BMB REPORT CREDITS WHO WITH DAYTIME AUDIENCE IN 229 COUNTIES

Nighttime Audience (after dark) in 526 counties

### AUDIENCE BY DECILES

<table>
<thead>
<tr>
<th>BMB</th>
<th>No. of Counties</th>
<th>Daytime Audience</th>
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<tbody>
<tr>
<td>90-100%</td>
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<tr>
<td>10-10%</td>
<td>229</td>
<td>674,400</td>
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Station Audience Report containing complete BMB Audience Information by counties and measured cities available free on request.
This is the
HUTCISON
FAMILY
of near Waupun,
Wisconsin

The Ralph Hutchison family farms 180 choice acres in Fond du Lac County, Wisconsin. Ralph milks 21 cows and is shipping 600 to 700 pounds of milk to market daily. He hopes to buy his own place in about three years—meantime he owns $6,000 worth of machinery and livestock and rents a $35,000 farm.

Mrs. Hutchison helps with the chores, besides rearing three young Hutchisons, ages 2 1/2, 4 and 7. She has long enjoyed her radio, set most of the time on WLS for Dr. Holland's inspirational message, for vital weather and markets, and for unbiased news of the area. Ralph, meanwhile, is getting the same dependable WLS radio fare on his radio in the barn. Last year, besides his dairying, he fed 50 pigs for market, raised 40 acres of corn and 10 acres each of peas and hemp.

WLS service is planned for folks like this. The Hutchison's have been WLS' listeners and Prairie Farmer readers ever since they began farming. Their comfortable home shows the good family life they lead in the heart of Wisconsin's rich dairy land.

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

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK... KOY, Phoenix... KTUC, Tucson... KSUN, Bisbee-Lowell-Douglas.
RCA to KSD-TV:

Witnessed inauguration of KSD-TV today. You are to be congratulated on the foresight and planning that resulted in the finest television I have ever seen.

David Bain
Radio Corporation of America

KSD-TV to RCA:

The management of KSD-TV thanks Mr. Bain for his generous praise, and expresses deep appreciation to the Radio Corporation of America for the cooperation and assistance which made possible the inauguration of KSD-TV's regular schedule of telecasting on February 8, 1947.

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

Feb. 19: RMA Board of Directors, Stevens Hotel, Chicago.
Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

(Business Briefly)

ARMOUR OPTION • Armour & Co., Chicago, has option on House Party on CBS for possible replacement for Hunt Hunt or in addition to that show. House Party now on CBS three times weekly on co-op basis untill sometime in April. Its former sponsor, General Electric, which has been having production problems, also may be interested in renewing sponsorship. Armour & Co. is handled by Foote, Cone & Belden; General Electric, Young & Rubicam.

TRANSIT CHANGE • American Transit Assn. becomes sponsor of Adventures of Bulldog Drummond on MBS Fri. 9:30-10 p.m. beginning Feb. 29, dropping Spotlight on America. Agency, Owen-Chappell.

WILL USE SPOT • Lektrolite Corp., New York (cigarette lighter) names Donahue & Coe, New York, as agency. Spot radio to be used.

BREWERY SHIFT • Liebmann Breweries, (Rheingold beer) changing account from Young & Rubicam to Foote, Cone & Belden, N.Y.

AGENCY REORGANIZED • PARTNERSHIP of Goodkind, Joice & Morgan dissolved, with Chicago agency incorporated. Interest of estate of Maurice L. Goodkind, v-p and secretary who died July 21, 1946, taken over by directors and officers. New officers include Clyde M. Joice, president; Harlow P. Roberts, v-p and general manager; Charles O. Puffer, v-p; Jay C. Williams, v-p; Florence A. Neighbors, secretary; Gerrick M. Taylor, treasurer; Raymond R. Morgan, of affiliated Raymond R. Morgan Co., Hollywood and San Francisco, member of board.

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Wide diversification of industry

Easton, Pennsylvania

Sales high-earnings high

Turns back profits to you

Easton, Penna., effectively covers an individual trading area in the rich industrial and agricultural Lehigh Valley. Easton is the steel and cement center of the East. Here, diversified industries which manufacture products ranging from steel structures to pocketbooks, assure consistently good business. The 822,000 residents of the greater Easton trading area are potential buyers for your products. To find how you can reach them economically, write direct or to:

SALES REPRESENTATIVE:

RADIO ADVERTISING CO.

New York • Dallas • Chicago • San Francisco • Hollywood

A Steinman Station
Success stories? We've got them! And the list continues to grow. With assurance of the same kind of loyal audiences, programming and merchandising that make possible the Slim Jim Story, place your name among our advertisers and write your own success story—through the station that offers you Minnesota, and then some!
Everyone gets kicked around now and then, but a New Englander has the backing of NERN to ease the blows. Besides, he knows he has the advantage of great purchasing power and relies on his NERN station for advice and training in sound buying — advice that packs a wallop in creating greater sales.
USE KYA TO REACH THIS LIVE WIRE, RESPONSIVE AUDIENCE!

SPORTS EXTRAS
5:10-5:15 p.m.
and
6:10-6:15 p.m.
Monday thru Saturday

HIGH SCHOOL SPORTS PAGE
7:05-7:30 p.m.
Monday Nights

SPORTS FINALS
10:10-10:15 p.m.
Monday thru Saturday

BOB FOUTS AND HIS SPORTS PARADE
7:15-7:30 p.m.
Monday thru Saturday

Get Complete...
VIVID...SPORTS REPORTING OVER KYA

No matter what the state of the world, the vast majority of people have a deep-seated love for sports. What's doing at the golf courses, the tennis courts, the baseball diamond or the gridiron is BIG news to them. KYA caters to a sports-hungry public with dynamic sports programming.

NOW! BASEBALL fans will get a play-by-play account of the Season Games of the San Francisco Seals, Pacific Coast League. Broadcast daily, under sponsorship of RAINIER BEER.

FOR AVAILABILITIES WITH A SPORTS TIE-IN, CONSULT

KYA
SAN FRANCISCO
ADAM J. YOUNG, JR., INC. ★ NEW YORK, CHICAGO
BROADCASTING ★ Telecasting
BECAUSE IT:
1. Features direct crystal control
2. Gives the most desirable electrical characteristics
3. Contains fewest circuits, fewest tubes
4. Has the simplest circuits
5. Is easiest to tune and maintain
6. Has inherently the lowest distortion level

AND ELIMINATES ALL:
7. High orders of multiplication
8. Complex circuits
9. Expensive special purpose tubes
10. Discriminator frequency control circuits
11. Pulse counting circuits for frequency control
12. Motor frequency stabilizing devices

See your consulting engineer and write for fully illustrated booklet giving complete technical data and information.

Write today to:

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

RAYTHEON FM
IS BETTER...
12 WAYS
FIFTEEN-MINUTE Saturday morning show titled Drawing to Music on KUOM, U. of Minnesota station, nets from 160 to 200 finished drawings per program, the station management reports. Combining education and entertainment for children under 12 years old, the program features music and ad лиbs by Kenn Barry, KUOM program director, and Betty Maurstad, librarian of the U. of Minnesota art gallery.

One musical recording is used to set the theme of each program. Then the children listening are asked to draw whatever the music suggests to them. To help the children's ideas along Miss Maurstad and Mr. Barry ad lib their inspirations and pretend to get slightly critical toward each other's ideas.

Songs like "Old MacDonald Had a Farm," "Barbara Bill, the Sailor," "Dark Eyes" and "Dance of the Hours" have produced prize drawings. Sometimes the music theme is varied with a brief story or fable, but the station has found that music seems to hold the interest of the youngsters best for an extended period.

Drawing to Music was first produced experimentally last Aug. 2

SELLERS OF SALES

When he joined Chevrolet in 1932 as assistant advertising manager, Bud got his first feel of radio, for it was that company which was one of Jack Benny's earliest sponsors. Later, as advertising manager of Pontiac in 1934, he had a hand in packaging Varsity Show which was an early national advertiser's bid for the college market. Pontiac also pioneered with Kathryn Cravens as a news commentator.

In March 1940 Bud came to Los Angeles to open the West Coast office of McManus, John & Adams Adv. which claimed such accounts as Pontiac, Cadillac, Dow Chemical Co. and Champion Spark Plugs.

Two years later, he joined Sid Strotz, NBC western network vice president, whose acquaintance with Bud dated back to his going with Pontiac in 1934.

With his wife, Bud lives in Beverly Hills. When radio is not the order of the moment he relaxes by golfing and listening to mystery shows and reading all manner of prose-fiction and non-fiction. Organizational speaking, it's the Los Angeles and Hollywood Ad Clubs, Beverly Hills Club and Bel Air Country Club.
Yes, twenty years ago this month, February 25, 1927, to be exact, KVOO became affiliated with the National Broadcasting Company. Since that time this great network and KVOO have grown in power and prestige, together. It has been a good period for both.

We feel confident that, in the promising years ahead, the same high quality programs, the will to more intelligently serve the public interest, and a deep respect for our loyal listeners will continue to build increasing stature for NBC, America’s number one network, and for KVOO, Oklahoma’s Greatest Station.
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

Here's a little extra effort we'd like to make for any of you agencies who are having difficulties convincing any of your clients about spot-broadcasting—or for any of you advertisers who are having ditto with your agencies!

F&P has developed a thorough, conservative, factual and completely documented Presentation that proves the effectiveness and economy of spot-broadcasting as compared with any other medium. We'd be happy to "give" the presentation for you at any time. And it's dollars to doughnuts that this typical little "F&P extra effort" will get results. Say when!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Blue Book's Author Prepared at CBC

Editor's Note: On June 17, 1946, Broadcasting stated in an editorial on the Blue Book (the fifteenth in a series) that we were not through with our study of the Blue Book and those who sponsored it. In the accompanying story, we are pursuing the subject. The story is written in the firm belief that all of the factors which motivated issuance of the Blue Book have not yet emerged. We believe that until they do emerge, free broadcasting in the United States is in jeopardy.

Strange coincidence attends the careers of Mr. Siepmann and Mr. Estorick—so strange, indeed, that Mr. Siepmann himself acknowledged it to be "curious," though "nothing else." Mr. Estorick was an instructor at New York U. (in the Education Dept.) from September 1939 to September 1941. Mr. Siepmann joined NYU in 1946.

Mr. Estorick worked at the FCC (as a supervising analyst in the Foreign Broadcast Intelligence Service) from June 23, 1941 to Nov. 8, 1942. FBIS was transferred to the War Dept. Dec. 30, 1945, and from the War Dept. to the Central Intelligence Group on Nov. 3, 1946. (Mr. Siepmann, of course, worked at the FCC in June and July of 1941.)

Great mystery attends one aspect of Mr. Estorick's career. FCC rolls indicate that he last left there on March 7, 1946, the date of issue of the Blue Book. But personnel officials of the FCC explain this as meaning merely that his file was transferred to the War Dept. on that date.

Transfer in 1945

Yet the FBIS transfer to the War Dept. was effected in December 1945, four months earlier and War Dept. officials state that Estorick's personnel file should have been transferred at that time, inasmuch as information now available in Washington on him indicates that he resigned with "re-employment rights." Those who resigned under these circumstances had their files moved with the bureau.

War Dept. officials now say that Estorick's personnel file is in the War Dept. Archives in St. Louis.

(Continued on page 79)
West Coast: Atheist To Ask That FCC Revoke Licenses

THREE AND POSSIBLY four San Francisco radio stations loomed as centers of a controversy over their purported refusal to grant air time to Robert H. Scott, San Francisco atheist.

Mr. Scott announced Feb. 11 that he will petition the Federal Communications Commission to revoke the licenses of KQW KFRC and probably KGO, but FCC said late in the week that no complaint had been received.

Obtained Decision

Last year Mr. Scott demanded radio time to preach the doctrines of atheism. He obtained a decision from the FCC, which held that radio stations which grant time for religious promotion should also grant time for promotion of atheism.

KQW, following the FCC decision, gave Mr. Scott a thirty-minute period last Nov. 17. The station invited comment from listeners.

Fred Ruegg, KQW program director, issued the following statement on the station's position in the case: "Time for additional broadcasts on atheism will not be provided on KQW. After analyzing the mail received in response to a broadcast by Robert Harold Scott, atheist of Palo Alto, Calif., it is felt that KQW would not be serving the interests of the public by continuing programs on the subject of atheism at this time."

Mr. Scott said one-fourth of the replies were favorable to him and his cause.

Mars Adds

MARS Inc., Chicago, Feb. 1 added 74 outlets to Curtain Time, on NBC, Sat. 6:30 p.m. (GCT), according to Paul McGuire, manager of NBC Central Division network sales department. Additional facilities bring number of stations airing program to 105. Agency is Grand Adv., Chicago.

Evershard Cancels

EVERSHARP INC., Chicago, is cancelling sponsorship of Mavis Fridays, 10:30-11 p.m. on CBS, because of its inability to improve the time at which the show could broadcast," its agency, Blow Co., New York, announced last week. As a result of the cancellation effective March 28, the schedule of advertising in newspapers and magazines will be increased. But when better radio time becomes available, Eversharp will again resume sponsorship of a third radio show, the agency announcement said. Eversharp continues sponsor Take It or Leave It on CBS and the Henry Morgan Show on ABC.

Seek End to Court Ban on Microphone

Chicago Jurists Back Newsmen in Request to Chicago Bar

Perhaps it is just that election day is only a few weeks off but a group of Chicago municipal judges have endorsed a proposal submitted before the Chicago Bar Assn. by the Chicago Radio News Correspondents Assn. to permit a microphone in the traffic courtroom.

The jurists, including Chief Municipal Justice Edward Scheffler, made the recommendation as a means of attracting valuable publicity at election time, since traffic courts are notoriously lacking in news value.

Judges do not care to accept traffic and safety court assignment because of the ill will incurred against violators who remember fines at the polls, the judge admitted, but said a radio broadcast would not only win a high Hooper but actually reduce traffic fatalities. He cited Judge John Gutknecht, who was elected for eight consecutive terms when broadcasts were permitted in his courtroom.

The Chicago courts barred broadcasts in 1937 when the Chicago Bar Assn. duplicated the American Bar Assn.'s ban against cameras and microphones as a result of the Lindbergh kidnapping trial. Judge Gutknecht also asked to be transferred to another court when the ban was imposed.

Seek Godfrey

YOUNG & RUBICAM is negotiating with CBS for its program Arthur Godfrey Talent Scouts as a possible replacement for Vop Pop in the Tuesday 9-9:30 p.m. period on CBS for Lever Brothers (Lipton Tea) which sponsors Vop Pop. Letter from the company's executive vice president and general manager Arthur Godfrey Talent Scouts investor "is" has a contract until May 21, 1947.

Bar Assn.'s resolution was adopted. Since the adoption of the last edition, recorder the Chicago radio press has officially asked the Chicago Bar Assn. to withdraw its resolution on the ground that the machine made it possible to sensor broadcast material in advance.

End of Ban on Station Editorializing Under FCC Study; Hearing May Be Held

RENEWED INTEREST in a re-examination of FCC's six-year-old ban on "editorializing" by stations was evident within the Commission last week, with indications that a hearing might be called if preponderant sentiment favors it.

The hearing would be held to determine the attitude of the industry as to whether the Mayflower Decision, in which the FCC in 1941 ruled that a broadcaster may not be an advocate, should be clarified, modified, or overturned.

Members of the Commission have sounded out industry representatives individually in the past few weeks but have found no unanimity of thinking regarding whether or how much radio stations should air their own editorial opinions. FCC is divided on the question.

Even if such a hearing is requested, it appeared unlikely that it could be held in the immediate future in view of the current workload involved in FCC's Feb. 7-May 1 "expediting plan," FM and telecast applications to be decided, the clear channel and color television proceedings, and already scheduled hearings including that Feb. 24 on multiple ownership.

The movement for a re-examination of the Mayflower Decision with NAB President Justin Miller among the leaders, gained impetus when the 14th NAB District went on record asking the NAB Board to take steps to establish the rate of broadcasters "to present views under their own sponsorship in keeping with the Constitutional guarantee of freedom of speech." [Broadcasting, Jan. 20].
TV Decision May Come in Few Weeks

Evidence Complete After Two Months Of Hearings
By J. FRANK BEATTY

TELEVISION'S course for the next five years—black-and-white alone as desired by most TV companies, or competing color and black-and-white—will be decided by the FCC on the basis of two months of testimony and observation concluded last Thursday.

Decision is promised in a few weeks, perhaps within the month.

In fighting the combined resources of almost the entire television industry, CBS endeavored to show the Commission that development of sequential or scanning-disc color justifies creation of commercial color standards on the 480-920 mc band. CBS is the only company that has demonstrated a color system complete from transmitter to distant receiver.

Opponents of CBS

For every expert CBS produced in presenting its side, RCA, Philco, Du Mont and others offered a half-dozen or more, plus the combined opposition of special committees of the Radio Manufacturers Assn. and Radio Technical Planning Board. They argued that black-and-white service should be allowed to proceed without interference from more costly color service.

The struggle was waged in Washington, New York, Princeton and numerous points where engineering measurements were made. CBS demonstrated its sequential color service in the laboratory, in a New York courtroom and at a Tallurytown, N. Y., inn. Other committees revealed new electronic color in the laboratory as well as black-and-white signals of new brilliance [BROADCASTING, Dec. 16, etc.].

CBS offered field measurements to support its claim that the 480-920 mc band can provide satisfactory signals; contended that contrast is more important than mere brightness, though it promises brighter color in the future; claimed color images are much more effective in audience appeal, and insisted black-and-white television is obsolete.

Opponents of the CBS petition to the FCC for declaration of color standards in the high band threw the book at the network's claims, and followed up with stacks of charts and data. They contended to show that the industry doesn't yet know how to use the 480-920 band and that it is good for only line-of-sight service, with severe shading; that the CBS scanning-disc system is marred by flicker, fogging, lack of brightness, small images, narrowing angle; that it needs 60 frames per second to overcome flicker; that it uses up too much of the spectrum; that it would hold up television progress; that it is too expensive; that it can't be commercially operated for several years and especially that low-band black-and-white sets can't be easily converted to receive CBS color even in early versions.

New allocation plan for the 480-920 mc band television was introduced by William B. Lodge, CBS director of general engineering, to provide two to seven color television stations for each of 140 metropolitan districts. It provides more stations in 54 districts than an FCC proposed allocation introduced last December without depriving any district of its FCC quota.

CBS to Increase Power

Mr. Lodge revealed that CBS is planning to increase the power of its high frequency color transmitters to WXCS, 120 kw at 35 feet antenna height. Opposition testimony based on eight field measurements during the week of Feb. 3-8 showed inferior or indiscernible CBS color images in six instances. These measurements were conducted cooperatively by television companies, with FCC and Bureau of Standards participating. Most of the sites were deliberately chosen to show shadow and distance effects.

Whereas Dr. Thomas T. Goldsmith, Jr., Du Mont research director, interpreted these measurements as showing that the 480-920 mc band has line-of-sight habits, Mr. Lodge contended measurements at Nyack, 120 feet below line-of-sight, revealed that service will be available behind hills.

The battle of charges and counter-charges, claims and counter-claims, went on for days, with the nation's outstanding video authorities sluging toe-to-toe on disputed points. As in all of the three-month sessions FCC Chairman Charles R. Denny kept proceedings well in hand. Occasionally he broke up a verbal exchange with a quip. At other times he called for Commission rulings.

The stakes run into important money. For CBS they involve the fate of millions spent since 1940 on sequential images. For RCA, Philco, General Electric and others they involve possible loss of a chance to sell 2,000,000 black-and-white television sets in the next three years. They too have spent large sums, but see immediate returns in black-and-white with fully electronic color coming along in perhaps five years or a decade.

Du Mont's Side

The color opponents claimed CBS mechanism requires vastly different receiving equipment than black-and-white, whereas addition of a simple converter would permit current receivers to receive electronic color in monochrome. On the other hand CBS pointed out that dual-purpose sets, with only one extra tube, could be built to receive its color and present black-and-white just as sets are built to receive AM and FM.

Last week's hearings were designed to give Du Mont its first chance to present its side of the

(Continued on page 80)

WCAU Sale Price About $3,000,000

WPEN Sale to Unnamed Purchaser Is a Part Of Transaction

WCAU PHILADELPHIA, 50,000-watt CBS affiliate, will be transferred to the Philadelphia Bulletin by the Philadelphia Record Co. for between $5,000,000, stripped, and $5,500,000 including quick assets and other expenses, according to preliminary estimates made last week.

Application for the transfer, part of the approximately $10,500,000 transaction whereby J. David Stern sold the Record and the Camden Courier and Camden Post, probably will be filed with the FCC between March 1 and March 16. Paper work encountered has exceeded estimates, according to W. Theodore Pierson, Washington counsel for the Bulletin.

WPEN, a regional independent owned by the Bulletin, will be sold to an unnamed bidder as part of the transaction, to eliminate the dupely over aspect (ownership of more than one station in the same market). Negotiations now are under way with several prospective bidders, through the Alfred Greenfield Co., Philadelphia investment bankers, who negotiated the Stern-Bulletin transactions. The asking price has been in the neighborhood of $1,000,000, it is understood, to represent the cost to the Bulletin ($620,000) plus improvements and losses since the station was acquired from Arde Bulova two years ago.

No Profit to Stern

The figure for WCAU, when finally pegged, will represent no profit to the Stern interests, it was learned. The bottom figure of $3,000,000 would represent the property stripped of quick assets and receivables. The figure of $3,500,000 would include brokers' fees and legal expenses incurred by the Stern interests in acquiring the station last Fall, plus penalties on accelerated payments on the initial loan. When Mr. Stern acquired WCAU the indebtedness of the Record Co. was increased by between $3,000,000 and $3,500,000, which represented the new book value of the station.

The Arco procedure, wherein other bids may be made within the specified 60-day period during which the facilities are advertised, will be followed for both the WCAU and WPEN sales.

While the WCAU price established a new high for a single station transaction, the WPEN deal would not, even though it is for an independent, non-network station. WMCA was sold by Edward J. Noble, now chairman of ABC, to Nathan Stern, owner of Stern Broadcasting, for $1,000,000.WMCA's West Coast interest in WBIG, also in Philadelphia, recently was sold for approximately $500,000. There have been several other part-ownership sales in recent months, so the $1,000,000 figure on a 100% basis.

Transfer of WCAU accompanies the retirement of the publishing business. Mr. Stern had forced by a three-month strike of the Newspaper Guild to sell his entire interests.

Testifying before the House Committee on Education and Labor on Tuesday, Mr. Stern, first newspaper owner to sign a contract with the Guild, denounced the union as a "cancerous growth" which jeopardizes the future of the American radio and press.

Mr. Stern said his early support of the Guild was his "first error" and suggested that Congress can best protect freedom of the press by freeing "opinion formers"—radio and newspaper writers and editors—from subjection "to the discipline of any pressure group."

February 17, 1947 • Page 15
Committee Assigns President Full Authority

FINDING ALL reasonably quiescent on the Washington legislative front, the NAB Legislative Committee crammed two days of agenda into a one-day session last Monday (Feb. 10) and then dispersed to await further developments.

Though no formal announcement was issued, it was learned the committee heard a legislative report from Justin Miller and decided to leave the entire matter on the policy level with its president. Judge Miller recounted to the board his legislative ideas, which were largely incorporated in an address made Dec. 1 before the Florida Broadcasters Assn. He had recommended then that Congress should sharply define the limits of FCC power and end its incursions into program content and structure [Broadcasting, Dec. 9].

The committee took no positive action beyond delegation of full authority to President Miller and his board. There was no conclusion that the NAB should actively press for new legislation but that it would be prepared, at all times, to present its views when called upon by committees of Congress or by legislators.

No Direct 'Lobbying'

Implicit in the committee's deliberations was the determination to engage in no direct "lobbying" for legislation. Cognizance was taken of the statement by Majority Leader and Senate Interstate Commerce Committee Chairman Wallace U. White Jr. of Maine, that he proposed to redraft the White-Wheeler Bill, which failed in the 75th Congress was the indication that he had delegated Edward Cooper, former Senate committee clerk, as professional staff member to major in communications. Mr. Cooper was given the responsibility of supervising the proposed legislation, which, like the Miller recommendations, would define the powers of the FCC to eliminate ambiguities and clearly spell out the bounds of FCC jurisdiction.

Discussed at the one-day session was the desirability of overall legislation to supplant the existing Communications Act of 1934 or piecemeal legislation to amend those provisions of the law in controversy. There were two schools of thought.

However, this question was not resolved since the committee concluded to delegate full responsibility to President Miller.

Senator White has indicated that he prefers an entirely new Act, since the radio provisions of the present law are 20 years old, having first been written in 1927 and carried over into the Act of 1934. Preponderant committee opinion was that legislation would be forthcoming at the present session. Also canvassed were constantly recurring reports that the FCC would be subjected to an investigation by the new Republican Congress.

Committee members present are shown above. Those unable to attend were: Louis Waemer, KGA Spokane; Wayne Goy, WINX Washington; Robert D. Sweeney, MBS.

CONGRESSIONAL situation occupied one-day meeting of the new NAB Legislative Committee, which held a meeting Monday at the Mayflower Hotel, Washington. Present were (front row, 1 to r): Don S. Elias, WWNC Asheville; Justin Miller, NAB president; J. Harold Ryan, WWVA Wheeling, chairman; G. Richard Shafter, WIS Columbia, S. C.; Joseph Ream, CBS; Frank M. Russell, NBC; Clair R. McCollough, WGAL Lancaster. Back row: O. L. Ted Taylor, KGNC Amarillo,Tex.; A. D. Willard Jr., NAB; Herbert Hollister, KFOL Boulder, Colo.; Joe B. Carrigan, KWPT Wichita Falls, Tex.; Don Petty and C. E. Arney Jr., NAB.


RADIO set manufacturers have taken up the problem of station interference caused by crowding of stations in the upper portion of the standard broadcast band and will discuss the whole matter of broadcast engineering standards at a meeting of the Radio Manufacturers Assn. board next Wednesday at the Stevens Hotel, Chicago.

Relaxing of engineering standards by the FCC through the granting of hundreds of new stations in the higher broadcast frequencies presents tuning problems which the RMA Engineering Dept. will investigate.

First formal complaint about jamming of stations into the band came at the NAB Pacific Coast area meeting held Jan. 8-10 at San Francisco.

At first meeting of NAB-RMA Liaison Committee, held Thursday at Mayflower Hotel, Washington, NAB agreed to lend full support to RMA's Radio for Every Purpose set-selling campaign, which was drawn up last week by the RMA Advertising Committee [Broadcasting, Feb. 10].

The group decided to hold a second meeting during the summer. In the meantime boards of both associations will have considered problems brought up last week.

The liaison group specified Oct. 26-Nov. 1 as National Radio Week, with both associations agreeing to merge forces to promote a celebration that will attract nationwide attention and utilize facilities of affiliated dealer and merchandising associations. Date for National Radio Week will be changed from year to year. The 1948 date was selected because daylight time will have been over several weeks and the NAB convention will not interfere as it did last year. The 1948 date will be moved away from the Presidential elections.

Discusses FM Advertising

The liaison group discussed the use by FM stations of advertising which urges the public to buy only FM sets. RMA frequently has objected to this advertising. The subject is to be submitted to the boards of both associations.

Attending the meeting were: For NAB, President Justin Miller; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel; Carleton D. Smith, WRC Washington; James D. Shouse, WLW Cincinnati; William F. Whitman, WHAM Rochester. For RMA, Ray C. Cosgrove, Cosgrove Corp., RMA president; Bond Geddes, executive vice president; E. A. Nicholas, Farnsworth Television & Radio Corp.; James D. Shouse, WLW Cincinnati; C. E. Arney Jr., NAB secretary-treasurer.

FIRST meeting of NAB-RMA Liaison Committee was held Thursday in Washington. Present during luncheon portion of meeting were (1 to r): Carleton D. Smith, WRC Washington; Ray C. Cosgrove, Cosgrove Corp., RMA president; E. A. Nicholas, Farnsworth Television & Radio Corp.; A. D. Willard Jr., NAB executive vice president; William Fay, WHAM Rochester; Bond Geddes, RMA executive vice president; Paul V. Galvin, Galvin Mfg. Corp.; John K. West, RCA; James D. Shouse, WLW Cincinnati; C. E. Arney Jr., NAB secretary-treasurer.
Iowa Store Finds Radio Use Is Effective

Black's of Waterloo, NRDGA Winner, Has Know-How

By KATHERINE FILLOS
Radio Director
James Black Dry Goods Co.

EVERY MERCHANT has the problem of deciding on the most effective medium to use in carrying his advertising message to customers and potential customers, and the James Black Dry Goods Co. of Waterloo, Iowa, is no exception. This problem is complicated for the Iowa store by the realization that it has two separate markets, rural and urban, since industrial Waterloo is the trading center for a rich farming community. Waterloo has but one daily newspaper which has a good circulation in its East Waterloo territory, but Black's also wants to tell its promotional story to potential customers outside the area covered by the local newspaper. After testing direct radio advertising in circulars, and weekly small-town newspapers, Black's decided that the logical answer was radio. Black's is fortunate in having a local station, KXEL, a clear channel station, with a very sound farm policy. Since a large part of Black's business comes from an area outside the city of Waterloo, the broad rural acceptance of KXEL, a farm station, was of special concern to the executives of Black's. It was very apparent that here was a station with more than just a farm hour. Obviously, this station was all that its slogan implied, the "Voice of Agriculture." Sponsors 4 Programs Consequently, Black's now sponsors three daily programs and one weekly program—all over station KXEL. They are, as follows:

R. F. D. 1540: When the opportunity was presented to Black's to sponsor a segment of the Jos. Higgins Farm Hour, a feature which Jos. Higgins himself created for the initial broadcast of the station, our officials were quick to see its great value to Black's. The format was lifted from the Jos. Higgins Farm Hour, and then expanded to a new period, 12:45-1 p.m., and called R. F. D. 1540. Presented by Hugh Muncy, KXEL's farm director and a popular radio personality, the program is designed to reach the urban and rural families of northeastern and central Iowa, to serve 4-H, FFA, and various other farm organizations. Mr. Muncy, a large following for the program through his friendly "hometown" way of presenting local news and farm organization activities and has made the name of Black's known to thousands of people throughout the area. The program content and the commercial copy are beamied toward farmers and shoppers from small towns. Commercials used feature institutional copy and items or departments that will characterize Black's as the store of "everything for all members of the family." Where stock permits, R. F. D. 1540 encourages mail-in response. According to sales results, these various methods have proved themselves most effective.

The program, under the sponsorship of Black's, was first aired over KXEL Aug. 6, 1945. It is a daily feature, Monday through Saturday, 12:45-1 p.m. About 50% of the programs include studio interviews, wire recordings, and coverage of farm events by remote pickup. These features are in addition to general farm and "hometown" format. One of the most popular of the wire recorded features is the weekly visit made by Mr. Muncy to a rural high school assembly.

Teen-Age Show

Music for Moderns: This program was born of a desire to reach teen-agers on the level of teen-agers. Here again, background played an important part in the acceptance of this program. The long-established activity of station KXEL with schools throughout the area extending as far as a hundred miles from Waterloo has been a contributing factor in the popularity of this broadcast. Music for Moderns, which received first in the Class B Division, NRDGA contest, Jan. 15, 1947, went on the air Aug. 21, 1945, and has been a continuous weekly feature on KXEL since that date.

The program is designed to reach teen-agers (and their parents) in northeastern Iowa, with feature merchandise from Black's Young Moderns shop and boys' department. Other objectives were to develop a consciousness of these

(Continued on page 88)

WRC Survey Uses New Techniques

Capital Area's Individual Listening Habits Are Studied

AN EXTENSIVE SURVEY of radio listening habits in which new techniques were used has been completed by WRC Washington. The study has produced interesting results with reference to the listening habits of persons who ride in radio-equipped automobiles, as well as those who use home and office radios.

WRC set out to get up-to-date, accurate facts about the Washington audience, basing its approach on the hypothesis that many factors (age, race, sex, health, economic level, occupation, education, etc.) affect radio listening habits, that all the factors are not known, nor is the degree to which any of them influence listening known, and that the only way to control all possible influencing factors in a survey sample is to set up a situation whereby the principle of random choice becomes completely operative.

USING new techniques WRC Washington recently made an intensive study of the radio listening habits of persons living in the Capital's metropolitan area. The study was concerned with individual rather than family listening habits, and the results were interesting results, not only with respect to home and office listeners but also with respect to those who listen to auto radios.

In the WRC survey 562 names were picked at random from the latest Washington city directory. Names were listed on control cards and spotted on a large map of the area. Geographical distribution was excellent, WRC reports.

29 Interviewers Used

The station's research department, using a staff of 29 experienced interviewers, began tracking down each of the 562 individuals in the sample on Aug. 29 and tabulating their answers to 30 prepared questions. A month later 524 interviews had been completed, and the results were tabulated on the basis of these interviews since answers from the remaining persons on the list could not be obtained for a number of reasons. These results convinced WRC that it had reached population groups never before covered in radio surveys and that for the first time accurate data on individual radio habits as opposed to family ones had been obtained. In the interests of accuracy several cross checks were made on the validity of the sample.

General conclusions were that radio listening habits vary most with color and to a lesser extent with sex, age, education and a number of other factors. Comparisons of results with telephone survey results conducted by WRC indicated the importance of a sample in which not only the homes are carefully chosen, but also the person in the home to be interviewed.

In answer to the question, "Is there a radio in working condition in your home?" only 4.4% of the interviewees replied in the negative. The breakdown by race showed that 97.5% of the white families and 90.4% of the colored families in the area studied had radios.

As to the number of home radios the results were: One, 45.3%; two, 30.0%; three, 11.5%; more than three, 13.2%.

Length of Listening

The survey showed further that on an average day 71% of the adult Washington population listens to radio for an average of 3.3 hours. Average daily listening for the entire population, including non-listeners, is 2.4 hours.

With reference to Washingtonians' automobile radio listening

(Continued on page 78)
ABC Cancels WBKB TV; Tells Why

Expects to Develop Own Stations, Reports

SPOKESMAN

WITH THE end of the hockey season in sight, contracts for sponsored telecasts over WBKB of Chicago Blackhawks' hockey games will expire and will not be renewed, it was learned last week. General Mills has been sponsoring the hockey telecasts on Wednesdays and Henry C. Lytton & Sons (The Hub), one of Chicago's big State St. stores, on Sundays.

At the same time it was learned that ABC will drop WBKB television broadcasts of its own Chicago-originated program, Stump the Authors. This program has been broadcast on a sustaining basis for 13 weeks, and was used as promotion for the same show on the ABC network. It was indicated that since the network is no longer on the air ABC feels there is no point to paying for video promotion.

A cancelling television programs, such as hockey, when it's over, spokesmen for ABC indicated they have in mind the fact that if and when the network gets its CP in New York it will want to concentrate on getting its own television station on the air there, following up with other video outlets in Chicago and Detroit. The network was said to be proceeding on the basis that, once it has obtained permission for its own television stations, it will want to concentrate its expenditures on transmitters, studios and equipment rather than buying time from other video broadcasters.

It is understood that ABC is still trying to sell shows for WBKB and will be on the air with them when such sales are made. For example, on March 16, General Mills will sponsor through ABC a one-time billiard and pool telecast featuring top ranking cue artists who will be in Chicago at that time. ABC executives are scheduled to start a film series on WBKB last Friday. This was to be launched on a sustaining basis, with a possibility of sponsorship later.

WBKB to Double Rates

Meanwhile, Capt. William C. Eddy, director of WBKB, announced Wednesday that the station will double its present television rate schedule on March 15. There are now more than 1000 authorized video receivers in WBKB's primary area, Capt. Eddy said.

Under the new rate structure...

Borden Experiments

URREN, Ohio, March 17, 1947....

Borden Co., currently sponsoring a Friday night television series, I Love to Eat, on WNBT New York through Young & Rubicam, will start a new series of "experiments" in program commercial treatments on the same station on March 1, through Kenyon & Eckhardt. With the plan of working with NBC on varied types of programs in all categories, the new series will be irregular, with shows not necessarily spaced a week apart.

John Royal Heads TBA Program Unit

Committee Will Draft Standards for Video Broadcasters

JOHN ROYAL, NBC vice president in charge of television, has been appointed chairman of the program committee of Television Broadcasters Association. The committee has been given the responsibility for investigating present video programs and drafting a set of standards as a guide to all television broadcasters.

TBA foresees this program guide as the first step toward a code of television programming, but believes that the medium is yet too young and its operation experience too limited for a formal code to be drafted at this time.

When TBA President J. R. Poppele proposed the guide in his annual address [BROADCASTING, Jan. 19], he said there were certain precepts, certain standards of good taste achieved through the years of public exhibition by other visual and audio media which are essential and to which television should subscribe at the earliest possible moment—surely before many more stations get on the air.

