That WOR is here to celebrate its 25th Anniversary this month, is the result of a number of sound and basic beliefs. Among them . . .

WOR has always watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This awareness, this eagerness to pioneer, this impatience with the dull and hackneyed, circulates through every moment of WOR's programming day and, in the process, is unconsciously absorbed by its sponsors. That it works, is repeatedly reaffirmed in scores of surveys and 107 enviable success stories.
STORM WARNINGS:

"No School Today in Akron, Iowa"

When Ol' Man Winter "blitzed" Big Aggie Land with a blizzard, February 7th, 71 schools in 3 states called WNAX by long distance requesting that we announce: "No School Today, Because of the Storm." Many of these same schools had us instruct parents and pupils to listen to WNAX for future announcements as to when their schools would reopen. Furthermore, during this same storm, we carried 43 service announcements about cancellations of band concerts, basketball games, Farmers Union meetings and many other scheduled get-togethers.

Kinda goes to show you why folks here in Big Aggie Land look to WNAX as a clearing house for all important information . . . whether it's about blizzards . . . or an advertiser's product or services.

WNAX is available with KBMTC, WMAT and WRU, Sioux City, Yankton, Sioux Falls, Yankton, SD.

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.
On Saturday, December 14, The Yankee Network introduced to New England a new public service feature — The Yankee Network Institute, organized to function as a separate unit within The Yankee Network and to present a series of regular programs devoted to the advancement of art, science, law, medicine, social welfare and education in New England.

Yankee now presents a broad, integrated series of programs as a continuous weekly feature, enlisting the talents of outstanding personalities for authoritative panel discussions or expert individual presentations of special subjects.


The Institute Forum, for panel discussions, is a Saturday evening program, 7:00 to 7:30. The Institute Journal — Saturday afternoons, 2:30 to 3:00 — presents individual speakers with such special subjects as "The Atomic Age" — "Research in Cancer" — "Scientists of the Future" — "The Outlook for Drama" — "Post War Music" — "The G.I. as a Student" — "Medical Problems" — "Universal Military Training" — "Business Prospects" — "Sales Management."

PERSONALITIES WHO HAVE APPEARED ON YANKEE NETWORK INSTITUTE PROGRAMS

(Partial List)

Francis J. McCabe
Chief Justice, Juvenile Court of Rhode Island.

John J. Connolly
President, Juvenile Courts of Boston.

Arthur W. Blakemore
Famous lawyer and legal writer.

John F. McSweeney
Superintendent Boys' Parole Division, Massachusetts Training Schools.

A. Frank Reel
Secretary-treasurer, American Federation of Radio Artists. One time defense counsel in the Yamashita trial.

Bernard L. Alpert
New England regional director National Labor Relations Board.

William S. Lawrence
Science editor, New York Times, twice winner of Pulitzer prize for reporting, one of the few four-time observers of atom bomb explosions.

Mrs. Leslie Cutler
Chairman Aviation Commission, representative in the Massachusetts Legislature.

Sybil Holmes
Former state senator in the Massachusetts Legislature and former assistant attorney general of Massachusetts.

Philip Nichols
Professor of taxation, Boston University.

Harlow Shapley
Harvard professor, director of the four Harvard observatories, international authority on astronomy, president of the American Association for the Advancement of Science.

Arthur Fiedler
Founder and director of the famous Boston Pops and Esplanade Concerts.

Dr. John F. Conlin
Chairman, Massachusetts Society for Medical Research.

Corinne Mead
President of the Massachusetts Library Association.

Paul F. Clark
President, John Hancock Life Insurance Company.

Channing Cox
Former Governor of Massachusetts, president of the Boston Chamber of Commerce.

Dr. Glenn N. Merry
Professor of marketing, New York University.

John R. Davis
Vice president, Ford Motor Company, Dearborn, Michigan.

Edwin N. Griswold
Dean of Harvard Law School.

Carter Davidson
President, Union College, Schenectady, N. Y.

Dr. Daniel L. Marsh
President, Boston University.

Howard Blakeslee
Science editor of the Associated Press.

Harry Davis
Science editor of News Week, authority on radar.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
Upcoming

Feb. 27-March 2: Annual Conference on Station Problems, Oklahoma U., Norman, Okla., and Skirvin Tower, Oklahoma City.

Business Briefly

HOUSEHOLD CHANGE•Household Finance drops 10:30 p.m. (EST) on CBS to replace That's Flynnigan with The Whistler in favor of 10 p.m. (EST) Wednesdays now occupied by Hollywood Players (Cresta Blanca). Latter program expected to be shelved.


NEWSPAPER SPOTS•P.M., New York daily newspaper, names Harry Hayden Co., New York, to handle advertising. Five-minute spot announcements on New York stations to start in March.

NAMES AGENCY•House of Rothschild, New York, (champagne) to Julius J. Rowen Co., New York.

ASHBACKER YIELDS 1230 kc, SEEKS 850 kc DAY

END of long-drawn Ashbacker-Fetzter fight for 1230 kc sighted after Ashbacker’s WBZ Muskegon (1490 kc, 250 w), which went to U.S. Supreme Court and won right to competitive hearing with Fetzer but lost in proposed decision after hearing was held, amended its 1230 kc application to ask instead for 850 kc with 1 kw, DA fulltime.

WBZ’s amendment, which FCC reported “accepted for filing,” presumably clears way for Commission to make final its proposed grant to Fetzer for 1230 kc with 250 w at Grand Rapids (WJJE). Philip J. Hennessey Jr., WBZ counsel, said 850 kc available at Muskegon through recent changes in AM Engineering Standards.

NIGHT PROGRAMS MOVING TO COAST, SAYS TAYLOR

HOLLYWOOD has become “natural center” of nighttime network entertainment programs because of availability of writing and performing talent, Davidson Taylor, CBS vice president and director of programs, said Friday on return to New York from Coast. As example he disclosed that in March 1946, 42% of 7-11 p.m. CBS programs originated in New York and 49% in Hollywood. By December, 1946, figures changed to 39% in New York and 63% in Hollywood.

New York, he said, will doubtlessly remain production center for daytime and public affairs programs, but he expects trend in night entertainment shows to continue westward.

WITH cut in radio budget and completing 26 week contract, Miles Labs, Elk hart, Ind., March 29 discontinues weekly NBC Saturday Night Roundup with Roy Roger. Firm, one of heaviest air users, sponsors Queen for a Day participation along with Alka-Seltzer News of the Air as well as various regional and local programs.

BROADCASTING * Telecasting
Riding in Style . . .

... That's what all of us may be doing before the end of the year . . .
And total automobile registrations in the Nashville area will begin
rising even faster . . . In the last prewar year over 159 thousand pas-
senger cars were registered in this retail trade area—and owners
spent more than 19 million dollars each year for gas and oil alone
. . . Make your own check of facts and figures about the Nashville
market . . . Then let WSIX introduce your products to its buying audi-
dence . . . They listen regularly to favorite shows broadcast by WSIX.

AMERICAN • MUTUAL
5,000 WATTS
980 KC.

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
MEMO to BUYERS

ARE YOU MISSING GEORGIA'S 3rd MARKET?

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

Like this:

<table>
<thead>
<tr>
<th>STATION</th>
<th>MORN.</th>
<th>AFT.</th>
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<td>A</td>
<td>62.3</td>
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<td>All other (Outside)</td>
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When the above Hooper Survey was made there was no NBC outlet in Augusta. The story is different now. Now NBC advertisers for the first time can have "coverage" in Augusta for their NBC network programs. They can tap Georgia's third market by using WTNT.

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

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

* Before WTNT.

WTNT

AFFILIATE

AUGUSTA, GEORGIA

250 Watts • 1230 Kilocycles

MEMO to BUYERS

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* Before WTNT.
The Management of WHO takes pleasure in announcing four new appointments:

HAROLD W. FULTON  
General Sales Manager

ROBERT H. HARTER  
Regional Sales Manager

MAURICE E. McMURRAY  
Sales Promotion and Local Sales Manager

MISS LELA HAYES  
Traffic Manager

Each of these key executives has been associated with WHO for years. All are determined that WHO shall continue to be a good station with which to do business.

WHO  
+ for Iowa PLUS +

Des Moines ... 50,000 Watts

B. J. Palmer, President  
J. O. Maland, Manager

FREE & PETERS, INC., National Representatives
New Orleans is the 2nd PORT IN U.S.A.

...First in Efficiency
New Orleans ranks as "Second Port in U.S.A." in value and diversity of export and import cargo—first in efficiency. New Orleans has more than 7 miles of modern wharves, coordinated ship-rail-barge lines, grain elevators, fruit conveyors, one of the world's finest coffee terminals and all banking and factoring services. Over-all port costs at New Orleans are lower than at any other gulf port.

SERVING THE MISSISSIPPI VALLEY—New Orleans is the logical inlet-outlet for this rich trade territory where more than 41% of the Nation's retail sales are made. New Orleans is the heart of the world's greatest system of inland waterways and the proposed Tidewater Channel will further enhance the position of New Orleans as a great port.

SERVING LATIN AMERICA—New Orleans is closely linked with Latin America by tradition and temperament—greatly favored as a trade mart. Recently added steamship and airline facilities provide further attractions to Latin American trade.

