KLZ PAYS OFF!

IT SAYS HERE

- Advertisers who pay particular attention to a station's cash-drawer rating should be impressed and influenced, to be sure, by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. These advertisers know that KLZ pays off. The cash drawer keeps telling them every day.
You can't cover
California's Bonanza Beeline
without on-the-spot radio

- Take California's vast central valleys ... add neighboring
  Reno and prosperous western Nevada. And you've got the
  Beeline market. A bonanza market with total buying power now
  almost half again that of St. Louis!

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

  So let the five BEELINE stations introduce you to these
  people with all that "buyability." Each of these stations dominates
  its area. KMJ Fresno, for instance, maintains an audience of
  6 to 20 times that of the next best Fresno station. The flexible
  Beeline group is not a network or a chain. You can buy it any
  way you want it — one or all five. Find out how much these
  stations can sell for you.

**McClatchy Broadcasting Company**

<table>
<thead>
<tr>
<th>KFBK</th>
<th>KOH</th>
<th>KERN</th>
<th>KWG</th>
<th>KMJ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sacramento (ABC)</td>
<td>Reno (NBC)</td>
<td>Bakersfield (CBS)</td>
<td>Stockton (ABC)</td>
<td>Fresno (NBC)</td>
</tr>
<tr>
<td>40,000 watts 6530 kc</td>
<td>1000 watts 630 kc</td>
<td>1000 watts 1410 kc</td>
<td>250 watts 1230 kc</td>
<td>5000 watts 580 kc</td>
</tr>
</tbody>
</table>

SACRAMENTO, CALIFORNIA

* PAUL H. RAYMER CO., National Representative
True friendship and loyalty are characteristic traits of New Englanders.

That's why everything which is part of the community, from local merchants to the home-town radio station, has the patronage and acceptance so important for sales results.

The Yankee Network's home-town stations deliver this neighborly loyalty, by retailers and listeners, in 24 key markets. This is the kind of cooperation that insures intensive, comprehensive coverage and sales impact in prosperous, populous New England.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
Lincoln Day dinner last Thursday produced GOP inner circle discussion of FCC investigation. Senator Tobey (R-N.H.) won't commit himself on reintroduction of investigation resolution from last Congress but Senator White's (R-Mass.) bill to define FCC powers [Broadcasting, Jan. 27] stirring up both houses. Result may be joint legislative-investigative committee.

Tallest man-made structure in universe will be radio-owned if plans of Cowles Broadcasting Co. materialize. Cowles now in process of making application for 1,500-foot steel tower for its upcoming FM station in Des Moines to be operated in conjunction with KRNT. Station is authorized for effective radiated power of 157,000 w and tower probably would cost in neighborhood of $200,000. Bids shortly will be sought by T. A. M. Craven, Cowles vice president and former FCC commissioner.

Switch of WCAU Philadelphia from Philadelphia Record to Philadelphia Bulletin ownership [Broadcasting, Feb. 3] may bring fusion of executive direction of present WCAU and WPEN policy personnel. When transfer application is filed 20 days hence, it may be accompanied by firm contract for sale of WPEN, independent regional, by Bulletin to one of several interests now negotiating. CBS-affiliated WCAU expected to continue under general direction of Dr. Leon Levy, with Richard Scoom, general manager of Bulletin, as policy head. G. Benincasa of WPEN, general manager and network producer of notes, is logically expected to transfer to executive staff of WCAU.

Now that Edward J. Noble, chairman and controlling owner of ABC, has held off public sale of 1,600,000 shares of network stock for roughly $14,000,000, because of unfavorable market conditions, plans ultimately may be altered. Mr. Noble isn't so sure now that he wants to dispose of that much stock. Dillon, Read was named principal agent when stock issue was announced last May.

Despite rebuff from FCC on its original plea to halt licensing of daytime stations on clear channels, Clear Channel Broadcasting Service again will petition for relief. It will contend that new studies show daytime skywave does exist even with 50,000 w; and if clear channel stations go to requested 760,000 w, secondary station operation on such channels would be intolerable. FCC has been licensing daytime stations in wholesale lots on ground that law does not permit rejection.

Members of Mutual board of directors were so impressed with their first board meeting in Washington in latter January, which included dinner with FCC members and off-the-record session with President Truman, that

(Continued on page 86)

FCC gets flood of deadline applications of 1,099 AM stations. CPs outstanding for 461 others, making total of 1,560. FCC said "wherever possible" in Processing Line 2 (complex engineering cases), start of work on various channels "will be governed by the oldest applications on file for the channels in question." First partial schedule of conferences:

Feb. 11—900 kc, 10 a.m.; 1150 kc, 2 p.m.

Feb. 12—700, 710, 960, 1250, and 1430 kc, all at 10 a.m.

Feb. 13—610, 980, 1320, 1440, and 1590 kc, all at 10 a.m.

These conferences will be held in Room 7554, New Post Office Bldg., Washington. Attorneys and engineers of applicants for these channels should attend, "prepared to participate in the conference concerning the channel in which they are interested." Others wishing to participate should file written request with FCC Secretary.

Schedule of conferences on other channels to be announced "in the immediate future," FCC said.

Commission emphasized importance of conference attendance by representatives of applicants.

(Continued on page 86)
Allright! **THE GLOVES ARE OFF!**

We're tired of having well meaning friends call us and say:

"What's this about your competitors and their representatives saying that your audience is bought with money give-away programs?"

We've said it before and we'll say it again:

- **We've NEVER Had a Money Giveaway Program on WHHM**
  
  But . . . our competitors (bless 'em) happen to have a total of 34 money give-aways weekly, according to airchecking!

- **Now . . . Who Bought What Audience?**
  
  Let's be fair about WHHM's astounding Hooper ratings. Of course they're astounding . . . for we tried to make our programming the finest ever offered a Mid-South audience . . . and succeeded.

**WHHM delivers the Audience...MORE LISTENERS per DOLLAR in MEMPHIS**

**The Spot For Your Spots . . .**

**WHHM**

MEMPHIS, TENNESSEE

REPRESENTED BY FORJOE & CO.
MEMO

to

BUYERS

ARE YOU MISSING GEORGIA'S 3rd MARKET?

Listeners in Augusta, Georgia, are loyal listeners—to their hometown stations. Hooper's 1945 B.T. listener index shows everybody in Augusta tunes to local outlets.

Like this:

<table>
<thead>
<tr>
<th>STATION</th>
<th>MORN.</th>
<th>AFT.</th>
<th>EVE.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>62.3</td>
<td>57.3</td>
<td>54.8</td>
</tr>
<tr>
<td>B</td>
<td>37.3</td>
<td>42.4</td>
<td>44.3</td>
</tr>
<tr>
<td>All other (Outside)</td>
<td>0.4</td>
<td>0.3</td>
<td>0.9</td>
</tr>
</tbody>
</table>

When the above Hooper Survey was made, there was no NBC outlet in Augusta. The story is different now. Now NBC advertisers for the first time can have "coverage" in Augusta for their NBC network programs. They can tap Georgia's third market by using WTNT.

Since January 1, the 100,000 people in Augusta (metropolitan area) who buy $58,560,000 worth of merchandise yearly are listening to their new NBC outlet.

Augusta folks listen to programs on their own stations. America's No. 1 programs are on NBC. Augustans will listen to yours (and buy your products) on WTNT. Clearing time will soon be a problem. Act today and cover the rich Augusta market!

* Before WTNT.

WTNT

AFFILATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles
Service Pays

People always remember good service—and many a business has been based on this one idea . . . In the Nashville area, over 4,600 stores specialize in service from dry cleaning to radio repairs . . . And these businesses make service pay—over 16 million dollars a year at the last census in 1939 . . . Such profitable business and manufacturing activity has helped swell buying income in the Nashville market area to more than 800 million dollars yearly . . . When you need effective coverage of this rich territory use the large audience who listen regularly to WSIX.

AMERICAN • MUTUAL 5,000 WATTS • 980 KC.

WSIX gives you all three: Market, Coverage, Economy

Represented Nationally By THE KATZ AGENCY, INC.
once there was a little church mouse...

He made the unfortunate mistake of settling down in the prosperous Albany-Troy-Schenectady area where people are certainly not as poor as church mice. This put him in a class by himself.

Matter of fact, families in those three growing cities—all served so thoroughly by WTRY—earn nearly half a billion dollars a year. And they spend over 200 million annually on retail purchases. Certainly no company for a low-income church mouse to keep.

The vital thing for advertisers to remember is that via WTRY they can find constant access to the minds (and buying moods) of 305,000 people in Albany-Troy-Schenectady. WTRY's own carefully-pitched local programs, plus the headliners of CBS, make it an ideal vehicle for the messages of advertisers who want results.

And in eight rich counties* surrounding Albany-Troy-Schenectady, WTRY's popularity is no less. All told, more than a billion dollars are earned each year in the busy territory within reach of WTRY's voice.

People who have that much money aren't church mice about spending it. So make your suggestions to them by way of WTRY. They'll be listening, never fear.

*BMB says it's 12

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

Represented by Headley-Reed Co. Other H. C. Wilder stations are WSYR, Syracuse and WELI, New Haven
Dan Cupid's been at work in Texas, too... for two dominant stations have wed to give you double coverage of Texas Twin Cities — for one price!

Yes, you can now schedule your broadcasts at simultaneous or separate hours with KFJZ and WRR — and cover a billion dollars worth of buying income in Fort Worth-Dallas area twice.

For double-dollar results at single-dollar expense, buy the KFJZ-WRR combination.

Two Shots for One Price!
Feature of the Week

COMPETITION in advertising hit a new high when on three successive days three advertising executives each outdid the other in their catch of prize sailfish at West Palm Beach, Fla. They set a new record for the Silver Sailfish Derby, capturing three daily awards in succession, according to officials of the West Palm Beach Fishing Club.

R. E. Healy, vice president in charge of advertising for Colgate-Palmolive-Perf Co., was lead-off man with a sailfish measuring 7 feet 11½ inches and weighing 48 pounds. His fish was awarded the daily trophy but as it was not brought in immediately from the Gulf Stream, Mr. Healy lost out on the gold button given by the Club for eight-footers.

The following day Cedric Seaman, vice president of Continental Baking Co., landed a “sail” which measured 8 feet 2 inches and weighed 59 pounds. He got his gold button, plus the award of the day.

So far the third member of the party, Ted L. Bates, head of the New York agency bearing his name, had managed to hook only barracudas. Just as his companions aboard Capt. Frank Ardine’s “Sail Ahoy” were beginning to feel superior, Mr. Bates moved into top position with a winner. His prize catch measured 8 feet 7½ inches and weighed 68 pounds, to give him two trophies and a good chance at one of the chief awards of the three-week Derby.

When Mr. Healy brought in the first of the three winners he solemnly allowed Bob Delaney, sports editor of WJNO West Palm Beach, to transcribe an interview with him to be sent, as Mr. Delaney explained, to home town radio stations with the compliments of WJNO. The interview had gone on for five or six minutes before Mr. Healy broke down and admitted that he knew something about radio.

Sellers of Sales

ANNE CAROLYN WRIGHT, planned even when she was a very young girl in Massachusetts, that someday she would have a self-sustaining career in New York. Today, as an associate time buyer, she is responsible for the planning and buying of an important part of the radio budgets of J. Walter Thompson Co.

Born in 1920 in Brookline, Mass., Miss Wright attended Wellesley College in both Boston and Babson Park, Fla., and then in July 1940 started with J. Walter Thompson Co. as a file clerk and typist in the radio media division. After a few months she became secretary to the chief time buyer and showed a natural aptitude for radio time buying herself.

As the opportunity arose with the increase in radio accounts and budgets, Miss Wright became an assistant buyer in 1943, gradually taking on major responsibilities the buying for Shell Oil Co., Mentholatum, Pond’s, RCA, Brillo, and Pharmcraft, as well as working on new plans as they developed. With the coming of television and the planning of programs, Miss Wright has become the central point for the dissemination of up-to-date television information, in addition to handling the buying for Ford Motor Co. and Standard Brand Line.

Anne was married last Dec. 28 to H. V. (Andy) Anderson, account executive of WNBC New York. Having met Anne at the celebration announcing the change in call letters of WEAF to WNBC, he quickly convinced her that her name should be changed, too.

While her career has been her main hobby, she also has taken flying lessons and likes all outdoor sports, as well as the theatre and music, which is her husband’s hobby. Right now she is devoting some of her spare time to the study of navigation so that she can handle the 30-foot sailboat she and her husband will be launching in Hempstead Harbor, Glen Cove, this spring. Anne and Andy live in Manhattan.
IS EATING IMPORTANT?

Man, to be sure, cannot live by bread alone. But it is mighty important. It is so important that he spends more than $\frac{1}{4}$ of his gross income buying something to eat, and an hour and a half every day eating it. Another thing man obviously likes to do is to listen to the radio, since he spends more than 4 of his waking hours per day doing it.

That is why America’s leading food advertisers spend more money talking to him on the air about their products than they spend in any other national medium.

...And in 1946* for 7 YEARS RUNNING more of this money was spent with the Columbia Broadcasting System than with any other network.

This is also important.

COLUMBIA BROADCASTING SYSTEM
A LITTLE EXTRA EFFORT
OFTEN GETS A BIG RESULT!

Remember the “impossible” line drives you've seen fielded by extra effort—the long, “hopeless” (but successful) tackles—the winning points in hard-fought basketball games?

Well, that’s the kind of effort we like to put into our business, too. For instance, you may think you’re absolutely sold on some medium other than spot-broadcasting—that we’d be foolish to expend much extra effort on “selling” you. Try us and see! Tell us how you are using your appropriation now, and we will prepare an exhaustive study that will show you some better values in spot-broadcasting. Ready?
T
de


This was a salient fact brought out in BROADCASTING Trends third poll of station managers, conducted by Audience Surveys Inc., New York.

Highlighting results reported in the following, first of four sections of the survey which will be reported consecutively in BROADCASTING, were these developments:

BMB’s endorsement is strongest in Pacific and Mountain and South Atlantic areas.

Almost one quarter of the subscribers have not yet made up their minds about BMB, are reserving judgment.

Higher rate stations (as a group) are more satisfied with BMB than smaller stations.

Broadcasters intend to use BMB primarily as a selling tool, but will employ it heavily in audience promotion activities.

The poll was conducted in early January among managers of a representative sample of U. S. commercial radio stations. The sample was controlled for proper balance by city size, network affiliation, geographical area, and base hour rate. When broadcasters answered this questionnaire they had ample opportunity to study their own BMB reports, but BMB area reports had not been delivered, and agency use of BMB data (the ultimate test) had not been undertaken.

This installment reports in unusual detail the answers to two of the questions asked in the survey: (1) Do station managers feel that BMB is giving them what they paid for? (2) How have broadcasters used (or plan to use) BMB data? A preliminary question (‘‘Are you a BMB subscriber?”) indicated that 76% of the panel are BMB subscribers—exactly the percentage of all U. S. stations reported as subscribers by BMB in October 1946.

The precise correspondence between the percentage of BMB subscribers in the sample and the actual BMB percentage indicates the accuracy of the sampling procedure employed by Audience Surveys Inc. in this survey. Only the answers of BMB subscribers are included in this report.

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

TABLE I

<table>
<thead>
<tr>
<th>Percent of BMB Subscribers</th>
<th>Specified</th>
<th>Don't Know</th>
<th>No Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>61%</td>
<td>23</td>
<td>2</td>
</tr>
</tbody>
</table>

Three out of five BMB subscribers are of the opinion that BMB has given them what they paid for. Almost one-quarter (23%) of all subscribers have not yet made up their minds.

Examination of the answers to this question by geographic areas reveals that a majority of station managers in every area consider BMB to be delivering what they paid for. BMB’s endorsement was strongest (87%) in the Pacific and Mountain and South Atlantic areas; compared with 60% among Middle Atlantic and New England stations, and 55% among West Central and East Central stations.

Few station managers in any area say that BMB is not giving them what they paid for; 18% for the West Central area was the highest figure, other areas registering less than 10% of negative opinions.

In every geographical area a sizable group of broadcasters were undecided about BMB in January, ranging from 20% in the East Central States to 18% among South Atlantic station managers. However, these unformed attitudes are undoubtedly taking shape as acquaintance with BMB grows.

The number of station managers whose opinions about BMB have not yet been formed should not be interpreted as either favorable or unfavorable to BMB, but as a measure of the area of indecision about BMB in January. The answers to this question (‘‘Is BMB giving you what you paid for?”) by geographic areas were:

TABLE II

<table>
<thead>
<tr>
<th>Percentage of BMB Subscribers answering:</th>
<th>Yes</th>
<th>Don't Know</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Metropolitan</td>
<td>67%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>West Central</td>
<td>55%</td>
<td>18%</td>
<td>24%</td>
</tr>
<tr>
<td>East Central</td>
<td>55%</td>
<td>11%</td>
<td>30%</td>
</tr>
<tr>
<td>Atlantic</td>
<td>60%</td>
<td>12%</td>
<td>28%</td>
</tr>
<tr>
<td>New England</td>
<td>67%</td>
<td>12%</td>
<td>18%</td>
</tr>
</tbody>
</table>

Total U. S. 61% 14% 23% 2%

Analysis by city size indicates that a majority of station managers in every population group feel they are getting from BMB what they paid for.

Station owners in the 100,000-500,000 population group were most enthusiastic about BMB (70%); while those in cities of over 500,000 and less than 10,000 population were least impressed with BMB’s performance. The vote on the

(Continued on page 86)

Majority of BMB Subscribers Satisfied

Four Section Poll Will Report Sentiment of Broadcasters

NBC, CBS to Become NAB Associates

Details to Be Decided At Board Meeting In Spring

CBS AND NBC have reached an agreement with NAB whereby the two networks will become associate members instead of participating on an active basis, according to informed network sources.

The agreement was reached at conferences Thursday and Friday following a week that teamed with New York reports that the networks had grabbed their hats and exited in a huff from the trade association.

Mutual network is understood to be agreeable to any arrangement involving the other networks. ABC is not an NAB member, but its owned and operated stations belong.

The New York rumor factories were shut down with a bang Friday noon when Niles Trammell, president of NBC; Frank Stanton, president of CBS, and Justin Miller, president of NAB, issued a joint statement flatly denying that any feud existed between the networks and the association.

They explained that the main question at issue (as it has been in the past) is the technical status of networks in NAB. This question will be taken up by the NAB board at its meeting in Washington May 21-22.

Amendment Necessary

Amendment of the association by-laws will be necessary to accommodate the networks as associate members. President Miller is expected to propose this amendment to the board, and its adoption can be effected by mail referendum under a new by-law adopted last October. Since complete overhauling of the by-laws has been under way for some months, the whole problem could be wrapped up in one package.

While Mutual network is an active member, President Edgar Kobak sits on the NAB board as an ‘‘observer,” an arrangement he insisted on when MBS joined a year ago on the ground that the networks should take every possible step to avoid being charged with undue influence in association affairs.

While precise figures were not available, it is understood that NBC and CBS as networks, are paying into NAB $30,000 each. The MBS contribution is approximately $10,000 annually or an aggregate of about $70,000 for the three networks. Under proposed by-law changes, the major networks, as active members, would have contributed a minimum of 10% of the NAB’S gross income in the aggregate. The current year’s budget is approximately $650,000.

On an associate basis, the networks would propose to pay a nominal stipend—roughly $5,000 or $6,000. Their owned and operated (Continued on page 86)
High Court Turns Back N. H. Protest Refuses to Hear Case Involving Political Advertising Rates

NEW HAMPSHIRE radio stations must continue to charge for political advertising at regular commercial rates as the result of a Supreme Court refusal last week to hear argument on the constitutionality of a State law prohibiting political broadcasting. The ruling, in the case of State ex rel. Barksdale v. Attorney General, was announced Monday by the Court, which declined to hear the appeal.

The high court declined for a second time to hear a protest by the broadcasters, who claimed that the State law was unconstitutional because it violated the First Amendment of the Federal Constitution. The Court, in a brief opinion, said that the State law was a reasonable regulation of the free press and that it was within the power of the State to prohibit political advertising over the airwaves.

The ruling was in line with the Court's previous decision on the same issue, which was handed down in 1946.

KSD Inaugurates Commercial Video Service in St. Louis

INAUGURATION of regular commercial television service in St. Louis by KSD-TV, St. Louis Post-Dispatch station, was scheduled for last Saturday. The station claims to be the first newly equipped postwar television outlet to go on the air and the first to be operated by a newspaper.

KSD-TV has announced plans for presenting 25 hours of varied programming during Edison Centennial Week opening today (Monday). A total of 51 programs will be presented, and these will be carried from noon to 3 p.m., Mon.-Sat., with some evening broadcasts. By the end of last week 13 advertisers had bought program time for Edi- son week, the KSD-TV management reported.

Programs planned for the week include drama, illustrated news, home economics, a style show, a mystery drama in which the audience will search for clues, a "tele- quizzes" program in which members of an audience in a department store will answer telephone questions from the studio, and a video version of the Broadway success hit of 1925, "R.U.R.

The programs are in charge of Arden B. Rodner's new company, Television Advertising Production, Chicago.

Sponsors of programs for the first week include Union Electric Co., Shell Oil Co., Bulova and Elgin (watch) companies, and Rhythm Step (shoes), Hyde Park (beer), Botany (ties), Monsanto (chemicals), Bemis Bag Co., American Packaging Co. and the Missouri-Kansas-Texas Railroad.

The Pulitzer Publishing Co., owners of KSD-TV, has pioneered in radio for 25 years, George M. Burbach, general manager of KSD, pointed out in a message for the inaugural telecast. KSD was established in 1922. KSD-TV, operating on Channel 5, gave St. Louisians their initial glimpse of public telecasts Feb. 3 and 4, televising street interviews, puppet shows, the Golden Gloves fights, news, drama and other programs for RCA-Vic- tor dealers and guests at Hotel Statler.

Since some of KSD-TV's permanent equipment has not arrived, the station's inauguration of telecasts has been made possible through temporary instruments supplied by RCA, which also sent engineers to assist the station staff directed by Robert L. Coe. Temporary equipment includes development-model visual transmitter with a range of about 10 miles, an FM sound transmitter, a micro-wave relay transmitter and a 3-day, super-turnstile antenna mounted 180 feet above the street atop the Post Dis- patch Bldg.

Permanent transmitting equipment will be in use by April, Mr. Burbach announced. This will include a 550-ft. tower and an RCA Model TT-5 transmitter with an effective radiated power of 20 kw and a range of 35-40 miles.

‘Ohio Story’ on 7

FORMATION of a special Ohio regional network to carry new series entitled The Ohio Story, sponsored by The Ohio Bell Telephone Co., has been announced by McCann- Erickson, Cleveland. Program is heard Mon.-Wed.-Fri. 6:30-45 p.m. (CST) on WTNH, WB, WHK, WSST, WSPD, WPMD and WHIZ. Robert Waldrop, former sergeant, public relations, Northington General Hospital, and NBC New York an- nouncer, is narrator.

FCC Denies Request on Reference to AM

FCC said last week that it had de- nied the request of Roy Hofheinz, president of the American Broadcasting Co., for a FCC order that would allow advertising on AM radio under the cover of "public service." The commission said it "is un- able at this time"-to grant the request, "because of many admin- istrative problems involved." Mr. Hofheinz had contended that FM "offers an improved quality of broadcast service and it is, therefore, quite misleading to the public generally to have any refer- ence to inferior service as a standard service." He predicted that within two years FM will be the "accepted standard" broadcasting.

Plans Explained

PLANS for radio promotion of the 1947 American Red Cross drive were explained by representatives of New York stations and networks by James Sauter, chairman of the drive's radio committee, at a luncheon Thursday in the Waldorf Astoria.

Mr. Sauter said that stations would be provided with kits containing spot announcements and with special shows in support of the campaign.

Sponsors Three TV

U. S. RUBBER Co., New York, will sponsor telecasts on WCBS- TV New York from the National Sportman's Show at New York's Grand Central Palace on Feb. 16, 20 and 23, 9-9:45 p.m. each evening. Competitions in log rolling, canoe tilting, fly casting, wood chopping, and archery, marksmanship, horseshoe pitching, etc., which supplement the exhibition's displays of camping and sports equipment, will be featured in the 36-minute video pro- grams. Two image orthicon cam- eras will be used in the pickups, to be directed by Herbert Bayard Swope Jr., of the WCBS-TV produc- tion staff. Campbell-Ewald Co. of New York is agency.

Signs WPTZ

PHILADELPHIA ELECTRIC Co., Philadelphia, is sponsoring three one-hour television programs a week on WPTZ Philadelphia. Titled "Television Motives," the telecasts are presented 3-3 p.m. Mon.-Wed.- Fri., to reach houseswives at a time when they are relatively free from household chores and to provide dealers in the Philadelphia region with additional sources for promotional uses. The video receivers to prospects during business hours. Program is divided into three 20-minute segments. "Menu of the Day," a demon- stration of an "idea for dinner and serving of food; a period of varied movie shorts, and "Guest Time," featur- ing local fashion authorities.

Drawn for Broadcasting by Sid Hix
Validity of NAB Code Is Questioned

Standards' Legitimacy Clouded by Method Of Adoption

NAB's Standards of Practice, whose intent and provisions face an overhauling this spring, were born under circumstances that cast doubt over their legitimacy. Already branded as innocuous and an invitation for further FCC control of program and advertising practices by William S. Paley, CBS board chairman, the 1945 standards appear to have been adopted under technical procedure that may not stand the spotlight of legal test.

Though the birth of the standards comes under a cloud, no question has been raised over the legality of their conception—a situation that developed when the FCC slapped down the NAB in the WHKC Columbus decision. FCC's harsh and pointed words caused abandonment of the 1939 NAB code and hurried adoption of standards which stepped on such touchy subjects as acceptance of programs from unions desiring to solicit memberships.

Not Universally Enforced

Even this toned-down document has not been universally enforced due to fear of Dept. of Justice antitrust action along with the plain fact that it hasn’t a single phrase suggesting sanctions or penalties.

As the whole subject of an industry code enters the revision process at NAB [BROADCASTING, Feb. 3] the matter of the standards’ legitimacy is being studied along with such matters as legality of penalties; stiffening of program policies; strengthening of provisions covering length and quality of commercials and sponsorship of programs dealing with controversial public issues.

CBS '46 NET INCOME INCREASED BY $450,000

A 1946 NET income more than $450,000 greater than that for 1945 was reported last week by CBS. (CBS dividend, page 83.)

In an annual report to stockholders the network listed its net income for 1946 at $5,796,000, that for 1945 $5,345,641. The 1946 net was bolstered by a $1,037,014 extraordinary gain from the sale of WBT, but federal income and excess profits taxes were greater in 1946 than in 1945.

CBS made provision for $3,560,000 taxes in 1946, $6,604,000 in 1945.

Income before provision for taxes $9,556,900 in 1946. In 1945 it was $10,912,697, without including the benefits of the $1,037,014 sale of WBT.

Earnings per share from operations was $.38 in 1946, $2.51 in 1945.

Part II of Joske's Story Is Ready

Programming, Continuity, Promotion Methods Explained

WITH hardly an exception, every type of broadcast program can be directed at the use of the retail advertiser.

This important lesson in retail selling is one of many learned during the radio clinic conducted by Joske's in San Antonio department store. The clinic resulted in important business gains for the store, widened its trading area, and enhanced its reputation. A director of sales at Joske's during the 1945 clinic year.

Aiding in preparation of the report, which will be followed to chapters on promotion and testing of the effectiveness of programs, were: Nelson A. Brown, vice president in charge of sales promotion and advertising, Allied Stores Corp.; James H. Keenan, vice president in charge of sales promotion; James Shand, assistant to the president, Joske's of Texas; Willard H. Campbell, sales manager, Sibley, Lindsay & Curr Co., Rochester; Howard Abrahams, manager, sales promotion division, NRDG; Walt Dennis, radio and television director, Allied Stores Corp.; James Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Avery-Knodel; Walter Johnson, assistant general manager, WTIC Hartford; Harold Fair, program director, WHO Des Moines.

Publication of the Joske's clinic results is part of a long-range NAB program designed to stimulate use of radio by retailers and to provide them with tested methods of utilizing the sales power of radio.

Brown, general manager, KONO San Antonio; Lewis H. Avery, president, Avery-Knodel; Walter Johnson, assistant general manager, WTIC Hartford; Harold Fair, program director, WHO Des Moines.

The whole problem of standards is so delicate and controversial that a revised document, especially if equipped with enforcement penalties, might be submitted to the membership by the board. Next meeting of the board will be held May 21-22 in Washington.

Mentioned prominently for the chairmanship of the Special Standards of Practice Committee has been Mr. Paley, whose sharp comments about the convention and in a later CBS broadcast stirred new interest in the subject. As networks last week pondered their decision over whether to remain in the association, question arose over Mr. Paley's eligibility to head such a committee should the networks withdraw.

In such a case the networks still would have technical representation in NAB through membership of an owned-and-operated station.

The present Standards of Practice were adopted "as a guide to assist the industry in operating in the public interest. Determination of what shall be broadcast rests entirely with the station licensees and this responsibility may not be delegated."

This portion of the Foreword to the Standards completely lacks the teeth Mr. Paley and other advocates of a stiff code insist must be included if the code is to be enforced.

By this means the radio program can be coordinated with the store’s entire promotional and merchandising plan. The Joske’s clinic showed that one of the valuable assets of programs beamed at special audiences is the ease with which the amount of radio advertising can be controlled according to the quantity of merchandise being sold. At Joske’s it was found that short-term, long-term and immediate promotion could be efficiently scheduled. Effectiveness of radio commercial copy is as dependent on planned scheduling or merchandising as on the nature of the copy itself, the report brings out. It quotes a radio executive of Allied Purchasing Corp., who pointed to the need of careful preparation by the store, which has basic responsibility.

Illustrating the emphasis that can be placed on a single item or department, Joske’s in 1945 devoted
FCC Report Is Sent to Congress

Highlights Peak Volume Of Work for Year Ended June 30

(Text of Report's chapters on Standards and Licenses will be carried in Feb. 17, Issue.)

FCC SENT TO Congress last Saturday its first postwar annual report, highlighting the Commission's record volume of activity from July 1, 1945, through June 30, 1946.

"The return of peace has aroused an unprecedented interest in electrical communications that has taxed the limited funds and personnel of the Commission," Chairman Charles R. Denny said in a letter transmitting the report.

"The showing made has largely been made possible by extraordinary ingenuity and effort on the part of employes in all levels," he declared.

This report showed that AM stations licensed or numbered 955 on June 30, 1945, reached 1,215 a year later. FM stations operating or authorized (including conditional grants) went from 85 to 231. Total television totals rose from 6 to 30.

But an even faster pace of authorizations, not shown in the report, was achieved during the last six months of 1946. A check of FCC records last week showed there are now 1,626 AM stations or station authorizations (including 1,062 with licenses as of Jan. 1); 706 FM stations and grants (including an estimated 180 on the air), and 68 television stations (6 licensed and 52 authorized).

In all broadcast services, latest counts showed 1,197 licenses and an estimated number of construction permits outstanding, with 932 applications pending (497 of these in air). In nonbroadcast services, 51,546 stations are licensed (including 13,946 which received licenses during the year), and 498,000 operators have licenses (180,000 issued during the year).

Little Change

Although observers in recent weeks have seen indications that the heaviest flow of broadcast applications has past, the difference between AM, FM and TV new-station applications on hand last July and those now awaiting action is slight: 949 then; 910 now. These totals are broken down as follows: AM, 659 last June and 642 now (390 now in hearing); FM, 250 then and 285 now (102 now in hearing); TV, 40 then and 15 now (5 now in hearing).

The Commission's brief general review of its highlights in the broadcast field from July 1, 1945, to Jan. 1, 1947, pointed to the issuance of the Blue Book on March 6; clear channel hearings starting in January and continuing intermittently throughout 1946; processing-line procedure for handling broadcast applications; Supreme Court reversal of FCC in the Ashbacker Decision; decision of Circuit Court of Appeals for the District of Columbia reversing the Commission in the WOKO, in any case (FCC was subsequently upheld by the Supreme Court); reservation of every fifth Class B FM channel until next July (reservation of certain Class C channels was ordered later); international conferences, and opening of color television hearings.

In Commission membership, Chairman Paul A. Porter was succeeded on Feb. 28, 1946, and was succeeded by Comr. Charles R. Denny as acting chairman and later, on Dec. 4 as chairman; Comr. William H. Will died in office on April 16. A clear channel hearing was opened on April 17 by General Counsel Rosel H. Hyde; Comr. Paul A. Walker was confirmed in a hearing held by the press.

FIRST POSTWAR annual report of the FCC, detailing a record volume of work during year ending June 30, 1946, was forwarded to Congress on Saturday. In letter accompanying the report Chairman Charles R. Denny pointed to the "unprecedented interest in electrical communications" since the end of the war had taxed the Commission's limited funds and personnel.

June 15 for another seven-year term.

FCC personnel last June 30 totaled 1,345 (853 in Washington and 492 in the field). Engineering Dept. had 727 employees, Accounting Dept. 165, Law 111, and 34 engaged in administrative duties. The Commission's 1945-46 appropriation was $5,489,900 including $682,421 for Foreign Broadcast Intelligence Service, which was transferred to War Dept. on Dec. 30, 1945. Congress has been asked to appropriate $7,300,000 for FCC for 1947-48.

National Policy Needed on FM Licenses, Sen.

Senator James E. Murray (D-Mont.) suggested last week that the rapid progress of FM-facsimile may require "the development of a national licensing policy by the FCC which will enhance local competition rather than monopoly . . ." He recommended that the FCC set up a national licensing policy to make it possible to split FM licenses so that at least two papers under different ownerships would use each frequency") for facsimile - a "natural step in the development of communications since . . . FM-facsimile broadcasting, forecast a revolution in newspaper publication which threatens with doom and possible extinction the newspaper enterprises of the nation."

Senator Murray told BROADCASTING that the Committee, now headed by Senator Kenneth S. Wherry (R-Neb.), would call for a demonstration of facsimile.

The report theorized that most licenses for FM-facsimile went to "big publishers" who, according to the FCC, "should immediately clarify its policies with respect to the development of facsimile and its impact on diversity of ownership."

He also suggested that in order to insure competition in the radio and newspaper industries Congress would be well advised to pass a "FCC on competition, concentration and ownership in newspaper and radio industries."

GAINS in standard stations' gross revenues in 1945 but even greater increases in expenses and a consequent decline in net income are shown in 1944 and 1945 comparative figures included in FCC's annual report to Congress last weekend. The data, for calendar instead of fiscal years, covered four major and six regional networks and 901 AM stations in 1945 and four major and five regional networks and 875 stations in 1944.

<table>
<thead>
<tr>
<th>Item</th>
<th>1945</th>
<th>1944</th>
<th>Percent change (decrease)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networks and standard stations:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Investment in tangible broadcast property</td>
<td>$28,101,940</td>
<td>$24,597,650</td>
<td>14.10</td>
</tr>
<tr>
<td>Depreciation to date under present owners</td>
<td>$6,196,921</td>
<td>$4,425,377</td>
<td>41.97</td>
</tr>
<tr>
<td>Depreciation on dresses owned</td>
<td>$2,534,278</td>
<td>$2,379,901</td>
<td>6.39</td>
</tr>
<tr>
<td>Revenue from sale of network time</td>
<td>$160,350,100</td>
<td>$166,773,946</td>
<td>-3.88</td>
</tr>
<tr>
<td>Commission's paid representatives</td>
<td>$3,930,465</td>
<td>$3,698,215</td>
<td>6.94</td>
</tr>
<tr>
<td>Revenue from sale of local time</td>
<td>$125,142,650</td>
<td>$120,296,175</td>
<td>4.03</td>
</tr>
<tr>
<td>Total broadcast revenues</td>
<td>$593,389,133</td>
<td>$578,298,641</td>
<td>2.61</td>
</tr>
<tr>
<td>Total expenses</td>
<td>$425,173,831</td>
<td>$406,652,778</td>
<td>4.67</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$168,215,302</td>
<td>$171,645,863</td>
<td>-1.98</td>
</tr>
<tr>
<td>Networks and their key stations:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue from time sales</td>
<td>$68,069,076</td>
<td>$65,656,585</td>
<td>4.21</td>
</tr>
<tr>
<td>Revenue from sale of talent, etc.</td>
<td>$6,184,299</td>
<td>$5,774,364</td>
<td>6.12</td>
</tr>
<tr>
<td>Total broadcast expenses</td>
<td>$29,076,851</td>
<td>$28,476,708</td>
<td>2.12</td>
</tr>
<tr>
<td>Broadcast service income</td>
<td>$6,175,054</td>
<td>$6,064,854</td>
<td>1.99</td>
</tr>
</tbody>
</table>

Standard stations, excluding key stations of networks: | | | |
| Clear channel 60 kilowatts: | | | |
| Total broadcast revenues | $1,219,715 | $1,157,779 | 5.38 |
| Total broadcast expenses | $781,983 | $789,535 | -1.02 |
| Broadcast service income | $437,732 | $368,244 | 19.01 |
| Clear channel 6 to 20 kilowatts: | | | |
| Total broadcast revenues | $458,354 | $412,805 | 11.17 |
| Total broadcast expenses | $396,352 | $365,734 | 8.38 |
| Broadcast service income | $62,002 | $47,071 | 31.56 |
| Regional: | | | |
| Total broadcast revenues | $292,594 | $275,638 | 6.20 |
| Total broadcast expenses | $260,948 | $247,908 | 5.09 |
| Broadcast service income | $31,646 | $27,730 | 14.56 |
| Local: | | | |
| Total broadcast revenues | $94,374 | $92,492 | 2.07 |
| Total broadcast expenses | $71,192 | $68,442 | 4.86 |
| Broadcast service income | $23,182 | $24,050 | -3.60 |
| Number of applications pending application for standard stations (as of Dec. 31) | 87,757 | 34,281 | 151.04 |

Total compensation for the year: $116,257,274 $99,779,425 16.58

Broadcast revenues less broadcast expenses before Federal income tax.
WHO "SELLS" SOIL CONSERVATION!