Ernest A. Marx, general manager of the television set division of Allen B. Du Mont Laboratories, is chairman of a new TBA committee, the executive committee of TBA affiliate members, manufacturers of video equipment but not themselves television broadcasters. Other TBA committee chairmen for the coming year are: membership, Dr. Allen B. Du Mont, president, Du Mont Labs.; engineering, F. J. Bingley, chief television engineer, Philco Corp.; commercial operations, G. Emerson Markham, general manager of the broadcasting division of General Electric Co.; publicity and promotion, Paul Raibourn, president, Television Productions; station operation standards and personnel, O. B. Hanson, NBC vice president; finance, Mr. Raibourn; education, Wallace A. Moreland, Rutgers U.

N.Y. Firm Bans Apartment Video Sets

Tenants in 100 Buildings Told to Await Master Antenna

GROWTH in the number of television families, expected to mount rapidly this year, met a new setback last week when the tenants of more than 100 apartment buildings in New York City indicated that they would not be able to install video receivers in apartments pending a solution of the antenna problem.

In a circular letter addressed specifically to tenants "anticipating the purchase of a receive set," Wood Dolson Co., New York real estate management company, pointed out that the building roofs are not large enough to accommodate multiple installations of the sizable antenna arrays currently used for each individual set. It would be unfair to give permission to some tenants while refusing others, the company said, and therefore no installations will be allowed "until such time as some scientific method has been developed for a master television aerial."

While new to the public, this home antenna installation problem has long troubled video technicians, particularly those associated with receiver manufacturers. The newly formed executive committee of affiliate members of Television Broadcasters Assn. had already scheduled this question as the first item on the agenda of the committee's first meeting, scheduled for last Friday afternoon.

No Insurance Coverage

A spokesman for the Real Estate Board of New York said that this organization as yet has taken no position on the matter. However, John Bergen of the Greater New York Taxpayers Mutual Insurance Assn., which insures builders against personal injury liability, said that its policies do not cover television antenna installations and that any building permitting them does so at its own risk.

WBKB will charge $200 for an hour's time, $120 for a half hour and $80 for a quarter hour. Capt. Eddy said all present contract holders would be charged at the old rates until the termination of their contracts. In WBKB rate changes will be expected within approximately two months, he added.

CBS Radio Sales Now Video Representative

RADIO SALES, spot broadcasting division of CBS, representing the network's owned and operated stations, has assigned the responsibilities of its sales representative for CBS television. At present activities will center on WCBS-TV, network's low band black-and-white video station in New York, but the arrangement will be expanded as television itself expands.

All members of the New York radio sales staff have been instructed in present-day video operations, particularly those of WCBS-TV, and will be kept informed of future developments, according to L. E. Van Volkenburg, general sales manager of Radio Sales, so that they will be able to discuss the television problems of the advertisers and agencies they call on.

Ford TV Show

FORD MOTOR CO., Dearborn, Mich., on Feb. 17 will sponsor the finals of the Golden Gloves bout on WCBS-TV New York, Mon., 8 p.m. to the end of the activities. Reed Adams and Bob Edge, WCBS-TV sports director, will describe the bout. Agency for Ford is J. Walter Thompson Co., New York.

Mr. Berger said his organization had suggested that television companies making such installations should agree to assume the liability for claims that might be made if an antenna were blown down into the street or otherwise collapsed with injury to passersby.

A number of companies have developed various types of master antenna systems for multiple dwellings; each contended the problem of how, with every available apartment occupied and every building with lengthy lists of would-be tenants, an apartment building owner could be persuaded to invest an appreciable sum in a master television aerial system at this time, even if the tenants desiring to purchase television sets would agree to pay a monthly fee for the privilege of hooking into the system.

One television engineer estimated that the cost of installing a master antenna system would average $50 or $70 an apartment for a 100-apartment building.
... Like off a duck's back

That's a new fabric called Silane. It's waterproof.

Pour water on it ... and liquid rolls up into drops just like mercury. It rolls right off this new fabric better than water off a duck's back. Moisture just can't get through the fabric.

There's a similar point to make about a lot of radio sales messages. Some sales talk rolls right off the audience you're trying to get through to.

We don't know about other cities ... but the sure way of getting through and producing sale results in Baltimore is by way of W-I-T-H. That's the successful independent station in this sixth largest market, that produces more listeners-per-dollar spent than any other station in town.

When you make up that list remember the call letters—W-I-T-H.
FCC Facing 1,200-Application Backlog

325 AM Stations Asked During Final Week

FCC ENTERED its "temporary expediting" period for AM applications last week with a workload comparable to that facing it when the wartime freeze was lifted and normal licensing resumed in October 1945.

An official count showed 325 AM applications filed during the week ended Feb. 7, the last day for filing applications for new or improved AM facilities for consideration before May 1. It was estimated the Commission now has more than 1,200 such AM applications to decide, as against about 1,300 AM, FM, and television when the "freeze" was lifted in 1945. The job is further complicated by engineering amendments and proposed amendments to scores of existing applications.

Advantage Now

One advantage now, although there are around 250 FM and 13 TV applications in addition to those for AM, is that a substantial percentage of each group is in hearing, so that much of the engineering work, one of the main drawbacks to speedy action, is well under way or completed on many applications. In AM, it was estimated that 500 applications are in hearing.

But the heavy rate of filings immediately preceding Feb. 7 heightened the fears of many authorities, especially the private engineers who are assisting the FCC technical staff in processing cases, that it will be impossible to complete the work on all pending applications by May 1, as the Commission has hoped to do.

In line with the expediting procedure [BROADCASTING, Jan. 13], FCC conducted informal conferences with legal and technical counsel for applicants on 22 channels last week (including Saturday), and scheduled conferences Monday through Saturday this week on five channels a day.

Initial Reports

Reports from initial conferences on channels with relatively few and relatively simple applications indicated that by making a few minor changes in their requests all or substantially all applicants might be eligible for grants. In more complicated cases, the immediate results were described as less encouraging. Initial conferences are followed by further conferences as necessary.

FCC authorities estimated that approximately 400 AM cases were in Processing Lines 1 and 2 before the final week's burst added 328 others, swelling the total to 725. In addition, some 500 are in the amendment privileges extended to those who do participate, the Commission reiterated. Non-applicants wishing to participate should notify the FCC Secretary in writing in advance.

The Fed. 7 deadline brought in last-minute applications from persons in a broad variety of professions, including ministers, attorneys, politicians, engineers, newspapers and newspapermen, and scores already in the broadcasting field.

Channel Conferences

The final week's total of 325—more than 200 of which were received on Feb. 7, compared to $60 for AM, and TV received on hearing. Of the 725, it was estimated that 50% would have to go into hearing.

The FCC conferences this week, starting daily at 10 a.m. in Room 7454, New Post Office Bldg., were scheduled as follows:

Monday, Feb. 17—630, 680, 1380, 770, 1310 kc

Tuesday, Feb. 18—1290, 1190, 800, 1530, 590 kc

Wednesday, Feb. 19—1140, 1270, 1410, 1420, 1480 kc

Thursday, Feb. 20—880, 1170, 1290, 1330, 1600 kc

Friday, Feb. 21—910, 950, 1060, 1250, 1300 kc

February, Feb. 22—790, 990, 1070, 1390, 1580 kc

Applicants not represented at channel conferences will not have deadline day before lifting of the freeze free to expand the list to include 195 facilities. The rough estimate when FCC offices closed on Feb. 7 placed the week's total around 300 [BROADCASTING, Feb. 10]. It is estimated about 246 for new stations and 79 for changes of facilities.

Among Applicants

Among the applicants was the Washington radio law firm of Littlepage & Littlepage, for a new Cambridge, Md., station. Andrew G. Halsey, head of a Washington radio law firm and part owner of KAGH (FM) Pasadena, applied for Fullerton, Calif. Walter E. James, assistant to the general counsel of FCC until Jan. 31, now practicing law at Montgomery, Ala., applied as a partner of George A. Mattison Jr. for a new station at Birmingham, contending on grounds of WTNB Birmingham to change frequency.

Keith Kiggins, former senior vice president and station relations director of ABC, has an interest in WFTS Greenville, Pa. First Lt. Edgar M. Jones of the War Dept.'s Radio & Television Branch, former FCC public relations officer, is part owner of an applicant for Monessen, Pa. The local Chamber of Commerce is a minority stockholder in an Aiken, S. C., applicant.


Time Sales Gain 7% in '46 FCC Finds

Comparisons With 1945 Show Total Revenue Up 8.9%

NET TIME SALES of standard stations and networks in 1946 registered a 7% gain over 1945, the FCC estimated last week.

The Commission, which counted net sales as sales after commissions on the four nation-wide networks and their 10 key stations, three regional networks, and 751 individual stations which in 1945 accounted for 97.7% of the net time sales of all stations.

FCC said total broadcast revenue (net time sales plus incidental revenues such as sale of talent, etc.) increased about 8.9% over 1945 figures for the same stations.

The four national networks and their keys reported net time sales of $70,008,062, a 2% increase over the 1945 figure of approximately $58,500,000.

Reports from three of the five regional networks indicated a 10% decline from 1945.

The 751 individual stations showed a 9.2% increase in net time sales over the 1945 reports of the same stations. This, FCC said, resulted from a 4.9% increase in the sale of station time to networks; an 8.1% gain in station time sales to non-network advertisers, and a 9.2% decrease in the amount of commissions paid to agencies, etc.

The 620 stations serving as outlets for national networks were credited with an 8.1% gain in net time sales. The gain for the 131 stations not serving as such outlets was estimated at 18%.

By station classes, the net time sales increases were reported as follows:

For 41 clear-channel 50-kw full-time stations, a 3.3% gain; 22 clear-channel 5- to 20-kw full-time stations, 5.9%; 251 regional fulltime stations, 7.7%; 49 regional part-time stations, 9.7%; 371 local full-time stations, 18.4%; 15 local day and part-time stations, 27%.

The Commission's estimates were based on preliminary financial reports. FCC pointed out that the figures "in some instances represent estimates by individual stations."
Applications Closed for FCC in Pre-Deadline Rush

The following recitation by states shows applications rejected by the FCC in the week ended Feb. 7, but too late to be reported until last week. On page 84 is a listing of amendments, not previously reported, which have been filed in connection with nonhearing applications already on hand.

ALABAMA

Alberville—Pat Murray Courtling, hearing aid aide, $250, day only.

Birmingham—Vulcan Broadcasting Co. 1490 kc, 250 kw, full time (contingent on grant to WINL to change call letters). Co-owners: George W. Witsell Jr., president; George W. Witsell, vice-president; W. R. Witsell, secretary-treasurer; E. W. Witsell, registered engineer; F. C. Liston, consulting engineer; S. A. Witsell, consulting engineer; E. W. Witsell, consulting engineer; V. W. Witsell, consulting engineer. Mr. Witsell was former FCC assistant to general counsel for Witisson, and was later assistant to general counsel for Wituson, and formerly general manager of Wituson Broadcasting Co. No additional information is available.

Birmingham—Lee Broadcasting Co., 1220 kc, 150 kw, full time.

Birmingham—Two Dallas Broadcasting Co., 1240, 250 kw, full time.

BIRMINGHAM, ALABAMA

Bakkers—KERN, increase from 1 kw to 1.5 kw on 1410 kc, DA full time.

Calhoun—KJJO, 920 kc, 1 kw, full time.

Birmingham—KSBK, 1230 kc, 150 kw, full time.

Bakersfield—KERN, increase from 1 kw to 1.5 kw on 1410 kc, DA full time.

Colma—KXKQ, 1150 kc, 1 kw, full time.

San Antonio—WITB, 1240 kc, 250 kw, full time.

Bridgeport—WOAI, 1300 kc, 100 kw, full time.

Bridgeport—WXAS, 1230 kc, 1 kw, full time (formerly WNAS, 1230 kc, 1 kw, full time). Carry (contingent on grant to WONL to change call letters). Co-owners: George W. Witsell Jr., president; George W. Witsell, vice-president; W. R. Witsell, secretary-treasurer; E. W. Witsell, consulting engineer; F. C. Liston, consulting engineer; S. A. Witsell, consulting engineer; E. W. Witsell, consulting engineer; V. W. Witsell, consulting engineer. Mr. Witsell was former FCC assistant to general counsel for Witisson, and was later assistant to general counsel for Wituson, and formerly general manager of Wituson Broadcasting Co. No additional information is available.

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ON TARGET

Even when it looks easy, the ball doesn't drop into the basket by itself. It takes energy, skill and experience to score consistently... which is the reason so many of America's leading radio stations have chosen Weed and Company as their national representatives.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

February 17, 1947 - Page 21
Clark & McGeehan Firm Incorporated

Station Representatives Open
New York, Chicago Offices

CLARK & McGEEHAN last week received its incorporation papers, and opened offices at 217 Park Ave., New York, and 360 N. Michigan Ave., Chicago, as a new station representative organization, starting off as national representatives of two stations, WKNB New Britain, Conn., and WPIK Alexandria, Va.

Both principals of the new firm have extensive radio and advertising backgrounds. William S. Clark, president and head of the New York office, began 12 years ago as a salesman for WOOD Grand Rapids, was subsequently associated with WMCA New York, John Thomas Miller Advertising, Campbell Soups Co., John H. Perry Assoc., and most recently has been New York manager of Howard H. Wilson Co.

M. J. McGeehan, vice president and secretary, in charge of the Chicago office, has been manager of the office of the Walker Co. in that city and was formerly manager of the Chicago office of Radio Advertising Co. for more than three years. Previously he had been active in sales and sales promotion at WEMP and WIBN Milwaukee and at WIND Chicago, and he also at one time was in charge of spot sales in the state of Wisconsin for Radio Sales (CBS).

In HONOLULU it’s this way, says Robert Dick (right), manager of KQMB during recent visit to CBS Hollywood headquarters. Listening (1 to r) are Edwin W. Bucklew, the network’s station relations head, and Harry W. Witt, assistant general manager, CBS Western Div.

Networks List Reporters Assigned to Big 4 Meet

THE FOUR MAJOR networks last week announced the correspondents who will cover the Big Four foreign ministers conference, scheduled to start Mar. 10 in Moscow.

CBS will have on hand the chief of its European news staff, Howard K. Smith, who will be assisted by Richard C. Hottelet, CBS newsman formerly stationed in Moscow. Covering the meeting for NBC will be Henry Cassidy, the network’s European news director, and Robert Magidoff, who was formerly assigned to Moscow. Edmund Stevens, Moscow correspondent for the Christian Science Monitor, will report the conference for ABC, while Mutual has assigned John Fisher to handle its Moscow broadcasts.

Irvng H. Moore

IRVING H. MOORE, 60, manager of Western Electric Co.’s New York distributing house since 1939, died Feb. 8 in New York after an illness of several weeks. Mr. Moore joined Western Electric in 1926. He served as a major in World War I and returned to the company in 1922. Five years later he became manager of the distributing house in Washington and served in that capacity for 10 years before being transferred to New York. He is survived by his wife, the former Virginia Barton Mott.

WBRY Now 5 kw Outlet

WBRY, Waterbury, Conn., CBS affiliate, increased its power from 1 kw to 5 kw Feb. 7, the station management reports. On the evening preceding the switch to higher power the station staff, assisted by William J. Pape, publisher of the Waterbury Republican-American, which operates WBRY, aired a special program in observance of the occasion. Walter Howard, WBRY program director, wrote the script and directed the program.

Well, the “NEW” WGR HAS ‘EM

and it’s all part of the new program plans, the new activities, which...under the new ownership of Leo J. (“Fitz”) Fitzpatrick and I. R. (“Ike”) Lounsberry...are remaking WGR’s big listening maps in Western New York.

for example—

3 BIG NEW DISC SHOWS

From 7 a.m. to 10 a.m.—Monday through Saturday “The Ralph Snyder Show”—Smooth, witty Ralph Snyder in quarter hours of music, interspersed with reports on weather, driving conditions and the correct time.

From 11:30 a.m. to 1:00 a.m.—Monday through Saturday “Martin Tobin’s Tune Time”—featuring the deep, pleasing baritone delivery of well-known, well-liked Martin Tobin in 15-minute periods of danceable recorded music with between-tune reports on the weather, the time and interview quickies with celebrities and people in the news.

Oklahoma Network Elects Garber, Adds 2 Stations

MILTON R. GARBER, manager of KCRC Enid, is the new president of Oklahoma Network, succeeding Tams Bixby Jr., president of KBIX Muskogee. The network’s board of directors at its annual meeting in Oklahoma City on Feb. 4 also re-elected two officers, Albert Riesen, manager of KVSO Ardmore, vice president, and James M. Griffith, manager of KADA Ada, secretary-treasurer. Robert D. Enoch, KTKO Oklahoma City, will continue as managing director.

The network also voted to accept two additional stations, KSWO Lawton and KTMC McAlester, as affiliates. This brings the total number of affiliates to nine. Other member stations are: KADA Ada, KBIX Muskogee, KCRC Enid, KGFF Shawnee, KOME Tulsa, KTKO Oklahoma City and KVSO Ardmore.

Succeeds Brother

GUY M. BIDDICK has been elected to succeed his brother, the late Walter W. Biddick, as president of the Walter Biddick Co., radio station representatives, Los Angeles, and has assumed management of the firm. Mr. Biddick had been associated with his brother, who died Feb. 3 [Broadcasting, Feb. 10].

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A Spartan sells shoes in Carolina

Back in Greece, when the time-worn bed of the Eurotas River was 24 centuries higher, chiton-clad citizens of Sparta walked around in sandals. Today, half-a-world-away, citizens of Spartanburg, South Carolina, wear shoes sold by a fellow Spartan.

The Wright-Scruggs shoe store, which has been advertising on WSPA since 1940, sponsors Ross Gordon’s “Carolina News” five afternoons a week over WSPA. This 6:15-6:30 p.m. program is planned and produced directly for sales to the vast and affluent WSPA audience in the Carolina Piedmont area. Witness this statement from a letter received from the manager of the Wright-Scruggs store: “We unhesitatingly say that our advertising over WSPA has been a very important factor in making us the Piedmont’s largest and leading shoe store.”

We’ve got other selling Spartans on WSPA, too. And the 151,458 families served by WSPA are the perfect audience for them...and for you.

But then, the WSPA Piedmont is an advertiser’s paradise. A paradise that is “one of the best-balanced sections in the entire country”.

And WSPA swings the balance your way.
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.

WSIX gives you all three: Market, Coverage, Economy

MANAGERS of Connecticut State Network stations were dinner guests of Governor and Mrs. James L. McConoughy at the executive mansion in Hartford prior to the first of a series of weekly Monday night report-to-the-people broadcasts by the governor. L to r are: Terry McGough, WNAB Bridgeport; Glover Delaney, WTHT Hartford; Richard W. Davis, WELI New Haven; Governor and Mrs. McConoughy; Harold Meyer, WSTC Stamford; Gerald Morey, WNLC New London; Sam Elman, WATR Waterbury.

Television Survey

WITH prospective sponsors among clients, survey to determine availability of Hollywood motion pictures for television is being made by J. Walter Thompson Co., Los Angeles. Norman Blackburn, vice president in charge of Hollywood office, is conducting survey.

MANHATTAN, N. Y.— TO CELEBRATE the opening of the new studios of WMIN St. Paul, Minn., and the tenth anniversary of the station, WMIN held a cocktail party last Thursday in the Hamm building, station’s new location. Special emphasis has been given to FM quality in the design.

SAN DIEGO BECOMES A NEW HOOPER CITY

SAN DIEGO, Calif., has been added to the list of Hooper Pacific Coast checking cities effective with the January 1947 Pacific Network Program Hooperrings report, and now qualifies as a four-network service city since the new CBS outlet, KSDJ, is in operation.

Jack Benny led the first 15 programs on the Pacific Coast in the January report, with Bob Hope second and Red Skelton in third place.

The report showed an average evening audience rating of 9.7, an increase of 0.3 from the last report and a decrease of 0.3 from the rating for the same period last year.

Average evening sets-in-use reported were 35.0, 0.1 less than the last report and 1.3 more than a year ago. The average evening available homes was 79.2, up 0.8 from last report and up 0.6 from a year ago. Average daytime audience rating was 4.2, down 0.1 from the last report, up 0.4 from a year ago.

The average daytime sets-in-use reported was 16.3, which represented a decrease of 1.1 from the last report, up 0.8 from a year ago. The average daytime available homes was 68.9, up 0.5 from the last report and down 0.9 from last year.


WHLI Work Started

CONSTRUCTION WORK at WHLI Hempstead, L. I. (1100 kc, 250 w daytime), authorized by the FCC Jan. 30, has begun. Elias I. Godofsky, permittee, announces WHLI and its FM affiliate, WHNY (Channel 288), will go on the air early in May, May. Godofsky states, Staff members, in addition to Mr. Godofsky, who is general manager, include: Paul Godofsky, station manager; Frank E. Knaack, chief engineer; Eddy Brown, music director. All formerly held executive positions at WLIB New York.

CBR FM Antenna

FIRST FM transmitter to be installed in western Canada is to go on the air early in March at Vancouver, where CBR is installing the transmitter on the roof of the Hotel Vancouver, with a 40 foot, two-bay turnstile antenna. Equipment is being made by Canadian Marconi Co., and station will operate with 250 w on 106.7 mc with call VESFG.
ON KFNF
Sponsor Dollars Buy Maximum Value

AMRED PRODUCTS COMPANY
Cereals - Flavorings - Spices
Omaha, Nebraska
January 10, 1947

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank,

We are pleased that you have been able to open suitable time for the new sponsor which we recently recommended. We are pleased also to note that the early returns are highly satisfactory.

Actually, Frank, knowing KFNF's almost perpetual "sold out" condition, we regard your courtesies in behalf of our friends to be an act of genuine cooperation. However, as in all such cases, we did not hesitate to ask since we could not in good conscience recommend any other station to these folks.

We mean that. Also, we feel that we are in a position to speak advisedly since we are well into our fifth year of using KFNF facilities for our own advertising. Prior to that, as you know, we employed the services of several other radio stations in this same area, sometimes as many as three of them at a time. Our results, sometimes good -- sometimes bad, encouraged us to use KFNF on an almost exclusive basis.

It has proved a fortunate choice. It is not at all surprising to us that KFNF is constantly "sold out". It could not reasonably be otherwise since it is an accepted fact that KFNF is the "Top Farm Station" in the area.

In our opinion, no sponsor who wants to reach the best farm market in the Midwest can afford to omit KFNF from their schedule. As for ourselves -- we regard the first five years as being only the beginning.

Frank Kessler
President

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
Fulton Lewis, jr.

available* now on
WHBC — Canton, Ohio
17.0 rating

WHBC and Fulton Lewis, jr. rate high with listeners in Canton's important market. Latest Condon (Nov. 17-23, 1946) gives this noted commentator a 17.0 rating—highest on the WHBC schedule, which leads all other stations in the area in all categories.

Buying power knows no season around Canton. Diversity of industry provides around-the-year production; in 1946, peacetime industrial payrolls were $66 million. Retail sales: $115,500,000.

Reach this rich market with Fulton Lewis, jr. on WHBC—soon to go on 5,000 watts—soon to reach almost a half-million additional radio homes.

Wire, phone or write immediately for complete information.

*Offered Subject to Prior Sale

City College, N. Y.
Teaching Radio

TWELVE practical intensive courses on radio and television are being offered in evening sessions at City College School of Business, New York, started Feb. 10.

Jo Ranson, public relations director of WHN New York, is teaching a "Survey of Radio and Station Practice." "Practical Radio Announcing" is taught by Carl Mark, radio director of the Al Paul Lef- ton Advertising Agency.

Ted Cott and J. E. Selden, staff members of WNEW New York, are presenting a course in radio writing, "Radio Scriptwriting for Production." Raymond E. Nelson, president of the Raymond E. Nelson Advertising Agency, instructs in a basic course in television production, "Television Studio Operation and Program Production." Mr. Nelson also conducts a "Workshop in Television Commercials."

Elissa Landi, former motion picture actress, is teaching a course in "Speech for Radio and Television." R. B. Gamble, commercial television producer, presides over a laboratory-studio course, "Television Laboratory Workshop."

"Documentary Radio," a cooperative enterprise entailing independent projects and group work on all phases of documentary programming is being taught by Seymour Siegel, program director of WNYC New York. Mr. Siegel also teaches "Radio Dramatics Workshop" in cooperation with Mr. Mark and Jack Gorgan, of the program department of WNEW.

"Audio Broadcast Advertising," a course on the use of radio as an advertising medium, is taught by Hershel Deutsch, radio director of the Gray Advertising Agency.

Oscar Katz, associate director of research at CBS is presenting a statistical course, "Radio Audience Research."

Women Will Compete
For Erma Proetz Awards

FOR THE THIRD consecutive year a national award in memory of the late Erma Proetz, advertising counselor, will be presented by the Women's Advertising Club of St. Louis in recognition of the most outstanding creative advertising work done by a woman during the year ending Feb. 28, 1947, it was announced last week.

A first prize of $500 and a second prize of $100, together with inscribed plaques, will be given to the winners at a dinner in St. Louis on May 12. Competition for these prizes is open to any woman in the United States engaged in advertising work.

Entries must be postmarked not later than midnight March 25. Complete information may be obtained from Mrs. Henrietta Baker, chairman of the Erma Proetz award, Women's Advertising Club, 706 Chestnut St., St. Louis 1, Mo.

Singing Weather Reports Offered by Midwest Pair

JACK STARR of Star Radio Productions and Vernon Morelock, recently elected vice president of An- fenger Adv., St. Louis, are cre- ators of a series of transcribed mu- sical weather reports titled "Tem- pera-Tunes."

The series, produced by Star and transcribed by Columbia Recording Corp. at WBBM Chicago, quote the exact temperature for every degree from 10 below to 110 above. As an example, had they been pre- sented in Chicago on Jan. 19-20, when the temperature fell from 65 above zero to 4 below zero, a total of 69 "Tempera-Tunes" could have been used during the 24-hour period.

Series is prepared for use at 15, 30, or 60 second open-end commer- cials. Fourteen stations already have contracted for series which they plan to offer for local spon- sorship. Stations include KALB, WJBD, WWL, WDSU, WSMB, KPLC, WSKB, WSLI, WGCN, WMOB, WALA, KTRH, KRGC, KRLD.

Video Textbook

BASED on his class in television programming at New York U., Thomas H. Hutchinson has written a textbook on television that will doubtless aid many students, radio and advertising executives now pondering video's possibilities. Titled Here Is Television—Your Window to the World (Hastings House, New York, $4), the 368-page volume is divided into three parts, dealing with the tools of television, its programs, and the commercial aspect. Volume is ade- quately illustrated with photo- graphs and diagrams and includes a television shooting script and a glossary. The author had a decade of video production experience, with NBC, RKO and Ruthrauff & Ryan.
THE 7th KEY HAS BEEN ADDED

WXYZ Sales Key to the Detroit Market. The latest key to be added to the ring of ABC SPOT SALES is WXYZ—Detroit. We are proud of our new addition. Proud because WXYZ comes to us with a rich heritage of national good-will inspired in great measure by the Paul H. Raymer Company, which has represented it so capably during the past nine years. It is to your advantage to know that now, when you call ABC SPOT SALES, you can contact any or all of the 7 keys to America’s top markets.

WJZ NEW YORK
ABC’s key to America’s 1st market

WENR CHICAGO
ABC’s key to America’s 2nd market

KECA LOS ANGELES
ABC’s key to America’s 3rd market

KGO SAN FRANCISCO
ABC’s key to America’s 6th market

WMAL WASHINGTON
The Washington Star Station
ABC’s key to the Nation’s Capital

AMERICAN PACIFIC NETWORK
ABC’s key to the Pacific Coast

ABC* has the 7 Keys to America’s Great Markets...

*SPOT SALES DIVISION
American Broadcasting Company

NEW YORK
33 West 42nd St.

CHICAGO
Civic Opera Bldg.

SAN FRANCISCO
155 Montgomery St.

LOS ANGELES
1440 Highland Ave.

DETROIT
Stroh Bldg.

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Billboards and Bus Cards Used in WLOW Promotion

EXTENSIVE promotion was conducted by WLOW, new independent outlet at Norfolk, Va., prior to its initial broadcast on Feb. 2. The station used 20 billboards, inserted 11x14-inch car cards in 230 Norfolk-Portsmouth buses, and gave away $6,000 in merchandise as a part of the advance promotion, according to Robert E. Wasdon, WLOW vice president.

As a follow-up the station has scheduled an extensive campaign in newspapers and is planning to use direct mail advertising. Mr. Wasdon also announced that WLOW expects to inaugurate flash-casting about the middle of March.

Currently assigned to 1590 kc, WLOW has an application pending before the FCC for 5 kw full-time on 1010 kc.

BATTING LESSON is given to Lee Little, general manager of KTUC Tucson, by one of baseball's greats, Rogers Hornsby. The famed "Rajah," now wearing a Cleveland uniform and serving as a coach for the Tribe, is conducting his equally famous Hornsby Batting School in Tucson, where the Indians are in training.

Price Says U. S. Shortwaving Should Be Private Function

AMERICA'S international shortwave broadcasting, now handled by the U. S. Government, should again become the function of private enterprise. This belief was expressed by Byron Price, chairman of the board of the Association of Motion Picture Producers Inc., when he addressed the advertising Club of Los Angeles last Tuesday.

In a speech calling for a vigorous defense of free enterprise Mr. Price said that before the war private enterprise made a "partial and none-too-successful effort at international shortwave broadcasting." At the outbreak of hostilities the Government took over this activity. But, said Mr. Price, it is the American tradition that the job of telling the story of American events and American ideas to those in foreign lands who are prepared to listen be handled by private enterprise.

"The world of today is propaganda-shy," Mr. Price added, "and will discount in greater or less degree any giving of a Government radio station. Besides, if the Government moves into this field tomorrow occupied by private enterprise, will invasion of the other significant areas of expression and communication follow in due course?"

Mr. Price said he wondered if the great advertising agencies concur in the frequently expressed view that, for the present at least, international broadcasting cannot pay its way. "You have had long experience with radio advertising. You know that this is one means of communication which respects no road blocks and which in good time may do miracles, not only for American products but for American ideals," he said.

Reverses suffered by the doctrine and practice of free enterprise in the current world upheaval have been great, Mr. Price pointed out, and we in America either "must give up free enterprise or we must defend it."

The end of the "competitive system, of which advertising is so large a part, must mean inevitably the end of our freedom," Mr. Price continued. "Here certainly is a supreme mission for advertising. If we are to grapple successfully with the problem, we must find a convincing way to exploit not only the products of free enterprise, but free enterprise itself."

It might well turn out to be a good piece of business, both for advertising and for our cherished doctrine of private enterprise, Mr. Price concluded, if positive steps were taken by advertising in the field of international broadcasting.

100th Anniversary

TO CELEBRATE the 100th anniversary of the birth of Alexander Graham Bell, inventor of the telephone, the Bell Telephone System on March 3 will take over the half-hour Borge-Goodman show for Socony-Vacuum heard Monday nights on WNEW following its own The Telephone Hour so that it can present a full hour of entertainment on this occasion. Bell is reimbursing Socony-Vacuum for the radio time. Three guest artists will be heard on that show. They are Helen Traubel, American Wagnerian soprano, Jascha Heifetz, violinist, and Raymond Massey. The script was written by Norman Rosten.

N. W. Ayer & Son, New York is the agency. Compton Advertising, New York, is the agency for the Socony-Vacuum show.
On the air NOW

Oklahoma City's FIRST and ONLY 50,000 WATT STATION!!

Now you can get the "50,000 watt coverage" you have needed for so long in the heart of the rich Oklahoma market. Now you can enjoy the added sales punch of Oklahoma City's most powerful radio station plus CBS programming plus local "know how" in production. It's an unbeatable combination you can't overlook in planning those radio schedules in the Great Southwest. A few choice availabilities are still open. Write or wire today!

KOMA
OKLAHOMA CITY'S CBS STATION

Kenyon Brown, General Manager
National Representative
Free and Peters, Inc.

AFFILIATED IN OWNERSHIP WITH KTUL, TULSA
'Radio Theater' Most Popular In Milwaukee Journal's Poll

WISCONSIN radio listeners have voted Radio Theater the Monday night show on which movie stars recreate their screen roles, as the most popular program on the air today. The vote was recorded in the 1947 annual radio poll of the Milwaukee Journal, owner of WTMJ.

Radio Theater climbed from seventh place in 1946 to first in 1947, replacing Bing Crosby, who dropped to third in the 1947 poll. Bing, however, again was voted the favorite male singer and again received more ballots than any other individual radio performer. Frank Sinatra, who was second only to Mr. Crosby in the "favorite male singer" division in 1946, dropped to fourth in 1947. He also dropped from third to seventh in the "favorite program" division.

Fibber McGee and Molly repeated its victory of last year in the comedy program division, and also again took second place in the favorite program classification. Bob Hope, who climbed up the comedy scale from eighth in 1946 to third, just behind Bob Hope, in 1947.

The Journal reported that about one-third of the listeners participating in the 1947 poll voted, in a questionnaire which was part of the ballot, in favor of radio as it is now. Some things about radio were displeasing to almost two-thirds of the voters, and an equal amount of criticism was directed at daytime serials and "too much advertising." Singing commercials were next in line among the dislikes, followed by "too many crime shows."

The Winners

Winners in the various divisions of the poll, in order of rank, were:
Favorite woman singer—Dinah Shore, Kate Smith, Jo Stafford, Ginny Simms, Frances Langford, Anita Parsons, Helen Forrest, Dale Evans, Lily Pons.
Favorite announcer—Bob Heiss (of WTMJ), Harlow Wilcox, Don Wilson, Bill Goodwin, Harry Von Zell, Gordon Thomas, Paul Skinner (of WTMJ), Kenny Delmar, George Comte, Norman Ross.


JOURNAL PLANS VIDEO SHOWS IN MILWAUKEE TELEVISION demonstrations by the Milwaukee Journal, which has been granted a permit for construction of its new video station, WTMJ-TV, will be a feature of the annual Milwaukee Home Show March 15-22. Meanwhile, WTMJ-TV is going ahead with plans to get on the air by the end of the year.

Portable field pickup equipment has been delivered and transmitters and other basic equipment are on order. Plans for a television studio were incorporated into the Journal's Radio City building when it was built. However, a 500-ft. television tower will replace the present 300-ft. tower, the Journal management has announced, and Radio City eventually will be remodeled to include more studios and office space.

Extensive program for the television training of Radio City staff members will get under way immediately, and the Journal has made plans for large scale promotion of television. As a part of this program video demonstrations will be held for the following: executive and department heads of the Journal, Radio City Television Club, Milwaukee section of the Institute of Radio Engineers, civic leaders and advertising agency representatives.

Geissinger Agency

W. B. GEISSINGER & Co., a new agency in Los Angeles, has been formed by W. B. (Doc) Geissinger, former vice president in charge of Pacific Coast operations, and O. O. (Ox) Lieffers, ex-marketing-research director and account executive, both of BBDO Los Angeles. Offices are at 311 N. Flores St.; telephone is Webster 4755. C. M. Grove, former art director of BBDO, has joined the new agency as art director and production manager. Leroy W. Carlson, who was advertising manager of House Furniture Chicago, has been named account executive. Coleen Hagert, also of BBDO, is office manager.

Morris Named VP

G. DOUGLAS MORRIS, former account executive of Pedlar & Ryan, N. Y., has been elected vice president.
in the public interest...

The XL Stations

To the XL stations these words "in the public interest" mean more than just a reason to exist. They have become a definite OPERATING POLICY. When you use the XL stations you get service "beyond the call of duty." The listeners will tell you what FARMS ILLUSTRATED, the MONTANA BOOSTERS and the PACIFIC NORTHWEST PLAYGROUND PROGRAMS have come to mean to them. They'll tell you how much MR. PNB has done to focus interest in this great industrial empire. Why the XL stations are a part of their community life... serving in their own best interest. And it is for this same reason... that you as an advertiser get more than you bargained for.

PACIFIC NORTHWEST BROADCASTERS
HOFHEINZ AM STAND IS UPHeld by ASCH

EDITOR, BROADCASTING:
As one of FM's God-parents, your well-intentioned editorial, "FMA's First Lesson," [Broadcasting, Feb. 3] shows a quick inclination to spank where you feel that the child is unruly. I don't think that Judge Hofheinz is "off base" in "picking a fight where none exists." My dictionary defines "standard" as--"one serving as a model by which the accuracy of others may be determined, or, as a basis for measurement." Certainly, you do not think that FM can look to AM as a model for comparison, or basis for measurement.

I go along with the Judge on the thought that each type of radio broadcasting should be defined to designate its own form. You know that the automobile industry has various models of automobiles and they are defined as, coupe, two and four door sedan, cabriolet, phaeton, station wagon, and so forth, although they all give automotive transportation, distinct in type, in their features. So it is with radio broadcasting, and I think that the various types should be individually designated, since no one is any longer standard.