SERVING WORLDWIDE MARKETS—More than 50 steamship lines sail to and from 48 of the 50 leading world ports and to hundreds of smaller ones. Frequent sailings speed service and reduce port costs. At a recent International Week celebrated in New Orleans, ambassadors, ministers and other representatives of 30 foreign countries were in attendance—in recognition of New Orleans' importance to world trade.

...and WWL is the greatest selling
New civic enterprises speed growth and prosperity in New Orleans

INTERNATIONAL HOUSE — One of New Orleans' most recent enterprises is International House which, in a beautiful ten-story building of its own, affords a meeting place for emissaries of world trade. Here every facility is available—the appointments of a modern club, meeting rooms, offices, research library — many other features and services. International House is a non-profit, non-trading institution supported by public-spirited citizens.

FOREIGN TRADE ZONE — New Orleans offers the facilities of a foreign trade zone — the second to be established in the United States. From this zone goods may be trans-shipped to foreign ports without passing through custom barriers. Foreign goods can be re-labeled, re-packaged and manipulated without recourse to a bonded warehouse. Judging from the record of the first foreign trade zone, New Orleans will now enjoy another substantial and rapid gain in import-export volume.

INTERNATIONAL TRADE MART — A model of modern architecture and twentieth century efficiency, this building will house a comprehensive display of raw materials and finished products from many countries. The International Trade Mart will be one of the finest, most complete wholesale trading centers in the world. It is expected to be in operation late in 1947.

WORLD'S LARGEST AIRPORT — In size and facilities, New Orleans' new Molsant International Airport is the world's largest. Since its opening in May, 1946, airline passenger traffic more than doubled. New Orleans — "Air Hub of Americas" — serves 72 foreign and domestic cities; applications are on file for 101 additional routes.

Folks turn first to —

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

VAST NEW FIELD of electronic applications is foreseen by the Bureau of Standards through development of the process of printed electronic circuits on insulating material. Process was first used during the war for the proximity fuse. [Broadcasting, Feb. 18, 1946].

Compact circuits of extreme ruggedness can be designed to replace the maze of wires, resistors, inductors and condensers, sharply reducing one of the largest items of production cost, it is stated. The process can eliminate 30 to 60% of the soldering needed for conventional circuits, the Bureau states, with a single operator making thousands of printed circuit plates each day.

Specific applications include tiny radios, personal radio telephones, hearing aids, meteorological instruments and miniature electronic control circuits. Loop antennas stamped out in a single operation are said to show improved performance over wire-wound loops.

Circuit wiring and inductors are painted or stencilled with silver paint on a base material. Resistors are stencilled or sprayed on through masks that locate them accurately. Small disc type capacitors are applied directly to the plate wiring, and other components are fitted into properly located holes and soldered into place. The circuit is readily adaptable to high production techniques.

TWO-STAGE amplifier developed by the Bureau of Standards is smaller than a calling card. It utilizes printed circuits and has many industrial possibilities.

Typical device is a series of gadgets demonstrated by Dr. Cledo Brunetti, chief, Ordnance Research Section. One radio set fits into an empty lipstick container; a second with separate wiring and tube is a little larger; a third is mounted on a porcelain disc the size of a half-dollar. He demonstrated the sets to the Columbus branch, Institute of Radio Engineers, at its Feb. 14 meeting. Broadcasts were picked up by the devices. A 2 x 3-inch receiver will be introduced at the New York IRE meeting March 5.

Sellers of Sales

ONE of the lesser known facts concerning Henry Clochessy of Compton Adv., New York, is that he knows five languages—French, German, Latin, Greek, and of course, English. But the most conspicuous fact about Mr. Clochessy is that in any language his achievements mark him as one of the most accomplished media men in the business.

He was born on June 3, 1918, in New York City. He received his master of arts in 1942. During his college years he earned his keep by tutoring in languages and ushering.

After receiving his AB, he joined the research library staff at Medical Center New York. He worked there until 1941 when he became assistant cataloguer of government documents at Columbia U.

A year later he decided to move into the advertising world. He joined the media department of Compton Adv. In a few years he worked up the ladder from agency trade paper buyer to radio time buyer. Two months ago he was appointed manager of the radio media department in charge of all radio time buying and head spot time buyer.

He buys time personally, for Duz, Ivory Soap and Socony-Vacuum Oil Co. He supervises all other radio time buying for the agency.

A bachelor, Mr. Clochessy lives in a Greenwich Village apartment in New York City.

His hobbies are music (only classical) and books. He plays the piano and “fairly well.” He owns a record collection and attends many musical concerts. He spends at least two or three nights a week attending an opera, concert or play.
The mighty Mississippi, scene of dramatic steamboat races and showboats of another era, fabled by Mark Twain, and long regarded with affection, is, indeed, one of St. Louis' "own traditions."

The St. Louis radio pioneers who started KWK know what their fellow St. Louisans enjoy most. » » That's the way it's been all through the years while radio was growing up. That's the way it is now. » » KWK, started by St. Louisans, still owned and operated by St. Louisans, is as much a tradition here as the Mississippi.

St. Louis' Own
and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
ANNOUNCING

BOB FELLER

and his program of Baseball News & Stories

“BASEBALL TODAY”

"RAPID ROBERT"

HERE’S INTIMATE BASEBALL NEWS AND STORIES BY TODAY’S PITCHING ACE!

What’s the score Bob—Who wins the game
Give us the dope Bob—Who wins the fame
Listen to Feller with “Baseball Today”

DATA

Program : Baseball Today
Talent : Bob Feller, wizard of baseball, with guests
Time : Quarter hour
Available: Local or regional sponsorship
Season : April 5th through Sept. 27th
Music : Hi-Lo-Jack & Dame

Script : Stories of players, teams and leagues
Freq. : Once weekly–26 weeks
Format : Open ends with cutaway for scores.
Production : Transcribed one week prior to broadcast

Write or wire for audition

RADIO PRODUCTIONS INC.

2901 So. Moreland Cleveland 20, Ohio

Producers of: Singing Weathermen, Time in Rhyme and Musical Thermometer
OFF TO A GOOD START!

THE USS WORCESTER, launched at Camden, New Jersey on February 4, 1947—the newest, toughest light cruiser built by the Navy and incorporating the latest post-war features. The launching ceremonies were brought to the City of Worcester by WNEB, its newest station, as another in a series of exclusive broadcasts. The Navy describes the USS Worcester as extremely powerful for her class—the same might be said of WNEB, Worcester’s new progressive independent. In the December-January Hooper Station Listening Index for Worcester *, WNEB ranks second for total rated time periods. WNEB’s low rates make it an outstanding buy for wise advertisers who want to reach Worcester more often for less money.

* New England’s Third Largest City

WNEB
WORCESTER, MASSACHUSETTS

Represented by: Adam J. Young Jr., Inc. • New York • Los Angeles • San Francisco
and Kettell-Carter, Inc. • Boston
A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

As Mr. Goat so lucidly illustrates above, using one's head isn't necessarily the easy way to solve a problem. Sometimes it just results in needlessy beating one's brains out!

So far as the thirty markets on the right are concerned, F&P can save you more head-work, foot-work and paper-work than you might believe possible. We'll do any amount of research, analysis or data-digging you need. Extra effort, yes—but that's the way we get extra results, here at F&P. Want some?

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOBI
BALKMORE: WCBM
BEAUMONT: KBDM
BUFFALO: WGR
CHARLESTON, S. C.: WCSC
CINCINNATI: WCKY
COLUMBUS, S. C.: WINS
CORPUS CHRISTI: KES
CINCINNATI: WOC
DES MOINES: WHO
DULUTH-SUPERIOR: WDSM
FARGO: WDAY
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OKLAHOMA CITY: KOMA
OMAH: KFAB
PEORIA-TUSCOLA: WMBD-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WFTF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KRO
SEATTLE: KIRO
SYRACUSE: WFL
TULSA: KTUL
A PRELIMINARY INJUNCTION to stay further FCC proceedings in the WBAL complaint was issued in U. S. District Court for the District of Columbia last Wednesday.

The order, signed by Associate Justice T. Allan Goldsborough, called for a “prompt” court hearing on the WBAL complaint [BROADCASTING, Feb. 17]. Observers felt that if the court test, if WBAL is upheld in its contention that the Blue Book made “false, distorted and misleading” references to its operation, would serve to a large extent to nullify the effect of the entire Blue Book report.

Next Step in Doubt

FCC's next step was still in doubt Friday. There was speculation that it might appeal from the decree to the U. S. Court of Appeals for the District of Columbia or direct to the U. S. Supreme Court. In some quarters, however, it was felt that it might choose to await the District Court hearing and appeal afterward if the judgment is adverse.

FCC has 60 days to answer the WBAL complaint, if it chooses not to take an immediate appeal.

In granting the preliminary injunction, Judge Goldsborough dismissed an FCC petition to have a three-judge court convened to hear the WBAL complaint. General Counsel Benedict P. Cottone argued that “it is perfectly clear that in any number of cases that the Supreme Court has decided that a court has no authority to enjoin the continuing of the hearing—the matter of setting time for a hearing.”

