to take charge of this phase of broadcasting and develop information on industry practices as well as program types.

Difficult Job

Broadcasters have been catching criticism from all directions in their long-time effort to operate under standards which prevent advertising abuses and preserve program quality. Complaints range all the way from monopoly and station censorship screams of unions to the vocal bars of anti-advertising and pro-government ownership groups.

The delicate task that confronts the standards makers is to draw up a document that will carry FCC and Justice Dept. blessing, operate under pressure from agencies and sponsors as well as intra-industry competition, give the public the type of programming it wants, and remove the cause of public criticism of the length, frequency and quality of commercials.

Then when this job is done, the standards makers must adopt legal means of enforcing the document. Mr. Paley suggested two enforcement measures in his October speech. First he proposed that it be enforced by "the spotlight of publicity." In this connection he proposed that once the code is adopted, the public should be informed of its existence by extensive and repeated campaigns of publicity and advertising.

Secondly, Mr. Paley suggested official action by NAB to keep stations and networks in line. He pointed out that the day has passed when stations or networks can operate without regard for fellow broadcasters, and that the prestige and reputations of those who operate with high standards are endangered by the faulty practices of the few.

Once a proposed set of standards is adopted by the committee it will be placed before the board of directors. Under an amendment to the NAB by-laws adopted at the October convention the board is empowered to promulgate standards.

Board Action

The FCC's blow against the original code was delivered after hearing UAW-CIO charges against WHKC Columbus for alleged censorship of programs and refusal to permit solicitation of memberships on the air. The proceedings were dismissed but in announcing the action FCC took NAB to task because of the code provision on such broadcasts.

Members of the executive committee are: Merle S. Jones, WOL Washington, chairman; E. R. Vadeboncoeur, WSYR Syracuse; Edgar L. Bill, WMBD Peoria; Herb Plambeck, WHO Des Moines; (Continued on page 84)

Ask New Channel-Separation Plan

Engineers Consider FCC Standards Proposal Too Restrictive

FCC will be asked again to approve channel-separation standards which in many instances would permit operation of AM stations in the same city on frequencies only 30 kc apart.

The plan, supported generally by industry engineers in an FCC industry engineering conference last Thursday, would involve a liberalization of the Commission's proposed revision of AM standards regarding frequency separation [Broadcasting, Dec. 30].

Assignments on 30-ke separation in the same city would be possible, under the plan to be put before the Commission, if the station's 250-millivolt per meter contours—the "blanket" contours—do not overlap. Transmitter separation would be the sum of the distances to the respective 250-millivolt radius contours, which would range from a fraction of a mile for a 250-w station to about four or five miles for a 50-kw outlet, officials estimated.

The plan which FCC will be asked to liberalize provides for volt contours, which if the 250-millivolt contours do not overlap, thus in effect preventing 30-ke separation in the same city but permitting it in adjacent cities. Past policy has been against assignments in the same city on less than 40-ke separation.

Too Liberal

The 30-ke separation plan was suggested last summer in original discussions of AM standards revisions, but the Commission apparently regarded it as too liberal. Most engineers at the Thursday meeting, however, were reported to consider the Commission's plan too restrictive.

The frequency-separation portion of the proposed amendments brought the chief objections from the engineers, who, officials said, generally regarded other sections of the proposals as satisfactory.

Meanwhile, many industry engineers expressed doubt whether technical processing of all pending AM applications could be completed during the Feb. 7-May 1 "temporary expediting procedure" period—particularly if they must be processed on the basis of new engineering standards. It appeared likely that the Commission would have but two choices if all applications were not processed within that time: (1) designate the unprocessed applications for hearing, or, (2) keep the expediting procedure in effect past May 1. It was thought, however, that the Commission would be "very reluctant" to extend the May 1 date except as a last resort, although it was conceded that this would be a problem which only the Commission itself could decide.

The private engineers appeared generally to regard the proposed amendments of the standards as an improvement over existing standards. But many questioned whether it would be possible to make them effective now and still be able to complete the engineering work on (Continued on page 84)

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FCC Hit for Moving FM to 100 mc; Lemke Cites Needed Reforms

CHARGING that the FCC moved FM from the 50-mc to the 100-mc band despite an "overwhelming weight of evidence against such change," Rep. William Lemke (R. N. D.) told the House Interstate & Foreign Commerce Committee last week that the Commission was "knowingly or unknowingly . . . granted a monopoly of radio broadcasting to four major broadcasting systems." Mr. Lemke assailed the quality of radio programs generally and predicted Congressional legislative curbs unless radio "takes steps to reform." And he said that they would give full consideration to it, but that they were convinced the change should be made," he said.

Says FCC Failed to Answer

He alleged that the Commission failed to answer 15 questions propped a year ago by Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, as to why FM was moved upward, "because to have had that the location hearings held by the FCC from 1944-46 "were apparently simply an excuse to do a thing the Commission had already made up its mind to do without reform and protect our children" the Congress would pass "drastic legislation."

Appearing Monday in behalf of his joint resolution (H.J. Res. 78) to direct the FCC to allocate a portion of the 50-mc band to FM (Broadcasting, Jan. 27), Mr. Lemke wrote the Committee he he wrote the FCC last spring, asking that a careful study be made before changing the FM assignment. "I received a reply, as I re-call it, that they were still studying . . ."

AREA and district meetings have been scheduled by NAB for all but one of its Districts. District 8 (New England) has not set a date. District 9 (Pa., Md., Del.) has tentatively set optional dates in late March. List of scheduled meetings follows:

March 24-25 (or March 31-April 1)—District 3 (P., Md., Del.). Hotel Bellevue, Silver Spring, Md. April 14-16—Area C (District 10, Iowa, Neb., and North Dakota). Moline, Ill.


Public Relations Executive Committee will meet March 6-7 in Washington. Legislative Committee meets Feb. 10-11 in the capital.

To Use Full NBC

BROWN & WILLIAMSON TOBACCO Co., Louisville, through Russell M. Seeds Co., Chicago, will expand Red Skelton Show and People Are Funny to full NBC network of 167 stations effective April 15. Paul McClure, NBC Central Division sales manager, last week announced NBC Central Division client to use full network. Brown & Williamson has again signed Sigmund Romberg as a summer replacement for Mr. Lemke's client, his orchestra and soloists are to begin their summer series sometime in June after completion of a coast-to-coast concert tour.

Swezey Is Father

ROBERT D. SWEZEY, vice president and manager of MBS, is the father of a girl, Elizabeth Thompson, born Jan. 29.
AFM Still Bargaining; AFRA, Nets Sign Contract Provides 20% to 30% More For Members

Union’s Prediction Of Settlement Wrong

WITH A DEADLINE of 12:01 a.m. yesterday, officials of the American Federation of Musicians Local 802, New York, and representatives of the major networks still had reached no agreement in new wage contracts as BROADCASTING went to press.

Despite the confident prediction of James Caesar Petrillo, AFM president, that a new contract would be signed by Feb. 1 [BROADCASTING, Jan. 27], negotiations continued throughout last week. At noon Friday there was no evidence that the conversations were even near conclusion.

One network source predicted that negotiations would be continued into this week, giving rise to speculation that Local 802 had expressed a willingness to arbitrate further in its demands for wage increases. In such an event it was felt that the status quo under the old contract would be maintained, with any salary increases being made retroactive to Feb. 2, 1947.

Contracts Expire Sunday

Existing AFM-network contracts were to expire at 12:01 a.m. Sunday. Negotiations were confined to the single issue of wage increases, since other conditions of any AFM-broadcasting contract must await Supreme Court decision on constitutionality of the Lea Act.

The Government’s appeal, filed last month in Federal District Court, Chicago, from the decision of Judge Walter J. La Buy, which sustained the AFM motion to dismiss, was docketed Monday in Supreme Court. Petrillo a fortnight ago asked the networks to continue the old contracts until adjudication of the Lea Act, making any future wage increases retroactive to Feb. 10-17.

The networks refused and negotiations began. Precise wage increases demanded by Local 802 were not revealed. The negotiations were proceeding with unprecedented secrecy, with neither network nor union officials inclined to comment.

35% Raise?

One source reported, however, that the demand by the Petrillo union amounted to a 35% raise in scale. Others said that estimate was excessive.

Although no official comment was available on the wage increase, it was understood that the networks had offered a counter-proposal which, according to one source, amounted to 20% raise.

Under the old contract which expired at midnight Sunday, scale for musicians performing on sustaining programs was $126 per week. For those performing on both sustaining and commercial shows the rate was $132.25.

In the past three months the AFM has won large increases from the record and transcription manufacturers. For making phonograph records, Petrillo secured a 10% increase, and in obtaining a 37 1/2% increase a few weeks later he was given a 50% salary boost by manufacturers of commercial transcriptions.

The Local 802 negotiating committee was composed of Joseph Brodky, attorney; Richard McCann, president, and Charles Iucci, treasurer.

Representing Networks

Representing the networks were these officials: NBC—Frank E. Muller, executive vice president and general manager; John MacDonald, vice president in charge of finance; Ernest de la Ossa, personnel and director; ABC—Joseph A. McDonnell, executive vice president and secretary; Charles Barry, program director; Helen Guy, business manager, program department. CBS—Frank K. White, vice president and treasurer; Howard N. Herman, personnel relations director. WOR—Theodore C. Streibert, president, WOR; Don Hamilton, program department; Eliahu Goldfarb, attorney.

Meanwhile in Washington as the Government’s appeal to uphold the constitutionality of the Lea Act reached the Supreme Court last week it appeared that neither broadcasting or union interests would join the battle between Petrillo and the law.

NAB Plans No Action

As BROADCASTING went to press, NAB had formulated no plans to file any briefs in support of the Government which appealed a decision handed down by Federal Judge LaBuy [BROADCASTING, Dec. 30, 1946] dismissing a Criminal Bill of Information filed against the AFM president in the U. S. District Court in Chicago.

Since AFM General Counsel Joseph A. Padway is also attorney for the AFL, it appeared unlikely that there would be any AFL supporting briefs.

Padway’s office informed BROADCASTING that there had been no “motion to expedite the case,” thus leaving the judicial course of the appeal in regular channels, which meant that the case will probably not come up for oral argument before April at the earliest.

The appeal was docketed Monday in the Supreme Court.

OBJECTING to acceptance by the four major networks of the new AFRA contract without regard for the rights of KFI Los Angeles, the station’s general manager, William B. Ryan, has rejected the contract and filed a formal complaint with the National Labor Relations Board.

In addition, Ryan sent copies of the telegram to the presidents of the three other networks and to Justin Miller, NAB president, Paul W. Morency, president of WTIC Hartford and chairman of the NBC Stations Planning and Advisory Committee, and John J. Gillin Jr., president of WOW Omaha.

Strong Language

In strong language Mr. Ryan specifically requested that NBC and the other networks refrain from any agreements with musicians which may include a scale of wages, fees, vacations with pay or other conditions relating to KFI employment. He pointed out that the agreement concluded with AFRA by the networks “presumed to automatically embrace KFI.”

Further, he said, AFRA “admitted that we were entitled to a separate negotiation,” but he added that “it was previously agreed by AFRA and the networks that regardless of any gesture made by AFRA of negotiating with us we were not permitted to make any difference whatever in the contract from that already arrived at by AFRA and the network stations.”

In Writing

On this last point, Mr. Ryan declared, “we have this in writing from Mc Cue of AFRA. We wish to assure you that we are thoroughly investigating legal recourse to such collusion.”

Not wanting to be put under the same umbrella as the networks, Mr. Ryan sets forth KFI’s position as follows: In the telegram:

“May I call to your attention that Los Angeles and San Francisco announcers’ and musicians’ staffs are dual network and station operations, with the exception of KFI and KBCA, the latter only by coincidence since they have not yet been able to find quarters to house both the network and the station. KFI has always had separate agreements covering its own announcers, musicians and engineering staffs. We intend to continue on this basis and to fight any joint action on the part of unions and networks to nullify our efforts to negotiate for our own station.”

KFI Rejects AFRA Contract, Sends Stiff Protest to NBC

Allegation of an AFRA contract, signed between the networks and AFRA, has been strongly rejected by Mr. Ryan.

In a statement after the signing of the contract, George Heller, national executive secretary of AFRA, said that the establishment of the union-management committee was to continue.

Mr. Heller said the union still hoped that the NAB would appoint representatives to the committee, “but if this is not done, AFRA believes other arrangements may be made.”

The committee, as originally contemplated, was to consist of eight representatives from AFRA, four from the networks and four from the industry, to be appointed by the NAB.

It was considered possible that the four appointments which the NAB had thus far refused to fill might be delegated to network affiliates advisory committees.

Mr. Heller said the committee, however composed, “will meet during the coming months to consider all matters of difference between the industry and the union with a view to arriving at recommendations which shall be submitted to the industry and AFRA on matters of principle looking toward amicable settlement of all differences.”

The contract signed last week was retroactive to Nov. 1, 1946, and will continue in effect until Oct. 31, 1948.

Contract Provisions

Among other provisions of the contract signed between AFRA and the networks are:

1. Production memoranda for all individual programs will be furnished to AFRA, listing the names of artists involved, gross fees and rehearsal hours.

2. AFRA’s jurisdiction will extend to include m.c.’s in man-theater programs, concert managers, quizmasters; also, reporters and analysts in home economics, fashions, farm and rural programs, (Continued on page 75)

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TV Development Are Inspected At Hearing

By BRUCE ROBERTSON

FOR THE members of the general public who jammed Room 1708 of the U. S. Court House in New York last Monday morning to see the first public showing of color television, it was merely a show. For the reporters who overflowed the two large press tables to get the story of the hearing into print for the benefit of the citizens who could not attend, the show was old stuff, a repetition of press showings at CBS.

But for television broadcasters the situation was deadly serious. What appeared on the video screens was not entertainment, but images with certain technical qualities whose cumulative effect on the members of the FCC would go a long way in determining whether color television by the CBS sequential system is to be given commercial broadcasting status or sent back to the laboratory.

Officially the two-day session in the New York court room and the Wednesday meeting in Princeton, N. J., were part of the FCC hearing on the CBS petition for the immediate commercialization of its color broadcasting technique. Hearing began in Washington last December (Broadcasting, Dec. 16), will be resumed on Feb. 10 for presentation of direct testimony by Allen B. Du Mont Labs and for cross-examination of CBS, RCA-NBC and other technical witnesses.

‘On-the-Record’

The New York-Princeton interval was a part of one of the two on-the-record demonstrations before the FCC—which had seen them all privately—and in the presence of opposing interests who for the first time could watch their opponents' demonstrations.

Five of the six Commissioners were on the bench as the hearing opened Monday, with only Clifford J. Durr missing.

Presaging the course of the two-day session, the hearing began with an argument over propriety of a solitary CBS showing between William A. Roberts, Du Mont general counsel, who maintained the session should be cross-examination throughout, and Julius Brauner, general attorney for CBS, who said the network would welcome comparative tests.

Chairman Denny cut short the argument by stating that the Commission had invited CBS to make an on-the-record demonstration, that it was not cross-examination since CBS, as applicant, had the burden of proof and was entitled to make its affirmative showing. Dr. Peter C. Goldmark, inventor of the CBS color video method and director of the network’s technical television research, conducted the CBS demonstrations, opening with a projection display designed to prove the CBS contention that “the critical factor in television is contrast rather than brightness.” Two optical projectors projected identical kodachrome slides on two screens, one of which was covered with a neutral filter to simulate the effect of the color filter disc of the CBS color video system, the other left uncovered showing the two projected images under varied lighting conditions. Dr. Goldmark claimed a superiority for the filtered picture. This claim was hotly disputed by representatives of RCA and Philco as well as Du Mont, all of whom felt that brightness was more important.

CBS next broadcast a program from its experimental UHF video transmitter atop the Chrysler Tower, three miles from the court room where it was received on two color receivers, one a laboratory model built by CBS, the other made by Bendix Aviation Corp., Radio Division, as a model for a set to be commercially produced.

The demonstration included a model, Patti Painter, demonstrating fabrics. A fashion show, an exhibition of modern paintings, a boxing match—to show the absence of fringing—a dancer and a singer comprised the rest of the program, which duplicated that shown previously to the Commission and the press by CBS. Robert Shelby, NBC technical development engineer, asked that Miss Painter wave a white handkerchief rapidly before the camera as a better test of fringing and when she did no fringing was noticeable, although Dr. Shelby protested that her waves were not very vigorous.

The demonstration, received at first with room lights off and the blinds closed and later with full lights, was followed by a discussion (Continued on page 71)

Small Market Stations Editorialize

SMALL stations are turning toward editorializing, in line with NAB’s campaign to promote this phase of broadcasting, the NAB Small Market Stations Executive Committee was told at its Jan. 25-31 meeting, held at the Statler Hotel, Washington.

The subject consumed an important part of the committee’s three-day agenda, which covered a long list of topics dealing with operation of stations under 5 kw in communities under 50,000. Presiding at the meetings was Chairman Wayne W. Cribb, KHMO Hannibal, Mo.

Interest in editorializing has been promoted recently by action of the District 14 convention at Salt Lake City (Broadcasting, Jan. 20), along with the series of news clinics held throughout the country during the last 14 months. NAB President Justin Miller and Executive Vice President A. D. Willard Jr. discussed regulatory aspects of the question at the committee’s Thursday luncheon session.

Committee members agreed in general that promotion of community projects and assumption of a strong position on local affairs builds station prestige and audience loyalty. It was pointed out that most stations always have editorialized to some extent in their selection of programs, handling of news copy and participation in community affairs.

Small market stations are getting a lot more national spot business, judging by committee discussion. One example cited was that of a 250 kw station in a community of 40,000, which last year did national spot business of $40,000. The trend was traced to better station sales and promotion activity, along with improved programming and operation.

Frank E. Pellegrino, NAB director of broadcast advertising, reported on work of the Sales Managers Executive Committee, which had met the week before (Broadcasting, Jan. 27). The small market committee adopted resolutions favoring adoption of a single rate card, and use of “general” and “retail” classifications where this is not feasible, and advocated use (Continued on page 76)
Stuck

That black spot in the picture is a tanker caught in the ice floes of the north Hudson River. It looked like it was stuck for keeps.

But a Coast Guard helicopter caught the distress signal, flashed from the marooned vessel and brought on the rescue.

Too bad there isn't a Coast Guard for radio time buyers who go off the deep end and get stuck.

W-I-T-H is the rescue squad in Baltimore radio. Ask our clients. They'll tell you that W-I-T-H, Baltimore's successful independent station, delivers more listeners-per-dollar-spent than any other station in town.

If you're in a jam, put W-I-T-H to work now. You'll be rescued ... in a hurry, too.
AIEE Hears TV Equipment Needs

Production in Quantity Is Important, Says RCA Engineer

TELEVISION in 30 metropolitan districts comprising 32.5% of the nation's population is assured by the FCC's granting of 57 television station construction permits. Walter L. Lawrence, commercial television engineer of RCA, last week told members of the American Institute of Electrical Engineers.

Reading a technical paper before the television session of the AIEE annual meeting in New York, Mr. Lawrence said that "to furnish television broadcasting at the service standards required for commercial operation, all stations must provide reliable, consistent operation."

Complex Operation

Mr. Lawrence, who spoke on "Television Equipment for Broadcast Stations," said the operation requires the integrated functionality of many pieces of equipment which are somewhat more complex than the analogous units found broad band radio. Dependable operation of the equipment throughout its useful life is facilitated if the various units are product design equipment." He defined "product design" as equipment that is produced in quantities in the same design, he said that this "type of production affords relatively large amounts of money for engineering design and development to obtain the required degree of performance. However, since the design costs are spread over a number of units, each unit bears only its proportionate fraction of the expense, making product design economically feasible."

Tells How It Functions

Mr. Lawrence described the functioning of a complete line of equipment which is available for operating commercial television broadcasting stations. He pointed out wide improvements in television pickup tubes which will permit the reduction of required lighting levels in television studios. This reduction in lighting load, he said, should reduce a great deal the cost of studio construction and operation.

In a talk on "Postwar Television Receiver Design," D. W. Pugsley of the General Electric Co., Bridgeport, Conn., said that "very excellent television reproduction is now an established reality, but can be obtained only by using well designed receivers."

"It behooves a prospective purchaser to ascertain he buys a strictly modern receiver, incorporating the latest advances in the art, if he does not wish to be doomed to disappointment," said Mr. Pugsley.

He said that new designs are superior to pre-war models "both because of improved circuit techniques and because of greatly improved picture tubes which afford much greater brilliance, detail and contrast." Mr. Pugsley pointed out that the improved circuits eliminate the characteristic scalloped effect typical of pre-war receivers and block out, by using higher frequencies, interference from high powered shortwave transmitters.

"Television Network Facilities" were discussed in a paper prepared by L. G. Abraham, of Bell Telephone Laboratories in New York, and by H. I. Ronnes, of American Telephone & Telegraph Co., New York.

They said: "Only because radio can bring the same program simultaneously to millions of listeners is it economically possible to present famous orchestras, singers, actors and comedians."

Network Needed

"Television, with its still more costly programs and its even greater effectiveness for on-the-scene events, obviously also will require network interconnections if it is to become the important source of information, education and entertainment that is predicted."

The authors pointed out that more than 4,000 route miles of coaxial cable, intended to carry hundreds of telephone or telegraph messages simultaneously but also capable of carrying television, already have been installed. They predicted that New York and Los Angeles will be linked by coaxial cable "early in 1948," and that the whole 12,000-mile program "may be completed by 1960."

They concluded that "the trend to wider and wider frequency bands no doubt will continue. These wider bands will be needed to handle the ever-increasing demand for communications and perhaps for greater definition or color television. Such wider band systems are already under development by the Bell System."

NAB Moves to Prevent Confusion

Seeks Cooperative Plan For Handling Labor Relations

STEPS to eliminate intra-industry confusion in the handling of labor relations were taken last week by NAB.

Impressed with the chaos that has marked past handling of negotiations involving separate industry segments or units but at the same time exerting industry-wide influence, the Employe-Employer Relations Committee instructed Richard P. Doherty, NAB department head, to set up a system of contests that will bring order into handling of labor relations.

This action was taken last Monday by the committee at its first meeting of the year, held at the Mayflower Hotel, Washington.

The next day President Justin Miller appointed a special committee of five to report to the NAB board on the AFRA-network agreement to set up a joint advisory council to discuss disputes between the network and the union.

The board's decision to study the council idea had amounted to a refusal to participate, since President Miller was instructed to take no action in the matter other than appointment of a committee [Broadcasting, Jan. 13]. The action had further strained the delicate AFRA-network negotiations. The council also had called for local level negotiations as a general policy.

Committee Members Members of the new five-man special committee, which will report to the board at its spring meeting, are: I. R. Lounsberry, WGR Buffalo, chairman, CBS Affiliates Advisory Board; Paul W. Morency, newly elected president of the NAB Stations Planning and Advisory Committee; Roger Clipp, WFIL Philadelphia, for ABC affiliates; John Elmer, WCBS Baltimore, chairman of NBC Employe-Employer Relations Committee, for MBS affiliates; Herb Petty, WHN New York, for non-affiliates.

No meeting date for the committee had been set by NAB.

The EERC plan to bring cooperation among industry elements in their labor negotiations will require full exchange of all information on labor problems and union negotiations, particularly by networks and stations. Since assuming office last year Mr. Doherty has been ex-

(Continued on page 77)

LABOR POLICY for the year was discussed Monday by the NAB Employe-Employer Relations Committee, holding its first meeting. Seated (1 to r): Marshall Pengra, KRNR Roseburg, Ore.; William Fay, WHAM Rochester; Robert Swesey, MBS; Frank K. White, CBS; John Elmer, WCBS Baltimore, committee chairman; Richard P. Doherty, NAB; Fred W. Burton, WQAM Miami.

Standing: Frank King, WMBR Jacksonville, Fla.; C. L. Thomas, KXOK St. Louis; Frank R. Smith, WWSW Pittsburgh; Harry R. LePoidenvin, WRJN Racine; C. L. McCarthy, KGW San Francisco; Howard Lane, Field Enterprises; Ivar H. Peterson and David J. Farber, NAB; Carlton Smith, NBC-WRC Washington; Joseph A. McDonald, ABC; C. E. Arney Jr., NAB.

Coaxial Report

THE COAXIAL cable between New York and Washington in 1946 transmitted 188 television programs totaling more than 600 hours, American Telephone and Telegraph Corp. reported last week. By the end of the year, the company said, programs were going over the cable five nights a week and occasionally on Saturday and Sunday, for a total of 18 to 20 hours weekly.
...because more and more listeners depend on KMPC* for complete news of all the world all the time...

we announce with pride the appointment of CLETE ROBERTS, internationally famous correspondent-commentator, as chief of the newly created KMPC Public Affairs Bureau under whose direction will be KMPC's many world news broadcasts...special events in the public interest...and public service programming. Clete Roberts' News Analysis...his own appraisal of local, national and world events each weekday night at 9:00 on KMPC.

50,000 watts-710 KC  
G. A. Richards, President  
R. O. Reynolds, V. P. and Gen. Mgr.  
Represented by Paul H. Raymer Co.
Wider Use of Air Editorials Urged

Rex Howell Declares They Boost Community Standing

By REX HOWELL
Managing Director
KFXJ Grand Junction, Colo.

I WISH to express my appreciation for the interest BROADCASTING has taken in my resolution presented before the 14th District meeting of the NAB in Salt Lake City this month [BROADCASTING, Jan. 20].

I am in complete agreement with your points in the editorial "Look for the Gimmick." I also recognize that not all broadcasters are in complete agreement on the subject of the broadcaster's right to editorialize. Unfortunately there are those within the industry who would not welcome the assumption of this responsibility. Under the inference drawn from the "Mayflower Decision," these broadcasters have excused themselves from taking any active part in the promotion of their community affairs by assuming that a literal interpretation of this decision precludes radio from expressing editorial viewpoints on any subject.

Obligation to Public

Personally, I have never felt that it was the intent of the Commission to bar editorials from the air. To the contrary, I have found it impossible to reconcile such a viewpoint with the basic conception of "broadcasters' public service responsibilities." Naturally, there may be some broadcasters who do not wish to present views under their own sponsorship. If they are content to forego the opportunities for community betterment that is theirs, of course there is no compulsion for them to do so. (They may find public favor turning to the competitor who does exercise the privilege.)

At present there are, of course, many broadcasters who would otherwise be willing to carry out an editorial policy based upon the needs of their communities, but for whom the uncertainties inherent to the "Mayflower Decision" have precluded their acceptance of editorial responsibilities. If the Commission will specifically declare its views on the subject, broadcasters will know whether they place themselves in jeopardy by assuming the responsibility that has long been considered an inalienable right of the free press.

Assuming that the Commission does endorse the right of broadcasters to editorialize . . . what then? How many will make use of it to add new achievements in the field of public service by radio.

How many will abuse the privilege?

Exercise of Judgment

Until man is composed of more than the image of his Creator, it is only natural to assume that there will be mistakes, but is the radio industry composed of people any less conscious of public needs, or more vulnerable to unbridled prejudice than is the press of our country?

During the war, when the use of our sphere of influence took precedence over everything else (including monetary profit), our industry did an exemplary job. To find the local approach that would best serve, required exercise of editorial judgment.

Every day, whether we admit it or not, every station manager must inject his editorial judgment. The very selection of programs must indicate his editorial judgment. In news programs the selection of those items which must necessarily take precedence due to limitations of time, may also be rightfully considered as exercise of the same prerogative. The FCC has repeatedly emphasized that the licensee is in the final analysis the one upon whose responsibility must rest for the program content of his station.

To delegate that power solely to others, is, in my opinion, fallaciously impossible!

We pride ourselves that in a short history of 26 years radio has developed techniques of sales and mass buying influence that have won unquestioned leadership in the advertising field.

Surely, we have not so completely exhausted our initiative in this one field as to render our industry incapable of developing the necessary techniques to provide the best means of adapting our medium to its maximum potentialities of...

(Continued on page 29)
WTAG Worcester produces each week dozens of programs featuring not only members of the station's staff, but also drawing upon the talent available from its extensive Central New England coverage area. Here are a few of the programs which it presents regularly using exclusively live talent:

**NEWS AND COMMENTARY**

**News Bulletins**
- 9 broadcasts daily, prepared by WTAG's News Editors from the resources of its affiliated newspapers, The Worcester Telegram and The Evening Gazette.

**Views of the News**
- A commentary by Leslie Moore about local, national and world events. Broadcast thrice weekly.

**Sports Views**
- Authority Paul Johnson in a discussion of sports. With frequent interviews.

**Weather Time**
- Prognosticator Bill Winne offers information about weather, road conditions and tides. Six days weekly.

**Farm and Garden Facts**
- A long established series of programs presented by the experts of the Worcester County Extension Service.

**AUDIENCE PARTICIPATION AND QUIZ**

**Breakfast in the Baroque Room**
- Eileen and Bob Adams in a five time a week fest of fun, stunts and capers. Broadcast from the Sheraton Hotel.

**A Question of Music**
- The WTAG Board of Experts presents a five day a week quiz program emceed by Gil Hodges.

**Quizpartners Inc.**
- A new idea in quiz shows, with a studio audience competing for a wealth of prizes. Presented across the board.

**This is Our Town**
- Once a week WTAG's mobile unit visits a different city or town in its coverage area for a round-up of local personalities, history and news.

**OF INTEREST TO WOMEN**

**Modern Kitchen**
- An informal, chatty program about food and its domain, presided over by Gretchen Thomas. Five days a week.