50,000 Farmers Attend Great Agricultural Demonstration!

Here is one of the most exciting stories of Public Service that any public service medium has ever been able to tell in America—the story of the Fourth Annual WHO Corn-Belt Plowing Match and Soil Conservation Field Day in Marion County, Iowa.

WHO’s purpose was to “sell” the idea of Soil Conservation to midwest farmers, and to demonstrate twenty-nine ways to protect and improve farm lands.

Months in advance, a run-down farm, gullied and corroded in many places, was selected. After weeks of work by National, State, and County agricultural experts and conservationists, plans for complete renovation were drawn up, including terracing, leveling, tiling, fencing, building dams and ponds, fertilizing and seeding, etc.

On the great day more than 300 farmers with 45 of their own tractors and 52 pieces of other heavy equipment started work. Before dark, the farm had been completely remodeled—50,000 farmers had seen and studied the work, resolving to copy it on their own farms—and Dr. H. H. Bennett, Chief of the U. S. Soil Conservation Service, who was present for the occasion, had said “This (Demonstration and Plowing Match) is perhaps the most important thing that has taken place in America on farm lands for 350 years.”

That’s WHO Public Service in action. It is the sort of Public Service that has made WHO a great station in Iowa Plus—a great influence for the public welfare as well as a great salesman for America’s worthiest products.

WHO

for Iowa PLUS

DES MOINES . . . 50,000 WATTS

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

BROADCASTING • Telecasting

February 10, 1947 • Page 17
Craney Disputes Editorializing Position

Criticizes Licensing Policy Followed By FCC

By E. B. CRANEY

General Manager of Pacific Western Broadcasters

I have read with interest the resolution concerning an editorial policy for broadcasters passed by the 14th NAB District meeting in Seattle, Wash. Then I read your editorial on page 14 of the Jan. 20 issue of Broadcasting. I am greatly perplexed by both the resolution and the editorial.

First the resolution: There is nothing in the Act of 1934 or in the FCC rules to prohibit a station from having an editorial policy today. Radio broadcasters use facilities that belong to the people and therefore all sides of the public's views must be represented on any subject discussed. To do this, of course, means regulation. That is why the words "public interest, convenience and necessity" find their way into the Communications Act.

Any station may have an editorial policy but to serve in the "public interest, convenience and necessity" it must also allow those who differ with its editorial policy a like opportunity to be heard. This is, of course, different than the operation of a newspaper where many times the newspaper publisher or editor allows opposing views to reach his readers through his own columns.

An Established Fact?

Second, the editorial: This is one of the most amazing pieces of writing I have read in your magazine. You say: "We're for radio's freedom to be free. We're for that which Rex Howell, author of the resolution, has been doing at KFXJ Grand Junction, Colo., for 20 years. He has exercised leadership in civic, educational and cultural projects, in getting play-grounds, in improving the police force and water supply, and in other non-political pursuits on the local level."

Now if Rex Howell has been editorializing for 20 years and has been receiving renewals of his station license first every six months, then every year and now every three years, that 20-year period, doesn't this make such broadcasting an established fact? Doesn't it imply that the FCC has looked over his operation on each of his license renewals and said to him, "Rex, you have been operating in the 'public interest, convenience and necessity' so we are going to renew your license?"

I am really at a total loss to know just what the word freedom really means to your editorial writer. In this same editorial you go on to say: "To go beyond this would be playing with dynamite before many broadcasters had learned to play with matches. . . . We shudder to think what would happen if stations acquired the same political party feelings as the newspapers. . . . While we strongly favor the right of broadcasters to editorialize for their microphones, we vehemently oppose the idea that every telephone conversation would attempt to counsel on the national or international scene or delve into politics per se. Leave that to the editorialists."

About Commentators

With such ideas as those I am glad your editorial writer is not a member of the FCC. It means that, after all, he is not for freedom. It means he still wants to set himself up to go over everything the station licensee says and see to it that the licensee never opens his microphones to anything he doesn't believe the licensee should allow to be discussed. This is a far greater limitation than the FCC places on licensees today. The FCC is interested only in knowing that the subject is once discussed by one side that others have the opportunity to be heard under similar conditions.

I have always maintained that commentators are editorialists. It is a great surprise to find that you agree. It is a great surprise likewise to learn that it is only possible for this great nation of ours to have minds in Washington, New York or Hollywood that are capable of "counsel on the national or international scene or delve into politics per se."

Of course this is what mass communication by network radio has made possible. The poor little guy out in the sticks, in Portland, Atlanta, Spokane, Dallas, Chicago or Podunk knows nothing, he can't raise potatoes. He can't serve meals, he can't sell merchandise, he can't even vote unless some great genius known as a commentator shouts at him from New York, Washington or Hollywood and tells him how.

This is a great country. It wasn't built by New York, Washington or Hollywood. It was built by the man who wields the axe in the forest, the man who digs with a pick in a mine, the man who pulls the fish net from the ocean, the man who trudges behind the plow, and the many people who supply these men with the finished products of their labor.

It is this great multitude who are running this country by sending their representatives to the County Court House, to the State Legislatures, and even to Congress. It is this great mass of people here in the United States that should have the right to be heard over their radio broadcasting stations. It is not for a little handful of pretty voiced sensationalists, scandal mongers and know-it-alls in New York, Washington, and Hol-

(Continued on page 52)

Linda Cast, Sponsor Same 10 Years

Kroger Show Celebrates Anniversary With Medal to Star

WHEN a radio program completes ten years on the air, that's news. But when a program at the end of ten years still has its original cast and its original sponsor, that's a cause for celebration.

And that's why, on Feb. 1 the Sherry-Netherland Hotel in New York was scene of a dinner party given the cast of Linda's First Love by the Kroger Co., Cincinnati food producer who has sponsored the program through its entire decade, and Ralph H. Jones Co., Cincinnati agency for Kroger.

C. M. (Chip) Robertson Jr., president of the agency, presented to each of the program's principal players a gold medal bearing on its face relief portraits of themselves and on the obverse side a simulated recording disc with the words: "The 2600th consecutive broadcast for the Kroger Co., Feb. 1, 1947," in raised letters along the edge of the coin. Bronze copies of the medal were given to other guests at the party, including managers of a majority of the 27 stations now carrying the transcribed serial five days a week and a group of radio editors in addition to representatives of the client and agency and the talent and production personnel employed on the program.

List of station guests was headed by Stanley W. Barnett of WOOD Grand Rapids, one of the group of ten stations on which the program was first placed and first station to put it on the air because of a morning broadcast time schedule at WOOD earlier than on any other station. Other broadcasters attending the celebration were: E. H. Shomo, WBBM Chicago; War-
Splash

A lot of water goes through those locks at Conowingo Dam. With only half of her fifty-two spillways open 450,000 cubic feet of water rush through every second, making that big splash you see here in the picture.

W-I-T-H, Baltimore’s successful independent station, has a parallel to this story. Most time buyers know about it. They know their dollars will make a resounding splash in the local population pool through W-I-T-H.

For it is W-I-T-H, the successful independent, that delivers more listeners-per-dollar-spent than any of the four other stations in town.

W-I-T-H belongs on any list that wants to make sales.
Representatives of Two Groups Meet to Plan Joint Program

CAMPAIGN on a nationwide basis to increase the broadcast tune-in and equip every family with a radio for every room was drawn up Thursday at a joint meeting of committees representing NAB and Radio Manufacturers Assn.

Action was taken at a session of RMA's Radio-in-Every-Room Subcommittee of its Advertising Committee and a special NAB group representing the Merchandising Subcommittee of the Sales Managers Executive Committee. Meeting was held at the Willard Hotel, Washington, with John S. Garceau, Parnsworth Television and Radio Corp., RMA Advertising Committee chairman, presiding. Directing NAB's participation was John M. Outler Jr., WSB Atlanta, Promotion Subcommittee chairman.

Long-Range Project

Cooperative action was undertaken by the two industry associations because of the common interest in stimulating listening, with RMA concerned over opportunity to sell more sets and NAB anxious to have more people listen more hours per day.

At the same time the two groups discussed preliminary plans for observance of National Radio Week next autumn. Selection of a date will be left to the NAB-RMA Liaison Committee, top-level group which holds its first meeting Feb. 13 at the Mayflower Hotel, Washington. This liaison body also will consider plans for the radio set campaign, with final approval of the project awaiting meeting of the RMA board Feb. 19 at the Stevens Hotel, Chicago. The board also is expected to name a broadcasting agency to handle the set drive.

With $50,000 appropriated by the RMA, the set campaign is being undertaken as a long-range project, the Thursday meeting was told by Edward R. Taylor, Zenith Radio Corp., chairman of the RMA set drive subcommittee, which has drawn up a promotion program. He pointed out that nearly 60% of families own only one radio and one out of three have two radios.

Varied Tastes

He explained how different members of a family often want to listen to several different programs at the same time and offered data covering a study of types of sets found in different rooms in the house. With almost no consumer conscious than ever before, Mr. Taylor said, the time is ripe for a radio-in-every-room campaign.

With set output today at a rate of more than 20,000,000 sets a year, he pointed to the need for creating additional markets and noted that 20,000,000 existing receivers in American homes need replacing. Much of this replacement market is being taken care of by present production, he reminded.

Speakers' Bureau Proposed

Cooperation has been promised in the campaign by a number of leading home magazines, along with the National Assn. of Music Merchants, National Retail Dry Goods Assn., National Electrical Dealers Assn. and American Institute of Decorators. Also, the 30,000 set dealers will take part in the campaign.

Among ideas discussed for the long-range campaign are a "kick-off" press party with interested associations participating. A speakers' bureau has been proposed, along with a public relations program, department store tie-ins and support by individual home furnishing advertisers.

Mr. Taylor reminded that manufacturers soon will face a buyers market, if it is not already here, and called for creation of new mailers by all industries and associations concerned. New phases of broadcasting such as FM and television will receive full attention in the campaign, he said.

On behalf of the NAB Mr. Outler promised cooperation by broadcasters to increase the tune-in and promote interest in receiving sets. NAB's job will be to get all stations behind the campaign with announcements, special programs, promotion activities and other measures. He suggested that Mr. Taylor outline the whole campaign at NAB area and district meetings, which resume late this month.

Late October Featured

Dates for observance of National Radio Week were discussed by the joint group, with sentiment favoring late October when NAB's convention will be out of the way and daylight saving time over for the year. NAB is expected to participate on a much more extensive basis this year, and joint preparation will be started several months in advance to enroll participation of radio dealers, stations and affiliated agencies.

Representing NAB in the all-day meeting Thursday, besides Mr. Outler, were Hugh Higgins, assistant chairman of broadcast advertising, and Arthur C. Stringer, director of special services.

For RMA, besides Messrs. Garceau and Taylor, were these members of the Advertising Committee: Guy C. Cyr, Noblitt-Sparks Industry, Chicago; L. P. Deady, Bendix Radio Division; Victor A. Irvine, Galvin Mfg. Corp.; W. B. McGill, Westinghouse Radio Stations; L. B. Pambrun, Stewart-Warner Corp.; David Cathcart, RCA Victor Division; S. D. Mahan, Crosley Corp.; L. E. Petit, General Electric Co.

Also taking part for RMA were Bond Geddies, executive vice president and general manager, and James C. Secrest, director of publications.

Symphony

Tells Reasons He Vies With Highly-Rated Network Shows

By HENRY H. REICHHOLD

President, Reichhold Chemicals Inc.

WHEN I first discussed details of the Sunday Evening Hour with my agency, Kenyon & Eckhardt, there was some talk about the dynamite pitched by NBC against its competitors on NBC, directly competing with our proposed symphony program. Hoop-erations were reviewed for that period a procedure which left no doubt that in ordinary radio it was the better part of valor to leave that hour in its lonely sustaining glory. However, ratings as such do not bother me at all. If that's hereay, coming from a sponsor, make the most of it.

Further research revealed that several million listeners would listen to a symphony program at that time. These listeners, a minority in radio, but a sizable market anywhere in the world, obviously liked symphonic music to the exclusion of almost any other form of radio entertainment. They were the listeners who go to concerts, support symphony orchestras and buy musical merchandise. These listeners were our potential subscribers for Musical Digest, a "town and country" type magazine selling at the luxurious price of 60 cents a copy.

HENRY H. REICHHOLD, chemical tycoon, symphony orchestra sponsor, publisher of "Musical Digest" and chairman of the board of Vox Recording Co., is accustomed to engaging in enterprises that pay off. Some wondered, therefore, why he recently bought an hour on ABC to broadcast classical music opposite NBC's Hooper darlings, Charlie McCarthy and Fred Allen. Last week, unconcerned about his program's modest hoop-erating of 2.3, Mr. Reichhold, who is president of Reichhold Chemicals Inc., explained his reasons for sponsoring the Detroit Symphony Orchestra (which he heads) on ABC Sundays 8-9 p. m. He wrote the accompanying article for BROADCASTING to explain his stand.

 plans for a joint campaign on a national scale to push the radio-in-every-room campaign and boost broadcast tune-in were made at a meeting of NAB and Radio Manufacturers Assn. representatives in Washington, D. C., last Thursday. Details of the proposed program were discussed jointly by the Radio-in-Every-Room Subcommittee of the RMA's Advertising Committee and a special group representing the Promotion Subcommittee of the NAB's Sales Managers Executive Committee.

SYMPHONY SPONSOR EXPLAINS WHY

Aiming at this audience allowed us to practice several rather unconventional commercial treatments on the program. First of all, I have always shied away from extraneous talks during my musical programs. All the conversation—what there is of it—should be about musical subjects. Hence our decision to omit intermission commentaries.

Additionally, it was decided to play day standard qualified classical works without cutting for time and making other adjustments usually obligatory for radio programs. This meant the programming of many major and at most two minor compositions on each broadcast. We were determined not to let anything spoil the beauty of the performance given by Dr. Karl Krueger.

(Continued on page 71)
Keep the sparkle in your programs...

with the New Collins 20T 1 kw AM transmitter

Let the brilliant overtones of high fidelity flow through circuits engineered for high fidelity. The 20T development, a new post-war success, reveals in each detail the quality of its design.

**Dual oscillators.** Two temperature-controlled oscillators, adjusted to your operating frequency, are self-contained in the 20T. A selector switch enables you to place the spare unit in operation when you remove the other for maintenance.

**Two cabinets.** Past practice has been to crowd a kilowatt transmitter into a single cabinet. The Collins 20T gives you two cabinets, with lots of room, genuine accessibility, ample ventilation, and impressive appearance.

**Program protection and circuit protection.** In addition to magnetic circuit breakers and two-shot d-c overload relays, the 20T has high voltage capacitor fusing. Should a capacitor fail, the fuse opens the circuit and a spring bar shorts the capacitor terminals. The transmitter stays on the air and the faulty capacitor is indicated.

**Filament voltage regulator.** For longer tube life and low noise and distortion levels, the 20T tube filaments have a constant voltage supply.

**Attractive styling.** The cabinets are attractively styled in three-tone gray. Their modern, distinctive appearance, simplicity of design, and pleasing color harmony will give many years of eye appeal and satisfaction.

Eye level metering—centralized controls—motor driven tuning elements—forced air cooling—high safety factors—30-10,000 cps audio response ± 1.0 db—3% audio distortion—minus 65 db noise level.

Only the Collins 20T gives you all these desirable and important features. Deliveries will begin early this year. We suggest you write for detailed specifications, study them, compare them, and then place your order for early delivery. Let us supply your entire equipment needs. You'll have an integrated system that will keep the sparkle in your programs and put a sparkle in your station.

FOR BROADCAST QUALITY, IT'S...
KFXD Boosts Its Power, Moves to 580 kc Channel

KFXD, Intermountain Network outlet at Boise-Nampa, Ida., formerly heard at 1230 kc with 250 w, began operation Jan. 29 with 1 kw day and night on 580 kc. Simultaneously KFXD launched its FM affiliate, KFXD-FM, on Channel 267 (101.3 mc) with 2600 w. The occasion was marked by a "Salute to KFXD" broadcast from Salt Lake City over the 15-station Intermountain system.

KFXD’s new transmitter is located three miles south of Meridian, Ida., midway between Boise and Nampa. Owners of KFXD are Frank Hurt and his son, Ed. The latter, who serves as chief engineer, was injured seriously during erection of one of the station’s new 327-ft. antenna towers, but is reported to be recovering rapidly.

KGBG, Galveston-Daytime Outlet, Launched Feb. 1

KGBG Galveston went on the air Feb. 1 as a 1-kw daytime outlet on 1540 kc. Station is owned by James W. Bradner Jr., doing business as the Galveston Broadcasting Co.

Equipment includes a Raytheon transmitter and a 200-ft. guyed wire tower. The tower and related equipment was secured from Graybar Electric Co. including International Electronic desk with QKR turntables, a Western Electric console and a Presto recorder.

Jerry Fisher, formerly of KVIC Victoria, Tex., is manager of KGBG. Other staff members include Dean Turner, chief engineer, with the Texas Quality Network and more recently with WHIM Memphis, program director; Orland O. Dodson, news editor; Jesse Sims, chief engineer.

Firm in Lancaster, S. C., Is Awarded FM License

LICENSE to operate an FM station (with 3 kw transmitter and an 8-day antenna, providing effective radiated power of 12.5 kw) has been granted to the Lancaster Broadcasting Co., Lancaster, S. C., it was announced last week.

All stock of Lancaster Broadcasting is owned by Springs Foundation, a charitable corporation, most of whose funds are derived from contributions from the Springs Cotton Mills and Col. Ellliott Springs. Springs Cotton Mills operate several weaving mills, Chester, Kershaw and Fort Mill, S. C., and employ 10,000 persons.

Lancaster Broadcasting has announced that it is prepared to underwrite the installation of a minimum of 4,000 FM receiving sets, and it is initiating steps to obtain that many.

KOMA OKLAHOMA CITY NOW A 50 kw OUTLET

KOMA Oklahoma City has joined the ranks of the nation’s 50 kw stations. Kenyon Brown, KOMA’s general manager, heralds the event as a major step in the CBS affiliate’s $300,000 expansion program.

In preparation for its switch to increased power KOMA built a new transmitter plant on a 140-acre plot ten miles south of Oklahoma’s capital city at Moore, Okla. The new transmitter covers the 50 kw Western Electric transmitter, and additional floor space has been provided for the station’s FM transmitter, its antenna.

M. W. Thomas, KOMA’s chief engineer, directed the installation work, assisted by engineers George Berry and Harry Edwards. The new KOMA plant is described in an article in the January issue of the engineering publication, Oscillator.

The new 50 kw station began operating as KJFJ on Sept. 7, 1923, when it went on the air with 20 w power. There have been several changes of ownership, and the station has occupied four different dial positions. Hearst Radio acquired KOMA in 1936, and three years later the FCC approved Hearst’s sale of the station to the late J. P. Gilroy. In 1948 KOMA won the top award in national competition for outstanding local public service.

Since last summer KOMA has originated Oklahoman Roundup, 8:15-9 a.m., daily, for the entire CBS network. The station is connected in management with another CBS affiliate, KFUL Tulsa. KOMA’s frequency under its increased power remains at 1520 kc.

Cella, Turner Retire

J. B. CELLA and BURTON B. TURNER have announced their retirement from the California Vineyards Assn. as of March 1.

Mr. Cella, founder of Roma, is retiring as vice president and director of Schenley Distillers Corp. and as chairman of the board of the California Vineyards Assn. selected by Joe Chambers, the station’s consulting engineer. A 5 kw Raytheon transmitter will be used.

The WESC management has announced that a number of stations are planning “salute” programs for WESC, which includes WGN Chicago; WAIM Anderson, S. C.; WOLS Florence, S. C.; WCSC Charleston, S. C.; WBT Charlotte; KRLD Dallas; WFAA-KGKO Dallas; WOCO Minneapolis; WTMF New Orleans; WHN Providence; WJZ Baltimore; WMTW Portland; WBAA Indianapolis; WTAM Cleveland; WTOP Washington; WOR New York; WORU Providence; WPTV Miami; WLS Chicago; WLS Nashville; WVLW Cincinnati; WPTF Raleigh; WJR Detroit; WSB Atlanta; WCKY Cincinnati; WHO Des Moines; WORS Green Bay, C.; WLOS Asheville; WNOU Columbus, S. C.; KDKA Pittsburgh; KFAR Fairbanks, Alaska.

PAGE 22 – FEBRUARY 10, 1947

BROADCASTING • TELECASTING

Lemon Is Director

LUTHER LEMON, treasurer of WAYS, announced his retirement from the staff of the station, with the firm since 1924, has been elected a director.

WAYS Boosts Power, Plans FM Operation

WAYS Charlotte, N. C., celebrating its fifth anniversary last week, announced that it had increased its daytime operating power from 1 kw to 5 kw, with the frequency remaining at 610 kc. Station will continue to use 1 kw at night.

Simultaneously Walter H. Goan, WAYS general manager, announced that the Inter-City Advertising Co., which owns WAYS and WKIX Columbia, S. C., immediately would start construction of an FM outlet for WAYS. The FCC on Jan. 31 granted to WAYS a construction permit authorizing FM operation with 20 kw at 102.9 mc.

In connection with the daytime AM operation of WAYS with increased power, the station announced that it has purchased a low transmitter, a Collins 211-A model. The transmitter is located in an 87-acre tract owned by WAYS in the Oakboro section eight miles from Charlotte.

For the FM operation, which will be on a six-hours-a-day basis duplicating AM programs, WAYS will build a new 435-ft. tower on this tract. Cost of construction is estimated at $75,000, Mr. Goan said.

President of Inter-City Advertising Co. is George W. Dowdy. Other officers are: B. T. Whitmore, vice president; H. H. Thomas, secretary; J. H. Doughton, treasurer.

WESO TO START SOON AT GREENVILLE, S. C.

WESO, owned by the Greenville Broadcasting Co., is planning to begin operations early in March, as a 5 kw clear channel daytime independent on 660 kc, the station management has announced. Most of the staff selections already have been made.

Caldwell Cline, formerly with WBBN Chicago as night production supervisor, has been named program director. Ken Keeve former program director for WATL Atlanta, will be musical director and organist, Jack B. Turner. His wife, Jackie Turner, is former consultation director of WMLA Washington, will handle traffic. Promotion will be in charge of Harman I. Mosesley, formerly promotion director of WWCN Asheville. Arthur Roberts, who has free-lanced on the West Coast for several years, will handle news.

His wife, Helen Robertson, who has been handling the General Mills radio shows on the Coast for Knox-Reeves, will be copy chief. The chief engineer will be Lewis Ellias. Heading the entire organization is Scott Russell, formerly president of Bibb Manufacturing Co., one of the South’s largest textile manufacturers, and former counsel for the Senate Committee on Postwar Economic Policy and Planning, Stockholders in Greenville Broadcasting Co., in addition to Mr. Russell, are Fred Symmes and Sidney Bruce, both prominent industrialists in the area, and for the company is Neville Miller.

Equipment for WESC was se-
Year in year out, every authenticated listening survey conclusively proves that KMLB has more listeners in Monroe and Northeastern Louisiana than any other station. In fact, KMLB has more listeners in this area than all other stations combined.

To reach the rich Monroe trading area, which has an annual buying power of $103,629,000, KMLB is your time-tested advertising medium.
“Wanna rise and shine?”
What do you mean, "rise and shine"?
Make your client’s Northwest sales rise...
And...?
...you'll shine.
Suits me. How?
By sponsoring a news program over 50,000-watt WCCO, Minneapolis-St. Paul.
You sound positive.
I am. And no wonder. Both C. E. Hooper and the CBS-WCCO Listener Diary give WCCO’s news programs the highest ratings in the Northwest.
How come?
For one thing, outstanding personalities do the reporting. WCCO favorites like Cedric Adams, George Johnson, Frank Butler, Ed Viehman and George Grim.
Anything else?
The WCCO News Department. It’s outstanding—not for size alone, but also for its skilled personnel. News Director Sig Mickelson co-ordinates all news activity, while reporters Backlund, Andrist, Sarjeant, Fransen and Cowell sift fact from rumor... do a real coverage job on local events... and prepare sharply-etched summaries of the day’s news.
Any availabilities?
Yes! The 11:00-11:05 p.m. WCCO News-cast and The Northwest News Parade (10:05-10:30 a.m. Sunday) are available now. The 3:25-3:30 p.m. and the 5:30-5:45 p.m. News will be available soon.
So?
It’s first come first served. If you want to rise and shine in the Northwest, better get in touch with us or Radio Sales—today!
**BROADCASTING**

**BMB (Continued from page 13)**

question "Is BMB giving you what you paid for?" by city size is shown in the following table.

### TABLE III

<table>
<thead>
<tr>
<th>City Size</th>
<th>% of BMB subscribers answering:</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000 &amp;</td>
<td>50% 20% 30% 0%</td>
</tr>
<tr>
<td>500,000- 100,000</td>
<td>70 8 19 3</td>
</tr>
<tr>
<td>100,000- 25,000</td>
<td>59 13 28 0</td>
</tr>
<tr>
<td>25,000-</td>
<td>50 16 19 5</td>
</tr>
<tr>
<td>Under</td>
<td>80 22 27 0</td>
</tr>
</tbody>
</table>

Total U.S. 61% 14% 23% 2%

CBS affiliates are more satisfied that BMB gives them what they paid for than affiliates of other networks, 74% responding "yes" and only 4% "no." Although NBC affiliates registered the second highest approval, they were numerous in disapproval—22% said BMB did not deliver what was paid for. Only 43% of the independent stations felt they got what they paid for, and the same number said they did not know. Details on the question "Is BMB giving you what you paid for?" by network affiliation are shown in the following table.

### TABLE IV

<table>
<thead>
<tr>
<th>Network</th>
<th>Affiliation</th>
<th>Don’t Know</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMB</td>
<td>74% 4% 18% 4%</td>
<td>12% 19% 21% 16%</td>
<td>57% 65% 73% 65%</td>
</tr>
<tr>
<td>ABC</td>
<td>57% 13% 28% 2%</td>
<td>43% 14% 43% 0%</td>
<td>61% 14% 23% 2%</td>
</tr>
</tbody>
</table>

Larger (higher rate) stations were more satisfied with BMB, as a group, than smaller stations. The smaller (lower rate) stations (on the question "Is BMB giving you what you paid for?") are most undecided about BMB and the medium sized stations are the least undecided. These figures will be found in the following table.

### TABLE V

<table>
<thead>
<tr>
<th>Class A</th>
<th>One-time</th>
<th>Don’t No</th>
<th>1-hour rate</th>
<th>Yes No</th>
<th>Know Ans.</th>
</tr>
</thead>
<tbody>
<tr>
<td>50,000 &amp;</td>
<td>1001-199</td>
<td>65 3% 22</td>
<td>45 3% 26</td>
<td>0%</td>
<td>55% 80%</td>
</tr>
<tr>
<td>500,000 &amp; over</td>
<td>66 15% 26</td>
<td>45 3% 26</td>
<td>0%</td>
<td>55% 80%</td>
<td></td>
</tr>
</tbody>
</table>

Total U.S. 61% 14% 23% 2%

Station managers who said BMB did not give them what they paid for were asked:

"In what way is BMB not fulfilling its commitments?"

Their free answers covered a wide range of opinions. Typical criticisms are:

"When we were sold on this plan, we were told that the BMB survey was just what the advertisers wanted. After we were sold, we were told that BMB was fine, but it wouldn’t be enough—we would still need Hoopers or something with which to supplement BMB. At the beginning BMB was to be sufficient."

"If the findings are sound, they will be out-of-date by the time we can use them."

"Distorts high power and top name network program affiliates."

"Is not laying a foundation for standardization of uses, so that some use may be made of the reports now that they have been compiled." "I am a bit confused—am disappointed, but cannot state precisely why. I do think it is a beginning in the right direction."

"In not determining upon an accepted standard of primary measurement and thus failing to achieve uniform use and acceptance."

"The sample by BMB is too small to be at all conclusive."

"Advertisers are very skeptical of BMB reports."

"We were led to believe that we would get a much more comprehensive picture of our coverage than we did get."

"The coverage is entirely too great—method of computing no good."

"Entire presentation of BMB is foggy—stations have not been educated as to use."

Because reactions to BMB are being influenced by the uses broadcasters are now making or plan to make of its data, the panel was asked:

"In what ways have you used or do you plan to use BMB data?

### TABLE VI

<table>
<thead>
<tr>
<th>Class A</th>
<th>One-time</th>
<th>% of all BMB subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selling time nationally</td>
<td>65%</td>
<td></td>
</tr>
<tr>
<td>Selling time locally</td>
<td>52%</td>
<td></td>
</tr>
</tbody>
</table>

Guidance for audience promotion

Guidance for merchandising activities

Rate adjustments or justification

Develop own information on program activities

No use for none planned

Don’t know

No answer

Subscribers look to BMB primarily as a selling tool. BMB’s use in national time sales (65%) looms larger than in local sales (52%). Next is the use of BMB data in steering audience promotion (46%). BMB as a guide for merchandising activities is fourth in rank order, but many fewer stations use it (or plan to) for this purpose (27%) than for selling time or audience promotion. Ten percent see BMB as a gauge for rate adjustments. Significant are the 14% who report no present or contemplated use for their BMB reports.

The uses which stations of various types plan to make of BMB are shown in the following table.

### TABLE VII

<table>
<thead>
<tr>
<th>Percent of BMB subscribers indicating use of BMB data for:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Geographical Area</td>
</tr>
<tr>
<td>Pacific</td>
</tr>
<tr>
<td>Mountain</td>
</tr>
<tr>
<td>West Central</td>
</tr>
<tr>
<td>East Central</td>
</tr>
<tr>
<td>Middle Atlantic</td>
</tr>
<tr>
<td>New England</td>
</tr>
<tr>
<td>South Atlantic</td>
</tr>
</tbody>
</table>

### TABLE VIII

<table>
<thead>
<tr>
<th>Network Affiliation</th>
<th>65 52 46 27 10</th>
</tr>
</thead>
</table>

The use of BMB data in national time sales ranks first among virtually all stations, regardless of area, city size, network or rate structure. Exceptions are stations in cities under 10,000; MBS affiliates; and unaffiliated stations where BMB’s greatest value is for local time selling. Stations in the 500,000 (and over) population group, and those in the 10,000-25,000 class look to BMB for as much assistance in local time sales as in national time sales. To most other stations, the importance of BMB in local sales runs a close second to its value in the national field.

In the opinion of some station managers (in the Western areas, large and medium sized cities, among CBS affiliates, and high rate stations) the use of BMB data as a guide to audience promotion takes precedence over its value in local selling. Throughout, this use of BMB data ranks very high in the minds of station managers of every description.

Although a significant number of stations in every category value BMB for solving problems of merchandising, this use of BMB data consistently ranks behind its use for standardizing BMB coverage in audience promotion. In evaluating this use of BMB data, it should be borne in mind that the figures relate to all subscribers. Many subscribers have specific uses for audience promotion and have no plans to do so. Consequently the relative value of this use is probably greater than the figures indicate, when the replies are taken against only those stations to whom this activity has been and continues to be important.

Rate adjustments and justifications rank last throughout in the major uses of BMB data. Numerous among those who have used (or plan to use) BMB data in this way are the CBS affiliates.

Part II of the BMB survey will be published in the February 24 issue of BROADCASTING. It will report the answers to these questions: "What kind of coverage information were you getting from BMB?" and "Is the BMB report for your station consistent with (1) other coverage data you have and (2) with your own opinion of your station’s actual performance?"

-- Walter Biddick

WALTER WILLIAM BIDDICK, 57, owner of the Walter Biddick Co., Los Angeles, station representatives and radio advertising agency, died in his San Gabriel home on Feb. 3. He had been ill for several months. Pioneer in Southern California radio and advertising, Mr. Biddick at one time was Los Angeles representative of Free & Peters Inc. One of the first brokers or transcribed programs in Los Angeles, he also produced several for various clients. Besides his widow, Mildred, he is survived by his parents, Mr. and Mrs. William J. Biddick; two sisters, Mrs. George E. Link and Mrs. Curtis Bruce; and a brother, Guy M. Biddick.
BMB* reports on the station audience of one of America's great network keys.

WOR in New York

*BROADCAST MEASUREMENT BUREAU.
a non-profit cooperative formed by the AAAA's, ANA and NAB
to measure radio station and network audiences on a uniform basis.
This Map shows the total extent of WOR’s BMB Station Audience areas without differentiating between the intensity of penetration in individual Counties.*

The Table on last page shows the importance of these differences by means of 10% ranges of County Audience Levels.

The Table below shows a condensed summary of County Audience Levels by 4 groupings.

*OFFICIAL BMB REPRINTS OF THE WOR STATION AUDIENCE REPORT GIVING COMPLETE COUNTY AND CITY DETAIL ARE AVAILABLE ON REQUEST.

CROSelines indicate counties with an intensity of penetration of 50% or more.

This reproduction of the daytime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the daytime (before dark) at least once a week.

<table>
<thead>
<tr>
<th>DAYTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>% RANGE GROUP</td>
</tr>
<tr>
<td>75% or More</td>
</tr>
<tr>
<td>50% or More</td>
</tr>
<tr>
<td>25% or More</td>
</tr>
<tr>
<td>10% or More</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week in the daytime.
This Map shows the total extent of WOR's BMB Station Audience areas without differentiating between the intensity of penetration in individual Counties.*

The Table on last page shows the importance of these differences by means of 10% ranges of County Audience Levels.

The Table below shows a condensed summary of County Audience Levels by 4 groupings.

*OFFICIAL BMB REPRINTS OF THE WOR STATION AUDIENCE REPORT GIVING COMPLETE COUNTY AND CITY DETAIL ARE AVAILABLE ON REQUEST.

CROSSTINES INDICATE COUNTIES WITH AN INTENSITY OF PENETRATION OF 50% OR MORE.

This reproduction of the nighttime Station audience map audited by BMB and impressed with its official seal, indicates all counties in which 10% or more of the radio families listen to WOR in the nighttime (after dark) at least once a week.