Judge Goldsborough replied that “it is perfectly evident that a court of equity has a right to hold the matter in status quo in order to give both sides proper opportunity to present the case on its merits, and that is all I am doing, and the Court will sign an order.”

WBAL had asked only for a restraining order to stay further FCC action in the WBAL case until “such time as may be convenient to the Court and counsel to hear argument on a preliminary injunction.”

“Why take two bites at the cherry?” Judge Goldsborough asked, apparently referring to the need, in event a restraining order was issued, of then hearing argument on whether that restraint should be continued until the suit itself was actually heard.

PRELIMINARY INJUNCTION

The preliminary injunction has the effect of postponing indefinitely the consolidated hearing which had been scheduled to start tomorrow (Feb. 25) on WBAL's renewal application and the application of Drew Pearson and Robert S. Allen for WBAL's clear channel assignment (1000 kc, 50 kw).

WBAL's case was argued by William J. Dempsey of the law firm of Dempsey & Koplovitz, who, with Littlepage & Littlepage, are Washington counsel for Hearst Radio Inc., WBAL licensee. WBAL contends that the Blue Book makes false references to its operation, that the Pearson-Allen application resulted from the Blue Book's charges, and that WBAL is entitled to correction of the Blue Book and that its renewal application should be considered separately from the Pearson-Allen application.

In response to questions from the Bench, Mr. Dempsey said he thought a retraction of its Blue Book charges by the Commission "will certainly curb the Commission from utilizing any such further tactics in their renewal."

Judge Goldsborough replied: "Then they are different from other human beings I have had dealings with. If it does not make it worse, rather than better, then I am very much mistaken. That is none of my business, of course."

Not 'Prejudicing' Rights

General Counsel Cottone insisted that the Commission, which has twice rejected WBAL petitions to correct the Blue Book, had made it "perfectly clear" that it had no intention of prejudicing WBAL's rights by use of Blue Book material at the renewal hearing or "by having any preconceived ideas as to what the facts in this hearing should be." When he offered to read from the Commission's order to it.

(Continued on page 83)
Annual duPont Planned March 8 in New York

PRESENTATION of the annual Alfred I. duPont radio and radio commentator awards will take place March 8 in New York City, and ceremonies in connection with the presentation are to be broadcast by ABC from the St. Regis Hotel 7:30-8 p.m.

The awards, each worth $1,000, are given annually to two stations for "outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation" and to their communities, and to one commentator "in recognition of distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion."

Mrs. Alfred I. duPont, widow of the famed financier and philanthropist, established the awards five years ago. They are regarded by many as the radio equivalent of the Pulitzer journalism awards.

One of the duPont awards to stations is presented each year to an outlet operating in the high-power category, the other to a low-power outlet. The only limitation on the field from which the winner of the commentator award is selected is that he must be a citizen of the United States.

Accompanying the duPont Telerecords to the winning stations are citations and the names of the judges for the duPont committee to present.

Awards Committee

Trustees of the foundation which administers the awards are directed to select five persons to serve for one or more years as a group whose duty it is to determine the award winners. The Committee of Awards annually includes a representative of a national woman's organization, a noncommercial, nonpolitical affiliate of the radio industry, a nationally prominent educator, a representative of the Alfred I. duPont estate interests, and a nationally prominent expert on public opinion.

Membership of the committee, which had the task of selecting winners of the 1946 awards to be presented March 8 is the same as last year's committee. It includes Mrs. Alfred I. duPont; Dr. Francis P. Gaines, president of Washington & Lee U.; the Rt. Rev. Henry St. George Tucker, retired presiding bishop of the Episcopal Church; Mrs. LaFell Dickinson, president of the General Federation of Women's Clubs; and M. H. Aylesworth, NBC's first president.

Ceremonies will be similar to last year's program. The broadcast will come first and will include talks by Mark Woods, ABC president, and Mrs. duPont, and music by Paul Lavalle's orchestra. Dr. Gaines will make the presentations. William H. Goodman, secretary of the awards committee, and the winners also will appear on the program.

Following the broadcast there will be a dinner at the St. Regis.

Winners of last year's (1945) awards were: stations—KDKA Pittsburgh and WNAX Yankton, S. D.; commentator—Lowell Thomas. Winners in previous years were: 1944—WJR Detroit, WTAG Worchester, Mass., and H. V. Kaltenborn; 1943—WLB Cincinnati, WMZQ Macon, Ga., and Raymond Gram Swing; 1942—KGEI San Francisco (only one station award made) and Fulton Lewis Jr.

Entries and supporting data for each year's awards are submitted not later than the end of the calendar year which the awards are to cover.

Radio Awards

CBS asks for Dismissal of Dry Leaders Suit

CBS has moved to dismiss the suit filed against it in November by two Kentucky dry leaders [BROADCASTING, Nov. 4]. Julius Brauner, CBS attorney, said the network has moved for dismissal on the ground that action against CBS was brought in the wrong court, in the U. S. District Court of Western District of Kentucky.

Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, filed suit for $100,000 in 1945 for inclusion of the corporation in ABC's, five of its stockholders, Schenley Distillers Corp. and Schenley Distilleries Inc., sponsors of CBS programs. They charged that CBS declined to sell them time.

Meanwhile the plaintiffs have requested court permission to take depositions from CBS officers whose names were not divulged.

Fibber McGee Tops New Hooper Report

FIBBER McGEE & MOLLY ranked first in the Feb. 15 program Hooper reports, with a national woman's organization, 7.9, as compared with 7.4, Andy third. Average evening sets-in-use of 34.3 is up 0.7 from last report and up 1.7 from last year. Average evening sets of 52.5 is up 2.8 from last year. The network, up 0.8 from a year ago.

Average available homes in New York for the program was 61.4, down 0.3 from last report and up 0.6 from last year. Current total sponsored hour index was 71.5% compared to 72% last report, 72.8 last year.

The first 15 evening programs listed in the report were: Fibber McGee & Molly 33.4, Bob Hope 32.9, Amos 'n Andy 30.9, Jack Benny 27.8, Red Skelton 27.6, Charlie McCarthy Show 26.7, Fred Allen 24.2, Walter Winchell 22.6, Radio Theatre 22.5, Duffy's Tavern 22.0, Bandwagon 21.7, Screen Guild Players 21.5, Mr. District Attorney 21.4, F. B. I. in Peace & War 19.8, Great Glideraeneau 18.5.

A three-way tie put Young Widder Brown, Ma Perkins (CBS) and When a Girl Marries in top place among the top 10 week-day shows.

Average daytime sets-in-use figure was 19.4, up 0.7 from last report and up 1.4 from last year. Average daytime rating was 5.3, up 0.3 from last report, and up 0.4 from a year ago.

Average available homes was 74.7, down 0.6 from last report and up 0.3 from a year ago. The current total sponsored hour index was 85% as compared with 81 last report, 91% a year ago.

The top 10 week-day programs were: Young Widder Brown 8.3, Ma Perkins (CBS) 8.3, When a Girl Marries 8.0, Agent Jerry 7.9, Breakfast in Hollywood (Kellogg) 7.9, Romance of Helen Trent 7.8, Backstage Wife 7.7, Kate Smith Speaks 7.4, Lorenzo Jones 7.3, Right to Happiness 7.2.

Sweets Participates

SWEETS Co. of America, Inc., Hoboken, N. J., has started participations on women's programs in New York and Chicago. Agency is Duane Jones Co., New York.

New Texas Co. Show

THE TEXAS Co., New York, March 30 continue the Eddie Bracken Show on CBS, Sun., 9:30-10 p.m., and replace it with the Tony Martin Show. New show is handled by the Kudner Agency, New York, while Buchanan & Co., New York, placed the Eddie Bracken program for the Texas Co.

The new show will feature singer, Tony Martin and guest stars, and will originate from Hollywood.

WGUY Goes ABC

WGUY Bangor, Me., now under construction, will join ABC July 1 as the network's 244th affiliate. Owned by the Portland Broadcasting System Inc., the new station will operate full time with 250 w on 1460 kc.

"Yeah! Well you can take the pantman, see. Our Hooper's got yours beat by three points!"

[Diagram for Broadcasting by Sid Hix]
NAB Plans to Meet Radio Critics Head-On

A NATIONAL radio campaign to promote radio and meet anti-broadcasting movements head-on was drawn up by the NAB Public Relations Executive Committee at a Feb. 18-19 meeting held at the Mayflower Hotel, Washington. Committee Chairman Gilmore Nunn, WLAP Lexington, Ky., presided.

Energies of the entire industry are to be concentrated on the campaign, with networks and stations coordinating their efforts. The drive was originally proposed by President Justin Miller and Executive Vice President A. D. Willard Jr. at the area meeting of West Coast districts in San Francisco Jan. 8-9.

Among steps to be taken are: Preparation of series of transcribed talks by President Miller to be made available to stations at cost; increase in number of network and station programs devoted to the subject of radio, with stations supplied scripts and basic material; more broadcasting news on wire services; scheduling of radio news panel at next NAB convention; active participation of state associations in public relations activities; integration of station public relations and NAB public relations chairman in the 17 districts.