And many more besides, including a variety of public interest, religious, special event and transcribed shows, plus the wealth of programs offered by the Columbia Broadcasting System.
Construction Begun on Tucson Station

Sun Country Co. Also to Start Work Soon on Phoenix Outlet

CONSTRUCTION has been started on KTSC and KTSC-FM in Tucson and will begin early this month on KFSC and KPSC-FM in Phoenix. J. R. (Dick) Heath, president of Sun Country Broadcasting Co. of Phoenix, licensee of the stations, announces. In addition, Mr. Heath says, applications are being filed with the FCC requesting facilities for both AM and FM stations at Flagstaff and Yuma.

The company's broadcasting facilities will be so strategically located and of sufficient power to make Sun Country programs, both AM and FM, available to everyone in Arizona, according to Mr. Heath, a leader in Arizona radio for 23 years, formerly associated with KPAD Phoenix, KITAR and the Arizona Broadcasting System.

Executive headquarters of Sun Country will be located in Phoenix, with offices and studios occupying the remodeled eighth floor of the Security Bldg. Temporary offices have been opened on the second floor of this building. At Tucson the offices and studios will be in the Sun Country Bldg. on Stone Ave.

Vice president of Sun Country is Del E. Webb, associate of Bing Crosby in motion picture production in Hollywood, owner of the Kansas City Red Skin, part owner of the New York Yankees and nationally known contractor.

Remaining officers and stockholders are: Dr. Hilton J. McKeown, a leading Arizona physician, treasurer; Charles L. Strous, prominent attorney, secretary, and W. MacParran Barker, of the Valley National Bank.

WMT brings you BOTH "twins" at no extra cost...3½ million listeners with dollars in their pockets.
THE "Spot Cash" MARKET

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<th>Bonus Listening Area</th>
<th>Total Area</th>
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ALL FIGURES IN THOUSANDS OF DOLLARS.

Aside from figures... these pertinent facts are immediately apparent.

The Pacific Northwest enjoys the highest per capita income in the country. Extensive wartime expansions have been reconverted to vast industrial enterprises. From seaports of worldwide importance, reaching farming, lumbering, manufacturing, mining and mining of fabulous and priceless metals, this great empire is destined to grow to undreamed of heights.

PACIFIC NORTHWEST BROADCASTERS
VOLUNTEER STATE Broadcasting last week received a grant for a new 5-kw regional station at Newnan, Ga., after finding a local frequency available for its station.

The Commission authorized Volunteer State to operate on 1300 kc, Newnan Broadcasting Co. to use 1400 kc with 250 w full-time, and, in a separate case, announced a grant to Parkersburg Broadcasting Co. for a new 250-w station on 1380 kc at Parkersburg, W. Va.

Newnan Broadcasting had received a proposal for 1300 kc with 1 kw on grounds that a better distribution of radio service would result than from a grant of Volunteer's application for use of the same frequency at Newnan.

with 5 kw [Broadcasting, Jan. 20]. But FCC left the way open for grants to both applicants—if Volunteer could find a local channel for Newnan.

Volunteer notified the Commission that 1400 kc would be available when WATL Atlanta completes its already authorized shift from 1400 to 1830 kc. Newnan Broadcasting, which had agreed to accept a local channel, was therefore authorized to use 1400 kc with 250 w full-time, as soon as WATL moves to its new assignment.

The Commission pointed out that Volunteer, which is headed by Edward M. Kirby, Washington and Nashville public relations counselor and former chief of the Radio Branch of the War Dept.'s Bureau of Public Relations, "made a strong showing in behalf of the service it proposes to render," and that "the regional channel involved could be efficiently utilized" at Nashville.

The grants, announced Tuesday, were as follows:

Parkersburg, W. Va.—Parkersburg Broadcasting Co., 1200 kc, 250 w. full-time. Owners (20% each): J. V. Anderson, owner of 7-Up Bottling Co. president; H. M. Greasley, owner of candy brokerage business, vice president; C. J. Lessey, service manager; treasurer; W. H. Wolfe, attorney and real estate man; assistant treasurer: E. L. Satterfield, music store owner.

Nashville, Tenn.—Volunteer State Broadcasting Co., 1300 kc. 5 kw. directional antenna at night: Principal: Edward M. Kirby (president, 40%), public relations counselor, formerly with WSM Nashville, NAB public relations director 1938-41, radio adviser to Secretary of War in 1941. chief of Radio Branch of War Dept. Bureau of Public Relations 1941-45, Frank W. Marboro (50%), part owner KTEN Temple and KKRG Odessa, Tex.; Earl C. Arnold (10%), president emeritus, Vanderbilt U. Law School.

By Appointment

Harry Wismer

Nationally known Radio Personality begins 1947 as Assistant to the President, Mr. G. A. Richards, of WJR, WGAR, and KMPC. He will expand the important work these three stations are doing to preserve those principles of keen competition and fair play which characterize the American Way of Life.

WJR  WGAR  KMPC
THE GOODWILL STATION  THE FRIENDLY STATION  STATION OF THE STARS
DETROIT  CLEVELAND  LOS ANGELES

G. A. RICHARDS, President


$78,425 CBC Deficit Reported; Sponsored Time Equals 18.8%

A DEFICIT OF $78,425 for the fiscal year April 1, 1945, to March 31, 1946, is shown in the annual report of the Canadian Broadcasting Corporation. Launched in January, although dated at Ottawa by Chairman A. D. Dunton on Sept. 6, 1946. Deficit is attributed in the report to a decrease in receiving set license fees, less commercial program revenue than anticipated and increased overhead due to increased payments to artists, musicians, salaries and pension fund. The report for the first time mentions that CBC is allowed a 5% supervision charge by the Canadian Government for operation of the Government's international shortwave station at Sackville, N. B.

A detailed analysis is given on the year's programming and the return from war-time to peacetime programs with long range program planning possible. Report includes international exchange of programs between NBC and CBS and CBC as well as with BBC, also deals with feeding of special and sustaining programs to and from U. S. stations including WSUN St. Petersburg, Fla., and WIDF Boston. A full report is also given on the operations of the international shortwave service to Europe and Latin America.

18.8% Sponsored

Dealing with commercial programs the report states that 18.8% of all network broadcast time was used for sponsored programs, both Canadian and United States origin, a drop of 2.3% over 1945. This despite an increase of nearly $45,000 in commercial revenue. A total of 1,367 hours of commercial network programs were piped in from the United States, and 1,242 hours of non-commercial programs. CBC programs fed to the United States amounted to only 7¾ hours to MBS and CBS.

Engineering construction during the year was done at Halifax, Sackville, Quebec, Montreal, Toronto and Vancouver, mainly in connection with new studios. A diversity receiving station was put in at Vancouver to receive Australian and New Zealand programs for rebroadcasting on CBC, national program building was completed at Toronto, first FM transmitter was erected at Montreal, and antenna arrays were set up at Sackville for the international shortwave service.

Operations of press and information service, broadcast regulations division and station relations division were reviewed. The personnel and administrative section of the report shows a staff of 977, an increase of 57 in the year, and the return of 98 war veterans of 138 who had enlisted for active service.

On the financial report receipts were shown at $6,132,263, consisting of $3,773,384 from license fees, $1,683,838 from commercial broadcasting, $68,440 from miscellaneous sources as sale of publications, and $606,690 from Canadian Government for operation of international shortwave station. Expenses amounted to $6,510,689, made up of $2,933,375 for programs, $1,160,674 for engineering, $971,441 for wire lines, $285,501 for administration, $145,183 for press and information, $130,903 for the commercial division, and $577,809 for operating the international shortwave station. Obsolete equipment amounting to $40,707 was written off during the year.

For more details, please refer to page 22.
It takes "know-how" born of many years of experience in a market to qualify for "Excellence in the Art and Business of Radio."

A knowledge of the market, its people and their reaction is essential to any successful radio campaign. Mr. Beecue's only "gimmick" is this knowledge and how to use it.

Our thanks to N. W. Ayer & Son for this new addition to our trophy room.

We know how to aid your client. Ask Rambeau.

Your MUTUAL Friend

WHBQ
MEMPHIS, TENNESSEE

Represented by — RAMBEAU — Chicago • New York • Los Angeles

February 3, 1947 • Page 29
STORY OF THE GREAT MAN HIMSELF ★ The Great Gildersleeve is still a bachelor because his listeners won't permit him to marry. Back in 1943 the writers of the show introduced a romance for Uncle Mort. Listeners approved the love affair. But when the script writers took the bold step of having Gildersleeve become seriously interested in the red-haired widow Ransome, the reaction was immediate. Letters showered in stating that Gildy should remain single and devote his time to raising his teen-age niece Marjorie and nephew Leroy.

In their concern, listeners proved that the character of Throckmorton P. Gildersleeve had become as real as life. Gildy is the eternal bachelor. He is continually attracted to marriageable ladies—but only to a point just short of the altar. In shrinking from the responsibilities of wedlock he expresses the immaturity of his nature. That inane laugh and absurd pomposity are a reflection of his arrested development. The Great Gildersleeve is caught between the day before yesterday and the day after tomorrow—a ludicrous but lovable figure of adult adolescence.
Harold Peary first played the role of Gildersleeve in 1935 on the Fibber McGee and Molly show. In 1941 he emerged with his own full-time show which, under the sponsorship of the Kraft Foods Company, has risen to a position among radio’s top-rated programs. Every Wednesday night finds him surrounded by a cast as distinctive as his own colorful personality. Virtually the entire cast—Leroy, Marjorie, Judge Hooker, Mr. Peavy and Eve Goodwin have only one dramatic purpose—to build up and then deflate the Great Man’s ego. Only Birdie, the colored maid, is no heckler. But even into her good intentions Gildy manages to read cause for worry and mistrust.

How to make a Great Man? Endow him with a full share of human failings, lovable and recognizable to millions. Entrust the role to an actor of long experience and intuitive understanding. Bring to life his voice and character in the millions of homes served by the NBC Network. Put him in the company of other great personalities heard on NBC. The result: a life-size creation in sound as three-dimensional as your next door neighbor.

...the National Broadcasting Company
Dr. Lee De Forest

Dr. Lee De Forest Gets Edison Medal

Dr. Lee De Forest Receives Award at AIEE Meeting; Stresses Value of Radar

RADAR has developed to the point where it "stands steadily asking leave to end collision by water, air and rail," said Dr. Lee De Forest last week in New York after receiving the 1946 Edison Medal at the annual meeting of the American Institute of Electrical Engineers.

Dr. De Forest, who was awarded the medal "for pioneering achievements in radio and for the invention of the grid-controlled vacuum tube," said that the "safety of all who fly lies in the electron tube."

The well known inventor described the electron as an important part of the 20th Century. "Here," he said, "in glass and metal lies the control of the world's greatest force, the electron. Here is man's eye to see through solids, beyond horizons, and to behold the infinitesimal, to make audible the inaudible."

Dr. De Forest is the 36th recipient of the Edison Medal. Gen. David Sarnoff, president of RCA, reviewed the inventor's scientific and engineering developments and their implications on peace and as a whole. J. Elmer Housley, of Alcoa, Tenn., president of the AIEE, made the presentation to Dr. De Forest.

MBS TOTAL NOW 393 AS 11 STATIONS JOIN

MBS last week announced the addition of 11 more affiliates, bringing the network's total to 393.

The new affiliates are: KBGD Lubbock, Tex., 1250 kc, owned by Caprock Broadcasting Co., joins Mar. 1. KIOI Omaha, 1450 kc, owned by Valley Broadcasting Assn., joins Feb. 27.

WLSA Laning, Mich., 500 kc, 1430 kc, was owned by Broadcasting Co., joins Feb. 7.


WJSW Altoona, Pa., 250 w., 650 kc, owned by Altoona Broadcasting Co., joins Feb. 9.

WHUN Huntington, W. Va., 1400 kc, owned by Joseph F. Biddle Publishing Co., joins Feb. 15.

WPRD Lock Haven, Pa., 1250 kc, owned by Lock Haven Broadcasting Corp., joins Feb. 15.


WRDN. Galax, Va., 250 w., 1400 kc, owned by Carroll-Grayson Broadcasting Corp., joins Feb. 15.

WDCB Leakeville, N. C., 100 w., 1450 kc, owned and operated by Douglas L. Craddock, joins Feb. 15.

WCTT Corbin, Ky., 250 w., 1400 kc, was owned by Corbin Times-Tribune Inc., joins Feb. 15.

WRFRP Airs Games

WRFRP Savannah has purchased exclusive rights to broadcast the National college basketball and basketball games with Savannah and Benedictine High Schools and with the U. of Georgia.

ENDING their first two-day session in New York on Jan. 23, members of the new NBC Stations Planning and Advisory Committee posed for this picture. Seated (1 to r): H. W. Slavick, director, WMC, Memphis; Walter E. Wagstaff, general manager KIDO Boise; Paul W. Morency, vp and general manager, WTIC Hartford, committee chairman; John J. Gillin Jr., president, WOW Omaha. Standing (1 to r): Richard H. Mason, manager, WPFF Raleigh, committee secretary; Milton Greenebaum, president and general manager, WSAM Saginaw, Mich.; William B. Way, vice president and general manager, KVVO Tulsa; H. Quentin Cox, manager, KGW Portland, Ore.

WRAL Objects to Commission Conclusion That WDNC Get Regional Assignment

WRAL Raleigh, N. C., told FCC last week that the Commission's decision on WDNC Durham, rather than WRAL, should get a regional assignment was based on "completely erroneous' findings.

Both WDNC and WRAL are seeking to move from local frequencies to 620 kc with 5 kw day and 1 kw night, directiona! full-time. Unable to grant both applications because of the interference that would result, FCC proposed to grant WDNC's on grounds that a better distribution of radio service would be achieved [BROADCASTING, Dec. 16].

To this WRAL replied, in exceptions and request for oral argument filed last week, that "numerically . . . there are eight more stations' serving the area WDNC would gain by regional operation than are serving the area that would be added by WRAL. "Geographically," WRAL said, "approximately one quarter of the added WRAL service area would receive its second primary signal from the proposed operation of WRAL. No such showing was made on behalf of WDNC."

WRAL objected to "the failure of the Commission to make appropriate findings relative to the concentration in the owners of WDNC of the media of mass communication in Durham," since WDNC is owned by the publishers of the city's only daily newspapers. "Durham Herald and Sun."

The station also objected to FCC's "failure . . . to make pertinent findings relative to the public service broadcasts of WRAL."

The station said its programs and spot announcements of a public service nature totaled 2,200 hours and 1 minute in 1945.

The petition was filed by Frank U. Fletcher, Washington attorney.

WRAL now operates on 1240 kc with 250 w. WDNC is on 1490 kc with 250 w. FCC's proposed decision anticipated a grant to Public Information Corp. for a new station in Durham using WDNC's present assignment in event WDNC moves to 620 kc.

RCA Victor Division Lists 3 Promotions

RCA VICTOR DIVISION last week announced promotion of three of its executives to new posts. Harry R. LeRoy becomes director of manufacturing, a newly created position, and Arthur Malcarney succeeds Mr. LeRoy as general plant manager of the engineering products department.

Harry F. Randolph assumes the post of general plant manager of the tube department.

Mr. LeRoy joined RCA in 1923 as electrician at Harrison, N. J., became manager of test equipment design and electron tube manufacturing in 1932, and four years later was named manager of the RCA Victor plant in Indianapolis. In 1938 he was appointed executive assistant to the vice president in charge of engineering at Camden, N. J., and in 1942 was made manager of the company's largest plant in Camden, then engaged in production of electronic war equipment.

His successor as engineering products department plant manager, Mr. Malcarney, formerly was plant manager of the parts department.

In his new capacity as general manager of the tube department Mr. Randolph will continue as acting manager of the Harrison tube plant, vacating all of the company's tube manufacturing activities. He has been with RCA for 15 years.

Brechner Is Advised Problems Never End

Troubles Have Only Started, WGAY Operator Told

EDITOR, BROADCASTING:

In an article entitled "First Two Months Are WGAY's Hardest," Joseph L. Brechner, general manager, deplores the lack of sound information with which to handle the details of station management. He also asks for a good primer entitled, "How to Set Up and Run a Successful Radio Station."

The article in the Saturday Evening Post makes interesting reading for the public, but readers of BROADCASTING magazine are not so ill-advised. In fact, I think it is time we put an end to this deception and stop encouraging Mr. Brechner's pipe dream.

I don't have a primer but I can give Mr. Brechner some good advice. The trouble, however, can only come when anyone with even a superficial knowledge of the complicated structure of industry in this country be so naive about the subject as it relates to station management. How such a thing could be made by reading a primer or obtaining advice, few of them would be drawing salaries of $10,000 a year as Mr. Brechner expects to do. Even the title of the article is a delusion. Broadcasters' problems are not reduced after two months. Such problems never cease—they multiply.

If WGAY's income is approaching operating expenses, Mr. Brechner is very fortunate. Will his luck continue as competition becomes keener? I wish him all the luck in the world, but he will need more than luck. He will need more than a primer or advice. He will need a capable and experienced manager to establish and maintain efficient radio station operation. Then Mr. Brechner may draw $10,000 in dividends. Only a qualified manager can actually earn that much in salary.

If there is no special interest in WGAY, but this letter may help others to avoid such hazards now that so many new stations are springing up all over the country.


Tower Work Begun

KGBS Harlingen, Tex., has started construction on its new 425-foot tower, which will be equipped with a 4-bay GE antenna and will be used for both AM and FM radiation, Troy McDaniel, general manager of Harlingen Broadcasting Co., KGBS, Harlingen, said. The company expects the FM outlet (KGBS-FM) to be on the air about April 1, according to Mr. McDaniel. Initial operation on AM will be on 1260 KHz.

A 3-kw GE transmitter will be installed upon arrival.

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BROADCASTING • Telecasting
WLOW, Norfolk's new radio station, has already made history in Virginia's rich Tidewater area. Two weeks before actual broadcasting was to begin, WLOW had more daytime program time sold to local sponsors than any other local station! And they are all STATION-BUILT shows—not one syndicated show in the whole long list.

Not only in advertising, but in program showmanship, WLOW is leading other stations in Norfolk. These three great programs are heard EXCLUSIVELY on WLOW—NORFOLK AT WORK; HAMPTON INSTITUTE'S WORLD-FAMOUS CHOIR; THE WOMAN'S CLUB FORUM.

Yes, WLOW has taken the leadership in programs and in sales in Tidewater. The only thing new about this station is its transmitting equipment. Every member of the staff is an experienced, individual showman. Look to WLOW for leadership. It's one of the South's most aggressive stations. Call Joe Bloom at Forjoe and Company for facts about the WLOWay of producing results.

THE STATION WITH A FUTURE
NORFOLK, VA.
1000 WATTS

REPRESENTATIVES • FORJOE & CO. • NEW YORK, WASHINGTON AND CHICAGO
Radio Research Developments Outlined for Statistics Association

THREE CBS officials and a McCann-Erickson Inc., executive played key roles at the Jan. 25 session on "Recent Developments in Radio Research" at the annual convention of the American Statistical Assn. in Atlantic City.

Dr. Frank Stanton, CBS president, presided at the meeting, while Oscar Katz, assistant CBS research director, Dr. Donald Horton, manager of the CBS Television Research Institute, and Dr. Herta Herzog, manager of research for McCann-Erickson, delivered addresses.

Dr. Horton, speaking on "First Steps in Television Audience Research," said that "relatively little has been done in the field of television home audience measurement largely because this audience is too small... to justify an intensive job of home audience research."

He explained that the CBS Television Audience Research Institute is concentrating on program analysis work, using the informal group technique as its basic method. "We're serving two functions," he pointed out. "First, we give practical aid to the program director by reporting audience reaction to his production. Second, we're helping prepare the groundwork for large scale research when television is a major industry."

Program Analyzer Discussed

Mr. Katz spoke on recent experiences in the use of the Program Analyzer, which was invented in 1957 by Dr. Stanton and Paul F. Lazarsfeld. He gave examples of studies of the Program Analyzer during the past two years and showed how several CBS programs had been improved by implementing recommendations of the Analyzer.

Dr. Herzog also spoke about the Program Analyzer. One of the advantages of this testing device, she said, is that it obtains reactions immediately. In general, the machine permits a testing of a true cross section of listeners, she said, and is the most advanced research device to test audience response to films and radio programs.

QUEBEC GROUP SCANS BROADCAST PROBLEMS

QUEBEC BROADCASTING stations, at a general meeting on Jan. 27 at Montreal, decided to have their annual meeting at Montreal on May 17. Afternoon and evening sessions were devoted to discussing problems with officials of Canadian Assn. of Broadcasters, including Harry Dawson, manager; Douglas Scott, director of broadcast advertising, and Jim Allard, director of public services.

Matters considered included the financial statement questionnaire recently issued to all broadcasting stations by Department of Transport, Ottawa; possible Parliamentary Committee appointment by Parliament this session; clause 10 of proposed CBC FM regulations which would require all AM stations eventually to give up their AM licenses and use only FM; plans of Scott for selling broadcasting as a medium; and public relations operations planned by CAB and those which stations could use.

Nareisses Thivierge, CHRC Quebec, president of Quebec Broadcasters Assn., was chairman of the meeting.

Attending, in addition to those named, were: Phil Lalonde, CKAC Montreal; Roland Beaudry, CKRN River; T. Caron, CJBR Rimouski; Jack Thivierge, CHEF Granby; Paul LePage, CKCV Quebec; L. Trepanier, CHLN Three Rivers; R. Benoit, CKCH Hull; A. Gauthier, CHLT Sherbrooke; C. A. Berthiaume, CHLP Montreal; and L. Gauthier CKTS Sherbrooke.
"G-HOUR" FOR PITTSBURGH'S HOME PLANNERS


What's the big attraction? Practical, down-to-earth advice on home management, nutrition, marketing...keyed to the special problems of this tri-state area. Pittsburgh women not only listen avidly to the "Home Forum" on the air, but also keep the studio guest roster full while Miss Gardiner's Westinghouse Test Kitchen is in session. There, once a week, club groups see a demonstration of "Home Forum" products, enjoy refreshments whipped up in the kitchen, and head happily home-ward with an armful of "Home Forum" products and samples.

If you wanted to schedule a club group for a Kitchen Party, we'd have to tell you that these affairs are booked solid for the next two years. But if you want a participation on the "Forum" show, you'll find the picture brighter. A few openings are available now. NBC Spot Sales can tell you all about it.

WESTINGHOUSE RADIO STATIONS INC.

KEX KYW WBZ
WBZA WOWO KDKA

National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters
there are a lot of eggs in our "basket"

Among them are top NBC shows, consistent first Hooper ratings season after season, middle of the dial frequency at 790, the publicity and prestige backing of the Commercial Appeal—the South's greatest newspaper—and many others.

You can put your advertising dollars in one basket in Memphis—that's WMC, the station most people listen to most in the Mid-South.

-FERRIS HEADS PUBLIC RELATIONS DIRECTORS-

EARLE FERRIS, president of Earle Ferris Co., New York, was elected president of the National Assn. of Public Relations Counsel Inc., at its 10th annual meeting held last week at the Hotel Lexington, New York.

The following were elected vice presidents: Paul Garrett, vice president of General Motors Corp., Detroit; William H. McGaughey, director of public relations, Automobile Manufacturers Assn., Detroit; Marvin Murphy, director of public relations, N. W. Ayer & Sons; G. Edward Pendray, public relations counsel, New York, and Conger Reynolds, director of public relations, Standard Oil Co. of Indiana.

Edward F. Thomas, vice president in charge of public relations, Geyer, Cornell & Ganger, was elected secretary, and Paul Haase, assistant secretary of Controllers Institute of America, was reelected treasurer. Pendleton Dudley, retiring president, was elected a director for a one-year term.

-KATE SMITH SPEAKS GOES FROM CBS TO MBS JUNE 23-

THE Kate Smith Speaks program, currently sponsored on CBS, Mon.-Fri., 12 noon-12:15 p.m. by General Foods Corp., New York, will switch to MBS on June 23 to be broadcast as a cooperative program available for sale to more than 400 stations. Miss Smith and Ted Collins will be heard on MBS Mon.-Fri. 12 noon-12:15 p.m., and the Checkerboard Jamboree show, sponsored by the Ralston-Purina Co., currently heard on MBS at that time, moves to the 12:15-12:30 p.m. spot on Feb. 3.

General Foods also will drop the Kate Smith Sings show currently heard on CBS, Sun., 6:30-7 p.m., in early June, but will retain its half hour of radio time Sunday evening and its Mon.-Fri. noon quarter-hour spot. It is understood that the company is looking for new shows through its agencies, Poole, Cone & Belding and Young & Rubicam, New York.

Radio-Relay Request

THE American Telephone & Telegraph Co. has filed application with the FCC for authority to install terminal stations in New York and Chicago for an experimental radio-relay communication system between the two cities. Purpose of the proposed system is to permit further experimentation with the radio-relay method of transmitting telephone conversations and television programs. About three years will be required to complete the system, which will include construction of 40 intermediate radio-relay stations along the route.

BOSSMAN, H. Leslie Atlass (1), vp of CBS Central Division and general manager of WBBM Chicago, bids bon voyage to Everett Holles, WBBM news editor, as Mr. Holles left for a European tour Jan. 14 [Broadcasting, Jan. 20]. Mr. Holles is one of eight news men and the only Midwestern radio representative invited by Secretary of War Patterson "to observe and report on conditions and problems facing American forces of occupation with particular emphasis on military government."

FM Station Ad Held Top Spot Among Men Readers

AN ADVERTISEMENT announcing the new WRUN Rome, N. Y., FM station of the Rome Sentinel, took top position among men readers of the Sentinel on Nov. 13, 1946, according to a survey just released by the Advertising Research Foundation, New York.

The ad, one of a series run by the Sentinel, to promote its station, which went on the air in December [Broadcasting, Sept. 23], scored 24%-top the men's list, the foundation reported. It was a 552-line advertisement. The survey was part of the continuing study of newspaper advertising readership being conducted by the Advertising Research Foundation, sponsored jointly by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

New File Number Plan

A NEW SYSTEM of file numbers for broadcast applications, eliminating the present practice of assigning zone numbers to indicate geographical areas, was announced by FCC last week. Numbers of all broadcast applications are prefixed by "B"; next come the letter or letters indicating the type of application—AL for assignment of license, P for construction permit, R for renewal, TC for transfer of control, etc.

These letters are followed by numbers indicating the class of station involved; CT for commercial television, ED for noncommercial educational, FB for facsimile, H for commercial FM, etc. (In cases involving standard broadcasting stations, no letters are used except those showing the type of application.) The numerals following the identifying letter indicate the progressive numbering for each type of application and class of station.
Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an inherently lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. Place YOUR order now for Fall delivery.

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES...ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the Cascade system gives stability and efficiency to Raytheon FM.

2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. Conservatively operated circuits prolong tube life—prevent program interruptions.

6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division
7517 No. Clark Street, Chicago 26, Illinois

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

RAYTHEON
Excellence in Electronics

BROADCASTING • Telecasting

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IT DOESN'T PAY TO IGNORE THE OUTSIDE AUDIENCE
on the Pacific Coast, either!

* A C. E. HOOPER 276,019 coincidental telephone survey proves that only Don Lee covers the outside (as well as the inside) audience...the people living outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located, and who account for nearly half of the Pacific Coast retail sales.

JUNIOR will only get his trousers warmed for ignoring his outside audience—but you'll lose approximately half of the 12,117,584 population and $9,038,433,000 retail sales if you turn your back radiwise on the important Pacific Coast outside audience. For only Don Lee gives complete coverage to the more than 3.5 million radio families in the Pacific Coast area.

ONLY DON LEE has enough stations (41) to cover all the important mountain-surrounded markets.
ONLY DON LEE can deliver both the inside and outside market.
ONLY DON LEE can say, "More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of one of our network stations."

Any network can deliver the inside half of the market, but only Don Lee can deliver the whole market. Chalk that up on your blackboard when you're making up your next Pacific Coast radio budget.

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Grant Proposed for Independence

FCC Also Makes Decision

On Wichita, Topeka

Applications

GRANTS for a new 1-kw daytime station in or for residents of Truman's hometown of Independence, Mo., and 250-w outlets in Wichita and Topeka are anticipated in a proposed decision announced by FCC.

Winners of the proposed grants:
Frank E. Fowler and associates doing business as Blue Valley Co., for 1510 kc with 1 kw, daytime only, at Independence.

Collinson-Wingate Broadcasting Co., for 1490 kc with 250 w fulltime at Wichita.

T. Hall Collinson and Norville W. G. Wingate trading as Collinson-Wingate Broadcasting Co., for 1490 kc with 250 w fulltime at Topeka.

Six other applications, mutually exclusive with those which FCC proposed to grant, were given proposed denial.

Applications

Applications which FCC proposed to grant were those of Air Capital Broadcasting Co., Wichita Beacon Broadcasting Co., and KCLC Broadcasting Co., all of Topeka, requesting 1490 kc for new 250-w stations at Wichita; KTOP Inc., headed by former Secretary of War Harry H. Woodring, seeking a new Topeka station on 1490 kc with 250 w; KTSW Emporia, to change frequency from 1400 to 1490 kc, and General Broadcasting Co., requesting 1490 kc for a new 250-w station at Topeka.

FCC pointed out that the Air Capital, Wichita Beacon, KAKE, and KCLC 1490 kc applications for Wichita conflicted with each other and also with the KTSW request at Emporia, while at least one of the Wichita applications was preferred over KTSW's on grounds that Wichita, although it now has three AM stations, is an industrial and agricultural center with a population eight times Emporia's; further, FCC said, a grant to KTSW for a new frequency would offer no new competitive service in the Emporia area.