We're not mad at anybody, and we don't want to fight with anybody, we just want to promote and bring FM along as rapidly as possible, as a better service is needed and justified.

LEONARD L. ASCH
President
Capitol Broadcasting Co.
WBCA Schenectady.
February 5, 1947

W NBC Airs Bulletins On Area Gas Shortages
A DAILY bulletin schedule has been set up by WNBC New York, informing householders facing critical gas shortages in Nassau, Suffolk and parts of Queens Counties on Long Island, and Rockland County, N. Y., of latest developments in their areas.

The Long Island Lighting System companies first applied for station breaks on the station, but WNBC, which does not sell station breaks, offered to put daily reports on the Kenneth Banghart news programs at 6 p.m., critical time of the day in supplying gas heating. The Lighting companies then sent 20,000 letters to users directing them to keep tuned to the Banghart programs for latest developments.

Newspaper advertising and sound trucks representing the companies toured the areas advising home owners to keep tuned to WNBC for late developments.

Frequency Shift
WJNX Jackson, Miss., has been authorized by FCC to shift frequency from 1490 to 1450 kc. The station will continue to operate with 250 w power.

HAND-PAINTED TIES illustrating that "Open the Door, Richard," theme are displayed by "Dusty" Fletcher, who cheerfully assumes the blame for the song, and WJBB Detroit's Jack the Bellboy, who claims to have been the first disc jockey to feature the number in Detroit. Ties came from one of Jack's Detroit fans.

Fly to Chairman Panel At Civil Liberties Meet
'THE CRITICAL Issues of Democratic Liberties' will be discussed in a series of round table sessions at the annual luncheon of the American Civil Liberties Union, to be held Feb. 22 at the Hotel Biltmore, New York.

Featured in the afternoon discussions will be a panel on "Freedom of Press, Radio and Movies," over which former FCC Chairman James L. Fly will preside. Discussion will be led by Morris L. Ernst, member, President's Commission on Civil Rights; Quincy Howe, CBS commentator; Dr. Paul Lazarfeld, author of "The People Look at Radio"; Lou Frankel, radio columnist; William Fiteelson, attorney; and Richard Griffith, of the National Board of Review.

760-Foot Cable
IN ORDER to avoid obstructions, KRUX Phoenix-Glendale, Ariz., has to carry power 760 feet by underground coaxial cable from the studios to the 183-foot tower. John D. Morgan, station manager, estimates that is probably one of the longest transmission lines ever attempted between transmitter and antenna for a 250 watt KRUX, key station of the new network, Radio Arizona, is owned by Gene Burke Brophy. It operates on 1340 kc, 24 hours daily. [Broadcasting, Jan. 13]

Accountant Arrested
GEORGE DANIEL CIAGO, $85 a week accountant of the Newell-Emett Advertising Co., New York, has been arrested by the District Attorney's office in a charge of having embezzled $10,505 from his employer over a period of nine months. The District Attorney said Mr. Ciago confessed his peculations to his office on Jan. 21 and was arrested on Feb. 5.

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This facsimile from the yellowed page of an old newspaper illustrates the beginning of advertising in Baltimore.

Today, merchants and distributors with commodities directed to the city's prosperous buying public employ all of the many facilities and media of modern advertising. Alert time-buyers know that where comprehensive coverage of metropolitan Baltimore is required, no matter what the product, WCBM is the aerial medium that delivers the message and consistently promotes increased sales.
IRE Awards Liebmann Memorial to Rose For Outstanding Contribution in Radio

The INSTITUTE of Radio Engineers has announced the award of the 1946 Morris Liebmann Memorial Prize to Dr. Albert Rose, of RCA Laboratories, Princeton, N. J., and the 1947 Liebmann prize to Dr. John R. Pierce, of the Bell Telephone Labs., New York.

The awards will be presented for "outstanding contribution in the field of radio" on March 5 at the annual banquet of the IRE to be held in New York at the Hotel Commodore.

Dr. Rose joined RCA immediately after obtaining his Ph.D. from Cornell in 1935 and has concentrated his research in the field of television camera tubes. He conceived the idea of the orthicon camera tube in 1937 and later collaborated in developing the image orthicon television picture tube. It was for his work on the image orthicon that Dr. Rose received the 1946 Liebmann prize.

Dr. Pierce joined Bell Telephone Labs. upon receiving his Ph.D. from California Institute of Technology in 1930. He has done research in high frequency tubes and received the 1947 Liebmann Memorial Prize for development of the traveling wave type of tube.


Charlotte Office Opened By Robert E. Clarke Firm

OPENING of a Charlotte, N. C., branch office of Robert E. Clarke and Associates, Miami advertising firm, was scheduled for last Saturday. Robert E. Clarke, president of the firm, announced that his brother and business associate, George I. Clarke, would be in charge of the new office, located at 632 1/2 E. Fourth St., Charlotte. For five years prior to joining the Clarke organization in Florida the manager of the new office was associated with RCA with headquarters in Camden, N. J. Previously he had been in the advertising and sales division of Canada Dry Gingerale Inc.

The Charlotte office, it was announced, will concentrate on advertising and sales promotion, working in close conjunction with the firm's Miami and New York production offices.

Radar Plans

SYLVANIA ELECTRIC'S plans to produce, distribute and service commercial marine radar systems have been announced in New York by President Don G. Mitchell following an inspection of the new radar installation on the Queen Elizabeth. The radar equipment will be manufactured by Sylvania Electric Products Inc. in the United States and by its affiliate, A. G. Cossor Ltd., in Canada. Mr. Mitchell said that already more than 45 shipping companies have placed orders for from one to 20 radar systems.
Let’s stop short-changing radio!

Case 86

"The Astounding Case of the Uncounted Audience"

or, “Who hung it on Kelly?”

This is about a guy named Kelly. He was, and is, a swell chunk of radio talent. Kelly worked long and hard to build his five-a-week daytime show on the local station where he rose to fame. Then a network found Kelly, and sold him to an agency; and the agency sold Kelly to a particular client for the tidy time and talent cost of $678,000. A lot of money, Mister! It took the profit on five whole trainloads of the sponsor’s product to pay for Kelly’s show.

Then along about Kelly’s third network program, somebody hung a “rating” on him. “4.2%,” they said. Nobody thought to ask “4.2% of what?” They just kept on dismal (and Kelly) repeating, “Kelly’s rating is only 4.2%.” Client—agency—network—and Kelly all felt t-e-r-r-i-b-l-e!

This went on, and got worse, until somebody had the sound idea of putting Nielsen Radio Index service to work. Within twenty minutes the truth about Kelly—and his “uncounted” audience—(and, incidentally, radio as an advertising medium)—began to emerge. It was found that the “rating” they had hung on Kelly was based on certain selected big cities only—included only homes with telephones. And that certainly wasn’t all of Kelly’s audience, nor all his sponsor’s market.

For the whole truth about Kelly’s audience—all of it, look at the chart. Based entirely upon NRI data, derived from an accurate sample of all radio homes, it shows Kelly was doing a fine job with that part of his audience previously uncounted—his audience in small towns and on farms—and among non-telephone homes which have lower income. Adding these makes a real difference. Kelly’s completely counted audience is just 102% greater than that first disappointing “rating”. Client—agency—network—and Kelly, discovered that after all he was worth the client’s $678,000—because he was reaching a highly satisfactory part of his client’s total market.

Here is another case where NRI’s accurate and adequate measurement of radio reveals its true effectiveness—in the interest of advertiser, agency, and network—and, incidentally, a lot of guys named Kelly.

Wouldn’t it be a sound idea if you asked us to come and tell you more about Nielsen Radio Index service?

---

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

A. C. NIelsen COMPANY • 2101 HOWARD ST., CHICAGO • 500 FIFTH AVE., NEW YORK

WORLD’S LARGEST MARKETING RESEARCH ORGANIZATION

BROADCASTING • Telecasting

February 17, 1947 • Page 35
6-Year-Old WOV Strike Case Settled; Employees Win Reinstatement, Back Pay

AFTER SIX YEARS of negotiation and litigation, employees involved in a 1940 strike against WOV New York have been granted reinstatement as well as wage reimbursements amounting to approximately $75,000, it was learned last week.

Background of the litigation extends to November 1940, when the WOV staff, represented by the American Communications Assn. (CIO), went on strike because, they claimed, officials of WOV refused to bargain with the union.

The case was brought before the National Labor Relations Board, which on March 29, 1943, decided that the 27 employees, because of the "company's discriminatory refusal to reinstate them on Dec. 5, 1940" (on which date the employees had offered to go back to work unconditionally but were refused by the company) were to be reinstated, as well as granted back-pay and the right to bargain collectively.

The company—Greater New York Broadcasting Corp., which then owned WOV—assertedly refused to comply with the order. On Feb. 26, 1945 the case was brought before the U. S. Circuit Court of Appeals, Second Circuit, which issued a decree enforcing the NLRB order. But the company still declined to comply and the case was tried before the U. S. Supreme Court on May 21, 1945. The Supreme Court also upheld the NLRB decision.

Stations Exchanged

In the interval, the Greater New York Broadcasting Corp., which owned WOV, had switched stations with the Wodaam Corp., which owned WNEW. Since Greater New York Broadcasting had acquired WNEW and the Wodaam Corp. had acquired WOV, the negotiations ran into the controversy as to which station would actually take the men back to work. Arde Bulova is majority stockholder in both corporations. After much negotiation and a formal hearing before the NLRB, the union and the companies got together and worked out an agreement.

That agreement was presented to the NLRB and to the Circuit Court of Appeals for approval.

The agreement which was approved consisted of the following: The Wodaam Corp. (WOV) would bargain with the American Communications Assn. and all employees involved would be offered reinstatement at WOV. The Wodaam Corp. would pay the back-pay sum but would be reimbursed by the Greater New York Broadcasting Corp.

The amount of back pay was computed on the basis of what the individual would have earned at the station for the thirteen year term with deductions for the wages earned during that period at other jobs. Of the 27 employees, it was estimated that only four to six would return to WOV staff.

MARKET DATA PLAN

Lee Stations Make Practical Use of BMB Surveys

A PLAN for the practical application of BMB statistical data worked out by Walter Rothschild, national sales manager for the Lee stations, KGLO Mason City and WTAG Quincy, has been used effectively since Jan. 1, George Arnold Jr., assistant to the general manager, reports.

Mr. Rothschild has reduced the market data provided by BMB for KGLO and WTAG, first to the level of radio ownership in each county, then to the level of the BMB audience percentages which the two stations enjoy in each county. This, deleted from the market data, totals those percentages created by families not owning radio and those who do not listen to either station.

Wherever the plan has been presented, the response from leading time buyers and agency men has been outstanding, Mr. Arnold states.

Paul Jones Named

PAUL L. JONES, formerly of KGB San Diego, has been made general manager of KSDB, new 5000 w station on 1510 kc, now under construction in that city. Studios and executive offices will be at 1029 Second St., according to C. Arn Holt Smith, president of San Diego Broadcasting Co., licensee. Station is expected to be on the air by July 1. Vern Milton, formerly chief engineer of KFMB San Diego, is associated with KSDB in similar capacity.

Raytheon Installations

RAYTHEON Mfg. Co. has issued a list of 40 250-w stations and 22 1-kw stations which are operating Raytheon transmitters plus enough additional equipment—studio console, remote amplifiers, volume limiter, etc.—to be considered complete Raytheon installations. List of 250-w stations include: WDEJ KPDO WNCA WENC WHSC WFOM WGRV KANA KCVR KFAB KTMS WWNS WFAU WHAL WKRM KBUN WLBB KYOR KLFB WCPT WNEB KWLM KORC KAVR KOAT WCHV WBON WGLN KHUZ WBQB WFRP WSKY WTN T KPHO WHUB WSVA WBPE KNET WESB WLBB. List of 1-kw stations comprises: WTEK WKNB WEDO WEGO KSBJ WGWR WANN WKNK WNVA WCYB KCBK KCBK WCPS WNAE WSDU KSOK WDXI WLAG WROM KECK KGBW WRFW WMCK.
WGN has a real “plus” program in the June Baker Show. We consider it a genuine “Baker’s Dozen” because it offers more homes per dollar than any competing show in Chicago.*

The delightfully charming June Baker has successfully sold fine products to women on a participating basis for 13 consecutive years over WGN. This is the best participating buy in Chicago. May we show you the figures?

*Authority: Nielsen Radio Index.

A Clear Channel Station... Serving the Middle West

MBS
ABC'S COOPERATIVE PROGRAM SALES RISE

ABC cooperative program sales during January showed a 46% increase over November 1946, bookings, Harold Day, sales manager of ABC's Cooperative Program Department announced last week.

Last month the network's Cooperative Program Department reported 66 new sales as compared with 45 new sales in November 1946, Mr. Day reported. November was used for purposes of comparison rather than December because the announcement of sales awards programs had already stimulated December sales.

In addition to January's 66 new sales of programs which were also available for sale in November, the department announced 46 sponsors signed for America's Town Meeting of the Air, bringing month's total to 112 new sponsors.

Benton Asks for
In International
MORE ACTIVE participation by the State Dept. in international broadcasting is necessary, according to Assistant Secretary of State William Benton.

In an address to the Inland Daily Press Assn. in Chicago last Tuesday the Assistant Secretary declared that "shortwave radio and international broadcasting over longwave has never been exploited by private interests for the reason that it does not pay."

Freedom Conference
Thus, concluded Mr. Benton, the State Dept. must take increasing initiative in this and other information fields to "increase the flow of information and knowledge between peoples."

Mr. Benton invited the information "industry" to join in establishing an agenda for presentation to an international conference on Freedom of Information to be held under United Nations auspices sometime during 1947. He revealed that the State Dept. plans to appoint its delegation to this conference some months in advance so that "an agreed American program and approach" may be worked out.

Both Congress and the people, said the Assistant Secretary, will have to take part in providing money and legislation to extend "Freedom of Information" programs.

Increasing emphasis on a State Dept. international broadcasting program is expected and the new Secretary of State, George C. Marshall, has already indicated an interest in the Benton plan for an international broadcasting foundation [Broadcasting, June 24, 1946].

Suggestions for implementation of such a plan will probably go to Congress as soon as Secretary Marshall has an opportunity to study the proposal, understood now to be near completion on Mr. Benton's desk. The Secretary has already urged Congress, through Senate President pro tem, Arthur Vandenberg (R-Mich.), to give high priority to the creation of international broadcasting facilities [Broadcasting, Feb. 10].

GERMAN SETS TO AID RUSSIANS' LISTENING
RUSSIAN reception of the State Dept.'s Russian language programs [Broadcasting, Feb. 10] will be strongly implemented by some one million German sets "imported" by the Red Army, according to Department officials.

Although the Russians have an estimated million and a half sets of their own manufacture, it is not known how many of these are equipped for shortwave reception. Many of those Russian radio fans equipped with German radios will, however, be able to tune in on the U. S. program starting Feb. 17.

That the USSR is aware of the impact of Western ideas upon their people was indicated last week in a Tass (official USRR news agency) dispatch aired over the Moscow radio. The Tass article amounted to a criticism, for the benefit of the Russian provincial press, of recent Soviet broadcasting techniques with suggestions that greater emphasis be placed on content of information programs.

U. S.-Germany Service
OVERSEAS TELEPHONE service between the United States and Germany was resumed last week on a two-way basis by the American Telephone & Telegraph Co. and the U. S. Army. General service to German homes and offices is not yet available, but special calling centers have been set up in nine German cities for placing and receiving overseas calls. These cities, all in the American zone, are: Frankfort, Berlin, Kassel, Munich, Nurnburg, Heidelberg, Stuttgart, Bremen and Wiesbaden.

Britain's TV Plans
THE BRITISH Government, as part of its plan to develop television as a national-wide service in England, is seeking a suitable site at Birmingham preparatory to running a two-way link between London and Birmingham (either by cable or radio). W. Burke, assistant postmaster general of Britain, told the House of Commons on Jan. 22. Mr. Burke said the Government wished to regard television as part of an integrated broadcasting service intended to reach a large proportion of Britain's industrial population.
A QUARTER OF A CENTURY IS ONLY THE BEGINNING

MARVEL of the Twentieth Century . . . means for mass communication . . . disseminator of education and entertainment . . . Radio Broadcasting is a tribute to man's inventive genius. In little more than 25 years it has grown from novelty to necessity in our daily lives.

Proud to have played a part in the phenomenal growth of the radio art, pioneer Station WGY, on the occasion of its Silver Anniversary (February 20, 1947) looks back through the years with a deep sense of gratitude to those who have made its operation possible.

Firm in the belief that there is an even greater tomorrow for broadcasting with the addition of Frequency Modulation and Television, General Electric Stations face the future with plans for further expansion and better service.

WGY GENERAL ELECTRIC

50,000 Watts
NBC Affiliate

Schenectady, New York

Represented Nationally By NBC Spot Sales
FIVE N. Y. OUTLETS
AIR SUBWAY HEARING

Five New York City stations carried portions of the public hearings on proposals for an increased subway fare held in City Hall on Monday, Tuesday and Wednesday last week.

WNYC, city-owned station, carried the entire proceedings and placed 10 microphones throughout City Hall to air the event. Amplifiers were placed outside the auditorium to enable the crowd to hear the arguments. WLIR recorded much of the proceedings. Highlights were broadcast each of the three days from 2:30-2:45 p.m. WOR also recorded the arguments and presented a 30-minute broadcast Monday night from 9:30-10 p.m.

Gordon Fraser covered the transit hearings for WJZ and aired excerpts on Monday and Tuesday nights. Mayor O'Dwyer was heard Wednesday night from 8:15-8:30 WMAZ also carried his speech over WNYC facilities on Wednesday.

COMMEMORATING International Harvester Co.'s 40 years as makers of heavy vehicles, WGL Fort Wayne, Ind., Jan. 17 from 4:15-4:30 p.m. broadcast ceremonies in connection with the world premier showing of the company's new 1947 truck line. Among those attending a cocktail party given following the broadcast were (1 to r): Walter C. Krause, vice president of McCann-Erickson; J. L. McCaffrey, president of International Harvester; Capt. Pierre Boucheron, manager of WGL; Hugo A. Weissbrodt, of International Harvester's Fort Wayne branch.

ABC VIDEO PRODUCER ADDRESSES TV GROUP

OF THE SEVERAL television stations at which ABC has put on video programs, WPTZ Philadelphiwa was the best for a visiting producer to work with, because he was allowed to control the production himself and not forced to work through a station producer, Harvey Marlowe, ABC executive television producer, reported last week in a talk to the American Television Society.

Mr. Marlowe said the other stations—WABD New York, WRGB Schenectady, WKB Chicago—probably had good reasons for refusing to allow outside producers to give orders directly to the floor crew. He stated, however, that the delay involved in transmitting orders through a station program producer or technical director often held up a camera switch until too late to secure the desired effect.

Richard Goggin, ABC video writer-director, discussed the relationship between the writer and the producer of television programs and urged writers interested in television to study video production techniques and to familiarize themselves with the script forms of the various television broadcasters before they start to write.

Meeting was held in the Benjamin Franklin hall of the New York Advertising Club, which has been offered to ATS as a permanent meeting place by Gene Thomas, WOR sales manager and president of the club.

NLRB Report Holds KTUL Guilty of Unfair Practices

TULSA Broadcasting Co., licensee of KTUL, has been charged with unfair labor practices in an intermediate report issued last week by a trial examiner of the National Labor Relations Board. KTUL management was found guilty of refusing to bargain with the International Brotherhood of Electrical Workers (AFL) [Broadcasting, Sept. 23, 1946] and has been ordered to cease and desist from such practices.

Charge of Local 1287, IBEW, was that the station dismissed Announcers Gregory Chancellor and Bill Taylor last spring for union interest or activity.

According to John Essau, general manager of KTUL, Messrs. Chancellor and Taylor were discharged to make their jobs available to returning veterans.

CCNY Volume

CITY COLLEGE of New York has published the proceedings of the Second Annual Conference on Radio and Business, held April 30 and May 1, 1946, under the auspices of the CCNY School of Business and Civic Administration. Volume comprises 305 pages, covering by steno-type report the papers and discussions of the two-day meeting.

Page 40 • February 17, 1947
Get your foot in the door to
THE PORT OF
PLAY and PROFIT
KEYS is your "tee-hold" to this YEAR-ROUND $460,000,000
market!
Corpus Christi—strategically located along the western and
southern shores of crescent-shaped Corpus
Christi Bay—is a modern city of over 110,000
people...a mecca for tourists with its ideal
climate...a natural for industry with its ideal
location.
KEYS has LOYAL LOCAL AUDIENCE...plus
a full CBS schedule.
250 WATTS 1490 K.C.
Dio
your
4.
Write today!
6.
50
5. 50
cost:
with LINGO
DELIVERS
RESULTS
proved Antenna
LINGO
vertical tubular
steel
RADITATORS
because:
LINGO provides a tried and
proved Antenna system to meet
your specific need at a mini-
mum of cost and maintenance
—backed by a 50 year record of
unexcelled experience and
stability.
RESULTS COUNT!
Scores of stations GET Results
with LINGO—and the "b
LINGO EXTRAS" at no extra
cost: 1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility
Write today! Our engineers will translate
your requirements into planned action.

Value of Research
Stressed by Sarnoff

"RESEARCH must be stimulated
and advanced through the scientific
training of American youth in Gov-
ernment, industrial and university
David Sarnoff, president of RCA,
in a Cincinnati address last week.

Speaking before the Cincinnati
Technical and Scientific Societies
on the 100th anniversary of the
birth of Thomas Edison, General
Sarnoff advocated a strong Amer-
ica. He said that "America must
foster research, advance its indus-
try and continually bolster its na-
tional defense with modern science.

"We must maintain our strength
and thus help to preserve our na-
tional security. Law and order
based on strong foundations can
best protect the peace. Our coun-
try staunchly believes in the
United Nations ... but the United
States must remain a mighty power
so that its world-wide policies and
its international relations are not
based upon fear. Fear itself can
destroy our freedom."

Speaking of Edison's contribu-
tions to radio, General Sarnoff said:
"The modern structure of radio is
built upon the foundations which
Edison helped to erect. ... Edi-
son's storage battery, his dynamos,
motors, microphones and the phono-
graph all became vital parts of
radio. ... So staggering is the list
of Edison's inventions and so prac-
tical is their usefulness, that he is
recorded in history not only as the
'lamplighter' but as 'the supreme
inventive genius of the industrial
age'".

The RCA president said it has
become "more and more apparent
that the world needs a peace in
which science will play the con-
structive role. Science in wartime
proved that it possesses immense
and dynamic power for good or for
evil; it can destroy or advance civ-
lization."

Two TV Stations Monthly
In 1947, 1948 Predicted

PREDICTION that new television
stations will spring up at the rate
of two a month during 1947 and
1948 was made last week by J.
Davil Catcart, advertising man-
ger of RCA's home instrument
department, at a luncheon meet-
ing of the Philadelphia Kiwanis Club.

"Most of the stations will be
introducing television to their com-
unities for the first time," he said.
"Currently, St. Louis and Detroit
are inaugurating television. Some
40 construction permits have been
granted by the FCC for television
stations in addition to nearly a
dozen now on the air. Television
receiver production lines are roll-
ing rapidly and steadily in an ef-
fort to fill the growing demand
stimulated by the expanding in-
dustry. By 1948, a half million
of these receivers may well be in
the hands of the public."

THIS COPY format devised a
year ago by WMJ Daytona
Beach, Fla., has proved itself as
a great aid in timing announce-
ments. Copy is typed in center
section with guide on left side auto-
matically timing material for the
average announcer.

WINCHELL TO RECEIVE
BROTHERHOOD AWARD
WALTER WINCHELL, ABC com-
mentator, has been selected to re-
ceive the annual Brotherhood Week
Radio Award of distinguished merit
for outstanding contributions to
national unity and harmony, it was
announced last week by Dr. Everett
R. Clinch, president of the Na-
tional Conference of Christians and
Jews.

The producers and the W. K.
Kellogg Co., sponsors of Superman,
on MBS, received the citation for
the outstanding network series.
Winner of the award for the out-
standing single network program
was CBS for "The Biggest Crime"
program in the Assignment Home
series.

Three stations were cited for out-
standing contributions: WNEW
New York, for a series of spot an-
nouncements entitled "Keep Faith
with America", WSB Atlanta, for
The Harbor We Seek, and KMOX
St. Louis and the Union Electric
Co., for The Land We Live In.

Edward Noble, ABC board chair-
man, was named radio chairman of
the 1947 Radio Observance of
Brotherhood Week (Feb. 16-23),
assisted by Edgar Kobak, MBS
president; Frank Stanton, CBS
president, and Niles Trammell,
NBC president.

New RCA Sets
HIGH-QUALITY coin-op RCA radio for use in hotel rooms
and similar locations was shown
and demonstrated publicly last
week by the company's sound
equipment section at the Coin Ma-
chine Show at the Sherman Hotel,
Chicago. This marks entrance of
RCA into coin-operated instru-
ment field. Deliveries are expected
about March 1. RCA Victor Di-
vision has introduced new gold elec-
tro-plated and catalin pocket-size
personal radio for the gift trade.
The current Hooper Station Listening Index for the St. Louis City Zone shows that, in December, 1946, KXOK had a "share of audience" gain of 16.3% in total rated time periods, as compared to December, 1945. That means that KXOK not only held its regular listeners but added 16 listeners to every one hundred of KXOK's vast radio audience.

More programs and better programs— that's the reason for the uptrend! That, plus ABC's top network shows, plus a complete, well-rounded promotion program, makes people want to listen to KXOK.

OWNED AND OPERATED BY ST. LOUIS STAR-TIMES

For complete details, contact your John Blair representative
Old Friends (1 to 10), Alec Templeton, John J. Prosser, general manager of WKA7 Miami Beach, and Richard Bonelli, meet at Cabana Club of Roney Plaza Hotel, Miami Beach. It was through the program, Universal Rhythms, produced by Mr. Prosser for the Ford Motor Co. in 1938, that the famed pianist and Mr. Bonelli became fast friends.

Musicians’ Union Will Sponsor Free Public Musical Programs

WITH NEARLY $2,000,000 already collected from royalties on records and certain classifications of transcriptions and more coming in at the rate of $2,500,000 a year, the musicians’ union will undertake sponsorship of a giant public musical program.

James C. Petritto, president of the AFM, announced at a New York press conference Feb. 8 that money accruing to the union as a result of its agreement with record companies more than three years ago would be spent exclusively by locals of the AFM to provide free musical entertainment.

Subject only to approval by the union’s international executive board, the locals will use the money to provide “musical culture” in their communities, Mr. Petritto said. The locals will assign musicians to perform for charitable enterprises, at hospitals, public concerts and events which do not compete with commercial musical activities.

Musicians playing such performances will be paid out of the fund at prevailing scales; their pay will not be taxed by the union.

Vigorous Program

The vigorous program will “take care of the unemployed and the public,” said Mr. Petritto. He pointed out that the AFM had originally insisted upon the royalty payments as a means of overcoming what he described as an inequality existing between members of big city locals and those in small towns.

Musicians living in cities where recordings are made inadvertently deprive local musicians of local business, he explained, because the records they make eliminate local jobs.

Mr. Petritto pointed out that the AFM’s agreement with recording companies specified that royalties, which run from 4½ cent to 5 cents per record, would be used for “all kinds of musical endeavor which his plan contemplated.

“It won’t cost the public a cent,” he said. “All this money has come from the profits of those companies.”

As of Dec. 31, 1946, the total record and transcription fund was $1,756,485.51, according to the musicians’ chiefman that it was growing faster and faster. He said between $2,000,000 and $2,500,000 would be collected this year.

Fund Allocation

The fund will be allocated to locals on a pro rata system, except that locals in major cities, where musicians personally realize the benefits of recording dates, will be given proportionately less than those in communities where musicians depend on local performances to earn their livings.

The plan provides that each local shall receive $10.43 per member, except those in New York, Chicago and Los Angeles, each of which will receive $10.43 for each member up to 5,000, and $2 for each member above this.

Mr. Petritto promised a full public accounting of the expenditures under the plan after it has been operating “long enough to see how it works.”

GL Sings, Gets Offers

George W. Peter son, a veteran of the Tank Destroyer Corps, and a patient at Sawtelle, Calif. Veterans Hospital appeared on his first “outing” from the hospital on the What’s the Name of That Song? program sponsored by Wildroot Co., New York, on the Don Lee Network. As part of his musical quiz he was asked to name the first couple of lines of “Oh, What a Beautiful Morning.” His rendition was so well received by the studio audience that he had to repeat the whole song. And as a result of the broadcast he received the following potential job offers: Bing Crosby called him for an audition, Victor Young of RKO offered him a screen test, and Dinah Shore wanted to arrange for him to make a record, BBDO, New York, is the agency handling What’s the Name of That Song?

Small Outdoor Comments on Costs

Transcription Firms’ Charges Are Too High, He Says

EDITOR, BROADCASTING:

In the interests of good programing, WCHV (Charlottesville, Va.) would like to broadcast a number of the very good transcribed musical shows now being produced. The stumbling block has always been costs.

For example, the cost of a certain transcribed 30-minute musical show featuring a popular sweet orchestra and announcer was $30.00 in the town of 15,000. The cost of this same program in Richmond (population 193,000) is $72.00. Charlottesville has 10% as much population as Richmond, yet has to pay 42% as much for a program. Does this make sense?

The department store sponsoring this show in Richmond recently advertised on another network their eight week stock for sale. This disclosed that their sales volume for 1946 was 16% million. The largest store in our city does considerably less than one million, and at considerably $30 a week for an entertainment program as against the big city store’s $72.00?

It would be interesting to find out how many other 250-watt stations in small towns are faced with a similar situation; namely, a desire to provide the same entertainment as the 5 kws do in the big cities, but in which the disparity in costs can’t be done so.

The point is, that these transcription companies have priced their product beyond the reach of the hundreds of small stations. If they are now making money, or simply breaking even, on the business they do with the larger stations, it would seem good business for them to add on or so peanuts-whistles at a nominal cost to each, and pick up just so much gravy.

I wonder if any other small station owners, managers or commercial managers feel as we do?

CHARLES BARHAM, JR. Feb. 6, 1947.

Chinese Commercial

WSAZ Huntington, W. Va., believes it is the first American radio station to deliver a commercial in Chinese. As a guest on the Heiner’s Bakery Women’s 930 Club over WSAZ Feb. 10, Miss Lucy Huang of Shanghai related her experiences on her long trip from China to Huntington to enroll at Marshall College. The director of the 930 Club, Jette Garner, asked Miss Huang if she would favor listeners with a few words in her native tongue. Miss Huang picked up the Heiner’s commercials and delivered it in her best Shanghai dialect.
According to latest available figures, Boston is Number 3 in wholesale volume... with a $1,634,784,000 total for 12 months.
That's a lot of dollars, a lot of merchandise. And of all this merchandise, earmarked for New England consumers, 75 per cent comes from outside sources.
Together, Boston and New England make a splendid market for alert advertisers. And 82 per cent of this entire territory can be reached through one great medium... 50,000 watt WBZ.
Availabilities? Check today with NBC Spot Sales!
LEWIS PUNCHED

FULTON LEWIS Jr., Mutual commentator, was reportedly punched in the jaw Feb. 7 by a friend of Elliott Roosevelt, who mistook understanding between the commentator and Mr. Roosevelt in the MBS studios, New York.

The incident took place after both had appeared on Mutual's "Meet the Press" program. The men were discussing Mr. Lewis's remarks in a 1945 broadcast concerning Mr. Roosevelt's business dealings in the Texas State Network, with which the latter was once connected. Fay Emerson Roosevelt stepped in on her husband's side, while Mr. Lewis was said to have told her: "you weren't even there."

Then Dick Harrity, a representative of Duell, Sloan and Pierce, publishers of Mr. Lewis's new book, "As He Saw It," stepped up and struck Mr. Lewis on his jaw, it is reported.

Mr. Lewis was not floored and did not return the blow, it was stated. Immediately an exchange of apologies took place between Messrs. Lewis, Roosevelt and Harrity, and the incident was closed. A spectator, however, said that the men did not appear to be "too friendly" as they said good night.

Writers Clinic Set

IN AN ATTEMPT to improve the quality of radio writing appearing on Chicago network and local programs, the Chicago Radio Writers Guild is conducting writers institute open to all Chicago Guild members effective Feb. 15. Courses in radio writing are divided into three types; mystery, daytime serials and evening program well known Chicago writers conducting classes. Other courses include production and agency problems. Instructors include Sherman Marks, student of Faye Emerson Roosevelt; George Anderson, mystery writing; Orrin Tovrov, Guild president, daytime serials; Myron Golden, network scripts; Lou Schofield, juvenile programs; Beulah Karney, women's proem; Ken Houston, agency material.

PUBLIC RELATIONS ROLE

THE ROLE PLAYED by public relations in disclosing the public concerning broadcasting as a business and a means of entertainment will be announced by the nation's broadcasters when replies to a questionnaireaire which has been mailed by Joseph W. Hines Organization, Chicago, are returned.

French Radio Reorganization Plan Announced in New York

REORGANIZATION of the French radio system, with the possibility of eventual commercialization of the Government-owned Radio-Diffusion Francaise, will probably be affected by Parliamentary action next month, it was announced in New York.


"French radio, nationalized since the liberation of France, will be placed under a national Office of Radio, under the proposed plan, which has already been approved by French Ministers, M. Manachem reported.

LESS DEPENDENCE

The radio system will be given semi-autonomous status and will operate with less dependence upon other Government agencies than it does at present if the reorganization plan is passed, the Parliament, he said.

At the meeting, in New York's Waldorf-Astoria, representatives of U. S. broadcasting formed an advisory council to assist the French in selecting programs for distribution in the U. S."

The committee adopted a resolution recommending that American broadcasters give "full consideration" to programs offered them by the North American Service of the French radio.

Robert Lange, director of the North American Service, told the committee that the French radio was preparing a number of series which would be adapted to audiotapes and networks either by shortwave or by transoceanic.

Members of the advisory committee who attended the meeting were William S. Hedges and Clarence L. Menner, NBC vice presidents; Robert D. Sweeney, vice president and general manager, MBS; William H. Fineshriber Jr., assistant director of broadcasts, CBS; Murray Arnold, WIP Philadelphia; Martin C. Campbell, managing director, WFAA Dallas; Larry Carl, manager, WASH - FM Washington; Joseph Cisda, vice president, WJZ Chicago; James A. Fetter, managing director, WKZO Kalamazoo, Mich.; Bernard Musnik, WLY Cincinnati; Dick Redmond, program director, WIP Harrisburg, Pa.; Seymour Siegel, director of programs, WNYC New York; Owen F. Urige, vice president and general manager, WJR Detroit, and Edwin H. James, New York editor of Broadcasting.

John S. Hayes, manager, WQXR New York, was elected chairman of the advisory committee.

Among observers at the meeting of the committee were Kenneth B. Smith, international broadcasting division of the U. S. State Dept., and A. D. Willard Jr., vice president of the NAB.

ROBERTS ADVANCES

ROY A. ROBERTS, since 1928 managing editor of the Kansas City Star and associated publications, which owns and operates WDAP, has been elected president and general manager of the company, succeeding Earl McCallum, who died Tuesday, Feb. 4 [BROADCASTING, Feb. 10]. General manager of WDAP is H. Dean Fitz, who is a member of the Star Co. board. C. J. Wellington, former assistant managing editor suc- ceeds Mr. McCallum as managing editor of the newspaper. Robert G. Shrock, manager of the classified advertising department of the Star, was elected to the vacancy in that position caused by Mr. McCallum's death.

LINDA OPENS WINDA

BECAUSE Announcer Paul Hanover of CHML Hamilton, Ont., paraphrased "Open the Door, Richard," with "Open the Winda, Linda," Mrs. W. Smith of Hamilton is alive to thank him for it. On his weekday quiz show, Word Carvans, Mr. Hanover quipped the "Open the Winda, Linda" line, and Mrs. Smith's little daughter, Linda, heard him. She awakened her mother to ask, "Which window mumlime?" When Mrs. Smith woke up, she discovered that entering gus came from the stove which had filled the apartment. So Linda opened the "winda," and the family was saved.

To Direct Personnel

ELMER ELDRIDGE, formerly chief industrial engineer for Montgomery Ward Co., Chicago, has been appointed director of personnel for Columbia Recording Corp., New York, replacing Joseph H. Burgess Jr., who resigned to join the National Biscuit Co., New York. During the war Mr. Eldridge was in charge of all personnel for the electronics division of the Bureau of Ships. He served three and a half years as a lieutenant commander in the Navy. Prior to entering the service he was with Montgomery Ward for 10 years, during which time he supervised all wagon services, personnel effectiveness checks and labor relations.
Send for this helpful Data Book on tubes by Western Electric

In concise, tabular form, this new book gives the essential data on 166 codes of electron tubes designed by Bell Laboratories and made by Western Electric. Planned to help the circuit designer quickly find the tube best suited to his needs, it contains technical characteristics, ratings, dimensions and 89 basing diagrams—all arranged for quick, easy reference. Send the coupon for your copy today!