Chairman Nunn listed obligations of stations in the public relations field as follows:

- Participation in community affairs and active community leadership.
- Recognition of the importance of fair regulation.
- Development of better understanding between radio and the local printed media.
- Maintenance of program standards under competition.
- Close contact with local, state, and Federal representatives with the view of developing increasingly better service in the public interest.
- Combating local discrimination against radio.
- Proper use of material furnished by the Association for the purpose of improving local broadcasting.

Standards Action Urged

The committee urged action on preparation of new Standards of Practice to replace the 1945 standards, which have been allowed to die quietly. The Special Standards of Practice Committee meets March 3 in Washington. The committee dedicated itself to enforcement of whatever new standards are adopted and to the task of acquainting the public with the provisions.

Active participation in efforts to combat juvenile delinquency was favored. President Miller described activities on the national level and urged local broadcasters to contact groups in their communities. Stations were asked to send case histories to NAB for circulation, along with ideas and scripts for salable youth programs.

Unanimous agreement was voiced that broadcasters have the right to editorialize under the Constitution and that no interference with the right should be permitted.

Radio Week Plans

Mr. Willard outlined plans for National Radio Week, NAB's Research Dept. was requested to prepare a list of 10 or 15 publications on radio as a basic library which stations can present to schools. Suggestion was offered by Richard H. Mason, WPTF Raleigh. A similar library for universities and public libraries was advocated, with discussions to be held with the Federal Radio Education Committee. Dorothy Lewis, NAB co-sponsored by women's organizations active in the radio field.

Committee members were advised by Richard F. Doherty, NAB director of employee relations, to maintain cordial relations.

A AAAA to Push 2% Cash Discount Plan

Letter Is Now Being Sent Urging Adoption Of System

THE AMERICAN Assn. of Advertising Agencies last week announced an intensification of its campaign to encourage radio stations to adopt the 2% cash discount system.

Following a meeting of the AAAA board of directors in New York, the association announced that it would dispatch a letter within a month to all broadcasters who have not yet endorsed the discount policy.

The letter, it was said, will ask the stations to adopt the discount system as soon as possible "without loss of revenue."

"Wash Operation"

"Making allowance for the cash discount in the agency rate is essentially a wash operation," the letter will point out. The broadcaster continues to receive the same net revenue, and the advertiser pays the same net amount by deducting the discount when he earns it. This is separate and distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

Frederic R. Gamble, president of the AAAA, said that the recent increase in business failures has caused all of us engaged in national advertising to give new attention to our special need for a

AAA SETS DATES

Annual Meeting Will Be Held

In New York April 16, 17

THE 29TH ANNUAL meeting of the American Assn. of Advertising Agencies will be held April 16 and 17 at New York's Waldorf-Astoria Hotel, Frederic R. Gamble, president of the Association, announced last week.

Mr. Gamble said the April 16 meeting would be closed to all except agency members and would consist of discussions of agency management and operation problems. The April 17 sessions will be open to AAAA agencies and to invited representatives of advertisers and advertising media.

The second day's meetings will treat four general subjects, personnel, fact-finding projects, ethics and public relations.
Do BMB Figures Match Former Claims?

Over Half of Subscribers Report Findings Compare Favorably

Labor Committee May Quiz Petrollo

House Group May Quiz Petrollo

IRE to Hear Denny

FCC CHAIRMAN Charles R. Denny will be the principal speaker at the annual banquet of the Institute of Radio Engineers 1947 national convention to be held in New York March 3-6. The banquet, which will be held March 5 in the Hotel Commodore, will feature Frederick R. Lack, vice president of Western Electric Co., as toastmaster.

BROADCASTING TRENDS

BROADCASTING TRENDS, in its first report on station managers' opinions of BMB, published February 10, revealed the industry's answer to these questions: (1) "Is BMB giving radio what it paid for?"; (2) "In what way is BMB not fulfilling its commitments?"; (3) "In what ways are stations using BMB material?"
The responses to these questions were favorable to BMB: three out of five station managers said they were getting what they paid for—more than four times as many as said they were not using stations registered their intention to use BMB figures in a variety of productive ways.

This week BROADCASTING TRENDS examines one of the more controversial aspects of BMB—the comparison between BMB coverage figures and previous coverage claims made by stations.

This problem was approached by asking a representative cross-section of BMB subscribers these questions: "What kind of coverage information were you using prior to BMB?"; "Is the BMB report for your station consistent with other coverage data you have?"; "Is the BMB report consistent with your opinion of your station's actual performance?"; "If 'no', do you feel BMB credit cards are used too much or too little coverage?"

QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS

"What kind of coverage information were you using prior to BMB?"TABLE I

Mail Analysis

Millivolt Measurements

Network-Produced Measurements

Telephone Surveys

Other

-----

Mail Analysis

---

70%*

Millivolt Measurements

70

Network-Produced Measurements

28

Telephone Surveys

12

Other

6

Most stations, prior to BMB, were using more than one type of coverage information, with mail analyses and millivolt contours the most commonly employed (70%). Network coverage measurements, employed almost exclusively by

* A representative sample of U. S. commercial broadcasting stations controlled by city size, network affiliation and base hour rate.

IRE to Hear Denny

Holds AFM Card

Congressman Kearns May Be

Thorn for Petrollo

ONE AFM card holder whom James Caesar Petrollo probably will find hard to suppress is Congressman Carroll D. Kearns (R-Pa.), a fresh- man representative on the House Labor Committee. When the committee was considering Maddy's testimony last Tuesday, Representative Kearns told the group: "I hold a card in Petrollo's union. Maybe I say too much I will be thrown out."

But Chairman Fred A. Hartley (R-N. J.) was quick to discount any implication that Mr. Petrollo can dictate to any of his committee members. He replied: "I hope you will keep this in mind when it comes to writing legislation!"

Representative Kearns is new in Congress but not to radio. He claims the honor of being radio's first paid artist in Chicago where he was heard over WEBH.

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years of good standing because he had "dared to criticize boss Petrollo."

Dr. Maddy's one-man war against the AFM started in 1942 when Mr. Petrollo ordered a series of NBC broadcasts by the Interlochen (Mich.) National Music Camp students' orchestra discontinued on the grounds that they were in competition with union musicians. Dr. Maddy is president and co-founder of the camp.

The committee's reception of Dr. Maddy's testimony was most cordial. Rep. Ellsworth B. Buck (R-N. Y.), said, "It is hard for me to believe this happened in the United States." Rep. O. C. Fisher (D-Texas) asked, "How can we legislate to protect those who are not covered by the Lea Act?"

"The Lea Act," answered Dr. Maddy, "if upheld and enforced, does much to protect student musicians from Petrollo's rule insofar as broadcasting is concerned, but it is already apparent that this law does not prevent the music copyright from restricting the musical education of our children in many ways."

He suggested that there should be legislation to force the union to

(Continued on page 78)
Used cars are offered by the hundreds in the classified sections of Richmond papers. Prices are high, too and the public has become wary.

In spite of that kind of market, one of our dealers, using W-L-E-E, sold six cars in four announcements!

He sold approximately $6,000 worth of cars for $44!

The time lapse between announcement and sale ranged between five minutes and three hours.

We think this success story is further proof that the hard-working sales station in Richmond is W-L-E-E.

How about you ... is W-L-E-E in your radio budget?

W-L-E-E

Mutual ... in Richmond

TOM TINSLEY, Director
IRVIN G. ABELOFF, Gen. Mgr.
BROADCASTING • Telecasting

Represented by Headley-Reed
February 24, 1947 • Page 19
Texas Duopoly Decision Reached

Share-Time Operations On Two Frequencies
For WBAP, WFAA

SETTLING the last of the important "duopoly" issues the FCC last week ordered share-time operations on two frequencies, one clear channel and one regional, for WBAP Fort Worth and WFAA Dallas on condition that the business of the two stations will be separately operated and that KPGO Fort Worth, the regional station which they commonly control and alternately operate, be dissolved.

In a decision unique in many of its ramifications, announced Feb. 19, the Commission ruled in effect that the present alternate operation of 45 in Ft. Worth-Ft. Worth and WBAP violates FCC's duopoly regulations, but that the two stations may share time on KPGO's frequency without such violation if the operations are separately operated and KPGO is deleted as a separate station.

As one of the last and most complicated issues of the duopoly cases neared an end, Harold V. Hough, general manager of WBAP, and Martin B. Campbell, general manager of WFAA, said they would seek to conform to FCC's requirements as expeditiously as possible and probably would not need the full 90 days which the Commission gave them to meet the prerequisite.

In line with FCC's "separate operations" requirements, Mr. Hough announced appointment of Free & Peters as national representative of WBAP, and Mr. Campbell announced that WFAA will employ a single representative of WFAA in half-time operations on both frequencies.

Separate Contracts

NBC, under the plan, will continue to ride the clear channel and will continue separate contracts with WFAA and WBAP for such service. ABC, with which KPGO is affiliated, will continue to provide its Fort Worth service, will ride the 570 kc channel, and separate contracts will be negotiated with WFAA and WBAP for that service.

The separation will entail the use of two-rate structures for each station. The 50,000 w clear channel WFAA and WBAP, affiliated with NBC, will command higher rates than the regionals, which have 5,000 w stations affiliated with ABC. The stations likely will be identified by frequency and power, rather than by call-letter, in sales operations.