NIGHT TIME

<table>
<thead>
<tr>
<th>%* RANGE GROUP</th>
<th>NO. OF COUNTIES</th>
<th>TOTAL BMB RADIO FAMILIES</th>
<th>WOR BMB STATION AUDIENCE RADIO FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>75% or More</td>
<td>45</td>
<td>2,933,270</td>
<td>2,445,930</td>
</tr>
<tr>
<td>50% or More</td>
<td>99</td>
<td>4,873,290</td>
<td>3,777,990</td>
</tr>
<tr>
<td>25% or More</td>
<td>234</td>
<td>6,908,510</td>
<td>4,455,840</td>
</tr>
<tr>
<td>10% or More</td>
<td>430</td>
<td>8,548,620</td>
<td>4,713,070</td>
</tr>
</tbody>
</table>

*Percent of total radio families which report listening to WOR at least once a week in the nighttime.
# WOR BMB Data

by 10% ranges of counties—separately and cumulative

## DAYTIME (Before dark) Range—All Counties: 10%-89%

<table>
<thead>
<tr>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience</th>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>80-89%</td>
<td>9</td>
<td>268,570</td>
<td>224,610</td>
<td>80-89%</td>
<td>9</td>
<td>268,570</td>
<td>224,610</td>
</tr>
<tr>
<td>70-79</td>
<td>17</td>
<td>1,539,610</td>
<td>1,141,450</td>
<td>70-79</td>
<td>26</td>
<td>1,808,180</td>
<td>1,366,060</td>
</tr>
<tr>
<td>60-69</td>
<td>28</td>
<td>1,120,260</td>
<td>740,580</td>
<td>60-69</td>
<td>54</td>
<td>2,928,440</td>
<td>2,106,640</td>
</tr>
<tr>
<td>50-59</td>
<td>16</td>
<td>1,612,830</td>
<td>908,010</td>
<td>50-59</td>
<td>70</td>
<td>4,541,270</td>
<td>3,014,650</td>
</tr>
<tr>
<td>40-49</td>
<td>18</td>
<td>312,130</td>
<td>135,900</td>
<td>40-49</td>
<td>88</td>
<td>4,853,400</td>
<td>3,150,550</td>
</tr>
<tr>
<td>20-29</td>
<td>32</td>
<td>604,250</td>
<td>137,760</td>
<td>20-29</td>
<td>169</td>
<td>5,925,330</td>
<td>3,444,080</td>
</tr>
<tr>
<td>10-19</td>
<td>75</td>
<td>1,349,990</td>
<td>227,360</td>
<td>10-19</td>
<td>244</td>
<td>7,275,320</td>
<td>3,671,440</td>
</tr>
</tbody>
</table>
| Totals        | 244             | 7,275,320                 | 3,671,440                | *Percent of total radio families which report listening to WOR at least once a week*  

## NIGHT TIME (After dark) Range—All Counties: 10%-95%

<table>
<thead>
<tr>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience</th>
<th>% Range Group</th>
<th>No. of Counties</th>
<th>Total BMB Radio Families</th>
<th>WOR BMB Station Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-95%</td>
<td>5</td>
<td>241,190</td>
<td>220,600</td>
<td>90-95%</td>
<td>5</td>
<td>241,190</td>
<td>220,600</td>
</tr>
<tr>
<td>80-89%</td>
<td>22</td>
<td>1,799,210</td>
<td>1,529,140</td>
<td>80-89%</td>
<td>27</td>
<td>2,040,100</td>
<td>1,749,710</td>
</tr>
<tr>
<td>70-79</td>
<td>30</td>
<td>2,098,670</td>
<td>1,584,920</td>
<td>70-79</td>
<td>57</td>
<td>4,139,070</td>
<td>3,334,660</td>
</tr>
<tr>
<td>60-69</td>
<td>21</td>
<td>394,650</td>
<td>258,370</td>
<td>60-69</td>
<td>78</td>
<td>4,533,720</td>
<td>3,593,030</td>
</tr>
<tr>
<td>50-59</td>
<td>21</td>
<td>339,570</td>
<td>184,960</td>
<td>50-59</td>
<td>99</td>
<td>4,873,290</td>
<td>3,777,990</td>
</tr>
<tr>
<td>40-49</td>
<td>36</td>
<td>400,200</td>
<td>182,190</td>
<td>40-49</td>
<td>135</td>
<td>5,273,490</td>
<td>3,960,180</td>
</tr>
<tr>
<td>30-39</td>
<td>57</td>
<td>558,600</td>
<td>197,860</td>
<td>30-39</td>
<td>192</td>
<td>5,832,090</td>
<td>4,158,040</td>
</tr>
<tr>
<td>20-29</td>
<td>89</td>
<td>1,322,200</td>
<td>353,760</td>
<td>20-29</td>
<td>281</td>
<td>7,154,290</td>
<td>4,511,800</td>
</tr>
<tr>
<td>10-19</td>
<td>149</td>
<td>1,394,330</td>
<td>201,270</td>
<td>10-19</td>
<td>430</td>
<td>8,548,620</td>
<td>4,713,070</td>
</tr>
</tbody>
</table>
| Totals        | 430             | 8,348,620                 | 4,713,070                | *Percent of total radio families which report listening to WOR at least once a week*  

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**WOR**

—that power-full station

at 1440 Broadway, in New York
Ford Receives Proposed Grant For New Shreveport AM Station

A PROPOSED GRANT to Frank H. Ford, Shreveport businessman, for a new station there on 1550 kc, with 1 kw day and 500 w directionalized at night was announced by FCC last week.

The decision proposed to deny the application of James A. Nor, owner of WNOE New Orleans and KNOE Monroe, for use of the same frequency with 220 w fulltime, also at Shreveport.

The Commission said it preferred Mr. Ford because of his local residence, "his demonstrated familiarity with the area proposed to be served, and his stated intention of taking active participation in the operation of the proposed station." Mr. Nor, it was pointed out, lives at Monroe and would leave general supervision of the station to the general manager of his other radio enterprises, James E. Gordon, Sr., New Orleans, and neither Mr. Nor nor Mr. Gordon planned to move to Shreveport.

Noo Conflict

Mr. Nor's proposal, FCC added, "involves actual interference with Station XEML in Mexico and potential interference with a Class 1-B station which may be authorized in Ontario, Canada." Such interference is contrary to NARBA, the Commission noted. It said Mr. Ford's proposed operation would not conflict with Canadian operations and "while there is interference to a small portion of the secondary service area of XEML, the area of interference is entirely within the U.S. and the treaty does not require protection within the U.S. to the skywave service of the Mexican station."

The Commission noted in its findings that "a small sample monitoring" of WNOE in "a sample monitoring" of WNOE at “a sample monitoring” of WNOE to test the equipment of WNOE. Mr. Ford "revealed that commercial spots ran as high as nine on one period of 10 minutes, six in another period of three and a half minutes, and 13 in a period of 16 minutes. Thirty spots were recorded in a period of one hour and two and a half minutes."

WNOE-KNOE Manager Gordon was quoted as testifying, in reply, "that the over-all picture would show an average of about one [spot announcement] every seven or eight minutes and that the exhibits compiled from the monitoring of WNOE do not portray a picture which is typical of the hour-to-hour or hour-to-hour day-to-day operations of the station."

Mr. Gordon also testified, FCC said, "that in his judgment three commercial spots, with perhaps two free announcements every seven or eight minutes, would add up to a program of 15 minutes, locally produced."

Mr. Ford operated KTBS

Commission Decision Proposes to Deny Noe Application For Use of Same 1550 kc Frequency

Shreveport for two and a half years starting in 1931, "bringing this station out of the red and placing it on a sound and profitable basis," FCC reported. He has had considerable experience in the clothing and wholesale grocery businesses and is president and director of the Kansas City Southern Railway and the Commercial National Bank, and director of the Cotton Oil Co. "which he steered out of serious financial difficulties." He has also operated several real estate, mortgage loan and general insurance businesses.

Mr. Ford proposed to be general manager of the station and devote most of his time to its affairs, with his son, Frank Ford Jr., as assistant manager and commercial manager. If made final, the grant would be the fourth for use of 1550 kc in the U.S. New Orleans.

Mr. Nor, in addition to his ownership of WNOE and KNOE, has 50% stock interest in KOTN Pine Bluff, Ark., and is applying for a new station in Lake Charles, La., and for FM stations at Monroe, Shreveport, Alexandria, Lake Charles and New Orleans. He has served as Louisiana State Senator, Acting Lieutenant Governor, and Acting Governor.

Sixteen FM Applicants and the TV Group To Argue Multiple Ownership

A PROPOSED GRANT to Frank H. Ford, Shreveport businessman, for a new station there on 1550 kc, with 1 kw day and 500 w directionalized at night was announced by FCC last week.

The decision proposed to deny the application of James A. Nor, owner of WNOE New Orleans and KNOE Monroe, for use of the same frequency with 220 w fulltime, also at Shreveport.

The Commission said it preferred Mr. Ford because of his local residence, "his demonstrated familiarity with the area proposed to be served, and his stated intention of taking active participation in the operation of the proposed station." Mr. Nor, it was pointed out, lives at Monroe and would leave general supervision of the station to the general manager of his other radio enterprises, James E. Gordon, Sr., New Orleans, and neither Mr. Nor nor Mr. Gordon planned to move to Shreveport.

Noo Conflict

Mr. Nor's proposal, FCC added, "involves actual interference with Station XEML in Mexico and potential interference with a Class 1-B station which may be authorized in Ontario, Canada." Such interference is contrary to NARBA, the Commission noted. It said Mr. Ford's proposed operation would not conflict with Canadian operations and "while there is interference to a small portion of the secondary service area of XEML, the area of interference is entirely within the U.S. and the treaty does not require protection within the U.S. to the skywave service of the Mexican station."

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Mr. Ford operated KTBS

Herman Halpern has been appointed advertising agent for WJSJ-Winston-Salem, N.C. Mr. Halpern is opening agency at 202 Nissen Bidg., Winston-Salem. He was formerly with Lord & Thomas (now Foote, Cone & Belding). He served during the war as a public relations official for the Civil Service in Washington.

16 FM Applicants and the TV Group To Argue Multiple Ownership

GENERAL "IKE" examines the pitch he made while on a fishing trip with Frank "Salty" Mallants (left), WIOD Miami fishing editor. The 14-pound jack crevalle was captured at Blackwater Sound, Key Largo. Mr. Mallants acted as personal hunting and fishing guide to General Eisenhower while he was at Miami.

Sixteen FM applicants and the Television Broadcasters Assn. have notified FCC they will take part in the oral argument to be held Feb. 24 on the Commission’s multiple ownership rules, FCC files showed last week.

The oral argument, before the Commission en banc, will be directed toward a determination of "what application or interpretation of the Commission’s Rules and Regulations involving multiple ownership of broadcast stations, particularly FM and television broadcast stations, would best serve the public interest." [BROADCASTING, Jan. 15].

FCC said that as of Jan. 27 there were 61 ownership groups which have FM stations or proposed stations involving overlapping service areas and "some degree of common ownership," and that one group—Crosley Broadcasting Corp.—has a television application pending (for Dayton) which, if granted, would involve overlap with television authorizations already issued to Crosley (for Cincinnati and Columbus).

This was revealed in a tabulation prepared by FCC engineers and circulated at a pre-hearing conference held Jan. 31. Ownership charts and coverage maps were included for each group. Of the total 62, the television case and 35 FM groups include at least one pending application, while the rest include existing stations, construction permits, and conditional grants.

The importance of several factors in determining whether "multiple ownership" exists within the meaning of the rules—factors such as degree of overlapping service extent of common control of stations, similarity or dissimilarity of markets served by commonly owned stations, etc.—is expected to be given detailed consideration.

In its original oral argument, FCC named as parties to the proceeding 22 companies with FM and television applications which "involve questions of multiple ownership and overlap of service areas." Fifteen of these, FCC records showed, have filed notices of intention to participate in the hearing.

Other appearances were filed by Travelers Broadcasting Service Corp. (WTIC-FM Hartford), an applicant for FM at Bridgeport, and by TBA. Others were as follows, all FM applicants:

Plan to Raise Radio Quality Offered

Taplinger Proposes That 'Slavery to Format' Be Abolished

By SYLVAN TAPLINGER

WHAT'S WRONG With Radio?

A much-asked question with many answers but is there anything really wrong with radio? My guess is that up to recently nothing serious was amiss: Radio was in a groove but now that groove has been worn through till it's become a rut.

A news item in a trade paper recently summed up what I mean. In referring to the cancellation of a long-run network program by its sponsor, the article said that the program undoubtedly would be grabbed up quickly by another sponsor since its Hooper rated as high as 8.6 and it cost only $4,000. Another program began a renewed career by a national sponsor a few weeks ago on the basis of an even lower rating earned last summer.

What's the matter with us in radio? We're paid big fees because we're supposed to be specialists in broadcasting but it doesn't take a high salaried specialist to buy a program for a client because previous records show it costs so much per point. A grammar school student with a knowledge of division can figure it out. People outside the industry are under the impression that radio executives are where they are for the same reason executives in other businesses reach the top—because they create and progress. But are we in radio creating and progressing when we persist in buying a tired out 6.3 (average rating) show for $4,000? Why don't we take that $4,000 and combine it with our brainpower to create something new that might even garner a 15.0 or 20.0 rating? All right. I know anyone can criticize but comes the inevitable question: What would you propose to do about improving programming in general? My answer to that is—Plenty!

At this writing I'm going to tackle the most listened to hours of the average network schedule, those between 8 and 11 p.m. and work on the premise that there should never be a bad or even mediocre show.

Music as a Base

First of all I would start from scratch and wipe out all existing programs on the network. Then, in rescheduling, I would use music as a base program. That doesn't mean I intend to have nothing but musical programs all week long. It works out this way.

Let's theoretically schedule nothing but musical shows of all types. I know the first criticism will be, "But straight musical shows never get a high rating." Maybe so or maybe no. I'm not going to question the accuracy of Mr. Hooper's dial spinners but it seems to me that the presentation of musical shows has lacked showmanship, ingenuity, a gimmick or whatever you choose to call it. Martin Block demonstrated that people will listen to music for hours at a time if it's presented with a dose of showmanship. Ever go visiting and watch someone tune in the radio at random? Usually the station selector is turned past talk, dramatics and other noises until the first snatch of music is heard. There the knob stops.

Now, in spite of my seeming efforts to justify the 100% programming of music I realize that radio has other obligations to the listener, although a program schedule of varied music wouldn't be hard for most listeners to take and certainly would be one that would attract a minimum of criticism.

Mid-Evening Comedy

My next step would be to wipe out a 30-minute strip across the board in mid-evening, preferably at 9 p.m. to make room for comedy. Therefore, the evening's schedule would revolve around the most popular (according to Hooper) type of program. However, despite the popularity of comedy, the caliber of the current crop indicates that it is humanly impossible for any comedian to be consistently funny week after week. So, if this were NBC, for example, the 9 o'clock spot would be known as "Comedy Hour" and the Monday period alternate between Alan Young, Abbott and Costello and Fibber McGee. Alternate Tuesdays would find Bob Hope, Red Skelton and Burns and Allen dividing honors. In other words each comedy show would go on every third week, giving producers and writers two extra weeks to prepare the best show possible and use only their best material. Sponsorship of the programs would remain as it is except that the sponsor would be on every three weeks instead of weekly. It may be said that such

(Continued on page 36)

SYLVAN TAPLINGER, vice president in charge of radio for Weiss & Geller, New York, and producer-writer of the "Kate Smith Hour" has come up with a plan for improving the quality of radio. Underlying thought behind it is to abolish radio's "slavery to format" and never put on a mediocre program.
Department Stores 6 to 3 Choose . . .

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

When it comes to skill in local merchandising, department stores are recognized as tops. And in the Quad-Cities, the department stores show a strong preference for WHBF. So if you want to be sure that your advertising is on the beam in the Quad-Cities, take a cue from the department stores . . . they choose WHBF "6 to 3"!

The Quad-Cities is the largest market in Illinois and Iowa, outside of Chicago . . . more than 200,000 metropolitan population spending upwards of $124 million annually. Average family income in the Quad-Cities last year was above $4,000 . . . one of the wealthier markets of the nation. Besides, WHBF's primary area covers an important farming area . . . 52 rich counties in the very heart of the corn belt. And remember, WHBF is the only ABC station that can be consistently heard in the Quad-Cities.
PUBLIC SERVICE—SHOWMANSHIP—RESULTS

KFWB, Warner Bros. radio station in Hollywood, for the second consecutive year turned over its entire 19-hour broadcasting day, Thursday, January 30, FDR's birthday, to the National Foundation for Infantile Paralysis, and the March of Dimes. The greatest array of talent ever assembled on any stage. This great open-air broadcast drew a huge crowd. As to the air audience? Well, if talent and showmanship make "rating," you make your own guess of the number of people listening to KFWB on January 30. The following list comprises the names of orchestras and entertainers who appeared:

Andy Russell
Art Kassel
Basin Street Boys
Benny Goodman
Betty Hall Jones
Betty Hutton
Betty Rhodes
Bob Nolan & Sons of Pioneers
Buddy Baker & Band
Charlie Spivak
Connie Haines
Dave Barbour & Band
Dick Haymes
Dick Stabile
Dinah Shore
Earl Spencer & Band
Eddie Cantor
Emma Lou Welch
Frank Duval
Frankie Laine
Freddie Martin
Gene Phillips
George Montgomery
Hadda Brooks
Hal Derwin
Harry James
Helen Forrest
Herb Jeffries
Hoagy Carmichael
Jack McVea & Band
Jerry Brent & Band
Joe Liggins & His Honey Drippers
Jo Stafford
Johnny Mercer
Johnny White & Quartet
Johnny Moore
Peter Meremblum & 100 Piece Junior Symphony
Phil Harris
Pied Pipers
Pinky Tomlin
Ricky Jordan
Slim Gaillard
Spade Cooley
Spike Jones & Band
Starlighters
Stuart Hamblen
Tommy Talbert & Band
Winnie Beatty

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lywood to be heard to the exclusion of the multitude.

It is time the FCC investigated the networks and the stations of this country to see just why the voice of the few is heard to the exclusion of the masses. It is time that on programs by such national soothsayers some kind of balance is provided. It is time that when a man is attacked by a commenting know-it-all he be given time to answer on that same program. It is time, if we are to maintain freedom of the air, that some arrangement is made whereby an answer is supplied even to the President of the United States when he discusses a controversial issue.

Proper Forum Needed

Our democratic republic cannot exist without a proper forum for the expression of the ideas of both the majority and the minority, no matter how high the office may be that one or another of the speakers might occupy. The United States is not Germany, Italy or even Russia. To maintain our freedom we must maintain democracy in broadcasting.

The problem is not to establish for radio stations a one-sided editorial policy such as newspapers enjoy. It is rather to see that when a subject, once admitted to the airways, is discussed by all parties desirous to be heard, at a time and with a combination of stations that will give to each participant in the discussion a real "equal opportunity to be heard." Any station that does this has never had to fear that its license would be revoked by the FCC or the old Radio Commission.

Your own article admits there are plenty of stations that have carried on campaigns all of which come under the heading of "editorial policy" and they are still on the air. Instead of "playing with dynamite" the broadcasters who editorialize would find, as the leading newspapers have, that their stature is increased by presenting through their own facilities a free flow of ideas, including those of the opposition.

FCC Licensing Policy

There is another thing going on in radio today which is equally as important although I have never seen anything about it in your columns. I refer, of course, to the present licensing policy of the FCC. Mr. Miller (Justin Miller, NAB president) is the man who should rightly bring it to the attention of the FCC, the Congress and the public if necessary. I will not bother to ask why he has not done so.

Obviously there are very powerful forces in the radio industry today that want to keep it quiet. The American public has many millions of dollars invested in radio receivers today. These, of course, are AM receivers. Some are very old, some are not too old and others are new post-war models that have just rolled off the assembly line.

The FCC has some rules they call Engineering Standards. These standards have greatly favored some broadcast station owners. I say owners because I don't believe they ever favored the listener. Today the FCC is seemingly in the process of changing the whole allocation system. It is piling more and more stations on every local and regional channel. It is increasing interference on these channels to contours above those laid down in its Standards of Engineering Practice.

What Are Reasons?

Why? Is it doing this to create so much interference that coverage of these stations will be reduced to such an extent that it will force all local and regional stations to go to FM? Is it doing this to create such small market areas for these local and regional stations that it will be able (by public demand because of lack of service from small stations) to increase the power of the large clear-channel stations to maybe a half-million, a million or possibly several million watts?

You will remember only a year ago when we had a 500,000 w station in the country, the FCC made a survey and found that something like 75% of the people in 15 States listened to that station. You know the effect it had on national business, national programs, listener habits of many local and regional stations within the coverage area of that station. You remember it was necessary for the candidates for Congress from adjoining States to broadcast over this great station in order to be heard by their constituents. It became questionable if the station were serving in the "public interest, convenience and necessity" when all the people of this vast area were not hearing it.

That's one idea you'd better circumnavigate! Despite its mammoth-sounding name, Globe (Ky.) is hardly worth the conquest. So WAVE doesn't try to encompass Globe. We blast our power at the Louisville Trading Area, which has more dough than all the Globe-girdling towns in Kentucky, combined! If you want to win any sales campaigns in Kentucky, better capture the strategic strong points, first!
Faithfully serving the
INTEREST
CONVENIENCE and
NECESSITY
of the First Families of Agriculture

Progressive forms in five states leave
their diets set at 580—WIBW's easily-
heard frequency.

Market and weather reports, crop and
feeding information helps these First
Families stay rich.

WIBW listeners are the "writingest"
folks. And when they write, you just
know they listen.

Over two decades of intensive, intelligent
service to farm folks and their nearby agri-
cultural communities, has built one of
America's most loyal and responsive audi-
ences—ranking fourth in U. S. farm income.

ADDRESS by Frank Haas (c),
Whitehall Pharmacal Co. radio di-
rector, was feature of annual Cros-
ley Broadcasting Corp. sales meet-
ing in Cincinnati Jan. 17-19. With
Mr. Haas are E. E. Dunville (l),
Crosley vp and general manager,
and Neal Smith, assistant sales
manager of the corporation.

no compulsion that every dra-
matization must run the full hour.
If the most effective manner of tell-
ing the story takes 60 minutes,
the remaining 10 minutes would be
consumed by an effective music fill.
If the cost of an hour time slot is
too much for one client's pocket-
book, dual sponsorship of the hour
would be permitted.

About Mystery Shows
Despite their accepted popular-
ity in the industry (although you'll
seldom see more than one or two
in the top 10) mystery shows would
be limited to one a night with close
supervision to eliminate the plot
duplication that prevails in cur-
rent programs.

Variety programs would be
limited to one a night with the pro-
cision that the variety format
could be dropped on any evening that
suitable guests and material are not
available. Instead, a straight mu-
scial program would be substituted
rather than put on just any ma-
terial to fill the period and retain
the format. Likewise, the weekly
dramatic series types (Alfred
Family, Date With Judy, etc.)
would be limited and supervised to
the extent that if any one show
looks weak at rehearsal time and
can't be made top grade, a musical
program would be substituted that
night.

News programs would remain
untouched since they are only as
exciting as their subject matter
and are usually broadcast outside
the hours discussed in this article.

Sponsor's Hour
This brings us down to one of
the most important points in my
proposed program schedule. Each
night a 30-minute period would
be sold for sponsorship with the
stipulation that no regular pro-
gram would be scheduled in those
spots. The period would be known
as the "(Sponsor's name) Hour"
and the programming of the time
would be wide open. The network
and agency men would then be on
their mettle to fill it with any type
of fare so long as it made good ra-
dio. For instance, one week it could
be a public events broadcast of wide
interest; perhaps a talk by a prom-
(Continued on page 40)
AFTER the Noontime Neighbors broadcast, they come up to shake hands with WSM Farm Director, John McDonald. "I'm from Smith County," they'll say. "Just wanted you to know how well the 6-12-6 fertilizer worked out on my corn crop."

Yes—WSM is recognized as a Friendly Influence—A Powerful Influence—in the vast Southern Community we serve.

To pace our campaign for Better Farming we created the program Noontime Neighbors. It is not for sale. Yet no commercial show was ever more carefully prepared.

- First, we completely surveyed the area and selected the noon period as the time when most farmers could hear a program designed especially for them.
- Next, our production experts spent hours talking with farm leaders and drawing up the format of the show.
- To provide the best in entertainment we use many of the top performers from our talent roster of several hundred artists.
- Promoting the feeling of neighborliness, WSM goes to the farmer—with special remote Noontime Neighbors broadcasts from such places as fairs, cattle and hog shows and farm conventions.
- To keep our farm listeners abreast of successful farming methods in the community and to bring them news about their neighbors, WSM enlisted the aid of 1,000 agricultural agents. The information these farm experts give exclusively to WSM is an integral part of the noon farm show.

We point to Noontime Neighbors as representative of our belief—our practice for 21 years—What best serves the community best serves WSM.

HARRY STONE, Gen. Mgr.
Edward Petry & Co., National Representatives

"The Best in Broadcasting"
area were forced to listen to a broadcast directed at a small minority of a single Congressional district.

I am just a little broadcaster. I sit out here in the Pacific Northwest. I don't manufacture equipment so I am not interested in the sale of big transmitting equipment to supply broadcasting stations. I am not interested in making a listener own an AM, an FM, another FM (to go with his television receiver), and a television receiver in order to be entertained by radio.

I am interested though in knowing what the policy of the FCC is in this matter and I believe Congress is interested and that the people are, too.

They certainly have a right to know if they live a few miles away from a town where a broadcast station is, whether they should buy an FM or an AM receiver. They have the right to know whether radio coverage is going to be so changed that if they live on a farm they won't be able to get the livestock, weather, and news information of their area from a nearby station because of interference on that station's channel but will have to content to receive information from some distant station serving such a vast area that it can give information of only a general character for many areas. If the NAB is afraid to bring this little matter up for discussion maybe someone else will have to do so.

John E. Edwards has been appointed station manager of KAMD Cam- den, Ark., moving from executive post at KCMO Texarkana, Tex. In AAF during war, Mr. Edwards formerly had been with CBP stations and Texas State Net- work outlets as sports and special events director and announcer. Frank O. Myers is directing manager of KAMD and general manager of ECMA.

Evelyn S. Hucks, vice president and general manager of WYNT Birmingham, Ala., just returned from Hollywood after attending marriage of her daughter Joyce to Bob Smith, Feb. 7 was to leave for Chicago meeting of the Amer- ican Medical Assn. as representative of the Federal Housing Council.

Lee Gordon has been appointed temporary station manager of ESWP Artesia, N. M., replacing William L. Debride who returns to Oklahoma.

Mr. Gordon also continues in his capacity as station program director.

Edward J. Noble, chairman of the ABC board, has been named chairman of the radio committee of Brotherhood Week which is being held Feb. 10-13.

Norman Boggs, former sales man-ager of WGN Chicago and present general manager of WLOL Minneapolis, has been named president of Independent Merchants Broadcasting Co., parent company which owns WLOL.

George C. Hatch, general manager of Intermountain Network, is in Honolulu on two week business trip checking on construction details of KFWO, new 10 kw station being built there to operate on 690 kc.

Davidson Taylor, CBS New York vice president in charge of programs, is in Hollywood for three weeks confering with Ernest H. Martin, director of network programs, on summer pro- gramming.

Wilt Guenzendorfer, general manager of KROW Oakland, for second con- secutive year has been appointed to local Chamber of Commerce publicity committee.

Stations Planning Group

Of ABC to Meet Feb. 25

The ABC stations planning and advisory committee will hold its quarterly meeting in New York on Feb. 25. Three new members who will be meeting with the committee for the first time are Fred Weber, executive vice president of WDSU New Orleans, Frank Car- man, president of KUTA Salt Lake City, and Robert R. Feagin, manager of WPDS Jacksonville, Fla.

A chairman will be elected to replace Henry P. Johnston of WSGN Birmingham, Ala. Retiring members of the committee are W. D. Pyle, president of KVOD Denver, and W. C. Bochman, manager of WCBS Columbia, S. C., in addition to Mr. Johnston.

Stark Now VP

William Stark, executive sec- retary at Charles Stark Agency, New York, has been appointed vice president of the firm.
WORST BLIZZARD IN YEARS CRIPPLIES CITY AND STATE

Milwaukee Sentinel, Thursday, Jan. 30, 1947

City, Locked in Snow, Faces 5-10 Below

Milwaukee Journal, Friday, Jan. 31, 1947

Public Service First,
WISN's Storm Slogan

A handful of men and women at WISN went to bat in the past few days for the newspapers whose deliveries were curtailed by the blizzard.

As the seriousness of the storm became evident Wednesday night, WISN promptly issued its rigid schedule, the window and devoted its entire facilities to bringing vital information and instructions to the public.

From Wednesday through last night, the station was the information bureau of the city. About 6 p.m. Sunday, anxious calls began to pour into the station switchboard. Jack Raymond was at the microphone at the time.

At first, Raymond got the telephone calls indirectly and swerved them a few minutes later over the air. But the public caught on quickly, and the incoming calls became too much for him to handle.

To save time, Raymond took his microphone into the control room. There, with the telephone in one hand and the microphone in the other, he began answering telephone questions directly to the listening audience.

Scheduled programs fell victim to public service. Commercials were switched, shortened and abridged. All day Thursday and yesterday, the telephone-microphone program took priority over most other programs. During the crisis, over 10,000 phone calls went through the switchboard. Urgent safety instructions from

WISN

February 10, 1947 • Page 39

Gaston W. Grignon, General Manager
5000 Watts Day and Night—A CBS Station
THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

Radio, Take a Bow!
The big snowstorm caused a lot of us to appreciate our radios, didn't it?
The gadget is frequently a joy, of course. We have come to depend on it for entertainment, information and inspiration. Occasionally it is a source of irritation and we are tempted to vent our wrath upon it. But the mood quickly passes. The radio has become an inescapable factor in the ordinary American's life and almost everyone has come to take it for granted.

But to the householders marooned by the storm, the radio suddenly took on new significance. Isolated by the drifts, it depended on us. It was one sure connecting link with the outside world, especially when telephone traffic became heavy.
The radio kept pouring out information about traffic conditions, the weather, the closing of schools and factories. It brought the news contained in newspapers that couldn't be delivered. By radio came suggestions as to how to deal with unusual emergencies which might arise. The radio broadened appeals for cooperation in radio log fire hazards, health hazards, telephone congestion and the like.

Hats off to the radio and the tireless air crew of WISN.

Milwaukee Journal, Saturday, Feb. 1, 1947

10 Below

Faces 5-10 Below

City, Locked in Snow, Faces 5-10 Below
Tapping

(Continued from page 36)

inent person; a public airing of a new type of program, so many of which make the rounds of agencies but never reach the air because the agencies ordinarily have no spots suitable for such programs. In other words, the half hour is there every night waiting to be filled by radio's best minds with no restrictions placed on the types of programs. If, at any time the producers feel there is nothing available of suitable interest, they would once again fall back on the old reliable musical show. Naturally the scheduling of these "open" periods should attract wide listener interest and newspaper publicity with exciting program material, especially in the "open" periods which make the rounds of agencies and stations to work on in an effort to improve radio programs. The underlying thought behind the whole plan is to forget radio's slavery to format and never put on a mediocre program. After all, most of radio's top advertisers refused to lend their names to inferior products during material shortages, why shouldn't they do the same when top radio material is unavailable?

WGBS to CBS

WGBS Miami, Fla., operating with 10 kw on 710 kc and owned by the Fort Industry Co., affiliates with CBS on June 15 replacing WQAM Miami [CLOSED CIRCUIT, Feb. 3]. Stanton P. Kettler is general manager of WGBS.

LEGION OF MERIT award is presented to Esterly Chase Page (r), formerly vice president in charge of engineering at MBS, now its consultant and engaged in private practice in Washington, D. C., by Brig. Gen. George Back, formerly chief signal officer of MTO, for "exceptionally meritorious conduct in performance of outstanding services in North Africa from September 1942 to April 1943."

Agencies Rate KFI, KNX High in Survey

Stations Win Honors for Best Local Programming in L. A.

BEST overall job of local programming among Los Angeles area stations is being done by KFI and KNX in the opinion of that city's advertising agencies, according to study recently completed by Facts Consolidated for ABC Hollywood.

All results stem from responses by 80 agency executives who rated independent stations, network stations and stations in general on eight counts, including overall local programming, public service, best powered for coverage, best service availabilities, audience promotion, sales promotion, merchandising and improvement in past five years.

KFI likewise topped all stations for public service and as best powered for coverage, receiving a rating of 23.8% for former and 36.2% for latter. KNX was runner-up in both categories with 21.2% and 25.0% respectively.

KECA is considered tops for service availabilities, audience promotion, sales promotion and most improvement in past five years. KNX is considered to be doing most in merchandising way.

Considering independents separately, KMPC was rated outstanding station in seven of eight categories, missing out on first position only in public service where KFWB led all. However, KMPC finished second in that classification.

In separate evaluation of network stations KFI is adjudged first in overall local programming, public service and best powered for coverage. KECA leads other network stations in all other categories.

Although listed on questionnaire, agency executives generally overlooked KIEV KXLA KWKK KFOX KGER, as not properly city stations.

KFEL Strike, Under Way Since Nov. 29, Settled

TECHNICAL workers' strike which had been in progress at KFEL Denver since Nov. 29, 1946, was settled on Feb. 1, when representatives of local Union No. 1222 of the International Brotherhood of Electrical Workers reached an agreement with Eugene P. O'Fallon Inc., KFEL licensee.

The following joint statement was issued by Joseph A. Myers, vice president and general counsel of the company, and A. L. Smith, business manager of the local union: "An agreement has been reached settling our dispute which both consider a fair and equitable one, and which arrived at by sincere collective bargaining upon both sides. The terms are being reduced to writing and a formal contract dated Feb. 1 will be signed Monday, Feb. 3, by both parties."
74.4% Daytime Audience ★ 62.2% Nighttime Audience

194,210 Radio Families in the Pacific Northwest are “by-passed” by broadcasts originating in the “metropolitan” centers of this vast area. These metropolitan stations of the Pacific Northwest fail to reach this rich market. Why?

Take a look at the map. The answer lies in the rugged terrain of the Pacific Northwest. Ordinary radio broadcasting from these centers is unable to penetrate those 12,000 to 14,000 foot mountain barriers. Expensive sales messages bounce right off those mountain ramparts. How then to reach these people?

There’s Only One Effective Way!

That one way is through the key local radio stations in this rich region . . . the 15 stations of the Oregon-Washington Radio Group. These stations hold an enviable position in this great market. For instance, BMB figures show these stations delivering, on the average, better than 74% of the available daytime audience . . . better than 62% of the available nighttime audience within each Trading Area. Here, and here alone, is the key to tapping this thriving market of families with over 154 millions of dollars to spend for food products alone . . . families with a Per Capita Effective Buying Income of $2,688.00 . . . highest in the nation!
Whitney Leaves KFI
GEORGE WHITNEY, sales and business manager of KFI Los Angeles, has resigned to join Harry J. Buckley Adv., San Francisco, as vice president and Los Angeles resident partner. He will establish offices in that city. R. Peter Hurst, at one time associated with J. Walter Thompson Co., San Francisco, also joins agency as a partner.

Joins Agency
WILLIAM E. MALONE JR., former account executive at Sherman & Marquette, New York, where he handled Colgate-Palmolive-Peet, has joined Deglin-Wood, New York, as vice president. The new agency announced simultaneously that the firm name has been changed to Deglin, Wood & Malone.

Canadian Independent Stations
Must File Financial Statements

By JAMES MONTAGNES
FOR THE FIRST time in Canadian broadcasting history, Canadian independently-owned stations must file complete financial statements with Department of Transport (DOT), Ottawa, by February 15. Action by DOT is being taken under section 31D of the Canadian Broadcasting Act, and follows a recommendation of the Parliamentary Radio Committee last year.

It is for the fiscal year ended Jan. 1, 1947. It asks for particulars of ownership and incorporation; operating revenue, operating expenses and income account; profit and loss account as to Dec. 31, 1946; balance sheet for last fiscal year; names, occupations and addresses of shareholders; changes in ownership or transfers of stock during 1946; names and addresses of directors; names and addresses of officers; debentures issued; names of holders; stock or debentures of other companies held; stock or debentures by shareholders in any other broadcasting station, newspaper or as a business; particulars of any change in letters patent covering incorporation during 1946; and a statutory declaration.

Questionnaire was issued to Canadian stations toward mid-January without any publicity that this statement was to be asked, and came as a complete surprise to Canadian stations. Canadian broadcasters have always maintained they would not issue such a statement because of the close cooperation between the DOT and Canadian Broadcasting Corp., a competitor as well as a regulatory body. It has always been felt such statements would give undue amount of data to the competing CBC.

Policy of Canadian stations has not been officially announced, and it is debatable as to how many stations will file the statement in time as required.

Let KCKN
aim your SELLING "SHOTS"
where they will count

You don't have to pay the rate penalty for "out-of-bounds," out-state coverage when you hire KCKN.

Leaving the surrounding thinly spread farm and small town audience to others, KCKN programs exclusively and specifically for the radio listening pleasure of Greater Kansas Citians. And so, these in-the-money, eager-to-buy city listeners turn to KCKN for the kind of radio entertainment they enjoy.

The result is that your selling "shots" are aimed for the market that counts most—the eight hundred million dollar (AFTER taxes) buying power of Greater Kansas City.

MUSIC BY DAY
MUTUAL AT NIGHT

The Voice of Greater-Kansas City

BEN LUDY, general manager, KCKN, Kansas City...WIBW, TOPEKA
ELLIS ATTEBERRY, manager, KCKN, Kansas City
First TRANSVIEW design
FM Transmitter goes on the AIR

...at WELL-FM
Station of the ENQUIRER-NEWS
Battle Creek, Michigan

Chief Engineer Earl Stone (left) and Manager D. E. Jayne inspect their new Western Electric transmitter.

In tune with the times, Station WELL-FM of Battle Creek, Michigan — operated by Federated Publications, Inc., publishers of the daily Enquirer-News and other Michigan papers — recently completed installation of the latest word in FM transmitting equipment...the Western Electric 503B-2 TRANSVIEW design 1 kw.

The glass door of this strikingly attractive FM transmitter provides a clear view of all tubes at all times. From the large, easy-to-read meters down to the smallest components, this new design means visibility and accessibility.

You'll find the same clear superiority in operation, too. For this new Western Electric transmitter holds intermodulation and harmonic distortion down to a new low...contains the efficient Synchronizer for accurate, automatic frequency control.