- QUALITY COUNTS -

BROADCASTING • Telecasting

Graybar Electric Co.,
420 Lexington Ave., New York 17, N. Y.
Please send me the General Bulletin on Western Electric electron tubes.

Name__________________________
Address________________________
City_________________State______
One of these hats is made by master craftsmen from pure silver-beaver fur. It is hand shrunk, hand felted, and hand blocked. The mellow calf leather in-band, satin lining and gold tip printing point to the excellence of its quality. It will wear well through all seasons and weathers. The other hat is machine made for the market. Yet at first glance, both look very much alike. One costs less and may seem to be a bargain, but is it?

Similarly at first glance men and organizations, like hats, may look alike, but what a difference there is. We are proud of our fourteen-year record of uninterrupted success under the same ownership and management, of our persistent adherence to sound principles of operation, and of the established record of our sales personnel. Such qualities are more than plans and promises — they are the positive proof of performance.
**Editorial**

**Elder Wisdom**


Mr. Elder, 17 years ago, invented the Audimeter which is now employed by C. E. Nielsen in audiences measuring. Mr. Elder had long experience in the medium, and can be considered an authority not only in advertising and research but also in the art of broadcasting itself.

Some of his remarks warrant careful thought. Such as:

We as advertisers and you as broadcasters can only proceed on the assumption that private ownership and management of radio, and its financing by advertising revenues, will continue just as long as the American people believe that this pattern of ownership serves them better than any other could—and not very much longer.

We are false to our trust if we seek temporary individual profits at the expense of the public good-will of radio as a whole. It is not enough to accent these statements as plous platitudes. We must be conscious of all their implications, and live up to them.

It was my own feeling that you would be in at least as much danger from self-appointed crusaders as you would in letting selfishness and greed run rampant. After all, that is a safe-guard against the latter course. People won't listen to what they don't like, and under the profit system, when people don't listen the unpopular material sooner or later goes off the air.

If radio is really to be run in the public interest, there is only one legitimate source for guidance. That is the public itself.

Mr. Elder said that he believed the most serious charge against American radio was that broadcasters, agencies and advertisers did not themselves know where they stood with the public. He suggested that surveys such as that made in Denver (NORC study upon which the book, The People Look At Radio was based) "scratched the surface" but that continuing studies on a nationwide basis should be undertaken.

He did not believe that coincidental surveys reflected the exact temper of all listeners since, as he said, such surveys were directed to the privileged listeners and left untouched many who have radios but no telephones. "I hope," said Mr. Elder, "that the broadcasting industry will wake up to the need for a comprehensive, painstaking absolutely unbiased study of public relations."

What Mr. Elder said has been said before, but never more effectively. Most significant to remember, however, is that a vice president of Lever Brothers Co. said it. In that capacity, he might be considered Mr. Soap Opera himself. Certainly he, as he represents the advertiser, has been as much maligned by marginal critics as have any in broadcasting.

The only hope for an eventual determination on the responsibility which broadcasters bear, and which those using the medium share with broadcasters, indicates the informed advertiser's desire to have the best radio in the world even better.

And he points the way. Public interest is the public's interest. Find out what that is, and the marginal critics will be stilled forever.

---

**Pro Bono Petrillo**

WITH CHARACTERISTIC aplomb, James Caesar Petrillo told a breathless news conference he had called a few days ago that his American Federation of Musicians had gone all out pro bono publico.

The entire accumulation of "royalties" referred to by the recording manufacturers since 1944, totaling more than $2,000,000, was going for "free entertainment," i.e., musicians' unemployment relief, and to "promote musical culture."

After the press, he lamented, had referred to this magnanimous move as a "slush fund."

"Well, isn't it? And isn't the public paying for it?"

Jimmy demanded, and is receiving royalties ranging from 1/4 cent for a 35-cent recording to 5 cents for a $5 recording. Up to Dec. 31, he said the recording and transcription fund totaled $1,756,436. An additional $500,000 came in during January, presumably for the new quarter.

We don't quite understand AFM's arithmetic. If less than $2,000,000 was received for the fiscal years 1945 and 1946, how is it that $500,000 came in for a single quarter? The fund seems kind of low, with sales breaking all records these last three years. But then there's no public accounting. And all efforts to learn from the record companies what these royalties have been total result in the coal companies couldn't get that information when John L. Lewis was asking for the same sort of "recreation and relief" or private WPA royalties on coal mined.

Jimmy says the public isn't paying the fund. Let the record show that the price of records has increased. Unquestionably materials cost more, but it's questionable whether that is the only item increased.

No, this isn't a slush fund," said Jimmy in modest self-praise. "We'd like to ask whether money paid for "unemployment relief" to musicians who may be otherwise gainfully employed doesn't constitute use of those funds for "political purposes." And if "slush funds" aren't used for political aggrandizement, what are "slush funds" anyhow?

AFM now is rolling in wealth. That's implicit in Jimmy's pronouncements. The way is clear for AFM to make a really great contribution to musical culture for public benefit. AFM can decree now that FM, destined to be in the red ink for some time, shall duplicate AM music without extra men, fees or standbys. We commend similar treatment for television. Negotiations are now in progress in key cities.

**How about it Jimmy?**

---

**Public Speaks**

GEORGE GALLUP, who has won some renown as a conductor of polls, last week reported the results of a survey on the question: What do you think is the greatest invention that has ever been made?

No. 1 on the list (29%) was "Electric Light, power, electrical appliances"; No. 2, with 17%, the atom bomb; No. 3, with 12%, radio.

Rated down the line were the wheel, automobiles, telephones, steam engines and the printing press. The public put support of only 2% of those interviewed. And television, incidentally, rated last—probably since relatively few people have seen it.

With radio ranking third for the public mind as the greatest invention of all time, it does seem that the tremendous influence it exerts on the public welfare has not been abused—as some critics would have us believe.

---

**Diana Bourbon**

DIANA BOURBON, radio director of Ward Wheelock Co., is now headquartered in Hollywood. Except for visits to the United States, she spent the major part of 30 years in Europe, although she was born in New York.

Actress, journalist, editor, fiction writer, radio director and producer as well as executive—that's an ample back-drop for a full career. It's simply a case of dreaming—and then doing.

This varied career started in England where Diana's dad was foreign correspondent for several American newspapers. Aiming at a theatrical career, she was graduated from the Royal Academy of Dramatic Arts. As she recalls her stage debut, it was in an adaptation from the French "Her Dancing Man," staged by England's famous C. B. Cochran.

She went to New York in 1923 to play in John Galsworthy's "Loyalties," which enjoyed a 52 week run before shifting to Chicago. After three months in the Windy City, she left the cast and returned to New York.

While the show was playing in New York she wrote two feature articles for the New York Times. That was the turning point in her stage career. The Times liked her copy. The offer for a chance to return to Europe as head of features with the Continent as a beat.

She spent the next two years in the Times Paris bureau. This led to feature interviews with Madame Curie, Lloyd George, Leon Blum and Emma Goldman, following latter's visit to Soviet Russia. Numbering among other experiences of this period was an acquaintance with an Italian reporter, Benito Mussolini, then covering the League of Nations.

For the better part of 1927 and 1928, she shifted allegiance to the Evening Standard and Daily Express, as political writer for the Beaverbrook papers.

Her services were next sought by England's Great Eight, publishers of seven weeklies and one monthly.

In this affiliation Miss Bourbon served as women's editor of the weekly Sphere, while writing on books for a second publication and drama for a third. Between times she also found moments for an occasional political piece. After some 18 months she became associate editor of Britannica and Eve.

She returned to the U. S. in March 1930. Freelance writing was her only concern for the next four years. Simultaneously she was

(Continued on page 52)
LICKIN' THE BOWL

Lots of fellers like the frostin' better than the cake. But it takes both for really good eating.

WAGA has plenty of promotional frosting to attract listeners, but underneath is good solid appeal, based on a time-tested recipe for good programs — and our advertisers tell us the taste of those WAGA results is wonderful.

WAGA
ATLANTA

RESPECTS

(Continued from page 50)

writing a column for New York American, assignments for Cosmopolitan Magazine and fiction for a number of other magazines.

She deserted New York for Hollywood several times during this period to try a hand at screenwriting. In early summer of 1934 she visited England on vacation. While there a cable came from Mr. Wheelock of Ward Wheelock Co., New York, offering an opportunity as head of Hollywood office.

It sounded ideal. Not more than two days a week of real work would be involved, leaving plenty of time for independent writing.

August 1934 found Diana Bour- bourn settling into Hollywood radio, representing Ward Wheelock Co. and overseeing CBS Hollywood Hotel for Campbell Co.

She took over direction of Burns & Allen Show for Campbell's Soup in September 1936. Two years later she acquired distinction of being the first woman radio director of a major advertising agency when Mr. Wheelock appointed her to that post. Coincident with this, she shifted operations to New York.

As such, she acquired responsibility of Orson Welles' Mercury Theatre of the Air during the next three seasons. Simultaneously, Miss Bourbon was busy overseeing three daytime serials, Brenda Car- tiss, Story of Martha Webster, and Story of Ben Johnson, in addition to Colgate's Short Story. Then in '42 she took over as director of Radio Readers Digest for Campbell Soup.

In spring of 1943 she resigned from Ward Wheelock Co. and returned to Hollywood as head of radio department for A. & S. Lyons, talent service, and packaged Judy Canova Show. It was sold to Colgate-Palmolive-Peet.

An opportunity to go to Europe for OWI then presented itself, so she resigned her talent agency post. She arrived in London during October of 1943. Her job was aiding in development of person- nel and material for broadcasts aimed at France. That was a continuing responsibility until December '44 when she went to Paris.

Attached to the Embassy, it was her duty to travel about the country telling French people about America and Americans. Her health suffered from the trying as- signment, necessitating return to the U. S. in June 1945. After a month's rest, she resumed as radio director of Ward Wheelock Co. with Hollywood headquarters.

Current radio responsibilities are two-fold. In Hollywood she is actively concerned with CBS Jack Carson Show, with an eye on the Hildagard Show which originates from New York.

Comfortably settled in a Holly- wood apartment, she divides her hobbies between theatre and books.

BOBBY JONES (center) of golfing fame, stopping off in Puerto Rico after a month's trip to South America, is interviewed over WAPA San Juan by the station's manager, Harwood Hill (r), and Jack LaCorda of WPEN Philadelphia, who is in Puerto Rico on a Latin American assignment for the Philadelphia Bulletin.

COMMERCIAL

Vincen Francis, former manager of Radio Central, San Francisco, has resigned as ABC Spot Sales, replacing George Larue, who resigned to become Sun Francisco representative of Long Ave. Mr. Francis will represent WJZ New York, WMAL Wash- ington, WXYZ Detroit, WNCR Chicago, and KCMA Los Angeles, stations repre- sented by ABC Spot Sales.

George Fuerst, who resigned from KJJS San Francisco a few months ago to become manager of the former ABC sales, has returned to KJJS as account executive.

Tom Dolan, former traffic manager of NBC New York, has been appointed manager of the Chicago office of the Walker Co.

Rockwell C. Force, formerly with sales staff of WTGD Toledo, Ohio, has been named commercial manager of WMHP Flint, Mich.

Frank Edwards has been appointed manager of Montreal office of James L. Alexander Co., Toronto, station representative.

W. R. Johnston, sales representative of CBC Toronto, has been named supervisor of commercial sales and pro- duction. He succeeds Edgar Stone, who has left the firm.

Jack Donahue, traffic manager at KCNU Palm Springs, Calif., has been named an account executive. Henry Lassen, vice president in charge of sales, has been named traffic manager.

Harry Davis, traffic manager, Studebaker-Packard Motor Co., has been named traffic manager.

Jack Van Veenhoven, general manager of CBS Radio Sales, Feb. 19 will be in Hollywood for conferences with Wayne Steffenson, recently ele- vated to network Western Division sales manager.

George Barber, commercial man-ager of WLIX Columbia, S. C., and na- tional director of Junior Chamber of Commerce, is in Dallas, Tex., for 10 days attending national board meeting and Junior Chamber International Congress.

Nancy Duncanson, former secre- tary to CBS Radio Sales, has been appointed record librarian for the depart- ment.

Larry Drinard has joined sales staff of WJIM Monroe, Mich., and nationalせる to WJAN, Yonkers, N. Y., for two weeks attending ABC telecasting conference.

Paul drinard to WJIM Monroe, Mich., and national sales manager of WJSU Lebanon, Pa., is the father of Larry.

Frank O'Connell, account executive with ABC Central Division, Chicago, for four years, has resigned from Chicago sales office of Liberty Magazine.

P. Lorillard Co., New York (Old Gold cigarettes), has dropped April 6 discontinuance. Weekly NBC Meet Me at Parky's, Sun. 10:30-11. p. m. Reas- son given for cancellation is that time is not conducive to best sales. NBC will not make available any other network spot agreeable to cigarette company. Al- though contract between sponsor and Harry Einstein, program star, expires March 15, it is understood that he agreed to carry on for extra four weeks to fulfill cigarette firm's NBC time commitment. Agency is Lennen & Mitchell, New York.

WB TM

DANVILLE, VIRGINIA

The Voice of the Rich

Pediment Region

(10000 WATTS)  

PHONE 21350

* BBB says 95 percent of the families in Danville and Standard listen to WBTM.
YOU MAY BE ABLE TO SKATE
100 YARDS IN 9.4 SECONDS*

BUT—YOU CAN'T SLIDE INTO WESTERN MICHIGAN
ON AN OUTSIDE BROADCAST!

As the crow flies, Western Michigan isn't a very
great distance from Chicago and Detroit.

But unlike the crow, a broadcast can't slip through
the wall of fading that isolates Western Michigan
from outside-the-wall stations.

The only way to reach this big market is to use
stations behind the wall. A CBS combination—

* Charles Jewtraw did it at Lake Placid in 1923.

WKZO for Kalamazoo and WJEF for Grand
Rapids—gives you complete coverage in Western
Michigan with a larger Share of Audience, morn-
ing, afternoon and night, than any NBC, ABC
or MBS outlets inside or outside this area! We
would be glad to send you all the facts, or just
ask Avery-Knodel, Inc.

WKZO
FIRST IN KALAMAZOO AND
GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS
AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY BETZER BROADCASTING COMPANY
AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
EDWARD S. KELLOGG, former account executive of West-Marquis, Los Angeles, has established his own agency under firm name of Edward S. Kellogg Co. at 601 S. Rampart Blvd., the city Telephone, Palisades 5011. ESTHER M. MALAND, assistant to Mr. Kellogg at former agency, has shifted to new firm in similar capacity. EMMA LISE G. JENSEN, formerly of John Fiscalburg & Co., Los Angeles, is in charge of accounting and media for new agency.

LUSI G. DILLON, a vice president of McCann-Erickson Corp., New York, affiliated through which McCann-Erickson operates in foreign countries, has been elected an alternate director of that company and a director of McCann-Erickson Corp. of Brazil. GEORGE GIESE, account executive with agency's foreign department, has also been elected a vice president and alternate director of McCann-Erickson Corp.

LYMAN PETERS, for more than 13 years general manager of KIEV Glennel, Calif., has opened advertising agency under name of Lyman Peters Inc. at 3944 Wilshire Blvd., Los Angeles. Associated with him and formerly of KIEV are ED KERZ and ROBERTA BLACK, account executives; BOBBY WOODWORTH, time buyer.

GORDON HORNEY and ANDY KELLY have organized general advertising agency in Los Angeles under firm name of Ad Asocios. Offices are at 250 S. Grand Ave. Staff of new agency includes DEAN NELSON, radio director; LEONARD FRIEDMAN, media director; ART SHIFFE, production director; and VIRGINIA POPE, in charge of publicity.

GEORGE HARSBERGER, formerly of Olson Broadcasting & Co. Jr. of John Peter, prior to that cooperative advertising manager for Kneck Drug Co. that he has shifted to Davis & Beaven Adv., Los Angeles, is in charge of advertising and marketing.

JOSEPH C. LEH, former Army major, attached to Army public relations in Washington, has joined BBDO, New York, as account executive. Mr. Leh was with BBDO's Chicago office before the war.

JOSEPH R. STAUFFER, director of production for Bourns Inc., New York, is in Hollywood for two weeks conferring with GLENHALL TAYLOR, general manager of Kellog & Co., Chicago, and on staff of Los Angeles Daily News, has joined James Rouse House Co., Los Angeles, as account executive.

RICHARD P. CASTERLINE, production manager of The Shaw Co., Los Angeles, has been named account executive.

OLAF H. JORTH, formerly in production department of Maxon Inc., Detroit, has been named production manager of Mac Wilkins, Cole & Weber, Portland, Ore.

KAY C. JONES, account executive of Abbott Kimbell Co., Los Angeles, has re-signed to join advertising department of Rosemarie Reid Co., (swim suits), that city.

MARGARET GODFREY, account executive of Short & Baum, Portland, Ore., has been named publicity chairman for Young Republican National Federation.

HARRY L. KRAWITZ, vice president of J. Walter Thompson Co., Chicago, is in southern California checking agency operation and conferring with other firm executives.

FRED WEE, former general manager of Williams Adv., New York, has been appointed treasurer of Bay Austrian & Assoc., New York.

CHARLIE W. WILKES, former senior editor of the Book of Knowledge, New York, has joined copy staff of John Mathr Lupton Co., New York.

SANFORD LEVIN, former advertising manager of the Mackay Wadst Houses, Los Angeles, has joined Rodgers & Brown, New York, as vice president in charge of new business department.

ROBERT REINHART Jr., former sales and advertising director of Julee Stores Corp., has joined Lew Kashub and Co., New York, as an account executive.

ROBERT SCONE AD, Tacoma, Wash. Inc., has opened new offices at 915 E. First St.

JOSEPH A. MORAN, vice president of Young & Rubicam, New York, Feb. 19

CFRA to Open

CFRA Ottawa, new 1 kw station on 560, is to open officially May 1, according to Frank Ryan, station owner. RCA engineers are now installing transmitter and antenna array, supported by two specially designed towers.

AGENCIES

SEWMING METROPOLITAN

IT'S THE SECOND anniversary of the WNBN advertising show, "Quizzing The Wives," and celebrants are cutting cake (1 to 5) Lester Smith, quizmaster; John J. Quinn, sales manager of Boston Consolidated Gas Co., sponsor; Robert Raydon Jones, director of Boston office of Allen & H. Roddick, and Jeanne Ambuter, account executive and radio announcer, were on hand Monday-Friday, 10-10:15 a.m. Sponsor provided refreshments for the studio audience. Airing for the two weeks was the anniversary broadcast Jan. 29.

FRANK J. JACOBSON, formerly in advertising department of Marshal Field Co., Chicago, and on staff of Los Angeles Daily News, has joined James Rouse House Co., Los Angeles, as account executive.

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AGENCIES
Hitch onto something SOLID

Nowadays there's another type hitching post Memphis advertisers are tieing up to—it's the receptive audience on WHHM. That's why it pays to hitch your sales wagon to the Star Station in Memphis... the outfit that set the rumors to flying... that set proof of popularity to work. Morning, noon and night... consistently good Hoopers... and what results for local advertisers! The same job can be done for your clients... Ask for ALL the facts on Memphis and you, too, will find that WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS!

Get the market...

Get WHHM

MEMPHIS, TENNESSEE

INDEPENDENT—BUT NOT ALOOF
BOND CLOTHES, Cleveland (retailer), has Feb. 17 beginning sponsorship on WKBW, Buffalo, of "Ernie Benedick and His Radio Range Riders," Mon. through Fri., 5:30-6 p.m. and a new show, Mon. through Sat., 11-11:30 p.m. Contract is for one year. Agency: Nettlebow & Rognow, New York.


FLORIDA HEALTH CONSERVATORY, Orlando, Fla., has appointed Walter Kaiser Assn., New York, to handle public relations and advertising. Local spot radio will be handled by WZNJ.

CANADIAN CHEWING GUM SALES, Ltd., Toronto (Dentyne, Chiclets, Sen Sen), has expanded advertising in 1947, and 47 stations will carry variety of programs ranging from flash announcements to five minute musicals. Agency: Baker Adv., Toronto.

WILLYS OF CANADA, Windsor, Ont. (motor care), has appointed Spitzer & Milks, Toronto, to handle all advertising.

SUTCLIFFE & BINGHAM of Canada, Toronto (Savoy food products), has started half-hour children's program five days weekly on CFRT, Toronto. Expansion is planned to other stations. Agency: McLaren Adv. Co., Toronto.

PEOPLE'S CREDIT JEWELLERS, Toronto (chain stores), has started 10-minute morning announcements on number of Canadian stations. Agency: McLaren Adv., Toronto.

GRANT LABORATORIES, Oakland (household, agriculture, pharmaceutical, industrial products), has appointed Bruscher, Van Norden & Stadhman, San Francisco, to handle advertising in 11 western states.

COAST-CURRIER ICE CREAM Co. (retail chain), and Coastal California of California (ice cream home delivery service), Angelenos, have appointed Barton A. Stebbins Adv., that city, to handle retail advertising.

NATIONAL BISCUIT Co., San Francisco ( Nabisco Brands Wheat), Feb. 17 started for 13 weeks daily participation in combined "Sunrise Salute" and "Housewives Protective League" programs on KNX Hollywood. Agency is Bogart, Constantine & Gardner, San Francisco. Firm also has started daily participation in similar combined programs on KMOX St. Louis, WBBM Chicago and WCAE, Pittsburgh. Placement is through McChann-Erickson, N. Y.

LOUIS ZIEGLER BREWING Co., Milwaukee (beer), has appointed Doster Graham-Eastman, Los Angeles, to handle Pacific Coast advertising. Radio will be used.

PROCTOR & GAMBLE Co. of Canada, Toronto (soap), has started French musical, half-hour program on a number of Quebec stations. Agency: Kinsor, Farrell, Cheekley & Clifton, New York.

KELLOGG Co. of Canada, London, Ont. (breakfast foods), has started French program five times weekly on a number of Quebec stations. Agency: J. Walter Thompson Co., Toronto.

BEST FOODS (Canadians), Hamilton, Ont. (Biff 1960), has started daily spot announcements on a number of Canadian stations. Agency: F. H. Hayhurst & Co., Toronto.

ROOSEVELT RACEWAY, Westbury, L. I. (horse racing), has appointed L. H. Hartman Co., New York, to handle advertising. Spot announcements will be placed on approximately seven New York stations between May 19 and Oct. 19.


MANAGEMENT of the P. J. Nee Co. (furniture), Washington, D. C., which on Jan. 15 sponsored what is claimed to be the first commercial telecast to originate in the capital, has expressed satisfaction over the results. The company sponsored a telecast of the Georgetown U.-St. Louis U. basketball game over WTTG, Du Mont station, and Maurice L. Nee, treasurer of the firm, said he felt that "the experience we gain in early telecasts will more than repay us for the expense."

Charles Kelly of the Du Mont staff worked with the Harwood Martin Agency in drafting the telecast commercials. The commercial sequences were made on 16 mm. movie film on location, for the most part at the Nee store.

"Sorry, ma'am, we're completely sold out of WFDF Flint base- ment specials!"

**COMMERCIAL TELECAST**

**Sponsor Pleased With Video Show on Basketball Game**
truthfully speaking... 
KNOW is your best buy

For effective, low-cost promotion of your products in the rich Austin market area, take advantage of KNOW's superior coverage. With KNOW you are assured a consistently larger share of the listener audience. Your message will reach more Austin people... people who are willing and able to buy your products. KNOW gives you more dialers per dollar; Austin gives you more dollars per dialer. Write for further information... let us show you what we mean.

[Image of a cartoon scene with two characters discussing] 

radio station 

KNOW

AMERICAN BROADCASTING CO. 
TEXAS STATE NETWORK

WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco
Cleveland's Chief Station has sold itself to the listeners in the great Cleveland Billionaire. WJW delivers more daytime dailers per dollar than any other regional station.

For its old advertisers... this result has made dollars! For new advertisers... to make sales, to make more profit dollars... it makes sense to trade at CLEVELAND'S CHIEF STATION.

Bill Anson, conductor of daily recorded "Hollywood Bandstand" on KFWB Hollywood, has signed three year contract with station, effective May 16.

ED DINSMORE, formerly with WORL Boston and AFBD veteran, has been named WCOB Boston as morning host daily from 7:00 to 9:30 a.m. He introduces programs and presides over "Ed Dinsmore Show" between other scheduled broadcasts.

ROBERT TENNANT, formerly with WEEI Boston, and WBBK Boston, has joined production-staff announcing staff of WRVA Richmond, Va.

JONIE SERRS, chief announcer at WHI Des Moines, Iowa, and former director of Armed Forces Network in Europe, has been appointed radio director of Veterans of Foreign Wars, Department of Iowa.

PAUL SUTTON, formerly with KEEV Champaign, Ill., and SAM EINSTEIN, veteran of AFBD and former Yank magazine correspondent, have joined production staff of KXUX Phoenix, Ariz.

SAN BEARD, announcer at WPTF Raleigh, N.C., Feb. 14 conducted a concert "sale" promoted for student benefit at Duke U., Durham, N.C.

JOHN MOTYL has joined CJCA Edmonton, Alta., as continuity writer.

LAURA ELSTON, freelance correspondent on movies at Toronto, has started three weekly stage and screen review on CHUM Toronto.

VIRGINIA GREGG, Hollywood radio actress, has been signed to a term film contract by Enterprise Productions.

SEAMAN JACOBS, former New York re- script writer for Fred Allen (NBC comedy) and Henry Morgan (ABC comedy), has been shifted to Hollywood, Calif. with assignment on film scenarios for the ABC West Coast.

BURTT F. MCKEE, production manager of WAFP Birmingham, Ala., is the father of a boy.

STAN VAINREB has joined WAPI Birmingham, Ala., devoting his time to production on WAFM, station's FM outlet.

JEAN LANG, in program department of Don Lee Broadcasting System, Holly- wood, has been named operations director of WPST San Antonio. He succeeds W. BARNARD, who resigned to marry Don- ald H. Smith of Pasadena, Calif.

EMMITT EASTCOTT, former program director of KFAC Los Angeles, has joined KOFJ Hollywood as musical director. He succeeds CLARK RAYDEN, who resigned to return to recording business.

R. S. LAMBERT, supervisor of school broadcasts of CBC Toronto, is on tour of eastern Canadian provinces to discuss program plans for 1947-48 with provincial educational authorities. Accompanying him are W. E. S. BRIGGS, program director of CBC Halifax, and DOUGLAS Lusty, CBC educational representative, Halifax.

Headaches for the Carolinas Deced record, although resulted when Kurb Web- ster (standing in jeep), WBTP Charlotte dies Joe Key, dug out a Ted Weems record, "Headaches," and played it a couple of times on WMF's midnight dancing party. Music stores were swamped with requests for the record, made in 1939.

MAMIE TREFFEL, formerly with WMCA New York, has joined WLIB New York, in charge of music programming.

DICK COUGHILL, announcer at WKIX Columbus, S.C., is the father of a boy born Feb. 6.

DON NORMAN, formerly with WCAP Asbury Park, N.J., has joined an- nouncing staff of WLS Chicago, officials say he will join an FM outlet in North Carolina.

STAN VAINREB has joined WAPI Birming- ham, Ala., devoting his time to production on WAFP, station's FM outlet.

JAN LANG, in program department of Don Lee Broadcasting System, Holly- wood, has been named operations director of WPST San Antonio. He succeeds W. BARNARD, who resigned to marry Don- ald H. Smith of Pasadena, Calif.

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WPA to Offer Air Time To 21 New Jersey Towns WPA PATRISBON and 21 north- ern New Jersey newspapers last week agreed to join forces in bringing on the air programs for the public interest in their respective communities. Any organization or group in a community, whose time on WPA may apply for the time through its local newspaper, which will cooperate with the station to publicize all worthwhile activities.

Also mentioned in the announce- ment was the fact that, to assure all such applicants the maximum benefits, all-time air-time will be provide their request. Because the cause, the station has put at their disposal its program ideas, production and continuity departments.

CFOs Owen Sound, Ont., March 1 goes on air with new 1 kw RCA transmitter, featuring 200 kilowatt power and changing frequency from 1600 to 1700 kc.

JOHNNY GILLIN
OR JOHN BLAIR

roadcasting  Telecasting
**Drives TELEVISION FINAL STAGE...and Exceals because**

- Frequency (at max ratings) ranges up to 220 mc, covering both television video and FM bands.
- Power output is substantial—see text below.
- Designed directly for grounded-grid circuits, with high-mu characteristics that give high power gains.
- Complete internal shielding, plus ultra-compact construction, result in low plate-filament capacitance—making neutralization easy, where required.
- Thoriated-tungsten filament SAVES, calling for minimum filament power.
- Forced-air cooling assures convenient station installation.
- RING-SEAL terminals enable tube to be "plugged in" quickly—their generous contact area also promotes h-f circuit efficiency.

**Type GL-5513** has a tube output in excess of 2 kw (Class C telegraphy), with power gain of approximately 10 when operated as a grounded-grid amplifier. In Class B video service, under synchronizing peak conditions, output exceeds 1 kw, with approximate power gain of 8 in grounded-grid service.

This capable new triode, besides its application to television transmitters for both the video and FM bands, is directly suited to dielectric-heating service employing the high and very-high frequencies. Here the tube's low filament-power requirements are of special value, contributing to simple, economical transformer and circuit design.

As a rule, the GL-5513 requires no neutralization in grounded-grid circuits, but when this is needed, a small amount of cross-neutralization will suffice. Modern engineering is evident not only in the tube's electrical characteristics, but also in its compact structure—in its trim and efficient radiator design—in the fact that all external metal parts are silver-plated to provide better contact surfaces—and in the ring-type fernico metal-to-glass seals used throughout.

Help in applying G.E.'s new GL-5513 triode to new equipment now on your drawing-boards, gladly will be furnished by General Electric tube engineers. Telephone or write your nearest G.E. electronics office, or communicate with Electronics Department, General Electric Company, Schenectady 5, New York.

**GENERAL ELECTRIC**

*FIRST AND GREATEST NAME IN ELECTRONICS*

---

**ELECTRICAL CHARACTERISTICS**

- **Filament voltage**: 6.3v
- **Filament current**: 32 amp
- **Amplification factor**: 87

**Inter-electrode capacitances**:
- Grid-plate: 8.7 mmfd
- Grid-filament: 21.1 mmfd
- Plate-filament: 11 mmfd

**Type of cooling**: forced-air

**MAX RATINGS, CLASS B R.F. POWER AMPLIFIER, VIDEO SERVICE, SYNCHRONIZING PEAK CONDITIONS**

- **Plate voltage**: 3,000 v
- **Current**: 1.2 amp
- **Input**: 3,500 w
- **Dissip.**: 1,200 w

**MAX RATINGS, CLASS C TELEGRAPHY**

- **Plate voltage**: 4,000 v
- **Current**: 1 amp
- **Input**: 5,600 w
- **Dissip.**: 1,200 w
William R. Traum, director of advertising and promotion at WROR, has resigned to join staff of Town Hall Inc., New York. He will act as manager of "America's Town Meeting" on ABC.

Tom Chandler, promotion manager of WIXL Columbia, S. C., has resigned to return to theatre management field.

Russ Ehresman, promotion manager of KCMJ Palm Springs, Calif., is on two months leave of absence and will visit Chicago, New York and Washington before returning to West Coast.

FM Promotion

EXECUTIVES of Sun Country Broadcasting Co., owner of KPSC Phoenix and KTSC Tucson, Feb. 13 joined with Zenith Radio engineers in explaining and demonstrating FM radio to more than 100 Arizona retail dealers at a dinner given by Black & Ryan, state distributor of Zenith radios. Sound films describing principles of FM, as well as functions of FM coaxial cable, were featured. Sun Country Broadcasting expects to go on the air April 1 with KPSC-FM in Phoenix and KTSC-FM in Tucson.

KFAB Ad

Harold F. Roll, director of promotion-publicity at KFAB Omaha, to correct the general impression that CBS created, produced and paid for the four-color insert trade-journal ad announcing KFAB's increase in power to 50,000 w. last week stated: "This idea, layout, and copy are the products of KFAB's promotion department, and the Buchanan-Thomas Ad. Agency, Omaha, is responsible for the production. KFAB also paid for the space."

KFAB aids X-Ray Survey

WPTF Raleigh, N. C., devoted week of Feb. 7 to "all out" promotion of Wake County's mamm X-ray survey, encouraging the 80,000 persons in county over 15 years of age to guard against tuberculosis by having free X-ray made at one of three mobile units. On opening day alone, WPTF carried special X-ray spots, two broadcasts from X-ray unit and special cut-ins from local and state newscasts. All station employees reported to X-ray unit.

Program Promotion

PROGRAM schedule for student, teacher and press listening to the country is being distributed by WBAL Baltimore. Folder divides daily schedule into news broadcasts, recommended musical programs, education, public affairs and special features, in school listening features, farm programs, religious programs, and programs to enjoy after homework is done. Also included is preview of WBAL's plans for 1947.

Civic Promotion

WCBS Charleston, S. C., through its promotion manager, Harold Long, is promoting merger of war-born outlying suburbs with Charleston. Mr. Long is chairman of the Greater Charleston Committee of the Junior Chamber of Commerce. Committee has been responsible for talks on expansion by the mayor, as well as several explanations of the plan presented on WCSC.

Farm Improvement

PARD Dept. of WPTP Raleigh, N. C., headed by Ted Leeper, farm program director, Feb. 17 begins Farm and Home Improvement contest in eight WPTP counties to be concluded in fall. Station will award purebred livestock to white and Negro farmers who show most improvement in their farm program during 1947. At conclusion of contest, WPTP will stage Farmer's Roundup Day with broadcast of ceremonies.

RCA Booklet

TWO NTV booklets of technical information about electron tubes have been published by RCA. Publications, each containing 16 pages, are "Receiving Tubes for Television, FM and Standard Broadcast," and "Power and Gas Tubes for Radio and for Industry."

Anniversary Stickers

SILVER anniversary stickers on letters and envelopes are being used by CRAC Montreal, to mark its 25th anniversary. Oval sticker carries station's call letters in green and black, with frequency,月份 and dates of anniversary on silver background.

Hook, line and sinker

KXLW St. Louis has conducted program popularity contest and awarded 31 prizes to listeners whose letters were rated highest by judges. Ceremonies of award presentation were broadcast with winners present from several cities in Missouri and Illinois. New Plymouth car was first prize. Other awards included electric ice box and radio console sets.

Public Service Report

PUBLIC SERVICE report for 1946 has been prepared for WFBF Norfolk, Va., by George Brantley, station's public service director. Report lists all public service programs and announcements heard over WFBF in past year, and totals number of hours of public service aired for the year at 948 hours.

Newspaper Ads

NEWSPAPER ads in 10 New York metropolitan newspapers were used to promote new Metzen Co. (never sold) "Lew Parker Comedy" show on WNEW New York. Show's heard Mon. through Fri. 7-7:30 at night. At the end of the show, Durand Jones Co., New York.

Canned Promotion

CFPB St. John, N.B., has sent to radio advertisers and agencies throughout Canada, a can of New Brunswick sardines with label featuring facts about CFPB.

WIBA Commended

WIBA Madison, Wis., has been commended for its service in reporting news and weather conditions during recent snow storm emergency. Local newspaper, Capital Times, called radio "wonderful" as news radio stations of station's storm service and also received a note "WIBA—A Port in the Storm."

KIDO Brochure

THREE-PAGES of brochure emphasizing "Canal and cup" is being distributed to the trade. Colorfully illustrated piece gives facts on rich agricultural area and pocket in center of brochure contains statistics on sales effectiveness of KID.

Winter Presentations

AUDITIONS for The Philadelphia Forum Youth Contest for Pianists have been held in Philadelphia, with Norman Black, director of WFIL string ensemble, and Felix Meyer, WFIL music director, aiding in preliminary auditions. School of Music, Philadelphia, sponsors of contest, has donated $500 scholarship to winner, Joel Shapiro, 13-year-old pianist.

EXCLUSIVE COVERAGE OF THE CHAMplain VALLEY AREA

BURLINGTON

VERMONT'S ONLY CBS STATION

1000 WATTS • FULL TIME
BLUEPRINT for SALES

WCAU is built of superior engineering, distinguished programming, productive promotion—all of which constructively serve you from the very beginning of your association with us. This is an important consideration in any blueprint for a profitable sales plan in America’s third largest market.