Mr. Hough, in commenting on the FCC's decision said: "The Commission will not be dissatisfied with the results of their action. Local geography makes it sound a little complex but to the listener it will unfold simply."

H. Preston Peters, president of Free & Peters, announced plans for the opening of Southwest offices in Fort Worth and New England offices under the organization's expansion program outlined last year. Joe Evans, account executive in the Chicago office since 1945, has been named regional director at the Southwest office. Its opening date has not been set.

Newspaper-Owned

WFAA is owned by the Belo Corp., which publishes the Dallas News. WBAP is owned by Carter Publications, publisher of the Fort Worth Star-Telegram. KPGO is owned equally by a group of Belo officer-stockholders and a group of Carter owners. WBAP and WFAA share time on the 820-kt clear channel operating with 50-kw power from a satellite transmitter approximately half-way between Dallas and Fort Worth. They take turns programming KPGO from their respective studios.

WBAP and WFAA have separate studios and offices and separate managers, local sales staffs, talent and other necessary personnel, and news services. Both are NBC and Texas Quality Network affiliates. FCC found that they issue joint program schedules, charge the same commercial rates, have jointly advertised, and cooperate in handling special programs that cut across each other's time. KPGO has no separate studios and employs no managerial, sales or talent personnel, but has a separate transmitter and antenna, employs its own operators, and is affiliated with ABC and Texas Lone Star.

Under FCC's order, WBAP and WFAA will continue to share time equally on 820 kc, and will effect an equal division of the airtime for the use of 570 kc. Neither station will use both frequencies simultaneously, and the one using 570 kc at any given time will employ its own call letters instead of programming in the name of KPGO, as in the past.

Comr. Durr Dissents

FCC Comr. Clifford J. Durr dis-sented from the Commission's action, insisting that FCC should make final its proposed decision to dissolve joint operations of the stations unless KPGO were separated from the others (Broad-casting, Nov. 19, 1945). The plan adopted by the Commission was pro-posed in effect by the Carter-Belo interests, following issuance of the proposed decision, in an application for transfer of the KPGO license to them outright.

The Commission's decision granted the application for assignment of license and also the three stations' applications for license renewal, subject to dissolution of

FM Is Facing Interference Problems

Two-Channel Separation To Be Suggested By FM Assn.

FIRST definite signs that FM stations will face an interference problem of their own appeared last week as FM Assn. took steps to interest the trouble in its early stages.

First, FM arranged a meeting of its FCC Liaison Committee with members of the Commission and other manufacturers. It took place at a lunch meeting, scheduled Feb. 26 at the Raleigh Hotel, Washington.

Second, FM has asked Radio Manufacturers Assn. for a similar liaison meeting and will suggest that set manufacturers producing the low-priced receivers in large quantities engineer them maximum selectivity.

Reports of an FM interference problem have reached FMA from the crowded New England area where stations are said to be filtering in atop each other. This interference is due partly to poor selectivity of "pre-WW-II" receiver circuits, according to FMA.

Suggestion that FCC consider the idea of providing two-channel separation between FM channels, instead of the present one-channel separation, will be submitted by FCC at the liaison luncheon. While this solution poses assignment problems, it is believed the channel could be effected at this stage in FM's development without seriously upsetting the band whereas handling it would be a major project on several hundred stations are in actual operation, with others coming in every day.

FCC also is expected to show interest in the selectivity of receivers, as related to separation of channels. Invited from the FMA for the FCC luncheon are the six Commissioners; George R. Adair, chief engineer; John A. Willoughby, assistant chief engineer for broadcasting; C. M. Braun, engineer; Benedict P. Cottone, general counsel; Earl A. Minderman, assistant to Chairman Denney.

Members of FMA's liaison group are: Roy Hofheinz, FMA president, chairman; Everett L. Dillard, vice president, WASH-Washington; Homer Rainey, WINX-FM Washington; Gordon Gray, WMIT-WMC, Salem; C. M. Jansky Jr., Jansky & Bailey; Leonard H. Marks, general counsel; Bill Bailey, executive director.

In a move to stimulate production of low-cost FM receivers, Mr. Hofheinz last Wednesday in a telegram to C. Conklin, Crosley Corp., president of RMA, told manufacturers to meet the "crying needs" of the public by turning out these sets in large volume.

Mr. Hofheinz said progressive manufacturers either are making FM sets now or soon will be in production. He listed Zenith, with a $58.50 AM-FM set, Stromberg-Carlson Co., General Electric Co., RCA and Others as companies.

He pointed out that in the gulf storm area, where summer static causes AM interference, need exists for low-cost FM receivers. He added that FM sets can eliminate inter-station interference and static.

He referred to a resolution adopted by the FMA Executive Committee which was voted as "urge manufacturers to increase output of low-cost sets" and to "appoint an RMA liaison group to meet with an FMA liaison group comprising Mr. Hofheinz; Mr. Bailey; Arthur Freed, Frees Radio Assn.; Robert Kaiser, Manor, Stromberg-Carlson Co.

FCC REACHED a decision in the last of the important duopoly cases last week, ordering share-time operations on two frequencies—one clear channel, the other regional—for WBAP Fort Worth and WFAA Dallas. Decision specified that the two stations may operate on such a basis provided the business operations are separated and that the two KPGO Fort Worth, the regional outlet which they commonly control and alternately operate, be deleted.

KPGO Broadcasting Co., elimination of the KPGO call, and effecting time-share requirements within 90 days. The other requirements were summarized in the decision as follows:

Conditions of Operation

The proposed assignees of KPGO Broadcasting Co. (the Carter-Belo interests) have committed themselves to establish and maintain the following conditions of operation:

1. The present national sales office representing the assignees jointly shall not have more than one joint sales office, or shall there be no joint sales of time or joint rate cards.

2. There will be no joint control of any group of stations, network or otherwise, for services in connection with programs to be broadcast to the common receiving areas on the three stations.

3. There shall be no joint use of artists or talent;

4. There shall be no joint use of studio facilities;

5. Each licensee shall maintain its own control and record keeping service and studio staff;

6. There shall be no common expense fund of any kind, and there shall be no pooling of any revenues;

7. The present special joint representatives (Continued on page 21)
PABST BLUE RIBBON, like any other sales-minded advertiser, is always glad to get a clear track to WINR'S blue-ribbon Triple Cities audience—a community of 225,000 people who enjoy the third highest average annual individual income in New York State—the highest among cities over 75,000—a diversified, depression-proof market where only one other station can be heard.

Incidentally, since we are so young, we are very proud to be one of the nine stations to win the Eddie Cantor Award.
KFI Explains Commentator Policy

Local Sponsorship Ban Is Stoutly Defended
In Reply to FCC

KFI Los Angeles, called upon by FCC to account for the continued use of locally sponsored commentators, has told the Commission that the move was designed to insure "impartial" handling of news.

Mr. Ryan, in his letter filed with the Commission, said that the Commission's power to require such a statement of us, or to take our commentator policy into account in determining whether to grant or deny a station's application, "is so broad as to be inconsistent with the First Amendment, which appeared against KFI at the Los Angeles television hearings." He insisted that KFI's comments have been with reference to our having continued network commentators. The Committee's witnesses either did not know, or denied themselves to the fact, that we continued to carry so-called "progressive" commentators as long as they were needed to do so by the network. The only network commentator discontinued by KFI was ex-Commissioner Cooper, who was decided on the "conservative" side and who was discontinued on April 1945 because we felt that it threw our program out of balance.

A general ground of complaint urged by the committee is that somehow our action interfered with the right of free speech. As already pointed out, we are in no sense dictating, or attempting to dictate, any interpretation of the news. We are endeavoring to see that it is fairly, truthfully and expertly presented. We deny the right of the advertiser or advertising agency to dictate any interpretation of the news over KFI, and we will not concede that this involves any interference with the right of free speech. Through our forum program, we have given KFI sufficient opportunities to hear the important controversial views of the day adequately debated by qualified persons.

Previous Explanation
Mr. Ryan noted that the Commission had for and received an explanation of KFI's commentator policy in March 1945; that "without any advance notice" the matter was brought into the Los Angeles television hearings in which KFI was an applicant last May and was considered at length, and that last December another request for information was received from the Commission.

You have had every cooperation from us in supplying full information," Mr. Ryan told FCC. "What you are now asking us to cover with another full statement is (with the exception perhaps of minor details) already extensively covered in material which has repeated in March 1945 and very completely since May 1946.

Furthermore, you have had every opportunity to examine the new broadcast policy of KFI since the matter first arose. You have an office in Los Angeles and it is reasonable to suppose that, by this time, you would have secured any scripts and recordings necessary for the purpose."

On Temporary License
KFI, on temporary license since last Nov. 1, reminded FCC that the Commission in its December letter promised to supply "photostatic copies of all complaints and petitions for San Juan, R."

We Income Down
WESTERN ELECTRIC Co., New York, last week reported a 1946 net income of $18,126,160, compared with a 1945 net income of $18,256,917. Gross income for last year was placed at $621,338,568, compared with a 1945 gross of $621,598,981. Total net income of Western Electric as of Dec. 31, 1946, were $364,836,952, including inventories of goods completed or goods in process and merchandise in supplies, totaling $228,642,578. Current liabilities were $154,379,417, against $127,341,417 a year earlier.