The complete line ranges from 250 watts to 50 kw of power. For full information, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
ANNUAL RADIO Conference of the U. of Oklahoma will be held this year Feb. 27-28 at Norman, according to G. L. Cross, university president. Conference theme is "Programming to Meet Current Needs," with industry experts from all over the country scheduled to participate. A tentative program has been arranged, with topics and subjects still subject to change.

Opening session will be held at Memorial Union Building with welcoming addresses by known radio educators. The first panel, "Increasing the Effectiveness of Radio Advertising," will feature Sid Garfield, president of Garfield & Guild, Sam McNally, former NAB public relations director, and now head of Broadcast Management Inc., owned of WBCC Bethesda, Md.

Numerous discussions on types of programs for various audiences will be included. Hon. E. K. Hartenboller is the chairman of the panel on "Management Problems." Panels will continue through Sunday when FM and television will be discussed. O. R. Wright of KOZY (FM) Kansas City, chairman of the FM panel. Leland Cooley, director of television of McCann-Erickson, will lead the video discussion.

Tentative program for the Conference follows.

**Friday, Thursday, Feb. 27**

2 p.m.—Opening Session. Chairman: Robert T. Neech, manager, KTOR Oklahoma City; Welcome: For Oklahoma City; Welcome: For the University, Loyden Dangerfield, U. of Okla. Welcome: For the University, Loyden Dangerfield, U. of Okla. Introductory address by Russell Porter, special assistant, the National Committee, Sharing P. Lawton, coordinator of radio.

3—the "Increased Audience for Local Radio Advertising." Chairman: Bill St. Clair, manager, KTOP, Provo, Utah. Speakers: Thomas E. Miller, managing editor of Chicago, Illinois; William B. Hill, manager, KBOR, Kansas City; John Garfield, president, Garfield & Guild, Chicago; Albert C. Hiltz, advertising manager, Honolulu, Hawaii; Leonard Beeman, general manager, KBOP, Oklahoma City; William C. Johnston, general manager, KOAY, Kansas City; William H. Sorensen, marketing manager, WINS, Hull, Iowa; Robert S. McLaughlin, advertising manager, KKMO, Kansas City; William S. Dress, advertising manager, WKY, Kansas City; Carl E. Wright, advertising manager, WKY, Kansas City; Jim McLean, advertising manager, KHOU, Houston, Texas; William H. Hoos, advertising manager, WOR, New York; John H. McHale, advertising manager, WABC, New York.


3—"Public Service." Chairman: Jack J. Allen, manager, KOKC, Oklahoma City; Welcome: For the University, Loyden Dangerfield, U. of Okla. Introductory address by Russell Porter, special assistant, the National Committee, Sharing P. Lawton, coordinator of radio.


Supermarkets put the razzle-dazzle into the grocery business and we put business into the supermarkets. Self-service, stimulated with smart merchandising ideas, have paid off. In Pittsburgh, supermarkets now do 51% of the business but are only 12.1% of the total number of outlets. As you know, self-service means the consumer has pre-determined knowledge of the brands she will buy. Advertising does it and WWSW has the influence to do the job for your product here in a concentrated market of a million and a half people.

Proof? Well, the two largest independent grocery chains in this market—Thorofare Supermarkets and Donahoe's—use WWSW radio exclusively with programs across the board. And national accounts—better ask Forjoe & Co.

WWSW

More Listeners Per Dollar in Pittsburgh
Pittsburgh's Only Independent & 24-Hour Station—WWSW & FM Affiliate WMOT
WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.
Editorial

BMB Report

SINCE word emerged early in the year that Audience Surveys Inc. was sending BMB questionnaires to the Broadcasting Trends management panel, the editorial office of this magazine has been telephoned, telegraphed and lettered by officials of BMB and NAB. The plea has been: "We need you! We need you!" The contention has been: "Station managers can't have made up their minds yet. All they have are their own station reports. They don't have any basic reports. They don't know what agency use of the service is to be."

We acknowledge that station managers do not know all about BMB. But we have found in long years of association with them that they are not tarrying in making up their minds where a substantial investment is involved. To say that BMB was accepted at the outset on faith alone, and money invested in it on that basis, is to underestimate the acumen of those who operate radio stations.

BMB was sold to broadcasters through intelligent presentation, and by virtue of the broadcaster's basic understanding of the problem: That radio must have a basic audience measurement formula. You will find that BMB is extremely well accepted by broadcasters even at this early date. You will find that they already have undertaken constructive planning on the methods in which they will employ BMB data.

BMB officials, who now face the selling problem of winning support for the next measurement, will find in this preliminary figures the areas in which they must concentrate. They will learn those areas in which they have strong support. They will be apprised of the major industry criticism of BMB, and thus be able to provide means of offsetting them.

We do not believe this study was premature, and we are delighted that broadcasters in the main, are finding a study of this importance. It means that they have not lost sight of their fundamental objective, to provide a sound and workable basic audience measurement plan. As long as this is kept in sight by those who support BMB financially, there will be a healthy, progressive Bureau.

And in final justification of our purpose in conducting a study of this type, Broadcasting has offered its pages as a forum in the matter of BMB since the protests of an important minority at the NAB National Convention that steamroller tactics denied them an opportunity to freely discuss the Bureau. This survey report is an integral contribution to that forum.

"There will always be Federal officials who believe that they could do a wonderful job of operating the radio networks. Nearly every adult has a little man inside him who considers himself a born expert on at least three or four things. The little man inside all of us is almost invariably certain that he can tell a newspaper better than the publishers; he believes that he knows more about acting than the actors and more about prize-fighting than the prizefighters; he is frequently quite persuaded that he understands entertainment better than the professional showmen. Federal officials are much the same as other people."


The Goodyear Approach

A DEPARTURE in program sponsorship that bears close observation has been undertaken on ABC by Goodyear. The only sponsor credit is at the beginning and the end of the half-hour presentation, and that is the bare statement: "Goodyear Presents."

Sunday evening time is being used for the program in the Biblical vein, titled The Greatest Story Ever Told. The response, according to the Kudner Agency, has been phenomenal after but two broadcasts. Many of those who wrote said they intended to buy Goodyear products.

There will be those who will clutch at this straw as an argument that all radio can function on a mere sponsor-mention basis. That would be as far from the fact as the reduction of all newspaper and magazine advertising to institutional copy. That would impart little information to the listener or reader and serve only to establish brand-name identity. Advertising would become innocuous and lifeless.

It must be recognized that the Goodyear program may appeal only to a segment of the audience. Moreover, there appears to be an almost total lack of terms important to the institutional approach: A national sponsor with a well-established brand name; an inspirational religious vehicle presented at a good hour on the Sabbath; created mood in which commercial or direct selling would be an intrusion.

There's certainly a lesson to be drawn from the Goodyear experiment. The results will be watched. But no stretch should they be regarded as looking toward setting of a new standard applicable to all radio on the basis of limited commercial credit.

Statistic: Medians established in the 104 reports of the "Continuing Study of Newspaper Readership" show radio programs and news to rate 52% readership among men, 51% among women. That's crowding the readership given such popular features as editorials, comics, financial and society news.

Radio's New No. 1 Spot

FOR AS many years as we can remember, Washington's press corps has given annual dinners to the President, his cabinet, and others selected from Federalofficialdom. The key events have been those of the White House Historical Association and the National Press Club. The custom has been for the major networks to contribute the talent for such events. The credit, of course, has gone to the organizations—not to radio.

Four years ago the Radio Correspondents Assn., made up of the then rather small group of news men and commentators who were associated with Washington, held its first annual dinner. It was as small gathering, paralleling the size of the radio news corps.

On Feb. 1, the Radio Correspondents Assn. held its fourth annual dinner. Attendance was nearly 450, including the President, most members of his cabinet, a substantial number of members of Congress, officials of the networks and of many nearby stations, and the radio news corps. The talent, contributed by the 3 networks, was not exactly small gathering, paralleling the size of the news corps.

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The consensus was that radio now enjoys the prestige of sponsoring the best of the annual dinners to the President. And radio is getting the credit for it. That's as it should be. For haven't the surveys shown that radio is the No. 1 news medium?

Our Respects To—

ERNEST AUSTIN WEIR

YEAR BEFORE any national radio network on this continent attempted Sunday afternoon symphonic broadcasts, the Toronto Symphony Orchestra was aired Sunday afternoons as a feature by the Canadian National Railway's network across Canada. The man who pioneered this radio service was Ernest Austin Weir, at that time director of radio for the Canadian National Railways, and since 1937 commercial manager of Canadian Broadcasting Corp.

Austin Weir is well-known among American network operators for all the sponsored network programs piped into Canada must have his okay. All Canadian commercial network business is reviewed by Austin Weir before it is accepted in Canada. The CBC controls all network broadcasting in Canada. Major problem of the CBC commercial manager is to find enough time to handle all the sponsored network programs which Canadian and American advertisers wish to place on the CBC's three networks, Trans-Canada, Dominion and French. The CBC, as a publicly-owned system, cannot sell all evening network time commercially, must also supply sustaining network programs.

When Austin Weir came into Canadian broadcasting in 1929 he had a wide variety of Canadian and European experience to bring to the new art. Appointed director of radio that year for the Canadian National Railways, with stations at Moncton, Ottawa, Montreal, Toronto, Winnipeg and Vancouver, he decided to join the stations in a network for Sunday afternoon symphonic concerts.

The railway also held phantom licenses for use on stations other than its own when it wanted to use such stations, and the Sunday afternoon network covered more than the six stations owned by the railway.

He also brought to the railway's network hour-long dramas, operas and plays in both French and English, and utilized it to bring many special events to all parts of Canada.

This early Canadian network, operated by the government-owned railway, played an important part in laying the foundations for a nationalized broadcasting system in Canada. Mr. Weir was an important witness before the Royal Commission on Radio Broadcasting, whose work helped in the recommendations for nationalization of Canadian broadcasting in 1929. When as a result of this Royal Commission the Canadian Radio Broadcasting Commission was formed in 1933 it took over as nucleus for the nationalized system the stations of the Canadian National Railways, and Austin Weir became a member of the CRBC's.

(Continued on page 50)
Concerto for Listeners

A love for good music makes her listen to WQXR. This love for good music also compels more than half a million New York families—a city within a city—to turn to WQXR for 62% of their radio listening time. They find WQXR a daily source of inspiration and relaxation. Over 40,000 pay $1 a year for WQXR's Monthly Program Guide.

These music-loving families are a valuable market. Their above-average incomes and discriminating tastes create a medium which delivers better sales today...consistent buyers tomorrow. For steady results—use WQXR..."New York's Most Beloved Radio Station"...famed for good music and the news bulletins of The New York Times.

WQXR
AND FM STATION WQXQ
Radio Stations of The New York Times

February 10, 1947 • Page 49
GET IN THE RACE

The race for business is on and we're ready to help you hold that front place. WSGN has a head start with the daytime audience. (8 am-6 pm.) In fact, we attract 23.8% of these potential listeners 61 miles away in Gadsden.* That's over 3 times the audience of any other Birmingham station. So, for coverage look to WSGN.

* 1946 Colson survey

Respects
(Continued from page 48)

executive. When a Parliamentary Radio Committee delved into the affairs of the CRBC in 1943 and 1936, he appeared before the committee.

In 1936 Canadian Broadcasting Corp., was formed to succeed the CRBC, but Mr. Weir did not join the new organization for he had parted with the CRBC prior to its demise to enter commercial radio, handling transcriptions from Toronto for a large number of Canadian stations. However, his experience with network broadcasting brought him to the CBC in 1937 when the demand for commercial network time grew to importance. He established the commercial department of the CBC, and has battled ever since with the CBC program department for more and more commercial time to meet the demands of Canadian and American advertisers. When all the time that could be used on the Trans-Canada network had been sold out, he lined up a second transcontinental network, the Dominion, and expects to see that blossoms out into a 16-hour daily network early in 1947. The French-language stations were also lined up into a French network, and the latest Parliamentary Committee has recommended a second French-language network, bringing more time for Mr. Weir's French commercial department to sell for the sustaining features.

Austin Weir does not look his years. A cheerful man, he manages to keep young despite his heavy responsibilities as supervisor of all commercial network broadcasting in Canada. Born on a farm at Randwick, Ontario, on July 25, 1886, he graduated from Meaford High School, and became a school teacher. Interested in farming he went to the Ontario Agricultural College at Guelph, and graduated in 1912, joining the Ontario Dept. of Agriculture.

Like so many other young eastern Canadians of that time he felt the future was in western Canada, and set out for Calgary, where he became advertising manager of the Farm and Ranch Review, later editor of the Nor' West Farmer and assistant editor of the Grain Growers Guide. Moving a little eastward to Winnipeg, he became chairman of the board of trustees of the Province of Manitoba Savings Office. In 1924 the Canadian National Railways offered him a post in London, England, to take charge of colonization advertising and press publicity, and while on this work he travelled extensively in Europe. While in England he came in contact with the British Broadcasting Corp. and when the Canadian National Railways asked him to take charge of their radio stations, he was not entirely a new-comer to broadcasting.

His early experiences in farming were largely responsible for his purchase of a 100-acre farm near Toronto in 1941, where he indulges in his hobby of raising pure-bred Jersey cows. He is married and has three children.

Blizzard - Hit City
Given Radio's Aid

Milwaukee Stations on Air 24
Hours a Day in Emergency

EMERGENCY 24-hour service by Milwaukee's four stations—WSIN, WEMP, WFOX, and WTMJ—provided a clearing house of information to city residents, snowbound in one of the worst blizzards of recent history. Through four critical days during which a record fall of 21 inches of snow closed schools and factories, and blocked all transportation save railroads into the city, the stations kept essential messages flowing over the air to stranded storm victims, cited highway conditions and helped to coordinate the activities of rescue crews.

WSIN broadcast urgent safety instructions from the police and fire departments and aired frequent news summaries and descriptions of missing persons.

WEMP, answering an emergency call from a prospective father, broadcast an appeal which brought an army snowplow to the aid of the couple and transported the expectant mother to a local hospital with only moments to spare.

WFOX took part in inaugurating a public snow-shoveling campaign, and received congratulations from Chief of Police Polycyn. WTMJ provided a "newspaper of the air" when it became impossible for papers to make their deliveries. The Milwaukee Journal's station broadcast the paper in its entirety in three installments during the day.

WGL's Antenna Toppled, Station Now Back on Air

WGLL, Mutual affiliate at Gaines- burg, Ill., resumed operation Mon- day morning, Feb. 3, after having been off the air since Wednesday evening, Jan. 29, as a result of the most severe winter storm in Gaines- burg's history. The storm toppled the station's seven-ton tower.

Mutual lines between Gainesburg and Peoria were disrupted and WGLL improvised live and trans- scribed shows pending resumption of the MBS service. With its staff working extra-long shifts to get the station back on the air, WGLL was able to resume after the FCC had granted permission to erect a temporary antenna (30-day emergency grant).

Jack F. McKinney, representative for Rockford division of Hallicrafters Chicago, has been appointed south- western representative for firm's entire line.

"Gee, Percy—did you stay home to hear the Breakfast Club on WDFD Flint, too?"
On Sunday, January twelfth, 1947, it was known that rescuers were on their way to the six survivors of a Navy plane that had crashed in the frozen Antarctic wastes. All through Sunday morning, the world waited for word that the dramatic meeting had occurred. Then at 1:15 P.M. (PST), KYA News Bureau broke a commercial program to flash this bulletin:

**KYA BULLETIN**

The KYA News Bureau just learned exclusively that the race to save six survivors of a Naval plane crash from the savage elements of the Antarctic was at least partially successful.

Mrs. Owen McCarty of Sonoma just told a KYA Radio Reporter that she had received a cablegram from her husband—one of the survivors—stating that he was safe and well aboard ship.

This indicated that the rescue party had reached the marooned flyers.

For further details, remain tuned to this station for the next edition of KYA time-clocked news at 2 o'clock.

**THEN THE WIRE SERVICES PICKED IT UP**

SAN FRANCISCO—First word of the rescue came earlier from a radio station (KYA) in San Francisco. A broadcast from the McCarty home in Sonoma, California, stated that the survivors had received word of the rescue from their wives, chief photographers stating they had received a cablegram from their husbands.

Mrs. McCarty of Sonoma was overjoyed. She had sent word to the rescue parties that her husband, a Navy chief engineer, was safe and well aboard ship.

Alert coverage by the KYA News Bureau 18 hours a day makes this sort of service an accepted occurrence for on-the-hour news listeners.

Consult Adam J. Young, Jr., Inc.
New York and Chicago for News availabilities.
JANE RICHTER, manager of new business department of Lit Bros., has resigned to open her own office at 200 Walnut St., Philadelphia, to specialize in radio, direct mail and copy for all printed media. At Lit Bros., Miss Richter was in charge of all radio programs, direct mail and credit promotion.

BUXTON P. LOWRY, former copywriter with Henry, Hurst & McDonald, Chicago, has joined the G. M. Baedford Co., New York, as account executive. Mr. Lowry served with the Navy during the war.

RAY SIMMS, formerly in promotion with WCAX Burlington, Vt., has joined Kenyon & Eckhardt, New York, as assistant to FRANK PALMER, chief timebuyer of the agency. Mr. Simms succeeds MARION F. PAYNE, resigned.

NANCY HUGES, former director of promotion at Bagley & Co., New York, and prior to that with N. A. Ayer & Son, has joined R. Gorges & Keyes, New York, as director of specialized and fashion advertising.

WILLIAM H. RANKING ADV., New York, has moved to larger quarters at 123 E. 39th St.

RAY AUSTRIAN, formerly with the Williams Adv., New York, has formed his own agency, Ray Austrian & Associates, at 18 E. 41st St., New York.

FREDERICK W. BOGER, formerly with Tigidy magazine and prior to that with stars and stripes as news editor, has joined the publicity department of Benton & Bowles, New York.

CLIFFORD L. FITZGERALD, vice president of Daimer-Fingerlend-Sample, Chicago, has been appointed vice chairman of the drive in charge of promotion, American Red Cross fund campaign, Chicago area. HARLOW ROBERTS, vice president of Gro-Runn, Joice & Morgan, Chicago, has been named vice chairman of the promotion committee.

HORTENSE MACDONALD, formerly in charge of public relations at Lennen & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

G. F. MACBETH, formerly with MacLaren Adv., Toronto, has joined E. W. Reynolds & Rice, Toronto, as account executive.

ARMAND GAZIURAN, former production manager of Broadway Department Store, Los Angeles, has joined Jere Bayard & Asso., that city, in similar capacity. JOYCE GLASER, formerly assistant advertising manager of Buck's Department Store, Wichita, has joined the agency as account executive.

CORNWALL JEFFJACK, vice president and manager of J. Walter Thompson Co. Hollywood office, has been elected president of Los Angeles Tennis Club.

AUSTIN PETERSON, vice president of Ted Bates Inc., Hollywood, in New York for 10 days confering with agency executives on summer replacement shows.

EMILE (Mike) J. HUBER, partner of Schrader, Huber & Green, Chicago, has been appointed to the faculty of Northwestern's U. S.ムンger Radio Institute. He will lecture on radio station advertising and promotion. Prior to entering the agency field, Mr. Huber was advertising and sales promotion manager of ABC.

ANNA RECORDS, former traffic coordinator of Glasser-Galley & Co., Los Angeles, has joined Bosell & Jacobs, that city, as production manager.

EDWARD R. LYMAN of Foote, Cone & Belding, New York, has been appointed chairman of the national program committee of the graphic arts division of the American Public Relations Assn., and MARION HARRER, Jr., of McCann-Erickson, New York, has been appointed manager of the research division and a member of the board of governors of the association.

LEO SOLOMAN, former writer on CBS "Durante-Moore Show," and EL HELFAND, former writer on Walter Thompson Co. Hollywood, have joined William Brin Inc., that city, as writers on NBC "College of Musical Knowledge.

C. W. WHITEHEAD, account executive of Fritsen Adv., Los Angeles, has resigned to open his own agency. He assumed the firm name of John F. Whitehead & Assoc., at 7904 Santa Monica Blvd. Telephone: Ritz Hill 361.

MARTIN R. KLITZEN, co-owner of Klitten & Thomas, Los Angeles agency, broke his leg Jan. 29.

JOHN KRAMSKY, account executive of Buchanan & Co., New York, is in Beverly Hills, Calif., to begin contact duties in agency's motion picture division.

AYER & GILLET, Charlotte, N. C., has dissociated from the ownership of American Assn. of Advertising Agencies.

OLIVER CAREY, former supervisor of music, advertising and production for the American Broadcasting Co. at Daggett & Ramadell, New York, has been appointed production manager of the company, NEVA BRADLEY, former vice president of Buck's department, as well as administration, and publicity of the firm, has been appointed sales promotion manager.

DOHERTY, CLIFFORD & RICHARD, New York, has organized a department which will operate exclusively in the field of medical professional advertising. The firm, with its own research, copy and art division, will be Bristol Labs, Syracuse, and the advertising division of Novalab, S. S. Dialepacs, Muni, Trushay, Minut-Rub and many other products for Bristol-Myers Co., New York, effective March 1.

HOWARD V. McKEE, formerly in the production department at Lawrence Hergott & Co., New York, has joined Charles Dallas Reach Co., New York, as assistant research director.

JUNE HOLLISTER, former advertising manager of Jack Thorne Inc., New York, has joined Lester Harrison Inc., New York, as account executive.

VERA MUNZER, former assistant treasurer of Anderson, Davis & Flattle, New York, has been appointed assistant secretary in charge of media of the agency. GRACE T. DOULING has succeeded Miss Munzner as assistant treasurer.

JOSEPH O'ROURKE, San Francisco, has formed John O'Rourke & Assoc. to succeed firm of Farrar & O' Rourke, New York. Telephone offices are at 255 California St.

RUDY & INGRAM, Oakland, Calif., has been elected to membership in the American Assn. of Advertising Agencies.

NANCY FINKSTEIN, formerly with XXL Portland, Ore., has joined the Pacific National Adv., same city, as copywriter.

CARVEL NELSON, formerly with the National Adv. and Advertising Adv., Portland, Ore., has opened his own office in the city.

ALLEN, CLENSAGHEN & SMITH, Portland, Ore., has moved to larger quarters at 1155 S. W. Yamhill. New appointments to staff include: PAULINE WOOLLEY, WILLIAM WEBER, RAY ELLISON and PEGGY GORDON.

PETER HURST, former San Francisco manager of MCK, John & Adams and more recently with Fielder, Boren- sen & Davis, transit advertising, has been appointed the president and director of the Harrington & Buckley, San Francisco.

New CCNY Course
SPECIAL WORK on "Copyright and Business Practices of the Publishing and Entertainment Industries," will be offered this winter by the Dept. of Business and Civic Administration of the City College of New York. The course will run during the 1946 spring term. Robert J. Burton, head of the BML legal department, will conduct course.

Politicos Agreed Radio Did Big Job
Campaign Cost Figures Indicate Heavy Role in Elections

COST of radio campaigning to the Democrats and Republicans gives only an incomplete picture of the part the airwaves played in the 1946 Congressional contests, spokesmen for both parties agreed. Although the GOP National Committee paid less than half as much —about $30,000, according to figures filed with the House Clerk—as the more than $65,000 spent on radio by the Democratic National Committee, much of the other campaigning was on "free" or public service programs.

No Local Figure
At the same time, figures carried on the books of the Clerk's office give no indication, nor is there any information available, of the outlay by state and local political groups which contributed heavily to the airing of party platforms preceding the elections of last Nov. 4.

GOP Director of Radio Edward T. Ingle, estimated that between $10,000 and $15,000 was spent by the National Committee on transmissions alone. These programs, he said were "tremendously effective" in reaching a wide audience, and stimulated reaction all over the country, as testified by a flood of telegrams, and letters.

A good part of the Democrats' radio budget—about $45,000—was used in the purchase of network time, according to an estimate of Democratic National Committee Treasurer George L. Killian.

CREI TV Course
NEW STREAMLINED home study course in television is being offered by Capitol Radio Engineering Institute, Washington. Consisting of 70 sections, course covers range from fundamental ideas and relative mathematics through optics, circuits, tubes, etc. to survey of color television.

Albers Milling Company
Bank of America
Bulova Watch Company
Cat's Paw Rubber Heels
Circus Peanuts
Colgate-Palmolive-Peet
Fisher Flouring Mills
Kool Cigarettes

Langendorf Bread
Milani Foods
Pacific Telephone & Telegraph
Rit Dye
Saturday Evening Post
Simonz Company
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50,000 WATTS • 710 KC • LOS ANGELES

G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.

REPRESENTED BY PAUL H. RAYMER COMPANY

* Pays Consistently
DICK GILBERT, for four years with WHN New York where he was featured on his own program, has been named program director of Sun Country Broadcast Co., which will be in charge of programs and program personnel for the two networks which Sun Country will operate and broadcast over KPBC and KPBC-FM Phoenix, KITC and KTBC-FM Tucson, and proposed new AM and FM outlets at Flagstaff, Ariz.

RUSSELL AMBRESTER, former director of the "Hour of Charm" program, has joined WINS New York as night supervisor and program producer, succeeding JOHN FOINDEXTER.

EDWARD M. EVANS, formerly with Pathé RKO News where he directed news films, has been appointed film supervisor at WCHS-TV New York succeeding HANS BURGER, who resigned to become script and production supervisor in the motion picture department at the UN.

JOHN DUNHAM, for five years staff announcer of WIBM Chicago, and MARK PERKINS, freelance actor and record m.c. of that city, have joined WOTD Toledo.

RAY SINCLAIR, graduate of NBC announcers school, has joined WNC Jacksonvile, N. C.

FREEMAN GOSDEN, who portrays Amos on NBC's "Amos 'n' Andy," is recovering from a kidney operation. Quest talent is filling in on his daily program, has sense.

GEOE STEPHENS, staff announcer at WLBW Lebanon, Pa., has resigned to join WPGA Bethlehem, Pa.

FRAN HART and MURIAL WILLIAMS, prominent in theatre and modelling, Feb. 3 took over newly created posts of editor and assistant editor, respectively, of "Women's Radio Journal," show daily 8:30-10 p.m. on W2B Boston and WBZ Springfield.

RUTH BARNARD, operations director of Don Lee Broadcasting System, Hollywood, resigns effective Feb. 11 to be married.

THOMAS J. JR., announcer and record m.c. at WHKY Lexington, N. C., has married Veigh Ward of Denver, N. C.

WAYNE RANDERS, program director of KTUC Tucson, Ariz., for five years, has resigned effective Feb. 10 to become general manager of KCNA Tucson, new local outlet. He is succeeded at KTUC by GERRY O'BRIEN, with that station for five years. Mr. O'Brien has been in Arizona radio for seven years and in the industry for 11 years.

CLARE GIBSON, women's commentator of WOR New York, has returned to the station after a two weeks' illness. During her absence members of the St. Joseph College radio class conducted her program. Class is directed by Station Manager RALPH B. KANNA, Boston.

RUPE WEBLING, production manager of WIBG Philadelphia, is to teach radio course at Columbia Institute, that city.

ECO GUO ROSE, prior to war produced radio programs for Omaha Junior League over KOIL Omaha, has been appointed director of "Amateur Playhouse" on KOAD Omaha. During the war Mrs. Rose did dramatic work over Emissario Nacional, Lisbon, Portugal.

JOSEPH DERBYSHIRE, producer of KTU Philadelphia, is in Bryn Mawr Hospital for a tonsillectomy.

TONY WHEELER, announcer of WPIL Philadelphia, has been released from the Bryn Mawr Hospital after a serious illness and is recuperating at home before returning to the station.

ED BLACK, member of the program department of KNAK Salt Lake City, has been named program director to succeed EDDIE DENKEMA, resigned.

REGIS BETTER, second record producer of the Pacific Northwest, is new addition to KNLA, assigned from a subsidiary of "Cen- tennial Express" all-night show.

DON NORMAN (Norm Dorf), former WRAP Asbury Park, N. J., has joined WIB Columbia, S. C.

MAX BARNES resigned his continuity head of KOMA Oklahoma City, is in Hollywood to promote his musical ideas show "Holiday."

EUGENE KILHAM, former freelance and previously with EBOY Sacramento, Calif., KOA Denver and WOR New York, has joined production staff of WBZ Boston and WBZ Springfield.

GEORGE M. CLARK, staff producer at KEKX St. Louis, has been named production manager.

MRS. P. C. MILLER, former continuity director of WIL St. Louis before joining KIRKSTON, general manager, has been assigned to handle script writing, and Mrs. MILLER has rejoined WRAP as copy chief.

JACK STEWART, production manager of ABC Hollywood, Feb. 11 leaves "Creative Television Writing" at Hollywood Academy of Radio Sciences meeting.

DAVID ROSSUTO, ABC Hollywood producer, is the father of a girl born Feb. 3.

HANK KANTER has been added to Hollywood staff of WHW as writer of "Hank and Andy."

HILTON CARTER, CBS announcer, and his wife, the former PATRICIA VOILS, former CBS script writer, the parents of a boy, John 34, born at Doctors Hospital, New York, Feb. 2.

H. A. ANDERSON, formerly of publicity department of Lockheed Aircraft Corp., has joined production staff of CBS "Free for All" in Hollywood.

ED HELWICK has resigned from J. Walter Thompson Co., Hollywood, to handle script for NBC "College of Musical Knowledge."

JAMES H. GARRETT, formerly of WORC Detroit, has joined the announcing staff of WJR Detroit.

CLYDE NEWBERRY, former announcer and public service manager for WBA Port Arthur, Tex., has joined WFAA Dallas as public service writer.

GENE LAVALLE, former freelance actor, has joined production staff of WJB Detroit. He will handle "Call of Cities" and "Round the World."

R. P. PURDY, president of Rutland Productions, Toronto, has been appointed executive-producer of radio shows. CBC Telecasting Canada network program.

ROBERT AMOROSO has been appointed production manager of CRBC Hamilton, Ont., moving up from program director.

BILL HARPEL, announcer of KGOF Hollywood, and Rima de Groot, motion picture dancer, will be married in Albuquerque Feb. 22.

DAVE NOWINSKY, writer of KFY Los Angeles, has been appointed an associate producer of Fundamentals of Radio Station Writing for the UCLA-WAG Radio Institute.

MARGARET HARRISON, field representative of Seventeen Magazine is in Hollywood arranging details of Feb. 17 broadcast of "It's Up to You" on MBS.

FRANK FOX and BILL Davenport, Hollywood comedy writers, have been signed to write CBS "Sweeney & March" program.

Susan Adams to Edit New General Mills 5-Day Show

SUSAN ADAMS will leave her post as food editor of Food & Family magazine soon to become editor-in-chief of Betty Crocker Magazine of the Air, new General Mills program, Edward G. Smith, radio director, of General Mills, has announced. The new program will be aired over a split network of ABC Mon.-Fri., 10:25-10:45 a.m. m., beginning March 24. It will originate in New York.

General Mills is planning to open a new office and test kitchen in New York for Mrs. Adams and her staff. Three associate editors will work with her in developing script material. They are Elin Boucher, formerly of Dancer-Fitzgerald- Sample, and Virginia Klose, radio writer and dramatist specializing in women's problems and family humor.

Show Production Inc., New York, a subsidiary of Dancer-Fitzgerald-Sample, will be in charge of Betty Crocker Magazine of the Air, which will be presented in the interest of the entire General Mills line of grocery products.

James C. Jones

JAMES C. JONES, part owner of WQCM Gulfport, died Jan. 24 in Memphis, following a heart attack. He was the father of Hugh O. Jones, WQCM general manager, and W. Eugene Jones, both also part owners in the station. In 1901 the late Mr. Jones founded the Jas. O. Jones advertising and publishing firm in New Orleans. He retired from active business 15 months ago. Surviving are his wife, a daughter, and two grandchildren besides his two sons.

NOW 5000 WATTS

BOOST YOUR SALES IN IDAHO

TWIN FALLS • IDAHO

WEED & CO., Representatives

BROADCASTING • Telecasting
Get the most out of Television with Du Mont Broadcasting Equipment

Du Mont has built more Television Stations than any other company

From the world's largest, clearest direct-view television receivers to the world's largest and most complete television broadcasting studios, Du Mont is "First with the Finest in Television."
The technical superiority and prestige-winning performance of Du Mont Television broadcasting equipment has been demonstrated in more installations than any other company can boast. And Du Mont's "unit construction" assures expansion as desired without obsolescence or replacement loss. Engineers are agreed that Du Mont broadcasting equipment is "tops" in flexibility and dependability, but not all engineers or prospective station owners know that it is surprisingly low in cost.
We want to tell you more. We want to show you Du Mont broadcasting equipment in use. No obligation. Write or telephone for literature, or appointment, today.

First with the Finest in TELEVISION
Jan. 31 Decisions...

BY THE COMMISSION

Freeport Bost. Co., Freeport, Ill. - Granted conditional FM Grant for a class B station, subject to further review and approval of engineering details. (Channel No. 221 was made available for this purpose by reallocating it from the Washington area and reallocating Channel No. 246 from Richmond to Washington.)

Petition Denied

Drovers Journal Publishing Co., Chicago - Adopted decision and order denying petition for reconsideration of Grant of a hearing against Commission's action of Sept. 19, 1948, granting conditional FM Grant for station to WJOB Hammond, Ind., and in reconsidering and setting aside action of Aug. 29, 1948, denying WJOB's petition for reconsideration of Commission's action of Aug. 1, 1949, granting conditionally a class A station in Hammond, Ind. This decision was based upon the two class B FM frequencies therefore being assigned to Hoopeston by the Commission's tentative allocation plan of 1947.

TV License Renewals

The following stations were granted renewal of licenses for periods ending Jan. 1, 1949: WKBX WCBN-AM, WNSR in WNYT and KGAN.

License Granted

Public Broadcasting Co., Inc. - Granted special temporary licenses to WFRF, WLBV, WHCM, WJCA and WJIL.

License Renewed

WPXK Cleveland - Granted renewal of license for period of 6 years.

Temporary Extensions

License for station WKTU, New York, was extended for a 6 month period.

Petition Denied


Assignment of CP

WKID-Dickinson - Denied content assignment of CP from Theodore Townsend, H. H. Thomas and George Georgia to Inter-City Bost. Co., to newly organized Inter-City Bost. Co., consisting of Robert Engels, H. H. Thomas, C. J. Tinkham and Theodore Townsend; Geo. I. Young is selling his share to Robert E. Engels and Chas. George Taylor for $250.00.

AM - 990 kcs

Citation: Grant CP for new station, 900, 250 W, day only conditions.

AM - 1100 kcs

Elia J. Godeisky, Hempstead, L. I., N. Y. - Grant CP for new station 1100, 250 W, daytime only.

KHBC Hilo, T. H. - Grant CP to change frequency from 1250 to 970 kcs, increase power from 200 to 1 kW.

Puritan Broadcast Service, Lynn, Mass. - Designated for hearing application for new station 1190, 250 W, daytime only.

Union-Carolina Bstg. Co., Union, S. C. - Designated for hearing application for new station, 1250, 250 W, unlimited time, and ordered that WAMK and WNSK be made parties to this proceeding.

Control Transfer

WZAR Norfolk, Va. - Granted consent to transfer control of WZAB, arising out of execution of a voting trust agreement, to WZAR.

License Granted

WGR Bklyn, N. Y. - Granted application for license for main and auxiliary WGR radio station, subject to conditions and assignment of license which was granted December 24, 1948, and becomes effective Dec. 2, 1949.

License Renewals

Grants renewal of licenses for following stations for periods ending Jan. 1, 1949: KOMO, KHOW, KBEF, KHDB, KHKD, WTMF, WOGL, WOPL, WVEG, WOTT, WUSB, WVTN.

Extensions Granted

WNBK Cleveland - Granted extension of commencement and completion date for period of 6 months for station WNBK.

License Granted

WZMT Des Moines - Granted temporary license for experimental television station WZMT located on a temporary basis for a period of 60 days.

License Renewed

WJRE Bost. Co., Inc. - Grant renewal of license for period of 6 months.

Petition Denied

Allen B. Da Mont Labs, Interstate Circuit, New England Theatre and United Device and Telec. Corp. - Petition for renewal of their application for association of additional FM frequencies to Boston area.

Assignment of CP

WKID-Dickinson - Denied content assignment of CP from Theodore Townsend, H. H. Thomas and George Georgia to Inter-City Bost. Co., to newly organized Inter-City Bost. Co., consisting of Robert Engels, H. H. Thomas, C. J. Tinkham and Theodore Townsend; Geo. I. Young is selling his share to Robert E. Engels and Chas. George Taylor for $250.00.

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American Red Cross

AND

The Permanent Charities Committee

OF

The Motion Picture Industry

"The character of the Red Cross and its responsibilities under International Treaty and its Congressional Charter are such that the national interests will best be served if the Red Cross maintains direct contact with the people for the membership and support necessary for its work at home and abroad."

FRANKLIN D. ROOSEVELT—1942

The Permanent Charities Committee of the Motion Picture Industry has announced its intention to offer to American Red Cross $350,000, part of a sum of money that committee raised in a joint fund raising campaign in the Motion Picture Industry despite the fact that the Permanent Charities Committee knew that American Red Cross could not participate in any joint fund raising campaign.