POWER + PROGRAM = SALES

WCAU
50,000 WATTS * CBS AFFILIATE

PHILADELPHIA’S LEADING RADIO INSTITUTION
Now—along with "The Texas Rangers"
A sure-fire giveaway or self-liquidating offer! Attractive 8-
pages of Original Songs The Texas Rangers Sing and scrap
book album. Provided spon-
sors of "The Texas Rangers" at cost! Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

WE'VE BEEN TELLING YOU

C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA NOVEMBER - DECEMBER 1946

<table>
<thead>
<tr>
<th>WIOD</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
<th>Others</th>
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<td>5:00 AM - 12:00 Noon</td>
<td>34.8</td>
<td>35.3</td>
<td>20.7</td>
<td>7.1</td>
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<tr>
<td>12:00 Noon - 6:00 PM</td>
<td>41.5</td>
<td>16.0</td>
<td>32.4</td>
<td>8.9</td>
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<tr>
<td>6:00 PM - 10:00 PM</td>
<td>44.1</td>
<td>17.8</td>
<td>28.2</td>
<td>9.4</td>
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<tr>
<td>Sun. thru Sat.</td>
<td>45.6</td>
<td>22.1</td>
<td>20.8</td>
<td>11.5</td>
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WAR DEPT. ADDING TELEVISION SERVICE

TELEVISION service has been added to the War Dept.'s Radio
Section, Office of Public Relations, and the name has been changed to
Radio and Television Section. W. J. Leonard Schmitz remains as head
of the entire section, with Capt. Warren T. Lenhart in charge of
television.

The new section will service experimental and commercial television
stations with Army film and will aid in the televising of such live
material as activities of Army Week, April 6-12, Army parades,
etc.

Wrote for Radio
Capt. Lenhart was with AAF Radio Production, War Dept., before his
transfer to the new television post. During the war he was a
P-47 pilot in the European Theatre. He holds the Distinguished Flying
Cross with cluster, the Air Medal with 16 clusters and the Purple
Heart. While at Blue Ridge Col-
lege, Frederick, Md., he wrote and produced a weekly half-hour pro-
gram for WMFD.

In addition to Captain Schmitz and Captain Lenhart, Army's Ra-
dio and Television Section includes Capt. Gerald Tate, 1st Lieut. Edgar
Jones, Stanley Field and Bill Hamilton.

Captain Tate, who was assigned to the Radio Section last Novem-
ber, writes the War Dept. program, Campus Salute on Mutual. He was
with the Infantry in ETO, and wears the Silver Star, Bronze Star
and Purple Heart with cluster. Be-
fore the war he was a radio and
concert singer in New York.

According to Captain Schmitz, a special recording has been made
for Army Day, April 6, featuring a
message delivered by the Chief of
Staff, Gen. Dwight D. Eisen-
hower, and a prayer spoken by the Chief of Chaplains, Maj. Gen. Lu-
ther D. Miller. Flatters are being sent to every station, with the
cooperation of the NAB.

so to devote full time to his own ra-
dio publicity service at 1516 N. Vine St.
Gwen Gibson, former assistant to re-
search director of The Oklahoma Pub-
lizing Co., has established her own
research service with temporary offices in Hales Bros., Oklahoma City.

Ruth Brummer, former publicity di-
rector of WKNF, has resigned, and previ-
ously assistant program director at
WRLF New York. She will become rep-
resentative for Sackett and Prince Tele-
vision, Inc., New York, on the West Coast. Her headquarters are in
Knickerbocker Hotel, Hollywood.

Dr. E. K. Jensen, former director in the CBS education department, has joined
L. S. Institute Cooperative Broadcast Council, Boston, as a producer.

VICTOR R. LINDEMANN, former dis-
trict sales manager of troops Division, Aviation Corp., and Army veteran,
has been appointed southwestern regional sales manager for the Croxley Division.

Douglas F. Jenkins and Joseph F. Arthaud, radio advertising consultants,
have been elected jointly to han-
dle radio division and general sales for Roberts and Associates, Santa Monica, Calif.

J. F. Crossin, director of sales of Olympic Radio and Television, New York (maker of Olympic 'true-base' ra-
dio and radio-phonograph combinations), has been appointed vice presi-
dent of company. He will continue to head sales of Olympic radios.

N. J. Radio Council
EDUCATIONAL broadcasting in-in-school and after-school radio programs was the topic for discus-
son last week at a meeting of the Radio Council of New Jersey at
Newark. The program, designed particularly in the interest of edu-
cational radio for children, fea-
tured seven guest speakers known for their work in fields related to children's activities. They includ-
ed Pauline, director, director, special consultant, and editor of House of Mystery; Margaret E. Tirrell, psychologist, Essex County juvenile clinic; Josette Frank, educational associate, Hearst Study Assn. of America; Dr. Bruce Robinson, director, Newark Department of Child Guidance; Dr. John S. Herron, Newark superin-
tendent of schools; James MacAn-
dick, program coordinator, WNYC New York.
SIXTY-FOUR social agencies and campaigns received $296,125 in courtesy spot announcements during 1946, WBBM Chicago estimated. The spot announcements were broadcast as such organizations as the War Defense Children's Clubs, public health agencies, religious and educational groups, welfare fundraising campaigns, and numerous government agencies. All spots were of the station-break variety and did not include WBBM's many public service programs in which the station used paid talent.

Gives Transfusion
WHEN a local hospital called WBLK Clarksburgh, W. Va., with an urgent appeal for blood donors with type A blood to give transfusion to a 21-year-old woman, Tommy Clark, ex-Marine and WBLK announcer, turned mike over to an alternate and rushed to the hospital. Meantime, station announced appeal and hospital was deluged with calls from volunteer donors while Mr. Clark was giving the transfusion.

Home for Fire Victims
A REAL "good neighbor" was discovered by News Editor Ray Arvin of KORN Fremont, Neb. On his noon newscast he told the story of a young veteran and his wife whose home had burned. Since they were new arrivals in the city, they had no place to live. Shortly after the appeal was made, a listener called to say he would make room for the couple until they could find a home.

Aids Hospital
KKOK St. Louis made an appeal for donors when the Barnes Hospital, St. Louis, sent out an emergency call for aid in replenishing its blood bank supply. Don Phillips and Rush Hughes each aired an appeal which resulted in a steady stream of calls from listeners who wanted to help. No more announcements were needed as the hospital soon filled its quota.

Child Found
WHEN six-year-old Diana Powell did not return in the late afternoon from playing in the park, her worried parents phoned not only the police but also News Announcer Jim Hunter, CFRB Toronto. Mr. Hunter broadcast the news and while he was still on the air the CFRB was informed by a listener that the little girl was safe, having walked into the stranger's house, she would not give her name or where she lived.

Blood Donor Appeal
NEWS EDITOR Arthur Barriault of WRC Washington, Jan. 18, received a call that there was an urgent need for blood donors to supply four pints of type AB blood for Howard Rivenberg of Alexandria, Va. Mr. Barriault immediately broadcast an appeal and within two minutes calls began to come in from volunteer donors who supplied the needed blood. Mrs. Rivenberg, wife of the stricken man, reported that she lost track of the many phone calls from volunteers.

Aids Homeless Family
WHEN Mrs. Fern Ent of Enid, Okla., a widow, and her seven children lost all their possessions in a fire, the news bureau at KRCR-25, WIL, Enid started campaign for contributions for Mrs. Ent. As money and gifts flooded in, KRCR followed through with spot announcements, news stories and feature items. Mrs. Ent now has been given a lot and an Enid contractor has offered to excavate the basement. Other businessmen are making plans to build the house.

No Price Surge
WHILE radio receiver prices have been controlled in Canada, the Radio Manufacturers Assn. of Canada indicated at its Jan. 28 meeting at Toronto that there is to be no upward surge of prices to consumers. Canadian radio manufacturers are making every effort to hold the line on prices, S. L. Capbell, RAMC president, stated.

KFXD Boosts Power
KFXD Boise-Nampa, Idaho, held a one-hour program Jan. 27 to mark two events in its expansion program, an increase in power to 1 kw and the inauguration of regularly scheduled programs on its affiliated FM outlet, KFXD-FM. The increase in power was accompanied by a move to a new spot on the dial, 580 kc. KFXD formerly operated with 250 w on 1230 kc. Highlights of the one-hour program included a specially recorded congratulatory messages from Edgar Kobak, president of MBS, and Phil Carlin, Mutual vice president in charge of station relations.
U.S. Programs Continue Most Popular in Canada

AMERICAN PROGRAMS continue to lead in popularity in Canada, according to the Elliott-Haynes survey for January, released at Toronto Feb. 10. English-language evening programs were led by Charlie McCarthy with a rating of 40.6, followed by Radio Theater 37.5, Fibber McGee and Molly 36.1, Fred Allen 29.3, Ozzie and Harriet 28.9, Amos and Andy 25.5, Album of Familiar Music 23.9, Duffy's Tavern 21.6, NHL Hockey (Canadian program) 21.5, and Take It or Leave It 21.4.

Among English-language daytime programs for January the first five were: Ma Perkins 18.1, Happy Gang (Canadian program) 17.1, Big Sister 16.4, Pepper Young's Family 16, Life Can Be Beautiful 14.5.

French-language evening programs, all originating in Canada, show first five in January to be Le Famille du Bief 49.8, On Homme et son Peche 42.7, Talents de Chez Nous 39.4, Enchantant dans le Vivre 38.6, and Metropole 36.5. French daytime programs were Rue Principale 26.6, Jeunesse Dorée 26.3, Joyeux Troubadours 22.3, Quelles Nouvelles 19.5, and Tante Lucie 18.7.

COMIC strip is being used to promote Wildroot Cream-Oil and CBS show "Adventures of Sam Spade," sponsored by Wildroot Co.

MINNESOTA U. HOLDS RADIO NEWS COURSE

Radio News editors from stations in Minnesota, Iowa, and South Dakota attended the First Annual Radio News Short Course, Feb. 14-15, at the School of Journalism, U. of Minnesota. A seminar was held at the NAB Radio News Clinic held last May, in cooperation with the School of Journalism, a series of roundtable discussions and talks on news editing problems. Prof. Mitchell V. Charnley of the Journalism School was chairman.

Discussion subjects and their participants included: "Effective Use of the Wire Services," Prof. Melton; Wally Mitchell, UP; Alvin Orton, AP; "Rewriting Radio News Copy," M. J. A. Peterson, WHO Des Moines; Fred Worthington, KSTP; Ralph Andreotta, JoMo and Northland; "Wiring Local and Regional News," James Baccus, WDAY; "Writing for Public Service Shows," William Krueger, Duluth; Dick Anthony, KFLO Grand Forks; William Jensen, KUOM U. of Minnesota.

D. Ralph Nafgrof of the Minnesota School of Journalism discussed radio audience and listener research. Dr. Fred S. Siebert of the U. of Illinois School of Journalism spoke on radio law and its effect on radio; while William Ray, manager of NBC Central Division and special events, told of the uses of the wire recorder, and gave a demonstration.

Halifax Teen-Agers Buck Standby Orchestra Rule

PETRILLO, or his Canadian deputy, Walter M. Murdoch, has run into a new group determined to fight the union ukase calling for a union musician standby orchestra. The Halifax Tri-Teen Council, a group of teen-agers, plans to air a five minute non-commercial amateur orchestra program on a Halifax radio station. With no pay for the orchestra, and the live program scheduled for an afternoon period when stations can play recordings, so that no union musicians are being done out of a job, the teen-agers are up in arms over the Halifax local's ruling that they cannot go on the air without paying a union standby orchestra.

Said Roy Smith, Halifax director of civic recreation: "I'm sure that if anybody is going to be made destitute for lack of five minutes' employment, the teen-agers will pass around the hat." And 19-year-old Donald Palmer, chairman of the teen-agers' radio committee, is reported by Canadian Press at Halifax as saying: "This is not a personal affair, but a matter of principle."

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Palmer Co. Retained

SYNDICATE THEATRE INC., Columbus, Ind., has retained Fred Palmer Co., Cincinnati, as station consultant for its new radio station, WCBK, authorized last November for 95.3 mc, 1 kW.

WBNS HELPS KROGER CHALK UP SALES GAINS

WBNS gets results. Kroger has been proving this for eight years.

ASK JOHN BLAIR
in Columbus, Ohio, it's
The clock on the studio wall and the important warning signal below it are two ever-present reminders on which radio broadcasting depends.

Today, approximately half the time this warning signal appears in the broadcasting stations throughout the country, the studio clock is measuring the time of transcribed programs. This large proportion of broadcast time devoted to recorded programs is a significant tribute to the advancement in the quality of sound recording and reproduction.

In this spectacular trend of broadcasting, AUDIO-DISCS have played a basic role. These recording discs are the ones most extensively used for instantaneous recording, for the original sound recording in making pressings and for the Master discs used in the electroplating process.

If it's worth recording—it's worthy of an AUDIO-DISC. See your local AUDIODISC distributor or write:

AUDIO DEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U. S. A. under exclusive license from PYRAL, S. A. R. L., Paris.
No Waiting for this pace-setting

- Delivery can now be made from stock
- A quick way for low-power stations to get on the air immediately with true "FM quality"
- A simple, low-cost way for high-power stations to meet standby requirements

RCA's popular "Direct FM" 250-watt transmitter has just about everything you might want: record-breaking performance, operating convenience and economy, and attractive styling. RCA FM transmitters are now being used or installed by more than 200 stations across the country—either separately or to drive a higher power RCA FM transmitter.

The BTF-250A incorporates RCA's exclusive "Direct FM" exciter. The straightforward circuits in this unique design keep distortion and noise level lower than with any other type yet developed. Distortion is less than one-half of one per cent over the entire FM range of 30 to 15,000 cycles. Frequency response is constant within ½ db over the same range.

The entire transmitter is mounted in one smartly styled cabinet . . . with full-width doors, front and back. Vertical-panel construction is used throughout. All exciter components are front-panel mounted; all wiring and controls are easily accessible.

In conjunction with the new RCA Pylon FM antenna (see opposite page), we believe this to be the finest transmitting equipment now available—for everyday use in low-power stations, and for standby installation with higher power transmitters.

We'll be glad to send you complete specifications and prices. Write: Dept. 19-C, Broadcast Equipment Section, Radio Corporation of America, Camden, N. J.
THIS NEW, LIGHTWEIGHT "PYLON" ANTENNA, made of aluminum, has a higher gain, height for height, than any other FM station antenna on the market. It is self-supporting, easier to erect, and has only one feed point. Only two sizes of radiators are required to cover the entire FM band. One size covers the lower half and a slightly shorter cylinder covers the higher half of the band. No tuning is required. Now available, complete with transmission lines and hardware.
The Surveys Prove It......
Mail Counts Prove It.....
and—
74 Advertisers Prove It

Because...

WAAT DELIVERS
MORE LISTENERS
PER $ IN NORTH JERSEY—AMERICA'S 4th
LARGEST MARKET*
THAN ANY OTHER
STATION...INCLUDING
ALL 50,000 WATTERS.
(EVEN BEFORE CONSIDERING THE BONUS
AUDIENCE IN THE 5 BOROUGHS OF NEW YORK CITY.)

*Do you realize this market contains
over 31/4 million people; more than
these 14 cities combined: Kansas City,
Indianapolis, Rochester, Denver, Atlanta,
Toledo, Omaha, Syracuse, Rich-
mond, Hartford, Des Moines, Spokane,
Fort Wayne, Dallas.

ABC LEADS CHICAGO
NETWORK PRODUCTION

ABC's CENTRAL Division took
the lead in efforts of the four net-
works to stimulate Chicago radio
production, with a total of 21 pro-
grams originating through its sta-
tion, WENER.

Latest shows fed by the Central
Division to the network—all time
CBS—include Gypsy Nights (Tues-
day 8:30-9 p.m., Those Sensational
Years with Quin Ryan (Thurs-
day 6:30-9 p.m.), Skip Farrell Sings
(Mon. - Thurs. - Fri., 1:15 - 7:30
p.m.), Tommy Blatnitsky Show
(Mon.-Fri., 3:30-5 p.m.), Barbecued
Riffs with Studs Terkel
(Thurs. 6:30-7 p.m.), Alex Joseph-
er, pianist (Sun. 2:30-2:45 p.m.,
and Fascinating Rhythm (Sat.
12:30-1 p.m.).

The increase in ABC Central Di-
vision origination was attributed
to the low cost of talent in Chi-
ago, with sustaining programs
covering the network approximately
$3,000 a week, exclusive of music.

Most pretentious of the Chicago
ABC programs are: Those Sensa-
tional Years, employing a large
cast and orchestra, and Barbecued
Riffs, which will feature guest
talent and orchestras directed by
George Barnes and Ralph Martire.

B. K. BROADHEAD, president of Allied
Record Mfg. Co., Hollywood, is
the father of boy born Jan. 28.

COMMAND RADIO PRODUCTIONS
has moved Hollywood offices to
6331 Hollywood Blvd. Telephone is Granite 7450.

CORN FESTIVAL
Farmers From 16 States Send
Exhibits to WHO Show

WHO Des Moines' National Radio
Corn Festival, inaugurated 10 years
ago on a small scale, has grown
to what the station claims
is the largest event in the United
States devoted to the display
of corn. In the tenth annual
show, held at the Kirkwood Hotel
in Des Moines, on Jan. 25 and 26,
corn was displayed by 469 ex-
hibitors from 16 states, the
station management reports.

When WHO a decade ago invited
its listeners to send in representa-
tive samples of corn to compete for
prizes in three different classes,
only three tables were needed
to display the product. Instead of
three classes at the tenth annual
show there were 37, and the
number of entries totaled more than
1,000.

All classes were competitive,
but WHO emphasized the educa-
tional phase in some. For example,
the 10-ear, highest-grading class,
proved that feeding values differ
certain types of corn. Equip-
ment used in connection with the
study of this class included a corn
sheller, scales, sample divider,
moisture tester and a test weight
device.

WWC Trains Students
NEW wired wireless station, WWC
at Stephens College, Columbia, Mo., is now broadcasting within
the limits of the campus on
730 kc. Station will be used
to train students for a place in the
radio industry. Station was first
conceived last March when the Ra-
dio Department of Stephens Col-
lege, under director Hale Aarnes,
invited twelve authorities from
radio and advertising to serve as
a radio advisory Committee. Arthur
F. Rekert, chief engineer for
KXOK St. Louis, designed the stu-
dio layout and technical facilities.
WWC is equipped to feed any net-
work, maintains a line to KFBU
Columbia and can feed KXOK
through KFBU.
LOCAL LIVIX talent is presented on KMBC San Antonio, Tex., Sun. 8-8:15. Sponsored by The Starkey Co., San Antonio (Filiation toothpaste, etc.), KMBC has begun its 13-week series. Prizes are awarded to each weekly winner and at the close of the series three top winners are selected, with top winner receiving first prize of four-door Plymouth sedan. Twenty-five amateurs are auditioned each week and 15 are selected to appear on Sunday show, Corinne Griffin, San Antonio producer, directs and produces the auditions and programs.

KXKX, Kansas City, Mo., presents "The Weatherman" every day except Sun., 7:00-7:30. "The Weatherman" features weather data, market trends, and production teurers. While the show is being completed, "The Weatherman" will be presented by George T. Case, KXKX manager.

Franklin Roosevelt. Listeners were requested to submit their reasons, in 50 words or less, of why they are proud to be Americans.

"The Daily Five," presented by listeners, is heard each morning on W合适的 AM, 5-7:00. Listeners are asked to identify the most interesting news story heard in the previous 24 hours.

DENNIS Wilson, who recently retired as program director of WWIN, is now the program director of WLBK, San Antonio. Wilson has been with WWIN for 10 years, and was instrumental in developing the station's successful "Local News" program.

SCHULZ "The Far Side" is the comic strip that has become a phenomenon in the last few years. It is known for its subversive humor and its ability to make people laugh while also reflecting social issues. The strip is created by Bill Watterson and is syndicated to newspapers all over the world.

Meanwhile, in another part of the country, "The Far Side" is also being featured on radio stations. The strip is being read out loud by DJs at various times during the day, and is also being broadcast on podcasts and online platforms.

For those who prefer their humor in a more traditional format, "The Far Side" is also available in book form. The first volume of the strip was published in 1988, and has since been published in numerous other volumes. The books are filled with the iconic black-and-white cartoons, each accompanied by Watterson's witty and often sharp comments.

In addition to the strip and the books, "The Far Side" is also being adapted into a television series, with a pilot episode airing in 2023. The series will follow the adventures of a group of high school students and their teacher, as they navigate the ups and downs of adolescence and the challenges of growing up.

Overall, "The Far Side" has become a beloved phenomenon, recognized for its ability to make people laugh and its ability to comment on the absurdities of the world around us. Whether you read it, hear it, or watch it, "The Far Side" is a timeless classic that continues to entertain and enlighten its audience.
Feb. 7 Decisions . . .

BY THE COMMISSION

AM—1340 kc
Andian Bosy Corp., Mexico, Mo.—Granted CP for new station, 1340 kc, 250 w, unlimited, and granted petition to amend said application to allow changes in corporate ownership, program policy and management.

AM—1340 kc
KHMO Hannibal, Mo.—Granted change of operating assignment from 1340 kc, 250 w, unlimited, to 1970 kc, 1 kw night, 5 kw day, DA, conditions.

Petition Denied

BY COMMISSION EN BANC

Piedmont Besty Co., Greenville, S. C.—Designated for hearing application for new station 1010 kc, 1 kw, daytime, and ordered WHJL Johnson City, Tenn., be made party to proceeding.

Petition Denied
Enterprise Publishing Co., Douglas, Ga.—Denied petition for reconsideration, or in alternative, for immediate hearing, directed against Commission’s action of Jan. 8, 1946, granting application of Downing-Mugrove, Douglas, Ga., for modification of CP to obtain approval of transmitter site for new station authorized Aug. 22.

AM—1340 kc
Bayou Besty Co., Houma, La.—Designated for hearing in consolidated proceeding now scheduled for Feb. 17, on application of Bayou Besty Co. and other conflicting applications, its petition for leave to amend above application so as to specify power of 50 kw day, 10 kw night, with DA, on frequency 1340 kc (instead of 250 w, day, 100 w night, non-DA, unlimited) to determine whether proposed amendment should be accepted for filing, and to determine same with regard to proposed amendment as to be determined on application as filed Nov. 18, 1946, in event the proposed amendment should be accepted for filing.

Petition Denied
National Assn. of Broadcast Engineers and Technicians—Denied petition requesting Commission to reopen record in the proceeding upon the applications of WDNC WRAL and Public Information Corp., for the purpose of introducing into the record evidence concerning the unfair labor practices on the part of Durham Radio Corp. (WDNC).

Petition Granted
KBIX Muskogee, Okla.—Granted petition for reconsideration and grant without hearing of application for renewal of license for KBIX for the regular period. Application for new FM station was removed from the hearing docket.

Petition Denied

Petition Granted
Pynchon Besty Corp., Springfield, Mass.—Granted petition for leave to amend its applications, so as to show complete change in owners, directors and stockholders of applicant corporations and amendments were accepted.

Petition Granted
KGBG Galveston, Tex.—Granted petition insofar as it requests consolidation of its application, in consolidated proceeding currently scheduled for Feb. 17 on applications of Louisiana Besty Co. et al.

Petition Granted
Patron Besty Co., Alhambra, N. Y.—Denied petition reconsideration and grant without hearing of its application.

Petition Denied
KGBG Galveston, Tex.—Denied petition insofar as it requests consolidation of its application, in consolidated proceeding currently scheduled for Feb. 17 on applications of Louisiana Besty Co. et al.

Frank E. Duhme, St. Petersburg, Fla.—Denied petition requesting that his application for hearing on the consolidated proceeding with application of Florida West Coast Besty Co. be granted.

Petition Denied
Fla. West Coast Besty Co., Tampa, Fla.—Denied petition for reconsideration of Commission’s action of Aug. 7 designating its application for hearing, and that after reconsideration it grant said application.

Petition Granted
WTOC Savannah, Ga.—Granted petition for reconsideration directed against Commission’s action of Oct. 17, 1946, granting without hearing application of Ken-Boy Inc. for new station at W. Palm Beach, Fla. to operate on 1290 kc, 1 kw, nighttime, and designating Ken-Boy Inc. for application and hearing on radio license.

AM—1310 kc
Radio Anthracite, Pottstown, Pa. and Charles M. Meredith, PA.—Denied petition for consolidated hearing application of Radio Anthracite with application of Charles M. Meredith, each requests new station at their respective locations, to operate on 1370 kc, 1 kw, daytime only.

AM—1170 kc
The Litchfield County Radio Corp. and New City Besty Co., Torrington, Conn.—Denied consolidated hearing application of Litchfield County Radio Corp., and application of New City Besty Co., both requesting 1170 kc, 1 kw, daytime only.

AM—1080 kc
Western New York Besty Co., Kenmore, N. Y. and John J. Laux, Niagara Falls, N. Y.—Denied consolidated hearing application of Western New York Besty Co., Kenmore, N. Y., and John J. Laux, each requesting a new station on 1080 kc, 1 kw, daytime only.

AM—1140 kc
Beno Newspapers Inc., Beno, N.Y., and The Voice of Nevada's Capital, Carson City, Nev.—Denied consolidated hearing application of Beno Newspapers Inc. and application of The Voice of Nevada's Capital, each requesting new station to operate on 1450 kc, with 250 w, unlimited.

FM—Conditional Grant
West Central Besty Co., Tulsa, Okla.—Granted conditional grant for class
Feb. 7 Applications . . .

ACCEPTED FOR FILING

AM—600 kc.
Cencinome Bestg., Co., Flagstaff, Ariz.—CP for new standard station, 600 kc., 1 kw, DA, unlimited.

KELD El Dorado, Ark.—CP to change frequency from 1460 to 690 kc. Increase power from 250 w to 1 kw, install new transmitter and DA for night use, and change transmitter and studio location.

AM—950 kc.
KM WEN West Memphis, Ark.—Modification of CP, as modified, which authorized a new standard station for extension of completion date.

AM—1240 kc.
Frank E. Dunne, St. Petersburg, Fla.—CP for new standard station, 1300 kc., 1 kw, DA for night use, unlimited.

AM—1250 kc.
Steel City Bestg., Co., Gary, Ind.—CP for new standard station, 1250 kc., 250 w, daytime.

AM—960 kc.
Abberville Bestg., Service, Abberville, La.—CP for new standard station, 960 kc., 1 kw, daytime.

AM—1480 kc.
KVOI Lafayette, La.—CP to change frequency from 1360 to 1480 kc. Increase power from 250 w and 1 kw night to 2 kw day and 1 kw night, install new transmitter and make change in vertical antenna and install new ground system. (Facilities of KXUBS requested).

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

AM—1240 kc.

AM—1480 kc.

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

AM—900 kc.
Southern Puerto Rico Bestg., Corp., Ponce, P. R.—CP for new standard station, 900 kc., 250 w, unlimited.

AM—170 kc.
WAVL Arlington, Va.—Modification of license to change hours of operation from daytime to limited time.

AM—1450 kc.
Fairment Bestg., Co., Fairmont, W. Va.—CP for new standard station, 1450 kc., 250 w, unlimited.

AM—1450 kc.
Joseph P. Ernst, Riverton, Wyo.—CP for new standard station, 1450 kc., 250 w, unlimited.

FM—Unassigned

WCP-FM Ashbury Park, N. J.—Modification of CP which authorized new FM station to change transmitter site, type of antenna, ERP to 771 w; antenna height above average terrain to 290 feet and make changes in antenna system.

FM—Unassigned

Capital Radio, Columbus, Ohio—CP for new (class B) FM station to be operated on frequency to be assigned by FCC, ERP of 75 kw.

FM—Unassigned

WEEX Forks Township, Pa.—Modification of CP which authorized new FM station to change type of transmitter, ERP to 1 kw, make changes in antenna system and change commencement and completion dates.

FM—Unassigned

WJNJ Headville, Pa.—Modification of CP which authorized new FM station to specify studio location, change transmitter site, type of transmitter, ERP to 50 kw, antenna height above average terrain to 356.5 feet, make changes in antenna system and change commencement and completion dates.

FM—Unassigned

WFTL-FM Philadelphia, Pa.—Modification of CP which authorized new FM station to change commencement and completion dates.

FM—Completion Date

WCFM Beckley, W. Va.—Modification of CP which authorized new FM station to change commencement and completion date.

FM—Completion Date

WJLS-FM Beckley, W. Va.—Modification of CP which authorized new FM station to change completion date.

FM—Completion Date

WBV-MF Macon, Ga.—Modification of CP which authorized new FM station to change completion date.

FM—Unassigned

Florence Bestg., Co., Inc., Florence, S. C.—CP for new (class B) FM station to (Continued on page 72)
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Printers’ Ink

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BROADCASTING • Teclcasting
uestor Republican Printing Co., Westport, Conn.—Granted petition for leave to amend its application so as to specify 900 kw, 500 w, daytime, instead of 1340 kw, 100 w, unlimited. Amendment was accepted and application removed from hearing docket.

Radio Phoenix, Phoenix, Ariz.—Granted petition for leave to amend its application so as to specify daytime, 1 kw, instead of 1170 kw, 5 kw, unlimited. Amendment was accepted and application removed from hearing docket.

Hilltop Broadcasters, Wadena, Minn.—Granted petition for leave to take depositions in re hearing upon the application for station WTB in Wadena, Minn.

Regional Bestg. Co., Chippewa, Mass.—Granted petition for leave to amend its application for station WPH in Chippewa, Mass., so as to specify its antenna installation, its structure of antenna and structure of changes in proposed programming plans, etc.

Lake Worth Bestg. Co., Fort Worth, Tex.—Granted petition for leave to amend its application so as to specify daytime, 1490 kw, 100 w, unlimited, instead of 1450 kw, 200 w, unlimited. Amendment was accepted and application removed from hearing docket.

WHY City Council, Mass.—Denied petition requesting enlargement of issue in re application.

Oklahoma Press Publishing Co., Muskogee, Okla.—Granted petition for leave to amend its application for FM station so as to specify certain technical facilities of applicant and changes in proposed programming plans, etc.

LaSalle County Bestg. Co., Wewoka, Okla.—Granted petition for leave to amend its application so as to specify daytime, 250 kw, unlimited time, instead of 1490 kw, 5 kw, unlimited time. Amendment was accepted and application removed from hearing docket.


1325 kc, 1 kw, daytime instead of 1400 kc, 250 w, unlimited time. Amendment was accepted and application removed from hearing docket.

Regents of the University System of Georgia, Atlanta.—Granted petition for leave to amend its application to supply corrected engineering information, and to furnish an engineering statement and drawings of proposed telephone lines in connection therewith, and amendment was accepted.

Clearwater Radio Broadcasters, Clearwater, Fla.—Granted petition for leave to amend its application so as to delete name of John C. McComas as partner of applicant corporation.

Jones Radiocasting and Television Co., Oklahoma City.—Granted petition requesting leave to take depositions in re application, et al., to ligited to 20 public witnesses and one partner.

Leder Pub. Co., Lakeland, Fla., and Clearwater Radio Broadcasters, Clearwater, Fla.—Commission granted that consolidated hearing on these applications be scheduled for Feb. 23 at St. Petersburg and Clearwater, be advanced to Feb. 17 at Clearwater, Feb. 18 at St. Petersburg, and Feb. 19 at Lakeland.


Hentzel Bestg. Co., and Mountain Bestg. Service, Princeton, W. Va.—Commission ordered that consolidated hearing upon these applications be scheduled for Feb. 13 at Princeton, W. Va., be transferred to Washington to be held on date now scheduled.

East-West Bestg. Co., Fort Worth, Texas.—Commission ordered that consolidated hearing be scheduled for station KTLA in Fort Worth, Texas, so as to specify 3 kw instead of 2 kw, to show changes in DA array, etc.

WMB, Modesto, Calif.—Granted petition for leave to amend its application so as to specify daytime, 1350 kw, 5 kw, unlimited. Amendment was accepted and application removed from hearing docket.

Robert Schuler, et al. a partnership, Woodstock, Ill.—Commission granted petition for leave of motion, removed from hearing docket, for consolidation in re application.

Frank E. Duhme, St. Petersburg, Fla.—Granted petition for leave to take depositions in re his application be scheduled for consolidated hearing on this application and that of Fl. West Coast Bestg. Co., presently scheduled for Feb. 20 was continued to March 26. Also granted petition of Duhme requesting admission of Harvey McOOG to bar of the Commission for vacine for purpose of taking depositions in this proceeding.

WBRZ Muskogee, Okla.—Granted petition for leave to amend its application so as to specify daytime, 1 kw, unlimited, using DA, instead of 1450 kw, 200 w, unlimited. Amendment was accepted and application removed from hearing docket.

WGHY City Administration, Md.—Commission granted petition for leave of applicant to consolidate hearing in re application.


AM—1320 kc


KRDU Dinuba, Calif.—CP to change frequency from 1310 to 1240 kc, change hours of operation from daytime to unlimited, increase power from 250 w, daytime to 250 w, day and night, and make changes in daytime schedule.

(Western Electric CARDIOID MIKES
Cardioids are outstanding favorites with "Mike" men because of their high quality and their adaptability to various pick-up problems. The 639A has three different pick-up patterns—the 639B has six. For full details, write Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y., or . . .

BY COMMISSIONER HYDE

WBAL and Public Service Radio Corp., Baltimore.—Commission on its own motion continues consolidated hearing on these applications from Monday Feb. 24 to Tuesday, Feb. 25 at Baltimore Public Service Radio Corp., Baltimore—Denied request for issuance of subpoena for appearance of William Randolph Hearst, an officer and stockholder of WBAL, at consolidated hearing Feb. 25, without prejudice to renewal of said request for course of said proceeding.

BY COMMISSIONER DURR
WGMF and WLOX Biloxi, Miss.—Commission on its own motion, continued oral argument on these applications from Feb. 19 to Feb. 23.

Feb. 10 Applications

ACME TELEGRAPHI

AM—1210 kc


AM—1240 kc


KRDU Dinuba, Calif.—CP to change frequency from 1310 to 1240 kc, change hours of operation from daytime to unlimited, increase power from 250 w, daytime to 250 w, day and night, and make changes in daytime schedule. (Facilities of KOCO requested.)

FM—Modification

KSMO-FM San Mateo, Calif.—Modification of CP which authorized new FM station to change type of antenna in re applications, class A to class B, frequency to "to be assigned by FCC," effective radiated power to 75.4 kw, type of transmitter, make changes in antenna system and change commencement and completion dates.

FM—Modification

KLIR San Diego, Calif.—Modification of CP which authorized new FM station to change type of station from
FCC Actions
(Continued from page 78)

Applications Cont.: ized new standard station for extension of completion date.

FM—Unassigned

Wolverine State Bests' Service, Detroit—CP for new (class B) FM station.
    Frequency to be assigned by chief engi-

FM—Limited Time

N.D. Radio, Minn.—CP for new standard station, 1400 kc, 250 w, unlimited.

FM—Restricted

KYSM Minneapolis, Minn.—CP to make changes in vertical antenna and mount FM antenna on top of AM tower.

Pioneer Bests, Pleasantville, N. J.—CP for new standard station, 1400 kc, 250 w, unlimited.

WWBZ Vineland, N. J.—CP to change hours of operation from daytime to unlimited time, increase power from 1 kw to 1 kw day and night and install DA for night use.

AM—1490 kc

KYER Albuquerque, N. M.—Modification of CP which authorized new standard station, for approval of antenna, installation of new transmitter and DA for day and night use and change in transmitter location, for approval of DA for day and night use.

AM—970 kc

WEBR Buffalo, N. Y.—Modification of CP which authorized change in frequency, antenna and power, to change frequency, installation of new transmitter and DA for day and night use and change in transmitter location, for approval of DA for day and night use.

AM—480 kc

WRNY Rochester, N. Y.—License to cover CP, as modified, which authorized new standard station, to make changes in vertical antenna and mount FM antenna on top of AM tower.

WWGFM Schenectady, N. Y.—Modification of CP which authorized new standard station, for change in vertical antenna, to change frequency and increase power.

Programming Activities

WLOU Paducah, Ky.—CP to change frequency from 1490 to 1500 kc, new transmitter and new DA for day and night use, to change frequency and install new transmitter and DA for day and night use, to change type of transmitter and make changes in antenna system.

KWJ Portland, Ore.—CP to increase power from 1 kw to 10 kw, new DA for day and night use, to change frequency from new transmitter and DA for day and night use, to change type of transmitter and make changes in antenna system.

FM—Unassigned

Record Radio, Racine, Wis.—CP for (new class A) FM station, frequency to be assigned by FCC, ERP 10 kw and antenna height above average terrain 250 feet.

FM—Unlimited

WVSM Nashville, Tenn.—Modification of CP which authorized new FM station, to change frequency from 1000 to 1050 kc, new antenna and DA, to change frequency and install new DA for day and night use, to change type of transmitter and make changes in antenna system.

KJZJ Portland, Ore.—CP to increase power from 1 kw to 10 kw, new DA for day and night use, to change frequency from new transmitter and DA for day and night use, to change type of transmitter and make changes in antenna system.