KAKE was selected for the Wichita grant on the basis of local ownership, program plans, integration of ownership with management, plans for an advisory council, and the experience of General Manager Clark A. Luther, 20% stockholder, who is now national sales manager of a number of radio stations in Kansas, Oklahoma, Nebraska and Missouri, Norville W. G. Wingate, was veteran and formerly sales manager of a Topeka advertising company. They would manage the station.

S. C. Walker Leaves KMBC To Join Conlan and Assoc.

SIDNEY C. WALKER has resigned as treasurer of KMBC Kansas City, Mo., to become vice president and treasurer of Robert S. Conlan and Associated, radio and advertising research firm, whose home offices are in Kansas City.

Mr. Walker, a leader in banking and business circles in Kansas City for more than 20 years, has been active in the management of the Conlan firm, which plans to incorporate soon. He also will handle advertising and agency relations.

Mr. Conlan has been chairman of the proposed incorporation. Mr. Conlan will assume the title of president and director of sales. Mr. Guyant, as vice president, will head the field and production departments.

Mr. Conlan has announced that with the addition of Mr. Walker to his staff he plans to provide complete advertising and marketing research services covering the entire country, with major emphasis on radio surveys.

Life in the Death House

Ralph R. Beal, Executive of RCA, Dies in New York

RALPH R. BEAL, vice president in charge of engineering of RCA Communications Inc., New York, and also radio, television and electronic manufacturing, died at Doctors Hospital, New York, on Jan. 24 at the age of 59 [BROADCASTING, Jan. 27].

Mr. Beal was a direct descendant of the early days of radiotelegraph communication. Mr. Beal, then a field engineer, participated in the first investigations into high-power point-to-point radio transmission and contributed toward its development into a dependable means of world-wide international communication. Later, as research director, he had the responsibility of coordinating research and advanced engineering development activities of RCA and its subsidiaries.

Mr. Beal joined RCA in 1926 as its Pacific Division engineer, was transferred to New York as research supervisor in 1934, and three years later was made research director. When RCA formed a television committee in 1935 to study television broadcasting, Mr. Beal was made chairman, a post he held for nine years.

Mr. Beal is survived by his wife, Merle Bertsche Beal, and a son, Ralph Jr., an aeronautical engineer with Douglas Aircraft Co. at Santa Monica.

60-Day Confinements

TEMPORARY licenses of WTEL Philadelphia and WAML Laurel, Md., have been continued for 60 days, FCC announced last week.

The Commission said WTEL's was extended pending disposition of related cases and WAML's pending consideration of additional information requested by FCC.

OPERATION POLIO

AT THE INVITATION of WHCU, Cornell U. station, the Ithaca (N.Y.) Reconstruction Home, where polio victims are rehabilitated, designated Jan. 30 (the late President Roosevelt's birth date) as "Operation Polio Day" and provided announcers, writers, entertainers, newscasters, sportscasters, a program manager, and even switchboard operators to run WHCU from sign-on time, 7:30 a.m., to sign-off at 6:15 p.m., that day. The community service project was designed to swell Ithaca's contributions to the March of Dimes fund.

ORAL PLEAS SCHEDULED

ORAL ARGUMENTS on FCC's proposed revisions in frequency service allocations to non-government fixed line radio service between 30 and 40 mc, 152 and 162 mc, and 1000 and 13000 mc will be held before the Commission today and tomorrow (Feb. 3-4). The sessions relating to 30-40 mc and 152-162 mc, today at 10 a.m. and 2 p.m., respectively, will be held in the Commerce Dept. Auditorium, and it was thought that the 1000-13000 mc proceeding at 10 a.m. tomorrow will also be held there.

Approximately 15 companies and organizations were reported planning to take part in each proceeding, and each was requested to limit its oral presentation to 20 minutes.

BILLS TO EASE HIGH COURT LOAD OFFERED

THE CONSTANT flood of appeals to the Supreme Court from decisions and orders of the FCC, ICC and Maritime Commission has resulted in two proposed bills which would give the high court discretionary review powers.

Under the Communications Act of 1934 FCC orders could be appealed "of right" directly to the Supreme Court from three-judge district courts, by-passing the Circuit Court of Appeals. The Administrative Office of the U. S. Courts, building a case for reformation, has submitted two bills to the House Judiciary Committee, one of which would give the Circuit Court of Appeals "exclusive jurisdiction to enjoin, set aside, suspend (in whole or part) or determine validity of all final orders of the FCC . . . ." Appeals from decisions of the Circuit Court would be heard, under the proposed legislation, only at the discretion of the Supreme Court, instead of, as formerly, mandatorily.

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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.

---the story of "a great wrong" done "a great medium."

Nobody's exactly to blame—but read on—

"The Odd Tale of the Missing Multiplier"

Let's take a look at certain facts of life—and radio

Radio reaches people. This one basic fact makes it an advertising medium. But how many people does radio reach? That's the question. And right along it gets an odd answer. Men who sell time, and men who build programs, almost always fail to include all the listeners that radio really reaches. Thus they not only short-change themselves, and the medium, but fail to report to advertisers the true and total impact of radio.

Here's how this happens.

The power of radio comes from two main factors:
(1) the pull of the program during each individual broadcast
(2) the power of a series of broadcasts to spread radio impacts over a large percentage of the total market for a product.

Unfortunately, habit and custom have fastened upon radio the measurement of radio's power in terms of single broadcasts only. This single-broadcast measurement, even though repeated week after week, fails to reveal the force of the cumulative factor—which creates the true, much larger coverage of the total market for the product. To leave out this cumulative measurement of the total audience, gained over a series of broadcasts, is unfair to the medium, and can prove costly.

Take a look at the chart.

It diagrams the impact of radio as it actually happens, and as you use it. It supplies the "missing multiplier" and evaluates the build-up of audience by each succeeding broadcast. When this is done, as indicated, we move from radio's smallest measurement (a rating of 8.5% per broadcast) over a period of time to 5 broadcasts, then 10, then 15, and finally to the 20 broadcasts that (combined) have reached 36.7% of radio families in an interval of 4 weeks.

If confined to a series of single-broadcast ratings, the seller of radio is handicapped in making comparisons with other media; the work of the radio producer stands in an unfavorable light; and the buyer of radio underestimates the true value of his purchase and remains wholly in the dark regarding the percentage of his market that is adequately covered, and the part which, not being covered, is wide open for unopposed invasion by competitors.

Only by the research service of Nielsen Radio Index can this total cumulative force of radio ("market coverage") be measured on a continuous basis, over selected periods of time.

This is still another example of the unduplicated service of NRI, disclosing the true values of radio as a medium—for those who sell—to those who buy.

Our experienced service executives are ready to describe many such examples to you. We will welcome your inquiry.

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Nielsen Radio Index—A Complete and Accurate Research Service which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.

---
EDWARD R. RAASCH, WAOV Vine-
cent, Ind., program director-assis-
tant station manager, has been named station manager. He succeeds VICTOR H. LUND, who resigned because of poor health.

NUTA (Doc) FABRE Jr., program di-
rector of WAKR Morgantown, W. Va.,
has been appointed station manager to succeed NORMAN KNIGHT who resigns to join WBOB. JACK PLEMMING, chief
announcer, becomes program director.

RICHARD (Dykke) RAES, vice presi-
dent of West Virginia Radio Corp., sta-
tion licenses, has assumed duties of
general manager of the corporation,
post which Mr. Knight also held.

JACK GOODMAN, assistant manager
of KALL Salt Lake City, in addition to
his present duties, has been named head of Interval Network news
staff. He will act as liaison between Interval Network stations and Salt Lake Tribune-Tribunat which acts as news-gathering agency for network.

WILLIAM F. MAAG Jr., president of
WPJQ Youngstown, Ohio, has been
named chairman of Committee of
Christian Spokesmen for the United
Jewish Appeal, which is conducting campaign for $4,000 for relief and re-
habilitation of European war victims.

I. E. SHOWMAN, general manager of
NBC Central Division, and NORMAN
ROSS, WMAQ Chicago m.c. and former
Olympic swimmer champion, have been appointed by Mayor Edward J. Kelly
to Citizens Olympic Committee.

is leading campaign to have Chicago
selected as site of 1953 Olympic games.

EDWARD R. MURROW, vice president
director of public affairs for CBS,
has been named as member of advisory
board of Yale Review.

ALBERT JOHNSTON, manager of KYO
Phoenix, has been named 1947 chair-
man of American Red Cross Fund for
Maricopa County.

JOHN J. HURLEY, general manager of
WGCI Cleveland, is an en route to Detroit for
month's conferences with HARRY WIS-
NER, his newly appointed assistant,
and other key executives there and in
Cleveland.

WILLIAM A. BANKS, president of
WABC Philadelphia, is on an extended
tour of Mexico for six weeks.

ROY DUNLOP, former production mana-
ger of CBS, Vancouver, B. C., who has
been appointed English program di-
rector of KQOY Chongking, China, is to
set up broadcasts in English for the
Chinese Broadcasting Administration.
He was incorrectly identified as represen-
tative of the Canadian Broadcasting Corp. (CBC) in EOBCASTING, Dec.
25. The CBC (not CBC as earlier identi-
fied) plans to build a chain of FM sta-
tions along the China coast with which it hopes to reach English speaking
people in the Far East, according to
Mr. Dunlop.

R. W. DICKSON, manager of National
Grocers Co., Niagara Falls, Ont., has
been elected chairman of the advisory
council of CKVY that city (BROAD-
CASTING, Jan. 27). Council was formed by
R. H. BEDFORD, station owner, and
is comprised of prominent citizens and
public officials. Group is to meet at
least four times annually.

ABC STARTS EARLIER
WITH MANNERS SHOW

ABC, effective today (Feb. 3), will
open at 7:30 a.m., a half-hour earlier each morning, to enable
Sterling Drug Inc., New York, to
present its Zeke Manners Show,
Mon.-Fri., 7:30-7:45 a.m. The 8-
weeks contract was placed through
Dancer - Fitzgerald - Sample, New
York. Firm has sponsored the Manners
show for the past year on ABC's Pacific Coast network five
times weekly, 10:45-11 a.m.

The program will be heard live in the East, originating from Holly-
wood, and from 8:30-8:45 a.m., an-
other hour, will be aired for ABC's Central Division,
with subsequent live repeat broad-
casts to be made at the proper
hours in both Mountain and Paci-
cific Coast areas.

At the conclusion of the Manners
show at 7:46 a.m., ABC will close
its network for 15 minutes during
which each affiliate will program locally.

In addition to the Zeke Manners
show, Sterling also sponsors the
Bride & Groom program on ABC,
Mon.-Fri., 2:30-3 p.m.

KWLK - FM, Washington
State Station, Launched

KWKL-FM Longview, Wash.,
went on the air Jan. 25 and is
broadcasting on a six-hours-a-day
schedule—12 noon to 3 p.m. and
6-9 p.m.—on 104.3 mc with 250 w.
C. O. Liftmire, principal owner
and manager of KWKL and
KWKL-FM, states that present plans
for programming provide that,
wherever possible, KWKL-FM
will broadcast programs entire-
dy different from those of
KWKL.

Transmitting equipment for the
new FM outlet was supplied by
General, except for the excitation
of the antenna, which was specially
-designed by Harold Singlet-
on of Portland and built and
installed by C. H. Fisher.

Williams Named

HOWARD D. WILLIAMS, former
vice president and general manager of
Erwin, Wasey & Co., New York,
has been appointed president and
general manager of the agency
succeeding Louis R. Wasey who has
resigned his former office of chair-
man of the board. Mr. Williams
has been with Erwin, Wasey for
14 years, and prior to that occu-
pied an executive position with the
National Cash Register Co.

New Standards List

REVISED list of standards has
been published by American Stan-
dards Assn., 70 E. 45th St., New
York 17, N. Y. The list includes
one new radio standard, C63.1-
1946, covering radio interference
of electrical components and com-
pleted assemblies of electrical
equipment for the armed forces
from 150 kc to 20 mc, method of
measuring. It may be obtained free.

The Story In A Peanut Shell

**PRIMARY . . .

71 counties in North
Carolina, Virginia and
South Carolina where
77% of the people listen
regularly to WPTF.

**Latest NBC Survey

PEANUTS help swell North Carolina's farm income
$379 million—largest of any Southern state. And
of North Carolina's peanut crop, 95% are grown
in those counties where 77% of the families
listen regularly to WPTF.

This is one shell game you can't lose. Write
now for availabilities!

Page 42 • February 3, 1947

BROADCASTING • Telecasting
A three-hour mirthquake in the form of towering Dick Haynes, radio luminary of 15 years standing, is giving the Los Angeles audience its happiest hours between six and nine a.m. daily. A split personality of comedian and salesman, Haynes is recognized as unique among the nation's disc jockeys. His program runs the gamut, from western tunes, old and new tunes, to novelties and requests—His humor the gamut from half a dozen personalities to a talking dog.

Fan mail indicates Haynes' enormous popularity.

National Representative: ADAMS J. YOUNG, Jr.,
New York & Chicago
"The Most Wonderful Story in Radio"
SAYS MR. AUBREY WILLIAMS
PUBLISHER OF SOUTHERN FARMER, MONTGOMERY, ALABAMA

INVEST YOUR AD DO!

ASK FREE & PETERS FOR THE HOOPER AND TERRIFIC MAIL STORY
Southern Farmer Magazine bought 3 15-minute segments of WCKY's Jamboree in June, 1946, and increased it to 13 15-minute segments in November (7 during the night Jamboree and 6 in the morning Jamboree) in a circulation drive to secure new subscribers. In six months, WCKY has delivered in excess of 130,000 paid subscriptions for Southern Farmer. These facts can be verified by Miss Pearl Hornburg of the Neal Advertising Agency, Chicago, and Mr. Aubrey Williams, Publisher of Southern Farmer, Montgomery, Alabama.
FMA’s First Lesson

LAST MONTH there was formed the FMA Assn. to foster development of this new broadcast medium and to accelerate its public introduction and acceptance.

The organization was launched auspiciously with the benediction of the FCC and the support of broadcasters, manufacturers and others interested in fostering this new and important branch of the mass media. Bill Balley, the able associate editor of Broadcasting, was retained as executive director. Roy Hofheinz, Houston ex-judge and more recently both an AM and FM owner, was elected first president. Judge Hofheinz’ first official act was to request the FCC to delete all references in its rules and forms to “standard” broadcasting and to substitute the term “AM.” He argued it was misleading to the public to refer to “an inferior service as a standard.”

We think Judge Hofheinz is off base. He is picking a fight where none exists. He’s asking for something revolutionary, when it is generally recognized that FM’s development must be evolutionary. AM radio owners are not going to junk their present receivers which are providing satisfactory service until a new and better service is made available.

The mission of FM Assn., as we understand it, is to promote FM’s emergence as a national radio service. It does not essay to function as a trade association, competitive with the NAB. Its function, therefore, is affirmatively to sell FM, not precipitate internecine strife that will pit the AM operator against the FM zealot.

FM must rely upon AM broadcasting as its foundation. AM broadcasters, as was expected, are quite ready to help FM, if FM ultimately must achieve its place on merit.

Judge Hofheinz impresses us as an enterprising young man. He started a new AM station in Houston, presumably to “pay the floating national committee” for which he is an applicant for standard (AM) stations in New Orleans and San Antonio. He must figure there is still some life left in AM.

We are for any development in radio that provides an improved service for the public. FM, properly nurtured, bids to do that. Television does too. But AM, for the present, and for the foreseeable future, is the primary medium and will remain the medium until these other services affirmatively prove their merit.

A Woman’s Place

THE WOMEN now want a woman on the FCC.

President Truman has been besieged by the General Federation of Women’s Clubs to fill the FCC vacancy with a woman, because they say women make up the majority of daytime listeners but have no voice on the FCC. It’s just as simple as that. And as misguided.

It started when a political deal was concocted and almost jelled, for appointment of Marion E. Martin, ex-assistant chairman of Republican National Committee to the Porter vacancy. That appears to have washed out.

Some folks, it seems, have the notion that the FCC is authorized to regulate programs. After reading the Blue Book, we wonder too. But we’ll take the Blue Book word for it and say that it doesn’t have that authority.

The FCC has an important job ahead—a job not adequately done either because it doesn’t have the personnel, or because that personnel has been otherwise engaged. There are the International Telecommunications Conference, another NARBA, and related matters of international and domestic allocations to be tackled.

The FCC needs qualified and informed personnel at the top level, not political has-beens or ladies who might regard a commissionship as a droll experience. If a woman is named, she should be someone like Panney Neyman Litvin, who has been a Commission attorney for years and who knows the problems and the responsibilities.

If engineering experience is required, and we think it is, then we would like to see someone of the stature of Commodore E. M. Webster, former Coast Guard communications head, or Paul Goldsborough, who has been through the communications mill in aviation.

Bottom line, there should be a qualified broadcaster who could talk operating experience, not theory, but we’ve yet to locate one who would take the punishment.

Simple as 2 Plus 2

IF THE economic outlook is confused generally it’s compounded with complications and inconsistencies where radio is concerned.

Those broadcasters who are trying to be prudent businessmen find that they can’t project operations with any degree of accuracy. Estimates on new plant installations, whether AM, FM or television aren’t even guesswork according to these days. They’re told that business should be all right, but they know there will be more competition and therefore it might be spread thinner. And the networks are pessimistic, mainly because of increased operating costs which evidently can’t be absorbed by rate increases at this time.

Which gets us down to fundamentals. Radio broadcasting is a service operation. The largest overhead item is payroll. The unions are demanding flesh in the 100-weight; they’re no longer satisfied with pounds.

There is a simple problem in arithmetic. Lee Brotol, head ofristol-Myers made the point a few days ago (Broadcast, Dec. 27) when he cited radio as an important medium, but added that when costs rise so much that the efficiency of the dollar spent, in relation to the results produced, is at a point where the equation is unsatisfactory for radio, use of radio will be “subject to challenge.”

AFRA, through its star-chamber negotiations with the networks has succeeded in getting a 50-30-20 increase. Jimmy Petritto’s APM is working toward a similar end. Thanks to the timely action of the NAB board, the AFRA deal does not bind independent stations through secondary boycott commitments. We don’t know what the AFM negotiations will bring. One can never tell.

The arithmetical problem is this: If radio costs increase to the point where advertisers find it an uneconomical buy, the business will gravitate to the printed media. Networks and stations will be overstaffed. Perforce, they will have to find a lower economic base. They will have to reduce their higher-priced personnel inventory. They might operate fewer hours per day. They won’t want so many announcers, engineers, writers or performers.

Will that help the unions? This isn’t an illusory or frivolous fantasy. There are actual cases now.

The unions have found radio a lucrative and fatjob. They have succeeded in getting more and more for less and less. There comes a time when diminishing return sets in.

Our Respects To—

GEORGE ALFRED CHARTER HESLEP

FOR 14 years radio was a sideline with Charter Heslep. He says he saw no future in broadcasting as a fulltime job, though he had produced college radio shows, sung on the air in a quartet, announced sports, and had various other radio chores.

He has changed his opinion now, and terms himself “Mutual’s stuffed shirt in Washington.”

His position is that of MBS manager in the Nation’s Capital. He is Mutual’s liaison with the White House, Congress, State Dept. and other agencies, especially the FCC. He coordinates the Washington activities of all the network departments, particularly public relations, program and station relations.

Because of his knowledge and the Washington scene, he was MBS election editor in 1944 and 1946.

He joined Mutual in November 1944, and in the first year, while WOL was developing its news bureau, served as acting network news chief in Washington. This eventful period saw Mutual secure its first exclusive State Dept. broadcast. The clerk who handled the script of the then Secretary Stettinius was so sure there would be trouble that he gave the job to CBS and its mutually affiliated stations.” Mr. Heslep corrected that and now Mutual is favorably known at this important department.

During 1944 also, he succeeded in getting the network rotation system for Presidential pick-up effects and MBS takes its regular turn in feeding White House programs. He directed MBS Washington coverage of President Roosevelt’s death; was Mutual news editor at San Francisco United Nations Conference and supervised the long V-J Day vigil. In September 1945, he relinquished this activity when Albert Warner was named chief of the WOL-Mutual news bureau. His latest extra-curricular activity is being chairman of the dinner committee of the Radio Correspondents Assn.

Though Mr. Heslep loves nothing better than politics, he steers clear of lobbying in his Mutual job. “That is the only stipulation of my contract,” he says.

He was born Oct. 17, 1908 at Richmond, Va., the son of musically-inclined parents. His father was in Richmond politics for many years, and was a member of the city council.

The younger Heslep got a B.A. from Richmond College in 1926, later took special subjects at George Washington U. in Washington.

He worked his way through college, the (Continued on page 48)

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FROM BEARDS TO BROADCASTING

The striped pole is the symbol of the barber-shop. It dates from the days when your barber was your surgeon too, and "cupping, leaching and bleeding" were accepted forms of treatment. The white stripes represented the bandage around the wound. Now that such quaint therapeutics have gone the way of the old-fashioned shaving mug, the professions are miles apart.

As keen time-buyers well know, WCBM is the symbol of just one thing—comprehensive radio coverage in metropolitan Baltimore. Its single-minded purpose is to provide good programming. Naturally, this makes it the ideal medium for your commercial messages directed to people of all vocations. Don't "bleed" your profits by dull-edged advertising methods as outdated as your great uncle's sideburns. WCBM's complete coverage sharpens the demand for your product in Baltimore.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusice National Representatives

George H. Roeder, General Manager
TIME TO START PLANTING

Agriculturists and advertisers like to do their planting in fertile territories, and this Wichita area sure exceeds their expectations.

Crops are far above average and so is the buying income of this rich market. You can plant your advertising dollar here and reap a bumper crop, especially if KFH, that Selling Station of The Southwest is used.

Mrs. Anna T. Hild
MRS. ANNA T. HILD, Philadelphia department store and radio station executive until she retired four years ago, died Jan. 25 at her home in Philadelphia. She served as president of the WLIW Broadcasting Co. before its merger with WFI and later became treasurer of the merged station, WFIIL. Active in the Philadelphia Club of Advertising Women, Mrs. Hild was also assistant to the president of the Lit Bros. department store. Her husband, Frank A. Hild, died four years ago. Funeral services were held Jan. 29 with interment at Holy Sepulcher Cemetery.
AVAILABLE IMMEDIATELY

AT

SONOCRAFT

THE BRUSH TAPE RECORDER, $229.50

Complete with microphone and one reel of tape. Each additional reel $2.50

SPECIFICATIONS:
- ONE HALF-HOUR CONTINUOUS RECORDING
- FREQUENCY RESPONSE: 100 TO 5,000 CYCLES
- SIGNAL TO NOISE, AT LEAST 40 DB
- REWINDING RATIO: 30 TO 1
- WEIGHT: 40 POUNDS

ALSO FOR IMMEDIATE DELIVERY

PRESTO 6N RECORDER
Presto Aluminum-Based
Recording Blanks Type B
12" $0.59 NET
16" $1.07 NET
Packed 30 per Carton

WIRE OR WRITE

SONOCRAFT CO., INC.

45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997
LEWIS H. SCRUBLCK Jr., Currites Pub. Co., account executive for seven years. join Shaw-Lovaly Inc., Chicago. He is the first account executive for new account since to be announced.

CLYDE VORTMAN, formerly with McKenna-Erickson, has joined media department by Brooks Smith, French & Dorance, Detroit.

CHARLES H. KLEIN, president of N. A. W. Aye & Son, Hollywood is the father of a boy.

SHERLEY A. AMBER, formerly of ABC Publicity and prior to that in special events. Chicago, has joined Ernest N. George Co., Los Angeles, as production manager.

ALLEN HUBBARD, formerly account executive of Service Unlimited, Pasadena, has joined Allied Advertising Agencies Los Angeles, in a position.

SYLVIA FOSSILL of personnel department of Young & Rubicam, Hollywood, has resigned to join Mildred Heredon Personnel Agency, Chicago.

HELEN STEELE, former society editor of Glendale (Calif.) Press has joined Associated Advertising Agency, Los Angeles, as research director.

TOM CONNOYL of mechanical production department of Young & Rubicam, Hollywood, has been promoted to the position of director.

MARY HANRAHAN, assistant to BOB HUSEY, talent head of Young & Rubicam, Hollywood, is currently on leave of absence.

BERTHA ALBERS, head cashier of Young & Rubicam, Hollywood, is currently on leave of absence.

J. FRIEDBERG & Co., Los Angeles, has rented 321 S. Flower St. Telephone is Michigan 2866.

BENNE SMITH has resigned from Young & Rubicam, Hollywood, public relations staff, to devote full time to writing assignments on NBC "People Are Funny" and other programs.

J. BERNSTEIN, formerly on publicity staff of Central Artic Corp. and a joined radio production department of Mackaveli Davis. He has rejoined the agency.

ANNE UNDER, comtroller of Ray-British Co., New York, has been elected to the presidency of the agency.

FRANK KEMP, media director of Dance-Fitgerald-Sample, New York, effective Feb. 3 returns to Compton Ad. New York, as assistant media director.

Mr. Kemp was associated with Compton prior to joining D-F-S as assistant director of the Pacfic & Compton agency.

GEORGE D. GRAVES will succeed Mr. Kemp as co-director of media and statistical research for Dance-Fitgerald-Sample.

Wbbc takes airway; Charles G. Ross to Speak

Wbbc Bethesda-Chevy Chase, Md., will go on the air Sunday, Feb. 9, with Charles G. Ross, press and radio secretary for President Truman, as principal speaker on the dedication broadcast scheduled to start at 1 p.m. Plans for the dedication program are now being completed. Participating, besides Mr. Ross, will be other government officials including Mrs. Jack, a citizen of Montgomery County, in which the new station is located, Willard D. Egolf, president of the Wbbc license, Broadcast Management Inc., and Washington radio attorney, formerly was special counsel to the NAB, a position he resigned last April.

Wbbc is licensed for daytime operation with 250 w. on 1192 kc. Its studios are at 5 Wilson Lane, Bethesda, and its tower and transmitter at the Kenwood Country Club. Eighteen staff members already are at work, Mr. Egolf says.

CBC Executives Meet

An Important Internal meeting of Canadian Broadcasting Corp. top executives was held at Toronto January 28, at CBC headquarters, with A. D. Huntington, chairman of board of governors, Dr. A. Frigon, general manager, and Donald Manson, assistant general manager, coming from Ottawa to attend. Mr. Frigon and CBC engineers from Montreal and Toronto was held Jan. 29 at Toronto on FM with Harry Dawson, Canadian Ass'n of Broadcasters, Ken Sibley, CHM, Hamilton, and Ralph Sielgrove, CFOS Owen Sound, Ont., attending.

& & New York, where he will handle public relations duties.

VALENTIN MONTOIRO-DIAZ, formerly media director, has been appointed to New York, which change its name from Ex- WCBS & & DUMMONS, formerly in Chicago, where he was named vice president.

JAMES E. DUFFIELD Jr., for two years with Fuller & Fuller, Cleveland, has joined the London office of Foote. Cone & Belding.

BETH DICKINSON, formerly with Young & Rubicam, New York, and WILLARD ROGERS, formerly in the research depart ment of Ruthrauff & Bieke, New York, are now attached to the research department of Benton & Bowles, Montreal.

GARTH MONTGOMERY, formerly copy writer at Geyer, Newell & Danger, and before that with Wbbc, has joined copy department of Kenyon & Eckhardt, New York.

ROBERT E. DENNISON Jr., formerly chief of the International Information and Cultural Affairs, State of Indiana, has joined the National Information Department of J. Walter Thompson Co., New York, where he will be senior consultant. Mr. Dennison served with the Coast Guard and the marines with the NBC International Department.

WINANCE account executive of Wells-Humphrey Adv., Los Angeles, who has shifted to Dan B. Miner Co., that city, as research director.

NOW...HE CAN TALK FOR YOU!

Available for the first time since original sponsorship of this exceptional program. It can truly be yours in Washington—but because it is cooperative, the rate is surprisingly low. Subject to prior sale through WMAI, or any ABC Spot Sales Office.

THE EVENING STAR STATION

5000 WATTS 630 K.C.
WASHINGTON 5, D.C.
It Is To Laugh...

We've been having a big laugh over the flimsy excuses being offered by our competitors and their representatives that the high Hooper we continue to enjoy is the result of a "bought" listening audience.

We Have Never Had A Money Giveaway Program!

But... there are 34 money giveaways on competitive Memphis stations, according to an aircheck.

Notwithstanding this, our competitors in desperation and in weak defense, are still alleging our audience is "bought"... It is to laugh!

FOR THE MOST LISTENERS PER DOLLAR IN MEMPHIS

ANYWAY YOU FIGURE IT, it's

WHHM

Memphis, Tennessee
Experience is by industry achieved
And perfected by the swift course of time.

SHAKESPEARE

12 YEARS OF EXPERIENCE plus SKILLED WORKMEN ensures YOU perfect

Electrical Transcriptions

Pressings of the new vinylite

Send us your original acetate recording for immediate processing . . . no delay . . . pressings shipped to destination immediately.