Statements that the American Red Cross is unwilling to accept $350,000 from the Permanent Charities Committee because that sum from the Motion Picture Industry which grossed $325,000,000 in 1945 represents only one-half of one percent of the Red Cross goal of sixty million dollars in 1947, are not true. The amount involved is not an issue.

The real issue is that nothing can be permitted to deprive American Red Cross of its right to fulfill its obligations for humanitarian service to the American people by methods it has demonstrated to be efficient or of its right to maintain an organization in which all the people can be members and participate directly.

American Red Cross will barter neither its right to invite anyone to be a member nor the right of any American citizen to become a member.

American Red Cross will not be party to any scheme that will lead to dictation by other groups with motives and interests that would undermine the Red Cross and all for which it stands.

The American Red Cross may not participate in joint fund raising whether that joint fund raising is conducted by the Permanent Charities Committee of the Motion Picture Industry or any other organization.

This long established policy of American Red Cross is not the policy of any one individual. It is a policy that has been considered and reconfirmed from time to time since 1936 by the Central Committee, the governing body of American Red Cross, and reaffirmed on every occasion. It is a policy that has been well known to all fund raising groups, including the Permanent Charities Committee.

The reason why American Red Cross may not participate in joint fund raising with others is as follows:

American Red Cross may not assign or delegate to others, in whole or in part, the obligations imposed upon it by international treaties, to which the U. S. Government is a signatory, and by its congressional charter. Neither can it share with others, directly or indirectly, its responsibility to carry out those obligations. When it participates in joint fund raising it permits others (at best, only slightly familiar with its obligations and activities) to determine from year to year how much money, if any, American Red Cross will receive and thus, in turn, permit those others to determine the breadth of its program and the extent to which American Red Cross may fulfill its obligations to the American people.

If American Red Cross participates in one joint fund raising activity, such as that conducted by the Permanent Charities Committee in the Motion Picture Industry, it must, of course, participate in all other joint fund raising activities. The Motion Picture Industry is only one of 446 major industries in this country. There are thousands of other groups and organizations. The result obviously would be that by participating in joint fund raising, American Red Cross would never know from year to year how much money it would have to carry out its obligations to the American people or plan an intelligent program, nor would it be able to have a membership organization open to all of the people of America.

The foregoing statements are not just opinions. They are statements of fact based on a disastrous experience which American Red Cross suffered after World War I, when some of its chapters submitted to exactly the same kind of pressure that is now being brought by the Permanent Charities Committee to participate in joint fund raising. At that time about 400 chapters engaged with other organizations in joint fund raising with the result that American Red Cross lost its identity in those chapters and was prevented from carrying out its program particularly in dealing with emergency situations. In 1936, therefore, the Central Committee of American Red Cross reasserted its policy and ever since that time has adhered strictly to the policy of non-participation by American Red Cross in joint fund raising.

From 1940 to 1945 the Permanent Charities Committee carried on separate drives in the Motion Picture Industry for the American Red Cross and others. The change to joint fund raising by the Permanent Charities Committee occurred as recently as 1945. It is clear, therefore, that there would be no violation of principle if a separate drive was conducted in the Motion Picture Industry for the American Red Cross in March, 1947, as was the case prior to 1945.

There is, however, a definite violation of the principle of fairness when a small group within the Motion Picture Industry deliberately attempts to mislead the Motion Picture Industry and the public into believing that American Red Cross will refuse to accept—when and if offered—$350,000 only because a mere matter of method is involved in the scheme. Fundamental principles are involved: principles without which there could be no American Red Cross.
VETERANS AID SERIES
SERIES of four 1-minute recordings titled "Have Our Veterans Really Come Home" will be distributed by the Department of Labor. Part 10 in the Veterans Employment Representatives in 48 states for placement on local stations. Purpose of programs is to urge state, city and community groups to coordinate efforts to make and keep veterans employed. The feature Peggy Faulkner, chief of the Veterans Employment Service, U.S. Employment Service, and Albert Walker, chief of the WOL-MBB Washington news bureau.

WTNB Bowling Twist
BOWLING program now aired Sunday afternoons by WTNB Birmingham, Ala., from local alley employs pinaction and award format. Sponsored by 7-Up Bottling Co. the program is titled "Seven-Up and Beren-Down," with their number name as leader's win. If they knock seven pins down or have seven strikes, the program can be worth a dollar to the jackpot. If they do not succeed in this amount, the contestants are drawn from a hat. Rollers must get their goals in order to win.

New on WWDJ
WEEKLY series titled "Ballute the State" will be aired Feb. 9 on WWDJ Washington in late Sunday afternoon period. Officers of state and local bureaus in the Capital are featured along with the identification fattoes of each particular state. Another new WWDJ pro- gram, scheduled for early morning Saturday period, will present pupils of the third grade from various District of Columbia schools. Programs of general interest are to be held at each school to select five youngest seven or eight-year-old who will appear on program. Fifty of these schoolmates, selected by parents will compose studio audience "rooting section."

Two Video Diners
NATIONAL REPUBLICAN CLUB's 61st Lincoln Day Dinner, with former Minnesota Governor Harold A. Stassen as principal speaker, will be televised Feb. 12 by WNBX New York, starting at 9:30 p.m., from the banquet room at the Waldorf-Astoria, New York. From the same spot the previous evening the NBC video station will televise the Thomas Alva Edison Centennial Dinner, in honor of the 100th anniversary of the birth of the great inventor.

Significant Dates
SERIES featuring significant dates in American and world history to be aired Feb. 8 and WVL Cincinnati. Titled "These Seven Days," each show includes three-minute discussion on universal military training by Col. Edward Barbour, professor of military science at the U. of Cincinnati, Frank Byers of the university's English department is narrator of the 15-minute program.

Convers Conventions
TO KEEP all talk growers in southern British Columbia informed on happenings in the world, a convention of British Columbia Fruit Growers Asso. at Kelowna, CKOV that city made complete wire recordings of all important talks, edited and recorded the news, and aired dubs throughout a week on CKOV and affiliated CKOK Penticton.

Vocational Feature
VOCATIONAL series of history of people who have been fitted for their jobs by scientific research methods is basis of new series on KSFO San Francisco. Titled "Adventures ofAnthony Jobs and Careers," show is heard Sun. 3:30-4 p.m. from the studios of the flagship station. Jerry, and Saturday show, "A Saturday Night Date With Jerry." Each Saturday, a listener who sends in best limerick plaining in 100 words or less why a particular song is her favorite, becomes Jerry's date for the week and receives large bouquet of roses.

MUSICAL Date
NEW MUSICAL featuring popular belies and opera music can be heard by listeners to WTOP Washington. transistorized every Thursday night from 8:30-9:15 p.m., from the recording studio of the show. Stories about "The Musical Date" show are featured on "The New Day," 6:30-8 p.m. Fri., 7-7:15 p.m. Sat. and 9-9:15 p.m. Sun. with Kay, a singer on the show, called "Jerry," and Saturday show, "A Saturday Night Date With Jerry." Each Saturday, a listener who sends in best limerick plaining in 100 words or less why a particular song is her favorite, becomes Jerry's date for the week and receives large bouquet of roses.

Week-day shows feature winners of WTOP's "Top Talent" program of previous week.

Adult Education Series
AS PART of two year project in adult education in radio, WKBK operates a three-year experimental broadcasting Council, Boston, has begun new series on WTOP Boston to apply to radio the "general education" scheme as set forth in "Harvard Report on General Education and a Free Society." Titled "We Human Beings," the program is heard every Sun. 8:30 p.m. and presents three faculty members of the staff of the Harvard School of Education who discuss the who, what and why on issues followed on adult education plan of integrated studies.

Safety Feature
AS PART of WMB's 12th safety program, WABK Akron, Ohio, with cooperation of the BROADCASTING Council, Boston, plans to present the accelerated 

Seedoor to Orr
CHAUNCEY C. SEEDORF, former treasurer of Lennex & Mitchell, New York, has joined Robert W. Orr & Assoc., New York, in the same capacity.

School Used
WESTINGHOUSE school service feature, "Adventures in Research," aired over KDKA Pittsburgh each Saturday evening, now is being used transcribed by more than 10 stations in the U.S. and Alaska and is being used by high and colleges. KDKA announced last week. SEEK NEGRO TALENT
TALENT hunt for best Negro amateur musician and athlete will be conducted by WBBM Chicago in conjunction with the Chicago Defender, Negro newspaper, starting Feb. 17. A 13-week contract goes to winner in each classification. Station will name Negro, "Democracy in U. S. A."

Two Are Honored
WMPM and WIBC in Indianapolis last week were presented awards by Veterans of Foreign Wars for outstanding service. At WMPM, ceremony was broadcast by WMPM.

Format Change
FORMAT of "College of Musical Knowledge" has been changed, with audience participation eliminated and questions instead being posed by Kay Eyster, m.c., by name guest.
New Transcription Portable Meets Specific Requirements of Agency and Radio Ad Men

U. S. Recording Co. presents an overnight bag full of quick tricks—one of the finest, truest, compact-est portable transcription playbacks ever built.

It’s ready to spin into action at the pop of the top. Just lift the lid, plug it in, put on the record and play. No time lost fooling around with a separate speaker—no worry about AC-DC—no bother checking the polarity of DC current. You don’t need an engineering staff along to get set up for action—or a moving van to carry your equipment. This is 21 pounds of dynamic selling force, custom-made in USRECO’s electronic shops to meet the specific needs of agency and radio advertising salesmen.

Air-Mail or Wire Your Order Today—for Immediate Delivery

U.S. RECORDING COMPANY
1121 Vermont Avenue
Washington 5, D. C.

February 10, 1947  •  Page 59
Oskelia Chafingdish

Because her late husband knew how to turn a soft dollar, Effie is so rich she doesn’t even bother to stick her finger in the return slot after she uses a pay phone!

Anyway, Effie just bought a new frequency modulation receiver. Now she sees music at its most magnificent best via her favorite Twin City station ... WTCN. The tallest building in Minneapolis or St. Paul is the Foshay Tower. And who is going to use the Foshay Tower for FM and telecasting? Who else but

The DOUBLE-DUTY STATION

ABC ... plus High-listener locals!
FREE and PETERS

National Representatives

Page 60 • February 10, 1947

NO. 8 OF A SERIES

FCC Actions
(Continued from page 58)

Decisions Cont.:  
AM—1600 kc
Marion Radio Corp., Marion, Ind.—Granted petition for leave to amend its station to operate on 1303 kc, 1 kw, day only, so as to include 1600 kc, reconsider and grant same. Consolidation ordered that said application as amended be granted, for new station to operate on 1300 kc, 1 kw, daytime only.

AM—110 kc
KTBS Shreveport, La.—Granted petition that the application for CP to change present facilities of KTBS to 2100 kc, 5 kw night, 10 kw day, unlimited, DA be designated for consolidated hearing with applications of TXB Co., Tex., and Hugh J. Powell (KOGF), Coffeyville, Kan.

AM—460 kc
Texas Star Broadcasting, and KONO San Antonio—Designated for consolidated hearing application of Texas Star Broadcasting Co. for new station to operate on 800 kc, 1 kw, 5 kw-LS, unlimited time, DA-N with application of KONO to change frequency from 1400 to 800 kc, increase power from 250 w to 1 kw, 5 kw-LS, and install DA for night use.

Jan. 31 Applications ...

ACCEPTED FOR FILING

Educational Station
WPTL Providence, R. I.—Modification of call for new authorized non-commercial educational station, to make changes in antenna system.

Remote Pickup
Leonard A. Veshuls, owner of Grand Rapids, Mich.—CP for new remote pickup station to be operated on 156.75 mc, power 500 w and emission AM FM.

AM—1450 kc
WQIU Iron Mountain, Mich.—License to cover CP which authorized new station and authority to determine operating power by direct measurement of antenna power.

WFMJ Youngstown, Ohio—Modification of CP which authorized change in frequency, increase in power, installation of transmitter and DA-N to change frequency and night use and change in transmitter location and method of determination of antenna and change type of transmitter.

W. A. Smith, Plain City, Fla.—CP for new standard station, 840 kc, 250 w, daytime.

AM—970 kc
WFLA Tampa, Fla.—Modification of CP which authorized changes in directional antenna for nighttime, make changes in directional antenna.

Enid Best, Co., Enid, Okla.—CP for new standard station, 1450 kc, 250 w, unlimited time, AM FM, change in antenna and change transmitter location.

AM—100 kc
KECK Odessa, Tex.—Desire to change CP as modified, which authorized new station and 500 w, unlimited time, AM FM, change antenna and change transmitter location.

Remote Pickup
Alamo Best, Co. area of San Antonio, Tex.—CP for new remote pickup station to be operated on 30.82, 33.74, 33.82, 27.98 mc, power of 10 w and emission A3.

Remote Pickup
Alamo Best, Co., area of San Antonio, Tex.—CP for new remote pickup station to be operated on 162.0, 1250, 2700 kc, power of 50 w and emission A3.

FM—Unassigned
Alfred W. Best, Inc., Allentown, Pa.—CP for new (class B) FM station on frequencies to be assigned by FCC in the range of 84 kc to 94 kc.

AM—1360 kc
Radio Studios, DeKalb, Ill.—CP for new standard station, 1500 kc, 250 w, daytime.

AM—1610 kc
KDAL Duluth, Minn.—CP to increase power of 1 kw day and night to 5 kw day and night, install new transmitter and make changes in DA for nighttime,—AMENDED, to make changes in DA and ground system.

AM—1400 kc
KARV Mesa, Ariz.—License to cover CP which authorized installation of new transmitter and new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1460 kc
KIEM Eureka, Calif.—License to cover CP which authorized installation of new transmitter.

Completion Date
WEXA Los Angeles—Modification of CP which authorized installation of new visual and audio transmitters and changes in antenna system, for extension of completion date.

AM—890 kc
Pittsburgh Bistg., Pa.—CP for new standard station, 890 kc, 1 kw, DA for night, unlimited.—AMENDED; re changes in DA pattern and change transmitter location, same date.

Completion Date
KCVN Stockton, Calif.—License to cover CP which authorized new non-commercial educational broadcast station, for extension of completion date.

AM—1040 kc
KFJD Nampa, Idaho.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1240 kc
KRUM Eureka, Calif.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

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

AM—1290 kc
KGEK Sterling, Colo.—Modification of license to change hours of operation from specified hours to daytime.

WLBB Carrollton, Ga.—License to cover CP which authorized a new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1700 kc
WCFI Madiso, Ky.—License to cover CP as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM—1970 kc
KXLX Butte, Mont.—Authority to determine operating power by direct measurement of antenna power.

AM—1970 kc
WDUK Durham, N. C.—CP to change frequency from 1310 to 1270 kc, change hours of operation from daytime to unlimited time, AM FM, for new transmitter.

KDKA Pittsburgh—CP to make changes in transmitting equipment.

AM—1420 kc
WPWR Ponce, P. R.—CP to install new vertical antenna and transmitter and to change transmitter location.

WEAM Arlington, Va.—Modification of CP which authorized new standard station, to make changes in vertical antenna, change type of transmitter and change transmitter location.

Application Returned
Paul B. Lingenfelter, Clinton, Okla.—CP new standard station, 1460 kc, w and unlimited hours of operation.

Application returned Jan. 27, 1947, incomplete.

License Renewals
WXEL Waukegan, III.—License renewal for consolidated television station of U. of Ill.
WXSTT St. Louis, Mo.—License renewal of experimental facsimile station of Courier-Journal and Louisville Times.

Applications Tendered for Filing:

AM—1190 kc
The Martin-Religous Bistg., Co., San Juan, P. R.—CP for new standard station, 1190 kc, 10 kw and unlimited time.

AM—1800 kc
WJUR Bangor, Me.—Voluntary assignment of license to Bangor Bistg., Stock Co.

WQLB Charleston, W. Va.—CP for new standard station, 1400 kc, 1 kw and daytime only.

AM—1480 kc
WDAR Savannah, Ga.—Voluntary assignment of license to WDAR, Inc.

AM—1450 kc
KVOO Lufkin, Texas.—CP to change frequency from 1340 to 1480 kc, increase power from 50 w to 1 kw day and 1 kw night, install new transmitter. (Contingent on grant of CP for new station to change frequency from 1340 kc to 1480 kc). AM—800 kc
North Alabama Bistg. Co., Decatur, Ala.—CP for new standard station, 800 kc, 1 kw and daytime only.

AM—940 kc
North Alabama Bistg. Co., Huntsville, Ala.—CP for new standard station, 940 kc, 250 w and daytime only.

Cocone Best, Co., Flagstaff, Ariz.—CP for new standard station, 600 kc, 1 kw and unlimited time.

Feb. 3 Decisions

BY THE COMMISSION

AM—1550 kc
Frank H. Fisher, W. W., Detroit, La.—Announced adoption of proposed decision for new station, 1550 kc, 1 kw day, 500 w night, and other conditions. At same time application of James A. Fournier for same frequency was granted. By order, 250 w, unlimited, is proposed to be denied.

License Extension
WOKO Atlanta, Ga.—Granted 30 day extension of temporary license pending decision on applications and oppositions which have been filed in relation to this station.

Letter Answered
Roy Hofehn, President, Frequency Modification Association, Washington, D. C.—The Commission, Jan. 28, advised that, because of many administrative problems involved, it is unable at this time to comply with the Association’s request of Jan. 23 for denial from existing standard station, for so-called "broadcast" station and substitution of the words "amplitude modulation" or AM.

BY COMMISSION WALKER

McKinney, Austin, Texas.—Granted petition for leave to amend its application so as to specify proposed frequency of 1520 kc, limited time only. Instead of 1500 kc, 250 w, daytime; amendment was accepted and removed from hearing docket.

Garrett Best, Co., Gainesville, Texas.—The Commission on its own motion removed from the hearing docket...
application of Gainesville Best Co., Ga.
Anderson Best Co., Anderson, S. C.-
Granted petition for leave to amend its application so as to specify 850 kc instead of 800 kc; amendment was accepted and application from hearing docket.

WLBG-Lauren-Clinton, S. C.-Commission on its own motion removed from hearing docket application of WLBG Inc.

Northeast Okla. Best Co., Miami, Okla.-Granted petition for leave to amend its application so as to specify 850 kc of 800 kc; amendment was accepted and application from hearing docket.

Midwest Best Co., Mount Vernon, Ill.-Granted petition insofar as it requests leave to amend its application so as to specify 1300 kc and instead of 900 kc; Commission on its own motion moved said application as amended from hearing docket, and dismissed exceptions to Commission's decision Dec. 23, 1946, in this matter. Insofar as petition requests grant without further hearing, it is dismissed.

The Tower Realty Co., Baltimore, Md.-Granted petition to amend its application for FM station so as to add station showing that applicant will duplicate programs to be broadcast by its proposed AM station approximately 15 hours each day and that between two and three hours each day will be devoted to programs carried exclusively on the FM station.

Lyle Van Valkenburg, St. Petersburgh, Fla.-Granted petition for leave to amend his application for AM station so as to specify 1450 kc instead of 1500 kc; amendment was accepted and application from hearing docket.

Calif. Best Co., Santa Monica, Calif.-Granted petition for leave to amend its application so as to specify 50 kw as 15% stockholder, etc. Commission on its own motion removed said application as amended from hearing docket.

Central Minn. Radio Corp., Lansing, Mich.-Denied petition requesting the Commission to reopen record with respect to issues raised in consolidated hearing upon its application for license for standard station, and exceptions to Commission's decision Jan. 31, 1945, in this matter. Applicant requests grant without further hearing, it is dismissed.

Ashland Best Co., Ashland, Ky.-Commission on its own motion continued hearing, presently scheduled for Feb. 7, in re application.

San Fernando Valley Best Co., San Fernando, Calif.-Denied petition requesting that issues in proceeding upon this application and application of KGO be enlarged. Exceptions noted by counsel for petitioner.

San Francisco Best Co., San Francisco, Calif.-Denied petition requesting leave to intervene in hearing upon application of KDAO for change of type of license.

Radio Broadcasters, Burbank, Calif.-Denied petition for leave to file application and accepted written appearance in re application.

Merris Luskin, Burbank, Calif.-Granted petition to dismiss without prejudice application.

Burbank Broadcasters, Burbank, Calif.-Granted petition for leave to amend its application so as to specify 910 kc, 5 kw, and unlimited, as to show non-competition with any AM station.

Central Minn. Radio Corp., Lansing, Mich.-Denied petition requesting the Commission to reopen record with respect to issues raised in consolidated hearing upon its application for license for standard station, and exceptions to Commission's decision Dec. 23, 1946, in this matter. Applicant requests grant without further hearing, it is dismissed.

Lyle Van Valkenburg, St. Petersburgh, Fla.-Granted petition for leave to amend his application for AM station so as to specify 1450 kc instead of 1500 kc; amendment was accepted and application from hearing docket.

Calif. Best Co., Santa Monica, Calif.-Granted petition for leave to amend its application so as to specify 50 kw as 15% stockholder, etc. Commission on its own motion removed said application as amended from hearing docket.

Central Minn. Radio Corp., Lansing, Mich.-Denied petition requesting the Commission to reopen record with respect to issues raised in consolidated hearing upon its application for license for standard station, and exceptions to Commission's decision Jan. 31, 1945, in this matter. Applicant requests grant without further hearing, it is dismissed.

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San Francisco Best Co., San Francisco, Calif.-Denied petition requesting leave to intervene in hearing upon application of KDAO for change of type of license.

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Central Minn. Radio Corp., Lansing, Mich.-Denied petition requesting the Commission to reopen record with respect to issues raised in consolidated hearing upon its application for license for standard station, and exceptions to Commission's decision Dec. 23, 1946, in this matter. Applicant requests grant without further hearing, it is dismissed.

Lyle Van Valkenburg, St. Petersburgh, Fla.-Granted petition for leave to amend his application for AM station so as to specify 1450 kc instead of 1500 kc; amendment was accepted and application from hearing docket.

Calif. Best Co., Santa Monica, Calif.-Granted petition for leave to amend its application so as to specify 50 kw as 15% stockholder, etc. Commission on its own motion removed said application as amended from hearing docket.
Applications Cont.

AM-1440 kc

AM-1240 kc

AM-900 kc
Abbeville Best, Service, Abbeville, La. —CP for new standard station, 900 kc, 1 kw, daytime.

AM-1450 kc
Joseph P. Joyce Co., Yermo, Calif. —CP for new standard station, 1450 kc, 250 w, unlimited.

AM-940 kc
Channute Best Co., Channute, Kan. —CP for new standard station, 940 kc, 250 w, daytime.

AM-1490 kc

AM-1290 kc
KRDW Dinuba, Calif. —Modification of CP to change frequency from 1130 to 1290 kc and hours of operation from daytime to unlimited. (Contingent on grant of KFOR application for change in frequency.)

AM-1080 kc
KWJJ Portland, Ore. —CP to increase power from 1 to 10 kw, install new transmitter, tower and auxiliary use and change transmitter location.

AM-960 kc
Eastland County Best Co., Eastland, Tex. —CP for new standard station, 960 kc, 250 w, unlimited.

Feb. 4 Decisions

BY THE SECRETARY
WGNI Wilmington, N. C. —Granted license to cover CP which authorized new station, 1340 kc, 250 w, unlimited, and for change of studio location.

WBCC Bethesda, Md. —Granted modification of CP to change type of transmitter and to specify studio location.

WFTL Ft. Lauderdale, Fla. —Granted license to cover CP which authorized new station on 1250 kc, 250 w, unlimited time; conditions.

WSFR Springfield, Mass. —Granted modification of CP for extension of time; conditions.

KTJS Santa Barbara, Calif. —Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time; conditions.

KBQW Butte, Mont. —Granted modification of CP to make changes in vertical antenna.

WATD Quincy, Ill. —Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time; conditions.

WHER La Crescenta, Calif. —Granted license to cover CP which authorized new station on 1340 kc, 250 w, unlimited time; conditions.

WLOA Bradfords, Pa. —Granted modification of CP for approval of antenna and transmitter location.

WDRK New York, N. Y. —Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WWON Woosocket, R. I. —Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

KSON San Diego —Granted modification of CP for approval of new station, for approval of transmitter location and for approval of antenna, and change type of transmitter.

WING Dayton, Ohio. —Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

WPGN Atlantic City, N. J. —Granted CP to install auxiliary transmitter at present site of main transmitter to be operated on 1400 kc, 250 w, unlimited time; conditions.

KCLZ Portland, Ore. —Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, and to specify studio location as No. 1 College St., Greenville.

KLOK San Jose, Calif. —Granted license to cover CP which authorized new station on 1170 kc, 3 kw, day.

KXOL Ft. Worth, Tex. —Granted modification of CP which authorized new standard station, for approval of transmitter and to specify studio location.

WOL Washington, D. C. —Granted CP to move old main transmitter to present location of main transmitter, to be used as an auxiliary with power of 1 kw, DA day and night.

WXIS Salt Lake City —Granted license to cover CP which authorized new experimental television station.

WXXL Quincy, Ill. —Granted license to cover CP which authorized new development station, on an experimental basis only.

WTMJ-FM Milwaukee —Granted modification of CP which authorized change in FM station, to change type of transmitter; change commencement and completion dates to 60 days from date of grant and 180 days thereafter, respectively.

Federal Telecommunication Labs, New York —Granted CP for new development station.

American Colonial Best Co., Portable-Mobile, sales of San Juan, P. R. —Granted CP for new remote pickup station.

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

KGO Berkeley, Calif. —Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

KWBK Milwaukee, W. Va. —Granted CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WEEK Union City, Tenn. —Granted license to cover CP which authorized new station to operate on 1240 kc, 250 w, unlimited time; and change studio location; conditions.

WHUM Reading, Pa. —Granted license to cover CP which authorized new station on 1240 kc, 250 w, unlimited time; conditions.

WNDB Worcester, Mass. —Granted license to cover CP which authorized new station on 1200 kc, 250 w, unlimited time; conditions.

WJSF Springfield, Ill. —Granted license to cover CP which authorized installation of new vertical antenna and transmitter.

KUGN Eugene, Ore. —Granted CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

WRZJ Clinton, N. C. —Granted modification of CP which authorized new station, for approval of antenna, and to specify studio location.

WNOM Mobile, Ala. —Granted CP to make changes in antenna and mount FM antennas on top of AM antennas and change transmitter location.

KCLU San Diego, Calif. —Granted modification of CP for changes in antenna and change transmitter location.

KXJZ Russellville, Ark. —Granted modification of CP which authorized new station, for approval of antenna, change type of transmitter, for approval of transmitter location and to specify studio location.

KPOO Tucson, Ariz. —Granted modification of CP which authorized new station, to change type of transmitter.

KGHS Harlingen, Tex. —Granted modification of CP for extension of time; conditions.

WKBC No. Wilkesboro, N. C. —Granted modification of CP which authorized new station for approval of antenna, change type of transmitter, for approval of studio and transmitter location and to specify studio location.

KSHG Crowley, La. —Granted modification of CP which authorized new station, for approval of antenna and transmitter location and change studio location.

WWNS Statesboro, Ga. —Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

WQWN Vidalia, Ga. —Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

KCLA Pine Bluff, Ark. —Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

BROADCASTING • Telecasting
REPEATED FALSE ALARMS from one particular call box in Syracuse, N. Y., had been investigated by the fire department, but to no avail, until Dick Page, news reporter at WSHH Syracuse, took over the search. Mr. Page checked the time of each false alarm and the official winds at that time. They agreed perfectly. On the air he called the facts to the attention of city officials. An official investigation revealed that broken overhead wires to the call box swayed in high winds, caused short circuits—and false alarms.

new station on 1400 kc. 250 w., unlimited time; conditions.

KBRC Mt. Vernon, Wash.—Granted license to cover CP which authorized new station on 1430 kc, 500 w., daytime.

WSKP Superliner, Ws.—Granted license to cover CP which authorized changes in DA system and increase in power to 5 kw.

WSHH Superliner, Ws.—Granted license to cover CP which authorized new station on 1460 kc, 250 w., unlimited time; conditions.

WWNS Statesboro, Ga.—Granted modification of CP to change type of transmitter, conditions.

WDJMJ Marquette, Mich.—Granted license to cover with licensed installation of new transmitter.

WICU Upland, Ala.—Granted license to cover CP for new station to operate on 1340 kc, 250 w., unlimited time; conditions.

KSLQ Ogden, Utah—Granted modification of CP which authorized new station for changes in transmitting equipment, for approval of antenna with FM antenna mounted on top and approval of transmitter and studio locations.

WWER area Macon, Ga.—Granted modification of remote pickup license to change corporate name to Board of Regents of University System of Ga., for and on behalf of Ga. School of Technology.

KCPR San Francisco—Granted modification of CP which authorized new commercial television station, for extension of commencement and completion dates to 5-18-47 and 11-18-47, respectively.

Col. Becht, System, area of New York—Granted license for an experimental television broadcast station.

WIPD Mobile, area of Philadelphia—Granted license to cover CP which authorized new remote pickup broadcast station. Frequency assignment subject to change in accordance with proceedings in Docket 6651.

KFAS Portable, area of Fairbanks, Alaska—Granted license to cover CP which authorized new remote pickup broadcast station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Evergreen Becht., Corp., Mobile, area of Seattle—Same.

Appalachian Becht., Corp., Portable, area of Bristol, Va.—Granted two CPs for new remote pickup stations; frequency assignment subject to change in accordance with proceedings in Docket 6651.

KFAB Becht., Co., Portable-Mobile, area of Omaha and Lincoln, Neb.—Granted license for new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

WAGE Portable-Mobile, area of Syracuse, N. Y.—Same.

James E. Halsey, Portable-Mobile, area of Hutchinson, Kan.—Same.

WWRT Baltimore—Granted modifications of CP which authorized commercial television station, for extension of commencement and completion dates to 5-1-47 and 7-1-47, respectively.

KWBW West Memphis, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 2-1-47.

Feb. 5 Applications...

Home News Publishing Co., New Brunswick, N. J.—CP for new standard station, 1510 kc, 1 kw. daytime—AMENDED: to change frequency from 1510 to 1160 kc; power from 1 kw. daytime to 250 w. daytime; make changes in antenna and ground system, change type of transmitter and transmitter location.

Hammer Becht., Co., Mahopac, N. Y.—CP for new standard station, 1450 kc, 100 kw, unlimited time.

AM—880 kc

Alabama Becht., Co., Tuscaloosa, Ala.—CP for new standard station, 660 kc, 1 kw. daytime.

AM—940 kc

North Alabama Becht., Co., Guntersville, Ala.—CP for new standard station, on 940 kc, 250 w, unlimited time.

AM—1330 kc

Alachua County Becht., Gainesville, Fla.—CP for new standard station, 1230 kc, 250 w, unlimited time.

AM—680 kc

Radio Atlantic, Atlantic, Ga.—CP for new standard station, 660 kc, 1 kw. daytime.

AM—1400 kc

Northeast Georgia Becht., Co., Talbotton, Ga.—CP for new standard station, 1400 kc, 250 w, unlimited time.

AM—960 kc

Louie L. Morris, Hartwell, Ga.—CP for new standard station, 980 kc, 1 kw, daytime.

AM—940 kc

WBBB Burlington, N. C.—CP for change frequency from 920 to 940 kc, change hours of operation from daytime to unlimited time using 1 kw. day and night and install DA for night use; AMENDED; to increase power from 1 kw. day and 1 kw. night to 5 kw. daytime only; change in vertical antenna and ground system and change type transmitter.

AM—950 kc

WSPA Spartanburg, S. C.—Voluntary transfer of control of licensee corporation from A. B. Taylor to Walter J. Brown, (360 shares of capital stock—36.6%).

AM—1050 kc

WTVN Johnson City, Tenn.—Modification of CP which authorized new standard station for approval of antenna, to change type of transmitter for approval of transmitter location.

AM—1540 kc

KGBH Galveston, Tex.—CP for change hours of operation from daytime to unlimited time, increase power from 1 kw. daytime to 5 kw. daytime and 250 w. night and install DA for night use.

AM—1400 kc

KGBH Galveston, Tex.—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—1240 kc

Harry Willard Linder, St. Cloud, Minn.—CP for new standard station, 1240 kc, 250 w, unlimited time.

AM—1400 kc

Silkstone Community Becht., Co., Silkstone, Tex.—CP for new standard station, 1400 kc, 250 w, unlimited time.

AM—900 kc

George Bass Anderson, Columbus, Neb.—CP for new standard station, 900 kc, 1 kw, daytime.

AM—1450 kc

K8DJ Deadwood, S. D.—Modification of CP which authorized new standard station for approval of antenna, for approval of transmitter location to specify studio location and to change name of applicant to John Daniels. Eli Daniels and Harry Daniels d/b/a Daniels and Sons Becht. System to John Daniels, Eli Daniels and Harry Daniels d/b/a Heart of The Black Hills Station.

FM—Unassigned

Cannon & Galister, Los Angeles—CP for new (metropolitan) FM station to be operated on frequency to be assigned. AMENDED: to change type of transmitter, ERP from 90 kw to 30 kw and make changes in antenna system.

FM—96.5 mc

Earle C. Anthony, Los Angeles—CP for new FM station on 105.0 kc. AMENDED: to change frequency from 45.7 to 95.0 kc; change type of transmitter, change type of antenna and base transmitter location.

(Continued on page 84)
FCC Actions (Continued from page 65)

Applications Cont.: 317 kw to 288,675 w and make changes in antenna system.

AM-1370 kc KEEN San Jose, Calif.—Modification of CP, which authorized new standard station, for approval of antenna, to change type of transmitter to change transmission and to change studio location.

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

AM-1490 kc WTNB Birmingham, Ala.—CP to make changes in transmitting equipment.

AM-870 kc WGWD Gadsden, Ala.—Modification of CP, which authorized new standard station for approval of antenna, to change type of transmitter and for approval of antenna and transmitter locations.

AM-1240 kc KWSO Mt. Shasta, Calif.—Modification of CP, as modified, which authorized new standard station and antenna, to determine operating power, and for direct measurement of antenna power.

AM-1870 kc WFRI Freeport, Ill.—Modification of CP, which authorized new standard station, for approval of antenna, to make changes in transmitting equipment, and for approval of transmitter location.

AM-1690 kc KWSL Lake Charles, La.—Modification of CP, as modified, which authorized new standard station, to change type of transmitter and to change transmitter and studio locations.

AM-1250 kc WJOR Bangor, Me.—Voluntary assignment of CP to Bangor Bestg. Corp., Service.

AM-1498 kc WHAV Haverhill, Mass.—Modification of CP, as modified, which authorized new standard station, to change type of transmitter.

AM-1350 kc WLOA Braddock, Pa.—Modification of CP, as modified, which authorized new standard station, to change hours of operation from daytime to unlimited time, increase power from 1 kw day and 5 kw night, to 1 kw day and 5 kw night, install new transmitter and DA for night use.

AM-1450 kc WILK Wilkes-Barre, Pa.—Voluntary assignment of CP to Wyoming Valley Bestg. Co.

AM-1220 kc WEPL Providence, R. I.—Modification of CP which authorized new station to increase power from 250 w to 1 kw, install new transmitter, make changes in vertical antenna and change transmitter location.

AM-710 kc WTPR Paris, Tenn.—Modification of CP, which authorized new standard station, for approval of antenna and transmitter location.

AM-550 kc KNTA San Antonio, Tex.—Modification of CP, which authorized increase in power and installation of DA for night use, for approval of DA system, to install new transmitter and change transmitter location.

AM-1548 kc Patroon Bestg. Co., Albany, N. Y.—CP for new standard station, 1548 kc, 10 kw, DA and unlimited—AMENDED: to install DA and make changes in ground system.

AM-1370 kc WMDD Syracuse, N. Y.—Modification of CP, which authorized a new FM station, to change type of transmitter ERP to 34 kw, antenna height above average terrain to 1070 feet, make changes in antenna system and change commencement and completion dates.

AM-810 kc Green Bay Newspaper Co., Green Bay, Wis.—CP for new standard station, 1600 kc, 250 w, unlimited—AMENDED: to change frequency from 1600 kc, power from 250 w to 1 kw day and night, to unlimited hours of operation from unlimited to daytime and change type of transmitter.

Application Dismissed:

AM-1318 kc Real & Hauser Bestg. Co., Fontana, Calif.—CP for new standard station, 1310 kc, 250 w and unlimited—DISMISSED Feb. 3 by request of applicant.

License Renewal:

WMTL Dublin, Ga.—License Renewal.

Alvin E. O’Kenski, Merrill, Wis.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM-1510 kc Samuel L. Stephenson, Sr., Brigham City, Utah—CP for new standard station, 1015 kc, 250 w, unlimited.

AM-1430 kc Eastland County Bestg. Co., Eastland, Tex.—CP for new standard station, 1430 kc, 500 w, daytime.