AM—970 kc

WWW Pittsburgh—Modification of CP which authorized change in frequency, installation of DA, to change frequency and installation of new transmitter and DA for day and night use, to change type of transmitter and make changes in antenna system.

AM—1370 kc

WPTF Pittsburgh—Modification of CP which authorized new FM station, to change type of transmitter and make changes in vertical antenna.

Wymonia Valley Bests, Co.—CP for new (class B) FM station, frequency to be assigned by FCC, ERP of 18.2 kc.

AM—1150 kc

Borinquen Bests, Co., Caguas, P. R.—CP for new standard station, 1190 kc, unlimited.

AM—1390 kc

KELO Sioux Falls, S. D.—CP to change frequency from 1230 to 1235 kc, In- crease power from 250 w to 25 kw, to install new transmitter and DA for night use and change transmitter and studio locations.

AM—1270 kc

WDEF Chattanooga, Tenn.—Modification of CP, as modified, which authorized change in frequency, increase in power, installation of new transmitter and DA for day and night use, and change transmitter location, for extension of completion date.

AM—870 kc

Randall County Bests, Co., Canyon, Tex.—CP for new standard station. 870 kc, 250 w, daytime.

AM—940 kc

Eastland County Bests, Co., Eastland, Tex.—CP for new standard station. 840 kc, 250 w, daytime.

AM—1410 kc

KRIG Odesa, Tex.—Modification of CP which authorized new (class B) FM station for daytime and night and changing DA and night.

AM—1340 kc

WHAR Clarksville, Va.—Modification of CP which authorized new (class C) FM station for daytime and night and changing DA and night.

AM—1380 kc

FM—Unassigned

WAXB Wausau, Wis.—Modification of CP which authorized new (class B) FM station for daytime and night, to change frequency from new transmitter and DA for day and night use and change antenna.

AM—850 kc

Richland Bests, Co., Richland Center, Wis.—CP for new standard station. 850 kc, 250 w, daytime.

FM—Modification

WKBN-FM LaCrosse, Wis.—Modification of CP which authorized new FM station to change commencement and completion dates.

AM—1400 kc

WSAU Wausau, Wis.—License to cover new FM which was authorized in installation of new transmitter.

FM—Unassigned

Cumberland Bests, Co., Cumberland, Md.—CP for new FM station (class B), to make changes in antenna system by FCC, ERP of 12.2 kc.

FM—Equipment

WDRM-FM Hartford, Conn.—CP to install new transmitter and change in transmitter location.

FM—Unrestricted

BFWM-KF Nashville—Change in location.

FM—Unlimited

WTVB Richmond, Va.—Modification of CP which authorized new (class B) FM station to change in frequency of channel 2 680-684 mc to channel 6 490-494 mc, to change dimensions and change in extension of commencement and completion dates.

AM—1190 kc

Bifold Bests, Co., Billerica, Mass.—CP for new standard station, 1460 kc, 250 w, unlimited.

AMENDED: to change frequency from 1460 to 1190 kc, and hours of operation from unlimited to daytime.

Remote—1584 mc

Harris County Broadcast Co., Houston, Tex.—CP for new remote pickup station to be operated on frequencies to be assigned in 22-28 mc band, 20 w, emission A3 and FM and unlimited.

AMEND: to change frequency from 25-28 mc band to 158-158.4 or (1 frequency from 158-158.4 mc band) to change power from 50 w to 15 w to and change type of transmitter.

FM—Unassigned

William R. Haupt, Inglewood, Calif.—CP for new standard station, frequency to be determined by chief engi-

AM—840 kc

Bay Cities Radio Corp., Santa Monica, Calif.—CP for new (class A) FM station, 890 kc, 1 kw daytime hours of operation—AMEND: to change frequency from 890 to 840 kc, power from 1 kw daytime to 1 kw night and night and day use and change in antenna system.

AM—1440 kc

KMED Portland, Ore.—Modification of CP which authorized new FM station to change type of transmitter; ERP to 200 kw; make changes in antenna system and change commencement and completion dates.

AMEND: 1440 kc

C. T. Cloud, Austin, Tex.—CP for new (class A) FM station, change frequency from 1080 to 930 mc, ERP of 17.5 kc, and antenna height above average terrain 412 feet.

Application Returned:

Bay Cities Radio Corp., Santa Monica, Calif.—CP for new standard station, 890 kc, 1 kw, daytime, Denied Feb. 6 mc, 1.5 kw, unacceptable re frequency for nighttime operation.

Applications Denied

Morris Luckin Burbank, Calif.—CP for new (class A) FM station on frequency to be specified by chief engineer of FCC returned Feb. 3, in notice of attorney. 

FM—Unassigned

WDZ Bests, Co., Tuscola, Ill.—CP new FM (rural) station, change frequencies to be assigned by FCC. Dissolved Feb. 5 at request of attorney.

License Renewals

WXBD Schenectady, N. Y.—License renewed.

WXUM Columbus, Ohio.—License re- newal facsimile station.

Feb. 11 Decisions

BY THE COMMISSION

Remand

York Bests, Co., York, Pa. and Kay- stone Bests' Co., Harrisburg, Pa.—Denied petition for rule 1380; and for leave to intervene in re Docket 799 for additional FM frequencies to Baltimore.

Remanded

Hearth Radio, The Tower Realty Co. and Radio-Television of Baltimore, Denied joint petition requesting (Continued on page 76)
FCC Actions
(Continued from page 74)
Decisions Cont.: granting of their applications for class B FM stations in Baltimore without hearing; further that joint petition request Commission to accept waiver of consolidated hearing on their respective applications is denied; and ordered that hearing scheduled to begin Feb. 3 in Baltimore be held as scheduled.

BY THE SECRETARY
WJFD area of Bristol, Tenn.—Granted license to cover CP for new remote pick-up station.
Albuquerque Bestco., area of Albuquerque—Granted CP for new experimental television relay station; frequency to be assigned by Commission's chief engineer from 6800-7000 mc band.

WSIC Stateville, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and approval of transmitter location.

WSCR Seranton, Pa.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter and for approval of transmission location.
KFYM Tulsa, Okla.—Granted CP to install new transmitter.

WWWG Glenn Falls, N. Y.—Granted license to cover CP which authorized new station on 1650 kc, 250 w, unlimited conditions.

WKLY Louisville—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

WFRP Savannah, Ga.—Granted license to cover CP which authorized new station on 1320 kc, 250 w, unlimited time; completion of building and installation of new transmitter.

WKID Providence, R. I.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmission location.

KRSM Roswell, N. M.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

WLOE Lakewville, N. C.—Granted license to cover CP which authorized new station on 1490 kc, 100 w, unlimited conditions.

KDRS Paragould, Ark.—Granted license to cover CP which authorized new station on 1490 kc, 250 w, unlimited time; conditions.

WFAU Augusta, Me.—Granted license to cover CP which authorized new station on 1360 kc, 250 w, unlimited time; conditions.

KBIN Algona, Ia.— Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time; conditions.

WASK Lafayette, Ind.—Granted modification of CP to make changes in vertical antenna.

KFSA Nacogdoches, Tex.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

WBT Charlotte, N. C.—Granted modification of CP, to change type of transmitter, and move transmitter.

KOAT Albuquerque, N. M.—Granted license to cover CP which authorized new station on 1460 kc, 250 w, unlimited time; conditions; and to change studio location.

KBAT Charlotte, N. C.—Granted modification of license to change corporate name from SouthEastern Bestco., Inc. to Jefferson Standard Bestco. Inc.

WSAN Saginaw, Mich.—Granted CP to make changes in antenna and to change transmitter location.

WTCB Flint, Mich.—Granted modification of CP which authorized new station, for approval of antenna, to change transmitter, and to make changes in vertical antenna and move transmitter.

WKJZ Providence, R. I.—Granted modification of CP which authorized new station, to change corporate name from Central Bestco., Inc. to Terry Corp. to Trendle-Campbell Corp.

KWMN West Memphis, Ark.—Granted modification of CP which authorized new station, for extension of completion date to 3-8-47.

WEXA Hollywood, Calif.—Granted modification of CP for new station, for extension of completion date to 8-13-47.

WGRM Greenwood, Miss.—Granted modification of CP which authorized new station, for approval of antenna, to change type in vertical antenna.

WKYD Paducah, Ky.—Granted CP to make changes in transmitter, top of antenna, and for extension of completion date to 4-18-47.

WVGQ Augusta, Ga.—Granted license to cover CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KYNG Idaho Falls, Idaho—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, and for approval of transmitter location.

KPWM West Plains, Mo.—Granted modification of CP which authorized new station, for approval of transmitter location and to specify studio location.

WBYC Coral Gables, Fla.—Granted license to cover CP for new station, to change type of antenna and change type of transmitter.

WPDX Clarksburg, W. Va.—Granted modification of CP which authorized new station, for approval of antenna, and new transmitter, to change type of transmitter and on new location.

WJAX Jacksonville, Fla.—Granted license to cover CP which authorized new station on 1800 kc, 1 kc, day; conditions.

KBOO Bakersfield, Calif.—Granted new location, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

KLAS Las Vegas, Nev.—Granted modification of CP which authorized new station, for approval of antenna, and new transmitter, to change type of transmitter, on new location and specify studio location.

KJZI South Bend, Ind.—Accepted for Filing CP for new station 1380 kc, unlimited time; conditions; and to change studio location.

KCsL Lubbock, Tex.—Granted license to cover CP which authorized new station on 1800 kc, 1 kc, day; conditions.

KWSW Roswell, N. M.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

KDSW Saranac, N. Y.—Granted license to cover CP which authorized new station on 1450 kc, 250 w, unlimited time in hours of operation to unlimited, install new transmitter and vertical antenna and change transmitter and studio location.

WMNC Morganton, N. C.—Granted modification of CP which authorized new station, for approval of antenna, to change type of transmitter for approval of transmitter and time.

WMKL Del Rio, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location and to change studio location.

WTVY Salt Lake City—Granted modification of CP which authorized new station, for approval of antenna and transmitter location and to change studio location.

WLBW Carrollton, Ga.—Granted CP to cover new transmitter, unlimited time.

WING Dayton, Ohio—Granted license for new CP to cover new transmitter, unlimited time; and to change studio location from 4-10-47, 1 kc, day.

KHOZ Harrison, Ark.—Granted license to cover CP which authorized a new station, for approval of antenna, to change type in vertical antenna and move transmitter.

Feb. 11 Applications
(Continued from page 73)

Selected:

Douglas Bestco. Co., Douglas, Ariz.—For new standard station 750 kc, unlimited time; conditions; and for change of studio location.

Angelus Bestco. Co., Temple City, Calif.—For new standard station 1660 kc, 250 w limited hours.

Pennell E. Smith, Grand Junction, Colo.—For new standard station 710 kc, unlimited time; conditions; and for change of studio location.

The Uncompahgre Bestco. Co., Montrose, Colo.—For new standard station 1240 kc, 250 w, unlimited.

DeKalb Bestco. Co., Decatur, Ga.—For new standard station 1060 kc, 1 kw, day.

AM—740 kc

Olney Best Co., Olney, Ill.—For new standard station 1300 kc, 250 w, daytime.

AM—1460 kc

Modern Bestco. Co. of Baton Rouge, La.—For new standard station 1480 kc, 1 kw, daytime.

AM—1620 kc

Harvey Radio Labs., Cambridge, Mass.—For new standard station 1520 kc, 250 w, daytime.

AM—1720 kc

WSPR Spotsylvania, Va.—License to cover CP as modified, which authorized change in frequency, power and antenna and authority to determine operating characteristics and direct measurement of antenna power.

AM—1240 kc

Ishpeming Broadcasting Co., Ishpeming, Mich.—For new standard station 1490 kc, 250 w, daytime.

AM—1490 kc

Alexandria Radio Corp., Alexandria, Minn.—For new standard station 1490 kc, 250 w, unlimited.

The Chillicothe Bestco., Chillicothe, Mo.—For new standard station 1550 kc, 250 w, daytime.

AM—1230 kc

Ari-Ne-Mex Bestco. Corp., Deming, N. M.—For new standard station 1300 kc, 250 w, unlimited.

AM—1200 kc

Cwll W. Barton, New Kensington, Md.—CP for new standard station 1650 kc, 250 w, unlimited; RESUBMITTED and Granted for change in frequency from 1490 to 1200 kc, change power from 250 w, unlimited to 1 kw, unlimited; conditions; and to change transmitter and studio location.

AM—1350 kc

The Monticello Broadcasting Co., Monticello, Iowa.—CP for new standard station 1550 kc, 1 kw, day and unlimited time.

AM—1240 kc

The Farmington Bestco., Farmington, N. M.—CP for new standard station 1540 kc, 250 w, unlimited.

AM—1400 kc

Paul H. Chambordes, N. C.—CP for new standard station 1620 kc, 250 w, unlimited.

AM—1450 kc

WRBU Lancaster, Pa.—CP for change frequency from 1190 to 1450 kc, change hours of operation from daytime only to unlimited, unlimited time; and to change transmitter and studio location.

AM—1490 kc

Paul H. Linacre, Columbus, Ohio.—CP for new standard station 1690 kc, unlimited time; and to change transmitter and studio location.

AM—1350 kc

WRVA Valley Bestco., Norfolk, Va.—CP for new standard station 990 kc, 1 kw, daytime.

AM—1420 kc

WBZ Boston, Mass.—CP for new standard station 1460 kc, unlimited time; and to change studio location.

AM—1450 kc

WSJW Woodard, Va.—Modification of CP which authorized new station, for approval of antenna, and approval of establishment of new transmitter.

AM—650 kc

WSAT Altoona, Pa.—CP to increase power from 5 kw to 10 kw, unlimited time; and to change transmitter and studio location.

AM—1240 kc


AM—1420 kc

Fannin County Best Co., Bonham, Tex.—CP for new standard station 1380 kc, 250 w, daytime.

AM—1160 kc

Terry Country Bestco., Brownfield, Tex.—CP for new standard station 1160 kc, 250 w, unlimited.

AM—1150 kc

KCTX Children, Tex.—Modification of CP which authorized new station, for approval of antenna, and temporary modification of antenna.

AM—1350 kc

Eastland County Best Co., Eastland, (Continued on page 77)
MISSISSIPPI


BRENNER


Applications

(Continued from page 76A)

ship, John B. Kramer, engineer; Gordon K. Bambence, announcement, program director, (both associated with WGW); Larry Van Vliet, treasurer; W. C. Kremer, auditor and accountant; Tom Reed, general manager; Thomas H. Morgan, president; and James Magee, sales manager. Station sales will be handled by E. R. McMillen, who has been appointed sales manager. Mr. Magee will continue as general manager.

R. B. V. Wilkesboro, N. C.

Newport—Viking Corp. 890 kc. 1 kw. day time. Principals: Clifton T. Holand, president; Mrs. Holand, secretary-treasurer; and James G. Davis, vice-president and treasurer.

RICHMOND

South Carolina

Aiken—Aiken-Augusta Broadcasting Co. 1320 kc. 1 kw. day time. Principals: John R. Smith, president; James D. Chambers, vice-president; Harry B. L. Lill, secretary-treasurer; and Richard L. Ray, (12%)

BLOOMSBURG—Blinn Broadcasting Co. 690 kc. 1 kw. day only. Owners: William C. Blinn, president; William B. J. Blinn, vice-president and treasurer; Harold E. McIndoe, chief engineer; E. L. Hammond Jr., present manager of KBBR Denison. 120 kc. 1 kw. day time. Principals: Paul A. Reynolds, president; James W. Waits, vice-president; Mrs. Robert L. Lumphrey, secretary-treasurer.

Eastland — Eastland-Cisco Broadcasting Co. 120 kc. 1 kw. day time. Principals: Joe A. Young, president; Mrs. J. M. Young, secretary-treasurer; and John M. Young, owner.

FORT WORTH—KFWX, increase from 1 kw. day and 500 kw. night to 1 kw. day at 500 kw. night.

Kerrville—Leonard B. Brown, 120 kc. 1 kw. day only. Principals: L. B. Brown, owner of radio station.

HARRISBURG—A. M. Van Vliet, president and treasurer; Ralph Edward McBride (20%), vice-president; and J. A. Keyes, secretary.

FRANKFORT—Community Service Broadcasting Co. 1330 kc. 5 kw. fulltime, DA. "Frankfort," Mr. German, president and general manager; E. D. German (15%), vice-president and treasurer; Donald W. Reynolds (5%), has been named general manager; A. D. German, chief engineer; G. A. German, secretary-treasurer; and A. H. McLay, attorney, secretary.

PENNSYLVANIA

Alleep—Pine Gap Broadcasting Service, 120 kc. 2 kw. day only. Partners: John H. V. Loucks, president; and James Magee, treasurer.

Muir—B IX Broadcasting Co. 780 kc. 1 kw. day only. Partners: L. H. Dowd, president; Harry B. L. Lill, vice-president; and W. B. J. Blinn, secretary-treasurer.

Blair—Shult Equipment Co., (8.75 w, 1050 kc.) Edgar M. Shult, president; and James Magee, treasurer. Station sales will be handled by E. R. McMillen, who has been appointed sales manager. Mr. Magee will continue as general manager.

BLOOMSBURG—Cisco Broadcasting Co. 690 kc. 1 kw. day only. Owners: William C. Blinn, president; William B. J. Blinn, vice-president and treasurer; Harold E. McIndoe, chief engineer; E. L. Hammond Jr., present manager of KBBR Denison. 120 kc. 1 kw. day time. Principals: Paul A. Reynolds, president; James W. Waits, vice-president; Mrs. Robert L. Lumphrey, secretary-treasurer.

Eastland — Eastland-Cisco Broadcasting Co. 120 kc. 1 kw. day time. Principals: Joe A. Young, president; Mrs. J. M. Young, secretary-treasurer; and John M. Young, owner.

FORT WORTH—KFWX, increase from 1 kw. day and 500 kw. night to 1 kw. day at 500 kw. night.

Kerrville—Leonard B. Brown, 120 kc. 1 kw. day only. Principals: L. B. Brown, owner of radio station.
Applications Filed:

AM—1260 kc
Taylor-Jacobson, Montpelier, Vt.—CP for new standard station 1450 kc, 250 w, unlimited.

AM—1250 kc
Benton County Broadcasting Co., Kennewick, Wash.—CP for new standard station 1230 kc, 250 w, unlimited.

AM—1250 kc

Applications Tended for Filing:

AM—1590 kc
WHHT Durham, N. C.—CP to change frequency from 1580 to 1590 kc, hours of operation from daytime to unlimited, transmit antenna for new standard 950 ft. This application is for new standard station.

AM—1590 kc
WFTW Fort Wayne, Ind.—Modification of CP which authorized new standard 1590 kc, daytime operation to include change of transmitter antenna and change of frequency from 1580 to 1590 kc, unlimited.

AM—1590 kc
Springfield Bcstg. Co., Springfield, Mo.—Modification of CP to change frequency from 1580 to 1590 kc, daytime operation to be determined by chief engineer of FCC—AMENDED: to change antenna and change transmitter location and make changes in antenna system.

Fed. 12 Applications . . .

ACCEPTED FOR FILING

AM—1190 kc

FM—Unassigned
California Bcstg. Co., Santa Monica, Calif.—CP for new (class A) FM station to be located in Hollywood to change frequency from 92 to 91 mc. EPB of 45 kw and antenna height above average terrain 713 feet.

AM—1190 kc
Al M. Landon, tr/sa Leavenworth Bcstg. Co., Leavenworth, Kan.—CP for new standard station 1190 kc, 1 kw, daytime.

AM—1406 kc
Seward County Bcstg. Co., Liberal, Kan.—CP for new standard station 1400 kc, 250 w, unlimited.

FM—Unassigned
KTRB Shreveport, La.—CP for new FM station on frequency to be assigned by FCC and ERP of 1 kw.

Broadcast Management Inc., Bethesda, Md.—CP for new FM station on frequency to be assigned by FCC. ERP of 1 kw and antenna height above average terrain 350 feet.

FM—Unassigned
Radio Aurora, Aurora, Minn.—CP for new (class A) FM station to be operated on frequency to be assigned by FCC. ERP of 30 kw and antenna height above average terrain 515 feet.

FM—Unassigned
Jacinto Sugrane, Ponce, P. R.—CP for new standard station 550 kc, unlimited, night, 5 kw and unlimited hours of operation.

AM—1260 kc
Alvin E. O'Kornell, Merrill, Wis.—CP for new standard station 1230 kc, 250 w, unlimited.

FM—98.1 mc
Junco Inc., Philadelphia—CP for new non-commercial FM station to be operated on frequency to be assigned by FCC, power of 3000 w and emission of 5000 watts is a lot of homes.
YES

the honeymoon is over!

46

United States and Hawaiian stations know it! That's why they now use one or more Al Buffington created shows.

YOU CAN TOO!
The best ten bucks your station can invest will bring to you . . .

14 SALES-TESTED SHOWS . . . for a two week trial period only.
Your station's own call letters will be imprinted on new presentation binders.

ACT TODAY!
Send $10.00 (our charge to cover handling) and look at these shows on a trial period basis for two weeks. Send check to . . .

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED FOR SELLING

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FCC Actions
(Continued from page 77)

Hearings Cont.: ber, Alameda City Hall, 10 a.m. Feb. 28; Council Chamber, Palo Alto City Hall, 10 a.m. Feb. 21.

AM—Hearing E. T. Wright, Orlando, Fla.—CP 900 kc 250 w. daytime.
Seminole Boost Co., Belle Glade, Fla.—CP 900 kc 1 kw. daytime.
Hearing to be held Grand Jury Room, Orlando Federal Bldg., and Belle Glade City Hall, 10 a.m.

FEB. 21, 10 A.M.-

AM—Hearing Joe V. Williams Jr., Chattanooga—CP 1490 kc 250 w. unln.

Other participants—WROA Rome, Ga. (Party respondent).

Oral Argument
Oral argument to be held before Commission en banc in Room 6121, New Post Office Bldg., Washington, in order indicated on following docket cases (number in parenthesis): Press Wireless (7510); WCAG (6881) and WLOX (6882); WDNC (6890); Capitol Boost Co. (6897) and Public Information Corp. (7371); Newark Boost Corp. (6196), Donald Flamm (6791), The Metropolitan Boost Service (6791), WAGE (6791) and WCAX (6793); Smoky Mountain Boost Co. (6805) and East Tennessee Boost Co. (6809).

Huntington, Pa., Outlet, WHUN, Takes Air Sunday
WHUN will go on the air next Sunday at Huntington, Pa., as a 250 w. mutual outlet on 1400 kc, and will operate during 6 a.m. to midnight. Station is owned by Joseph Biddle Publishing Co. Inc., headed by Joseph Biddle, editor of Huntington Daily News. Samuel L. Stroh Jr., former program director of WMAJ State College, Pa., is station manager. Irvin C. Mann of the Daily News advertising department is commercial manager, and Cary S. Simpson, formerly with WMRF Lewistown, Pa., is program director. Chief engineer is James Hopkins, formerly with WHK, Cleveland and WDZ Tuscua, Ill.

Other staff members include: Michael Croft, Ed Minaya, Fred sighting Jr., announcers; Ernest A. Craig, Richard C. Gill, assistant engineers; Eleanor Foster, women's program director; Robert Clark, farm director; Eugene T. Short, news director.

WHUN studios are located in a remodeled, two-story building in downtown Huntington, and the transmitter is one mile north of the town. Station is using UP wire service.

Ohio Campaign
DINERMAN AND CO. INC., Cincinnati advertising agency, has been retained to carry out a state-wide promotion campaign for the Ohio Savings and Loan League, Don L. Tobin, executive secretary of the league, announced last week. Mr. Tobin said the program will include spot announcements on every radio station in the state and extensive advertising in newspapers.

BYRDE, RICHARD & FOUNT, New York, has resigned the WLIB New York account.

WOR, Celebrating 25th Anniversary, To Have Special Broadcasts Saturday

IT WAS WASHINGTON'S birthday, 1922, and in Newark, N. J., WOR was going on the air for the first time. There was no ceremony. The studio was a stuffy little room in the corner of the sporting goods and radio department of the Bam-berger & Co. store. Someone put on a record of Al Jolson singing "April Showers," and WOR's first program was on the air.

This week, 25 years and 49,750 w later, the Mutual key station, now in New York City, is celebrating its quarter of a century anniversary. The station was started by the Bamberger store to promote the sale of wireless receivers and to publicize the store.

Throughout this week WOR listeners will hear announcements of the WOR special anniversary broadcasts to be held on Saturday, Feb. 22. They will also hear special station breaks: "This is WOR New York—one of America's great stations for 25 years." On Friday night, members of the WOR "Ten Year Club," composed of employees of 10 or more years' service, will be host to all the WOR staff and their families at a dinner-dance in the Waldorf Astoria Hotel.

The special broadcasts on Saturday will consist of an afternoon and an evening program, each lasting two hours, in which screen, radio stars and WOR personalities will be featured. Mutual will air the 9-10 p.m. portion of the evening salute when such stars as Dennis Day, Shirley Booth, Frances Langford, the Golden Gate Quartet, Ella Fitzgerald and Rose Bampton will be heard.

Event Publicized
Ten different forms of publicity and promotion are being used by WOR in announcing its 25th birthday. They include: trade and newspaper advertising; postcard mailing; special plugs, displays throughout the WOR building in Manhattan, a WOR historical exhibit which will run for one month at the New York museum. (Feb. 17-Mar. 17), elevator cards in the WOR building, window display in Macy's department store, New York, special anniversary press book with history, features, mats and photos for radio editors in the seven-state area serviced by WOR, window displays and counter cards at Bamberger & Co., Newark, display in aviation terminal annex, New York, and a photographic exhibit in Grand Central Station.

Oldest WOR employe in point of service is J. R. Poppele, who opened WOR as assistant engineer and now is engineering vice president.

WRC Survey
(Continued from page 17)

habits the study indicated the following: 51% of the Capital area residents ride in an automobile at least three or four times a week (while ratio 58%, colored 59%), 29.5% ride in autos equipped with radios, 26.0% ride in autos with radios in working condition; 10% of the total population listens to an auto-radio on an average day for an average time of 35 minutes per listener; average daily listening time for the entire adult population, including non-listeners, is 3.3 minutes.

The survey was conducted under the direction of James Seiler, promotion director, in charge of station research for WRC. Results have been studied and approved by Hugh Beville, NBC's research head.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

Brevoort Times Station

KWKH
50,000 WATTS
Represented by The Branhm Co.

Broadcasting • Telecasting
C.I.G. officials know nothing about Estorick.

At all events, Mr. Estorick joined the Office of War Information after leaving FBIS and is believed to have worked in the Overseas Branch, 254 W. 67th St., New York, for an indeterminate time. Mr. Siepmann worked for the OWI, too—in the early days when it was the Office of Facts & Figures (1941) and in the Overseas Division, San Francisco, of the Office of War Information after the OFF became the OWI.

And of course, adding to the interesting parallels in the respective careers of Mr. Siepmann and Mr. Estorick, is the fact that each did studies of the CBC—one in 1941, and one a year later.

Mr. Estorick has not been reached for comment on his CBC activity. Chairman Charles R. Denny of the FCC, when asked about him, did not know him. He said, "If he was at the BBC at the same time Siepmann was, I would wager neither knew that the other was there."

Mr. Siepmann had already told BROADCASTING that he did not know Estorick had ever been at the BBC. "And I can guarantee one thing," he added. "He did not participate in preparation of the Blue Book or, to my knowledge, even see it before its issuance."

Where is He

What has happened to Mr. Estorick since his employment by the Federal government is unknown. A British Embassy official reported he had seen him in the Dorchester House, London, in October, 1946. A check through BROADCASTING’s London correspondent revealed that he had checked out of that hotel in November of last year.

The Partisan Review, a publication which has come under the scrutiny of congressional investigating committees, has carried material written by an "Eric Estorick." The Partisan Review displayed the subtitle in its masthead "a bimonthly of revolutionary literature published by the John Reed Club of New York." This club was named for one of the founders of the Communist movement in the United States.

An Eric Estorick is author of an introduction to the book, Left Turn, Canada (Duell, Sloan & Pearce Inc., June 6, 1945).

An Eric Estorick also is a Cripps biographer, author of Stafford Cripps: Prophectic Rebel (Nov. 5, 1941).

Mr. Siepmann was asked if he was, as charged in one Congressional report, a member of the League of American Writers. "I never even heard of it until that false charge emerged," he commented. The League had been branded by Francis J. Biddle, when Attorney General, as a "Communist-Front" organization.

Mr. Siepmann has flatly denied an affiliation with or sympathy for the Communist movement. And Mr. Siepmann has indicated strongly that his acquaintance with Estorick was only casual, regardless of the fact that their paths have crossed at New York U., in the FCC, OWI and at the CBC.

Mr. Siepmann acknowledges, however, that he spent over a decade with the BBC before coming to North America; and that he spent part of his time studying and reporting on the state-owned Canadian system of broadcasting before being retained by the Federal Government to issue a program report on America’s free-enterprise broadcasting.

WAGNER LEAVES WPAY TO MANAGE FM OUTLET

PAUL WAGNER, manager of WPAY Portsmouth, Ohio, for the past four years, has resigned to accept appointment as general manager of a new FM station, WCIC Columbus, Ind. Gerald Boyd, former commercial manager, is succeeding Mr. Wagner as manager of WPAY. Eugene Carr, director of radio for Brush-Moore Newspapers Inc., owners of the station, announced.

Before assuming the managerialship of WPAY Mr. Wagner was with the station for seven years as announce, salesman, sportscaster and news editor. Mr. Boyd has been with WPAY since Jan. 1, 1945, transferring from newspaper to radio.

The new Columbus FM outlet has been licensed to operate with 31 kw effective radiated power and assigned a frequency of 95.5 mc. Licensee is Syndicate Theatres Inc. Plans for operation of the station will be discussed by Mr. Wagner at a meeting of Columbus business and industrial leaders Feb. 27.

Howard Option

BUCHANAN Co., New York, has bought a 60-day option on Eddie Howard in a package deal called A Band Is Born, owned by the Biggie Levin office in Chicago. The agency would not reveal any further details on the package.

Spending

(Continued from page 12)

worth’s subcommittee, tentatively scheduled to start March 3, probably will not begin before March 10. Order of appearances before the group has not been determined.

President Truman has asked Congress to appropriate $7,307,000 for FCC operations in the fiscal year ending June 30, 1948. The figure—eill-time hirz for peacetime—has drawn speculation [BROADCASTING, Jan. 13] that Congress will cut the FCC to five or six million dollars’ last year, when part of FCC functions were devoted to war-connected work. The Commission spent only $5,964,000.
story, along with rebuttal testimony and cross-examination of key witnesses.

Representing CBS, besides Mr. Lodge, were Adrian Murphy, vice president; Dr. W.G. Jenkins, inventor of the CBS color system; Julius Brauner, general attorney; Kenneth Yourd, senior attorney; Harold Traver, consulting attorney, and numerous executives who participated as observers.

For Du Mont: Dr. Allen B. Du Mont; Dr. Goldsmith; William A. Roberts, counsel.

For RCA: E.W. Engstrom, vice president; R.D. Kell, in charge of television equipment research; G.H. Brown, research engineer; G.L. Beers, RCA Vice Division; Charles F. Detmar Jr., and Gustave B. Margraf, counsel, plus other key executives.

For Phileo: David B. Smith, engineering vice president, and F.J. Billy, engineer.

For Westinghouse: Ralph N. Harmon, manager of engineering department, industrial electronics division.

For Paramount Pictures: Paul Raibourn, vice president.

For General Electric Co.: Dr. W.R.G. Baker, vice president, and Robert B. Dome, receiver division.

All members of the FCC sat at various times. Harry M. Plotkin, assistant general counsel, directed the hearings, assisted by George P. Adair, chief engineer, and Curtis Plummer, chief, Television Section, along with members of the economic staff.

Early in the week Chairman Denny invited counsel for the parties to submit views on the Commission's legal rights, should it deem CBS standards acceptable, to consider economic aspects of the problem in reaching a decision. The invitation was not accepted.

As hearings concluded in the Dept. of Commerce auditorium, Washington, Mr. Denny said the Commission reserved the right to require briefs or oral argument.

Following is a resume of proceedings day by day:

Belittles Color

As the Commission went into the final leg of the three-month hearing, Paul Raibourn, vice president of Paramount Pictures, reviewed experience of the movies with color, taking the position that program content is more important than the color factor.

He analyzed processes of the human eye in observing color and black-and-white images, stating that television color in its present state loses about 90% of the light. He felt this element alone would be disastrous to development of television. He spoke in praise of the brilliant black-and-white images demonstrated by Du Mont (Paramount affiliate) and Phileo and noted they could be viewed at normal light levels or even in sunlight.

Mr. Raibourn said trained observers are unable to judge public reaction to an optical situation because of the formation of habit patterns in the eye. He recalled inability of the movies to develop satisfactory color by the additive or sequential process on which the CBS system is based.

Speaks for RMA Group

Dr. W.R.G. Baker, vice president of General Electric Co., appeared before a Special Committee No. 1 of the RMA. He said the committee believes electronic or simultaneous color television offers the movie industry potential. As reasons he cited compatibility, or ability of the system to avoid obsolescence of black-and-white low-band equipment; freedom from flicker; freedom from color fringing; freedom from color breakup; greater freedom from limitations on color reproduction; more television service can be provided at lower cost.

The committee estimated over 2,000,000 black-and-white receivers can be sold in the next three years. After a four-year period for development of sequential or mechanical television, five years for simultaneous, the figures were based on a committee survey of television manufacturers. The committee recommended denial of the CBS petition.

E.W. Engstrom, RCA vice president in charge of RCA Labs and research, appeared for RMA, Special Committee No. 2. He broke down the survey into several charts showing a three- to five-year period necessary to launch color television.

During his testimony Chairman Denny raised this question for legal discussion: Can the FCC legally consider the economic aspects of the television industry in reaching a decision in the case, if the CBS system is satisfactory from an engineering standpoint?

David B. Smith, vice president of Phileo Corp., chairman of RMA Special Committee No. 3, presented cost data showing that simultaneous receivers would cost less than sequential. He predicted that denial of the CBS petition would spur all television development, including color.

Not Taking Sides

Ralph N. Harmon, manager of engineering department, industrial electronics division, Westinghouse Electric Corp., said his company was not taking sides. He was interested in making transmitting equipment. He discussed problems involved in designing apparatus for a commercial run.

Dr. Allen B. DuMont, president of R.C.A. Du Mont Laboratories said color needs a 10-to-1 signal ratio over black-and-white. He told of measurements of high-frequency signals and shadow characteristics. He favored the simultaneous system because of compatability and lower cost.

He also accused CBS of trying to hold back television. First, he said, the industry must learn how to use the high frequencies which color must utilize.

A FCC member, in detail his objections to CBS color, he summarized his opposition as based on lack of coverage; lack of brightness and size in image; need of duplicate equipment; costlier receivers; lack of compatibility; waste of spectrum. When color standards are set, he said, the FCC should advise the public that color TV is limited in coverage and cannot serve all black-and-white set owners.

Hits CBS Measurements

Dr. Thomas T. Goldsmith Jr., Du Mont research director, told of propagation studies of high-frequency signals which he said are limited substantially to line-of-sight conditions. He criticized CBS measurements as ignoring important population areas.

He described the Trichromoscope three-gun color tube with a coating of tiny triangular pyramids to produce three-color images in either color system. He also discussed the photovision system of Du Mont by which TV signals can be transmitted for relay use by a light beam. Dr. Goldsmith discussed the brightness factor and urged adoption of a 60-frame color system rather than the CBS 48-frame system.

Prof. Selig Hecht, professor of biophysics, Columbia U., was put on the stand by CBS Tuesday morning to challenge testimony by Mr. Raibourn that the rods of the retina see only black and white, and that with the cones seeing color, the two are in conflict when viewing color television.

Prof. Hecht, one of the seven winners of the Frederick Ives Medal for work in optics, said the rods cease to play an important part in vision when the brightness of moonlight is exceeded and therefore do not confuse color perception.
tion of the cones in viewing television. He recommended that ambient or surrounding illumination in a room with a color television set be of about the same brightness as the picture itself, and recommended use of light-colored cabinets for receivers. He said the CBS color picture is adequate in brightness, color resolution, contrast, and freedom from intrusive flicker. He praised the CBS filter system. Gain in what the eye sees is very small above 10-foot lamberts, he said. Replying to Chairman Denny, he thought the average family group would like a 20-foot-lambert image of 525 lines of 10 inches width.

He was cross-examined at length by Mr. Smith on his flicker testimony and insisted that flicker at 48 frames is barely perceptible, that it probably would be eliminated at 60 frames.

Dr. Goldmark in Rebuttal Dr. Goldmark gave rebuttal testimony during the afternoon. He said the CBS standards are sufficiently flexible to permit use of simultaneous or any other system of color separation. His Philco reflective screen would add staggerer registration problems to simultaneous color but would increase sequential's brightness four times.