Nets Assign Newsman
To Truman's March Trip
ALL FOUR major networks will send representatives with President Truman on his March 8 trip, which will include Mexico, Texas, Key West and Caribbean points. The President will fly to Mexico City nonstop March 5, to visit the President of Mexico, leaving March 6 for Waco, Texas, where he will receive a degree at Baylor U. Returning to Washington that evening, he will fly to Key West, Fla., March 8, leaving March 11 for San Juan, R.

After a cruise with the fleet he will return to Key West. Correspondents will be aboard the Green- och Bay while the President sails on the Williamsburg. Arrangements are being made for a voice transmitter on the Green- och Bay. Representing networks will be Ray- son Rash, ABC; John Adams, CBS; Bjorn Bjorjorn, NBC; Bill Hill- man, MBS.

Delmar Gets Award
PRESENTATION of its first annual Award to KFJ Delmar for his radio characterization of "Senator Claghorn" was a feature of the Advertising Club of Balti- more's 39th annual banquet held at the Emerson Hotel in the Maryland on Feb. 15. Similar awards will be made annually by the club to "outstanding discoveries of the year." In addition to appearing on CBS and Mutual, Claghorn also is heard on a number of local stations.

MODERN buff brick studio building is under construction for KSFA, new Nacogdoches, Tex., station which will be operated by former students of Stephen F. Austin College. The building is across the street from the college. W. C. Fouts, former Stephen F. Austin student, is owner of KSFA, which will operate on 860 kc with 500 w. Staff members, besides Mr. Fouts, include M. M. McKnight, business manager; B. C. Parbee, chief engineer; and Cecil Parrish, program director. Mr. McKnight and Mr. Barbee are former students at the college. Mr. Parrish is a GI student there and edits the college newspaper, Pine Log.
"You said it, Blondie! We’re in good company on WMT—and what an audience! They tell me WMT has a greater population coverage within its 2.5 MV line than any other station in Iowa (1,131,782 to be exact!). What better place to do an outstanding job for your clients ... for here are America’s richest farmlands and the country’s most prosperous industries. WMT brings you BOTH at no extra cost ... 3½ million population with dollars ready to be spent. Get the facts now and get on WMT. Their story is a big one to tell—an important one to hear. Okeh, I'll be right there, dear ..."

Contact Your Katz Agency Man at Once!

Page 24 • February 24, 1947
Grants for 6 AM Outlets, All In Different States, Issued

GRANTS for six new AM stations, authorized Feb. 14, were announced by FCC last Monday.

The Commission also vacated its Feb. 6 action setting aside a priori grant to Ken-Sell Inc. for a new 1-kw daytime station on 1290 kc at West Palm Beach, Fla., in effect reinstating the grant.

Ken-Sell Inc. is owned by Joseph S. Field Jr., in the retail clothing business, who is president and owns 66% of stock; Joseph B. Matthews, former general manager of WCMU Ashland, Ky., treasurer and 32%, and Sidney C. Kass, secretary and 2%.


New Grants

Leesburg, Fla.—Lake Broadcasting Co. 1240 kc, 250 w., fulltime. Principals: F. C. Gorman, now engaged in construction work, president and 10% of common stock; W. G. Knowl, fruit and produce distributor, vice president and 16%; W. E. Hatch, manager of Lee County WRNL radio, secretary-treasurer and 30%; W. L. Paas, B. B. Col-

WSIR: WINTER HAVEN ON AIR AT 1490 Kc

WSIR went on the air as a 250w. unlimited time outlet on 1490 kc at Winter Haven, Fla., on the evening of Feb. 13, and the following day—exactly two months after receiving its final FCC grant—broadcast dedicatory programs. Station, which has no network affiliations, is operated by Citrus Belt Broadcasters Inc., headed by Fred L. Allman, owner of WSVA Harri-sonburg, Va.

Larry Rollins, secretary-treasurer of Citrus Belt, is acting as general manager of WSIR. Jack Brandstetter, vice president of the firm, is the station's commercial manager. During the war Mr. Brandstetter and Mr. Rollins were assigned to the Office of the Chief Signal Officer, and Mr. Allman was employed there as radio engineer.

In the news phase of its operations WSIR is featuring local and county news gathered by its own staff and correspondents. Remote programs are broadcast by the station regularly.

WSIR's program director is Dick Eyrich, formerly of WSVA. Connie Haas, former stage and radio singer, is women's director. The chief engineer is Cliff Wolking, formerly of WSOO Charlotte and the Raytheon Manufacturing Corp.

Other staff members include: Ralph Montgomery, formerly of KOIL Omaha, Basis Mitellich and Larry Bodkin, announcers; Ralph Williams and James Smith, engineers; Mrs. Nellie Fowler, book-keeper and traffic control chief; Juanita Melvin, stenographer-receptionist.

THE MILLIONTH guest of the WWVA Jamboree, Laverne Howell, receives her giant admission ticket from Lew Clawson, show's m.c. at the Feb. 8 show in the Virginia Hotel, Wheeling, W. Va. That, of course, is the cast in the background. Miss Howell also received several gifts including a 1947 radio and phonograph combination and a recording of the program."
Both Applicants for 1320 kc Channel At Springfield Get Proposed Denials

A PROPOSED DECISION anticipating denial of both applications in the contest between WATR Waterbury, Conn. and WMAS Springfield, Mass. for 5-kw operation on 1320 kc at Springfield was announced by FCC last Tuesday.

It was one of the few decisions the Commission has handed down proposing to deny both applications in a consolidated proceeding. Only precedent in recent years is in the Biloxi, Miss. case, which involved new-station applications [BROADCASTING, Oct. 14].

FCC proposed to deny WATR's application to move from Waterbury to Springfield and increase power from 1 to 5 kw on 1320 kc on grounds that the move would "result in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield, which already has a Class II station, a regional station and a local station in operation."

A denial of WMAS's request to shift from 1450 to 1320 kc and increase from 250 to 5 kw was proposed because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference to both stations if WATR remained in Waterbury and continued to operate with 1 kw."

The Commission also pointed out that neither of the proposed operations would fulfill a requirement of FCC's AM Engineering Standards that a station's interference-free contour should include 90% of the population of the metropolitan area to be served.

Since the hearing was held last June, FCC added, Canada has notified the U.S. that it is constructing a 1-kw station (CHEF) on 1320 kc at Granby, Que., so that a grant to either WATR or WMAS "would doubtless have been the subject of objection by Canada," under NARBA.

WATR is licensed to Harold Thomas, also licensee of WNAB Bridgeport, Conn. WMAS is wholly controlled by Albert S. Moffatt, who is also the controlling stockholder of WLHL Lowell, Mass.

Bell Labs Staff Member Is Detroit IRE Speaker

DR. J. B. BISHOP, member of the technical staff of Bell Telephone Laboratories, was scheduled for an address at last Friday's meeting of the Detroit section of the Institute of Radio Engineers. Dr. Bishop chose as his subject "Western Electric FM Broadcast Transmitters."

He planned to cover the various features of the transmitters and to discuss development of the new "transview" type of cabinet styling intended to make all components visible and accessible.

Dr. Bishop joined the Bell technical staff in 1928 and has been engaged in developing transmitting equipment for aircraft, ship-to-shore installations, police and other mobile services. During the war he was prominent in the field of radar equipment development.

Armour Option

REPORT that Armour & Co., Chicago, had option on CBS House Party [BROADCASTING, Feb. 17] was clarified this week by Chicago office of Foote, Cone & Belding. Armour will move into a 4 p.m. period now occupied by House Party, effective May 12 on behalf of Hinek Hunt which it sponsors on CBS, Mon. through Fri. 3:45 p.m. Unless House Party is purchased by that time, network is expected to drop the show, formerly sponsored by General Electric.

Praise from De Forest

RADIO PIONEER Lee De Forest has written a letter to the Army Air Forces Band, praising its series, Flight Into the Past, heard on Mutual, Saturday, 1 p.m. His letter, addressed to Maj. Gen. George S. Howard, conductor and commander of the AAF Band, said, in part: "I want to tell you how deeply I was touched by the fine program, your reference to my first, 1907, broadcasts, and the beautiful rendition of the 'William Tell Overture.' It brought back to me vivid memories of those early days in my little laboratory in the Parker Building, New York City.... Little did I dream then that 40 years later I should be listening to such a program—typical of the best type of broadcasting (the kind that I wanted them to propagate)!"
This is Robert H. Boulware, who has been with a great radio advertiser—the Procter & Gamble Company—for the past ten years. As of March 1, he becomes the National Sales Manager of Cincinnati WSAI.
Radio Writers Answer the Critics

Good Script Editors Suggested as One Improvement

By PALMER THOMPSON and PAUL R. MILTON

RADIO has long been a whipping boy for irate intellectuals and professional do-gooders. Lately, however, your battered table model has been stinging under added lashes from theatrical pundits, apologetic network executives and federal radio officials.

It's time for radio writers to answer — and analyze — some of this sadly generalized criticism.