DeKalb Bestg. Co., Decatur, Ga.—CP for new standard station, 1050 kc, 1 kw, daytime.


AM-1480 kc Modern Bestg. Co. of Baton Rouge, Baton Rouge, La.—CP for new standard station, 830 kc, 1 kw, daytime.

AM-1350 kc The Montana Network, Billings, Mont.—CP for change frequency from 1190 to 1450 kc, hours of operation from daytime to unlimited time using 250 w power.

AM-970 kc WWSW Pittsburgh—Modification of CP for approval of DA for day and night use and change transmitter location.

AM-1400 kc William Klise, Clearville, Tenn.—Voluntary assignment of license to Albert T. Campbell and John Perry Sheftall d/b as Campbell & Sheftall.

AM-770 kc KXX Seattle, Wash.—Modification of CP to increase power from 1 kw to 5 kw, change hours of operation (daytime unlimited to unlimited), install new transmitter, DA for day and night use and change transmitter location.

AM-1250 kc WCNJ Central Islip, N. Y.—CP to change frequency from 1210 to 1250 kc, hours of operation from daytime to unlimited time using 500 w and 1 kw day and night use and install new transmitter.


AM-850 kc Ramon Agudo, Bayamon, P. R.—CP for new standard station, 1560 kc, 250 w, unlimited.

AM-830 kc Richland Bestg. Corp, Richland Center, Wis.—CP for new standard station, 850 kc, 250 w, daytime.

AM-670 kc Randall County Bestg. Co., Canyon, Tex.—CP for new standard station, 870 kc, 250 w, daytime.

AM-1400 kc Alexandria & Central Broadcasting, Alexandria, Minn.—CP for new standard station, 1490 kc, 250 w, unlimited.

Frank E. Dyme, St. Petersburg, Fla.—CP for new standard station, 1350 kc, 1 kw, unlimited. DA for night use.

Hobart G. Stephenson, Jr., St. Louis, Mo.—CP for new standard station, 1230 kc, 250 w, unlimited. DA for nighttime operation on grant WIL application to change frequency.

AM-1360 kc Steel City Bestg. Co., Gary, Ind.—CP for new standard station, 1360 kc, 1 kw, daytime.

AM-1240 kc Max H. Lavine, St. Cloud, Minn.—CP for new standard station, 1540 kc, 250 w, unlimited.

AM-1400 kc Angelus Bestg. Co., Temple City, Calif.—CP for a new standard broadcast station to be operated on 590 kc, 1 kw, daytime.


AM-1490 kc Paul B. Lingenfelter, Clinton, Okla.—CP for new standard station, 1490 kc, 250 w, unlimited.

AM-1290 kc Benton County Bestg., Kennawick, Wash.—CP for new standard station, 1290 kc, 250 w, unlimited.

AM-1400 kc Pioneer Broadcasting, Pleasantville, N. J.—CP for new standard station, 1400 kc, 250 w, unlimited.


AM-1000 kc WCFL Chicago—Modification of CP to make changes in DA.

AM-650 kc WJWS Alumnus—Modification of CP to increase power from 250 w to 1 kw, daytime and install new transmitter.

(Continued on page 68)
New Business

NATIONAL BISCUIT Co., San Francisco (Nabisco), Feb. 15 starts for 13 weeks variety show on 23 RHC western stations, Mon.-Wed.-Fri. 7-7:15 a.m. (PST). Agency: Rendell, Constantine & Garner, San Francisco.

LOMA LINDA FOOD Co., Los Angeles, Feb. 3 for 5 weeks started "Melody House" on 8 CBS Pacific stations, Mon.-Wed.-Fri. 4-4:30 p.m. (PDT). Agency: Elkwood J. Robinson Adv., Los Angeles.

FAMILY FAIR Co., Winnipeg (mail order house) started "Family Fair Man" on 10 CBC Dominion prairie region stations, Mon.-Wed.-Fri. 2:30-3:30 p.m. Agency: Spitzer & Mills, Toronto.

Renewal Accounts

GULF OIL Corp., Pittsburgh, Feb. 9 renewed for 52 weeks "We the People" on CBS. Sun. 10:30-11 a.m. Agency: Young & Rubicam, N. Y.


PILLSBURY MILLS, Minneapolis, has renewed for 52 weeks "Grand Central Station" on CBS, Sat. 11-12 a.m. Agency: McCann-Erickson, Minneapolis.

Network Change

AMERICAN OIL Co., Baltimore, March 8 switches "Weed Whack" to NBC from Thurs. 7-8 p.m. to Sat. 10-10:30 p.m. Agency: Joseph Katz Co., Baltimore.
When time is money
NOTHING
is as cheap as AIR EXPRESS

Nothing saves time like Air Express. Planes carrying your Air Express shipments are now bigger and faster than ever—and there are more planes in service, too. The results? Speeds up to five miles a minute now make overnight coast-to-coast shipments routine for Air Express, and frequency of service, both domestic and international, has been greatly increased.

The cost of this super-fast service, so essential to today's business needs, is surprisingly low. Air service to and from points abroad is just as speedy and inexpensive, too.

Specify Air Express—it's Good Business

- Low rates. - Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U. S. towns and cities.
- Air-rail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.
- Just phone your local Air Express Division, Railway Express Agency, for fast shipping action... Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17, N. Y. Or ask for them at any Airline or Railway Express Office. Air Express Division, Railway Express Agency, representing the Airlines of the U. S.

WALTER M. KIDWELL, radio engineer for 15 years and during the war supervisor of radio-radar division of Goodyear Aircraft Corp., has been named chief engineer for Sun Country Broadcasting Co., and will be in charge of all engineering operations for KFBC and KFBC-FM Phoenix, KRSC and KTRC-FM Tucson and other Sun Country Network stations.

J. A. QUINNET, assistant chief engineer of CBC, Montreal, Feb. 4 spoke at Toronto on AM and FM transmission to a joint session of the Institute of Radio Engineers, Engineering Institute of Canada, and American Institute of Electrical Engineers.

MICHAEL OHRILLIC, formerly of WSBA York, Pa., has joined WRQ, Syracuse, N. Y., as transmitter operator.

ROY B. GANTZ, formerly of CKYS Kingston, Ont., has joined CJOE Kirkland Lake, Ont., as assistant technician.

DR. V. K. ZWICKENK, director of electronic research, RCA Labs., Princeton, N. J., Jan. 30 told a joint meeting of the American Meteorological Society and the Institute of Aeronautical Sciences at the Hotel Astor, New York, that control of hurricanes, prevention of killing frosts and precipitation of rain in dry areas are possibilities of an electronic weather forecaster now in its early stage of development. He also stated the new electronic device holds promise of accurate weather predictions over the entire globe.

STRUTHERS-DUNN, Philadelphia, has announced a new reversing, separate-circuit type 564A, adaptable to numerous operations, incorporating the addition to be subtraction of loads as in switching in or out individual units from a bank of capacitors. Type 564A is a two-coil relay which has separate coils which shift forward while second steps shaft in reverse direction.

JAMES TAPP, operations manager of KGEO Long Beach, Calif., and RAYMOND B. TORIAN, former transmitter engineer of that station, have bought out Hollywood office of Commercial Radio Equipment Co., and formed a new general broadcast consulting service under the name of T & T Radio Measurements Co. Office continues at 1577 Wabash Avenue, Chicago 17.

RCA Plans Video Dealer Meetings in Los Angeles

TO PREPARE dealers of Los Angeles area for sale of television receivers, RCA is sponsoring two-day briefing meetings in that city, Feb. 26-27. Jack Marden, advertising manager, RCA instrument division, and Dan Halpin, RCA sales manager, television division, are scheduled to speak.

As a means of promoting television, T-Day will be sponsored by Los Angeles Electric Club, March 10. In conjunction with luncheon that day, KTSA Los Angeles will telescast special program in observance of event.

Ad Club Banquet

ANNUAL banquet of the Advertising Club of Baltimore will be held Feb. 15 with Kenny Delmar, NRO Fred Allen Show star and heard on his own program, to presented trophy award as radio discovery of the year. Attendance of 800 will include Congressmen, Supreme Court members and other Government, state and local officials.

Cross-Roads-of-the-World, that city. In addition to general broadcast consulting, firm will maintain a 24-hour-a-day frequency measuring service.

MAMMOTH control panel currently being assembled by Western Electric for projected Don L. Mutual Hollywood studios was shown to press recently. Measuring 14 feet long and standing 10 feet high, main panel represents a part of $2,500,000 installation earmarked for the studio. Supplementary panels are 15 feet long and 10 feet high. Panels have been underway for more than a year and are expected to be completed within 60 days. Panels represent over-all investment of $300,000.

JIM WATSON, control operator at WLS Columbia, B. C., has resigned to enter accounting field.

CURTIS MABON, chief engineer of EFI Los Angeles and a director of Television Broadcasters Assn., has been elected to chairmanship of Los Angeles section of the Institute of Radio Engineers.

DR. WINTON F. PATNODE, chemist on staff of General Electric Research Lab at Schenectady, has been placed in charge of Hanford Branch of the Laboratory at Richland, Wash. He succeeds DR. W. D. COOLIDGE who has retired to Schenectady.

BBC Engineers at Toronto and Montreal have developed "stereophonic reproduction," also known as "aural perspective" in the U. S., with demonstration given Jan. 28 at Toronto to technicians. Symphony orchestra was picked up on two microphones placed 20 feet apart and fed to two separate high-frequency circuits which led to two speakers in a CBS concert hall. Frequency response of channels used was from 400 cycles. Maximum volume range at symphony hall was maintained at concert hall.

RCA has introduced a 16 mm film projector, type TP-35A, specially designed for television use. Unit is built to convert 24-frames-per-second standard motion projection film to 35-frame speed required by television; insures synchronization by using common power source for video synchronizing generator and motor driving the projector shutter, and includes sound system features to improve video results.

The SCHOOL of
RADIO TECHNIQUE

NEW YORK * CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B.
Approved for G.I. Training

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CHICAGO 4, I.LL.: 725 S. Wabash Ave.
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OAKER OATS Co., Chicago (Puffed Wheat and Rice Sparkles), through a new contest March 2-21 on "Terry and the Pirates," Mon. through Fri, 3-8:15 p.m. on ABC. Writer of the best 25 words or less composing "My family likes wheat or rice shots from guns because," will be awarded a five-room pre-assembled house and $1,000 towards a lot. Second prize of contest $500 cash, and next three hundred prizes $45 in cash. $8,000 in cash may be awarded in lieu of the pre-assembled house at the discretion of Quaker Oats due to varia- tions in zoning laws. Two top boxes from Puffed Wheat or Rice Sparkles must be included with each entry.

Letter to Dealers

WBB New Haven, Conn., has sent out promotion letter to radio dealers for further FM broadcasting in that area. Letter outlines plans to make public "FM conscious" by using every available means, including lectures, advertisement, movies, etc. Radio salesmen are encouraged to familiarize themselves with selling features of FM by obtaining literature which is available from manufacturers of FM sets. WBB is scheduled to go on the air the first or second week of March. Licensee is Colony Broadcasting Corp.

Dinner for Representatives

DINNER tendered by Pacific Northwest Broadcasters for 50 brokers and factory representatives in that area explained the merchandising plans of the regional group composing the "XL station." Purpose was to show stations cooperated with sponsors to help boost products advertised on the air. Such "extra" as programs to stimu- late tourist travel and interest in area's industrial possibilities also were pointed out.

Miss America Pageant

DON RICH, former publicity manager of WJZ New York, has been appointed director of New York City and state contests associated with Miss America Pageant. Mr. Rich has established offices at 18 W. 58th St., New York, and has been granted the exclusive franchise formerly held by WJZ New York for these contests. Working with radio stations and newspapers throughout the country, he will supervise the con- tests for the selection of "Miss Brook- lyn," "Miss New York City" and "Miss New York State."

PROMOTION PERSONNEL

MEL KAMPE, former promotional writer for St. Louis Globe-Democrat and pre- viously with WIL St. Louis, has re- joined WIL as publicity director and assistant to program director.

GORTON T. H. WILBUR, director of promotion, publicity, special events and news at WKRC Jacksonvile, N. C., Jan. 18 married Mary T. Barron of Water- burry, Conn.

OWN ANDERSON, trade news director of CBS Hollywood press information. In Cedars of Lebanon Hospital for 10 days streptomycin treatment for a leg injury suffered last fall.

FM Antenna Campaign

CAMPAIGN to promote general use of external antennas on FM sets is being conducted by William R. Hutchins, manager of WFMF New Bedford, Mass.

"The FM Question Box," daily ques- tion-and-answer column in The New Bedford Standard-Times, explains de- sirable characteristics of antennas for obtaining FM reception. Instruction sheets for making a folded-dipole anten- na are offered to readers and listeners and copies of these instructions have been sent to some 250 radio deal- ers in WFMF's coverage area.

CKEY Thermometers

CKEY Toronto is placing brightly col- ored thermometers at strategic loca- tions throughout the city. Finished in yellow, blue and red, the thermometer- s contain pamphlets promoting daily display of CKEY on the frequency above and below instrument. CKEY also has sponsored contests for teen- agers and parents, called "580," which invites parents to bring their CKEY's teen-age after school "Club 580" pro- gram.

Farm 55 Brochure

FOUR-PAGE two-color brochure pre- pared by WJZ New York, for WKRC Cincinnati has been dis- tributed by the WKRC-FM campus farm known as Farm 55 and its asso- ciation with "580," which includes descriptions and illustrations activities of Ben Werk, sta- tion's farm director. Folder explains that these products are advertised to be used on the farm with sponsor sup- plying product in sufficient quantity.

WJZ Boosts FM

PROGRAMS of promotion for FM, in- cluding showing of General Electric Co. film "Story of FM," have been pre- sented to date by WJZ New York, before the Herrin Lions Club, Herrin Rotary Club, West Frankfort Lions Club, Ziegler Rotary Club, Herrin High School Radio Club and at WJZ studios for meeting of 65 radio dealers from 11 cities in that area.

Festival Resumed

AFTER HANGING of 5 years the annual Moncton (N. B.) Musical Festival will be resumed this year under sponsorship of CKCW that city. Set for May 19-21 at local high school auditorium, festi- val has been sponsored annually by CKCW as a community service. Syllabus for the event was distributed last week by the station.

Success Story

PROGRAM that sold pets in large num- bers forms the basis of a promotion being initiated by the NAB under direction of Hugh M. P. Higgins, as- sistant director of broadcast advertis- ing. It appears under the title "Wanna Buy a Dog?" and tells about a cam- paign on WFMF Indianapolis. The program featured pet stories, with weekly contest for best story.

Feature Story

WSTP Salisbury, N. C., "Doppler Club" program is subject of a feature story in the Feb. 3 issue of the Salisbury Sun- day Post titled "Hawkers, Fox, and the Top Value—Music." Behind the scenes story of the station's Jim Turner. Jimmy Morris and Pat Beard are re- lated. Experience of Kurt Webster of WBT Charlotte also is mentioned.

Promotion Preview

SKIPPY PEANUT BUTTER Co. and its agency, Garland & Guild, San Fran- cisco, hold a special promotion of promotion department is being conducted by the annual "Skippy Hollywood Theatre" for repre- sentatives of the 35 stations carrying the program. Preview was held in the Palace Theatre, San Francisco.

WJLS House Organ

MONTHLY newspaper of interest to listeners new is published by WJLS Beckley, W. Va., for distribution in its area. Name, "Boostrap" with 1 SS and CBS talent and programs; the pa- per is titled "The 580 News." Station program folder is inserted in center sec- tion.

Business Campaign

CKWX Vancouver, B. C., has set aside the last week of February for a "Courte- ous in Business" campaign, with tie- ups with civic organizations, Better Business Bureau, and retailers. Cam- paign is part of station's war against bad manners in business.

WBTM Script Contest

SCRIPT contest for students of area high schools and colleges is being con- ducted by WBTM Danville, Va., with prizes of $10 for first script and $50 for second. Deadline is March 31.

AN AMATEUR radio drama club for NBC employees in the program and per- sonnel department has been organized at the New York headquarters of the network.

"Only MOTION PICTURES give you Control-
—Showmanship Control vital on TELEVISION programs"

Only Film can guarantee: perfect lighting—absolute focus—flawless dialogue.

Only Film can make possible: repeat performances of uniform quality—identical selling messages—selective market- ing.

Only Film eliminates: costly rehearsals — telephone line charges—time zone differentials.

Now available for sponsorship... exclusive [Telerec] Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

In Television...
Film removes the question mark!

Page 68 • February 10, 1947
FCC Actions

(Continued from page 64)

Applications Contd.

AM-1240 kc

KRIG Odessa, Tex.—Modification of license to change from DA day and night to employing DA night and non-DX during daytime.

AM-1240 kc

Farmington Best Co., Farmington, N. M.—CP for new standard station, 1500 kc, 250 w., unlimited.

AM-1240 kc

Auburn Best Co., Auburn, Ala.—CP for new standard station, 1290 kc, 250 w., unlimited.

AM-1530 kc

Chillicothe Best Co., Chillicothe, Mo.—CP for new standard station, 1530 kc, 250 w., daytime.

AM-1160 kc

Terry County Best Co., Brownfield, Tex.—CP for new standard station, 1500 kc, 250 w., daytime.

AM-1550 kc

Harvey Radio Laboratories, Cambridge, Mass.—CP for new standard station, 1510 kc, 250 w., unlimited.

AM-1240 kc

The Uncommunique Best Co., Montrose, Colo.—CP for new standard station, 1250 kc, 250 w., unlimited.

AM-1200 kc

Crest W. Roberts, Farmington, N. M.—CP for new standard station, 1900 kc, 1 kw, daytime.

AM-906 kc

Tri-Borough Best Co., Apollo, Pa.—CP for new standard station, 880 kc, 250 w., daytime.

AM-1240 kc

WWBZ Vineland, N. J.—CP to change hours of operation from unlimited to unlimited and operate with unlimited.

Feb. 6 Decisions ... BY THE COMMISSION

AM-1450 kc

Gonzalez Brothers, Inc., Gonzales, Tex.—Proposed grant for new station, 1450 kc, 250 w., unlimited. AM-1200 kc

Crest W. Roberts, Farmington, N. M.—Proposed grant for new station, 1900 kc, unlimited. AM-906 kc

Charleroi Power 

AM-1240 kc

Mount Vernon Broadcasting and Television Co., Mount Vernon, Ind.—Adopted order making final projection of new station, 960 kc, 1 kw, daytime. Application for Limited Power, Radio Station, WRC, which was proposed to be denied was amended to request operation on 900 kc, which is a new frequency and not in conflict.

Hearing Ordered

Adopted order to show cause at hearing to be held March 10 why licensees of following stations should not be modified as follows: WTVI Trenton, N. J., to operate on 1390 kc, 250 w., daytime; WCAM Camden, 1340 kc, 250 w., unlimited; WCLA-AM Los Angeles, 1280 kc, unlimited; WYEL Philadelphia, 880 kc, unlimited; WYSL Philadelphia, 880 kc, unlimited. It was further ordered that application of Valley Best Corp., new station at Allen town, Pa., 790 kc, 1 kw, unlimited time, be considered radio as above applications for further hearing with hearing ordered hereinafter.

Hearing Ordered

WLRU Erie, Pa.—Granted petition requesting Commission to issue order to show cause why license of Presque Isle Best Co., authorizing operation of WERC on 1230 kc, 250 w., fulltime, should not be modified and to consolidate hearing on said order to show cause with hearing on application of WREU. Ordered that opportunity be afforded WERC to show cause at hearing before Commission to be held March 17 why its license should not be modified so as to specify use of frequency 1450 kc in lieu of 1230 kc, and that WREU be made party to the proceeding; further ordered that this hearing be consolidated with hearing on application of WREU heretofore held on Jan. 3-7, 1946.

Change Class FM

Stillwater Publishing Co., Stillwater, Okla.—Changed to class B the class A conditional grant authorized Dec. 5. This necessitated substituting channel 222 for the channel previously assigned as a non-commercial FM station under tentative allocation plan, to make latter available to Stillwater.

FM-94.3 mc

WBC Washington, D. C.—Granted modification of CP for class B station, as follows: 94.3 mc (No. 235), 25 kw; 250 feet, and subject to condition that permittee shall satisfy legitimate complaints of blanketing.

Petition Dismissed

Monterey Peninsula Best Co., Monterey, Calif.—Dismissed as moot petition requesting immediate consideration and grant of its application for an FM station.

Leave to Amend

Regional Best Co., Chilicothe, Ohio.—Granted petition for leave to amend its application for an FM station as follows: 950 mc, 1,020 kw, and to consolidate hearing on said application to read: "950 mc, 1,020 kw, 250 w., unlimited.

Extension of Time

Allen D. Bu Mont Labs and Paramount Pictures—Granted 60-day extension of time to complete public notice and deadline for prehearing decision in Docket 7006 (color television hearing) for requesting hearing with respect to Commission's Jan. 16 amendments of Du Mont application for commercial television stations in Cincinnati and Cleveland, and applications of Interstate Circuit; New England Theatres and United Detroit Theatres Corp. for stations at Dallas, Boston and Detroit, respectively, while retaining said applications in pending files.

In the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put Money on the

WINR

BINGHAMTON, N. Y.

HEADLY-REED, National Representatives

.Broadcasting • Telecasting

PROS AND CONS of question, "Radio Commercials Should Be Abolished," were discussed by debaters from Ohio Northern University, Ada, Ohio, over WLOK Lima, Ohio, on Jan. 31 in an 8 p.m. broadcast presented in cooperation with colleges and high schools in station's listening area. Participants shown with WLOK's program director, Ed Fullack (standing), were (1 to r): Thomas Richardson, Harold Rodocker, Bob Robinson, Charles Daley, Adrienne Picossi and William Shryock. Ralph Elvin, WLOK's managing director, asked the collegians to pull no punches, and he reports that the no-decision debate aroused unusual interest among listeners.

Joske's

(Continued from page 15)

1,353 commercials to upsurge fashion departments; 1,050 commercials to men's and boys' depart- ments; 903 commercials to base- ment store: 865 to cosmetic lines and 865 to furniture.

Preparation Important

According to the report, preparation of radio copy is as important as choice of merchandise to be advertised. Effectiveness of the job done is increased by operation of a radio department in the store. Hints for copy writers are presented, with Joske's techniques cited. The study recommends that schools, stations and retailers train more radio writers, and proposes that stores hold regular copy reading discussions.

Appoved copy should be sent to the sales promotion director and to buyers, the report recommends. As an aid for institutional copy, it is proposed that stores maintain reference files of key store facts for use in preparing programs and announcements. Radio copy should take advantage of the medium's power of suggestion in meeting objectives of institutional and sales promotion. Various methods of approach in copy writing are discussed in the report. Examples of effective selling by use of the "shop today" approach are cited.

Another tip is that radio copy which proves especially effective be kept for future use, with follow up checking suggested along with filing methods.

A chapter devoted to spot announcements shows how Joske's used this form of rendition successfully. The beamed technique is recommended, with most announcements limited to 50 words or less.

Basic Joske's rule for commercial copy is this: Obtain whatever results are desired with the minimum amount of copy necessary, and in keeping with good taste.

The report concludes with an appendix that includes a large number of retailer radio programs and formulas along with examples of Joske's commercials.
Five Class B FM Outlets Granted

Conditional FCC Grants
For 5 Class A and 2 Class B

CONSTRUCTION PERMITS were authorized by the FCC last Thurs-
day for 10 Class B FM stations, including five grants in lieu of
previously assigned facilities. The Commission further announced
authorization of conditional FM grants for three Class A stations
and two Class B outlets. The conditional grants are subject to furth-
er review and approval of engineering details.

Conditional Class B grants went to John D. Ewing (last name
Elmer), of Elmer, New Jersey, for KTHS, Hot Springs, Ark.;
KWKH, Shreveport, La.; John M. Rivers, licensee of KJSW, Ox
oma Broadcasting Co., Wichita Falls, Tex., also AM applicant,
and to Northwest Broadcasting Co., Fargo, N.D.

The class A grants went to The Cerritos Broadcasting Co., Long
Beach, Calif., and Chesapeake Broadcasting Co., Bradbury
Heights, Md.

New Orleans Outlet

The New Orleans grant was in the name of Deep South Broad-
casting Corp., of which J. D. Ewing is president and 80% owner.
He controls licensees of KTHS and KWKH and with members of
his family owns the Times Publishing Co., Shreveport, and the News-
Star Publishing Co., Monroe, La. Times Publishing holds 100%
stock of KWKH stock. Clarke Salmon, secretary-treasurer and
20% owner of Deep South, operates Bauerlein Adv., New Orleans.
Radio Broadcasting Inc., licensee of KTHS, is the class B FM

Kroger

(Continued from page 18)

ston Dustin, WSM Nashville;
Charles C. Salyer, Don Kynaston,
WMDB Pocahontas; Joseph Baudino,
George Toms, KDKA Pittsburgh;
Wendell B. Campbell, KMOM St.
Louis; Martin L. Leich, WBOB
Terre Haute; Clark A. Luther,
KFMI Wichita, Kan.

William J. Sanning, advertising manager, The Kroger Co., an-
nounced that sales of the com-
pany's coffee, which Lydia's First
Love advertises, hit an all-time
high during the past year. Roger
Forster, announcer on the pro-
gram, acted as master of ceremo-
nies at the birthday party, during
which a portion of the program's first episode was played.

Representing the Ralph H. Jones
Co. at the dinner, in addition to
its president, were: Harry E. War-
ren, William A. Powers, John Saun-
ders, James J. Booth, Mary Bor-
ey, James J. Nelson, Roy Madison, Kathryn M.

Kroger

Hardig

WCHS

Charleston, W. Va.

5

ick

FM

are with Lewis Adv., Washington,
while Mr. Altman is president and
general manager of the Washington,
Marlboro and Annapolis Motor
Lines.

The following were authorized
construction permits for new FM outlets:

25); 1,000 kw, 200 feet.

Golden Empire Bostg., Co., Chico, Calif. (KHSL)—Class B;
channel: 86.7 mc (No. 260); 25 kw, 285 feet.

Independent Bostg., Co., Des Moines (AM applicant)—Class B;
channel: 109.9 mc (No. 265); 70 kw, 500 feet.

Lee Radio Inc., Mason City, Iowa (KQLO)—Class B; channel: 89.3 mc (No.
257); 140 kw, 1060 feet.

Unity Bostg. Corp., Mo., St. Louis—Class B; channel: 94.9 mc (No. 235); 40
kw, 500 feet.

Mobile Daily Newspapers Inc., Mobile, Ala. (No. 250); 103.8 mc (No.
251); 21 kw; 283 feet.

WOSH (WCAK)—Class B; channel: 92.5 mc (No. 233); 12
kw, 610 feet.

Arkansas Broadcasting Co., Omaha, Neb. (KBON)—Class B; channel: 93.7 mc
(No. 234); 100 kw, 500 feet.

Oakwood Bostg. Co., Oakwood, Wis. (WCLT)—channel: 110.9 mc (No. 274);
3.5 kw, 225 feet.

Metcalf Broadcasting Co., Racine, Wis. (WJRN)—Class B; channel: 101.3 mc
(No. 267); 15 kw, 285 feet.

* In lieu of previous details.

At the same time Stillwater Publis-
ning Co., owner of AM outlet KSPI
Stillwater, Okla., and holder of
conditional class A FM grant
authorized last Dec. 5, was given a
class B FM grant in lieu of its
previous FM facility. This neces-
sitated substituting channel 222
for the 288 channel previously as-
signed Enid, Okla., under the ten-

tative allocation plan, making it
available for Stillwell.

In announcing KSPI (WRC) was
granted modification of its FM CP
for a class B station to provide for
following facilities: 94.5 mc (chan-
nel 233), 20 kw, antenna 300 feet,
and operation after a permit that

Draft Contract

AFRA and executives of WMCA,
WNEW and WINS New York last
week were drafting the language of
a contract which is expected to be
signed by all parties early this
week [Broadcasting, Feb. 3].

Lubcke Honored

HARRY R. LUBCKE, director of

Telecasting

television for Don Lee Broadcasting
System, Hollywood, operator of
WXAO, will be given a War Dept.
citation for outstanding assistance
in the research and development
of electronic equipment during
World War II” at the Los
Angeles Advertising Club meeting
commanding general of 15th Air
Force at March Field, Calif., will
make the presentation.
Collective Bargaining Asked
For 1500 Free Lance Writers

COLLECTIVE BARGAINING on behalf of 1,500 free lance writers of sustaining and commercial programs was sought with the major networks last week by the Radio Writers Guild.

Roy Langham, national executive secretary of the Guild, addressed letters to the presidents of the four networks, requesting that negotiations looking toward a basic agreement covering the writers be set not later than Feb. 28.

He suggested that the minimum basic agreement should include five points: A Guild shop for free lance writers; a licensing of rights for literary material; a schedule of minimum licensing terms; revision of the present "release" procedure whereby a writer relinquishes all rights to his script at the time of its submission, and the establishment of a system for settling disputes.

Previous attempts to obtain a contract on behalf of free lance writers, Langham said, have been limited to informal conversations with the radio committee of the AAAA. These attempts, he said, have proved "fruitless," partly because the association "is without power to commit its membership to any course of action."

Cites Precedent

In his letter, which was also addressed to the AAAA and a selected list of advertising agencies, program packaging firms and transcription companies in addition to the network presidents, Mr. Langham asserted that there was ample precedent for an agreement covering free lance writers in the contracts which now exist between the networks and other radio unions, including those with the guild which represents news and staff writers.

The Guild met with representatives of the four networks at an informal hearing before the New York regional office of the National Labor Relations Board last Monday. The Guild presented its petition for certification to repre-

sent the network free lance sustaining writers, and the networks maintained that the writers are "independent contractors. The regional office is expected to make a decision early this week. It can either decide to hold formal hearings or, if it decides that the group of writers are not employees, it may ask the union to withdraw its petition.

Meanwhile, negotiations between the Guild and all networks but MBS, which employs no staff writers, for the renewal contract of the staff continuity dramatic writers are continuing.

The Guild concluded its first contract with an advertising agency last Monday when Young & Rubicam, New York, signed a one-year contract for the staff writers on the "We The People" program.

The contract, retroactive to Oct. 1, 1946, includes a basic salary of $110 to $120 weekly until April 1, when the minimum salary starts at $120, and also includes a subsidiary rights clause.

Price Not Definite

PERMISSION for use of syndicated programs on the new border station CKVU Niagara Falls, Ont., in RADIOCASTING, Jan. 24 had not yet been made final by the CBC board of governors, and was perma-

nently mentioned.

Reichhold

(Continued from page 20)

ger and the Detroit Symphony Orches-

ta-so we did away with mid-

dle commercial breaks and received special permission to drop the middle station break.

Our commercials are short and placed at the end of the program. Opening credits give a general pic-

ture of the Musical Digest and lead directly into the first number. Our end commercials are based upon controversial articles in the magazine.

Fan Mail Heavy

It is interesting to note that we are selling a $5 product, sight unseen, through the broadcast series. In addition, we also mention the Vox Recording Co., which will issue records by the orchestra. Yet, our fan mail—and subscription list—is mounting by the hour with letters of praise for the uncom-

mercial treatment of the program.

Our Hoopers will be low—I know that in advance. But I contend that my thesis is essentially sound. Peo-

tle who love good classical music will listen to it no matter what other diversions are on hand. They will approve commercials if the commercials do not interfere with the music and if they treat of a musical subject.

Mr. Hooper, I rest my case with the Sunday Evening Hour.
Approval Is Asked On Sale of WJZM
$95,000 Paid for 250 w Station At Clarksville, Tenn.

SALE of WJZM Clarksville, Tenn. (1400 kc, 250 w) by William Kleeman to J. P. Sheftall and E. T. Campbell for $95,000 was reported to FCC last week for approval.

Mr. Campbell, who would own 60% interest, is associated with B. F. Goodrich Co., as Washington, D. C. manager. Mr. Sheftall, who is buying the remaining 40%, is a real estate broker.

The sales agreement provides for the buyers either to pay $50,000 cash for the station or to pay $60,000 cash and give $60,000 in notes, which would bring the sales price to $100,000.

Mr. Kleeman is mayor of Clarksville and owns half interest in the Coca-Cola Bottling Co. there. He said his other interests demand so much time that he feels he cannot give proper attention to the radio operations.

Meanwhile, two assignments involving no change in control were reported to the Commission for approval:

The construction permit for WJRO Bangor, Me. (1230 kc, 250 w) would be assigned from Bangor Broadcasting Service, a partnership, to the same company as a corporation. Equal owners are Stephen Velardi, president; Sidney Slon and Lawrence Slon.

Mr. Kleeman has his interest divided among 250 stations in many states, including Tennessee. WJZM Clarksville is the only station in the state.

WJZM Clarksville's new value is $95,000.

Mutual Signs 400th Affiliate
As Climax to Two-Year Drive

A FOREST OF GREEN PINS, each representing an affiliated station, is a United States map which hangs in Mutual's New York headquarters.

Last week a Mutual secretary stuck a new pin in Atlantic City, and with particularly glowing care.

Mutual has signed its 400th affiliate, a 250 (1840 kc) station scheduled to go on the air in June and owned by two Mutual staff members and the chief engineer of the network's New York outlet, WOR.

The acquisition of the 400th station was a sort of climax in a two-year campaign of aggressment.

In 1944 a scraggly patch of 247 pins spotted the map where the forest of 400 grows now. The man who directed the slim, gang campaign was vacationing in Georgia last week when the acquisition of the 400th station was announced, but before he left New York, Edgar Kobak, president of MBS, had prepared the way for the announcement.

In a "Report on Mutual" mailed to advertisers and agencies, Mr. Kobak said that in 1944 his network's total billings were $25,900,000—"which represents an increase of 26 percent over the previous year.

He estimated the total daytime coverage figured on "Radio Families, USA" in 1946 to be more than 28,750,000 and claimed that "the cost per 1,000 homes is not only the lowest on any network, but ... has increased only 9/10ths of one cent in the past two years."

In answer to the question: "How does Mutual give me more for my money?" Mr. Kobak made three claims:

"Mutual's daytime coverage now exceeds 28,750,000 radio homes."

Mutual's gross rate for full network is lower than the comparable rate of the other networks. Moreover, our discount schedule is more favorable. Which means you buy the overall coverage at a lower cost.

"This low rate, of itself would not mean much, were it not also for the fact that Mutual is lower on the basis of cost per 1,000 homes—and that is the real measure.

"In addition, and in spite of the general uprend in the cost of advertising—Mutual's cost per 1,000 has remained practically the same throughout the past two years."

The affiliation of Mutual's 400th station will doubtlessly prompt a vigorous promotion campaign. The network's publicity and promotion departments were beginning to work on that one last week.

Owners of the new affiliate are Paul Hancock, MBS director of research for station relations; Earl Johnson, MBS chief of engineering, and Charles Singer, WOR New York chief engineer.

News Group to Meet
NEWS Subcommittee of the NAB Program Executive Committee will meet March 3 in New York, in advance of the March 6-7 meeting in Washington of the full committee. Further development of news departments at stations will be discussed along with news programming standards and other topics. Subcommittee members are E. R. Vadeboncoeur, WSYR Syracuse, chairman; William B. Quarles, WMT Cedar Rapids; Paul Wagner, WPAY Portsmouth, O. Arthur G. Stringer, who conducts NAB news clinics and is NAB director of special services, is with subcommittee.
Proposed Six Assignment Changes

Hearing Called Mar. 10 To Let Stations Give Views

POSSIBLE JUGGLING OF assignments of three New Jersey stations, two in Philadelphia, and one in Erie, Pa., was proposed by FCC last week in two of the first show-cause orders since pre-war days.

The Commission called a hearing for March 10 with the following stations ordered to show cause why, if the licenses of WCN Camden and WTNJ Trenton are renewed, these changes should not be made:

1. WCN change from 500 w on 1310 kc, sharing time with WCAP Asbury Park and WTNJ, to 1540 kc with 250 w fulltime.
2. WTNJ change from 500 w on 1310 kc, sharing with WCN and WCAP, to 1300 kc with 250 w fulltime.
3. WCP change from 500 w on 1310 kc, sharing with WCN and WTNJ, to 1310 kc with 250 w fulltime.
4. WTEL Philadelphia change from 1340 kc with 100 w, sharing with WHAT Philadelphia, to 860 kc with 250 w, day only.
5. WHAT change from 1340 kc with 100 w, sharing with WTEL, to 800 kc with 1 kw, day only.

More Equitable Service

The Commission's order asserted that a more equitable distribution of radio service might result from this arrangement than from the present plan, in effect FCC reverses its proposed decision anticipating a denial of license renewal to WTNJ and WCN.

The renewal applications of WTNJ WCN WCAP, to be given further hearing in the show-cause proceedings, originally were set for hearing when the three stations were unable to agree on a division of time. In a proposed decision and in a supplemental proposal [Broad-casting, Oct. 22, 1945 and Sept. 16, 1946] the Commission anticipated renewal for WCAP; denial for WTNJ on grounds that the license lacked necessary qualifications, and denial for WCN without prejudice to a new application when the station divests itself of a time contract which FCC found objectionable.