ALLIED RECORD MANUFACTURING CO., INC.
Hollywood 38, California

1041 North Las Palmas Avenue

WHN Show in TV

THE WHN New York Books on Trial program was televised Jan. 27 when Elliott Roosevelt defended his book, As He Saw It. WNBT New York set up two cameras in the balcony of the Barbizon Plaza theatre studio and transmitted proceedings also to WRGB Schenectady, WPTZ Philadelphia and special receivers at NBC's WRC Washington. Leland Stowe, pullitzer prize-winning journalist and author, appeared as defense for Mr. Roosevelt while Norman Cousins, editor of the Saturday Review of Literature, assumed role of prosecuting attorney.

Uses Jingles

NESTLE'S MILK PRODUCTS, New York (Nescafe), is using station break announcement campaign in the form of calypso jingles in 57 cities throughout the country. Agency is Compton Adv., New York.
like the weather...

everybody is talking about BMB, but nobody is doing anything about it—

Nobody, that is, but Broadcasting!

Broadcasting Trends, through Audience Surveys Inc., has circulated among its station management panel a questionnaire asking such questions as:

- IS BMB GIVING YOU WHAT YOU PAID FOR?
- WHAT KIND OF COVERAGE INFORMATION WERE YOU USING PRIOR TO BMB?
- IS THE BMB REPORT FOR YOUR STATION CONSISTENT WITH OTHER COVERAGE DATA YOU HAVE?
- IN WHAT WAYS HAVE YOU USED OR DO YOU PLAN TO USE BMB?

These and other pertinent inquiries on BMB have been answered candidly by representative broadcasters throughout the nation. First report on this survey, the initial scientific effort to gauge industry reaction to BMB, will be printed in Broadcasting next Monday—February 10th.

Don't miss it!

Broadcasting
The Weekly News Magazine of Radio
Telecasting

National Press Building • Washington 4, D. C.
ANOTHER NIGHT LIKE THIS [Excerpt]

BEST MAN, THE [Excerpt]

COFFEE SONG, THE [Excerpt]

E'RYBODY LOVES MY BABY [Excerpt]

I'LL NEVER LOVE AGAIN [Excerpt]

IT'S ALL OVER NOW [Excerpt]

MANAGUA, NICARAGUA [Excerpt]

OPEN THE DOOR, RICHARD [Excerpt]

RICKETY RICKSHAW, THE [Excerpt]

WHAT MORE CAN I ASK FOR? [Excerpt]
ARGONAUT PRODUCTIONS, Hollywood, new transcription service-packager firm, has started operation at 4524 Sunset Blvd. Telephone is Gladstone 7111. Plant is fresco equipped throughout. DICK TAGGART, KFI Los Angeles engineer, is owner. ROBERT BLACK, formerly in transcription department of that station, is business manager. FRANCES CLAYTON, formerly of KFI sales traffic, is account executive. Engineers include CECIL CAVES, former chief engineer of KFRO Riverside and DEAN FULLMER, formerly of Radio Recorders, Hollywood.

DAVE SHELLY, formerly recording director of Capitol Records, Hollywood, has joined Majestic Records, that city, as talent scout.

TONY MARTIN, singer, has purchased interest in George Simon Inc., Hollywood music publisher.

WAYNE CODY, who conducts the "Uncle Wip" children's programs on WIP, Philadelphia, has been signed by Sapphire Records, Philadelphia, to record a set of children's phonograph records.

JOHN G. PAINE, general manager of ASCAP, Jan. 24 was made chevalier of French Legion of Honor for his work in international copyright field. Title was bestowed by Henri Bonnet, French Ambassador.

CLINT STANLEY has been named vice president in charge of programs for Teleways Radio Productions, Hollywood.

RONALD R. AMES has been made sales manager of International Artists Recording Studios, Hollywood.

GENE BALLANTyne, former radio director of Associated Adv., Los Angeles, has joined Teleways Radio Productions. Hollywood program packager, as account executive.

EDGAR LESLIE, author, has been named by the board of directors of ASCAP to replace RICHARD RODGERS, who resigned, as a member of the organization's executive board. He will serve during 1947, the remainder of Mr. Rodgers's term.

ENTERPRISE PRODUCTIONS, Hollywood, is producing 15-minute short subject specifically for video, based on film "Ramrod," using cast members Joel McCrea, Veronica Lake, Donald Crisp, June Vinson, Virginia Sothern, and others.

RICHARDS-EDELMAN PRODUCTIONS, Hollywood, is releasing a six weekly five-minute transcribed children's program for CBS radio. The program is under the direction of Francis X. O'Farrell.

RADIO SCOUT GROUP IS TO AID CAMPAIGN

Representatives from New York stations headed by Warren Jennings, New York representative of WLW Cincinnati, have formed the Boy Scout Radio Committee of the Radio Executives Club, whose aim is to bring before the public the annual finance campaign of the Greater New York Councils, Boy Scouts of America, to raise $1,000,000 in 1947.

Through this committee a continuous series of live shows featuring Scouts and persons interested in scouting, spot announcements and electrical transcriptions have been broadcast.

Among those working with Mr. Jennings on the committee are: Tony Provost, WNBC; Henry Untermeier, WCBS; Dave Driscoll, WOR; Arnold Hartley, WOV; S. N. Siegel, WNYC; Jerry Duzign, WINS; William Moore, WBNX; Otis P. Williams, WBYN; Frank Rohrenbeck, WHN; Henry Greenfield, WJVD; Louis Jacobson, WLBD; Lew L. Blaustein, WMCA; Ted Cott, WNEW; Elliot M. Sanger Jr., WQXR; W. H. Reuman, WWR; Murray B. Grabhorn, ABC; Bob Siegel, WQYN (FM).

COMMUNICATIONS BAR ASSN. MEETS FEB. 18

ANNUAL MEETING of the Federal Communications Bar Assn. will be held at 4 p.m., Feb. 18, at the Mayflower Hotel, Washington, when officers for the coming year will be elected. The meeting originally was scheduled for last December but wascalled off because of a general hotel strike in Washington.

Philip G. Loucks, retiring president, has named Horace Lohnes of Dow, Lohnes & Albertson, chairman of the nominating committee. The annual dinner, heretofore an event which followed the business meeting, will not be held this year, Mr. Loucks said, in its place there will be a reception.

Present officers, in addition to Mr. Loucks, are: Carl I. Wheat, first vice president; Reed T. Rollo, second vice president; William A. Porter, secretary; Arthur H. Schroeder, treasurer. Executive committee: Frank Roberson, Mr. Rollo, Elliot C. Lovett, Mr. Lohnes, Lester Cohen, Philip J. Hennessey Jr., and Ralph Van Orsdel.

Plan Survey Clinic

FIRST meeting of station audience measurement advisory council formed by C. E. Hooper Inc. was held a week ago in New York. Council desires to start series of educational clinics for buyers and sellers of time. Attending were Lewis H. Avery, of Avery-Knodel; Fred C. Brokow, of Paul H. Raymer Co.; H. T. Ennas, Cowles; Irvin Gross, Edward H. Hyett Co.; J. James Neale, Dancer-Fitzgerald-Sample, Chicago; Don Parsons, Federal Adv.

Printers’ Ink is now preparing a report on radio promotion based on staff interviews with leading advertisers and agencies. This report, “Speaking of Radio” will be of immense interest to everyone concerned with the promotion of radio as an advertising medium. The report will be issued within a few weeks, but you may wish to insure getting a copy by reserving it now.

Printers’ Ink

Send your order to Printers’ Ink, 205 East 42nd Street, New York 17, N. Y. The price of the volume is $1.00.
...available soon in New York on WOR—that power-full station

One of America's great network keys—WOR in New York—will soon be available for sponsorship of the Fulton Lewis, jr. program.

It's an unbeatable combination: The prestige of the nation's outstanding cooperative program aired over the powerful voice of WOR. (The Fulton Lewis, jr. program is now sold on 246 stations throughout the United States!)

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

CHARLES OPPENHEIM has been appointed publicity director of WINS, New York, effective Feb. 17. He has been a member of the WOR New York publicity staff since 1942.

JAMES CASSIDY, public relations director of WLW Cincinnati and former war correspondent and lecturer, addressed the annual midwinter Kentucky Press Asso. meeting in Louisville. The Honorable Arthur Welsh, minister of Department of Travel for Ontario Prov., was scheduled as chief speaker but because of illness was unable to attend. Mr. Cassidy was called two hours before the meeting and asked to fill the breach.

STEWART NORMAN, staff writer of CBS Hollywood, has been named assistant director of public affairs replacing DICK CUTTING, who resigned to join KPAC Los Angeles as program director.

DON KELLEY, director of public relations for WBBM Chicago, has been elected to board of directors of Sigma Delta Chi. Journalistic fraternity.

IVORY KENWAY, director of promotion and advertising for ABC, has been named Texas correspondent for World Youth Fund Drive which opens in April.

LOU BROTT, WOR, Washington public relations director, has been named to head Junior Board of Commerce campaign to obtain daylight saving time for District of Columbia. More than 250 Washington civic, fraternal and social organizations will be asked to express written approval of daylight saving drive.

JEANNE WHEELER, new to radio, has joined ABC Hollywood publicity staff.

FRANCIS X. FIELD, formerly with Morse International and Robert P. Branch Inc., New York, has been appointed publicity director of KHIC Lewiston, Idaho.

ALF P. PARKER, director of public relations for CEEC Moncton, N. B., has been elected president of Moncton Junior Chamber of Commerce.

WOR Program Contest

CONTEST based on preferential selection of most popular WOR Davenport, Iowa, evening programs was conducted by that station during January under title of New Year Contest. Listeners also were to indicate daytime choices. Prizes of cash and records are among new $200 bath automobile, RCA Victor Crestwood radio-phonograph, Westinghouse automatic washer, Hotpoint electric refrigerator and 24 Aviny model table radio. Contest closed Jan. 31.

Word Contest

WORD CONTEST inviting listeners to send in as many words as they can construct from set of given words has started on "Harmony Rangers," record program conducted by Mac McCardie every afternoon on WIP Philadelphia. Best Upholstering Co., Philadelphia, sponsor, is offering three-piece living room suite as first prize for person sending in greatest number of words correctly spelled and judged outstanding the first week.

WJR is Host

IN COOPERATION with the Council of Social Agencies, WJR Detroit Jan. 31 was host to 68 leaders of girls' organizations at a clinic of instruction in broadcasting. They were held at WJR studios, included tour of station and participating morning musical variety program. Second session was to be held January. Three counselors of station operation. Groups included in participation were Campfire Girls, Y-Teeners and Girl Scouts.

Three-Part Brochure

THREE-PARTS' brochure directed to stations and agencies in both North and South America has been prepared by Brinckerhoff & Varley, New Orleans, to explain and promote services of the program production and Latin American station representative firm. First portion in English, is devoted to U.S. group while latter sections, in Spanish and Portuguese, are aimed at Latin American. R6L's features illustrate various points of the presentation which is spiral bound in heavy, slick finish cover.

PULCHRITUDE and WISDOM join forces as Gloria Mudell, featured performer on the "Talent Marriage Show," over the current issue of "Wisdom," promotional newspaper of WIS, NBC affiliate in Columbia, S. C.

Safety Council on WBT

WHEN the National Safety Council used a trade advertisement of WBT Charlotte, N. C., as basis for a presentation to the radio industry on traffic safety programming, a separate CBS outlet further distributed the piece with appropriate attachment of explanation. The WBT enclosure stated WBT was already proud of recognition from local and state officials for its safety program efforts, leading into the Safety Council piece with "But that was only the beginning. Look what happened now "...

Radio Research

REPRODUCTION of advertisement by A. C. Nielsen Co., Chicago-New York, running in various trade journals, is being distributed to the trade in folder form as promotion for Nielsen Radio Index. Advertisement emphasizes importance of sound radio research and presents two example problems that can be solved through research: "The Average Case of "Radio Commercials" and "The Baffling Case of the Unacknowledged Listeners."

Promotion Planning

REPRESENTATIVES of most of the makers of leading "New" radios were invited to "Radio Family Dinner" at WIP Philadelphia. Dinner was followed by meeting with 200 radio dealers of southeastern Massachusetts, also sponsored by the FM station. Purpose of sessions was to plan a unified FM promotion campaign for that area.

Radio Album

UPON REQUEST of listeners, KTSA San Antonio, Tex., is mailing 10,000 copies of its radio album. Album contains pictures of staff members and radio personalities, daily program schedule and list of KTAW advertisers. Reply sheet also is enclosed for use in sending announcements to "Old Time" farm and ranch program heard Mon. through Fri. 7-7:30 a.m.

WKAT Sand Paper

FULL sheet of fine-grained sand paper was mailed by WKBW Miami Beach, Fla., last week as latest promotion gimmick. Sand paper was printed with bright red striped enclosed legend "It's rough on the competitor ain't it bud" and station identification.

Poem Booklet

BOOKLET of poems compiled from "Friendly Neighbor," human interest program dealing with people's problems aired Mon. through Fri. 9-9:30 a.m. on WOC.
Engineers Strike Puts WEVD Off Air Nine Hours

ENGINEERS striking for higher pay at WEVD New York caused the station to go off the air for nine hours Jan. 25. The engineers, all members of local 1212, International Brotherhood of Electrical Workers (AFL), went on strike at 7 a.m. when the station refused to yield to their demands for a $30 a week pay increase.

An agreement was reached at 4 p.m., however, in which the station offered the eight engineers a $15 weekly raise with an additional $150 two-year period. New minimum scales at WEVD now run from $80 to $130.

Cammer Now V.P.

MOSES CAMMER has been elected vice president in charge of production for Electronic Corp of America, according to announcement by Samuel J. Novick, president of ECA. Prior to joining ECA Mr. Cammer was a partner in Gussack Machine Products Co., in charge of production. During the war he also was in charge of Gussack’s research on electronic developments and coated film lenses used by Army Signal Corps.

WTAO Worcester, Mass., is being distributed to listeners. Titled “Poems from my Scrap-Book,” booklet contains 29 poems and invitation to listeners to send personal problems to “Friendly Neighbor.”

Subscription Promotion

SUBSCRIPTIONS for “Audience Guide,” new publication of WNOC Norwich, Conn., Jan. 23 were taken by phone, on the air, during participating programs. Gary Lester, Hank Bennett, Jack Goodwin and Dick Carson, all WNOC staff members, answered phones during shows and took down subscriptions while subscribers heard their names repeated over the air.

GE Tube Brochure

NEW 156-page brochure of receiving tubes has been prepared by the tube division of General Electric Co. Electronic Dept. for distribution to equipment designers and manufacturers. The book covers complete GE and Ken- nard receiving tube line and its associated circuits. Full technical and other data is included.

FM Promotion

MONTHLY publication “The Tuning-Tennas” replacing usual weekly schedule letter of WOTM, Wilson, N. C. First issue was published Jan. 28. “The Tuning-Tennas” will be used primarily for promotion of FM and will include WOTM weekly schedule as well as news of other activities.

Car Card Campaign

CHUM Toronto is using car cards on the outside of Toronto streetcars and mention of the campaign is made five times daily on station. Sound effects of passing streetcar is being recorded and placed in transcribed station announcements while also naming current week’s streetcar poster space buyer.

TV Auto Film

AUTOMOBILE Manufacturers Assn. is distributing 54,000 illustrated leaflets to promote the film “New Automobile” produced by ABC in cooperation with the AMA. Film was telecast by ABC on five stations and 16 mm prints with sound tracks now are being circulated by the AMA on a national basis.

MAURICE HIGGINS of Maginnis-Krueckeisen, New York, has sent questionnaires requesting rate cards, coverage maps and other data to stations throughout the country in order that the agency may be posted on FM availability.

Match Folders

WJS Columbia, S.C., is distributing 25,000 promotion book match folders through cigarette vendors in WJS primary area.
Dramatizations telling of Georgia's influence on America is theme of 17 week series presented by Radio Workshop of Wesleyan Conservatory, Macon, Ga., over eight state stations, WMFA WIFL WLBW WGAU WLOW WGSX WAXY. Program, titled "Because There is a Georgia," originated at WMFA Macon and is aired Thurs., 6:30-8:30 p.m., under sponsorship of Rich's Department Store, Atlanta. Narrative dramatizations under direction of Mrs. Ann Griffin, originator of Wesleyan Workshop, and students write, produce, time, announce and devise sound effects for show. Radio Workshop began historical dramatizations of Georgia over WMFA in 1945.

Quiz Show
New Type Quiz show titled "Quizzespots, Inc." has been started on WTAI Worcester, Mon. through Fri. from 7:30 p.m. Contestants are grouped in 5 as president and vice president of a "corporation" and are awarded prizes for correct answers to set of seven questions in category which they choose. If they fail to answer correctly, corporation is dissolved and m.c. goes on to next pair of contestants. Members of studio audience automatically become "stock holders in corporation" and are eligible for weekly grand prize.

"Vocation Time" Series
VOCATIONAL Guidance series, presenting outstanding men and women in professional fields, will begin on WRDN Springfield, Mass., as part of the station's "Listen and Learn" program. Heard daily 9:15 a.m. in new-school layout, series will feature such professionals as teaching, aviation, coaching, nursing, insurance, radio, merchandising, library work, journalism, chemistry, social work, civil service and advertising. Under title of "Vocation Time," a program supercedes completed series, "Ask Your Public Library," presented in cooperation with New England Committee on Radio in Education, Massachusetts Dept. of Education and Greater Boston Vocational Guidance Assn.

Labor Relations Show
PROMOTION of good employee-employer relations is purpose of "Bates Magazine of the Air" heard Wed. 7:30 p.m. on WGAN Portland, Me. and sponsored by Bates Mfg. Co. of Maine manufacturer of cottons and rayons. Program began by airing popular music and human interest interviews with various plant employees and currently is using transcriptions made for the show in Hollywood. Transcriptions feature songs of Hollywood radio starlet Jeanne McKeon whose father is an employee of Bates.

KOAT Civic Programs
BROADCASTS of Albuquerque City Commission meetings direct from City Hall, are heard regularly over KOAT Albuquerque, N. M., and according to station reports, have caused an increase in citizens' interest in meetings. KOAT also broadcasts two weekly programs for Chamber of Commerce, daily programs for Minneapolis Alliance and one hour church service on Sunday from a church of Methodist group.

Electrical Co-op Feature
WITH entry blanks available at 300 area electrical and radio appliance stores, new-half-hour weekly audience participation program, "The Magic of Electricity," has been started on KNX Hollywood under sponsorship of Southern California Radio and Electrical Appliance Assn., cooperative group. Contestants write in answers to questions given on program with five top entries selected weekly for notification by telegraph. Those selected are asked to identify program award are presented. Show was placed direct for 22 weeks.

Record Request Session
Record Request show for teen-aged "quiz club" of WGAN program aired Mon. through Fri. from 4 to 5 p.m. on 1400 WDAY Minneapolis. Highlight of program is feature spot on show daily. Monday is Booster Day, which means, that, in addition of giving the dollars of new records to school sending largest allocation of records, all contestants with perfect answer sheets all club members are given ice cream. Wednesday is Dance Party Night, where Band members are featured on Wednesday at 5:30 p.m. Thursday is Dance Party Night. Tuesday makes of program is "Do Your Work" hour. On Friday, program is top tunes of week on "Eight That Rule." James Zimmer, known as "Doctor of Turntablebery," conducts show.

Historical Series
TEN half-hour dramatic programs in connection with 35th anniversary of American Legion Auxiliary, being presented by radio division of Farm-Home-America, will be aired in coast-to-coast series of one-hour programs on state stations, civic non-profit corporation in Fargo and Moorhead, Minn. Overall title of series is "Dakota Passage," and historical material relating to development of the Dakotas is being used in preparing scripts. First program of series, called "Indian Oliver," was presented on WDAY Jan. 27 with script prepared by Gene Schubert of WDAY staff. Overall title of series of programs will be by state^ stations, with general members of Community Theatre stage play cast.

Juvenile Quiz Format
JUVENTILE QUIZ show conducted in Indian schools of Oklahoma is one of new series begun Feb. 1 on WTOP Washington. Foster parents of these schools are competing on questions about their state and American Heritage, presented by Frank B. Conner. Contestants are selected by schools on basis of performance of "Local Talent" and "Parent Talent." The "Down to Earth" is sponsored by Beer Co., Washington station.

Livestock Show Coverage
COVERAGE of the National Western Livestock and Horse Show in Denver Jan. 10-17 was broadcast by KLZ Denver direct from special farm booth erected on show grounds. Lowell Wells, KLZ farm reporter, moved his entire operation to the show for daily broadcasts on "Farm Reporter," show Mack Switzer, KLZ Farm Director on KLZ, running demonstration of station's wire service with pictures and other equipment previously described on "Farm Reporter" program.

Amateur Talent
AMATEUR talent of Fargo, N.D., and Moorhead is featured on new quarter-hour program on WDAY Fargo. Amateur Talent was first offered in Aug. and is now sponsored by J. M. Wylie Piano Co. Program is broadcast direct from Wylie showroom, Lois McKenzie, director of other WDAY programs, handles introduction of amateurs and also presents her own songs.

Format Change
DRAMATIC show featuring veterans' problems and titled "Just Call Me Uncle Eddie," has been started on KNQ Hollywood under sponsorship of Southern California Radio and Electrical Appliance Assn., cooperative group. Contestants write in answers to questions given on program with five top entries selected weekly for notification by telegraph. Those selected are asked to identify program award are presented. Show was placed direct for 22 weeks.

Tax Panel
PANEL discussion on how to prepare and file an income tax return is basis of new program started Jan. 30 over KLZ Denver. Series, running through March, will be presented Ralph Nicholas, Collector of internal Revenue Service and local experts on income tax problems. Formerly Chief Inspector

PROGRAM features elementary school student spelling bee is being presented by WDAY Committee, C. T. Fisher. Weekly show titled "Little Red Schoolhouse" originates in local grammar school.

Policy Change
KFOX Long Beach, Calif., has cancelled all foreign language programs and in place of these shows which were specifically aimed at Spanish-speaking residents, KFOK plans to offer a one-hour, five-week Latin-American music series.

Traffic Court on Air
BROADCASTS traffic violation cases being tried and penalties imposed is basis of new Thursday morning series originated by WDSU New Orleans. Program originates in Traffic Court of Criminal Court Branch, with Judge Jewel A. Spalding presiding. WDSU, now member of North American Service of French Broadcasting System, also plans to air weekly series of French programs broadcast from transcripts received from Paris, highlighting music, personalities and current events. Fred Weber of WDSU has accepted membership on American Advisory Board of French Broadcasting System.

Fnt Drama Series
SERIES of 13 weekly drama broadcasts featuring students and faculty of University of Cincinnati, have been started over WLW Cincinnati. Series has been given the tagline of "Cincinnati Broadcasting Corp., Charles Lam- bert, WLW radio director, called "Cincinnati's Mr. Radio." WLW music director, are control of other WDAY programs, handles introduction of amateurs and also presents her own songs.

Format Change
DRAMATIC show featuring veterans' problems and titled "Just Call Me Uncle Eddie," has been started on KNQ Hollywood under sponsorship of Southern California Radio and Electrical Appliance Assn., cooperative group. Contestants write in answers to questions given on program with five top entries selected weekly for notification by telegraph. Those selected are asked to identify program award are presented. Show was placed direct for 22 weeks.

Wildlife Review
INFORMATION about fishing and hunting conditions and wild life conserva- tion is basis of new series to begin Feb. 6. New show titled "Woods and Waters and Wildlife," show with four area chapters of Isaac Walton League. First programs of series will be devoted to explanation of aims and purposes of the League and to describe organization on national, state and local levels. Arrangements are being made to obtain last minute bulletins from experts along the way which will be of interest to hunters and fish and environmentalist.

Smith College Recordings
SMITH COLLEGE 75th Anniversary Fund has sponsored and made available radios to students throughout the coun- try a fifteen-minute recording made by Rev. Harry Emerson Fosdick, an octogenarian, Smith College undergraduates and the group of professional players of acts. Standard 16-inch record consists...
of three five-minute spots which can be used individually or as solid fifteen-minute program and is proud of Student College drive to raise $7,000,000 to increase faculty salaries, establish scholarships and make improvements to college plant. Record has already been used by some twenty stations. It was sold and distributed to headquarters, Smith College 75th Anniversary Fund, 165 E. 72nd St., New York.

WAPA Programs

SPECIAL All-English language program for Caribbean Islands is being broadcast on WAPA, 6 p.m. Friday, 7 p.m. Saturday, 7 a.m. Sunday. WAPA San Juan, P. R., new 10,000 w station, on 600 mhz. Schedule of operations Jan. 15. Show is titled "Caribbean Matinee" and is the weekly request tunes, time signals and popular request songs. Initial shows will air Doral, Florida, and reach to the area. Stations in Chile, Venezuela, San Domingo, Cuba and the Dominican Republic are to be featured on WAPA's inaugural. Special salute programs will be prepared for New York and Miami and MBS for this series of inauguration shows.

Certificate of Service

VETERANS Administration Certificate of Service for 1964 has been awarded to KXLR St. Louis, Gen. Omar N. Bradley ordered the presentation which was made by B. C. Moore, deputy administrator for St. Louis Branch of Veterans Administration. In awarding certificate, Mr. Moore stated that Veterans Administration "has a big task, but is not insurmountable with the continued support of the public and the medium of radio in the spread of information."

Skis Reports Shortwave

OFFICIAL weather data, highway information and weather conditions at Aiea, mountain-top Utah ski resort, is being broadcast to KALL Salt Lake City four times daily. end for use in KALL ski-news programs aired Fri., Sat., and Sun., at 8:45 a.m. Previous to institution of shortwave service, KALL utilized information received by telephone from the U.S. Weather Bureau. Shortwave is expected to end any threat to interpolation in service due to heavy snow.

Civic Forum Commended

Dramatized Biographies

Dramatized Biographies: Outstanding Roanoke, Va., personalities is theme of new series. "This Is Roanoke," is heard on WLRG that city Mon. 9-9:30 p.m. Dramatization of personalities of leading dead, who have played a part in growth of the city. Shows comprise biographies of Roanoke's industries and their accomplishments and ambitions; areas of local government; local recreational facilities, and landmarks. Each program includes a reading of professional artists, and recent news happenings.

Blood Donors Respond

When 16-year-old Ronald Wuriers was rushed to St. Luke's Hospital in Cedar Rapids, Iowa, the type WUI was of type "O" blood for the boy and called WUI that city to request an announcement for donors of "O" blood to air and later hospital officials called stations asking for their cooperation and to the effect that the donor had been obtained. The request had previously been received at WUI from other station.

Convocation Broadcast

BROADCAST of convocation program in celebration of the fiftieth anniversary of U. of Arkansas, Fayetteville Jan. 28, was heard via radio over KARK Rock, sponsored by North little Rock Chamber of Commerce. Members of Arkansas Legislature received a radio broadcast on XKL direct link to State House. Broadcast of convention originated at KORR Fayetteville.

Based on Feature

STORIES of people from every day life are dramatized in a new MBS weekly program. MBS, 116 E. 72nd St., New York, is proud of a weekly program, "Kidnapper Jitters," which is based on a true story.

Kidnapper Jitters

KVCY Lodi, Calif., played an unwitting part in the kidnapping story of Mrs. Delvina, 17-year-old Lodi girl, H. C. O'Donnell, station manager reports. Miss Devine said that shortly after her abduction had tuned to KCY a bulletin concerning her disappearance. Miss Devine was free from her bonds and escaped.

Joe Bernard has been appointed national sales manager of WTVL Tulsa and KOMA, Oklahoma City.

H. Preston Peters, president of Free & Peters, and Mrs. Peters, the parents of the late W. C. IRWIN who was a commercial manager of the outlet, Mr. Lowrance first entered radio at WSOC in 1934. Other than sales his radio experience includes production, sports and special events broadcasts. He was associated with his father in the publishing and printing business for a number of years. He also serves as division manager, Charlotte, branch, naval Reserve.

Peggy Alston has joined commercial department of KGWG Port Worth, Tex., as sales manager for WABO Harrisburg, has been added to the sales promotion staff of WLBX Lebanon, Pa., as salesman.

H. J. Forbes has rejoined WJRR Morristown, W. Va., as sales manager.

N. R. Madonna, formerly with the sales promotion division of U. S. Rubber Co. and the Kenyon Research Corp., has joined the New York offices of Donald Cooke Inc., radio representative.

Radio International. Tangier, North Africa, has appointed Pan American Communications Co., New York, as exclusive representative.

WQX New York has appointed Donald C. Love Jr., Detroit and Chicago, to handle Midwest representative.

Bill Harris, commercial manager of WNOC Norwich, Conn., has resigned.

Bill Rogers, traffic manager of KALL Salt Lake City, Navy veteran and lieutenant in organized reserve, has been named public relations officer for Utah Battalion, Organized Reserve, Navy.

W. J. Towner, for six years traffic manager of KMPC Hollywood, has resigned.

Jarmila Kennedy, with Du Mont television in an executive capacity for more than three years, has been appointed to head television spot sales for WABD New York, Du Mont television station.

William Brinkworth has joined the commercial department of CBNN EDmerton, Ala.

ABC has closed its Pittsburgh office and KMPC Patterson, who managed the branch for the past year, has been transferred to New York as account executive.

WNY New York has appointed Al Paul Leaton, Jr., New York City, to handle its advertising.

Commercial
AFN Paris Off Air

THE LAST of the American Forces Network stations in France has now gone off the air. AFN Paris, actually a transmitter repeater station fed by AFN Frankfurt for the past several months, was operated by Harry Flora, transmitter engineer. The station had been kept on the air at the urgent request of the French people. AFN stations now operating on the Continent are at Berlin, Bremen, Frankfurt and Munich.

has added a farm program on WOR New York. Blackstone Co., New York, is agency.