The current attack on radio aims at two points: The types of programs presented, and their quality. Writers have nothing to do with the types of programs; we do not decide on dramatic versus music, news versus quiz show. But we have everything to do with the quality of programs, for we put together the words that pour from your loudspeaker.

Serials Criticized

"Daytime serials," say the critics, "are moronic, badly written, untrue to life." Such comments, if intended to blanket all daytime serials, are inaccurate. Some may be poorly written and superficial, but others are as well written as the fiction in the average slick-paper magazine. The poorly done ones are regrettable just as cheap fiction magazines are regrettable. We listen, but do we hear critics attack magazines as loudly as they attack radio?

What is a soap opera? What, creatively speaking, is it intended to do? The answer is best illustrated by this anecdote:

The wife of one of us attended a listener-group session held by a leading advertising agency. A hundred women filled a room and listened to recordings of a new program; the group was later questioned for reactions. One woman, of average intelligence and alertness, said:

"I don't like it. It makes me think."

Incredible! More fully questioned, the woman explained:

"When I'm doing my housework, I can spare only part of my attention for radio. All I want from a serial is enough to interest the part of my mind that's unoccupied. If it's too interesting, too gripping, moves too fast, my necessary daily work falls behind."

That makes sense, doesn't it?

THE WRITERS of this answer to radio's critics are well qualified to speak their minds on radio. Palmer Thompson is now a writer for "Spotlight on America" on MBS, and "David Harding, Counterspy" on Mutual. Paul Milton also writes for "Spotlight on America" and Mutual's "Exploring the Unknown." Both have years of experience in network radio writing.

The purveyors of daytime serials understand this point of view; consequently, daytime writing is slower, the acting more deliberate.

In short, the daytime serial is an almost mathematically contrived device for accomplishing two clear purposes: Entertainment and advertising. We refer those who resent the advertising to the idiotic make-up of the great fiction magazines, which compel you to turn inconveniently to the back pages for only one reason: To lure you into reading the ads.

"Radio," carp the critics, "has not enough discussion of serious topics."

Granting some abuses, we refer you nevertheless to the full radio listings of any week. Hardly an hour passes that somewhere on the dial does not offer public service programs of one kind or another. It's a fair guess that radio devotes as high a percentage of its time to serious discussion as do newspapers, mass magazines and the theatre, and certainly more than motion pictures.

"Quiz and audience-participation programs," scream the critics, "are a disgrace!"

Here we scream right along with the critics; it's silly to make fools out of people for someone else's profit. But — certain segments of the radio audience like them and that fact will keep them on the air even if they are an insult to the intelligence. However, are they any more intellectually offensive than musical stage productions, B movies, night club floor shows and what's left of vaudeville? The question is asked not to condone, but to clarify.

Counterattack

Now the counterattack. It seems to us that much of the adverse criticism of radio springs from cock-eyed premises.

The first seems to be a belief that radio is a homogeneous medium, a single unit, instead of what it really is: A means of transmitting widely differing things — entertainment, news, music, public service announcements, speeches, etc. Any criticism of "radio" is as well aimed as a criticism of "books," "movies," "magazines." What books? Which movie? What radio? Radio does not aim at serving all the people all the time, but the maximum number of various groups at given times. When a critic says, "I want more good music," he is in effect commenting...

(Continued on page 32)
Complete news coverage has been the goal of KGW since the station broadcast its first news flash—the state primary election returns on May 19, 1922. For the next ten years KGW supplied news through bulletins and unscheduled news broadcasts. Early in 1932, KGW carried one scheduled daily news broadcast, and by the end of that year had three locally prepared and scheduled newscasts plus one network program.

On January 3, 1934 a KGW news bureau was opened and in 1935 KGW installed the first teletype used in a Portland radio station. KGW now utilizes the services of AP, UP and INS.

The growth of public interest in the use of radio as a source of news has led KGW to increase its scheduled daily newscasts during its 25 years of service until at present KGW broadcasts 46 local and 30 network news programs weekly.
New Antenna

For separate TV stations—the RCA Super Turnstile diplexed to transmit aural and visual signals simultaneously (eliminates need for extra antenna).

The extremely wide-band, high-gain characteristics of this antenna make it an ideal choice for your new television station. Three sizes are available to cover all metropolitan channels.

The outputs of both the aural and visual transmitters are fed to the diplexer unit which, in turn, feeds the separate signals in correct phase relation to the North-South and East-West current sheets of the antenna.

In this way, the need for a separate sound antenna is eliminated. In effect, you get twice the gain for a given height.

Best of all, installation is easy. The antenna, pretuned at factory, comes complete with all fittings and transmission lines. Feed points and end seals are at a minimum. There is no need for special broad-band coupling networks of any kind at the top of the tower.

Three-section Super Turnstile. The center pole is self-supporting and may be mounted on top of a suitable building, mountain or a supporting tower similar to that used for standard-band broadcasting antennas.

The high-frequency model of the RCA diplexer. The concentric line elements of this unit form a bridge circuit with the Super Turnstile radiators acting as balanced impedances shunted by equal reactances in series with the diplexer. The visual transmitter is connected push-pull; the aural transmitter push-push. All possibility of cross-talk is thus eliminated.
The broad-band characteristics of the Super Turnstile are so pronounced that this antenna can often be used for FM in the 98–108 mc band while simultaneously transmitting TV pictures and sound.

Such double use is possible because of the gradual way the input impedance changes with frequency. At frequencies near the television range of the antenna, the impedance is satisfactory for FM use. At frequencies farther from the television range, the impedance is good enough so that the transmission line can be easily matched with suitable networks without affecting the impedance at TV frequencies.

In addition to the diplexer, a triplexer unit is used. All three signals are effectively isolated to prevent cross-modulation and fed to the antenna in correct phase relation. When required by impedance or pattern considerations, a pair of matching networks, installed at tower-top level, completes the system.

The FM power that can be handled by this system is limited by standing-wave considerations within the antenna feed lines. The TV-FM frequencies must be checked to determine whether operation will be within the rating of the transmission line.

In general, the following combinations apply: TV channels 2 and 3 with an FM input up to 3 kw; channels 4-6 with an FM input up to 10 kw; and channels 7-13 with an FM input from 3 to 5 kw.

This antenna system answers the need for a limited-space installation providing maximum coverage of both FM and TV broadcasts at high-power outputs. It is particularly suitable for tall, slender buildings.

Television broadcasts are diplexed into the Super Turnstile; the revolutionary new RCA "Pylon" radiates the FM signals.

The "Pylon" antenna, incidentally, is just about the last word in simplicity. One size of radiator (the cylinder) covers the entire FM band. There are no separate radiating elements to complicate connection. Tuning is not required. It handles any FM transmitter output up to 50 kw with a wide margin of safety. Height for height, it has more gain than any FM antenna now on the market!

All of the systems shown here...engineered along with RCA transmitters and fully co-ordinated with them...are designed to assure brighter, clearer, steadier telecasting and—for FM-TV station combinations—truer "FM quality." Complete "specs" are now available. Your inquiries are welcome. Write Dept. 18-C.

**For combination TV-FM stations (certain powers and channels only)—a Super Turnstile triplexed for simultaneous broadcasting from same antenna.**

This antenna is suitable for TV channels 2, 3 and 4, or for TV channel 5, 6 and 7, and FM. Maximum power output is 50 kw per channel. The output is adjusted by triplexing. It may be used with or without a diplexer.

**For combination TV-FM stations (all powers and channels not covered by 2)—a diplexed Super Turnstile plus an RCA "Pylon" on a single mount.**

This antenna is suitable for TV channel 8, 9 or 10, and FM. Maximum power output is 50 kw per channel. The output is adjusted by triplexing. It may be used with or without a diplexer.
Thrifty Choice — for Quicker Sales

Let WTAR-Norfolk boost your sales curve, shrink your sales costs

Compare WTAR’s audience delivery per advertising dollar with any you choose to check. See why it’s your thrifty choice for quicker sales, richer profits.

HERE’S WHAT YOU GET...
A compact, economically merchandised market—stabilized at 650,000 customers in the Norfolk Metropolitan area alone. And they have more to spend now, says every index, than they ever had before.

HERE’S HOW...
WTAR gives you one-station, one-cost control of this concentrated, substantial market... more listening customers than all other stations combined, outside listening practically nil. (Hooper, Oct., Nov., '46)

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

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Newcomer’s Script Chosen

Two of the writers he called on were fairly prominent; the third was a newcomer. The minor official’s decision fell on the newcomer’s script; it was the best. Now his choice had to be passed on by an executive who, like most radio executives, was a business man, not an editor.

The minor official gave him the script, first removing the names of the authors. The executive blanched. Where were the names? How could he judge without knowing the reputation behind each script? In the end, after persuasion, he chose the newcomer’s script, but the incident highlights the chief reason for inferior writing on the air.

Generally, editorial policy is laid down by business men who know little about writing. The same is true of motion pictures and the theatre, where producers are more often business men than editors.

Radio, in short, needs a trained body of editors, of men who understand dramatic values, the techniques of dialogue writing, of story structure and so on. There are a few good radio editors, but give us more, and radio writers guarantee you better radio.

Until that happy day, here is a suggestion for radio’s critics: Please criticize more accurately. It’ll help more!
SEE FORJOE ABOUT THE BEST BUY IN PENNSYLVANIA

NOW ON THE AIR!