WHAT and WTEL, sharing time with each other, are able to operate only when WCN is not on the air, because of interference which would result in event of either Philadelphia station's simultaneous operation with the one at Camden.

WHAT has applied for 1 kw day-time operation on 820 kc but received a proposed denial in a competitive proceeding with Camden Broadcasting Co. and Ruffin Compton, who are seeking new Camden stations on 800 and 820 kc respectively. Camden Broadcasting also received a proposed denial, the proposed grant to Mr. Compton [Broad-casting, Nov. 4].

Valley Broadcasting Corp., seeking 790 kc for a new 1-kw station at Allentown, Pa., has petitioned for reconsideration of the proposed grant to Mr. Compton, who in the Valley application was consolidated for hearing competitively with the suggested arrangement on the New Jersey and Philadelphia stations.

In its second show-cause order, FCC calling a hearing March 17 to determine whether WERC Erie, Pa., should be required to move from 1250 kc with 250 w fulltime to 1450 kc with 250 w fulltime, in order that WLEU Erie's application to move to 1260 kc might be granted. WLEU, now on 1450 kc with 250 w, has applied for 5 kw day and 1 kw directionalized at night on 1260 kc. FCC noted that a new primary service might be provided for a substantial area by WLEU's proposed change but that present engineering standards would not permit WLEU's use of 1260 kc with another Erie station using 1330 kc.

WERC has proposed the suggested change, proposed by WLEU.

7 More Stations to Join ABC Starting on March 3

ABC last week announced the affiliation of seven new stations, bringing the total number of its affiliates to 243. The stations, to join ABC starting March 3 when KFSA Fort Smith, Ark., affiliates under power of 1 kw on 950 kc. Station is owned by Donald W. Reynolds.

Other stations, powers, affiliation dates and owners include: WBEC Pittsfield, Mass., 100 w on 1490 kc, April 1, owned by the Western Massachusetts Broadcasting Co.; WELM Elmira, N. Y., 250 w on 1400 kc, May 1, owned by James R. Meachem; WCRO Johnstown, Pa., 250 w on 1250 kc, May 1, owned by Century Broadcasting Corp.; KVPO Honolulu, T. H., 10 kw on 690 kc, June 1, owned by the Pacific Frontier Broadcasting Co. Ltd.; WQAM Miami, Fla., 5 kw day and 1 kw night on 950 kc, June 1, owned by the Miami Broadcasting Co. and WHOO Orlando, 10 kw day and 5 kw night on 990 kc, July 1, owned by Orlando Daily Newspaper Inc.

Tube Record

PRODUCTION of receiving tubes in 1946 broke all records, Radio Manufacturers Assn. announced last week. Total shipments by RMA members were 206,217,174 for 1946 and 24,473,835 in December. Highest prewar production was 135,838,- 157 in 1941, with highest war output 159,478,321 in 1944. The 1946 production included 129,637,191 tubes for new sets, 65,228,065 for replacements, 9,991,214 for export and 360,704 for Federal agencies.

Isn't it only natural when you find ....

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

The shoe is on the other foot, NOW!!

50,000 WATTS SOON!!

WLaw

Lawrence, Mass.
NATIONAL REPRESENTATIVES: WEED & CO.

Only ZBM Covers Bermuda A B C • M B S
National Representatives: JOHN BLAIR HORACE STOVIN
United States Canada

February 10, 1947 • Page 73
WHETHER AM STATIONS in the same city should be permitted to operate on frequencies only 30 kc apart [Broadcasting, Feb. 3] will be debated in an oral argument called by FCC last week for March 4.

The Commission, which once rejected the 30-ke proposal, ordered the oral argument in a session in which it adopted, with some clarifying modifications but no real changes, all other phases of the AM Engineering Standards amendments as proposed in December and January [Broadcasting, Dec. 30, Jan. 20; text of proposals, Jan. 6].

The amendments as adopted become effective today (Feb. 10), making them applicable in the technical processing of AM applications during the Feb. 7-May 1 “temporary expediting” period in which AM applications filed after Feb. 7 will not be considered. The Commission hopes to be able, with the aid of industry engineers, to complete by May 1 the processing of all AM applications on file as of last Friday (Feb. 7).

Although several private engineers fear that it will not be possible to complete the processing within that time, particularly since the new standards must be used, the Commission asserted in its order that the amendments as adopted “have the effect of granting certain exemptions, relieving certain restrictions and facilitating the filing and processing of applications in furtherance of the temporary expediting procedure.”

Both the order for oral argument on channel separation requirements and the one approving other phases of the amendments were adopted Jan. 31 and announced last Tuesday.

The proposal for standards that would permit assignment of stations only 30 kc apart in the same city originally was made in last August’s FCC-industry hearing on projected amendments. The Commission registered general disapproval at the time, and later, in its December proposals, set up requirements that would prevent assignments on only 30-ke separation if the stations’ 25 millivolt per meter contours would overlap.

Since each station must put a 25-millivolt signal over the business area of the city in which it is located, this proposal in effect would preclude 30-ke separation in the same city but permit it in many cases where the stations are located in adjacent cities.

Industry engineers, who considered other portions of the proposed amendments desirable, regarded this phase as too restrictive and agreed to request that it be liberalized [Broadcasting, Feb. 3]. A plea for liberalization also was made by Liberty Broadcasting Corp., whose application for 650 kc at Rochester, N. Y., could not be granted under the Commission’s proposal because another Rochester station is assigned 680 kc. Liberty asked for a hearing, arguing that the 25-millivolt standard is too strict and lacks a sound engineering basis.

Field Tests

Before the March 4 hearing the Commission’s staff will conduct field tests concerning the operation channel separations outlined in the FCC proposal. Results of the tests will be made a part of the oral argument.

Any interested persons may participate in these tests by giving notice to FCC by Feb. 24 and give the names of their witnesses and the approximate time they will need for their presentations.

Principal changes involved in the adopted portions of the amendments, FCC officials said, include:

1. A revised plan of computing RSS interference so as to reduce to the minimum permissible the errors encountered in certain circumstances under the old method;
2. A method of computing nighttime limitation on local channels;
3. A chart on “Angles of Departure vs. Transmission Range,” providing a method of allowing for variations in the height of the E-layer in computing separation of pertinent radiation from transmitting antennas;
4. A “10% Skywave Signal Range Chart” relating to the determining the Skywave nighttime interference to regional and local channels.

The Standards as revised will serve as the basis for U. S. recommendations to NABBA signatory nations in a conference later this year.

Oral argument on the 30 kc separation plan will be based on the Commission’s proposal, leaving its opponents the task of showing that it is too restrictive and that a more liberal plan is feasible. It reads as follows:

stations, with the same general groundwave service area may be licensed for operation on channels as close as 40 kc separation. Although no interference ratio is specified in Table V for 30 kc separation since most receivers are sufficiently selective to tolerable the interfering signal at this separation, other effects, such as fading and signal may result depending upon the relative location of the stations.

Accordingly, no station shall be licensed for operation on a 30 kc separation from another station.

FCC Sets Argument as It Adopts Engineering Amendments

New Station Grant For Gonzales, Tex.

KC-LOS Angeles

BROADCASTING • Telecasting
BROADCASTING • Telemcasting

FELLOWSHIPS OFFERED
BY U. S. RUBBER CO.

GRADUATE FELLOWSHIPS in chemistry at 10 leading universities have been made available by the U. S. Rubber Co., sponsor of the Sunday afternoon CBS broadcasts of the New York Philharmonic-Symphony.

In announcing the fellowships, which will be available for the academic year starting July 1 for students selected by universities in accordance with the usual practices, Herbert E. Smith, president of U. S. Rubber, cited the importance of chemical research to the nation at large as well as to his company. Students will receive $1200 if single, $1800 if married, with an additional $1000 going to the university for tuition and other costs. The following universities have accepted the fellowships: California Institute of Technology, Cornell U., Harvard U., Massachusetts Institute of Technology, Northwestern U., U. of California, U. of California at Los Angeles, U. of Chicago, U. of Minnesota and U. of Wisconsin.

Correction
THROUGH an error, the picture accompanying the obituary of Charles P. Manship Sr., owner of WJBO and WBRL (FM) Baton Rouge, [BROADCASTING, Feb. 3] was that of Charles P. Manship Jr., WJBO president. BROADCASTING regrets the error.

KWIN Rebuilding
CONSTRUCTION of new building to house KWIN Ashland, Ore., has started following a fire on Dec. 20 which totally destroyed the station's transmitter and studios. New building will be on the same site but a different floor plan will be utilized. KWIN plans to be in operation again around the first of March, according to Bob Reinholdt, manager. Gates Radio Co. equipment will be used.

EXPERIENCED in broadcasting
"What the Farmer wants to hear since 1923. KFEL Farm Reporter GUS SWANSON supplemented his regular early morning programs, sponsored by Jack Weinher Land Offices, with twice daily broadcasts direct from the National Western Stock Show.

Mr. de Castro such programs as "Duffy's Tavern, Gracie Fields and Mr. Anthony. Just before joining the Katz Co., Mr. de Castro was commercial program manager for MBS where he spent nearly six months developing the Mutual Daytime Playhouse which produced record evening shows for play-back the next day, but could not be put into effect at the time due to difficulties arising with the AFM.

At the Katz company a large part of Mr. de Castro's time was devoted to work for the U. S. Treasury in connection with various war bond drives.

Surviving are his wife, the former Dorothy Tramble; a son, Allen Jr.; a daughter, Lois; a brother, Ralph E., and a sister, Helen M. de Castro.

Hawaiian Stations Form
4-Outlet Network Group

EXECUTIVES from the four major islands in the Territory of Hawaii met Jan. 21-22 at Wailuku, Maui (home of KMVI) for what is said to be the first all-island conference in the history of Hawaiian radio. Result was the Aloha Broadcasting System, a four-station network that will completely cover the Hawaiian Islands and will offer sponsors one package for the Hawaiian market, beginning in March.

Joining in the cooperative undertaking are KTOH Island of Kauai (250 w, now applying for 1 kw), KHON Honolulu (200 w, now applying for 5 kw), KMVI Island of Maui (1 kw), and the big Island Broadcasting Co. of Hilo (applicant for 1 kw station). All members of the Aloha System will be affiliates of the Mutual and Don Lee networks.

HOLLYWOOD AD CLUB TO HEAR KIST OWNER

HARRY BUTCHER, owner-manager of KIST Santa Barbara, will address the Hollywood Advertising Club on "Founding A Radio Station" at its meeting Feb. 17. Robert McAndrews, NBC-Fox Eastern Network advertising and promotion manager, will be chairman, with Walter Van de Camp, head of California Adv. Agency, presiding.

With a membership of 175, the newly organized Ad Club has voted in a nine-man board of directors consisting of Mr. McAndrews; Ed J. Broman, vice president and general manager of Universal Radio Productions; Homer Griffith, head of Homer Griffith Co., station representatives; Thomas H. A. Lewis, vice president and director of radio, Young & Rubicam Inc.; David Glickman, manager of the Hollywood bureau of Broadcasting; David Lipton, executive coordinator of advertising, Universal-International Studios; John M. Kemp, manager, Hollywood Shopping News; Dan Gann, editor, Western Family; C. Burt Oliver, Hollywood manager of Ford, and John B. Moore, manager of Ford Board will serve until June when new directorate will be elected.

TV Plans Ready

PLANS for a new building to house video and FM facilities in downtown Los Angeles have been announced by Los Angeles Times. Studio facilities currently planned for television are two live talent and one for film with additional space devoted to FM. Construction cost is estimated at $400,000 on property site measuring 150x200 feet on Figueroa St., between First and Temple Sts. Newspaper's original plan had been to erect building adjacent to Pasadena Playhouse. This unit will be erected at later date, it was reported. Construction at Los Angeles will get underway within four months with hope of completion six months after start.

Neighborhood Television Relay Plan Is Described

SYSTEM of neighborhood television relays, feeding nearby home sets by cable, is described in a report covering six articles by Dr. Fritz Schroeter, former video director of Teleck, Berlin. The report (Six Papers on Television PB-47885, photostat $.6, microfilm $2, 76 pages) is available at the Office of Technical Services, Dept. of Commerce, Washington 25, D. C. It is in German with introduction in English.

Home sets under this system would be simplified models, picking up cable signals from the base receiver which would convert original signals to lower frequencies. These sets would be low-priced, Dr. Schroeter believes. He advocates phase modulation for video. Other articles cover a television scanning method, channeling by time division on a wide-band carrier, code modulated telephony and multiplex code modulated telephony.

IN THE NEWS

CO..

February 10, 1947 • Page 75
High Officdly Entertained By Radio Correspondents Asso. 

HIGH officials of Government and broadcasting attended the annual dinner Feb. 1 of the Radio Correspondents Asso. in honor of President Truman, with guests, and members and guests paying tribute to the Chief Executive at the Hotel Statler, Washington.

Entertainment was provided by the Dorsey Brothers, with Charles Barry, ABC New York, in charge of production. The networks entertained at a combined cocktail party before the dinner. Talent included the Dorsey Brothers, Carole Landrieu under direction of Capt. William E. Santleman; Bob DuPont, juggler; cast of It Pays to Be Ignorant, Harry Morgan, Abbott & Costello, Benny Goodman, opera singer, and Paul Whitman's orchestra with Earl Wilde, pianist, and Eugenia Baird, vocalist.

Capt. Rex Goad, Transradio-Press, association presd. Members of the dinner committee were: Charter Heslep, MBS Washington, chairman; William Hillman, MBS, New York; Fred Sholes, NBC; Bryson Rash, WMAL-ABC, ident.

The following associations, besides Mr. Goad, are: Eric Sevareid, CBS, vice-president; Albert Warner, WMCA, secretary, Ray Ras, MBS, treasurer; Francis T. Wally Jr., member-at-large for independents; Richard Harkness, immediate past presd.

Among the guests were Cabinet members, justices of the Supreme Court, Senators and Representatives, all members of the FCC and leaders of industry organizations.

Complete guest list follows: 

A
Abell, William S. 
Abbot, Joseph
Adams, C. P. 
Adams, Ben
Adams, Guy
Agnew, H. W.
Agnew, A. G. 
Agnew, Bill
Allen, Leo
Allen, Robert.
B
Abell, William
Ball, Buddy
Baker, Kenneth
Baker, Philip
Ball, Fred J.
Barr, James
Bawden, Arthur
Barter, Theodore
Baweick, Charles
Bartley, Robert
Beck, C. H.
Becker, Classical
Bek, Norman.
Better, Jack
Beshis, Jon
Biffle, Biff
Birdsong, Brown
Black, J. H.
C
Calip, Sen. H. P.
Campbell, Chesley
Cannon, Rep. C.
Carlin, Phillips
Carlin, Phyllis
Carr, John
Catto, R. F.
Chamblin, Walter

Collins, Lin. Gen. L. 
Colston, Walker 
Cox, William 
Connan, George 
Cook, Arthur H. D.
Cooper, Don 
Copeland, Charles 
Corn, Herbert
Costello, Rex
Cottingham, C. G.

Dail, John
Diller, Ed 
Davis, E. W.
Davis, Morris
Dempsey, A. P.
Dennis, Albert N.
Descarri, Lewis
Devine, John
Dillard, E. 
Dillman, Alfred
Dillman, Grant
Dixon, Bert
Dobkin, Peter

E
Eaker, Lt. Gen. Ira
Eayrsturn, Y. J.
Eggertson, Emile
Eck, Peg
Eck, Dan
F
Fahnestock, W., Jr.
Ferguson, Sen. H.
Fetzer, John E.
Finchshier, Wm.
Fishek, Donald F.
Fitzgerald, Fred
Fleming, R., W.

G
Gableman, E. W.
Gaith, Arthur
Gammons, E. H.
Gaunt, John
Grant, Theodore
Griffin, George S.
Griffith, G. E.
Griffin, H. J.

H
Hackett, Aaron
Haley, Andy
Hankin, Robert T.
Henderson, J. B.
Henderson, Ray
Henderson, J. B.
Henderson, J. H.
Henderson, R. S.
Henderson, J. H.
Henderson, J. W.
Henderson, S. C.
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Too Many Decisions on Commercial Arbitrariness, Lever Bros. Executive Asserts

THE CHARGE that too many of the decisions made by broadcasters as to the length of commercials, the kinds of advertising that are good, bad or good, and what is or is not good taste on the air are "entirely arbitrary" and based on guesswork more than on knowledge of what the public really thinks was leveled at broadcasters Thursday by Robert F. Elder, vice president in charge of consumer relations for Lever Bros. Co., in his address given before the Radio Executives Club of New York.

Mr. Elder made an earnest plea for the broadcasting industry to wake up to the need for a comprehensive, painstaking, absolutely unbiased continuing study of public reactions, pointing out that "if radio is really to be run in the public interest there is only one legitimate source for guidance. That is the public itself.

"We advertisers and you broadcasters are the butts of a pretty consistent campaign to sell the public the idea that radio is trivial and inane; that it fails to give the public what it ought to have; that, in fact, the public birthright has been sold for a mess of pottage," he stated. "If those allegations are right even in part, we certainly ought to do something about it, always bearing in mind that our job is to serve the whole public and not just a vocal group which claims the right to impose its own ideas and tastes on the public. And if those allegations are wrong, then we ought to make some noising of our own.

Burden of Proof

"But until we know what the public thinks about the whole thing, how can we go about fixing what will or may be wrong or do anything to defend our position beyond assuming a stuffy air of righteousness as trustees of the public air? We don't know of proof properly upon us.

"It's not enough," Mr. Elder declared, "to say that a state-controlled radio monopoly couldn't do as well. Of course it couldn't. The people running it would have to make and make arbitrary decisions, too, and their guesses probably would not be as good as ours. But that is no excuse for being arbitrary and hide-bound. Why can't we spend the money and mental effort to get and use the facts that would help us to make radio better — and incidentally, perhaps, more profitable?"

New Syracuse FM Outlet Takes Air With 8.5 kw

WFBL-FM (Channel 226, 93.1 mc), owned by Onondaga Radio Broadcasting Corp., went on the air at Syracuse, N.Y., on Feb. 3 with full 8.5 kw radiated power, the station management reports. Construction and installation of equipment for WFBL-FM was directed by Samuel Woodworth, veteran Syracuse broadcaster, who 25 years ago did a similar job for WFLB.

Chief engineer of the new FM outlet is James Kelly, who recently returned from the Central Pacific, where he spent 30 months with the Army Signal Corps and had extensive training in FM facilities. Assistants in the construction of the station were Robert Soule Jr., Donald Langham and Walter Stonger. Station is using a General Electric 4-beam array.

Neal Moylan has been named program director of WFBL-FM. He is an experienced WFLB staff announcer and during the war was an Army Air Forces navigator.
Two Join E. C. Page Engineering Firm

Bomberger's Joseph Waldschmidt, FCC's Graham in New Posts

H. UNDERWOOD GRAHAM of FCC's Engineering Dept. and Joseph Waldschmidt of Bankers Broadcasting Service, have resigned their respective posts and on Feb. 15 will become members of the firm of E. C. Page Consulting Engineers, Bond Bldg., Washington, D. C.

Mr. Graham, who resigned effective Feb. 14, is chief of the information utilization section of the FCC Engineering Dept.'s Technical Information Division and is author of the exhibit which served as a basis for the AM engineering standards revisions announced last week (story page 74). Mr. Waldschmidt, whose resignation became effective Feb. 1, was engineer in charge of television, FM and high-frequency development for Bomberger, licensee of WOR New York.

Became Adviser

Mr. Waldschmidt joined WOR in June 1940, engaged in research and design, planning, consultation, and installation of electrical equipment. He left Bomberger in 1941 for service as a civilian adviser to the armed forces and returned in November 1945 as assistant supervisor of the Transmitter Division.

Mr. Graham has been serving since November 1945 on special assignment as FCC engineer on the clear-channel proceedings and the revision of AM engineering standards. Prior to that, he was on military leave for about three years assigned to administrative work, with rank of captain and then major, in the development and procurement of counter measures equipment for the Army Air Forces.

He joined FCC as a radio inspector at Boston in 1931, was with RCA Victor Co. from 1933 to 1935, and rejoined the Commission as inspector at its Grand Island, Neb., monitor station, later moving to Baltimore headquarters. In August 1936, he joined the Washington engineering staff where his duties included assistance in working out the 1941 NARBA shifts of broadcast assignments. His successor has not been announced.

FCC Charges

FTC charges Philip Morris & Co., Ltd., Inc., and R. Reynolds Tobacco Co. with misrepresentation and false advertising. Philip Morris cigarettes, Dunhill cigarettes and Revelation smoking tobacco are cited. Mr. Morris & Co.'s Camel and Prince Albert smoking tobacco are said not to have qualities attributed to them by Reynolds. Specific complaints against Camels involve the use in radio broadcasts of voices represented as those of "testimonials" whom the FTC charged were not present.


ditional of speech in the late William J. Lemke, executive editor of the House Republican, was taken to the Interim Committee on Telecasting.

FCC also approved transfer of control of KTEM Temple, Tex., majority interest from Mrs. Ruth W. Mayborn to Frank W. Mayborn, its directing head, arising out of a property settlement between Mr. Mayborn and Mrs. Ruth W. Mayborn, his wife.

Involuntary transfer of control of KGER Long Beach, Calif. (1390 kc, 5 kw) from the estate of the late C. Merwin Dobyns to Dana Graham, executor of his estate, also was given Commission approval.

CBS Answers Radio Reform Enthusiasts

Resolution introduced by Horan asking for investigation

CLAMOR from Capitol Hill for reform of radio programs brought an answer from CBS last week which pointed out parental responsibility to juvenile listening habits. Lyman Bryson, director of education, declared that while many parents attempt to direct their children's reading, some of them "will not take any responsibility at all for keeping their child from listening to (radio) programs that are intended for adults . . ."

Meanwhile, a resolution to investigate "crime" programs was introduced in the House Wednesday by Rep. Walt Horan (R-Wash.). Mr. Horan called for an investigation by the Interstate and Foreign Commerce Committee to determine whether the "public interest" to place restrictions on the airing of programs which "by reason of their character and large number may have the effect of stimulating juvenile delinquency and law violations in the U.S."

Mr. Bryson's answer to critics of children's radio programs came on the CBS Sunday series, "Time for the Family," when he declared that noted that some of the programs in question are intended for adults. The best the broadcaster can do, he said, is "to see that nothing goes on on the air that acts wickedly as attractive or heroic, that makes fun of the helpless or the weak, that shows scorn of any kind of honest person of any race or creed or color." That, he concluded, was what CBS was trying to do.

Earlier Rep. William Lemke (R-N. D.) told the Interstate Commerce Committee that unless radio "takes steps to reform" Congress would "find ways for drastic legislation" [BROADCASTING, Feb. 3]. Commenting upon Mr. Horan's resolution the North Dakota legislator emphasized that although he felt strongly that "a remedy" is needed, every means should be taken to safeguard traditional freedom of speech in radio broadcasting.
AFRA Chicago Local Asks Class B Raise

List of Conditions is Submitted by Governing Announcers

LIST of 30 working conditions, provisions and an increase of approximately $500 per week in wages minimums previously was submitted by Chicago's Class B stations (WJJD, WIND WAIT WAAF WCFL WGES WSBC) by Ray Jones, assistant, to the national executive secretary of AFRA representing the Chicago chapter during Wednesday talks.

The working conditions ranged from provisions for announcers, lounges, double-billed copy, freedom from legal prosecution, two weeks vacation pay, two weeks termination pay or four weeks notice, two weeks sick leave with pay and portal-to-portal pay for appearance before actual broadcasts, BROADCASTING was informed.

Discussions Amiable

Class B station managers countered with a blanket 18½% increase in salaries in a tentative agreement reached earlier with the Chicago local of the AFM and offered to discuss the working conditions at later meetings. (Story this page.)

No provision to this agreement would be reached between Mr. Jones and the Class B stations until at least late this week was seen though several station managers termed preliminary discussions "very amiable."

Major obstacle to a complete agreement was AFRA's demands that Class B stations meet wage minimums previously in effect with Chicago's Class A stations ($90.50) before signing last week of new contracts which hiked minimums to $126.90 per week.

AFRA contended there would be no limitations on the number of commercial programs permitted staff announcers and by Wednesday had reduced its original demands for a flat $100 minimum to $80.

Office Workers' Local 50, N. Y., Given CIO Charter

A CIO CHARTER was presented to Local 50, New York, of the Radio Guild, United Office and Professional Workers of America, last week at a membership meeting. Chapters in the New York City area while workers at CBS, WMCA New York and World Broadcasting System.

Officers of the local at the meeting were Chester F. Burger, CBS television visualizer, president; Helen Lee, WMCA, first vice president; Ted Newton, World Broadcasting System, second vice president; and J. H. Ophardt, CBS accounting department, treasurer; Peggy Hellman, WOR, recording secretary. Paul Lubow was elected executive secretary of the local.

The two days prior to the CIO chapter of Local 50 elected Myra Jordan, chairman, and Eleanor Walsh, secretary.

Salaries Increased

THE RADIO DIRECTORS Guild received a 10% cost of living increase for its members (directors and assistant directors) on a minimum salary at the conclusion of negotiations last Tuesday with the networks in New York.

In addition, a new minimum salary was established for both the assistant directors and directors. The scale, retroactive to Jan. 1, is $70 weekly for assistant directors (on all networks) and $100 weekly for directors. The contract extends to Nov. 1, 1947.

AFRA, IBEW Seeking New San Francisco Contracts

AFRA AND IBEW negotiators are seeking new contracts in behalf of all IBEW radio technicians from most of the independent stations in San Francisco and Oakland.

AFRA, negotiating with KYA KHB ESPO KSN KROW and KXL, is asking for an increase in basic salary of $720 per year for announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, newscast preparation or production work. Main stumbling block, according to William Hanrahan of the San Francisco Employers Council, representing the station owners, is the proposed establishment of commercial fees for announcers. The old AFRA contract with the independents expired Dec. 31.

Better progress was reported in the IBEW negotiations for a contract to replace the one which expired last Sunday. IBEW radio technicians were promised a salary increase ranging from 20 to 25%, a minimum call of four working hours and three weeks' vacation for technicians in all of the eight stations involved.

Dispute With Musicians' Union of Tampa Settled

A DISPUTE between the Tampa (Fla.) Musicians Assn. (AFM) and Ye Mystic Krewe of Gasparilla over employment of a union band has been settled, and the annual Gasparilla festa parade and festivities will be staged today (Monday) with the full schedule of music, Tom Mathews of WFLA advised BROADCASTING.

The dispute arose when the Krewe, which stages an "invasion" of Tampa each year during the Florida State Fair, decided the U. of Tampa band to play on its ship. The union protested and threatened to call out other bands employed to play for the Gasparilla dances. Situation was eased somewhat when the university announced that its band would not be required to play after all, since 11 of the musicians were union members. However, negotiations were continued and the eventual settlement, terms of which were not made public, was reached.

Joseph Miyares, attorney for the Musicians Assn., said the union's position was that the Krewe could use the university band or any other bands as it wanted, provided it also hired a union band "as it had always done in the past."

Chicago AFM Local, Five Class A's Agree

Station Contracts Are Expected To Be SIGNED This Week

ORAL AGREEMENT between the Chicago local of AFM and five class A stations (WQAM WGN WBBM WENR WLS) over blanket wage increase of 18½% was confirmed late Tuesday with contracts expected to be signed early next week.

Only discussions between the station managers and James C. Pettrillo involved wage increases and the AFM president said no consideration of working conditions would be involved until after decision by the Supreme Court on constitutionality of Lea Act. Besides the increase only demands by the AFM local were for an increase from $25 to $40 for one-time performances by union musicians, also agreed upon by the class A stations, and two weeks vacations with pay for staff musicians. Original demands that station managers be replaced were abandoned and the union accepted the broadcasters agreement on vacations with pay clause.

EARLIER NEGOTIATIONS

CHICAGO AFM LOCAL reported Wednesday completion of negotiations with class B stations (WJJD WIND WAIT WAAF WCFL WGES WSBC) for increase of 18½% over minimum salary of $95 for staff musicians, librarians and platter turners. Only class B station not to meet with AFM executives was WAAF, guinea pig of the Pettrillo Lea Act controversy now pending before the Supreme Court. Counsel for AFM said the union was still on strike against WAAF as a result of its refusal to employ three additional AFM librarians last year.

The AFM attorney, David Katz, said all working conditions remain the same and that new contracts pertain to wage increases only. No action will be taken on working conditions, he said, until a decision has been handed down by the Supreme Court on the constitutionality of the Lea Act.
Here is a Real Opportunity
It May Be Yours!

We are looking for a presently employed station manager of proven ability to supervise the operations of our new station. Illinois has made available the man who wants to manage our newspaper-owned American affiliated local which is currently under construction and scheduled to commence operations in the first quarter of 1948. We require a broad-minded and socially acceptable to a far-flung audience of 40,000.

We know that this unexpected opening is a real opportunity for the right man. We can offer an attractive salary and good working arrangements to those interested.

Newspaper manager will be required to work closely with our publishing company, The Press, Utica, N. Y. Your resume will be given full consideration.

Box 757, BROADCASTING

Help Wanted

Experienced program director with knowledge general engineering, as assistant manager. State qualifications, salary requirements, and availability. Box 596, BROADCASTING.

Wanted

Broadcasting Engineer. 600,000 watt station in northeast Wisconsin for right man. Box 596, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $10.00. All others, 15c per word. Count 3 words for block box number. One line insertion, 15c per insertion, non-com- missible. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D.C.

Help Wanted (Cont'd)

News editor wanted—By 5000 watt af- filiate in the south. Must be newspaper and radio experience. Write full qualifications, references, salary expectations, date of availability. Box 724, BROADCASTING.

Commercial manager, experienced, for station within radio market in Washing- ton. Give full details of past experi- ence and references. Box 725, BROADCASTING.

Wanted—Two first class engineers. Must be experienced and not fazed. Good working conditions $50.00 starting pay plus other benefits. Give full particulars in first letter. Box 747, BROADCASTING.

Experienced salesman—Permanent staff member wanted to develop business for station serving metropolitan area on east coast. New York or one of first class cities. Box 748, BROADCASTING.

Looking? We have openings for special events man, salesmen, program director, SKR, Personnel Service, Box 413, Philadelphia.

Announcer with superior voice plus leadership. Experience in community affairs in the southeast. Must be an agreeable personality to work in studio and appliance and supplies to commercial broad- cast stations. Must be on guard with voice as well as ability. Must live or be able to travel to Memphis. Good salary and performance bonus. Box 752, BROADCASTING.

Situations Wanted

Attention, New York agencies: Radio station available immediately for time-buying of business manager job. Back- ground includes 17 years in sales experience with NBC and Mutual, two years as business manager of leading WNY agency. Well known in NY radio circles. Best of references. Salary important, but secondary to permanency. Reply to Box 760, BROADCASTING.

HELP WANTED

Announcer—experienced, sales, and program directorship. Box 767, BROADCASTING.

Help Wanted

Radio Station for Sale

Must sell established radio station with excellent earnings record. Large metropolitan city. Write

BOX 741, BROADCASTING

TOWERS!! IMMEDIATE DELIVERY!!

Uniform cross section guyed. 100,000 P.M. Priced to fit the pocket-book. Designed to please the engineer. Complete with guyes and lightning. First come, first served!

RADIO ENGINEERING COMPANY

3600 West 6th St.
SAN FRANCISCO, CALIFORNIA

N. J. PATTERSON, OWNER

NEW 1 KW DAYTIME STATION

To start operation soon, has im- mediately available. Preference to veterans who can qualify with suitable experience.

Kennett Broadcasting Corp.
Paul C. Jones
Kennett, Mo.

Radio Station for Sale

Must establish radio station with excellent earnings record. Large metropolitan city. Will sell to

substantial and qualified buyers.

Write

BOX 741, BROADCASTING

BROADCASTING • Telecast®
Situations Wanted (Cont'd)

Announcer, 24, married. Trained especially for commercial, news, record programs. Have little writing experience. Will do small spot work. I am not afraid to give me experience. Am open to opportunities. Box 732, BROADCASTING.

Time salesman: A go-getter especially local accounts. Vet, married 1 year experience. Success in every field. Please. Willing to travel anywhere. Box 733, BROADCASTING.

Station Manager: Now managing one of nation's most successful newsmetropolitan stations in the West. Good TV experience. 20 years. Where, if you please. Past record unequalled for showmanship and making profits. Particularly interested in large market opportunity. Box 738, BROADCASTING.

Young family man with year and half announcing experience. Extensive contacts. Interested in permanent position with progressive eastern or midwest station. Best of references. Box 740, BROADCASTING.

Announcer looking for good opportunity in progressive station. Young, versatile, with voice that sells. Trained at Radio City, Disc and sound on records. Box 741, BROADCASTING.

Announcer. Aggressive, alert. Solid background of 10 years in station operation, production, record work and commercial sales. No "rocking chair" experience. Has had all the experience involved in this business and has the practical experience and can action and express himself in writing and in operation. Good administrator, New York type agency experience and contacts. Interested in stock participa- tion. Box 742, BROADCASTING.

Experienced newspaperman with considerable experience in radio newsroom in established job. Station desirous of being connected with newspaper or radio jobs. May be reached by telephone at any time. Box 743, BROADCASTING.

Versatile announcer—Veteran, 22, years experience in broadcasting. Recently graduated in radio announcing. Aces on commercials, newscasting, musical shows. Need experience. Will do anything—will work anywhere. Box 744, BROADCASTING.

Available—Versatile 3 man announcing staff, average age 24, aggregate experience 6 years, presently employed, in package for $150 weekly plus talent. Two weeks' notice. Box 752, BROADCASTING.

Chief engineer—Competent, thoroughly experienced, 2,500 kw talk station, local and network experience. Development and field engineer, manufacturer of all broadcast equipment. Available to work on all projects in any locality. Prefer Midwest. Box 753, BROADCASTING.

Say listen! What's wrong with your guys? I've been advertising the last few weeks for good program directors. It is one of a three-cent stamp to learn all about me. Just drop a line to Box 754, BROADCASTING.

FOR SALE

Pacific Northwest Major Market Radio Station Old, well established, fulltime modern station. Selling and revenue, more possible. Good possibilities increase power which will enhance property. Box 755, BROADCASTING.

Wholesale or Retail

BLACKBURN-HAMILTON CO.

RADIO STATION

SAND POINT, WASH.

Ray V. Hamilton

Blackburn

235 Montgomery Street

Bldg. A

San Francisco, Calif.

18,000 watts, 250,000 kw.

Exhibit 5672

National 7405

Write or Phone

BROADCASTING • Telecasting

Situations Wanted (Cont'd)

It's the ABC's in radio that count—better commercial programming, more musicals, better talent, better music, better written and performed spots. It's always better commercial programming, without question. The better the modulation of the voice in radio announcement, the better the voice. That's showmanship, your station can and should have. Do not try to keep up with the competition. Do not be afraid of competition. As a larger volume of business, I am a young man. Today's business is the business of tomorrow. Arizona, Colorado, Wyoming or New Mexico as an assistant manager, general sales manager with the understanding that I may be called upon to run the operation of the company. My experience has consisted of 10 years in sales, where I have been in sales, but non experience in engineering, programming. I am sure you would be interested in sending me your station for a complete survey by me, and I will give you proof that I am honest, dependable, loyal and saved the company the desired showmanship. Am willing to sign a one to three years contract. Do you desire a person with these desirable qualifications? Write or wire Box 756, BROADCASTING.

Hal Styles may solve your problem with a young, vivacious sales, commercial and public service manager who has been thoroughly grounded for eight or more months by radio professionals in announcement and newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles Service, 704 W. Wilshire Blvd., Beverly Hills, Calif.

One-man program department will run you seven years experience top New York stations—programming, announcing, continuity and all phases, day and night. Minimum base $750. BROADCASTING.

Looking for experienced announcer specializing in handling all phases of announcing! I am available and eager to please. Box 757, BROADCASTING.

Announcer—Rx-GI with ability in newscasting, writing, etc.—excellent school. Enthusiastic, hard worker, will travel anywhere. Box 758, BROADCASTING.

Announcer and former professional comedy writer, producer, director, single, good speaking voice, reliable personality. One year broadcast service. All city or country. I prefer Florida or New York location. No legitimate employment. Box 759, BROADCASTING.

Looking for experienced announcer specializing in handling all phases of announcing! I am available and eager to please. Box 757, BROADCASTING.

Announcer, female, young, vivacious, with college degree, sales, public service, department. Will do anything. Box 760, BROADCASTING.

Engineer, 1st phone, 5 years aeronautical radio, would like to enter broadcasting. Will work anywhere. Box 761, BROADCASTING.

Announcer, desires position with progressive station. Has record of 5 years experience. Box 762, BROADCASTING. Box 763, BROADCASTING.