Simultaneous color as displayed by RCA at Princeton was marked by bad registration and lack of color fidelity, he claimed. He said CBS is working on a dual band receiver which will receive both low and high-band television, with only one tube the present high-band receiver. Such sets, he said, are the television counterpart of combination AM-FM receivers.

Dr. Goldmark objected to the term "mechanical" for the sequential system, declaring it is flexible and can be used with either mechanical or electronic color selection.

CBS has adapted its relay transmitter, W2XVU, relaying program feeds from the laboratory at 482 Madison Ave. to the Chrysler Blig-transmitter, for use from mobile pickup points to W2XCS, CBS experimental color station. Its mobile unit is of commercial design, he said.

Dr. Goldmark said CBS color is performing better than black-and-white did at its inception. Color under actual home conditions are more important than field measurements. After reviewing the New York suburban field measurements during the Feb. 3-8 period, he said the present CBS color transmitter does not provide a broadcast service and that to do so its power must be increased at least a thousandfold. He criticized lack of interference and presence of a 144-cycle buzz on the sound signal.

Mr. Lodge introduced a television allocation for the 480-920 mc. band which provides from two to seven channels in each of 14 metropolitan districts. It is based on the FCC plan introduced last December, but provides more stations in 64 districts. Without decreasing the number in any district. Commissioner Jett interposed that a way must be found to conserve frequency space without sacrificing quality, permitting 34 instead of 27 channels. Dr. Goldmark on

observed that band width can't be compressed without sacrificing quality and that "you can't get something for nothing in any system."

Mr. Lodge, referring to earlier Du Mont testimony indicating the low flicker during the recent tests, CBS color station had radiated 10 kw power during the recent tests, said the power varied from 1½ to 5 kw. He said receiver signal strength at two FCC demonstrations at Tarrytown was 900 microvolts one time, 1400 the other.

Not Same as Light Nyack measurements, he added, show that ultra-high frequencies do not have the same characteristics as light waves, since the area is 120 feet below line of sight. He predicted service will be available behind hills in this band. W2XCS may go to 35 kw and use a higher tower, he said.

Only 8½ of the first 30 miles in the New York area lie in shadow areas, he explained in answering Dr. Goldsmith's statement that large portions of the territory would come with no shadow. Should FCC grant the CBS application, he proposed that a new experimental television band be set aside above 5000 mc.

Summing up the CBS case, Mr. Murphy said black-and-white interests are lined up solidly against early color so black-and-white can become established. He felt CBS standards impose no future limit on color performance. All CBS wants, he insisted, is the right to go forward on a commercial basis, on an equal footing with black-and-white.

Inherent registration and color fidelity difficulties mar simultaneous color, he said, along with networking problems and difficulty of producing small receivers. Simultaneous color at Princeton was worse than the first 1940 picture of CBS, he recalled.

Again he brought out that CBS merely asks standards, which do not bar electronic color. He hit back at claims that CBS pictures can be viewed only in a dark room and predicted much brighter images as well as brighter projection images. Opposition cost data on sequential and minor complaints which commercial experience can eradicate were criticized, along with testimony that the public does not care if movies are in color.

He predicted granting of the petition would stimulate and hasten nationwide and competitive television whereas denial might delay color for a generation and discourage radio and television research because of difficulty of securing adoption of technical contributions against objections of those having conflicting interest. Mr. Murphy was cross-examined by Mr. Roberts.

Returning to the stand, Mr. Smith, of Philco, said CBS stand.

(Continued on page 82)

TEXARKANA GOES "ALL OUT" for KCMC

*Conlan Preference Surveys made in April 1945 and in December 1946 show results below—

<p>| KCME percentage of total listeners— | APRIL 1945 | ………………54.1% | DECEMBER 1946 | ………………54.4% |</p>
<table>
<thead>
<tr>
<th>PROBE</th>
<th>MORNING</th>
<th>AFTERNOON</th>
<th>NIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>KCME</td>
<td>68.6%</td>
<td>64.3%</td>
<td>53.5%</td>
</tr>
<tr>
<td>Mutual</td>
<td>20.9%</td>
<td>….</td>
<td>22.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shreveport—</th>
<th>Columbia Station</th>
<th>19.5%</th>
<th>8.6%</th>
<th>20.3%</th>
<th>13.3%</th>
<th>25.3%</th>
<th>18.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas—Ft. Worth—NBC Station</td>
<td>14.0%</td>
<td>4.3%</td>
<td>23.6%</td>
<td>7.3%</td>
<td>25.0%</td>
<td>16.0%</td>
<td></td>
</tr>
<tr>
<td>All Other Stations</td>
<td>3.9%</td>
<td>1.9%</td>
<td>2.6%</td>
<td>2.3%</td>
<td>3.5%</td>
<td>2.8%</td>
<td></td>
</tr>
</tbody>
</table>

*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

**Copies of detailed copyrighted report are available to interested advertisers.

NAT. REP.: TAYLOR-HOWE-SNOWDEN RADIO SALES

FRANK O. MYERS, Mgr.

KCMC 1230 kc and KCMC-FM

BROADCASTING • Telecasting

February 17, 1947 • Page 81
Video
(Continued from page 81)

ards do not provide a practical system; pictures are not bright enough to be viewed in a lighted room; should have 60 frames to eliminate flicker; only home picture observed was not properly interlaced; FCC shouldn't freeze standards until quality of sound signal is improved; field testing is inadequate; simultaneous at 60 frames will have nine times brighter signal than sequential; grant of CBS petition would slow down all television development as well as simultaneous color.

T. A. M. Craven, vice president of Cowles Broadcasting Co. and a former FCC member, supported the CBS petition and criticized artificial attempts to protect obsolescence. He said CBS color had been field tested to a greater extent than black-and-white today on the upper seven channels, and nearer the operation point than black-and-white at the time its standards were promulgated.

Commissioner Jett observed that the door will always be open for another opportunity, should the present petition be denied. Mr. Craven said the CBS standards are broad and doubted the feasibility of converters. Referring to criticism of the high band, he reminded that color must use this band if it presents special problems.

James Sheridan, assistant chief, FCC Economics Division, presented figures on proposed set production and pricing in 1947, based on one set per year sent manufacturers last autumn.

Thursday Morning
At the final session Thursday morning Mr. Kel said RCA had worked on sequential, concluding that 144- and 48-frame color has inherent defects rendering it unsatisfactory. He cited flicker, color breakup, color fringing, and then said Columbia has minimized these defects by compromising picture brightness, viewing distance, color fidelity and program production. He predicted simultaneous color would have 40 foot lamberts. The CBS seven-foot viewing distance is wasteful of channel width, Mr. Kel felt, with four feet more satisfactory since preferred movie viewing, for example, is done on a 4-1 basis. Simultaneous will be satisfactory at four feet, he said, and flicker will not limit programming.

Mr. Kel pointed out that a 144-cycle power supply is necessary for the sequential transmitter, and other devices are necessary in the receiver. He agreed with Commissioner Jett that the whole color process is complicated.

Cost of adapting a black-and-white set to high-frequency color would be very great, he said, whereas a current video receiver could pick up color in monochrome with a cheap converter. He foresaw no unusual problems in solving simultaneous registration problems. Answering FCC questions, he said flaws in the RCA color picture were due to a makeshift transmitter not suited to the task, and lack of time.

G. L. Beers, assistant engineering director, RCA Victor Division, declared sequential color receiver tubes cost over 2½ times the black-and-white tubes, less the viewing tube, and at least a third more tubes are required. Sequential receivers would cost at least twice as much as black-and-white, he estimated on the basis of RCA tabulations. He said the high band requires developmental work to reduce oscillator radiation.

Brown Explains Power Gain
G. H. Brown, RCA research engineer, explained power gain factors in television transmitting and receiving antennas, and challenged claims of CBS for its antennas. He felt large horn antennas would not be popular with the public and suggested at least 100 kw radiated power is needed for color, unobtainable at present.

Summing up the RCA opposition Mr. Engstrom said the CBS system is not yet ready, has only one camera, has never made a pickup outside the studio, lacks 35 mm scanner, has no transmitter except for the lowest part of the 480-920 band, has not been truly field tested.

He specified transmission problems and said the CBS approach is based on compromises. He pointed also to lack of comptability and cited advantages of simultaneous color. The three main problems, he suggested, are adequacy of the proposed standards and service; obsolescence; time before services can become available. He saw adverse effects on black-and-white as well as on expansion of both black-and-white and color if the CBS petition is granted, along with problems of developing a flexible networking system. RCA plans aggressively to develop color, he said.

Final witness was Robert B. Dome, in the Receiver Division, Electronic Dept., of General Electric Co., who cited the company's cost experience in producing a small lot of sequential receivers for CBS. He estimated that sets along the line proposed by CBS could be built for $1,770 each in quantities of 10,000 or 100,000. GE is making about 40 black-and-white sets a week he said in answer to a Commission question.

Herson on Network
THE WRC Washington Coffee With Congress program heard Saturday, 9:30-10 a.m., will be heard on NBC beginning Feb. 22 at the WRC studios. The program plans to feature informal interview by Bill Herson of WRC, with senators and congressmen and their families at their breakfast tables.

Newsmen Protest Soviet Limitation
More Representatives Requested
At Moscow Conference

CORRESPONDENTS representing the networks, newspapers and periodicals have been meeting almost daily in Washington for the past week to protest Moscow limitation on the number of reporters who will be vized to cover the coming Council of Foreign Ministers meeting in the Soviet capital.

Secretary of State George C. Marshall announced last week [Broadcasting, Jan. 23] that the Russians are permitting only 20 American correspondents to cover the meeting. The Secretary said the State Dept. is asking the Soviet Government to increase this figure.

A committee was formed, comprised of representatives of the Radio Correspondents Assn., the Congressional Standing Committee of Correspondents, the Periodical Correspondents Assn., and the State Dept., to classify all applicants as to their qualifications.

Qualifications were based generally on demonstrated interest in Council of Foreign Ministers news, with priorities to those who covered both Paris and New York conferences on a regular basis.

Of a total of 73 applicants, the committee picked 52 for the consideration of the State Dept. in its representations to the Soviets for possible action. The 20 quotas CBS and NBC were listed No. 6 and 7 respectively.

Representing NBC in Moscow will be Henry Cassidy, chief of the European staff. CBS is sending Howard K. Smith, Columbia's European staff chief.

Will H. Voeller Becomes Universal Vice President
WILL H. VOELLER, for the past year manager of Universal Recorders, Hollywood, has been elected executive vice president of Universal Radio Productions of Hollywood Inc., parent corporation, and placed in charge of syndicated features. This is in addition to his present duties. An announcement was made by W. E. McAlary, president. Mr. Voeller, who states policies of the firm will continue as in the past. Mr. Voeller pioneered syndicated transcription work in the United States and many foreign countries. He succeeds Ed J. Broman, who resigned as vice president of Universal effective March 1 to go into transcription on his own. Mr. Broman plans to specialize in the eleven Western states with a syndicated sales organization, expanding into production.
Black's (Continued from page 17)
departments in the minds of the teen-agers and their parents, and to sell specific merchandise through informal commercials, to increase traffic in the Young Moderns shop and the boys' department, and further public relations by associating Black's with the area's school activities and civic interests.

The program is emceed by typical teen-age girl and boy (Betty Black and Herb James). spare box records used on each broadcast are chosen from winners for the week from the request ballot box in Black's record shop. Remainder of the program consists of high school news (rural listeners are urged to send in news of their schools; local schools have regular reporters who meet with Black's radio director once a week), wire recordings of interviews at dances or other school activities, teen-age talent, guests, and interviews with high school students on school or extra curricular activities.

Early Morning Program Neighbors' News: Mon.-Sat., 6:15 a.m. This program is the first broadcast Oct. 21, 1946, and has been aired six days weekly since that date. Also featuring Hugh Muncy, it is designed to reach the urban and rural families of north-central Iowa and to feature Black's downstairs shop and items more in demand by a farm audience. Direct sales results from this early morning program have proved very successful. The format of the program includes weather reports, brief world and national news headlines, a spot announcement and international 15-minute presentation. Promotional media include ad copy, direct mail, bulletin board signs in stores, toppers in department advertised, window displays, time clock box and announcements in Black's tea room menu folders.

Items to be used on the radio are selected by Black's radio department in cooperation with Paul R. Gross, advertising manager, and department buyers. The Neighbors' News and H. R. Gross commercials are written by Black's radio director. Information regarding the item to be advertised in Music for Moderns is given to KXEL's continuity editor for adaptation to the program. R. F. D.

BROADCASTING • Telemarking

Teen-Age Show, Music for Moderns, which won first place for the James Black Dry Goods Co., Waterloo, Iowa, in the Class B Division of the NRGA contest, features, among other things, interviews with high school students. Program's m.c.'s are Betty Black (center) and Herb James, shown interviewing a student when she visited Black's Young Moderns shop.

4540 commercials are prepared by Hugh Muncy in ad-lib style from the approved items.

KXEL Staff Interested

One point which I think all radio station managers might observe is the fact that the entire staff of KXEL has a personal interest in each of Black's broadcasts. Obviously this unified effort greatly simplifies, for the sales department, the many complexities attendant to broadcasting 20 quarter hours per week.

It is evident from the following statement by Mr. Pahl that radio advertising for retailers has proved and is proving itself most effective: "With a definite outline in mind and over an extended period of time, we, at Black's, feel that radio is very effective both for the actual selling of merchandise as well as doing an outstanding institutional job for the store. Radio advertising has also made Black's known to thousands of people throughout the State of Iowa who were not formerly acquainted with our store. Therefore, radio will continue to play an important role in our sales promotion at Black's."

Leopold Director

JOSEPH LEOPOLD, vice president and copy chief of Federal Advt., New York, has been appointed a director of the agency.

Only 6% of New Yorkers Ready to Buy Television Sets Now, 25% Within Year

NINE OUT OF TEN people intend to buy a television set sometime, but only 6% are ready to buy now and less than 25% within a year,according to a recent radio department survey.

In December in New York by students of the market research class at City College, under the direction of Prof. Ernest S. Bradford. Designed to the national market for television sets in New York City, the study was made for Schaefer, Fain & Lent, agency for Viewtome television receivers.

Covering 338 personal interviews with adults made at 22 viewing points throughout the city, including 16 radio and music stores and six bars, the survey disclosed not only that three-fourths of those interviewed were uncertain as to when they will purchase video sets but that the majority expect to get a television-monograph combination receiver with a 12-inch viewing tube for expenditures of about $500.

A third of the persons interviewed had seen television previously and of those who had seen it before about a fourth had seen only the demonstrations staged at the New York World's Fair in 1933-1934 and 1939-1940 and had seen it in home conditions. Brand consciousness has not become general as yet, with 46.2% of those who had seen a previous demonstration, not recalling the brand.

One who had seen a demonstration but then has purchased a set. Where the name was remembered, RCA led with 36.7%, Viewtome was second with 16.7%, Du Mont and U. S. tied for third with 12.2% each.

Type of Set

Queried as to type of set wanted, price they intended paying and size of screen preferred, 18.7% said they wanted a television set only. Of this group, 69.0% said their price at $250, 18.1% at $350 and 18.1% didn't know. A 17-inch screen was preferred by 10.7%, a 12-inch by 30.0% and a larger screen by 30.3%.

TV as Advertising Medium For Stores to Be Studied

Development of effective techniques for use of television as an advertising medium for retail stores will be taken up by the new NAB Sales Managers Television Subcommittee and a parallel group from the National Retail Dry Goods Assn. at a meeting to be held Feb. 20 in New York.

Complete membership of the NAB subcommittee was announced last week by Earl L. Thomas, subcommittee chairman, and Frank E. Pellegrin, NAB director of broadcast advertising. Newly appointed members are: Samuel H. Cuff, Allen D. Duvall, Arthur E. Markham, WRG Schenectady; George Moskovics, WBCS-TV, New York. Other members are Arthur Hull Hayes, WCBS; James V. McConnell, NBC.

The group that wanted video-radio combinations comprised 34% of the total. This class divided on price as follows: 52.0%, $500-$750; 39.2%, $350-$500; 12.4%, $250 and up; 6.8%, didn't know. Of this group, 13.7% voted for a 7-inch screen, 48.0% for a 12-inch and 38.3% for a larger screen.

Nearly half of those interviewed, 46.8%, said they intended receivers that include television, radio and a phonograph. Of this group, 43.8% said they would pay $250-$400; 35.3%, $400-$500; 12.4%, $500 and up; 7.9% didn't know. Their favorite screen size were: 7.9% for a 7-inch screen, 43.2% for a 12-inch and 46.7% for a larger screen, with 2.2% undecided.

KBI X Non-Hearing Action Awaited on FM Petition

KBI X Muskogee's FM application, originally set for hearing with the station's license renewal application, was awaiting a non-hearing decision before it was called off, for the third time, a Blue Book renewal hearing [BROADCAST- ing, Feb. 10).

The Commission reconsidered its action setting the KBI X renewal application for hearing on issues including programming, and granted renewal without hearing. The FM application was taken out of hearing and will be acted upon separately.

KBI X, one of seven stations originally put down for renewal hearing because of programming, is the third to secure Commission reconsideration. Others are WRB Philadelphia and KGFJ Los Angeles, WFOL Toledo was heard last month. The three still scheduled for hearing are KONO and KMAC San Antonio and WEAL Baltimore.

Radio Institute

SIXTH annual NBC-Northwestern U. Summer Radio Institute will open June 23 to a limited number of qualified students seeking advanced training in professional radio, it was announced last week by Judith Waller, educational director of the Dunham and co-director of the institute. Eleven courses, all of which carry full university credit, and a required series of 12 lectures, are to be presented during the six-week term of the institute. Enrollment will be limited to persons with at least one-year's experience in radio or an allied industry, former students, directors or supervisors of educational radio stations and radio activities. Registration fee again will be $100 for the entire course. Similar institutes are to be held at the California Institute and Stanford U. in cooperation with NBC Western Division.

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Amendments To Applications

FOLLOWING is a list of amendments to AM applications reported by FCC as tendered for filing before the Feb. 7 deadline on the Commission's temporary expediting plan but not previously announced. The applications involved are all non-hearing cases. (List of new AM applications starts on Page 20A.)

Gene Burke Brophy, Nogales, Ariz.—1240 kc, 250 w., unlimited.—AMENDED: to change to 910 kc, power to 100 w. night, 250 w. day.

Eva Miller Grimes, t/a Ventura County Int'l. Co., Oxnard, Calif.—1210 kc, 1 kw. day.—AMENDED: to change to 920 kc and change antenna.

Albert Alvin Alamada, Sacramento, Calif.—1320 kc, 1 kw., unlimited NL-N.—AMENDED: to change to 1350 kc and make changes in DA for day and night use.

Connecticut Electronics Corp., Bridgeport, Conn.—1290 kc, 5 kw. day.—AMENDED: to install DA.

Robert W. Rounsaville, Buckhead, Ga.—1330 kc, 1 kw. day.—AMENDED: to change name to Lake Shore Bstg. Co., frequencies to 1330 kc, install DA and change transmitter location.

Illinois Valley Bstg. Co., Perlou, III.—Specify power of 5 kw. DA day and night, change type of transmitter and change transmitter location. AMENDED: change in DA.

Northwestern Indiana Radio Co., Valparaiso, Ind.—850 kc, 250 w. day.—AMENDED: change frequency to 1050 kc.

Commercial Associates, Sioux City, Iowa.—1310 kc, 1 kw., unlimited DA.—AMENDED: change in DA day time; change transmitter location.

Northeast Radio, Lawrence, Mass.—1210 kc, 1 kw. daytime, DA.—AMENDED: change frequency from 1210 kc to 980 kc, and change antenna to vertical.

Rome News Publishing Co., New Brunswick, N. J.—1150 kc, 250 w. daytime.—AMENDED: 700 kc. AMEND. 50 kw. daytime, AMEND. to change frequency to 450 kc. AMEND. 50 kw. daytime; AMEND. 50 kw. daytime, AMEND. 50 kw. daytime; AMEND. 50 kw. daytime, AMEND. to change DA to 1070 kw. day.

John J. Lav. Niaera Falls, N. Y.—1060 kc, 1 kw. daytime.—AMENDED: change frequency to 1440 kc.

Rome Sentinel Co., Utica, N. Y.—1310 kc, 1 kw., unlimited DA.—AMENDED: to change to 1 kw. daytime and 5 kw. night, and change in DA.

Harold H. Thoms (WHTT), Durham, N. C.—1580 kc, 5 kw. from 1580 to 1590 kc. hours from daytime to unlimited, instantaneous; and change transmitter location.—AMENDED: to modify DA.

Tri-City Bstg. Co., Bellevue, Ohld.—960 kc, 1 kw. daytime.—AMENDED: to change to 1050 kc.


Piedmont Bstg. Co., Greenville, S. C.—1440 kc. 500 w. daytime.—AMENDED: to change to 1440 kc. 500 w. DA for day and night.

Frank Mitchell Farris Jr., Nashville, Tenn.—1390 kc, 1 kw. daytime.—AMENDED: to change to 1410 kc, hours from daytime to unlimited employing DA day and night.

Thomas G. Harris, individually and as trustee for Coleman Guy, James P. Alexander, E. G. Kingsbery, Rex D. Kitchens, Spencer J. Scott and Harry C. Harvey, Austin, Tex.—1450 kc, 250 w., unlimited.—AMENDED: to change frequency to 1340 kc.

Brazoria County Bstg. Co., Brazosport, Tex.—1390 kc, 250 w. daytime.—AMENDED: to change to 1110 kc.

Century Bstg. Co. (KIVB), Corpus Christi, Tex.—Change to 1030 kc.—AMENDED: to change hours from daytime to unlimited employing 1 kw. night, 50 kw. day, change transmitting equipment and install DA for day and night.

Halifax Bstg. Co., South Boston, Va.—1230 kc, 250 w., unlimited.—AMENDED: to change frequency to 1460 kc.

"KRIC," the young husky, is KRIC's parting gift to the ship that sailed from Beaumont, Tex. for the South Pole expedition. KRIC Manager Ralph K. Maddox (l.), presents the pup to Expedition Leader Commander Finn Ronne. Commander Ronne named the dog "Kric" in appreciation of the station's series of public interest broadcasts which preceded the ship's sailing from Beaumont.

TEST TELEVISION IDEAS NOW, RADIO MEN TOLD

CHICAGO RADIO executives were told Wednesday that "at least 50,000" television receivers would be available to the Chicago area by next Christmas and that the present time offers an opportunity that will never be duplicated to test television program ideas.

No Price Reduction

Speaking as guest of the Chicago Radio Management Club, Capt. William C. Eddy, television director of WBBB, told members that all black and white receivers now on the market can receive television anywhere in Chicago without special adjustment except in buildings using DC current and that today's prices will not be materially reduced in the future even if manufacturers greatly increase production.

He said WBBB would continue in black and white television even with the advent of color and would continue to broadcast on black and white band because "certain types of programs do not lend themselves to color."

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"FOR GREATER COVERAGE AT LESS COST"

IN PENNSYLVANIA'S RICH ANTHRACITE REGION

1000 W

WHWL 730 KC

IS A MUST!

"ANTHRACITE'S GREATEST DAYTIME COVERAGE"

NANTICOKE, PA.

FORJOE & COMPANY

BROADCASTING • Telecasting

EXPECTED ON THE AIR SOON!
GE AND WESTINGHOUSE NEGOTIATING WITH UE

THE UNITED Electrical, Radio & Machine Workers of America (CIO) will begin contract negotiations in New York today (Feb. 17) with General Electric Co. and in Pittsburgh with Westinghouse Electric Corp., the union announced last week.

General Electric officials will meet with union delegates representing 125,000 GE employees in 84 plants throughout the United States, while union delegates representing 75,000 Westinghouse employees meet with the company at the Westinghouse offices in Pittsburgh. Representatives of the union's international office will attend both meetings.

Negotiations with the companies follow conferences in January when union delegates outlined their plans to seek "substantial wage increases," paid holidays, a union shop and a broad health and retirement program.

A union spokesman said that no date had been set for negotiations with Sylvania Electric Co. and with the electrical division of General Motors Corp., whose workers also belong to UE.

Emerson 1st Quarter Set Output Doubles Year Ago

AT AN ANNUAL Emerson Radio & Phonograph Corp. stockholders' meeting held Feb. 5, Benjamin Abrams, president of the firm, announced that production of radio sets for the first quarter of Emerson's fiscal year which ended Jan. 31 was more than double that for the corresponding quarter last year.

Mr. Abrams announced that the company has started production of new $19.95 table model sets and expects to produce them at a rate of 2,000 a week during the next six weeks.

The mass manufacturing of television sets, Mr. Abrams reported, would not be started until the summer, as he felt that there was not sufficient market for video sets at present. Emerson is now producing a few sets mainly for field test purposes.

HAPPY over their appointments as account representatives in CBS network sales department are W. Eldon Hazard (I) and David V. Sutton. Both have made outstanding records with Radio Sales, spot broadcasting division of CBS, since joining Columbia in 1939.

KMPC Will Become 50 kw Outlet; Plans Expansion

KMPC Hollywood, which will increase its power to 50 kw Feb. 20, last week announced plans for an expenditure of $100,000 in 1947. Robert O. Reynolds, vice president and general manager, said the station already has expanded its news staff under the guidance of Clete Roberts, newly appointed director of public affairs, and that program and production personnel likewise will be added as KMPC increases its live programming.

The station has planned an 18-hour schedule utilizing from one to five name personalities on each program on the opening day of its 50 kw operation next Thursday. State and civic officials will be among those participating, Mr. Reynolds said.

Loveton Resigns

SINCE LENNEN & MITCHELL, New York, no longer has any network shows originating in New York, John Loveton, producer-director for the agency has resigned effective Feb. 14. He will freelance in New York. Thomas Doughten, who was named head of the agency's New York radio department on Feb. 1, continues in that capacity.

EAST COAST - CHICAGO TELEVISION LINK IN YEAR

CHICAGO will be linked with East Coast video stations in a television network within a year, an announcement by the Illinois Bell Telephone Co. Wednesday revealed.

Illinois Bell reported that plans would soon get underway to construct coaxial cables connecting Chicago and Philadelphia and including Cleveland, Toledo and South Bend. The company stated the coaxial cable had been established as a suitable and reliable means of transmitting television programs and that it is "a further step in ultimate nationwide television."

Five Chicago interests expect to make use of the Philadelphia-Chicago link including WGN WBKB ABC and CBS when television stations are constructed. The coaxial link when completed will make possible many New York and other East Coast television programs to be viewed in Chicago, such as the opening of Congress, championship boxing matches and other events, a telephone spokesman said.

Listen With Children, Magazine Author Urges

BELIEVING children's radio programs "turn out to be a good thing after all if you learn to make them fit the needs of the whole family," Josette Frank, educational associate at the Child Study Assn. of America, stated in an article in the February Woman's Home Companion, titled "Those Dreadful Programs."

A mother of two "radio-loving youngsters," Mrs. Frank said, "There's no escaping the fact that radio has won our children. Instead of worrying about it, it's time parents learned to make the best use of this wonderful instrument. Don't belittle their taste but help them find the good programs. Relax and listen with them sometimes to their own high favorites. Invite them to listen with you to yours. You'll be rewarded for your tolerance and patience by seeing your children grow through the trying stages into widening interests and appreciations. In families, good taste is catching."

Threatens Suit

JOHN WOLFE, owner of a San Francisco transcription firm of the same name, declared last Tuesday he would file suit against Clancy Hayes, KPO singer, in connection with the royalties from the popular song, "A Huggin' and A-Chalkin'." Mr. Wolfe claims that he and Hayes wrote the piece as a parody from an old popular song back in 1929. Newsweek recently reported that the song has gone onto one million phonograph records and that it is fourth national best seller.
SEATTLE’S THANKS
8 Stations Honored for Help
in City’s Chest Campaign—

SEATTLE’S radio stations have received recognition for the assistance they gave in the recent Community Chest campaign, to which Seattle citizens contributed $1,490,510 (105% of the goal). At the annual Chest dinner eight stations—KEVR, KOIR KOL, KOMO KRCV KXK and KKA—received Order of the Red Feather certificates. Several station staff members and free lance artists also received certificates.

The radio committee under direction of O. W. Fisher, president and manager of KOMO, devised many approaches for the Chest campaign. Two series of 20-second spot announcements were recorded by William R. Corcoran, Carroll Foster and Tubby Clark of KOIR and distributed without charge to all eight stations. Live and recorded broadcasts were presented, including a wire-recorded interview with some of the 100 Boy Scouts who distributed campaign posters. Bill Robinson of the Metropolitan Choir transcribed a 15-minute program which was heard on several stations. All stations contributed technical aid and talent throughout the campaign.

DOUG WOODIN, formerly with WABF New York, FM station, has joined the advertising staff of “Park East,” New York.

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 to fit 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 effectiveness.

Ask any Universal Radio Sales representative for KSFO’s music story.

Everyone likes music
KSFO
SAN FRANCISCO
represented by UNIVERSAL RADIO SALES
New York Chicago San Francisco Los Angeles Seattle

Radio in Canada Subject of Survey

Opinions Sought on Government Owned vs. Private Radio

THE PROS AND CONS of government-owned versus privately-owned broadcasting in Canada are now being asked in a national survey by the Imperial Department of the Empire, a national women’s organization. Fourteen questions dealing with all phases of broadcasting are included. Canadian stations are watching the survey, as it appears from the questions that it may be designed to prove the case for government-ownership of broadcasting and gradual elimination of commercial programs.

Questionnaire asks if proper balance is maintained by both types of stations of informative and entertainment value programs and if privately-owned stations are performing a necessary public service. It seeks opinions on CBC taking over complete control of broadcasting in Canada and elimination of all commercial advertising on CBC programs.

Questionnaire also asks each person answering to name all stations in the province, whether or not all privately-owned stations are heard clearly throughout the province, opinion on allotment of commercial advertising time on privately-owned stations, opinion on best and worst types of advertising on privately-owned stations, opinion on various programs on privately-owned stations and CBC stations.

Tenth question is of particular interest. It states: “Scientists experts have found that only 0.36% of the radio commercials examined were true. Is there any radio committee responsible for type, quality and accuracy of commercial announcements?” And the fourth question seems to have definite implications for private radio. It states: “Would you reduce the wavelength of privately-owned stations affect them financially? Explain.”

KSTP Crow Shoot
SUCCESS of KSTP St. Paul’s $67,000 fish tagging contest last May has prompted the station to call on over 200 sporting associations throughout Minnesota for approval of the state’s conservation department’s request for acrow-shooting contest in early spring. Sam Levitan, KSTP promotion director who conceived the fish tagging contest labeled by the conservation department as “Minnesota’s outstanding tourist attraction of 1947” said if plans now under consideration are carried out, 1,000 cows would be banded with the possibility that merchandise and cash prizes would exceed last year’s offering. The conservation department recommended the crow shooting contest as a substitute because of fear the 1947 fishing season might prove a failure based on last year’s poor catch.

JOINT SPONSORSHIP of WOAI San Antonio’s 10 p.m. newscast by the Lone Star Brewing Co. and H & H Coffee Co. was launched recently, and the merchandising and promotion plans for the series were discussed at a luncheon of executives representing the sponsors, station and agency. Seated (1 to r): Thomas F. Conroy, owner of Thomas F. Conroy Advertising Agency; Gus J. Menger, president of H & H; Hugh A. Half, president and manager of WOAI; Harry D. Jersig, vp of Lone Star Brewing Co., and Austin Williams, WOAI’s 10 p.m. newscaster. Standing: Ward M. Wilcox (l) and Louis J. Riklin, account executives of the advertising agency.

SUBPOENA FOR HEARST REQUEST TURNED DOWN

FCC announced last Monday that the request of Public Service Radio Corp. for a subpoena to compel the attendance of William Randolph Hearst at the WBAL Baltimore Public Service hearing later this month had been denied.

The denial was entered by FCC Commissioner Rosel H. Hyde on Feb. 5, the Commission said, and was made “without prejudice to renewal of said request in the course of said proceeding.”

At the same time the Commission on its own motion authorized a one-day continuance of the hearing from Feb. 24 to Feb. 25. Present plans, FCC indicated, are to conduct the hearing at Baltimore.

Public Service Radio Corp., principally owned by Drew Pearson and Robert S. Allen, had requested that Mr. Hearst be subpoenaed as chief owner of Hearst Radio Inc., licensee of WBAL. Messrs. Pearson and Allen are seeking the 190-kc., 50-kw facilities of WBAL, whose license renewal application will be heard in the same proceeding.

J. A. POLKUR & Co. San Francisco (coffee), Feb. 11 started for 52 weeks “Frank Hemingway—News” on 12 NBC Pacific Coast stations, running Thursdays, Sat. 5:45-6 p.m. (PST); Agency: Raymond N. Morgan Co., Hollywood.

Puritan Sponsors

PURITAN Co. of America (Real- emon) began sponsorship Feb. 10 of three 10-minute shows weekly on WLOL Minneapolis featuring Frank Sinatra records. Contract for 52 weeks was placed by Schwimmer and Scott, Chicago. Puritan also renewed Start the Day Right a 10-minute show on WIND Chicago 9:05-9:15 a.m. 6 days weekly.

"THIS IS MEMPHIS" City Institutions Dramatized

On WMPS Program

USING wire recorder, WMPS Memphis is presenting a public service featured titled This Is Memphis, dramatizing phases of community life, industry and institutions.

Story of one firm or organization is told each week, an announcer taking a radio tour with the recorder and featuring men and women on the production line.

Each program ends with a statement by the president of the organization who discusses the future of his firm as well as the future of Memphis. The president is always presented with a complete set of records of the broadcast.

S O N O C R A F T
DISC—TAPE—WIRE
for IMMEDIATE DELIVERY!

REPRESENTING:
Presto Recording Corp.
After-Losing Corp.
Brush Development Co.
Recordion Corp.
Rik-O-Kut Co.

S O N O C R A F T C O . , I n c .
45 West 45th St., New York 19, N. Y.
BRYant 9-8997

Page 86 • February 17, 1947
VIDEO GOVERNMENT IN EMERGENCY URGED

LEGISLATION by television in case of national disaster was the suggestion Monday before the Wisconsin lawmaker urged the need for "more immediate push-button plans for the push-button warfare" of the future.

"Not fantastic at all," Du Mont Laboratory spokesman Charles Kelly, told Broadcasting. He declared that facilities already exist for a limited amount of televised government should the need arise.

Mr. Kelly, who was assistant general manager for the Du Mont television station, WTTG Washington, said that the Philadelphia, New York, Washington, Schenectady and Boston could be hooked up in a round table relay which would permit remote control government.

Mr. Kelly backed up his assertions with the story of the first legal and binding contract closed by television. Chevrolet Division of General Motors concluded a contract with Campbell-Ewald Agency for a series of Sunday television programs during an hour of televised negotiations with the parties. The amplifier to exceed 500 ATA [Broadcasting, Nov. 25, 1946].

Mr. Kelly predicted that when circuits become available executives will prefer to buy television time, not only to sign contracts, but also to make pep talks to distant employees, sales managers, etc.

GE Film on FM

AS AN AID to FM broadcasters and dealers in popularizing FM broadcasting in their areas of operation, the electronics department of the General Electric Co. is preparing a film which presents an easily understood dramatization of the advantages of FM. Entitled "Naturally—It's FM," the film is timed to tie in with the growth of FM throughout the country during 1947 and replaces an earlier film, "The Story of FM" which was produced by General Electric in 1941.

Not Yet Filled

THE seventh FCC post, vacant for a year, may continue vacant for some time, President Truman said Thursday at a news conference. He added that he hasn't been able to find the man he wants. Asked if he long search to find a "man" precluded appointment of Miss Marion Martin, he jokingly replied that he meant the whole species.

Facsimile Has a Bright Future, Writer Believes

WITHIN the next year you will see facsimile machines operated in schools, libraries and stores, and you may be able to try facsimile in your own home. This is the prediction of Charlotte Fitz Henry Robling, Nieman Fellow newspaperwoman. In an article she is called "All They Know Is What They Read on the Radio!" in the February issue of Better Homes & Gardens.

Miss Robling outlines in some detail the experiences of WHAS Louisville, which for three years has been broadcasting a daily two-hour program that brings the WHAS Facsimile News into 34 homes that have facsimile receivers. After reviewing the present status of the medium she concludes that facsimile stands a good chance of causing a "major revo-

tion in the field of communications.

In the past facsimile has gone out on AM short wave, but new sets will operate on FM, which will eliminate most of the static, currently a No. 1 problem, she points out. Further, Miss Robling says, research has ironed out the second big complaint concerning facsimile—slow transmission—and postwar machines will deliver 500 words a minute, four times the output of older facsimile sets in Louisville.