ANIMAL FOOD PRODUCTS, Philadelphia (Pet-Arees dog food), has appointed J. M. Korn & Co., Philadelphia, to handle account.

PHARMA CRAFT Corp., New York (Ofloxacin hair tonic), has appointed William & Co., that city, to handle advertising. Radio is to be used.

A. GIURLANI & Co., San Francisco, has appointed Hong-Cooper Co. as agency to handle advertising of Star olive oil and other Star products.

Network Accounts

New Business

LOMA LINDA Co., Los Angeles (food products), has added a farm program on AFN Paris, 3-30-45, 9-30 a.m. (EST). Agency: E. T. Reynolds, Los Angeles.

Renewal Accounts


PHILIP MORRIS & Co., New York, has renewed for 52 weeks, "It Pays to Be Smart" on 350 MBS stations, Sun.-Sat., 10-10:30 p.m. Agency: Blum Co., N. Y.

MARS Inc., Chicago (candy), March 21 renewal for 52 weeks to "Mr. M" on NBC stations, Mon.-Sat., 12-12:30 p.m. (EST). Agency: Grant Adv., Chicago.

LAMBERT PHARMACAL Co., Toronto (Listerine toothpaste), Feb. 5 renewal for 13 weeks to "Treasure Trail" on CBC network stations, Wed.-Fri., 7-8 p.m. (EST). Agency: Lambert & Peaslee, N. Y.

WILLIAMSON CANDY Co., Chicago (O’Hurry candy bars), March 2 renewal for 52 weeks to "True Detective Mysteries" on 360 MBS stations, Mon.-Sat., 4-5 p.m. Agency: Aubrey, Moore & Wallace, Chicago.
New Society

DISCOVERING that during 1946 no less than 104 fictitious criminals bit the dust—an average of two a week—on the Adventures of the Falcon, sponsored by American Safety Razor Corp. on MBS each Tuesday, Mutual press department declares that Jim Mighagan, lead on the show, is about to form a new organization, the RAPS-FPOMTODCIAOS, or, to spell it all out, Radio Actors' Protective Society for the Prevention of More than One Criminal Done In in Any One Script.

Seeks State FM

U. OF CALIFORNIA is aiming at formation of an FM network controlled by the state's department of education and is seeking appropriation of $1,750,000 for that purpose. Measure is expected to be introduced shortly and is being led by Hale Sparks, head of radio at the university's Berkeley campus. Conscious of this threat both to freedom of expression as well as implied competition, both Northern and Southern California Broadcasters Assns. are preparing strategy.

Charles P. Manship, Baton Rouge, La., Dies

CHARLES PHILIPS MANSHIP, 65, owner of WJBO and WBRL (FM) Baton Rouge, La., died Jan. 27 after a long illness. He was editor and publisher of the Baton Rouge State Times and Morning Advocate.

Mr. Manship had been stricken ill in 1944 while serving as U. S. associate director of censorship in London but remained on his job until the end of that year. His condition improved after his return to Baton Rouge but he suffered a recurrence of his illness two months ago.

He was a member of the board of the American Newspaper Publishers Assn., and from 1941-43 was president of the Southern Newspaper Publishers Assn. Born in McComb, Miss., he attended Millsaps College in Jackson, Miss., entering newspaper work on the Jackson Daily News. Surviving are his wife, Mrs. Manship; two sons, Charles P. Manship Jr. and Douglas Manship; a sister, Mrs. Ralph Wilson, of Oxford, Miss., and a brother, Luther Manship, of Jackson.
Type BCS-1A
Master Switching System

This system consists of one Master Switching Console (above, right—shown with an RCA 76-B4 Consolette) and one or more sub-control units (below). It contains all the relays needed for any combination of switching functions.

Up to five sub-control rooms can be used with the master console, each of which can handle from one to three studios.

Status lights give an accurate picture of "On Air," "In Use," "Ready," and "On-Off" conditions in all control rooms for each outgoing line. Unique design features prevent feeding more than one program to any one line, although supporting program material can be handled as remotes from the originating studio. Sub-control units act as relay control stations between studios and master control unit.
switching for AM-FM Programming

These new RCA consolette switching systems co-ordinate all studio-station functions

Here's another example of RCA's program of providing "packaged" broadcast equipments having the flexibility and performance of custom-built jobs.

The two Switching Consoles shown, in connection with standard RCA Consolettes of identical styling, give you sufficient latitude to perform intricate AM, FM and network programming operations—easily, precisely and quickly. Choice of model depends upon the complexity of your station's operating requirements.

The BCS-1A Console is designed for the more elaborate station... switching the outputs of as many as five control consolettes to three outgoing lines. Many combinations are practicable. Inputs from studios, network, recording rooms or frequent remotes can be monitored and switched to transmitters or network lines. Electrically interlocking controls have reduced the possibility of switching error to the vanishing point.

Managers of stations requiring only two consolettes will find the RCA Type BCS-2A Console the ideal switching system. Used with two RCA 76-B4 Consolettes, program material from up to four studios and two announce booths is routed to desired outgoing lines (AM and FM, or either transmitter and a network line).

Both types of RCA Switching Systems are designed for long-range station planning. They have sufficient flexibility to take care of future expansion. Complete details may be obtained from Engineering Products Dept., Section 19-B, Radio Corporation of America, Camden, N.J.
AM-1600
Radio Air Ways, Eugene, Ore.—Granted CP for new station 1600 kc, 500 w, unlimited; engineering conditions.

AM-1510 kc
The Macomb Bcstg. Co., Macomb, Ill.—Granted CP for new station 1510 kc, 500 w, unlimited; engineering conditions.

AM-1520 kc
Cornbelt Bcstg. Co., Clinton, Iowa.—Granted CP for new station 1520 kc, 1 kw, daytime; engineering conditions.

AM-920 kc
WBBB Burlington, N. C.—Granted petition requesting reinstatement of its application as amended for increase in power from 1 to 5 kw, operating on 920 kc. This application was dismissed without prejudice Oct. 11, 1946.

Denied Request
WLBB Brooklyn, N. Y.—Denied request for subpoena on Olivia A. Price, at consolidated hearing involving station WLBB and WOWO Ft. Wayne, without prejudice to right of applicants to renew its request in compliance with Section 73.210, FCC Rules.

Petition Dismissed
West Central Bcstg. Co., Tulsa, Okla.—Dismissed petition to reconsider and grant without condition the application of Great Poultry Co. for new station at Durant, Okla.

Motion Denied
WSAM Saginaw, Mich.—Denied motion requesting dismissal of application to change operating assignment from 1490 to 1520 kc, 500 w, unlimited; engineering conditions.

Application Dismissed
The Regents of the New Mexico College of Agriculture and Mechanic Arts, Albuquerque, N. M.—Dismissed application for involuntary assignment of license of station KOB Albuquerque, N. M., to Albuquerque Bcstg. Co. to the Regents of the New Mexico College of Agriculture and Mechanic Arts, as application does not comply with Commission's rules.

Petition Dismissed
KFJZ Fort Worth, Tex.—Dismissed petition for declaratory ruling concerning certain documents executed by Lone Star Bcstg. Co. (proposer license of KFJZ).

AM-1290 kc
WPAR Parkersburg, W. Va., and WVLK Valarie, W. Va.—Granted action taken June 13 and Oct. 31, 1946, designating a new station for WPAR and applying for new license. CP-WVLK, and ordered that said applications and petitions relating to the granted, subject however, to condition as to the FP approval of the City of Parkersburg, W. Va., and shooting permit from the City of Parkersburg, W. Va. This application is to be reconsidered immediately.

AM-1550 kc
Fred Jones Radiocasting and Television Co., Oklahoma City—Designated for hearing a consolidated proceeding with application of Midland Bcstg. Co., the petition to reconsider and grant without condition the application of Midland Bcstg. Co., for new station 1550 kc, 5 kw day, 1 kw night, TV, and order designating Midland for bearing was amended to include Midland Bcstg. Co. application.

AM-940 kc

AM-710 kc
Washington Broadcasters and KFIO Spokane, Wash.—Designated for consolidated proceeding with application of Washington Broadcasters for new station 710 kc, 5 kw, unlimited; DA, with application of KFIO to change operating assignment from 710 kc to 550 kc.

AM-1340 kc
The Wooster Printing Co., Wooster, Ohio—Designated for hearing a consolidated proceeding with application of Newstalk Bcstg. Co., for new station 1340 kc, 1 kw, unlimited; DA, with application of WPAR to change operating assignment from 1340 kc to 1230 kc.

AM-1460 kc
Crescent Bay Bcstg. Co., Santa Monica, Calif.—Designated for hearing a consolidated proceeding with application of Crescent Bay Bcstg. Co., for new station at Santa Monica, Calif., 5 kw day, 1 kw night, TV, and order designating Crescent Bay Bcstg. Co. for new station at Santa Monica, Calif., 5 kw day, 1 kw night, TV, and order designating Crescent Bay Bcstg. Co. for new station at Santa Monica, Calif., 5 kw day, 1 kw night, TV.

AM-910 kc
Valdosta Bcstg. Co., Valdosta, Ga., and Okefenokee Bcstg. Co., Waycross, Ga.—Designated for consolidated proceeding with application of Valdosta Bcstg. Co., for new station at Valdosta, 910 kc, 5 kw day, 1 kw night, TV, and order designating Okefenokee Bcstg. Co. for new station at Waycross, 910 kc, 5 kw day, 1 kw night, TV.

AM-1230 kc
The Northern Berkshire Bcstg. Co., North Adams, Mass.—Designated for hearing application for new station to operate at 1230 kc, 5 kw day, 1 kw night, TV.


Like all Western Electric AM transmitters, the 1 kw 443A-1 gives you a lot of power, a lot of range, a lot of flexibility, and is self-contained, compact, fully accessible, and modern in appearance. It has high modulation capability, unusually low carrier shift, excellent frequency response, low distortion and low noise level. For full information, see your local Graybar telephone representative or write Graybar Electric Co., 420 Lexington Ave., N. Y. 17, N. Y.
Decisions Cont.:  

WLBC WLNH WMFF KORN  
WMSA WNCA  
WEMP WENT WFBG WFEB  

1, license renewals for period ending  

WJXN *Commissioner Durr for  

THE COMPANY  
CHARLOTTE  
DALLAS  
NEW YORK  

(Continued front  

of  

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Temporary Extension  

 Licenses for the following stations were extended upon temporary basis for period ending April 1, 1947:  

KABC San Antonio, Tex.—Pending action on application for transfer of control of licensee corporation.  

KELO Sioux Falls, S. Dak.—Pending consideration of information received under Sec. 308(b) of Communications Act.  

KXOW Sweetwater, Texas.—Same.  

WEDC Chicago.—Same.  

WEJO Evansville, Ind.—Same.  

WABY Albany, N. Y.—Pending action on renewal of WCHS, and acceptation of application of licensee.  

WRLX Milwaukee—Renewal application filed late.  

WPM-1 Martinsburg, W. Va.—Same.  

WING Dayton, Ohio—Pending action on applications for licenses to cover OFs.  

WNOE New Orleans—Pending further consideration of applicant’s qualifications.  

WOY New York—Pending outcome of litigation involving transfer of control of licensee corporation.  

WMJL Dublin, Ga.—Renewal application filed late.  

WPAR Parkersburg, W. Va.—Pending completion of transfer of control.  

BY THE COMMISSION  

AGMT—970 W!  
WSWS Pittsburgh—Announced final decision to grant application change operating assignment from 1400 kc to 970 kc, increase 250 w to 5 kw, unlimited, using directional day and night condition.  

AMGT—970 W!  
WICA Ashland, Ohio—Same, for change from daytime only with 1 kw, to fulltime on 970 kc with 1 kw night 5 kw day using directional night condition.  

AMGT—970 W!  
WBBR Buffalo—Same, for change from 1340 kc to 970 kc, increase 250 w to 5 kw unlimited, directional day and night condition.  

AMGT—970 W!  
WSVA Harrisonburg, Va.—Denied application to change from 1500 kc to 970 kc with 3 kw day and night, directional night.  

Oral Argument  
WGCM Best- Co., and WLOX Best- Co., Biloxi, Miss.—Designated for oral argumentFeb. 12 in Washington the exceptions filed to proposed decision of oral arguments involving both. Also set for oral argument same day is petition of WLOX broadcasting for leave to amend its application to include additional officers, directors and stockholders.  

AMGT—1400 W!  
Green Bay Best- Co., Green Bay, Wis.—Announced final decision to grant application for new station 1600 kc 250 w unlimited.  

AM-810 W!  
Green Bay Newspaper Co., Green Bay, Wis.—Granted leave to amend application for new station 1600 kc 30 kw unlimited, instead of 1600 kc 250 w unlimited: Commission on own motion removed application from hearing docket. Denied request of petitioner for hearing.  

Jen. 24 Applications  
ACCEPTED FOR FILING  

WTVW Washington—Modification of Case No. 2509, for new commercial television station, for extension of completion date.  

WTVB Waltham, Mass.—Modification of Case No. 2509, for new commercial television station, for extension of completion date and completion date.  

AMGT—910 W!  
Valdosta Best- Co., Valdosta, Ga.—CP for new standard station on 880 kc, 1 kw night, 5 kw day, DA and unlimited extension.—AMEND: to change frequency from 850 to 910, change power from 1 kw night, 5 kw day and night, changes in DA for night use only and change transmitter location.  

FM—Unassigned  
Plains Radio Best- Co., Lubbock, Tex.—CP for new (Class D) FM station to be operated on frequency to be assigned by FCC: effective radiated power of 15 kw and height above average terrain 380 feet.—AMENDED: to make changes in antenna system.  

TV Completion Date  
KSTP-TV St. Paul, Minn.—Modification of CP which authorized new commercial television station, for extension of commencement and completion date.  

Application Dismissed:  
AM-1340 W!  
WROD Daytona Beach, Fla.—Modification of CP which authorized a new standard station, for extension of commencement date. Dismissed Jan. 31, 1947.—unnecessary, CP not issued.  

Applications Tendered for Filing:  
AM-840 W!  
W. A. Smith, Plant City, Fla.—CP for new standard station 250 kc, 250 w and daytime.  

AM-1210 W!  
County Best- Co., Oxnard, Calif.—CP for new standard station 1210 kc, 1 kw and daytime.  

Jen. 27 Decisions . . .  

BY COMMISSIONER WALKER  

Belleville News-Democrat, Belleville, Ill.—Granted petition for waiver of rules and accepted petitioners written appearance in re application.  

Paterson Publishing Co., Albany, N. Y.—Granted petition for leave to amend its application so as to show slightly modified antenna pattern.  

Messenger Publishing Co., Athens, Ohio—Granted petition requesting dismissal without prejudice of its application.  

WSBC Chicago, Ill.—Granted petition for waiver of rules and accepted petitioners written appearance as intervenor in re application of KGNV Co., Benton Harbor, Mich.  

Regents of the University System of Ga., Atlanta, Ga.—Denied petition for leave to amend its FM application so as to supply program analysis, etc., and the amendment was accepted.  

Booth Radio Stations, Saginaw, Mich.—Denied petition for leave to amend its application so as to show revised directional pattern, etc.  

Loys Marshaw Hawley, Bennettville, S. C.—Granted petition for waiver of rules and accepted written appearance in re application.  

Soror Falls Broadcast Assn, Soror Falls, S. D.—Granted petition for leave to amend its application in the hearing upon its application.  

Alvin E Nelson Inc., San Francisco—Granted petition for leave to damus without prejudice to its application.  

House New Pub Co., New Brunswick, N. J.—Granted petition for leave to amend application so as to specify 1100 kc to 1250 kc, instead of 1100 kc, with 1 kw, etc.; amendment was accepted and application removed from pending docket.  

Perth Amidon Best- Co., Fort Worth, Texas—The Commission on its own
Hat Trimming
SEVEN-FOOT radio antenna now adorns the hat of the William Penn statue atop City Hall in Philadelphia. The antenna, whose tip is 591 feet above the ground, was mounted on the crown of Mr. Penn's hat by the Philadelphia Police Department as a part of the city's new $165,000 radio-telephone system for police patrol cars. New system will make it possible for a radio dispatcher to converse simultaneously with any number of the 300 cars being equipped with the system.

Monona Best Co., Madison, Wis.—Dismissed as good petition requesting leave to amend its application so as to specify modified directional array.

Scottland Best Co., Laurinburg, N.C.—Granted petition requesting leave to amend its application for FM station, and said hearing was continued from Jan. 31 to Mar. 21 or until further order.

Paris Best Co., Paris, Tenn.—Granted petition for lease to disapprove the application.

KXEL Waterloo, Iowa—Denied petition requesting that further day hearing be held in Waterloo after conclusion of consolidated hearing scheduled for Feb. 17 in Washington, upon petitioner's request for continuation of executive night hearing on 1500 kc, etc.

San Francisco—Dismissed as moot the petition requesting enlargement of the issues in re its application, et al.

C. Thomas Patten, Oakland, Calif.—Granted petition for license and assignment, or such application as to specify 1010 kc instead of 1000 kc.

Both Radio Stations, Kalamazoo, Mich.—Granted petition to disapprove without prejudice its application.

Both Radio Stations, Kalamazoo, Mich.—Denied petition requested hearing on the consolidated proceeding in re application of Leonard A. Kelson et al. to remedy continued hearing in re Jan. 28 at Washington, D.C., originally requested leave to amend its application so as to be made a consolidated proceeding on 1000 kc, etc.

Springfield Best Co., Springfield, Mass.—Granted, as petitioner requested, hearing on enlargement of issues in re its application; and notice of hearing in this consolidated proceeding was amended to include issue No. 92.

Skagit Best Co., Mount Vernon, Wash.—Denied petition to disapprove without prejudice application.

Whiz Eau Claire, Wis.—Granted petition for continuation of consolidated hearing to be held January 31 at 1000 kc on station WQNP, and the time has been extended from Jan. 30 to 31, and continued same.

KWMV West Virginia, Ark.—Denied petition to dismiss its application for permanent station, and on its own motion Commission renewed said application from Jan. 13 to March 1.

Colgren Best Co., Hudson, N. Y.—Granted request for continuance of hearing until Feb. 17 in Washington, D.C., or such application, and continued same to March 21 or until further order.

KNOE Monroe, La.—Denied petition requesting that the hearing be held in Monroe, La., instead of Washington.

Jan. 27 Decisions ...

BY THE COMMISSION

AM-1400 kc

D. T. Manget, Evanston, Ill.—Denied petition requesting to dismiss its application for new station.

AM-1600 kc

T. D. Swenson, Lynn Haven, Fla.—Request for new station.

AM-1850 kc

WQCI Charleston, S. C.—Duplicate of application for new station.

AM-2570 kc

WCOA Pensacola, Fla.—Ordered to cease transmitting until such time as the Commission shall set the date of the hearing in re its application.

AM-2900 kc

WYES Des Moines, Iowa—Granted petition, requesting order for station to cease transmitting.

AM-3170 kc

WKLY West Virginia, Ark.—Withdrawal of the application for new station.

BY ORDER OF THE COMMISSION

AM-1390 kc

WESC Charleston, S. C.—Modification of CP which authorized increase in power, installation of new transmitter and directional antenna for night use and change in transmitting location, and effective radiated power of 437 kw and antenna height above average terrain 337 feet.

AM-1800 kc

Beaumont Best Co., Beaumont, Tex.—CP for new (class B) station on channel 88, 1000 kw, effective radiated power of 37.2 kw and antenna height above average terrain 308 feet.

AM-2630 kc

Coleman County Best Co., Coleman, Tex.—CP for new standard station 1000 kw, 250 kc, 600 kw, 250 kw—AMENDED; to change the CP.

AM-1490 kc


(Continued on page 68)

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February 3, 1947 · Page 67
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**FCC Actions**

(Continued from page 67)

**Applications Cont.:**

Ross Bohannon, a partnership d/b/a WCOX, P.O. Box 70, Green Bay, Wis. —CF for new standard station 1800 kc, 250 w unlimited. AM - 1270 kc.

Hill County Bstg. Co., Hillboro, Tex. —CF for new standard station 1560 kc, 250 w daytime — AM-1200 kc.

AM -1230 kc.

W. L. Pennington and M. S. Hager, a partnership d/b/a Eastern County Public Service, Martin, Tex. —CF for new standard station 1200 kc, 250 w daytime — AM-1100 kc.

FM - Unassigned.

Gay Bstg. Co., Oak Park, Ill. —CF for new (class A) FM station, frequency to be assigned by FCC, effective radiated power 750 kw and highest point above average terrain 250 feet. AM - 840 kc.

VOI Ames, Iowa — Special service authorization to operate a FM station on 88.1 Mhz for 6AM and 6PM, 1 kw. AM - 1490 kc.

WOSH Oshkosh, Wis. —CF install new vertical antenna and mount FM antenna on top of AM tower. AM - 1110 kc.

Stanley S. Brey, Esq., Oviedo, Calif. —CF for new standard station 1110 kc. 1 kw daytime.

AM - 1210 kc.

Ventura County Bstg. Co., Oxnard, Calif. —CF for new standard station 1140 kc, 1 kw daytime. AM - 1170 kc.

AM - 1380 kc.


WAPA San Juan, P. R. —License to cover CP as modified, which authorized change of transmitter location to 1 kw, daytime and nighttime. AM - 1390 kc.

WHBC Bethesda, Md. — Modification of CP to change antenna location to new transmitter. AM - 1440 kc.

WBBQ Atlanta, Ga. — License to cover CP as modified, which authorized new antenna and authority to determine operating power by direct measurement of antenna power. AM - 1450 kc.

WBT Charlotte, N. C. — Modification of license to change corporate name from Southeast Broadcasting Co. to Jeffer- son Standard Broadcasting Co. AM - 1460 kc.

WGTL Kalamazoo, Mich. — Modification of CP which authorized new antenna and increased power. AM - 1470 kc.

WASU Valdosta, Ga. — CP for new standard station 1420 kc, 250 w unlimited. AM - 1510 kc.

WBBQ Augusta, Ga. — License to cover CP as modified which authorized new antenna and authority to determine operating power by direct measurement of antenna power. AM - 1520 kc.

Robert W. Roper, Buckhead, Ga. — CP for new standard station 1080 kc. 1 kw daytime. AM - 1490 kc.

AM - 1230 kc.

KSGM Ste. Genevieve, Mo. — Modification of CP which authorized new standard station, for approval of antenna, for specified transmitter, for specified station and antenna system. AM - 1530 kc.

KUOL Garden City, Kan. — License to cover CP which authorized installation of antenna. AM - 1540 kc.

KYSK St. Paul, Minn. — Modification of CP which authorized new standard station, for approval of antenna, for specified transmitter, for specified station and antenna system. AM - 1550 kc.

Beloit Broadcasters, Beloit, Wis. —CF new standard station 1380 kc, 1 kw daytime. AM - 1570 kc.

Clarence L. Graff and Clifford G. Goff, partnership (Central State Bstg., Clintonville, Wis.) —CP for new standard station 1570 kc, 250 w unlimited. AM - 1580 kc.

WDSM Superior, Wis. — License to cover CP as modified, which authorized same transmitter and antenna. AM - 1590 kc.

KPSC Phoenix, Ariz. — Modification of CP as modified, which authorized new standard station, to make changes in

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vertical antenna and change transmitter location.

AM—1450 kc
KBOO Portland, Ore.—Modification of CP as modified, which authorized new standard station, to change type of transmitter.

AM—1490 kc
KCPR San Francisco—Modification of CP as modified, which authorized new commercial television station, to change frequency from channel 11, 190-204 mc to channel C.C.

AM—1490 kc
KOY Santa Maria, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

KFI Idaho Falls, Id.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1490 kc
KBOW Butte, Mont.—Modification of CP as modified, which authorized new standard station, to make changes in vertical antenna.

Relay Station
Albuquerque Best, Co., area of Albuquerque, N. Mex.—Authorization to operate remote pickup station to be operated on 1622, 2208, 2180 and 2790 kc, 100 w and emission: A3.

AM—1340 kc
KRMX Roswell, N. M.—Modification of CP of which authorized new standard station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location—AMENDED: to change studio location.

AM—1490 kc
KCOO Salinas, Calif.—Modification of CP which authorized new standard station, for same location and for approval of transmitter and studio locations.

Completion Date
KDYL-TV Salt Lake City—Modification of CP which authorized new commercial television station, for extension of completion date.

AM—1230 kc
KFIO Spokane, Wash.—Beltline of control of licensee corporation by Arthur L. Smith through increase of capital stock to 200,000 shares.

Applications Tendered for Filing
AM—1390 kc
WPJM Youngstown, Ohio—Modification of CP of which authorized new commercial television station, for extension of completion date.

AM—1290 kc
Philo Back, Shreveport, La.—CP for new standard station 1150 kc, 1 kw daytime.

AM—1490 kc
Paul B. Lindsay, Columbus, Ohio.—CP for new standard station 1490 kc, 250 w unlimited.

AM—1360 kc
Theodore A. Lines and Roland Wats,
5985 as Diamond Radio Studios, De- 
Kahl, Ill.—CP for new standard station 1390 kc, 250 w daytime.

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AM—640 kc
WOI Ames, Iowa—Request for extension of special service authorization of WOI for operating on 1 kW, from 6 a.m. to local sunset daily, and on no evening, later than 11:16.

AM—1230 kc
KGKE Sterling, Co.—CP to change from specified hours to daytime.

AM—1270 kc
WDUK Durham, N. C.—CP change from 2400-2520 kc to 1750 kc, hours of operation from daytime to unlimited, antenna height and weight.

AM—1450 kc
Ralph Morgen, The Voice of Nevada’s Capital, Carson City, Nev.—CP for new standard station 1450 kc, 250 w unlimited.

Jon. 29 Decisions . . .

KWMJ BYRAM, WISCONSIN
KTHU Houston, Tex.—Granted CP to install auxiliary transmitter at present of main transmitter, to be operated on 1230 kc, 250 w.

AM—1590 kc
Wlading, Mich.—Modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

WATZ Alpena Township, Mich.—Granted license to cover CP which authorized new station on 1450 kc, 250 w unlimited, in place of license.

AM—1290 kc
WGH Newport News, Va.—Granted CP to make changes in vertical antenna and radio waves and conditions.

AM—1490 kc
WGMA Marshfield, Wisc.—Modification of CP which authorized new station, to install new vertical antenna, to change type of transmitter, for approval of transmitter location and specify studio location.

AM—1290 kc
WHO Louisburg, Iowa—Granted CP for new remote pickup station subject to changes in accordance with proceedings in Docket 507.

J. E. Redman, area of central, Calif.—Same.

AM—1290 kc
KTHU Best, Co., area of Houston, Tex.—Same.

AM—1290 kc
KMPF Mobile, area of Los Angeles, Calif.—Same.

AM—1290 kc
Frontier Best, Co., Cheyenne, Wyo.—Same.

AM—1290 kc
KFBL area of Cheyenne, Wyo.—Granted license of CP which authorized to make changes in frequency in remote pickup station and increase power.

AM—1290 kc
KGB of Santa Barbara, Calif.—Same.

AM—1290 kc
KCGI area of Santa Barbara, Calif.—Same.

AM—1290 kc
KFCP Atlanta, Ga.—Modification of remote pickup station license to cover CP for purposes of name to Robert F. Engst of the University System of Georgia and the University of Georgia School of Technology.

AM—1290 kc
WFNS Burlington, N. C.—Granted modification of CP to change type of transmitter.

AM—1290 kc
WHN Plattsburg, N. Y.—Granted license to cover CP which authorized new station, 1490 kc, 250 w, unlimited.

AM—1290 kc
Columbia, S. C.—Granted CP to install new transmitter.

AM—1290 kc
WRNO Orangeburg, S. C.—Granted license to cover CP which authorized new station, 1120 kc, 250 w, unlimited.

AM—1290 kc
WALT Tampa, Fla.—Granted license to cover CP which authorized new station 990 kc, 250 w, unlimited.

AM—1290 kc
WHBT Brockton, Mass.—Modification of CP which authorized new station, 980 kc, 250 w, daytime.

AM—1290 kc
KESF Philadelphia.—Granted modification of CP, for extension of commission date to 1-24-47 and 5-24-47, respectively.

AM—1290 kc
WCKW Milwaukee.—Granted modification of CP which authorized new experimental television station, for extension of commission date to 5-20-47.

AM—1290 kc
KERS Elko, Nev.—Granted modification of CP which authorized new station, for approval of antenna, of propagation of transmitter location and to specify studio location.

AM—1290 kc
WBRY Waterbury, Conn.—Grant of CP, for extension of completion date to 3-13-47.

AM—1290 kc
WNBW Washington.—Granted modification of CP which authorized new commercial television station, to change from 900 kw to 1500 kw, daytime.

AM—1290 kc
WBRY Waterbury, Conn.—Modification of CP, for extension of completion date to 3-13-47.

AM—1290 kc
WNBW Washington.—Granted modification of CP which authorized new commercial television station, to change from 1500 kw to 1800 kw, daytime.

(Continued on page 70)
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FCC Actions
(Continued from page 69)

Applications Cont.:  

AM—1240 kc
Cecil W. Cupp tr/ as Arkadelphia Business Arkadelphia, Ark.—for new standard station, 1290 kc, 300 w, unlimited.

AM—850 kc
KFSA Fort Smith, Ark.—Modification of CP (as modified which authorized new standard station), to change hours of operation from daytime to unlimited, change power from 1 kw day to 1 kw day and night, and to change transmitter location.