Desires position with progressive station. Excel in record shows. Box 764, BROADCASTING.

Desires position with progressive station. Will do anything and die on request. Available immediately. Box 765, BROADCASTING.

Commercial Engineer, 1st phone, 5 years aeronautical radio, would like to enter broad- casting. Box 766, BROADCASTING.

Desires position with progressive station. Will provide terminal and advance- ment change. Minimum $150 per week. Box 767, BROADCASTING.

First phone technician, five years repair experience, desists starts with California station; age 27, have new car. Bill Cam- crow, 2230 South Avenue, San Francisco, Calif.

Nine years announcing, programming, writing, sales management and production. Good some selling. Good musician and hillbilly performer. Willing to travel. Box 493, BROADCASTING.

Experienced manager available—Now general manager Mutual outlet, fifteen years previous experience. South only. Box 422, BROADCASTING.

Transmitter engineer, competent, de- sires position with progressive station. Will consider position within 500 miles Pittsburgh. Box 656, BROADCASTING.

Veteran announcer, desires position in- Laura station anywhere. Recently gradu- ate of broadcasting school and accredited school of speech. Salary important, but secondary to opportuni- ties for advancement. Box 495, BROADCASTING.

Experienced sales manager—Has developed an immense knowledge of the business. Has been successful for the past three years. Box 697, BROADCASTING.

Person, 22, years experience in announcing and selling. Has had success in sales work for station. Will report for position. Box 785, BROADCASTING.

SITUATIONS WANTED (Cont'd)

For Sale

Best offer takes Tempo transmitter, 250 watts, new; unused; in rebuilt condition with loud speakers and cabinets, ceilingoscope, turntable, record player, records, all or part. Box 656, BROADCASTING.

General Radio 723-A noise and distortion measurement; General Radio 724-A discriminator; General Radio 475-BBS frequency monitor, General Radio 871-A 100 watt Class C power oscillator; Collins 26-C limiting amplifier. Write, Box 766, BROADCASTING.

FOR SALE: Excellent composite 250 watt transmitter; new; unused; splendid instrument. Eastern Shore Broadcasting Company, Preston, Maryland.

FOR SALE: Western Electric 100 Watt composite transmitter complete with control, oscillators, antenna, audio and speaker control. Will sell complete for $200 takes it. KMLE, Monroe, Calif.

Western Electric 250 Watt composite transmitter all ready to go. Taken out of service October 1, 1946. Will take it P.O.B. R.O.C., Coos Bay, Oregon.

1 Western Electric 33-A (5 kw) antenna control unit, 1948; 17 kw antenna couple units; 1 WE 2-A phase monitor. Box 785, BROADCASTING.

Available—Immediately, Write Radio Station WUL, 1627 N. 4th St., between 1239 and 1237, Des Moines, Iowa.

For Sale: 100/250 watt composite broadcast transmitter complete with com- position speaker, oscillator and西部 Electric linear amplifier. Now in use available. Write or dole Oleznak, KKO, El Centro, Calif.

FOR SALE—Here's an outstanding buy. Excellent 250 watt network affiliate earning better than independent market. This property is priced right for quick action. Box 374, BROADCASTING.

FOR SALE—Favorite Radio, KPPR, Longmont, Colo.

Wanted to purchase—A minimum of $35,000 for the following: 1. Consider dealer contract. Post Office Box 303, Lancaster, S. C.

Miscellaneous

Partner, proposed FM station. Prefer experienced announcer, veteran, local origin, 1890, Box 1288, Hollywood, California.

Jockey's comedy collection. $2.00 Klein, 8025 W. 3rd St., Los Angeles, Calif.


Have $5000 to invest in local station that is in need of sale. Hollywood area, Los Angeles wants me to manage. Desire active investment. Box 762, BROADCASTING.

CPA Approval is Given

For New Don Lee Bldg.

DON J. LE BROADCASTING SYSTEM, Hollywood, was granted Civilian Production Administration approval to construct new studio and executive office building on Vine St., between Fountain and Homewood Aves., in that city's "Radio Row." Estimated cost of structure was given at $894,000.

Providing 112,000 square feet of space, three story and basement re- inforced concrete structure was approved because network is be- ing invited from present quarters at 5515 Melrose Ave. by RKO Radio Pictures. Basement and first floor will be devoted to broad- cast studios with second and third floors given over to offices.

Besides Don Lee network, structure will house KJH and KJH-FM and serve as West Coast headquarters for MBS.

To West Coast

DEErs TAYLOR, president of ASCAP, will head a group of the society's members who will arrive in New York Feb. 20 for Hollywood where a regional meeting of West Coast ASCAP members will be held early in March. New York party also will include John G. Paine, general manager; J. J. Bergman, treasurer, and Gene Buck, director and former president.

Now you can increase your Earning Power in Radio!

Unless you have had specialized training in the radio experience—you may not have capitalized on your talents. Now is the time—while more and more people are developing their capabilities to reach the fullest degree.

Ernest M. owen, consultant for CBS News—"My work as news consultant has greatly improved as a direct result of my training in this school. My knowledge and broadcasting confidence have been augmented."
Wireless Operators Will Dine at Astor

Marconi Medals To Be Awarded At 22nd Anniversary Dinner

THE VETERAN Wireless Operators Assn. will celebrate its 22nd anniversary with a "United Nations-Communications for Peace" dinner at the Astor Hotel in New York, Saturday evening, Feb. 15. Marconi medals will be presented as follows: The Marconi memorial service award plaque to the UN; a Marconi memorial medal of service to Capt. Fred Muller, USNR. A Marconi memorial medal of service to an assistant chief signal officer of the Army and chairman of the advisory committee on telecommunications to the UN; a Marconi memorial medal of achievement to Capt. Fred Muller, USNR, in recognition of "40 years of progressive achievement in the radio field-from apprentice seaman in the Navy to four-star general electronics officer of the 16th Fleet"; a Marconi commemorative medal to Arthur H. Lynch, pioneer radio man who initiated and conducted early international broadcast tests in 1920; a Marconi memorial medal of merit to William C. Simon, general manager of Tropical Radio Service Corp., in recognition of 10 years of continuous meritorious service to the Association; a Marconi commemorative medal to Paul F. Godley, commemorating his conquest of the Atlantic by amateur radio on 200 meters.

Among the honored guests at the dinner will be: Francis Colt de Wolf, chief of telecommunications section, State Dept., J. R. Popple, president, Television Broadcasters Assn.; E. X. Jett, Federal Communications Commissioner; George W. Bailey, president, American Radio Relay League; W. F. Ready, president, National Co.; E. A. Nicholas, president, Farnsworth Television and Radio Corp.; George P. Adair, chief engineer, FCC.

William J. McGonigle is president of the Veteran Wireless Operators Assn.

Raytheon Equip Over 120 Stations in Year

RAYTHEON MFG. CO., New York, has sold more than 120 complete AM and FM radio station installations during its first year's operation, and now has more than 260 stations on its books, the firm reported last week. Of the 120 complete AM and FM station installations sold, 75 more than 75 were on the air, W. E. Phillips, manager of the division, announced.

Complete lines of AM and FM transmitters from 250 to 10,000 watts, plus a complete line of high fidelity input equipment suitable for either AM or FM broadcasting have been developed during the first year of operation. Volume production on the higher powered FM transmitters will start in February and deliveries will begin early in March, company reported.

Restrictions on U. S. Radio Reporters Abroad Regretful, Edward Murrow Says

WHEN RADIO reporters are free to roam the world using the microphone as a means of reflecting conditions as they are, not as some government says they are, radio will come into its full inheritance, Edward R. Murrow, CBS vice president in charge of public affairs, told the Fourth National Conference of Public Relations Executives at a dinner held Feb. 6 at the Waldorf-Astoria, New York.

"Of course," Mr. Murrow pointed out, "foreign radio reporters are free to do that in this country now. That our reporters are not equally free to do so in many foreign countries is a source of real regret to everyone who believes in the free flow of ideas."

"Freedom of information and the right to pursue and publish the truth invariably reduces the number of shortwave listeners," he continued. "The least amount of short wave listening occurs today in countries which have the greatest amount of freedom of expression."

As of December 1946, Mr. Murrow reported, the Soviet Union was broadcasting 276 hours of foreign language broadcasts each week. "Add to that," he said, "the 159 hours broadcast by Yugoslavia, Czecho-Slovakia and Poland, and you have 435 hours of shortwave broadcast time devoted to selling the Russian idea. The BBC during the same week devoted 705 hours to shortwave output, while the United States broadcast a total of 395 hours, 15 minutes. The record speaks for itself."

WMC-FM Is Set to Begin Broadcasting by April 1

WMC-FM Memphis is planning to go on the air April 1 with an interim antenna of the first FM station in Memphis. The antenna is on top of the 21-story Exchange Building. According to H. W. Slavick, manager of WMC and WMC-FM, the FM broadcasts will start on a six-hour daily basis. Promotion will include dealer meetings, demonstration receivers in schools, department stores and hotel lobbies, and an educational campaign on WMC and in newspapers.

The station will erect a 460-foot tower surmounted by a 108-foot RCA eight section Pylon antenna on its present AM transmitter site near Five Point, Tenn., about 41/2 miles from Memphis. The 50-kw RCA transmitter is expected to be in use by the end of April, and develop an effective radiation power of 15 kw. With completion of the new tower, present AM cease, and the new tower will be dismantled, and AM programming will use the new FM facilities.

Excise Tax Cut Is Asked By Radio Manufacturers

MANUFACTURERS of radio sets would rather have a cut in the 10% excise tax than a reduction of their own income taxes, Joseph Geri, chairman, and A. H. Gardner, vice chairman of the Radio Manufacturers Assn. Excise Tax Committee last week informed Senator Eugene D. Millikin, chairman of the Senate Finance Committee. Mr. Geri is president of Sonora Radio & Television Corp., Chicago; Mr. Gardner is president of Colonial Radio Corp., Buffalo.

Cut in the tax would permit lower set prices, greater production and more jobs, they wrote, and also emphasized the public service achievements of the broadcasting industry. They added that the tax has harmed AM and has slowed FM and TV development.

More and More Local Advertisers Are Using WFMJ

At Less Cost Per Listener...You Can Do So Too

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

COMING SOON

5000 WATTS
WIBC Resumes Operation After 3-Day Strike Ends

A STRIKE of radio technicians which had kept WIBC Indianapolis off the air for three days, Feb. 1-3, was settled late last Monday and the men were ordered by International Brotherhood of Elec- trical Workers officials to report back to work at 5 a.m. the following day.

The strike had been called by Radio Broadcast Technicians Local No. 1225, IBEW (an AFL affiliate), following expiration of the old IBEW contract with WIBC at midnight Jan. 31. Chief point at issue, according to George C. Big- gar, general manager of WIBC, was the wages provision of the new contract. In the negotiations between the station and the union, Mr. Biggar represented WIBC and John A. Thompson international office of IBEW.

At WIRE, where the technicians’ contract with the station also expired on Jan. 31, there was a similar dispute over provisions of the new contract, but the union did not call a strike there.

Steps Up Coverage

KVOR Colorado Springs increased the number of its newscasts to 14 a day during suspension of publication of the city’s morning and evening newspapers, the Gazette and Telegraph, Everett Shupe, manager of the station, states.

HOW TO CATCH AN EAR

Snagging San Francisco-Oakland Bay Area ears takes a lot of ear fishing know-how and KSFO has the formula down pat. For many years KSFO has provided the Bay Area with music, music, music—day and night in every mood. The results are more than satisfactory as KSFO advertisers will attest.

Yes, three out of four (pairs of) Bay Area ears said they prefer KSFO to any other Bay Area independent station.

So, if you have a message to pour into a Bay Area ear, use KSFO for economy and sales ef- fectiveness.

Ask any Universal Radio Sales representative for KSFO’s music story.

WOPR-FM OPERATIONS ARE AIDED BY JEEP

WOPR-FM, which has been originating all programs from its temporary transmitter building atop White Tower in Richmond, Va., since it began operating with full radiated power of 10.4 kw on Jan. 4, has been installing an ST-link between the Bristol, Tenn., studios of WOPR and the transmitter and hopes to be able to originate programs from the main studios in Bristol about Feb. 15, W. A. Wilson, president and general manager of the station, reports.

Meantime, a jeep has been playing an important part in the operation of the new FM outlet. The transmitter site, in Washington and Grayson counties, Virginia, is 35 airline miles from Bristol and there are no telephone connections or other means of communication (except radio) within 20 miles of it. Bad roads in the winter months make it impossible for car or truck to get within three miles of the transmitter building. Transmitter personnel, therefore, have used the jeep to drive to town to stock up with food and other necessities.

Mr. Wilson reports that up to Feb. 1 WOPI-FM, which broadcasts on 96.9 mc, channel 245, and received reports of reception from points as far distant as Charleston, S. C. Best reception, however, was reported within a radius of 150 miles from the transmitter, he states.

In addition to the studio control room, from which all programs have been originating, the WOPR-FM transmitter building’s second floor contains a transmitter room, two bedrooms, a dinette and a bathroom. On the first floor are a 50 kw Diesel engine with ample room for a second, a furnace, laundry tray, washer and a storage room, with sufficient space for the jeep and an automobile.

Forms Own Agency

FORMATION of the Corbin Advertising Agency by Harold Met- zendorf, with offices located temporarily at 73 Reade St., New York, was announced last week by Mr. Metzendorf, who until recently was with the Lawrence C. Gumbinner Agency as assistant account exec- utive. The Corbin Agency is now serving four clients: E. J. Willis Co. (many specialties), New York; Advertising Corp. of America (leather gift items), New York; Standard Arcticus Corp. (radio tubes), Newark; Hydraulik Co. (plastic paper moisteners), Roselle, N. J.

CBS Dividend

CBS board of directors, meeting Feb. 6, announced a cash dividend of 35 cents a share on class A and class B stock, payable March 7 to stockholders of record at the close of business Feb. 21.

French Firm Given

CBS Color License

Plans to Submit Video Proposals To Government of France

SADIR - CARPENTIER, French communications manufacturer, has become the first foreign organization to receive license to manufacture and color video transmitting and receiving equipment under the CBS patents for sequential video color, CBS reported last week. Sadir-Carpentier, the announcement said, is planning to submit proposals to the French government for the establishment of a national color television broadcasting system in France.

A group of the company’s engineers will visit the United States early this spring to make a detailed study of CBS video techniques, headed by Jean A. Widel- mann, who became television head of the French company last year when Yvon Delbord, who formerly held that position, was appointed chief of the government television department of the Centre National des Communications.

Expressing gratification at the interest of Sadir-Carpentier in color television, CBS President Frank Stanton disclosed that “a high degree of interest has been shown in the CBS color television developments by a number of television organizations in foreign countries. For many of these countries,” he pointed out, “the problem will be simpler than it is here in America because they have not yet instituted regular black-and-white television service, and therefore can make a fresh start, unhindered by outmoded methods and equipment.”

Sadir-Carpentier is the fourth major concern licensed by CBS under its color television patents. The other three, all U. S. firms, are: Westinghouse Electric Corp., Federal Telecommunications Laboratories and Bendix Radio Division of Bendix Aviation Corp.

Award for Best Student Radio Writing Is Offered

THE SAN FRANCISCO Press Club has launched its second annual scholarship competition among students of Northern California high schools, which will include an award designed to create interest in radio writing.

The award—a $250 scholarship to any university of the winner’s choosing—will be granted to the senior high school journalism student who submits the best dramatic radio script based on the phase of the historic development of newspapers.

The scholarship, together with three others to be given for the best news and feature stories and best photo submitted by journalism students, will be presented at a Press Club Junior Gang dinner on April 26.
Inter-City Television Relay Rights for Radio Requested

Allocations permitting broadcasters to establish inter-city television relay links and specific authority agreements allowing video programs from one station to another were requested last week in hearings before FCC on proposed frequency allocations totaling 1,000 and 13,000 mc. Philco Corp. asked that broadcasters be allowed to use the frequencies proposed for television relay links, and that station-to-station transmission (STL), totaling 880 mc, for inter-city relay links as well as for pickup and STL, and that common carriers not be permitted to share these frequencies, as the Commission's proposed allocations provide.

"It is our position that common carriers should not be permitted to use frequencies allocated specifically to television, since we believe that this would confuse and overcrowd these frequencies," said Washington attorney Reed T. Rollo of the company. "The resulting shortage would force some broadcasters against their will to use common carrier facilities... If the common carrier interests desire to provide television services on common carrier basis, it is our opinion that they should not for this purpose use the common carrier frequency channels assigned to them."

He contended that "broadcasters are able to do an inter-city relay job for themselves at less expense than they could obtain equivalent facilities from common carrier companies." Philco, Mr. Rollo said, got the "inspiration to enter the television relaying business on its own behalf" when it was told the charge for using the coaxial cable to carry programs from New York to Philadelphia would be about $167,000 a week.

For American Telephone and Telegraph Co. challenged the source of the $167,000 quotation, Mr. Rollo said he would secure the name of the source and supply it later for the record.

Asks More Frequencies

Television Broadcasters Assn., with Allen B. Du Mont Labs expressing its approval of the TBA stand, went even further in its proposals than Philco. Speaking for TBA, Attorney Thad Brown requested that additional frequencies totaling 1,200 mc be allocated for inter-city relay and also that television pickup and STL be allowed to share in the mobile and fixed services allocations, which total 2,500 mc. The TBA spokesmen, expressing no dissatisfaction with the proposed allocations, opposed the pleas for authority for broadcasters to establish inter-city relays, contending that a common carrier would make better use of the facilities than a private carrier.

Contending that "theatre television should have the same parity of right for frequency allocations as television broadcasting," Paul J. Schwerin, representing the Society of Motion Picture Engineers, presented SMPB's position to the proposed allocations. He contended that all services covered in the plan should be allowed to continue research and development and that therefore the band should be retained for experimental purposes.

Raytheon Manufacturing Co. asked for assignment of one channel at the lower end of the 3,700 mc band for FM STL. Richard F. Lewis of WINC (FM) Winchester, Va., said he had been unable to secure STL equipment for operation in the present band below 1,000 mc. He is now using Raytheon equipment operating in the 3,700 mc area and that it works "perfectly."

The Commission's proposed allocation plan allows pickup to 1,295-1,425 mc, and television pickup and STL to 6,800-7,050 mc and 12,500-13,000 mc. Common carriers also are allowed these frequencies with television licenses.

NBC Renews Schwerin Contract
For Program Pretesting System

WITH THE MAIN objectives of providing radio advertisers with a means for pretesting summer replacement programs and with an audience check on their radio commercials compared to the copy tests of printed media, NBC has renewed for another six months its contract with Schwerin Research Corp. that Mr. Bevins, NBC research director, and Horace Schwerin, president of the research organization, jointly announced last week.

New contract, extending the first one which began last July, calls for continued testing of NBC sustaining programs by the Schwerin system of measuring the reactions to radio programs of cross-section parts of audiences of about 300 persons each, who record their reactions to various parts of the program [Broadcasting, Sept. 16, 1946].

Service will be used by NBC for basic studies designed to improve the effectiveness of its broadcasting and will be offered to agencies and sponsors who either have programs on NBC now or contemplate buying time on the network.

Available to Agencies

The Schwerin system will also be made available to broadcasters and agencies for the testing of commercials only, utilizing in these tests techniques to measure and relate listener acceptability to commercial quality. Such recall checks are made both in the studio at the conclusion of the original test and subsequently in the homes of the persons in the best group, Dr. Schwerin said.

Fee for the base test for a half-hour program, including a double group test of the first program and single tests of the subsequent three shows, is $5,000 to NBC advertisers or their agencies, he said. For spot announcement tests, the base fee is $2,500.

Commercial have a carry-over reaction, Dr. Schwerin stated, citing a program of RCA's Sunday night-afternoon series on NBC, "Music America Loves Best," in which the mid-week commercials for the phonograph produced a drop in audience reaction score of 25%.

This unfavorable attitude carried over to the final commercial, for RCA records, when the score fell off 14%. When these commercials were used again without change in copy but with the order reversed, the commercial for records caused the decline in reactions score to drop only 9%, and only 18% for the instrument commercial.

Each individual participating in a reaction test is classified in 24 ways—age, sex, education, occupation, marital status, etc.—so that the factors which are different in listeners and non-listeners to the program may be discovered and studied, Dr. Schwerin said. He added that a single commercial which was well liked and remembered by women, but not by men, which was unfortunate as the product advertised is used exclusively by men.

Oldsmobile Spots

GENERAL MOTORS, Detroit, Oldsmobile division, has started a two-week spot announcement campaign through its advertising agency, D. P. Brothers & Co., Detroit. In New York spots have been placed starting Feb. 9 to 21 on the following stations: WJZ WMCA WHN and for Feb. 15 to 22 on WOR. A two-week spot schedule has been placed on approximately 300 stations throughout the country.

John Rutherford

JOHN ALFRED RUTHERFORD, for two years an engineer at WGBS Miami, was drowned Feb. 1 in Lake Huron, 40 miles from Miami. With him at the time of the fatal accident were his wife, Ada, and their 10-year-old son, Richard. The trio was just starting a 10-day fishing trip. Mr. Rutherford had been with WIRE Indianapolis and WHAS Louisville before joining WGBS.

BROADCASTING • Teletacing

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Upcoming

State Dept. Approval Accorded World Broadcasting Foundation

FIRST indication that the long-discussed International Broadcasting Foundation first disclosed by Broadcasting (June 24, 1946) has found official approval. A similar controversy was revealed Thursday when Secretary of State George C. Marshall urged high priority for "legislation authorizing the Government to operate international radio broadcasting facilities through a publicly chartered corporation."

Assistant Secretary of State William Benton has been working on the plan for a year and has submitted it for comment to NBC, CBS, Crosley Corp., General Electric, Westinghouse, Associated Broadcasters of California and Worldwide Broadcasting Foundation of Boston. It has now gone to Capitol Hill where Senate President pro tem Arthur Vandenberg (R-Mich.) will refer to an appropriate committee for study.

The proposed International Broadcasting Foundation calls for control by a 15-man board of trustees appointed by the President, with the chairman as the only salaried operating member. The foundation would plan its broadcasting overseas consumption only on the theory that the United States interests must be represented on the air, but this cannot be done adequately by Government or the private industry operating singly.

Officials explained that the United States has only 56 frequencies for use on overseas broadcasts. Without a likelihood the range will be increased in the foreseeable future. Centralization is proposed for allocation of time and establishment of facilities in view of these limitations.

But on most other matters, such as whether the foundation would sell time commercially, decision would be left to the discretion of the board.

Congressional control of the foundation would be imposed through a yearly review and during action on appropriations.

MBC, CBS

(Continued from page 18)

stations, however, would continue active membership, paying in their appropriate income bracket classifications. It is estimated that NBC and CBS owned and operated stations are paying dues totaling between $25,000 and $30,000 annually in addition to the flat network fees.

Graduated Fees

Associate NAB members now pay graduated fees, with no assessment exceeding $1,000 a year under the scale fixed by the board. In areas not growing, equipment and research firms as well as station representatives.

Associate membership would remove from the board Mr. Stanton, as CBS member, and Frank M. Russell, NBC vice president, who is the oldest continuous member in point of service, unless they were permitted to sit as observers.

Last week's events were reminiscences of several weeks of favorable changes within NAB ranks during the last two decades. The last crisis developed in 1942 during Neville Miller's tenure as NAB president.

At that time NBC President Trammell, in a letter to the board, proposed to withdraw his network from active membership and at the same time lashed out at those who made what he described as "sins" that NBC has ever dominated the NAB or that it seeks such domination."

At the 1942 NAB convention in Cleveland, the Trammell proposal for voluntary network affiliations, at reduced dues, was voted down with full active membership deferred. CBS, through its then executive vice president, Edward Klauber, militantly opposed associate membership status and contended that all networks were entitled to active participation.

Prior to the 1942 convention, the matter of network membership in NAB had been debated and criticized. Former FCC Chairman James Lawrence Fly did his utmost to encourage other trade organizations, particularly the Broadcasters' Victory Council, and independent groups, such as National Independent Broadcasters and Independent Radio Network Affiliates, all of which have gone by the boards.

NBC has been represented as such in the Federal Reserve's 1942 letter. It will drop active membership provided the other networks do likewise.

As associate members, the networks would now appoint directors to the board as a matter of right. This has been described as the "House of Lords" method. Only network station managers or executives who must be nominated from the districts in which they are domiciled or who might be elected as directors-at-large could qualify for board membership.

Text of the Joint CBS-NBC-NAB statement follows:

"There is no schism between NBC or CBS except that NBC, neither network member has resigned from the association nor intends to resign. The networks and the association have been endeavoring for some time what the nature of network membership shall be. The only question to be determined would be whether the association shall be on an active or associate basis. This was decided at the May meeting of the NAB board."

NEGOTIATIONS between networks and the AFM's Local 802 of New York City for a recession last week as union officials presumably studied the progress of bargaining elsewhere.

It was believed that the New York negotiations would be resumed tomorrow following the conclusion of conferences in Chicago (See story page 79). Although there was no reason to believe that wage scales established elsewhere would become a precise pattern for New York, there was little doubt that the outcome of the Chicago Largaining would at least serve as a guide.

A blanket wage increase of 18½% to which network stations in Chicago had reportedly agreed was greater than the raises which New York network executives were said to have offered Local 802.

No official announcement of the networks' counter-proposals was forthcoming in New York, but it was said that amounts would be no more than 16½%. Meanwhile, it was understood that Local 802 had reduced its original demands. Although the amount of wage increase, which 802 now was seeking, was carefully kept secret, it was believed that the increases averaged between 25 and 30%.

Color TV Field Tests Are Continued Despite Handicap of Severe Weather

HANDICAPPED by cold, windy weather and by icy roads that made driving a hazardous enterprise, field tests supplied by CBS and Du Mont set last week with representatives of CBS, Du Mont, Philco, RCA, the FCC and the National Bureau of Standards. The tests were to be the CBS uhf color video broadcasts before today's resumption in Washington of the FCC hearing of the CBS application for use of the commercial uhf video color by the network's sequential system. FCC decision is expected early in March.

Test schedule, set by the companies opposing the CBS application, called for reception of the color video signals in Bronxville, Yonkers, Nyack, Newburgh, N. Y., and in Milburn, Cedar Grove and Passaic, N. J., with the opening test to be made at the Bronxville home of Dempster McIntosh, president of the International Division of Philco. In the other tests, the location was determined by E. C. Allen of the FCC Technical Information Service, who when blindfolded stuck pins in the maps. Agreement to locate the CBS offer of its field equipment, which receives the uhf signals in black-and-white only, was reached Tuesday evening at a meeting at CBS, where the test stations will play test patterns for the tests from its experimental uhf color video transmitter and also from its low band black-and-white television station, both located in New York's Chrysler Tower. The low band signals were received by test apparatus in the Du Mont field truck.

Tests began Wednesday afternoon at each station receiving its uhf signals with good reception reported on both bands. The following morning, at the request of the others, CBS engineers erected an antenna on the roof of the McIntosh building and that afternoon received films and slides as well as a test pattern on the table model color receiver which CBS had demonstrated the previous week at the FCC hearing in New York. George R. Tingley and Harold T. Lyman, CBS engineers in charge of the receiving equipment, reported that the color pictures were received as well as during demonstrations made for the FCC at Tarrytown, N. Y., in December and January. Field test group included T. T. Goldsmith, Du Mont director of research; P. J. Bingley, chief television engineer of Philco; Mr. Allen; Ray D. Kell and George Zalkin, Philco engineers; and K. A. Norton, propagation expert of the National Bureau of Standards; William B. Lodge, CBS director of engineering; and C. G. Smith, director of the CBS color television system, and J. W. Wright, CBS chief radio engineer.

BROADCASTING • Telecasting

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FEDERAL COURT UPHOLDS FCC DENIAL OF WOW SALE

SUPREME COURT test of FCC’s denial of $200,000 WOW New York sale to Murray and Meyer Mester ended likely Friday. Three- judge special Federal court in New York up- held FCC’s action denying sale on grounds Mesters are not qualified. Court said: (1) FCC is not bound by past determinations inconsis- tent with Mester casting decisions; (2) FCC can deny transfer if transferee is “not of good character,” and “character” includes in- volvement in civil litigation; (3) FCC may investigate applicants’ general character with- out first calling for “all-inclusive” character data.

Court’s decision denied motion of trans- ferrees Arde Bulova and Harry D. Henshel to have Mesters suit dismissed on grounds that sales contract, since it required FCC approval, was nullified when FCC failed to approve.

STERN TO TESTIFY

PHILADELPHIA Publisher J. David Stern scheduled to appear today (Feb. 10) before House Labor Committee to explain sale of sta- tion WCAU, Feb. 8. [Philadel- phia Record] and two Camden, N.J., papers to Robert McLean, president Philadelphia Pub- lin Co. Justice Department requests to Messrs. Stern and McLean for information on merger expected by Department officials as “rout- ine.”

1290 kc GRANT SET ASIDE

FOUR-MONTH-OLD grant to Ken-Sell Inc. for new 1-kw daytime station on 1290 kc at W. Palm Beach, Fla. [Broadcasting, Oct., 21], set aside by FCC on petition of WTOC Savannah, which uses 1290 kc with 5 kw. Ken-Sell application set for hearing, with WTOC as inter- oponent.

FCC GULF FLOOD

(Continued from page 4)

applicants invested in, fail to attend, FCC said, “will be construed as indicating that such ap- plicants do not desire to participate in the expediting plan”; although their applications will be considered, they will not be accorded amendment privileges provided for participants in expediting plan. Applications submitted by Friday included: Al M. Landon, former Kansas Governor and 1936 Republican nominee for President, seeks increased 1-kw daytime use of 1130 kc at Leavenworth, Kan., and, with others, applications for Steel City Broadcast- ing Co., Cary, Ind., 1250 kc, 250 w, day only; KVOL Keflavik, Iceland, 25 Notify of 250 w to 5 kw day, 1 kw night (facilities of WWRF Shrewsbury requested); Cape Palace City Ra- dio Corp., Mitchell, S. D., 950 kc, 5 kw, DA fulltime; WGN Chicago, Ill., 720 kc, 1 kw, DA fulltime; WEAM Atlanta, Ga., 680 kc, 1 kw, daytime; WGBS Galveston, Texas, 1370 kc, 5 kw, day and night; KDOW San Antonio, Texas, 1270 kc, 250 w to 1 kw, day and night; WVEM Daytona, Fla., 1460 kc, 1 kw, day only.

NEW MISSOURI OUTLET

ORDER issued by FCC Friday granting Audrain Broadcasting Corp.’s application for new 250-w station on 1340 kc at Mexico, Mo., and authorising KHMO Hannibal, Mo., to move from 1340 to 1070 kc and raise power from 250 w to 5 kw day, 1 kw night, DA full- time. Audrain owners include John A. Badar- racco, owner of electric appliance company, president and treasurer (16%), and his wife, Lois F. (14.4%); B. E. Emerson, associated with Courier Post (licensee KHMO), secre- tary (22.4%); Wayne W. Cribb, KHMO man- ager (22.4%), and his brother, Vance Cribb (6.8%).

KBIX GETS RENEWAL

CANCELLING third “Blue Book” hearing, FCC Friday announced regular license renewal for KBIX Muskogee, Okla. and 27 other stations which uses 5 kw on 1490 kc. Other FCC stations eligible for renewal hearings are those involving programming. Two, WIBG Phila- delphia and KGJ N. Los Angeles, have since won non-hearing renewals; WTOL Toledo, granted in final hearing held last month; KENO and KMAC San Antonio slated for March hearings; WBAL Baltimore to be heard Feb. 24 with Pearson-Allen application for WBAL facilities.

NABET REQUEST DENIED

FCC DENIED National Assn. of Broadcast Engineers & Technicians (NABET) request to reopen record on WDNC Durham, N. C. application for regional operation to receive evidence concerning alleged unfair labor prac- tices [Broadcasting, Jan., 27]. WDNC, on 1490 kc with 250 w, has proposed grant for 620 kc, 5 kw day, 1 kw night, DA fulltime.

NYACK COLOR TEST FAILS

ENGINEERS field testing CBS video color re- ception in Nyack Friday reported uhf transmitter failed to produce usable signal although good signals received from both NBC and CBS low band black-and-white transmitters. Under- stood testing group will not go further north, although original schedule called for tests at greater distances from transmitter.

TELECOMMUNICATIONS MEET

WORLD Telecommunications Conferences begin at Atlantic City with Radio Administra- tive Conference May 15, State Dept. announced Friday. Plenipotentiary Telecommunications Conference, Short Wave Broadcasting Confer- ences to follow. Arrangements were completed in collaboration with International Tele- communications Union [Broadcasting, Sept. 23, 1946].

TULSA CLASS B FM GRANT

WENDELL CENTRAL Broadcasting Co.—Oklahoma Gov. Robert S. Kerr (board chairman) and E. K. Gaylord, president of Oklahoma Publishing Co. (president)—received condi- tional grant for Class B FM station at Tulsa, Okla. West Central has AM grant for WEEK Poria, Ill., and is applicant for Tulsa AM.

RCA BOARD Friday declared dividend of 25% payable April 1 to holders of record at close of business March 7.

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People

JOHN L. MERDIN, program director of WSTV Cleveland, Ohio, named general man- ager of WPIIT Pittsburgh, newest in Friendly Group, scheduled to take air in April with 1 kw on 780 kc.

MAJ. GEN. H. C. INGLE, Army’s chief sig- nal officer since July 1, 1943, to be retired March 31 at his request

WILLIAM J. SLOCUM, CBS director of spe- cial events, resigned Feb. 7 to devote full time to writing memoirs of Elmer Irey, former co- ordinator of Treasury law enforcement agency. Book will be published by Simon & Schuster.

WBAL PLEA DENIED

FCC Friday denied WBAL Baltimore’s peti- tion for postponement of Feb. 24 consolidated hearing on its renewal application and applica- tion of Drew Pearson and Robert S. Allen for WBAL’s 1090 kc 50-kw facilities. WBAL’s further request that FCC correct its Blue Book references to WBAL operations also denied.

MIAMI FAX DEMONSTRATION

WQAM, Miami Herald station, to begin demon- strations of facsimile edition next month, plans regular use of facsimile in fall, Pub- lisher John S. Knight announces. Scarcity of receivers is handicap, he says.

FCC Rules & Regulations amended (Section 3.104) Friday to specify that FM applications filed before July 1, 1947, need not specify par- ticular frequency unless applicants are di- rected to do so by FCC.

Closed Circuit

(Continued from page 4)

they are urging President Kobak to hold at least one of quarterly sessions in Washington each year.

WHOLE subject of international copyright protection may be next problem dumped in UNESCO’s lap. Besides opposing new Pan American copyright convention, recording firms and NAB Join move to have whole world copyright mess cleared up at one time. U. S. is not party to Berne copyright convention.

PLETHORA of grants for both standard and FM stations has aroused interest of many banks, called upon by applicants and grantees for financing. Nature of information being sought goes to operating costs for various classes and sizes of stations and other standard financial data.

ALTHOUGH Associated Bell companies of AT&T have been requesting increased rates for toll and other types of services with various state commissions, rates for broadcast circuits have not been altered.

POST-MOSCOW Conference of delegations representing United Kingdom, USSR and France to consider continental allocation prob- lems covering Europe’s standard broadcast band, originally scheduled for Feb. 3, has been postponed about 10 days. While conversations have no direct bearing on broadcast allocations in our hemisphere from interwar standpoint, disposition of broadcast channels in Europe nevertheless is of more than cursory interest here.

BROADCASTING • Telecasting
In this area there are 2,735,051 radio homes. Of these homes, ONE STATION in four weeks...

- reaches 70.1% between 6 AM and Noon
- reaches 70.8% between Noon and 6 PM
- reaches 79.2% between 6 PM and Midnight
- reaches 81.2% between 6 AM and 6 PM
- reaches 86.1% between 6 AM and Midnight

and that ONE STATION is...

Nielsen Radio Index February-March, 1946

CROSLEY BROADCASTING CORPORATION
Tain't easy, but you don't skin your nose if you have know-how.

And you don't skin your nose in a radio buy without a rating, if you use WOL's know-how.

Take WOL-created "Man behind the Band"—a show with a personality, simple format, modest contest. Though its rating history has never exceeded a 3.0, a sponsor old and wise in the ways of Washington advertising snaps it up, puts it on at 7:15 PM across the board.

The first week 970 hunks of mail come rolling in. The gimmick? No washing machines or refrigerators... just a couple of movie passes given for the first correct answer in the mild contest.

What does it prove? Only that you don't have to have ratings in Washington to get results... but you need a sponsor wise enough to realize it! This particular sponsor is happy as a lark.

Ask Katz or us, and we'll do some fancy turns for you, just as we have this past year for Washington advertisers* who increased our local billing 48%.

* Including Washington's three largest radio advertisers, all of whom are on WOL—two on WOL exclusively.