CONGRESS AGAIN GETS TWO BILLS ON RECORDS

TWO BILLS amending the copyright act of 1909 with respect to records played on coin-operated machines and the cutting of records from live broadcasts were introduced for the 11th time in the House. Each time the bills (H.R.-1269 & 1270, this Congress) were introduced in the past they died in committee.

Sponsor of the legislation, Rep. Hugh D. Scott Jr. (R-Pa.) denied that the bills have anything to do with the AFM. Mr. Scott's office referred Broadcasting to Maurice J. Speiser of New York, lawyer for the National Assn. of Performing Artists, for further information, indicating that NAPA had requested re-introduction of the oft-written legislation.
LONDON LETTER—By William Pingrey

MP Charged British Television Being Neglected by Government

A LABOR member of Parliament charged early this month that the BBC television service was inferior and a was not getting a fair deal from the Government.

Speaking in the House of Commons, Laborite J. Lewis, a television enthusiast, complained that only a small number of persons living within a narrow radius of Alexandra Palace, television headquarters, had the benefit of the service, resuming only eight months ago.

Mr. Lewis added that BBC equipment was 1938 vintage; that Alexandra Palace was inadequate, and that television was struggling for its life against the opposition of vested interests running the country's entertainment, such as football, theatrical managers, and the film industry.

After similar criticisms had been voiced by other members, Assistant Postmaster General W. A. Burke, Government official with supervisory control over the BBC, denied that either the Government or the BBC monopoly lacked enthusiasm for television.

The Government, Mr. Burke said, regards television as part of an integrated broadcast service which should be available to all Britain. He added, however, that Alexandra Palace was inadequate and that postwar shortages of equipment hampered development.

Mr. Lewis' blast came only a few days after Bernard Buckham, radio critic for the London Daily Mirror, had criticized the service, stating: "To all those who are gasping for television and cannot get it, I would say: 'Don't worry, you're not missing much' . . . So far as the programs and the quality of their reception are concerned, television seems just where it was before the war."

The Conservative Party has reported that no member of its political organization had participated in 33 talks on political subjects on the BBC during December.

The Party, disclosing it had monitored broadcasts and would continue to do so, said among the December speakers were Labor Members of Parliament, nine other Labor speakers and six Liberals.

Even an ostensibly "factual" broadcast, the report said, could contain subtle political propaganda." A Conservative spokesman added: "While we, of course, acquit the higher direction of the BBC of a political bias one way or the other, the preponderance of Left-Wing speakers revealed is disturbing."

A BBC official said an inquiry would be made.

Fifty of the nation's leading dance orchestra leaders have met in London and agreed to approach the BBC about the "scandalously low fees" they receive for broadcasting.

The group is the Dance Band Association, affiliated with the Musicians' Union. It appointed a committee to open negotiations with the BBC for an agreement on more dance programs at popular listening hours and higher fees.

There was other news of BBC pay packets. One was good—the Sunday Chronicle reported that the first result of the inquiry into charges of BBC employees accepting bribes for favors was an increase in salaries for executives.

But there was dissatisfaction. John Burnaby, 36 year old variety producer, resigned to look for radio employment elsewhere when he was told his 890 pounds annual salary ($3,560) was the going.

Commenting on this, Jonah Barrington of the Sunday Chronicle wrote: "If British film directors in the Rank organization can earn 10,000 pounds ($40,000) a year, surely their prototypes in the radio field are worth more than 890 pounds."

Then a poet and author spurned the BBC's offer of the Society of Authors minimum for his works for broadcasting. For a foreign broadcast of a translation of a 6,000 word story, the BBC offered five guineas ($21).

An inquiry ordered by the BBC board of Governors into charges that producers have accepted bribes from persons seeking to broadcast has been started by Sir Valentine Holmes, an attorney, but no results are expected to be announced until a full report is in.

Meanwhile, London radio critics have gone to bat for the BBC of officials accused of sub rosa activities.

Recalling that Wing Commander Grafton, also supplies New York stations with advice for hunters, skiers, through-the-ice fisherman, and other seasonal hints—all in the form of brief announcements that usually quote one of the State departments as authority.
Radio Clinic in New York
Will Hear Feltis, Hooper

HUGH M. FELTIS, BMB president and C. E. Hooper, president of C. E. Hooper, Inc., New York, will discuss "Radio Audience Measurements" today (Monday) before the radio and television clinic of the Advertising Club of New York's advertising and selling course. The illustrated talks will be followed by discussion led by E. P. H. James, BMB manager of sales operations.

A sound motion picture explaining BMB will be presented by Mr. Feltis, while Mr. Hooper will present a transcribed example of the coincidental telephone interview technique.

New Business Census

LEGISLATION for a five-year census of business and manufacturing activities was introduced in Congress last Monday. The measure would re-establish, beginning in 1948, the manufacturing census, discontinued in 1939 due to the war, and combine it with the regular census of businesses. Prior to 1939, census of manufacturing was taken every two years. The proposed census would include distributive trades and service establishments. If passed, the census would relate to activities of 1947.

The measures were introduced by Senator Albert W. Hawkes (R-N. J.) and Harold C. Hagen (R-Minn.).

CHICAGO DISC JOCKEY ASSOCIATION FORMED

FIRST REACTION to the forming of the Chicago Disc Jockeys Association was an immediate order by James C. Petrillo, AFM president, banning guest appearances of all union members on recorded programs in Chicago, Broadcasting learned Thursday.

The association met Wednesday and elected on a temporary basis Eddie Hubbell WIND as president and Ernie Simon WJJD secretary. The group also appointed a committee comprised of Hubbard Sion and Dave Garroway, WMAQ, to call on Petrillo to protest the injunction.

Simon said the association considered "unfair" the union's local ruling which charges local stations to make guest appearances by an AFM member on any recorded program. The union countered by saying the ruling has been in effect for the past decade to prevent "abuse" of members who were invited to make guest appearances and who felt compelled to do so because of the fear of bad publicity if they refused. The association also asked in a letter to ask recording companies to establish a policy for unified release of new records. Simon said the formation of the Disc Jockeys was for the purpose of solving mutual problems and would have no union affiliation.

FM Transmitter Site

WRVA Richmond has selected a site on U. S. route 60 ten miles west of the city for its new FM transmitter, C. T. Lucy, general manager of the station, announced last week. In making the selection WRVA chose a site having one of the highest elevations in the Richmond and vicinity. Mr. Lucy said S. T. Terry Jr., manager of the research and development division of WRVA, will supervise the construction, scheduled to start immediately. Data also on file, awaiting upon delivery of equipment, is tentatively set at July 20. WRVA has been assigned a frequency of 97.1 mc for FM operation.

AFM Agreement

NATIONAL headquarters of the AFM in Chicago confirmed Wednesday the verbal agreement between the union and the Class A network stations (WLS WGN WMAQ WENR WBBM) on a flat rate increase of 18½% over existing contracts for staff musicians. Minimum for network staff musicians will thus increase in that amount from $130 per week for sustaining musicians and $150 per week for commercial musicians. Contract will also include two weeks' vacation with pay and an increase of $25 to $40 for one-time engagements. The Class A station agreement duplicates the Class B contracts signed last week.

Power-Full Kids

WHEN Milo Boulton and the production and engineering staff reported for the third noon rehearsal of We the People on CBS a fortnight ago at Oak Ridge, Tenn., they discovered the school children of the home town of the atom bomb had found the broadcast equipment a more intriguing mystery than the story. The youngsters had broken the power on the equipment and had let it burn all night. Several tubes and the battery were completely burned out. The actual broadcast had to be made on emergency batteries, supplied by the Oak Ridge engineering staff.

Takes Advertising

FACILITIES of KMBC-FM Kansas City were scheduled to become available to advertisers last Friday. At the same time, Arthur B. Church, president of Midland Broadcasting Co., which operates the station, announced the hours of operation for KMBC-FM are being increased to seven daily, 2-9 p.m., including Sundays. Mr. Church said KMBC-FM, now operating with 12 kw rated antenna power at 260 dial setting on the FM standard high band, also will continue to operate on the low band. The station has completed installation of a 3 kw FM transmitter and a three-day RCS super-turnstile antenna.

NEW WIRED RADIO

Light Wiring System Utilized

By Comtome

HOTELS in the near future may be equipped with wired radio in every room, providing programs of the four major networks, as well as an emergency communications system in case of disaster. Jimmie Thee, manager of the Wincoff Hotel fire in Atlanta, according to G. E. Smith, president of Communications Co., Coral Gables, Fla.

Mr. Smith said his firm, which provided thousands of walkie-talkies for the armed services during the war, has perfected a radio system that utilizes the electric light wiring of a hotel or building to carry music and announcements to guests. With the system, called Comtone, a small set capable of receiving the four major networks, can be plugged into a light socket. A fifth channel, always kept open, is for emergencies.

Through that channel a hotel office could broadcast a fire warning at any time, giving guests directions for escaping. Several department stores, including Bur- dine's in Miami, already have installed the Comtone system to provide radio entertainment for shoppers as well as a public address system for announcements.

PRODUCTION PLANS for The Whistler, CBS mystery show, are discussed by (l to r): George Allen, Columbia's Pacific Network program director, who produces show; D. W. Thorburn, CBS vp in charge of Western Division; Ed Abbot, vp of Shaw-LeVally Inc., agency for Household Finance Corp., which will sponsor show on all but Pacific Network portion of CBS starting March 20.

Casualty

ROY GIBBONS, correspondent representing MBS with the Byrd antarctic expedition, last week became the first radio man casualty in Little America. He slipped on the ice and broke two ribs, according to reports reaching Mutual's New York headquarters.
Classified Advertisements

Help Wanted

Payable in Advance—Checks and money orders only—Minimum $1.00. Situation Wanted 10¢ per word. All others, 15¢ per word. Count 3 words for blind box number. One insertion, 50¢ per insertion, non-commissionable. Deadline for all preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D.C.

Help Wanted (Con't)

Two fast class ticket combination operators and two fast class announcers for national network station located in heart of hunting and fishing country. Must have thoroughly trained, dependable, experienced, capable of handling full 4 1/2 hour morning program in all phases. Sober, responsible. Location—Clarksville, Tenn. Box 413, BROADCASTING.

Help Wanted (Con't)

Two operators, first class, single, experienced, needed immediately. One operator, first class with no children preferred. Experienced, state your minimum wage. Box 1132, Stanford, Tex.

Wanted—Combination chief announcer and program director, 250 watt network station in northern Colorado. Must have experience and picture and audition immediately. Box 749, BROADCASTING.

Wanted, immediately, chief engineer. We need a young man with a first class engineering license. No experience necessary, good opportunity for advancement. Position available immediately. ABC network, local Virginia station. Box 781, BROADCASTING.

Wanted, chief engineer, immediately. Must be able to move to Memphis. Two years all phases. Sober, responsible. Box 737, BROADCASTING.

Wanted, experienced man with news-business experience. Must have experience and be available immediately. ABC network, local Virginia station. Box 781, BROADCASTING.

Wanted, program manager, experienced, for 250 watt independent station in New England, experienced in advertising and sales. Full details and references. Box 794, BROADCASTING.

Wanted, Band-leader-producer to write, supervise and improve continuity department. 2000 watt station in Mountain west. Don't reply unless you can really cut the mustard. Send all details to Box 778, BROADCASTING.

Wanted—Combination chief announcer and program director, 250 watt network station in northern Colorado. Must have experience and picture and audition immediately. Box 749, BROADCASTING.

Wanted—Announcer, immediately. Good开口, opening salary. A. W. O. Box 806, BROADCASTING.

Wanted—Combination chief announcer and program director, 250 watt network station in northern Colorado. Must have experience and picture and audition immediately. Box 749, BROADCASTING.

Wanted, chief engineer, immediately. Must be able to move to Memphis. Two years all phases. Sober, responsible. Box 737, BROADCASTING.

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Situations Wanted (Cont'd)

Series for VFW

THE ROBERT J. ENDERS agency, Washington, D. C., engaged to handle all advertising and public relations activities of the VFW Forest Hill, Va., has assigned the production of a 13-week transmitted series titled Our Land Be Right. Robert J. En- ders, the agency, who is featured in a biographical article in the current issue of Pic, says the series will run on 500-700 stations.

Situations Wanted (Cont'd)

Manager, Young, family man, presently employed as a key executive in metro- politan area. All work experience have both program and sales management, Excellent administrator and leader. Enthusiastic, efficient and sincere. Must be permanent. Box 793, BROADCASTING.

Florida station managers attention. If you can make a 4-year experience now work, or 7 years of contact. Of- fered news, street shows, ads, blueline. Box 795, BROADCASTING.


Ed de Forest, 50-year sportscaster of Armed Forces radio. 71 years, is now turned up and looking. Twenty years sports experience. Top notch marks. National network outlet. Available immediately. Box 799, BROADCASTING.

Announcer. Prefer small city. Young, ambitious, will travel. Technical. Box 801, BROADCASTING.

Commercial Manager. Excellent sales record wishes to make permanent change, unable list experience wry; would reveal identity present employer, details of work. Box 803, BROADCASTING.

Announcer; first class radio-telephone and radio-telephone license. Seeks position with opportunity for advancement. Box 804, BROADCASTING.

Announcer; 25, single, dependable, three years experience handling disc jockey shows, newscasts, play by play in foot- ball, basketball, etc. Immediate offer. Box 805, BROADCASTING.

For Sale

250 watt composite transmitters all ready to go. Taken out of service October 1946 and has been sitting in the Coo Bay, Oregon.

For Sale: 250 watt composite 250 watt transmitter. new; never used; splendid installation. Eastern Commercial, Preston, Maryland.

For Sale: 10/250 watt composite broadcast transmitter. Completely complete with console and speech input equi- pment. Electric program limiter. Now in use available in 90 days. Call or write the Osie Oman, KEO, El Centro, Calif.

Sola constant voltage transformer, 115V., 6KVA. $25.00. Box 820, BROADCASTING.

Fairchild recording amplifier, Model 219, complete accessories for $100.00. Wm. E. Garrison, 114 E. Prentiss, Greenville, S. C.

For sale ready for immediate instal- lation, 3040 Electronic transmitter complete with all accessories on tubes. Wire or phone KXIE, 93, Eureka, Calif.


Miscellaneous

Attention, network executives, advertis- ing agencies—Comedy writer first rate script writer. No charge for shows. Don't believe, investigate. Box 797, BROADCASTING.

PAY BOOST EFFECTIVE FOR 400 CBS WORKERS

WAGE RAISES last week were completed for 400 of 450 CBC white collar workers who three months ago won a 22% increase in a contract signed by the network and the United Office and Professional Workers of America (CIO).

In supplementary negotiations, CBS and UOPWA drew up an appendix to the contract, reclassi- fying some of the employees and allotting a weekly total of $7.10, a sum which had been put aside for reclassification purposes in the original contract, to the increased sales in November.

Union officials said that the aver- age raise was between $2 and $3 for a week at least one-third of the group and it would be retroactive to Sept. 1, 1946, the date on which the 22% raises became effective.

Jolson Deal Off

NEGOTIATIONS between Al Jol- son and his agents (see page 9 and other gifts) for proposed $15,000 weekly radio show ceased last Wednesday when Mr. Jolson made a negative decision to any radio network. According to Marvin L. Mann, account executive of Weiss and Geller Inc., Mr. Jolson said Einberg would negotiate with other big names for their proposed fall show.

CHAB CHANGES HANDS; BOYLING IS MANAGER

CHAB Moose Jaw, Sask., was sold recently by A. E. Jacobson and H. C. Turner to Harve J. Slaght, of which J. E. Slaght, Moose Jaw, and Wm. Davis, Prince Albert, are principals. A. E. Ja- cobson, the station manager, is re- tained as consulting engineer, while H. C. Bu- chanan has retired from broadcasting.

Boylan, with CHAB since its inception in 1934 as 10AB, a community owned and operated station, has been named general manager. Glen D. Turner remains as sales manager, R. D. Gills has been named production manager, and Merv Pickford remains as station engineer.

CHAB went commercial in 1936, and has hired local young men and women for its entire staff since the beginning. Among its gradu- ates are Emwood Glover, chief an- nouncer of CBC Toronto, and Earl Campbell, newswriter of CBC Toronto.

Schrann Heads Council; Other Officers Named

NEW officers for the year have been announced by the Council on Radio Journalism Inc., with Wilbur Schrann, director, of Iowa State University of Journalism. Schrann was elected vice president is Prof. Mitchell V. Charnley, U. of Minnesota, with Arthur C. Stronger, NAB director of special services, as secretary-treasurer.

Council members are named by the American Assn. of Schools and Depts. of Journalism and the NAB. Other council members are: Ken- neth G. Barltrop, Assistant Director, Radio Workshop, Syracuse U.; Floyd K. Baskette, Emory U.; William Brooks, NBC vice president; Karl Koeper, KMBC Kansas City; Fred S. Seibert, U. of Illinois; E. R. Vadeboncoeur, WSYR Syracuse.

NOW YOU CAN INCREASE YOUR EARNING POWER IN RADIO!

Unless you have had specialist training in radio, under expert guid- ance, you can never command the full value of your ability. Now is the time—while you are coming into radio—to develop your capacities to the fullest.

Use the My Work as News Editor Card

The National Academy of Broadcast- ing—oldest school in America teaching broadcasting techniques—offers a unique method of giving you the rever- sults of your training in the school. My writing and broadcasting ability was aug- mented.

[Box for Mr. W's Washington editor for CBS News—
"My work as news editor has greatly improved and I've been rewarded with the direct result of my training in the school. My writing and broadcasting ability was augmented."]

The National Academy of Broadcast- ing—oldest school in America teaching broadcasting techniques—offers a unique method of giving you the results of your training in the school. My writing and broadcasting ability was augmented.

[Address inquiries to National Academy of Broadcasting, 266 W. 5th St., New York N.Y., Dept. 106, Washington 12, D. C.]

February 17, 1947  

BROADCASTS TO USSR TO BE STARTED TODAY


Music section of the program included "Turkey in the Straw," and the western "folk tunes." The first of a regular weekly series on scientific developments in the U. S. included discussion of drugs being developed for treat- ment of allergy and methods for studying the stars.

The program closed with Cole Porter's "Night and Day" accompanied by a biographical sketch of the composer.

RMA Engineering Dept. Spring Meeting April 28

SPRING meeting of the Engineering Dept., Radio Manufacturers Assn., will be held April 28-30 at the Hotel Syracuse, Syracuse, N. Y., with Dr. W. R. G. Baker, General Electric Co. vice president and RMA department head, as toastmaster at a dinner. Principal dinner speaker will be Fred R. Lack, Western Electric Co. vice president and RMA director, who will discuss "Thirty Years in Transmitter Design."

Another speaker will be J. P. Wilmer, CBS, on color television transmitter design; E. Ostlund, Federal Telecommunications Labs., on FM link; Coleman London, Westinghouse Electric Co., on radar; C. E. Hallmark, of Farnsworth Television & Radio Corp., on television studio control. Arrangements are in charge of Virgil M. Graham, associate director of the RMA department.

RCA Beam Power Tubes

RCA beam power tubes have made possible three important improvements in modern AM, FM, and Television broadcasting. That's why these RCA types are so extensively used. 

1. More For Your Dollar: Because of their high output with low driving power, RCA beam power tubes provide greatly improved performance per dollar. You get more for your money.

2. Superior Results: With RCA beam power tubes, it is economically prac- tical to provide improved frequency response, reduced hum level, and negli- gible distortion. You get better performance.

3. Simplified Operation: The beam power stages of a transmitter normally require no neutralizing, and are very stable in high-gain, wide-band services such as FM and Television. You have fewer adjustments to make.

RCA Has Complete Line. RCA has the most complete line of beam power tubes in the field. Included in the family are such popular types as RCA-807, 813, 814, 815, 828, 832-B, and 832-A. To get top value for your station, specify RCA when new tubes are needed. For information on RCA tubes write RCA, Sales Division, P-36B, Harrison, New Jersey.

The Fountainhead of Modern Tube Development is RCA

FCC Considering Reports of FM Outlet Interference With Airline ILS System

REPORTS of FM interference to the Instrument Landing Systems of commercial airlines last week gave rise to speculation that FCC might realign some FM stations in areas where interference was reported.

FCC authorities, however, commented only that the question of possible interference was under study, and that it might be more logical, if any realignments are necessary, to realign ILS units rather than FM stations. Officials of Civil Aeronautics Ad- ministration said they had reported the interference to FCC without recommendation; that the only known area of interference was in the New York section, and that the aircraft receivers, secured as war surplus, were to blame. When new equipment becomes available to the airlines later this year, they predicted, the interference will cease.

J. N. (Bill) Bailey, executive di- rector of FM Assn., sent a letter to the Congressional Interstate & Foreign Commerce Committee de- claring that FCC was advised that FCC "plans no realignment of FM frequencies." He said FCC had asked the Commission for careful re- ciprocal realignment "in order to allow the fears of both manufacturers and broadcasters, who have invest- ed thousands of dollars in FM after being informed by the FCC that the FM band had been allocated 88-108 mc."

He said investigation showed that certain planes using La Guardia Field, N. Y., were equipped with Army surplus receivers (RD-103), which have an intermediate frequency of 6.9 mc and an image frequency of twice that, or 13.8 mc. However, the General Electric Co. transmitter operates at 109.9 mc, the letter said, "receiving sets with the oscillator running on the low side might pick up signals from trans- mitter interference 9.9 mc. or 96.1 mc. This frequency was pointed out, is used by WGY New York."

"It was assured by Mr. Gordon O'Reilly of Aeronautical Radio Inc. that no Bailey wrote, "that the difficulty lay entirely in the receiv- ers, and not in FM stations getting off their assigned frequencies."

To his letter to FCC, he said "we are informed by Aeronautical Ra- dio Inc. that filters are being used on the receiver sets pending development of receivers which may be used commercially."

CANADA RADIO HOMES ESTIMATE ANNOUNCED

AN ESTIMATE of 1944 Canadian radio homes has been issued by the Bureau of Broadcast Measurement, Toronto. Based on the Canadian census of 1941 and a supplement in Canadian Department of La- bor's Gazette of December 1945, the estimates as of April 1, 1944. Total radio homes in Canada are estimated at 2,214,- 290, representing 78.4% of the total number of households in Canada, 2,825,990.

Broken down by provinces, Ontario leads with 849,250 radio homes, or 83.9% of 1,012,050 households. Quebec follows with 498,180 radio homes, 70.40% of 708,700 households. British Co- lumbia has 225,750 radio homes, 84.8% of 269,590 households; Alberta, 170,580 radio homes, 81% of 211,060 households; Saskatchewan, 105,630 radio homes, 76.5% of 139,890 households; New Brunswick, 65,- 770 radio homes, 66% of 95,190 households; and Prince Edward Island, 12,230 radio homes, 62.5% of 19,990 households.

Greatest percentage of radio homes for any city is shown in Stratford, Ont., where 96.1% of 4,860 households have radio. Ham- ilton, Ont., shows 94.6% Toronto, Winnipeg and Calgary 93%, Moose Jaw 92.8%, Regina 92.7%, Halifax 92.6%, Ottawa 92.5, Saskatchewan 92.2%, Vancouver 91.5%, Quebec 89.5%, and Montreal 86.5%.

Experts Meet

TELECOMMUNICATIONS experts of Great Britain, France and Rus- sia met unofficially in Paris last week to prepare for the Internationa- Telecommunications Conference convening in Atlantic City in early July. It was understood that interest would be renewed in the discussions centered about fre- quency problems.

Suggests Principles Radio Might Follow

Dr. Angell Tells How He Thinks Public Can Best Be Served

THREE PRINCIPLES for radio to follow in order to provide “adequate public service” were suggested by Dr. James Rowland Angell, NBC public service counselor, last week in an address prepared for presentation Tuesday (Feb. 18).

Dr. Angell’s speech will be made on an 11:30 p.m. to 12 midnight broadcast, during which he will accept a $1,000 Magazine Digest award to the NBC University of the Air for performing outstanding public service in 1946.

The three principles, he said, “seem to us to be basic in the attempt to perform an adequate public service.”

(1) Radio must provide “the broadcast coverage of as many as possible of the broad fields of major public concern.” Included in these fields, he said, were “health, religion, government and world affairs, home life, personal culture—including literature, history, science and music—special women’s and children’s programs.”

Broad Framework Reconciled

(2) Dr. Angell said that a “broad, fixed framework of public service programming must be reconciled with the equally great necessity for providing the variety that is essential to appeal to many tastes and keep pace with the changing world.” This could be achieved, he pointed out, “constant reexamination of program series.”

(3) Radio must develop “auxiliary services,” he said. “Putting good programs on the air is only part of radio’s chance of serving the public. Networks and local stations should develop, in their public service broadcasts to furnish dynamic leadership in community activities for the public welfare. They furnish the spearhead for special and civic betterment, for improving inter-group relations and international understanding, and for providing wider horizons for formal education in the schools.”

Dr. Angell said that this did not mean that radio should propagandize for particular points of view in controversial matters, “but that it can and should vigorously aid those accepted agencies that are operating for the acknowledged public welfare.”

Wyoming Libel Bill

LEGISLATION (SF-29) to protect broadcast and television stations and networks from libel has been introduced in the Wyoming Legislature by Senator Robert Carroll. It was reported favorably out of committee. The bill parallels a similar Colorado measure.

COLOR VIDEO DEMONSTRATOR

Patti Painter Goes Through Two Gruelling Days Under Lights and Before Camera

IT’S A LITTLE early to be picking Miss Television of 1947 but even with 11 months of the year still to unfold there is not much doubt that Miss Patti Painter already has won the title of Miss Color Television - Demonstration - for the FCC not only for 1947 but for all the years preceding or to come.

During the two-day television demonstrations held last month in New York at almost any time you’d care to mention between 10 a.m. and 6 p.m. Miss Painter could be seen posing under the lights and before the color camera in the CBS video lab, which is fair from the most comfortable spot one would choose for an all-day stint. And she was reported favorably by the screens of two color video sets in Room 1703 of New York’s Federal Court House, by the Commission, by the engineers and lawyers for CBS, RCA-NBC, Du Mont, Philco and the rest, by the reporters and by the general public who flocked to watch Miss Painter model a scarf, play with her beads, eat an apple, smoke a cigarette, apply lipstick, wave a handkerchief, walk toward the camera and back away from it, talk a little and courageously keep smiling hour after hour.

The scarf Miss Painter wears in the picture is one which she displayed in a special test in which she and the scarf were televised in the studio while another identical scarf was under similar lighting conditions in the court-room, enabling the Commissioners and other witnesses to compare the colors of the transmitted image on the receiver screens with that of the object physically before them.

Still smiling at the end of two grueling days before the video color camera, Miss Painter concluded her act with an in-person debut in the Court Room to the Commission, who Chairman Charles Denny, in an off-the-record meeting, accepted her as Exhibit 70 and ordered her filed for future reference in the Commission files.

COORDINATING UNIT in Research Sought

Bill Would Establish Agency to Aid Small Business

A BILL to set up a coordinating agency for research information within the Commerce Department has been introduced in the Senate by Senator J. William Fulbright (D-Ark.).

The legislation (S 493) is aimed at bringing the benefits of technological research to “small business.” Senator Fulbright’s office said that a similar bill sponsored by Senator David Schine of New York and Senator Margaret Chase Smith of Maine “has greatly handicapped small manufacturers.”

Senator Fulbright also supports a bi-partisan measure introduced Friday by Senator H. Alexander Smith (R-N. J.) for the establishment of a “National Science Foundation.” The New Jersey Republican said the bill was written with the help of Dr. Vannevar Bush, director of the wartime Office of Scientific Research and Development, and some of the atomic bomb scientists.

Oxford Joins KFI

RONALD C. OXFORD, producer-director of NBC Hollywood, has resigned effective March 1 to become executive producer of FM and television for KFI Los Angeles, William B. Ryan, general manager of KFI, announced last week. Mr. Oxford has been with NBC in New York and Hollywood since 1943. Previously he was with E. I. Du Pont de Nemours and Company, where he was assistant to the vice president in charge of sales for World Broadcasting Co. Also added to the KFI staff is Jimmis Church, formerly a writer-producer for NBC New York, who will serve in a similar capacity in the television phase of KFI’s operation, working under Mr. Oxford.

CBC Plans New Station

CANADIAN BROADCASTING Corp. has purchased a site for new 50-kw station on 1010 kc at Lacombe, Alta., halfway between Calgary and Edmonton, it was announced at a January board of governors meeting at Montreal. Transmitter is being built for CBC by Federal Radio at Montreal, and will use frequency now occupied by GFCN Calgary, 10-kw station, which is being moved to 1060 kc. No date has been announced when the station will be ready.

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NAB GROUP DISCUSSES WORLD FREEDOM OF EXPRESSION

WHOLE problem of worldwide freedom of expression discussed Friday at meeting of NAB Committee on International Broadcasting, held at NAB headquarters, Washington, Radio coverage of Moscow meeting and effectiveness of U.S. international broadcasts considered.

NAB committee members attending were John S. Hayes, WQXR New York, chairman; William Brooks, NBC vice president; Edward R. Murrow, CBS vice president; and from NAB Justin Miller, president; A. D. Willard Jr., executive vice president; C. E. Arney Jr., secretary-treasurer; Don Petty, general counsel.

At luncheon were John Howe, special assistant to William Benford, Assistant Secretary of State; G. Stewart Brown, acting director, Office of International Information and Cultural Affairs, and Thomas Brachen, counsel; Kenneth Frye, chief, International Broadcasting Division.

State Dept. has implemented its “Freedom of Information” program (early story page 38) by appointment of Lloyd A. Free as special assistant to Director William T. Stone of Office of International Information & Cultural Affairs. Mr. Free, editor of Journal of Public Opinion and member of Princeton U. faculty, will devote fulltime to world freedom of expression treaties.

STRATOVISION REPORT

REPORT on progress of experimental Strato- vision, Westinghouse project utilizing high-flying planes to relay broadcasting and television programs to nation, filed with FCC. Details of report withheld pending Navy decision on whether information can be made public.

Understood report covers complete details of work done to date, including series of test flights using twin-motor bomber. Included are engineering reports based on readings by FCC’s Laurel, Md., monitoring station.

BAKER ANSWERS GALLUP

RADIO’S potential coverage includes all the world, along with bonus coverage such as auto and extra sets, Kenneth H. Baker, NAB research director, stated. George Gallup, research director of Young & Rubicam, in letter released Friday by NAB. Letter answers Gallup charges that radio has nothing to resemble Audit Bureau of Circulations. He reminded that MBM after three years has backing of three-fourths of industry and invited comparison to ABC’s backing at same period.

NEW attempt giving FCC power to compel all radio stations to allot given percentages of free time daily to discussions of public affairs made by Rep. Emanuel Celler (D-N.Y.) with reintroduction of bill which failed to receive 79th Congress consideration.

CECIL B. De Mille, radio-film director, told Senate last Friday closed shop controls right to work and thereby right to live. He told story of AFRA suspension for refusal to pay $1 assessment.

WITH NETWORK and national schedule undecided last week, newly announced radio venture of auto-manufacturer Kaiser-Frazer, Hollywood Screen Test, starts locally on KFWB Hollywood, tie-in with local dealers.

WOMEN BROADCASTERS PLAN CONVENTION PROGRAM

AGENDA for annual convention of Assn. of Women Broadcasters of NAB, scheduled March 7-9 at Hotel Roosevelt, New York, includes panels on radio’s public service and industry trends.

Meeting opens March 7 with Alma Kitchell, WJZ New York, as chairman. Program for day includes clinic on Our Business of Broad- casting. At lunch delegates will be guests of New York District Radio. Radio Trends panel in afternoon to be followed by network parties and dinner.

Saturday program includes breakfast as guests of Millinery Fashion Bureau, with panel on WMA service directed by George V. Denny, Town Hall moderator, and talk by Margaret Culkin Banning, lecturer. Justin Miller, NAB president, will talk and message from New York Governor Thomas E. Dewey will be read. Tea for Miss Kitchell and buffet supper to follow.

At breakfast Sunday delegates will be guests of American Soap & Glycerine Producers, with AWW business session and board lunch.

AFRA SIGNS WNEW, WINS

WMCA DUE IN FEW DAYS

AFRA contracts with WNEW and WINS New York signed last week, and a contract with WMCA to be signed within days. WINS contract for 18 months, starting Jan. 1, 1947, provides for new salaries. Announcers’ salary raised to $95 per week including spots with extra fee set for commercial participating programs. Announcers formerly paid $54 with extra fees for spots and commercial programs.

WMCA contract for one year retroactive to Jan. 1. Former contract included announcer’s salaries at $60 with extras. New contract specifies basic pay of $100 including spots and Herald-Tribune news programs with special fee for commercial programs. Fee for commer- cials is $2 for five-minute show, $3 for ten-minute, $4 for 15-minute. WNEW contract also for year, retroactive to Dec. 1, and has similar take-home pay for announcers.

NEW YORK NET OFFICIALS TO DISCUSS AFM DEMANDS

NEW YORK network officials meeting today (Feb. 17) to discuss new AFM requests at negotiations, resumed Thursday with New York local 802. Union reportedly demanding wage increases at least equal to Chicago raise [BROADCASTING, Feb. 10].

Understood New York local arguing results of Chicago negotiations constitute greater increases than New York network executives offer. AFM Chicago won blanket 18½% increase. AFM President James C. Petrollo has indicated satisfaction with local negotiations while one network official characterized them as proceeding “normally.”

ARTHUR J. CASEY, recovered from four-week stomach ailment, returns Monday to post at WOL Washington where he is assistant manager.

DON SEARLE, ABC Western Division vice president, returned to desk Feb. 13 following four months’ illness.

FMA REGIONAL MEETING SCHEDULED IN MID-APRIL


Committee set up minimum budget of $50,000 for 1947 nationwide FM promotion campaign. Noncommercial education stations admitted as non-voting members at $20 per year. Dr. R. E. Lodermill and Kerry Smith, Office of Education, discussed plans of office to cooperate with FMA.

At meeting, beside Mr. Asch, were Roy Hof- heinz, KOPY Houston, FMA president and Ex- ecutive Committee chairman; Everett D. Dil- lard, WASH Washington-KOZY Kansas City, FMA vice president; W. R. David, General Electric Co.; Leonard H. Marks, FMA general counsel; Bill Bailey, FMA executive director.

WCAU ELECTION ORDERED

WCAU Philadelphia directed by NLRB Satur- day to hold election to determine whether station employees desire collective bargaining representation with AFRA. Norris West, assistant program director, and Helen Buck, head of transcription recording section, excluded from employer’s list as non-voting and ruled ineligible to vote. WCAU sold to Philadelphia Bulletin, pending FCC approval (early story page 15).

Closed Circuit

(Continued from page 4)

flicting or competitive applications throwing hearing schedule out of kilter. Most of lawyers and engineers participating in conferences also have hearing schedule. Suggestion made FCC show hearing calendar one month ahead on ground that experts can’t be two places at once.

INSPIRED by Midwest Baseball Network plan for regional broadcasting of Chicago Cubs games, Cincinnati Reds reported dickering with Queen City brewery for similar sponsorship, with WCPO originating. Several Ohio, Indiana and Kentucky stations interested.

CLEM RANDAU, former manager of Chicago Sun and director of Field Enterprises, now vacationing in Florida, reported considering entering station field through purchase of one or more outlets.

LONG AWAITED report on “A Free and Responsible Press” including findings by Com- mission on Freedom of Press on present state of radio, expected to be released March 31, according to U. of Chicago which has supervised commission’s work under money grant from Time Inc. Commission’s more detailed re- port on radio, Freedom of Radio, authorized by Dr. Llewelyn White, to be released April 14.

TRAY OF HEARTS

FROM Young & Rubicam Feb. 14 radio editors received handsome silver trays (International Silver Co. is Y & R account) accompanied by traditional “Will You Be Our Valentine?” red heart folders whose inside pages contained pictures of stars of 15 network shows placed by agency.
In this area of 2,735,051 radio homes, WLW in four weeks reaches 2,354,878 of these homes. That's coverage!
During the average week, each of these families listen an average of 528 minutes a week to WLW, as compared to 201 minutes of listening per week averaged by other stations heard in the area. Thus, in competition with all other human activities, WLW receives 1 1/4 hours of listening per day in the average home. That's penetration!
There are 153 stations heard in the area, but more than one fifth—21.5%—of all the listening to all stations is to WLW. That's dominance!
WKY'S POWER TO ATTRACT AND HOLD LISTENERS IS THE POWER-THERE-PAYS

Sales promotion investments are so much more profitable on WKY because so many more people listen to WKY programs. A week-long diary study of listening in the 30-county area surrounding Oklahoma City conducted by Audience Surveys, Inc. showed that WKY attracts an average 40.9% share of audience during the day and a 43.6% share at night. This average is MORE THAN THREE TIMES that of any other station heard in this area, and WKY has the top-rating programs in this area 93.3% of the time.

This is the only kind of power that can pay advertisers a profit, and the kind of power that makes WKY the highly profitable medium it is.