AM—1490 kc
WJBJ Jacksonville Beach, Fla.—CF to change frequency from 1010 kc to 1490 kc. Change in frequency from daytime to unlimited and change power from 250 w day to 250 w day and night.

AM—1290 kc
Coastal Bert, Co., Lakeland, Fla.—for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to change frequency from 1400 to 1230 kc.

FM—91.9 mc
Technical High School, Dade County Board of Public Instruction, Miami, Fla.—CF to new noncommercial educational station, change 1220, 91.9 mc, 250 w emission special for FM, unlimited.

AM—749 kc
WMBL near Morehead City, N. C.—Modification of CP which authorized new standard station, for approval of antenna, for approval of transmitter and studio locations.

AM—1230 kc
WMIT Minneola, Tenn.—Modification of CP which authorized new standard station, to make changes in standard station, change transmitter type of transmitter and to change transmitter location.

AM—1440 kc
KFDA Amarillo, Tex.—CF to change frequency from 1230 to 1440 kc. Increase in CP, from 250 w day and night to 5 kw day and 1 kw night, install new transmitter on new vertical antenna and change transmitter location. (Facilities tower height to be 750 ft.)

AM—1450 kc
WOKX Altam, Ill.—Modification of CP which authorized new standard station, for approval of antenna, approval of standard station and to specify studio location.

AM—1369 kc
Modesto Bostg, Co., Modesto, Calif.—CF to new standard station, 1540 kc, 250 w, daytime.—AMENDED: to change frequency from 1080 to 1360 kc.

AM—1450 kc
Western Waves, Seattle, Wash.—CF to new standard station, 1540 kc, 50 kw, daytime.—AMENDED: to change transmitter location (same description).

License Renewals
Jamala Radio Television Co., Jamaica, L. I., N. Y.—License renewal experimental television station W2XFT.
Allen B. Du Mont Labs., area of New York.—Same for W2XUG.
Gust Zaharoff, South Chesaton, W. Va.—Same for W2XOZ.
The Moody Bible Institute, Chicago.—License renewal of ST station W2XMB.

Applications Tendered for Filing:

AM—1350 kc
WLOA Braded, Pa.—CF to new standard station, 1540 kc, 2 kw, unlimited.

AM—1450 kc
Hanover Bostg, Co., Hanover, Pa.—CF for new standard station, 1450 kc, 100 w, unlimited.

AM—1450 kc
WILK Wilkes-Barre, Pa.—Voluntary surrendered for development; license to Wyoming Valley Bostg, Co.

AM—1230 kc
Atchua County Bostg, Co., Gainesville, Fla.—CF for new standard station, 1220 kc, 250 w, unlimited.

AM—680 kc
Radio Atlanta, Atlanta, Ga.—CF for new standard station, 680 kc, 5 kw, daytime.

AM—860 kc
Louie L. Morris, Hartwell, Ga.—CF for new standard station, 860 kc, 1 kw, daytime.

AM—1540 kc
KGBG Galveston, Tex.—Modification of CP, change in hours of operation from daytime to unlimited using 1 kw day and 250 w night, install DA for night use and change transmitter location.

AM—1240 kc
Harry Willard, Under, St. Cloud, Minn.—CF for new standard station, 1240 kc, 250 w, unlimited.

Jan. 30 Applications

ACCEPTED FOR FILING
Developmental Station
WXMJ New York—License to cover CP which authorized developmental station.

FM—Unassigned
KYN Co., Grand Rapids, Mich.—CF to new (class B) station, CP to be assigned by FCC. ERP 251.4 kw. AMENDED: to change name from Roy G. Kelley, Ray M. Veenstra and George S. Voorweck, as partnership d/b/a KYN Co., to Liberty Bostg.

AM—1900 kc
LCB Inc., Lorain, Ohio—CF for new standard station. 1900 kc, 1 kw, daytime.—CF to new remote pickup station.

AM—Unassigned
Northwest Bostg, Co., Fargo, N. D.—CF for new (metropolitan) FM station. Frequency to be assigned by FCC. AMENDED: to change stockholders.

FM—Unassigned
WHAF Madison, Wis.—Modification of CP, which authorized new noncommercial educational station for externment, completion date.

FM—Unassigned
WHFR-FM Wisconsin Rapids, Wis.—Modification of CP, which authorized new FM station to change transmitter location, ERP 1 kw, to make changes in antenna system and change commencement and completion date. AMENDED: To change class of station from “A” to “B.” ERP from 1 kw to 1.8 kw specify frequency as “to be assigned by FCC.”

Remote Pickup

KINU area of Tacoma, Wash.—License to cover CP which authorized new remote pickup station.

AM—1430 kc
Kelowna, B.C.—CF for new standard station, 1430 kc, 5 kw, unlimited.

AM—1540 kc
The Littlelton Co., West Hartford, Conn.—CF for new standard station, 1540 kc, 250 w, daytime.

AM—1240 kc
Cumberland Publishing Co., Pikesville, Ky.—CF for new standard station, 1240 kc, 250 w and unlimited.

AM—1400 kc
Northeast Georgia Bostg, Co., Gainesville, Ga.—CF for new standard station, 1400 kc, 250 w and unlimited.

AM—1400 kc
Sikerton Community Bostg, Co., Sikerton, Mo.—CF for new standard station. 1400 kc, unlimited.

AM—900 kc
George Beall Anderson, Columbus, Neb.—CF for new standard station, 900 kc, 1 kw and daytime.

NLRB Intervention Requested by RWG

Union Wonts Networks to Deal With It for Freelancers

NATIONAL LABOR Relations Board intervention was sought last week by the Radio Writers Guild in an effort to force an opening of negotiations with the networks for sustaining freelance writers.

The networks have not as yet agreed to negotiate with the Guild on behalf of such writers on the grounds that they are “independent contractors” and hence should be dealt with separately.

The Guild’s request for NLRB entrance into the controversy was described as “protective” by Roy Langham, national executive secretary of RWG. He said that if the networks agreed to negotiate, the union would withdraw its request to the NLRB.

Preliminary Hearing

At present, however, a preliminary hearing has been scheduled for Monday at 10 a.m. in New York before Stanley Liebling, field examiner of NLRB.

Meanwhile the RWG committee proceeded with negotiations for the network staff dramatic and continuous writers. At a session last Tuesday in New York, the Guild and representatives of three networks (Mutual employs no staff writers) discussed counter-proposals to union demands and agreed to meet again Feb. 7. It was understood that these negotiations may be consummated at that meeting. The Guild had originally demanded a 20% increase for staff writers. [BROADCASTING, Jan. 27.]

The members of RWG’s three local, New York, Chicago, and Los Angeles, have voted to authorize the national negotiating committee “to call for a strike vote when it shall be deemed necessary.”

Switches to Orr

ARTHUR P. LIVINGSTON, former vice president in charge of merchandising and research at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

Nets Finish Rights

AUTOMATIC ELECTRIC Co., Chicago, under terms of a contract signed with Finch Telecommunications in New York last week acquired rights to manufacture and sell or license Finch facsimile equipment in the U. S., W. J. Caverley, president of Automatic Electric, said that acquisition of Finch facsimile rights is in line with the program of the telephone industry to expand its facilities to embrace various supplementary types of communication.

You GET THE WHOLE PICTURE WITH WBNX

3500 WATTS DIRECTIONAL OVER NEW YORK

America’s Leading Foreign Language Station

Page 70 • February 3, 1947

BROADCASTING • Telecasting

Write, wire or phone Johnny Gillin or John Blair foroma Plus

WOW for OMAHA, NE
FCC Sees Color
(Continued from page 18)
of the value of picture brightness which revealed little more than that Dr. Goldmark preferred less light than his critics.
David B. Smith, Philco vice president in charge of engineering, criticized the rounded glass on the color receivers which, while magnifying the images, gave off reflections of the room lights and windows that he found distracting. An extensive argument followed over viewing conditions.

Effect of Curved Glass
Mr. Roberts criticized the curved glass as causing distortion when the viewer is more than 30 degrees from a front-on view of the receiver and he further charged that whenever he shifted his eyes during the program the colors apparently broke up, stating that with a simultaneous electronic system this would not occur. Dr. Goldmark retorted, "You shake your head when you want to break up the color, but not when you want to see the program."
The third CBS demonstration illustrated switching from film to live programs and also from the direct broadcast to one which was fed through the AT&T coaxial cable to Washington and back before going on the air. The switches from live to film programs were made smoothly; the cable cut-ins and cut-outs showed on the screen as brief flashes.
The press tables, like most of the room, were too far away for changes in picture quality to be apparent but close observation of a test pattern originating from a detector tube showed the horizontal resolution reduced from about 325 lines to 255 lines in direct broadcast to slightly over 250 lines when the signal had gone through the cable. When the test pattern came from a slide in front of the camera the loss was greater. In response to Commission questioning as to the effect on black-and-white pictures, O. B. Hanson, NBC vice president and chief engineer, said that 245 lines was normal for cable transmission as against 325 lines for full band width on the air.
H. A. Appley, of AT&T, described the cable circuit, stating that at present it gives an effective video band of somewhere over 2.7 mc, with an overall band of about 5.5 mc, compared to a range for black-and-white overall bands and 10 mc for the color color band overall.
Monday's session concluded with a statement by CBS engineers for receiver developed by CBS, with a five-inch tube magnified to an apparent seven inches by the covering glass. A colored slide broadcast was received with good quality.

Tuesday Session
At the opening of the Tuesday session CBS was asked if it could demonstrate remote pickups of sporting events at Madison Square Garden and out-of-doors. Dr. Goldmark explained that the image orthicon color camera set-up is in the process of being transferred to a bus and that it will be about eight weeks before CBS can make such demonstrations. Asked if CBS has a model of a color pickup camera for out-of-studio use that could be put into production, Dr. Goldmark revealed that Remington-Rand has been asked to make such cameras and that the company feels it can proceed with production. The development stage is completed, he said, and any further changes will be minor ones.

Questioned by George P. Adair, FCC chief engineer, as to the possibility of reducing the amount of light needed for color pickups presently six times that necessary for black-and-white pictures—Dr. Goldmark said that a three-tube method was proposed in 1940 or 1941 and several suggestions had been made by CBS engineers for a single tube, but that none of the suggestions had been put on paper. Tube development of this nature is not carried on by CBS, he said, adding that at a very low light level the human eye cannot distinguish colors, anyway. If toward the end of a football game the light

INSPECTING a receiver at the television hearings are (1 to r): Allen B. Du Mont, president of Du Mont Labs; E. W. Engstrom, vice president in charge of research, RCA Labs; Peter C. Goldmark, CBS director of engineering research and development.

got too low for full color pickups, CBS would switch to black-and-white for the remainder of the game, he said.

Before the first of Tuesday's demonstrations, which were designed to compare the CBS color reception with black-and-white on three Du Mont receivers, Dr. Du Mont made a statement terming the proposed CBS standards "totally inadequate." Pointing out that CBS has not increased the size of its color pictures from the 6x8-inch images it showed in 1940, he expressed the belief that this is the maximum possible with the sequential method. The scanning disc is the limiting factor, he said, pointing out that to get a 20-inch picture such as received on one of the Du Mont receivers would require a disc nearly five feet in diameter.
The three Du Mont receivers utilized a 12-inch, 16-inch and 20-inch tube, respectively. The set with the 12-inch tube was stationed beside the two color receivers giving the same size apparent images. Both of these had been equipped with awnings overnight to shield them from the room lights, but Chairman Denny ordered one of the awnings removed for better comparison.

For the first comparative test, Du Mont picked up a film about canoeing while CBS received a live studio pickup of Pati Painter. All the Du Mont black-and-white programs were broadcast by WNB1, NBC station, as WABD, the Du Mont station, is off the air while its new antenna is being installed. With room lights on and shades up the color pictures seemed faded in contrast to the much brighter black-and-white pictures, and the reflections from the curved glass of the unshaded color receiver were more noticeable when compared with the flat-faced Du Mont receiver tubes.

A better comparison was given in the next test, when the same picture, a travelogue, was shown on all receivers in black-and-white. The Du Mont pictures were broadcast from 35 mm film, the CBS

Announcing the appointment of
JOE BERNARD
as
National Sales Manager of
We have actually counted 147 different radio stations who reproduced data from our 1946 Survey of Buying Power in defining and selling their markets to national advertisers.

Media sellers throughout the nation recognize that the Survey commands an unrivaled degree of acceptance among advertisers as a nationally recognized source of new and exclusive data on local markets.

The new 1947 Survey of Buying Power—as the only source of 1946 figures on the sales, income and population of cities and counties—will be even more indispensable as a basis for effective market presentations in the buyer's market of 1947. In accordance with Sales Management's policy, all Survey advertisers will be granted special permission to reproduce the copyrighted material contained in this issue.

The exceptional value of this privilege, plus the primary importance of the Survey as a year-round medium to reach 15,000 sales and advertising executives, makes Sales Management's Survey of Buying Power the best single buy of the year for media advertising.

The 1947 Survey will be published May 10th and the closing date for reservations in the county and city sections is March 10th. Position will be assigned on a first-come, first-served basis; and advertisers are urged to forward reservations well in advance of the closing date.

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(Continued from page 71)

from 16 mm film, but otherwise they were identical. When the shades were closed and the lights turned on there was less contrast, but Du Mont, director of research, stated that the tint of the color sets did not match the whiteness of the black-and-white receivers.

Mr. Roberts said he could see more detail on the 12-inch black-and-white set than on the color sets. Adrian Murphy, CBS vice president, said he noticed a flicker on the 20-inch Du Mont receiver, which Dr. Du Mont said might have been due to too much brilliance which would cause a flicker at close range, adding that the set is equipped with a control so brightness could be turned down.

Cost of Receivers

Questions about prices elicited the information that the Du Mont set with the 12-inch tube, also including AM and FM reception, sells for $700, and the 20-inch Du Mont set, with AM, FM and a record changer, for $2466. Installation charges vary from $25 to $50. A Bendix spokesman said 50 sets were being built like the one used in the demonstration, which would go on sale at $1820 each.

During the noon recess the Du Mont 12-inch receiver was replaced by a set with a brighter tube with average highlight brightness of 350 footlamberts. Commissioner Jett, about 10 feet from the 12-inch Du Mont set, complained of a flicker with the extreme brightness. Filters were placed in front of this set to reduce the brightness to 40 footlamberts, which Mr. Murphy said demonstrated the CBS claim of the importance of contrast over brightness.

To demonstrate the accurate color the introduction of the system, CBS displayed in the courtroom a colored scarf while its mate was televised in the studio and received on the color sets. This concluded the demonstrations.

RCA's Live Pickups

Live color pickups via the RCA simultaneous electronic method of video color broadcasting were given their first public showing Wednesday as a surprise addition to the RCA demonstration for the FCC.

E. W. Engstrom, vice president in charge of research for RCA Labs., in charge of the demonstration, revealed that only the day before had the first live pickup been made and that it had been decided to show the process to the Commission despite its admitted crudity.

Showing took place at Penn's Neck Community Club, Princeton, N. J. Opening with a video newsreel broadcast in black-and-white on Channel 4 from New York, the program switched to color pictures of the Commissioners, taken Monday in New York, broadcast with 50 w at 520 mc by WJMJ, the experimental station a half-mile away. The film faded out and a girl appeared on the screen to act as m.c. for the film program that followed.

Emphasizing that RCA was presenting a "laboratory type demonstration and not a finished show," Dr. Engstrom said the live pickup had been obtained by the flying spot technique, which he termed a laboratory device RCA is not proposing for general use. Process utilizes a cathode-ray tube as a flying spot scanner, with specially developed color cameras separating the color components of the pictures by means of an optical system and photoelectric cells into three color signals which are broadcast on individual channels, the same as in RCA's color film transmission. At the receiving end each signal is received on a three-inch scope, the three images then being optically projected into a composite color picture appearing on the receiver screen.

Pictures were received in color on two-color projection receivers with screens about 15 x 20 inches and in black-and-white on two similar monochrome projection sets and on a direct viewing table model with a 10-inch screen. The color film transmission had noticeably improved since the fall demonstration, but not enough to satisfy the CBS observers, who after two days on the receiving end were happy to be in the critics' seats.

Mr. Murphy began by describing unevenness in the color. Dr. Engstrom reiterated that...
COLOR VIDEO demonstrations "for the record" were presented before a capacity audience in a New York City court room last Monday as the FCC resumed its hearings on the CBS petition for immediate allocation of the 450-920 mc band for commercial color operation. FCC Commissioners seated in background are (left to right) Alonzo H. Hyde, Paul A. Walker, Chairman Charles R. Denny, Ray C. Wakefield, and E. K. Jett. Television receiving sets are seen at either end of the Commissioners' bench.

RCA was merely making a laboratory demonstration and Chairman Denny and Commissioner Jett both pointed out that unlike CBS, RCA has not proposed its system for immediate use but has stated it will not be ready for that for about four years. To further CBS criticism of the colors shown, Dr. Engstrom replied that RCA was operating without a color monitor at the transmitter.

Reporting that the RCA color program had been broadcast on a channel width of 14.5 mc, compared to 16 mc used by CBS, Dr. Engstrom described a process for separating the high frequencies of each color channel and mixing them while the lows are broadcast separately which he said might enable a further reduction in channel width to 12.5 mc.

He explained the use of an inexpensive converter by which the uhf color transmission was received in monochrome on the low band black-and-white sets, pointing out that it would enable the owners of today's receivers to go on using them after video broadcasting has moved to color in the upper frequencies, provided the RCA simultaneous method is employed. This could not be done if the sequential system is adopted, he stated. He added that a video broadcaster on the low black-and-white frequencies, by adding a uhf electronic simultaneous color transmitter, could use the signal of a single color camera to operate both transmitters.

Dr. Engstrom displayed a model of a new color receiver now under development which he said will be ready for test operation in a month or two. Providing a picture 8 x 10 inches with a brightness of 10 to 15 footlamberts, this set, he said, will compete with any other color set on price and will be lower than any using the sequential method of color reproduction.

Measurements of the brightness of the RCA color receivers were made. A flicker demonstration was presented by Mr. Smith, of Philco, consisting of slides shown under simulated broadcast conditions at frequencies of both 48 and 60 frames per second.

Mr. Smith unveiled a new black-and-white projection receiver which produced a picture much brighter than that of the RCA projection sets and was said to be four times more expensive.

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(Continued from page 78)
as bright as any other projection model. A program of studio and outdoor pickups, telecast by WNBTV, was utilized. Pictures 15 x 20 inches were projected on a metallic mirrored surface inside the lid of the receiver, but Mr. Smith declined to disclose the technical details of the set until it is put on sale, expected about midsummer. Demonstration was enthusiastically applauded.

The three-day demonstration-hearing concluded Wednesday evening with a long argument over plans of Philco, Du Mont and RCA to conduct field tests of CBS color this week.

WCIL Staff Complete

SELECTION of personnel for WCIL, (1 kw, 1020 kc) Carbondale, Ill., on the air since Nov. 14, has been completed, Paul F. McRoy, station manager, announces. Staff members include Don Bordreau, program director; Robert Eaton, continuity-publicity director; Walter C. Schafer, former manager of WDBZ Tuscola, sales director; Marion Sawyer, chief engineer; Orville Jackson, assistant engineer; Bill Mason, John Carey and Vick Andrews, announcers; Rosemary Moore, traffic director; Ethel Brooks, auditor, and Mrs. Hazel Trail, secretary.

Du Mont Sees Improvement Need

By ALLEN B. DU MONT

A SIX-YEAR, high pressure campaign by CBS to foist on the industry and the public an inherently defective system of color tele-

vision draws to a conclusion.

Everyone wants color television and eventually we shall have it. But before the public will accept it, before manufacturers will make receiving sets, color television must have none of the shortcomings of the CBS sequential system.

The demonstration of CBS color at the FCC hearing with the lack of brilliance necessitating a darkened room, the very small screen which can not be increased; and the serious color breakup has made it obvious to everyone that higher standards for color television than those proposed by CBS are necessary. The CBS system is unscientific; it would set television back; it is sheer amateurishness.

The hearing conducted by the FCC in examining all the various factors involved in setting standards has been marked by fairness and patience, for which we are all very appreciative.

Schofield to KYW

ARTHUR C. SCHOFIELD has been named advertising and sales promotion manager of KYW Philadelphia to succeed William Y. L. Rambo, resigned, it was announced last week by Robert E. White, gen-

eral manager of the Westinghouse station. Former advertising and promotion director of WFIL that city, Mr. Schofield more recently has been conducting a special market survey for WTAG Worcester, Mass.

TV SALES POTENTIAL IS TO BE EXPLORED

SALES opportunities in commer-

cial television will be explored by a special subcommittee of the NAB Sales Managers Executive Committee, which authorized the study at its Jan. 22-24 meeting in Wash-

ington [BROADCASTING, Jan. 27].

First meeting will be held later this month.

Chairman of the subcommittee is Eugene Thomas, WOR New York. Other members are James V. McConnell, NBC, and Arthur Hull Hayes, WCBS New York. Two move members will be appointed.

The subcommittee will cooperate with broadcasters, agencies and advertisers in promoting use of the visual medium and working out problems involved in programming and sponsorship.

Another subcommittee named at the SMEC meeting will deal with agency billing practices and prepare recommendations for submis-

sion to the A.A.A. Members are: Ray Baker, KOMO Seattle, chair-


Third subcommittee named by SMEC will work with National Re-

tail Dry Goods Assn. and other re-

tail groups, stations and trade publications on problems of common interest. Chairman is William Murdock, WOL Washington, who will name other members to serve on the subcommittee.

CRCA Elects

ROBERT F. HURLEIGH, WGN Chicago news director, has been elected president of the Chicago Radio Correspondents Assn. to suc-

ceed William Ray, NBC news and special events director, who was elected director of the board. Other members of the board include Julian Bentley, WLS Chicago; James Hurlbut, WBMM Chicago; Charles Ahrens, UP radio editor, and Bas-

kette Moss, WEAU-FM Eau Claire, Wis.

WBAL Rival Insists

On Feb. 24 Hearing

Pearson-Allen Group Asks FCC To Deny Postponement Plea

PUBLIC SERVICE Radio Corp., the Drew Pearson-Robert S. Allen applicant for WBAL Baltimore’s clear channel facilities, asked FCC last week to disregar WBAL’s petition for postponement of the Feb. 24 hearing pending a correction of Blue Book references to past oper-

ations of the Baltimore station.

“The series of petitions which Hearst Radio Inc. [WBAL licensees] has filed seeks to avoid and delay a public hearing on the merits of its application, and the instant pe-

tition is repetitious and dilatory in character,” Messrs. Pearson & Al-

len declared in a “statement” on the WBAL petition [BROADCASTING, Jan. 27].

The statement was filed with FCC last Tuesday.

To WBAL’s contentions that the Blue Book contained “false, distorted and misleading” references to WBAL, the statement replied that Public Service Radio Corp. “has no knowledge of the truth or falsity” of the claims and “does not believe it either necessary or proper to reply to any of the charges” made by WBAL against the Commission.

The statement denied that Massrs. Pearson and Allen’s failure to an-

swer the WBAL charges means, as WBAL argued, that “the facts must be taken as conceded.” The state-

ment said “no specific answer was made to the previous petition or the instant one, because neither rises to the dignity of requiring an answer.”

Elder to Speak

ROBERT F. ELDER, vice president in charge of consumer research of Lever Bros. Co., one of radio’s largest users with billings of about $5,000,000 in 1946, will speak on “The Client Looks at Radio—1947” at Thursday (Feb. 6) luncheon meeting of the Radio Executives Club of New York at the Hotel Roosevelt.

TIDE is the Leader

TIDE carries more pages of radio station and network advertising than any other general advertising publication!

And no wonder: TIDE for years was the only general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time.

To get these important buyers interested in your facilities, advertise consistently in TIDE ... the LEADER among general advertising publications in radio station and network advertising!

TIDE, The Newsmagazine of Advertising, Marketing and Public Relations

232 MADISON AVENUE, NEW YORK 16, N. Y.

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AFRA Scores

MAJOR TRANSCRIPTION companies last week signed a two-year contract with AFRA, providing general salary increases for performers on commercial transcribed shows. The new contract, which guarantees salary increases of approximately 20%, is retroactive to Nov. 1, 1946, and will continue through Oct. 31, 1948.

Basic salaries are now $63.50, with minimum fees ranging from $5 to $15 per program for free lance talent.

Mr. Jones said he hoped to have made "considerable" progress with the Class B group by Friday.

Meanwhile, the Chicago local of the American Federation of Musicians, conducting its own negotiations for wage hikes with the Class B stations has received a verbal commitment from Ralph Atlass, general manager of WIND, and Art Harre, general manager of WJJD, for an 18% increase over present minimum wages of $75 a month. "Librarians" and "clerks" usually assigned to selecting music or operating transcription turntables.

The Chicago AFM local said no information concerning the Class B contracts would be made public until James C. Petrillo returned from New York where he went to negotiate network contracts.

New Illinois FM Station Has 25 Program Sponsors

WHBN, first FM station in Evanston, Ill., went on the air on Feb. 1. It boasted 25 sponsors for its programs.

Edward A. Wheeler, 24-year-old ex-marine who owns and operates the station, reported unusual response from advertisers to its first published card rate. WEAN will utilize the news and speech departments of nearby Northwestern University for much of its programming, Mr. Wheeler said.

Staff personnel includes Harry L. Haie, Jr., chief engineer; Miss Doris Mae Wacker, program director; Robert Bassindale, chief announcer; Robert Urban and William Butler, announcers.

WRNY Rochester, N. Y., launched on 680 KC

WRNY Rochester, N. Y., owned and operated by the Monroe Broadcasting Co., Inc., went on the air Jan. 29 on 680 kc with 1 kw day, 5000 w night and a dedicatory program [BROADCASTING, Jan. 6] was scheduled Feb. 2. The program, produced and directed by Harold Kolb, WRNY program chief, was to feature musical numbers, an AP documentary presentation, "This We Have Done," a talk by Lester W. Lindow, WRNY general manager, and transcribed greetings.

With the AM outlet already under way, officials of Monroe Broadcasting Co. hope to launch FM operation sometime in April, and Chief Engineer Felix Bonvolouir announced last week that the first unit of the GE frequency modulation transmitter to be used by WRNY-FM had arrived.

Officers and directors of the company, incorporated in October, 1945, are: George B. Kelly, president; Thomas N. Nagle, vice president; John L. Wehle, secretary; Robert G. Wehle, treasurer; Donald A. Dailey and Louis A. Wehle.

Add Penfield, formerly with WDNC Durham, N. C., WPTF Raleigh and WSB Atlanta, is news, sports and special events director of WRNY. The announcing staff includes: Paul Robinson, formerly of KOB Albuquerque and long active in Rochester radio; David Curtin, Rochester; Frank Jordan, formerly of WFBL Syracuse, and Robert King, formerly of CHML Hamilton, Ont.

Ed Cole, Bill Reynolds, Ed Menninger and Earl Zimmerman comprise the technical staff.

Other personnel: Roy Merker, chief accountant; Arnold Cohn, Ray Giechlau and Tom O'Neill, sales; Grace M. Adamsdale, secretary to the president and general manager; Estelle Scala, traffic; Anne G. Houlihan, continuity writer; Jill Thompson, music librarian; Mildred Curtin, receptionist-secretary.

AFRA (Continued from page 17)

market reports, and sports, provided they are contracted to work 15 weeks or more. (Government employees are not included in this provision.)

3. At least once weekly on 15-minute programs, identifiable billing will be given to at least two leading players, with same stipulation existing on programs lasting more than 15 minutes.

4. Audience participation shows will be exempted from the code, but producers agree not to abuse this right.

5. Name persons from other fields will be granted waivers for one radio appearance only, provided they give written guarantee that they have not previously appeared on the air.

6. AFRA has the right to reopen negotiations after the first year of the contract if the cost of living rises 10% or more.

7. AFRA artists on minimum rates will have the right to cancel their contracts at the end of any 26-week cycle upon giving prior written notice of 36 days.

8. Singers will get full rehearsal rate for audition; non-contract singers appearing on six or more consecutive programs are entitled to two weeks notice of discharge.

9. Certain categories of announcers on specified types of commercial programs will receive the same dollar increases as actors.

10. All artists, including those disputing over scale, will have the right to arbitrate any dispute between the producer and the artist.

* * *

Chicago Negotiations

AFRA negotiations with Chicago's Class B stations (WJJD WIND, WGES WSBC WAAF WCFL) were opened Tuesday by Ray Jones, assistant to the national executive secretary.

While Mr. Jones declined to give details of union demands it was understood that at least a 20% increase in minimum wages for Class B announcers would be asked.

COVERS THE WHOLE RANGE OF RADIO ACTIVITIES

IN THIS ISSUE:

FACTS OF LIFE about FM Sets, by Milton Sleeper, contains down-to-earth information this will open the eyes of every station manager and his engineering staff.

INSURANCE FOR BROADCAST STATIONS presents the only analysis of this subject ever published.

TELEVISION HANDBOOK series, by Madison Cawein, explains principles, circuits, and use of transmitters, studio equipment, and receivers, for station managers and engineers.

Now in its 7th year, this Magazine is the "Complete and Authoritative Source of Information on Frequency Modulation and Television." . . . SUBSCRIBE TODAY!

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KSEI

POCATELLO • IDAHO

BROADCASTING • Teletcasting

FOR BLANKET COVERAGE IN IDAHO

Allen Appointed

GEORGE H. ALLEN, former managing director of the CAB and now with the New York Herald Tribune, has been appointed director of public relations for the American Marketing Assoc., where he will serve as chairman of the advisory committee on public relations to consist of representatives from every local chapter throughout the U. S. and Canada. Mr. Allen recently was elected a national director of the association and was 1946 president of the AMA in New York.
BUSY THREE-DAY AGENDA confronted NAB's new Small Station committee Jan. 29-31 at its first meeting in Washington. Present were (seated, l to r): Frank E. Pellegrin, J. Allen Brown, NAB; Wayne W. Cribb, K:MMO Hannibal, Mo., chairman; Marshall Pengra, KRNR Roseburg, Ore.; Frank Mills, WDWS Champaign, Ill.; Simon Goldman, WJTN Jamestown, N. Y.

Small Market

(Continued from page 18)


of standard contract forms and standard rate cards by small stations.

Simon Goldman, WJTN Jamestown, N. Y., started a brisk discussion of religious programming with a review of his district survey [Broadcasting, Jan. 6]. The survey showed a trend toward elimination of local religious commercial programs in the district.

Promoting Sponsorship

Small market stations are actively promoting sponsorship of public interest programs by utilities, banks and other prestige institutions, it was brought out by committee members. Smaller stations take the position they can do a better job with benefit of sponsorship.

NAB will conduct a study on the use of combination men in small stations, along with the need for such employees, the committee was told during discussion of this topic, an important one to this group of stations. Effect of the FCC's 91-D regulation was reviewed. Combination men are most used by stations with studios and transmitter under the same roof.

U. S. Employment Service claims it can furnish, at this time, from one to five first-class operator applicants anywhere in the United States, the committee was informed.

Richard P. Doherty, NAB director of employee-employer relations, reviewed trends in industry labor relations and described recently expanded work of his department.

Don Petty, NAB general counsel, discussed legal matters and business aspects of Federal regulation.

Hugh Higgins, assistant director of broadcast advertising, auditioned a typical program from the American Bankers Assn. disc series for cooperative sponsorship by local banks and urged stations to sell the program in their community.

He outlined NAB promotion work and told how NAB will participate in the radio-in-every-room drive of Radio Manufacturers Assn.

Kenneth H. Baker, NAB research director, presented an analysis showing that 79% of all CPs granted last year were in the small market station category; as of Jan. 1 small market stations comprised 48% of the industry, compared to 38% a year ago. He urged stations to use NORC audience study.

Resolution was adopted endorsing BMB as a step in the right direction. Stations were advised to use the BMB data and report their experiences.

Use by Retailers

Keen interest was taken in a discussion of NAB steps to promote use of radio by retail advertisers. Lee Hart, NAB assistant director of broadcast advertising, urged stations to cooperate with stores in their use of the medium and pointed to the current signs of transition to a buyers' market.

Small stations are concerned over the influx of new stations, a majority of which are in their class, since retail advertising alone has been their mainstay. It was agreed retail use of radio

must be further developed, with the Joske report commended for its treatment of the subject.

Trend toward development and sale of programs by small stations was discussed. Better programming has brought increased revenues, it was pointed out.

Michael R. Hanna, WHCU Ithaca, N. Y., NAB board liaison on the committee, offered suggestions on broadcasting of educational programs and stressed the need of audience appeal in their presentation.

Work of the Small Market Stations Division, headed by J. Allen Brown, was reviewed. The Friday sessions concluded with discussion of FM and news clinics, followed by a luncheon for invited guests.

Committee members who attended, besides Chairman Cribb and Mr. Hanna, were: Marshall H. Pengra, KRNR Roseburg, Ore.; Robert T. Mason, WMNR Marion, O.; R. Sanford Guyer, WBTM Danville, Va.; A. E. Spokes, WJOY Burlington, Vt.; John F. Meagher, KYSM Mankato, Minn.; Mr. Goldman; Frank Mills, WDWS Champaign, Ill.; Lofton L. Hendricks, KRKV Sherman, Tex.

CFOX Antigonish, N. S., has gone on the air with a new 5 kw transmitter according to a report from the Radio Branch, Dept. of Transport, Ottawa.
KFOI Would Increase Capital Stock From $5,000 to $250,000

PLANS to increase the capital stock of KFOI Spokane from $5,000 to $250,000 through the issuance of stock to 21 additional subscribers, reducing President Arthur L. Smith’s ownership from 99½ percent to 26 percent, were reported to FCC last week for approval.

The additional stock has been subscribed, at $1 a share, but the subscriptions will not be called until KFOI’s bid for higher power—5 kw on 1,900 kc—has been approved by the Commission, the application asserted. KFOI now operates on 1,230 kc with 250 w.

Although Mr. Smith’s stock interest would be reduced to 26 percent, no other stockholder would have more than 8 percent, under the subscription plan. Mr. Smith would receive 20 percent to cover his present ownership, and has subscribed for an additional 6 percent. Richard G. McBroome, KFOI manager but not now a stockholder, has subscribed for 6 percent, as has Thomas J. Meenach, real estate and insurance man.


The Commission also received an application for assignment of license of WILX, new 250-w station on 1,450 kc at Wilkes-Barre, Pa., from a partnership to a corporation with no change in ownership. Corporation is in Wyoming Valley Broadcasting Co. Equal owners are Dr. Isaiah C. Morgan, president; Harold T. Gray, vice president; Roy E. Morgan, secretary; Mitchell Jenkins, treasurer; Gerald L. Wise, Vernon L. Wise, Thomas P. Sheldun, and Leon Schwartz.

Meanwhile, the $80,000 sales price in the projected transfer of WNCA Asheville, N. C. [BROADCASTING, Jan. 27], was reported to be exclusive of current assets as of Dec. 31, 1946. The buyers, Jackson- ville Broadcasting Corp., licensee of WPDO Jacksonville, Fla., will receive profits and be liable for operating losses, if any, after Dec. 31, 1946, and in addition agreed to advance up to $10,000 for this interim period and lend a total of $19,000 to the present owners at the time the agreement was signed.

WNCA, operating on 1,340 kc with 250 w., is owned in equal shares by C. Fredric Rabell, general manager, and Jack O. K. Barfield, James M. Earnest, Albin Knight, Alfred Miller, and Richard M. Arnold. Jacksonville Broadcasting is owned by James R. Stockton, 30 percent; Linton D. Baggs, Jr., 60 percent; and Robert R. Peagin, 10 percent.

Procedure for Disposal Changed by War Assets

NEW procedure for disposal of surplus war electronic material will be put into operation by War Assets Administration, with the trickles of material expected to develop into a large movement as the plan gets under way.

Electronic manufacturers who act as agencies for WAA in sale of surplus will be given a chance to inspect stocks and select items they desire to sell. Red tape will be cut through use of warehouse releases. The plan was announced last Wednesday at a meeting between representatives of War Manufacturers Assn. and WAA.

FMA Meet Delayed

ROY HOFHEINZ, president of the newly-formed FM Assn., last week postponed from Feb. 10 to Feb. 14 a meeting of the executive committee, called to approve plans for the organization’s campaign to promote FM broadcasting [BROADCASTING, Jan. 27]. The meeting will be held at 10 a.m. Feb. 14 at FMA headquarters, 1019 Demiret Bldg., Washington. On the executive committee with Mr. Hofheinz are Everett L. Dilard, Wayne Cuy, Leonard Asch and W. R. David.

Union Coalition

FORMATION of a council of radio arts and crafts by Hollywood’s radio unions is nearing completion. AFRA has decided to join, it was announced last week, leaving only IBEW and AFM outside. Los Angeles AFM Local 47 has refused to join.
Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scuffled off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA
Spartanburg
South Carolina
500 watts day and night. 100 Kt. Rep. by Washington
CBS Station for the SPARTANBURG-GREENVILLE Market

The Spartan Women
and the Chambray

KERO
Bakersfield

RODMAN RADIO STATIONS
KFRE-KRFM-FRESNO
KERO-BAKERSFIELD

Lemke

(Continued from page 18)
told the committee, "Fred Stanton (sic), the president of the Columbia Broadcasting System, with more vision perhaps than some of the other broadcasting systems, pointed out to the FCC that no exchange should be made in the FM, 50-mc band at the present time. He pointed out that competition by FM stations would bring about better programs by the larger broadcasting systems."

Congressman Lemke asserted, "It is not freedom of speech to permit the youth of the nation to be exposed to the wholesale assassination of character by irresponsible parties — some of them jailbirds — over the radio or in the theatre. The people are entitled to decency over the air and in the theatres."

Mr. Lemke told the committee that radio stations are giving the people what they want. "A lot of good programs are going out over the radio, but there's a lot of slush, too, he stated. He foresaw in FM at 50 mc an opportunity for greater competition and better programs and urged the Congress to encourage FM."

"The 50 mc FM can be heard at from 80-100 miles while at 100 mc "you can't get it over 48 or 50 miles," he added. Mr. Lemke criticized programs generally and declared that "if radio does not do something to reform itself, we'll have drastic legislation."

FCC Called 'Political'

Representative Lemke offered no solution for "reforming" radio, but told Broadcasting he felt advertisers should be made responsible for what is said on their respective programs. He criticized the FCC as a "political body" and declared that the Commissioners should not be appointed by the President.

He did not explain just how allocating FM to the 50-mc band would promote more competition and bring about a "better system of programs" as he testified, but he promised the committee that if hearings are held on his resolution he will provide "plenty" of technical representatives of "local radio stations" of farm communities and small towns and "people interested in getting better programs over the air" in favor of reallocating FM to the 50-mc band.

He placed in the record a letter written Feb. 1, 1946, by Commander McDonald to Paul A. Porter, then FCC chairman, containing the following 13 questions, which Mr. Lemke charged still are unanswered by the Commission:

1. Who was it who first suggested to the Commission that it take away from FM the 50-mc band, where it has endured an unequalled service in many areas for five years, and move it to the unused, untried, unproven, 100-mc band, which, as has now been demonstrated, would make it primarily a city service?
2. Why was the proposal to move FM from the efficient 50-mc band to the inefficient 100-mc band advanced only after FM had proved its superiority to standard AM broadcasting?
3. Why did the Commissioners ignore the advice of the very Radio Technical Planning Board that has been organized at your request?
4. Why did the FCC again ignore the advice of the RTBP which, after hearing the testimony presented at the FCC hearings, voted so overwhelmingly against moving FM?
5. Why did the Commission accept the advice of theorist Norton and ignore the recommendation of seven distinguished propagation experts?
6. Why did the FCC fail to have this great service from the proved, efficient 50-mc band to the untried and unproved 100-mc band against the evidence of the only factual data available and before itself making actual, comprehensive tests of the new frequencies?
7. Why did the FCC assign television to the 30-mc band when it knew that television was far superior to AM in interference than FM?
8. Why did the Commission state in its press release that their Laurid Findings cleared away all objections when it was obvious that they did not, instead of revealing to the public that their long range Annapolis tests confirmed our findings?
9. Why, Chairman Porter, did you ask

me to include the 43-44 mc band in our petition, which inclusion brought in objections from various police departments all over the country who had been assigned that band, and from others, after we had indicated our belief that public interest would be served at this time by the reassignment of only the 44-45 mc band?
10. Why did the Commission ignore the uncontroverted factual evidence established by your tests, and ours, and deny the prayer of the petition which we filled for personality request?
11. Why did the Commission again ignore the testimony of the distinguished scientists who, as above stated, confirmed our position?
12. Was any weight given by the Commission to testimony of private manufacturers that granting of the petition would interfere with their "short range interests"?
13. Is it the Commission's intention to permit stations now broadcasting on the 50-mc band, and interfering with no other services, to hold this band long enough for further comparative, nationwide, comprehensive testing with new stations on high power on the 100-mc band, or do you intend to remove them from the air and forever destroy their opportunity to further demonstrate to the entire radio engineering fraternity and to the public, the much greater efficiency of the 50 mc band for providing service to the public?

P. S. Who besides the AM networks could possibly control FM?

Text of Representatives Lemke's resolution follows:

Whereas the FCC moved FM broadcasting to the 100-mc band of radio frequencies;

Whereas this action, to a great extent, deprives the farmers and rural residents of the country of all the benefits of FM broadcasting;

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the Commission is hereby authorized and directed to assign to frequency modulation (FM) radio broadcasting a section of the 50-mc band of radio frequencies with power assignments available for the maximum amount of power heretofore assigned to FM at any time.

Renews With MBS

WCPO Cincinnati has signed a new two-year contract with MBS effective Feb. 1, M. C. Watters, vice president of Scripps-Howard Radio and general manager of WCPO, announced.

Join BMB Subscribers

FIVE NEW stations subscribed to BMB last week, bringing total to 709 stations, 4 major networks and 10 regionals. New subscribers included WPBR (Baton Rouge), WJAR (Providence), WJWA (Nashville), WJZ (Baltimore), WJOL (Joliet), WJZP (Laramie), WJBC (Sheboygan), WJBC (Rockford), WJAX (Jacksonville), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore), WJZ (Baltimore).

5000 WATTS

WORLD'S MEMORABLE MARKET WIDER BETTER GUARANTEE

NBC NEW RICHMOND, VA.

BROADCASTING • Telecasting

Page 78 • February 3, 1947
Buffalo Case Goes Back to FCC

Licensee Responsibility Upheld; WKBW Sale Pends

LICENSEE responsibility under the Communications Act was upheld last week when the U. S. Court of Appeals for the District of Columbia sustained the FCC in part and reversed it in part in the WKBW-Churchill Tabernacle appeal. The case was remanded to the Commission to determine whether an amended time contract "would be contrary to the public interest."

Meanwhile negotiations whereby Churchill Tabernacle, Buffalo, N. Y., would acquire WKBW are under way, James Lawrence Fly, former FCC chairman and Tabernacle counsel, told BROADCASTING.

In effect the court upheld Mr. Fly's contentions at oral argument that the Commission's denial of a license to WKBW because of a time commitment with the tabernacle was too drastic (BROADCASTING, Dec. 2).

In the Court of Appeals decision, written by Chief Justice D. Lawrence Groner, the FCC was affirmed on two issues and reversed on a third. Sitting with the chief justice were Associate Justices Prettyman and Miller. On these issues the Commission was sustained:

1. Whether the decision of the Commission was arbitrary, particularly in its failure to abide by its decision, i.e., its prior approval of the terms of the contract sale.

2. Whether there was substantial evidence to show that the contract provisions as to reservation of time and reverter of license were contrary to public interest.

On this issue the FCC was reversed:

Whether the penalty imposed by the Commission needlessly destroyed private property in achieving a result that could have been just as well obtained under a less drastic order.

Declaring that the Commission's "drastic ruling is punitive only so far as it affects the church," the court found that the Commission failed to make any findings that the provisions of the contract between Churchill and WKBW, or that "a contract for a lesser period of time are contrary to the public interest."

WKBW Built in 1926

Churchill Tabernacle originally owned WKBW, having built it in 1926. In 1928 when the station's power was increased the tabernacle leased the station to an operating firm but in 1931, when the Commission objected to the lease arrangement, the church sold the station to Buffalo Broadcasting Corp., reserving sole use of 17½ hours of broadcast time on Sundays, contract to continue until Sept. 5, 2027.

The corporation was to pay the tabernacle $300 a week until September 1936 and $150 weekly thereafter.

In 1942 the FCC designated the license reserved for hearing after the court found, approving the contract originally and in subsequent renewals.

The FCC decision "overlooks the very heart of the contract, for it is not money indemnity which the church is seeking, and it is not money indemnity which will place it in status quo," said the court.

"Its objective was and is the reasonable use of the facilities of its formerly owned radio station in the propagation of its religious doctrines. To deprive it of this is to destroy the bone and marrow of its being."

In strong language Chief Justice Groner wrote that the facts "would justify—if not require—the Commission to favor the applicant and church the opportunity to substitute for the objectionable provisions "modifications that would not be contrary to the public interest, and the objective was to save for the church privileges necessary to its proper functioning."

The court pointed out that in its previous decisions it had "often said that valuable rights and investments made in reliance on a license" of the FCC "should not be destroyed except for the most compelling reasons. Viewed in this light, we think the Commission's order went too far."

Referring to an agreement between WMFS Memphis and the First Baptist Church, which was approved by the Commission, the court said, "in our view similar action might very well be taken here."

The Memphis contract runs concurrently with the station's license but is automatically renewed with each FCC renewal for a 99-year period.

The court sustained the Commission "in so far as it requires the abrogation of the provisions of the contract relating to the reverter of the license, and the reservation of periods of broadcast time for nearly 100 years."

Should Be Remanded

"But we think," the opinion concluded, "the Commission was in error in requiring, particularly without definite findings on the subject, the repudiation of the contract provision providing for reverter of the physical property and the weekly payments to the church."

"In addition, we think the case should be remanded to the Commission to determine, on sufficient findings, whether a contract, modified as to the length of its existence, but allowing a reservation for a reasonable broadcast time, would be contrary to the public interest. And we find nothing in the present rules or practice of the Commission to forbid such arrangement on these lines."

Mr. Fly, in Washington Thursday, said negotiations are well under way looking toward acquisition by the tabernacle of the station which was founded in 1926 by the church organization. Should the deal be consummated all pending litigation would be dropped, he said.

Pending in the New York Supreme Court is a suit filed by Churchill against Buffalo Broadcasting Corp., charging breach of contract.

New Contract Possible

In event the sale falls through, Churchill Tabernacle would negotiate with WKBW in efforts to draft a new contract whereby time commitments would run concurrently with the station's license, in accordance with the court decision, Mr. Fly stated.

Shortly after the FCC ordered the Buffalo Broadcasting Corp. to terminate its time agreement with Churchill, Broadcasting Foundation Inc., subsidiary of Churchill Tabernacle, filed application with the Commission for WKBW's facilities, 1520 kc, 60 kw (BROADCASTING, April 8, 1946).
The Winning Time
is the Time You Buy on
WINR
BINGHAMTON, N. Y.
N. B. C. in the Triple Cities
HEADLEY-REED
National Representatives

WRITE, WIRE OR PHONE
Johnny Gillin
or John Blair

N.B.C. ON
590 KC
WON
5000 Watts
OMAHA

Travers Names Powers
James S. Powers, since 1941
head of the promotion and mer-
chandising department of Yankee
Network, last week was named by
Linus Travers, Yankee president
and general manager, as head of
the Yankee Network Institute.
Started by Mrs. Travers, the In-
stitute is designed to bring New
England listeners the latest de-
velopments in the fields of science,
law, medicine, art, music, welfare
and education. Already underway
is series of weekly forum discus-
sions by members of the American
Bar Assn. Another Institute ven-
ture is a series titled Journal of
the Air, termed a newspaper given
voice, with Mr. Powers as editor.

Sevareid Signed
METROPOLITAN Life Insurance
Co., New York, Feb. 17 starts spon-
sorship of Eric Sevareid and the
News on CBS, Mon. through Fri.
6-8:15 p.m. Another feature of the
series will present Harry Marble,
CBS reporter, in daily Good Hints
for Good Health. Agency is Young
& Rubicam, New York.

Radio Week Winners
Selected by Judges
Two hundred winners in a
nationwide letter-writing contest,
directed during National Radio Week,
Nov. 24-30, have been selected,
the Radio Manufacturers Assn. announced today (Monday).

Radio Gets Share As IAM
Begins $2,000,000 Drive
Radio will get a share of a $2,-
000,000 membership campaign ap-
propriated by the Grand Lodge,
International Assn. of Machinists.

WAA Agrees to Hear
Kpro Head's Protest
Protest against failure of War
Assets Administration to use
broadcasting extensively in sale of
war surplus stocks, submitted to
Senator Sheridan Downey (D-Calif.)
by W. L. Gleeson, president of
KPRO Riverside, Calif., will be
taken up with Northrup Cleary,
chairman, WAA Advertising and In-
formation Branch.

Jack Harris to Be
Manager of KPRC
Former MacArthur Aide to Take
Houston Post on March 1

APPOINTMENT of Jack Harris,
assistant general manager of WSM
Nashville since last June, as man-
ger of KPRC Houston [CLOSED
CIRCUIT, Jan. 27] was announced
last week by W. P. Hobby, former
Texas governor who is publisher
of the Houston Post, owner of KPRC.
Mr. Harris will assume his new duties
on March 1, succeeding
Kern Tips, who has resigned
to become a partner
in the advertising firm, Frankel-
Wilkinson-Schweets and Tips.
A graduate of Vanderbilt U., Mr.
Harris was on the sports staff of
the Nashville Tennessean before
joining WSM in 1944 as a sports
reporter. During his years with
WSM he directed the news, sports,
special events, public service, pro-
motion and commercial depart-
ments.

As director of news and special
events for WSM during the Ohio
and Mississippi river floods in
the winter of 1957 Mr. Harris directed
WSM's relief of WHAS Louisville
when that station was forced off
the air, and broadcast the "send a
boat" messages which were credit-
ed with saving hundreds of lives
as Louisville families were evacu-
ated from inundated areas.

During the war Mr. Harris
acted as General MacArthur's ra-
dio and press communications of-
ficer. In this post he directed radio
coverage of the final phases of the
Philippines campaign, the Borneo
invasions and Japan's final dra-
matic surrender. When discharged
from the Army last June he had
reached the rank of colonel. At
the time of his discharge he was
chief of the Radio Section of the
War Department.

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KPRC head's protest
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by W. L. Gleeson, president of
Kpro Riverside, Calif., will be
taken up with northrup cleary,
chairman, Waa advertising and in-
formation branch.

After Senator Downey had in-
tervened, Mr. Cleary agreed to dis-
cuss the matter with Mr. Gleeson.
Mr. Gleeson said KPRO's com-
plaint was that WAA's advertising
budget, believed to exceed $8,000,000,
was going exclusively to newspapers
and magazines.

At WAA it was stated that di-
rectors of the 31 regional offices
make all decisions on budgeting of
advertising funds, and place
through local agencies. Radio is be-
ing used, it was explained, and if a
regional director spends all his
advertising money in radio it's all
right with WAA headquarters.

Radio Gets Share As IAM
Begins $2,000,000 Drive
Radio will get a share of a $2,-
000,000 membership campaign ap-
propriated by the Grand Lodge,
International Assn. of Machinists.

Although plans are not complete,
Lloyd White, public relations direc-
tor of the IAM, an independent
union, said programs, spot an-
ouncements and transcriptions
likely would be used. Tentative
plans are to place the campaign
through local unions, with the
Grand Lodge offering financial and
other assistance. The IAM with-
drew a year ago from the AFL that
has a membership today of 650,000
and the goal is 1,000,000, according
to Mr. White.

Mr. Harris

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Manager of KPRC
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Philippines campaign, the Borneo
invasions and Japan's final dra-
matic surrender. When discharged
from the Army last June he had
reached the rank of colonel. At
the time of his discharge he was
chief of the Radio Section of the
War Department.
FCC Orders WJOL
Hearing Reopened
Letters from Joliet Police Chief
On Race Track News
RENALD J. BOWLES, WJOL, Joliet, Ill., was ordered reopened by FCC last week “to obtain de-
tailed information regarding pro-
grams broadcast and to be broad-
casted by station.” Mr. Bowles, a
radio station general manager, with
Robert L. Bowles, WJOL man-
gran, Chief Overby’s letter to Mr. Bowles that “since your sta-
tion started broadcasting race track
news, betting has greatly in-
creased,” and asked that the broad-
casts be discontinued “if you can see your way clear.”
Mr. Bowles’ reply, as presented
by Chief Overby, was that he was
“surprised and sorry to learn . . .
that you were of the opinion that our broadcast of horse racing
has stimulated local race betting,”
and that “the information given on
this broadcast is nothing more than may
be obtained with the access to any
daily newspaper, or through com-

cast stations by Chicago sta-
tions.”

Meeting Postponed
MEETING of the new liaison com-
mittee of the NAB and Radio Manu-

chers Assn., originally sched-
uled last Thursday, has been post-
poned to Feb. 15. The committee
will discuss problems of common
interest to the industries.

Ontario, Calif., Station
Takes Air With AM & FM
KOCO Ontario, Calif., went on the
air as a 250-watt daytime outlet on
1510 kc simultaneously with 250-w
fulltime KOCO-FM on 204.3 mc Jan. 26. Licensed to Ontario Daily News-
ponent, owned by Jerene Harnish,
editor and publisher, the stations
are under general management of
Kenneth H. Thornton. He was for-
merly vice president and general
manager of Valradio Inc., operator of
KXO El Centro, Calif.

Studios and executive offices of
KOCO and KOCO-FM are located in
a two-story modernistic building at
222 East B St., and represent an over-
all investment of approximately
$130,000.

In addition to Mr. Thornton, key
staff members include Jack Con-
way, assistant manager, previously
in program department of Canadian
Broadcasting Corp.; Wil Perry, pro-
gram director, formerly of KBC
Tucson; Al Alexander, a news editor,
formerly of KROD El Paso. An-
nouncers are Larry Probasco, re-
cently of KFLW Klamath Falls, Ore., and Sonny Reddick, formerly of
KYSF Santa Fe. John Hicks is chief engineer.

PRESS RELAY GRANT TO HERALD-TRAVELER
TO DETERMINE the practicabil-
ity and efficiency of radio commu-
nication in reporting of news to
newspapers or press services, au-
thority was granted by the FCC
last week to the Boston Herald-
Traveler for a new relay press ra-
dio communications system. Inclu-
ded is a land station located in
the newsroom of the Herald-
Traveler and a mobile unit in-
 stalled in an automobile to be
employed by the paper’s report-
ers. The Herald-Traveler owns WHDH
Boston.

The Commission stated that the
reports from this experimentation
will aid the FCC in formulating
new rules to provide better service
for newspapers and press associa-
tions.

Merrill Inch Will Manage
New FM Station at Reno

MERRILL INCH, of the advertis-
ing staff of Reno Newspapers Inc.,
has been named manager of FM
station KWNW, a 3 kw outlet under
construction on Peavine Mountain
outside Reno. The newspaper com-

pany also has an application be-
fore the FCC for a 250-w AM sta-
ton on 1450 kc.

Mr. Inch, who served as a mer-
chandiser during World War II, entered radio in 1935. Before his association with the Reno
newspapers he was commercial manager for KMVP Las Vegas.

Previously he had been program
director for WOTM Manitowoc,
Wis., continuity director of WHBL
Sheboygan, Wis., national sales
manager of KINY Juneau, Alaska,
on the continuity staff of KPAB
KFOR Lincoln, and on the pro-

on staff of KSO-KRNT Des Moines.
He also formerly was asso-
ciate director of the Drake U.
radio department.

Hollywood Gives Big Play
to March of Dimes Drive
CANCELLING all commercial pro-
grams on Jan. 30, KFWB Holly-
wood devoted 19 hours of continu-
ous broadcasting to promotion of
the March of Dimes drive. In addi-
tion, from 6 p. m. to midnight on
a huge stage built in a school yard
opposite the KFWB studio the
big jumbo screen with a n d ra-
dio personalities on behalf of the
campaign.

ABC - KECA Hollywood also
made an elaborate effort on behalf
of the fight against infantile paral-
ysis. Its goal was to fold a ribbon
of dimes stretching for a full mile
along Vine St. between Sunset and
Hollywood Blvd. Special events
were handled by Francis Scully.

Virtually every station in the Los
Angeles area supported the cam-
paign actively with special pro-
grams and spot announcements.

MEDAL FOR MERIT was pre-
sented last Tuesday to Prof. Edwin
H. Armstrong (r), inventor of FM;
Army Officer Maj. Gen. H. C.
Ingles for the professor’s con-
tributions to military radio com-
munications. The citation reads in
part: “He was instrumental in
fluencing the Army to adopt FM
for its mobile communications
equipment . . . and he greatly
facilitated the production of this
equipment by making his frequency
modulation patents available on a
dollar-a-year royalty basis to any-
one manufacturing apparatus for
the War Dept. for military pur-
poses."

TV PRODUCTION FIRM IS FORMED IN CHICAGO
FORMATION of one of the first
inium sets to pass the

mancial Productions, Inc.

ners of the firm are Arden
Rodner, president, who resigned
as television production director
of Commonwealth Edison Co.;
Norm Lindquist, assistant vice pres-
ident; Don Faust, WGN announcer,
and Jack Gibney, formerly of
WBKB, production chief.

First client of the new produc-
tion firm is KSD-TV, St. Louis
Post-Dispatch video station. The
firm’s assignment, according to
a company spokesman, is to pre-
pare programs and train personnel
in TV planning and production.

Company’s aim, the spokesman
declared, is to secure advertisers in-
terested in television, and prepar-
ing tailor-made video shows.

On Opera Board
MARK WOODS, ABC president,
was elected member of the board
directors of the Metropolitan Opera
Assn. at a membership meeting last
week. The Metropolitan Opera per-
formances are broadcast on ABC
through sponsorship of Texas Co.

ANA Meeting
SEMI-ANNUAL meeting of Assn.
of National Advertisers will be
April 7 at Drake Hotel in Chi-
cago. Meeting open only to mem-
biers and invited advertiser guests.

300 STATIONS WANT VANDERCOOK SERIES
OVER 300 stations last Thursday
had notified Woods & Riblet Inc., 33
W. 42d St., New York, they were
ready to carry the six-week, five-
minute-transcribed commentary
by John W. Vandercook, for-
merly heard on NBC.

These stations signed cards ac-
cepting to WOL and asked the coo-
perative series, as the literature
failed to disclose who was under-
writing the project. Stations are
offered the series without charge,
including technical service.

Carl E. Riblet Jr., program di-
rector of Woods & Riblet, told
BROADCASTING the contract with
the underwriter was to be signed
Feb. 4. Pending signature he could
not divulge the underwriter’s name
other than to describe it as a large
and respectable organization.

Mr. Riblet said few of the 300
stations that signed agreements
had asked for the underwriter.

The agreement specifies that
the station “will broadcast this
series consecutively (Sundays
excluded) after the first broadcast,
until such time as you write us
of your intention to discontinue the
series.” Local sponsorship is lim-
ited “to a local merchant or manu-
ufacturer of good reputation whose
advertising is in good taste, re-

caining for this station all income
from such sale.”

Funds are available for cost of
Mr. Vandercook’s services as well as
operates on a 5-10 p. m. daily sched-
ule and is carrying four hours of
commercially sponsored time.

WJMR WILL BE DEDICATED AT NEW ORLEANS FEB. 10
WJMR, which began operation as a daily outlet in Feb. 3, on


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OPPORTUNITIES

BROADCAST EQUIPMENT SALES ENGINEERS
Alert, progressive designer and manufacturer of high quality AM and FM broadcast transmitters, speech equipment and accessories has immediate openings for two experienced sales engineers, preferably of practical experience in the following territories: (1) Michigan, Indiana, Ohio, Kentucky, Illinois, Wisconsin, Colorado, North and South Dakota. Must be broadcast engineers with five years or more successful selling experience in this field. Competitive salaries. Write fully.

Collins Radio Company
Cedar Rapids, Iowa.

HELP WANTED

EXPERIENCED PROGRAM DIRECTOR
Program director - chief announcer 250 watt network affiliated station in town of population 67,000. Good opportunity for quick promotion. State experience, qualifications and salary desired. Expected Box 650, BROADCASTING.

New 259 watt, network affiliate, just appointed. Seeking first class engineering and technical personnel. If you can sell, here is your chance! Salesman needed. Call for more details. Box 686, BROADCASTING.

ANNOUNCER WITH EXPERIENCE
Wanted—Announcer with experience in all phases of radio who is a native of a large metropolitan area. Must have at least five years experience in a station in the west. Salary, $250 per month for first year. After second year salary $300. Write giving complete details and salary desired. Phone, Box 690, BROADCASTING.

Traffic manager, young woman who is experienced in traffic management work. Must be capable of handling more than $100,000 a month. Position located in large metropolitan area. Salary, $350. Write, Box 754, BROADCASTING.

WANTED—SALES ENGINEER
Immediate opening for Sales Engineer at new station in small southwestern city. Good opportunity, quick promotion. State experience, qualifications and salary desired. Expected Box 650, BROADCASTING.

Help Wanted (Cont')

National organization has openings for weekdays in New York for two men experienced in station programs. Work pays extremely well. Travelling a requisite. Your letter of application will govern appointments. Write F. P. O. Box 1289, Hollywood, 28, Calif.

Commercial Engineer—wanted. Minimum experience necessary. Will assist in building up new station's listenership. Excellent opportunity. Box 716, BROADCASTING.

Program director—must plan, execute and direct program line-up when new station is in operation, and maintain good program orientation. Will supervise and coordinate growing 250 watt network station in competitive market. Good salary. Opportunities for advancement. Experience in large metropolitan area essential. Write for appointment. Box 717, BROADCASTING.

SALES ENGINEER—WANTED
Looking for a man with a good sales background who can handle a new $25,000 a year account. Salary will be based on experience. Write for appointment. Box 718, BROADCASTING.

Traffic Manager, young woman who is experienced in traffic management work. Must be capable of handling $100,000 a month. Position located in large metropolitan area. Salary, $250. Write giving complete details and salary desired. Phone, Box 719, BROADCASTING.

General Manager—Highly Desirable
Excellent opportunity for General Manager in southeastern city of population 100,000. Salary, $250 per month during first year. After second year salary $300, plus commission. Write for appointment. Box 720, BROADCASTING.

Traffic Manager—wanted. Must have a background in advertising and sales. Must be able to handle $25,000 a month. Position located in large metropolitan area. Salary, $100 per month during first year. After second year salary $150, plus commission. Write for appointment. Box 721, BROADCASTING.

PROGRAM MANAGER
Immediate opening in Los Angeles for Program Manager to handle new station. Salary $1,000 per month. Write F. P. O. Box 1289, Hollywood, 28, Calif.

Traffic Manager, young woman who is experienced in traffic management work. Must be capable of handling $100,000 a month. Position located in large metropolitan area. Salary, $250 per month during first year. After second year salary $300, plus commission. Write for appointment. Box 722, BROADCASTING.
Network producer will economically build-up your program. 
Contact: R.R., Personnel Service, Box 412, Philadelphia.

Nine years announcing, programming, writing, merchandising, and promotion. Excellent speaker, colorful, capable, mustily energetic. Terrific matlin, split State including salary. Box 493, BROADCASTING.

Experienced manager available—New general manager. In broadcasting the last 10 years. All phases. Superb. Responsible. Box 625, BROADCASTING.

Situations Wanted


Hai Styles may solve your problem with years of experience as an ex-veteran, non-veteran, who has been grounded for eight or more months by radio professionals in answering openings and continuity writing. Write or wire Hai Styles. School of Radio, 8600 Wilshire Bivd., Beverly Hills. Calif.

Attention station managers: Young man with NY experience available, must have NYC, health reasons. Announcer, experienced, spousal, or agency. Has wife: vocalist, popular, experienced, and other station work. Box 677, BROADCASTING.

Program director, engineer, competent, dependable, good experience available from Radio. Will consider position within 400 miles Pittsburgh. Box 677, BROADCASTING.


Disc jockey: 5 year man. Let the auditi- of the disc do the talking. Box 682, BROADCASTING.

Sports announcer—you can get good sports announcer cheap. Better to find this experienced straight announcer. Excellent voice, idolized by high school students. Play by play. Will prove it. Veteran, married, reliable, BA Journalism. Also write, act, produce. Phone 237. Adequate, but no opportunity for sportscasting. State salary and station set-up. Box 683, BROADCASTING.

Successful station manager, 12 years radio. Desire change. Box 684, BROADCASTING.

Publicity director, wide and varied radio and newspaper background, writing and contacts. Will travel. Also have use for publicity ideas for sale. Box 685, BROADCASTING.

Wanted position as radio engineer. Have a second class operator's license and 15 years of experience. Box 688, BROADCASTING.

Announcer-broadcaster-producer. 4 years experience, 5 kilowatts stations. Age 38. Available immediately. Highest recommendations. Box 690, BROADCASTING.

Program director; writer, director, four- years. Well trained and available. Big time pressure. Genuine imagination. New England or New York a must. Excellent references. Series. Box 691, BROADCASTING.

Writer. Network credits ranging comedy, mysteries, documentaries, seeks position with station of national or interna- tionality. commercials or publicity. Box 697, BROADCASTING.

Experienced announcer with 5 years background. Two years at station, three years at previous station. Stays in work with progressive station. Good background in all phases of advertising and sales. Also commercials, platter shows, interviews. Am đình on best of references. Box 700, BROADCASTING.

Desire more sports announcing. Three years background. Seventeen years present job. References. Did description of Boor Hunt on Red Barber CBS sports program last fall. Box 719, BROADCASTING.


One 23C Western Electric console complete with rectifier. Two No. 55A Shure, 500 watt output transmitters, one 300 volt AM small diaphragm telephone. Box 866, BROADCASTING.

For sale—100,000 watt compact com- pletet with complete console and speech input equipment. Western Electric programming. New and in use. Available in 60 days. Call 214-227-5837.

Graph Paper—Logarithmic broadcast frequency meter, 100 c.p.s. to 10,000 c.p.s., kilocycles versus standard three cycle logarithmic. Lines in 1461 tracing paper. Ideal for reactance charts, antenna tuning, tape calibration, etc. $3.25 per hundred sheets. Special prices made to radio engineers. Write: Graph Paper, 107 South Rhode Island. Mason City, Iowa.

Immediate delivery of the following: One 4000 watt stereophonic sound system, 6398 microphones, 8A arms, K. E. Equal- izers, 1110, 1190 repeat coils, 126A, D.E.F. line amplifiers, 117, 118 ampli- fiers, 116 tubes, Altec Lansing speakers. All equipment new. Regular broadcast station discount. For full information write or wire Hill Sound Systems, 1600 5th Ave. Miami Beach. Fla. Tel. 5-7233.

1 Western Electric 33-3 (5 kw) antenna control unit, 110-220 volt, 1200 Watts, shunt antenna coupling units; 1 WE 2-A phase monitor. All used but in excel- lent condition. Available immediately. Write Radio Station WOL, 1267 E. St.. Washington, D. C.

250 watt composite transmitter all ready to go. Taken out of service October 1, 1946. Best offers take it. F.O.B. KOOL, Cosey Bay, Oregon.

1 Collins 13-H console complete with power supply and operating condition. Contact WPIN, Findlay, Ohio.

For sale—250 watt full time network af- filiates, excellent condition. No need to special order. For sale only. Previous use is F.O.B. KOOL, Cosey Bay, Oregon.

55,000 feet of number nine copper- wire per or part thereof as 25c per pound. Joron’s Distributing Co., 209 South 3rd Street, Louisville, Kentucky.


Jack panels, 34, and 48, 45, 50, 56, 50. Wire ship immediately. Price $22.50 and $42.50. H. A. Shuman, 1008 S. 55th St., Omaha, Nebraska.

Wanted to Buy

Existing or interest in proposed 250,500 watt station in southwest. Replies confidential. Box 595, BROADCASTING.

Financially responsible investor is interested in purchasing control or sub- stential interest in existing or proposed AM or FM station in east. Complete In- formation required of first letter. Box 577, BROADCASTING.

Wanted—One RCA vertical transcrip- tion pickup. Box 686, BROADCASTING.

Two vertical loral pickup assemblies. Prefer RCA or Western Electric. Send complete information and prices to W. Binghamton, New York.

Frequency monitor—Prefer General Radio. KPRZ-PRR, Chicago.

Wanted to buy—250 watt AM trans- mission and studio console. Give full details and price. Box 714, BROADCASTING.

Miscellaneous


Would like to meet principles inter- ested in starting FM-AM in Illinois town. Box 765, BROADCASTING.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

The National Academy of Broadcasting—oldest school in America teaching broadcast techniques—new course, complete of study, including management, engineering, etc. Under the direction of Allen Keith, nationally famous author and educator. D. J. accredited.

Address inquiries to

NATIONAL ACADEMY OF BROADCASTING
1404 Irving St., N.W., Dept. 108 Washington, D. C.

Will Sell Outright to Immediate Buyer for $3600 cash

5-Minute transcribed quiz show featuring network personalities.

Brand new and different. The idea of the show . . .

A 5-minute package of lively fun and bright ideas, against a background of sparkling repartee and music, with resed appeal for all women.

A network calibre production. 59 masters available plus 5 scripts in production form.

Write, wire or phone

E. LILLIS ASSOCIATES
11 East 44th Street
New York, N. Y.

Murray Hill 2-7662
Industry Still Facing Real Censor Threats, Price Warns

WARNIMG THAT in a worldwide sense the press, the radio and the motion picture screen are not free, Byron Price, chairman of the board and president of Motion Picture Producers Inc., told members of the Harvard Clubs of Southern California, meeting in Los Angeles last Friday, that it is time America developed a policy to prevent export of American happenings and ideas. He added that he hoped that policy would be based on the American tenet of private enterprise.

Many Restraints

Both at home and internationally, Mr. Price said, there are today many restraints, and threats of more restraints, upon all the great media of communication. "In America," he declared, "motion pictures are censored regularly in seven states, radio broadcasters are resisting government control of programs, and attempts have been made to license newspapers."

Pointing out that the laws against political subversion, libel, slander, blasphemy and pornography can be invoked against any radio station, newspaper or motion picture company that outrages the moral standards of civilized society, Mr. Price said it is "a quite different and more American approach" when governing bodies set up censor boards, requiring prior approval and issuing licenses.

"These alien outcroppings could spring from only one cause," he continued. "They arise from a fear by public officials and perhaps by a section of the public that publishers, broadcasters, and motion picture producers are incapable of consuming or conducting a policy without damage to the public interest. The situation translates itself into a distrust of the leadership of private enterprise in these particular fields. That distrust lies controller of communications equipment, Ministry of Aircraft Pro- behind motion picture censorship, behind the Army's restriction of radio, behind the recurring attacks on the press. . . . Even a few bombastic individuals associated with the press are smugly unimpressed by the censorship troubles of screen and radio."

Mr. Price referred to the statement by Justin Miller, NAB president, in an address at the last annual NAB meeting that "there will be no doubt of the need (for an international broadcasting system) in this day of conflicting ideologies." He called attention to the importance of Mr. Miller's assertion that if a government broadcasting system is to be opposed the alternative must be privately developed international broadcasting.

ESSAY ON VOLSTEAD

"Congressional Record" Prints

"Remarks by Reedy of WOL"

A RADIO commercial almost got into the Congressional Record when, at the request of Rep. Francis E. Walter of Pennsylvania, the Record printed the radio essay of George E. Reedy, WOL Washington commentator, on the death of Andrew Volstead. The words printed at the end of the comments Jan. 21 were: "And now, here is Stuart Grey with a message from my sponsor and that old, old story—"the weather."" ? ? ? ? . Mr. Reedy's still wishing the Record had continued into the commercial itself.

Mr. Reedy merely had to draw on his own vivid experiences to tell the story of Volstead and the era his name calls in all America created. A newspaper for over 30 years, Mr. Reedy was one of the top police reporters in Chicago during the time of "Scarface" Al Capone, Dion O'Banion, and Schemer Druecl.

On his Jan. 27 news program, 7:30 a.m., Mr. Reedy told of the life of the fabulous Capone as he had known it and reported it, from the time the gangster arose in 1922 through the myriad killings of the era, and finally his death last week. The next day Mr. Reedy tied in the two figures of the "bathtub era," Capone and Volstead.

Mr. Reedy's reportorial career began on the Chicago Tribune just after the first World War, in which he had served. In the late 30s he became Washington correspondent for the Philadelphia Inquirer. He is legal advisor on motion pictures, American Legion, and from 1942 was vice-

To Form Company

SIR ROBERT WATSON-WATT, Scottish radar expert, is retiring from British Government service and is forming a private firm to be called Sir Robert Watson-Watt & Partners Inc. Firm will give technical advice to the American Sylvania Electric Products Inc., to A. C. Ossor Ltd. in Britain, the J. Arthur Rank cinema group and Ferranti Ltd. The company also will be concerned with other experimental work in television. Sir Robert's scientific team which worked on radar in Britain and the U. S. will be Sir Robert's first partners. From 1940 to 42, Sir Robert was scientific adviser on television in the Ministry, and from 1942 was vice-

NAB Code (Continued from page 15)

H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Stanley Huddard, KSTP St. Paul; R. L. Loeb, WGR Rochester; Hal falo; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; Phillips Carlin, MBS; Clarence L. Menser, NBC. Board liaison members are: Hugh B. Terry, KLB Denver, chairman; Wiley P. Harris, WJDX Jackson, Miss. Members of the Standards of Practice Committee are: Mr. Bill; Gayle Grubb, KGO San Francisco; Walter Damm, WTMJ Milwaukee; Ken Dyke, NBC; Harold Fellows, WEET Boston; John M. Butler Jr., WSB Atlanta; C. T. Lucy, WBBM, Richmond, Va.; Eugene Carr, WPAY Portsmouth, O.; Roger Clipp, WFIL Philadelphia.

Using PR Radio

INSUL DISTRIBUTORS has appointed McCann-Erickson's office in San Juan, Puerto Rico, to handle the Puerto Rican advertising of Kel-

TOASTING TEN years for same sponsor is Edgar Bergen on occasion of party celebration held recently at Beverly Hills (Calif.) Hotel. Celebrating (1 to r) are: Dono- van Stetler, vice president of Standard Brands; Mr. Bergen; Cornell Jackson, vice president of J. Walter Thompson Co., Hollywood, agency for sponsor.

KELO Requests 5 kw

KELO Sioux Falls has applied to FCC for 5-kw operation on 1320 kw in 1947. It is present 250-watt assignment on 1230 kw. Sam Fante Jr., president and general manager, also announced that the station will move shortly to new quarters which later will be expanded to include a 150-seat studio. KELO is licensed to Midcontinent Broadcasting Co., principally owned by M. J. Kees, which acquired the station last summer from Sioux Falls Broadcast Assn. (KSOO Sioux Falls) for $100,000 and Mr. Fante's 25% interest in the HD licensees, [BROADCASTING, Aug. 26].

Channel Plan (Continued from page 15)

pending cases before May 1, in view of the necessity of re-working the engineering details of at least some of the applications.

On the other hand, FCC Chief Engineer George P. Adair pointed out that use of present engineering standards during the expiring period also would involve ultimate duplication of work.

James A. Barr, head of the En- gineering Dept.'s AM Section, noted that any new federal broadcasting stand- ards now would weaken the U. S. position in recommending them to signatories of NARBA.

All-Day Session

The conference, an all-day ses- sion, was called in view of (1) the Commission's plan to use the revised standards in processing all applications during the Feb. 7-May 1 period, and (2) engineers' diverse comments on them.

Under the temporary expediting procedure, applications for new or changes of AM stations filed on or after Feb. 7 would not be considered un- til May 1. During that period, FCC and industry engineers would work together to complete the technical processing of all applications on hand—about 800 in all, includ- ing some 150 engineeringly com- plex cases whose technical processing has not been completed. By May 1, the 7:30 a.m. application cut-off on file as of Feb. 7 will have been granted or set for hearing.

REASONS FOR CHICAGO RADIO DECLINE TOLD

THREE OF CHICAGO's radio editors went on record over WJJD that the blame for the decline of Chicago radio production during the past year rests squarely with the networks and the agencies. Appearing on Chicago Forum of the Air, the radio editors—Ulmer Turner, of the Chicago Sun, Adele Harkins, of the Chicago Daily News, and Bill Irwin, of the Chi- cago Times—said network program directors fail to give Chicago talent an opportunity to be heard even during the audition stage.

Mr. Turner pointed to the policy initiated by C. L. Menser, NBC program director, for a special au- dition system last year which was abandoned in September. He said NBC had conducted auditions for over 150 people, 14 of whom survived the special audition, or ses- sionary stage, and who finally ap- peared on four transcribed audition programs. The network program direc- tors should go direct to local the- atre groups for talent instead of continuing to use the standbys available from the AFRA listings. Miss Harkins suggested a net- work audition program simi-

reasons for chicago radio decline told

threE OF Chicago's radio editors went on record over wjjd that the blame for the decline of Chicago radio production during the past year rests squarely with the networks and the agencies. appearing on chicago forum of the air, the radio editors—ulmer turner, of the chicago sun, adele harkins, of the chicago daily news, and bill irwin, of the chicago times—said network program directors fail to give Chicago talent an opportunity to be heard even during the audition stage.

mr. turner pointed to the policy initiated by c. l. menser, nbc program director, for a special audition system last year which was abandoned in september. he said nbc had conducted auditions for over 150 people, 14 of whom survived the special audition, or secondary stage, and who finally appeared on four transcribed audition programs. the network program directors should go direct to local theatre groups for talent instead of continuing to use the standbys available from the afra listings.

miss harkins suggested a network audition program similar to the arthur godfrey show as a showcase for unknown chicago and midwest talent.

channel plan (continued from page 15)

BROADCASTING • Telecasting

Page 84 • February 3, 1947
1-6 A.M. Silent Periods on Specified Dates for 24-Hour Stations Proposed

EDITOR, BROADCASTING:

I am writing to you in reference to a subject which in recent years has proved irksome, not only to myself and thousands of listeners but also undoubtedly to many station owners. This subject is the all-night broadcasting activities of certain stations.

Prior to the war, the FCC set aside one to two weeks in each month for the purpose of monitoring many stations for frequency checks, and on these particular mornings all stations on all frequencies were to remain silent. As the FCC has discontinued this practice, and many new stations are taking to the air, it is a mystery as to how the monitoring source is able to give an accurate check due to the excessive interference caused by the all-night nuisances.

As a typical example, during the hours of 1 to 6 a.m. EST any morning the following frequencies — 560, 570, 680, 610, 640, 710, 770, 840, 970, 1130, 1200, 1280, 1350, 1340, 1440, 1410, 1450, 1480 and 1490 kc. Any station desiring to check frequency on any of these mentioned runs into a barrage of interference caused solely by stations not knowing when it is time to close down.

In my opinion, and also the opinion of many others, this 24-hour broadcasting is totally unnecessary. Many stations are granted permits that call for limited hours of operation, sunrise to sunset. If these stations are able to transmit on limited time, why is it that others, even though they are granted unlimited hours, are allowed to hog a channel 24 hours a day, 7 days a week, and 365 days a year broadcasting the same stuff night after night until one wonders if radio in the U.S. is really worth it. All you hear is recorded music, some books being tried to hold listeners, not knowing how, and advertising products that can be purchased in Radiotown that nobody else elsewhere gives a hang about.

As a proposal I offer the following alternatives: (1) at least once or two weeks every month all 24-hour stations on all frequencies remain silent from 1-6 a.m. EST so new stations are able to receive an accurate check with a monitoring source and (2) the different monitoring companies get together to establish regular checking periods for their clients so as to avoid interference with the checking of their individual stations, and during this period all 24-hour stations be compelled to remain silent. This could be worked out as outlined under (1). And (3) all stations wishing to operate 24 hours a day be assigned a special frequency in the standard band especially for this purpose. In this manner they would all be grouped together and as their programs are purely for local reception no difficulty would be met in their interfering with each other. This would eliminate the interference caused by 24-hour stations on certain frequencies.

I have been listening to radio since 1923 and these same stations that are now 24-hour broadcasters used to broadcast test and special programs and ask for reports from distant points, and yes, even went so far as to offer a prize for the most distant report received. It seems that they have forgotten their early days when they first came on the air anxious to see how far they were reaching out. If they received a letter from across the continent or from a foreign listener they were mighty proud. How quickly they have forgotten those good old days! By the same token the hundreds of new stations coming on the air today and tomorrow would also like a chance to see how far they can reach.

In closing may I say I will be pleased to answer any and all comments that anyone may have to this letter.

BROADCASTING • Tel e c a st i n g

60 Nations Invited To World Meeting

Telecommunications Talk Will Begin May 15

INVITATIONS to some 60 nations for a World Telecommunications Conference at Atlantic City, beginning May 15 (Closed Circuit, Jan. 27), have been issued by the State Department. A news item last week.

Francis Colt deWolf, chief of the State Dept. Telecommunications Division, said a World Radio Conference, to be held at Atlantic City Sept. 15. All World Telecommunications sessions will be held in the Ambassador Hotel.

The meeting of an international Government committee, preparatory to the conference, is being held at State Dept. headquarters under chairmanship of Harvey B. Otterman, assistant chief, Telecommunications Division. Mr. deWolf’s division moved a fortnight ago from 1818 H St. N.W. to the New War Dept. Bldg., 21st St. and Virginia Ave. N.W.

RMA Meeting to Study Radio Promotion Projects

BOARD of Directors of the Radio Manufacturers Assn. will meet with other RMA committees Feb. 17-19 at the Stevens Hotel, Chicago, with Ray C. Cosgrove, Crosley Radio Corp., presiding. The board will act on promotion projects, including the 1947 National Radio Week and the radio-in-every-room drive, in which NAB is participating. The RMA Advertising Committee will meet Feb. 6 with John M. Butler, Jr., WSB Atlanta, and Hugh Higgins, representing the NAB promotion subcommittee, taking part.

Transmitter Orders Top $15 Million in 9 Months

ORDERS for broadcast transmitters during the third quarter of 1946 totaled $7,533,683, Radio Manufacturers Assn. announced today. Representatives of 78 manufacturers reported they shipped $4,245,634 included AM transmitters, $2,088,000 television and $1,269,320 FM. Orders for the first three quarters of 1946 totaled $11,227,173.

Sales of broadcast transmitting equipment totaled $1,662,933 during the quarter, consisting of $1,135,425 AM, $265,900 television and $61,600 FM equipment. Equipment sales, AM and FM, totaled $514,217 during the quarter, with the nine-month figure being $966,560.

Speakers Named

ADDITIONAL speakers have been announced for the Arno Huth series of lectures on international broadcasting to start Feb. 4 at New School for Social Research, New York [Broadcasting, Jan. 9]. Included are A. A. Schechter, MBS vice president in charge of news and special features; Mrs. Dorothy Lewis, coordinator of listenership activity, NAB; Christopher Cross, U. S. radio liaison officer, UN.

February 3, 1947 • Page 85
At Deadline...

WOKO GIVES EXTENSION; RENEWALS GRANTED

WOKO Albany, loser in fight to have Supreme Court reverse FCC denial of its license renewal application, announced this week to continue under corporate reorganization [BROADCASTING, Jan. 20], given 30-day extension of special temporary authorization Friday. Old STA would have expired Friday midnight.

Commissioners voted to renew to Feb. 1, 1950, to KOMZ KGBS KEQI WFQF KFDB KPID KMFB KFIB KFRA WGBB WADB WQDM WQOA WPJF WPJS WERL WLSV WOOF WTMK WQBS WQHT WSAN WQBO WGAU WHEE WQBB WQSB WKBV KWSP KAND (Comm. C. J. Durr voted for hearing on KWSP and KAND applications; Comm. C. C. Wakefield, for further investigation on WKBV case); WEEU granted to Nov. 1, 1949, to KGBS and WPJF (effective to Feb. 1, 1950), with Comm. Durr voting for further inquiry; KATO WDBR WMON WQXO. License for WQBB Buffalo main and auxiliary transmitters granted, pursuant to sale of WQGB to Liberty Broadcasting Corp. [BROADCASTING, Nov. 11].

Following grants extended on temporary basis to April 1; WINX synchronous amplifier; WJOL JWOM, KOMA special temporary authority extended to Feb. 28, 1948, WJAF WPWF license extended 90 days. Following extended temporary "pending further study of interference," WJOL, WJTC WCTA WTBH.

Commercial TV, following licenses renewed to Feb. 1, 1948: WKBK CBS-TV WHTZ WPTZ.

Friday, FCC granted approval of 21-year vote trust agreement giving control of Ledger Dispatch Corp., which holds NBC affiliation in Fort Worth (760 kc, 5 kw), to H. S. Slover, R. S. Lewis and P. S. Ruber Jr. In return for a financial interest in the network and hold about 50% of the remainder, until will of late Paul S. Ruber.

FIVE NEW AM STATIONS ANNOUNCED BY FCC

TWO NEW AM stations for Anchorage, Alaska, one regional and one local, and new daytime outlets for Marion, Ind.; Hemstead, N. Y., and Austin, Texas, were announced by FCC and announced Friday. Anchorage regional grant, for 5 kw on 550 kc, went to KFAR Fairbanks owners.

KHBC Hilo, Hawaii, authorized to change from 970 to 790 kc, increase power from 250 to 1 kw.1

New station grants:

Anchorage, Alaska—Midnight Sun Broadcasting Co. (KFAR Fairbanks) was granted a 50-kw AM 920 kc, 1 kw, daytime only. Principal: John H. Bone, president (50%), former Army captain; Dr. E. Schons, vice president (33 1/3%). St. Paul physicians: William E. Schons, secretary; John H. Bone, treasurer. Chairman—Aubrey M. Bone.

Marion, Ind.—Marion Radio Corp. 1600 kc, 1 kw, daytime only. Principals: John H. Bone, president (94.99%), former Army captain; Dr. E. Schons, vice president (33 1/3%). St. Paul physicians: William E. Schons, secretary; John H. Bone, treasurer. Chairman—Aubrey M. Bone.


BROADCASTING...
If you’re mighty—mighty little, that is . . .

You can do with some experienced wranglers these days. Don’t say the best costs too much. Even a mighty little station can afford “The Texas Rangers”—America’s finest library of transcribed western tunes. They’re priced to your size—and the size of your market.

If you’re mighty big—big, that is . . .

“The Texas Rangers” have notched a couple guns in the fastest of company. Stars of Hollywood movies and network radio, they sing the songs loved in New York as well as St. Joe. Over 500 of them on wax to build hundreds of topflight programs—keeping Hooperatings shooting high!

If you’re new to the business—a tenderfoot, that is . . .

You can hire “The Texas Rangers” to do your riding, and you’ve got the best of the west in the saddle. Of particular importance to those just staking out their first claim, “The Texas Rangers” provide an almost endless combination of programs with the music that never grows old. For those with the FM brand, the wide-range vertical cut transcriptions mean the best!

AND NOW—ANOTHER “NOTCH”

Along with your sponsorship of “The Texas Rangers”, you now have the added ammunition of a 48-page song book and picture album. What an ideal give-away or self-liquidating offer! You get copies at cost. You’ll say it’s the most attractive western song book published to date. Write—better yet, wire—for complete details.

The Texas Rangers

George E. Halley, Manager, Syndicated Features
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MISSOURI
SINCE its first peep back in 1921 down to the present day, WKY has continued to be the most popular listening habit in Oklahoma. Another affirmation of this statement is found in the recent Diary Study conducted by Audience Surveys, Inc., in 30 counties immediately surrounding Oklahoma City.

With the passing of the years, with more stations and more programs than ever before from which to choose, listeners still prefer WKY. According to this latest study WKY programs lead in audience rating 93.3% of the time and 75% of the listeners to the average WKY program are carried over from the preceding WKY program.

This well-established power to attract and hold listeners is the kind of power that makes WKY advertising a far better, more profitable buy than that of any other Oklahoma City station.