W H W L

1000 WATTS-D 730 KC

NANTICOKE, PENNA.

Offering a Greater Daytime Coverage to the Agricultural and Industrial Anthracite, Including the Rich Scranton-Wilkes-Barre Area.

SEE FORJOE AND GET BETTER COVERAGE IN PENNSYLVANIA’S ANTHRACITE REGION

“ANTHRACITE’S MOST POWERFUL INDEPENDENT”

SAM LEAVITT
Gen. Manager
A SALE IS BORN

It's a fascinating pattern. From transmitter tower to home receiver. From the ear that listens to the hand that buys!

As more and more goods are not only bought but sold, the radio station becomes increasingly important as a tool of distribution.

Why? Not because of power alone. In the case of Westinghouse stations, it's extra effort in promotion of network and spot shows... in custom-tailored local programming... in service in the public interest. All this engenders, in six great areas, a large and loyal audience, ready for your program.

Of these six areas, three... Boston, Philadelphia, Pittsburgh... are "A" markets with metropolitan districts of more than two million population. The others, smaller in size but not in activity, are Fort Wayne, Ind.; Portland, Ore.; and Springfield, Mass. If your schedule doesn't include one or more of these sales-productive stations, ask our representatives about availabilities.

WESTINGHOUSE
RADIO STATIONS Inc

KDKA  KYW  KEX  WBZ  WBZA  WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Hearing on $320,000 WTMV Transfer Is Ordered by FCC

FCC ANNOUNCED last week that it had ordered, on a 4-to-2 vote, a hearing on the proposed $320,000 scale of WTMV East St. Louis (1490 kc, 250 w) by Myles H. Johns and members of his family to Evansville on the Air Inc., licensee of WGBF-WEOA Evansville, Ind. [BROADCASTING, Oct. 7].

FCC Chairman Charles R. Denny and Comr. E. K. Jett voted to grant the sales application. But the majority—Comrs. Clifford J. Durr, Ray C. Wakefield, Paul A. Walker, and Rosel H. Hyde—were reported to want to inquire particularly into matters relating to the sales price in view of the Johns family’s acquisition of the station for approximately $105,000 in May, 1945.

The extent of investments which the Johns family have made in improvements of the station is expected to be one of the factors for consideration. Hearing date was not set.

William F. Johns Sr. of Chicago, who owns 10% of WTMV, heads a group of St. Paul and Minneapolis business men competing with Stanley E. Hubbard, president and general manager and 25% stockholder of KSTP St. Paul, for acquisition of 75% interest in the 50-kw St. Paul outlet for $285,000. His investment in the company was reported as $111,000, and his son William F. Johns Jr., also 19% owner of WTMV and now in radio sales in St. Paul, has a $14,000 share in the St. Paul applicant.

Besides William F. Johns and W. F. Jr.; stockholders of WTMV are Penrose H. (Mrs. William F.) Johns, 60%; the Johns family, 25%. The family also owns WOSH Oshkosh, Wis.

In the transfer application, the Johns family pointed out that W. F. Jr. originally was scheduled to operate WTMV when he returned from the Army but that a change in his plans made it appear advisable to sell the station. He is now with the WTCN Minneapolis sales department.

Evansville on the Air is licensee of WGBF-WEOA and WMLL (FM), but has sold WEOA, subject to FCC approval, to the owners of WFBM Indianapolis for $200,000 in compliance with the Commission’s duopoly rule. It is competing with Radio Indianapolis for acquisition of WABW (FM)-WBBW Indianapolis, offering stock in Curtis Radiocasting, parent company of Evansville on the Air, as consideration.

Meanwhile, the Commission announced that on Feb. 14 it approved the assignment of license of KUTA Salt Lake City from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall to Messrs. Carman, Smith and Wrathall as individuals and Mr. Carman, as executor of the estate of the late Mr. Powers. No monetary consideration is involved.

Donald Terry, of Bell Telephone Labs, Dies

DONALD M. TERRY, 47, an experimental and research worker for the Bell Telephone Labs, in New York, died Feb. 17 in Memorial Hospital, Manhattan.

Mr. Terry joined the Bell Telephone Co. in Cleveland shortly after graduation from Ohio State U. in 1920. He was in charge of transmission operations when the first pictures were transmitted by wire in 1924. Mr. Terry was credited with improvements in telephone long lines and transmission under hazardous weather conditions and was associated with experiments in micro-wave radio during World War II. He is survived by three sisters, Mrs. Vivian L. Reid, Miss Princess Terry and Mrs. Pearl Johnson, all of Van Wert, Ohio.

Seeks Video Script

SACKETT & PRINCE, New York television production firm, is in the market for caught, theatrical and program ideas of all types, according to Pauline Sharpe, writing director, who was notified BROADCASTING that her organization has "sponsors waiting to spend money but not until we can show them better scripts and series than they are viewing in present-day television."

Company is located at 881 Lexington Ave., New York 22.

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Stars 'n Cars... The first gives WWJ, NBC in Detroit, its vast listening audience. The other gives that audience its vast purchasing power. With capacity-production of new cars indicated for years to come, and with employment and bank accounts at peacetime highs, Detroit is indeed a market of wealth. For highly profitable promotion of your product in Detroit, hitch your product story to the wealth of stars attracting a host of listeners to WWJ, first radio station in the nation.
Broadcasts to Russia Get Under Way

Potential Audience Of 400,000 Sets Estimated

"SLUSHHAITE," said the announcer in New York at 1 p.m. last Monday, using the Russian equivalent of the American "Hello!" to launch the State Dept.'s new radio series to Russia. [BROADCASTING, Feb. 19]

"This is New York calling," he continued in Russian. "You are listening to The Voice of the United States of America."

For better understanding

"The purpose of these broadcasts," he stated, "is to give listeners in the USSR a picture of life in America so they can understand our various problems and to point out how we are trying to solve those problems. We will bring you the latest news of the day, feature stories about life in the United States, and selections of typical American music. The Voice of the United States of America is part of the informational service designed to tell the world about America and the American people."

"Secretary of State George Marshall in his first official press conference said that the United States, by means of radio broadcasts, would attempt to give the people of the world the pure and unadulterated truth. The Secretary of State emphasized that by such means America will continue its policy of disseminating the facts as best it is able to determine them. In the conversation with the Russian Ambassador to Russia, Lieut. Gen. Walter Bedell Smith, has expressed the hope that these radio broadcasts will help broaden the base of understanding and friendship between the Russian and American people."

Following this introduction came a news period which opened with ten short items from foreign capitals and continued with longer stories from the U.S. Included in this latter group was a story that the State Dept. had informed a group of American folk songs, "Turkey in the Straw," a cowboy medley and the hoedown number from "Rodeo." A scientific talk on the new synthetic chemical substance "plasticine" was broadcast by Cole Porter's "Night and Day" and a second news period, including a book review and an opera note as well as a recapitulation of the earlier news in headline form, which concluded the broadcast.

Programs are broadcast on the following frequencies: 15290 kc (WBOS), 15250 kc (WRUL), 17750 kc (WRUW), 15330 kc (WGEO/A), 15270 kc (WCBN), 17830 kc (WCGB), 21570 kc (WCR). The last is designed primarily for reaching the relay station in Munich, which rebroadcasts the American programs simultaneously on 6170 kc, 7290 kc and 8560 kc.

The frequencies used are the best for the time of day and time of year, it was explained by John Doud, chief of the IBF facilities branch in New York. Several months from now, about May, the distribution of set frequencies will be used, he said, with similar changes being made from season to season.

Big Audience Possible

Charles W. Thayer, head of the Russian desk, said that while estimates on the number of receivers in Russia which can tune in the shortwaves vary from 10,000 to 2,000,000, the State Dept. estimates a potential audience of around 400,000 sets for its programs. Ownership of these receivers, he said, is confined to the higher paid individuals of the country, such as the intelligentsia, engineers, high army officers and the like, but others are owned by collective groups.

Asked about program content, Mr. Thayer said that these people, if interested in the program content, can take "pretty strong notes and like it." He said that they are used to longer programs than are common in America and reported that when he had asked a Russian about the length of a scientific talk the answer had been that it is on a single subject it should not exceed an hour. Mr. Thayer also said that plans are under way to include excerpts from the writings of Clarence Day, Ring Lardner and other American humorists in subsequent broadcasts.

John Sheehan, associate chief of IBF, in charge of the New York office from which all U.S. broadcasts to overseas points originate, said that with as many as seven programs in as many languages going on the air simultaneously over our 36 shortwave transmitters, the IBF traffic problem is more complicated than that of any domestic network.

WNYC Receives Praise For Coverage of Hearing

THE BROADCASTING in full, two weeks ago, of the hearings on the New York City subway fare war, brought in an outpouring of praise for the work of the New York Times.

In his weekly column of Feb. 16 Mr. Gould said that the broadcasts did "... little to add an exciting Town Meeting of the pioneer day and represented a capital public service of which the city's outlet, WNYC, well may be proud."

Mr. Gould's broadcasts represented an object lesson in political democracy and underscored anew the continuing importance of hearing a first-hand discussion before reaching a conclusion, Mr. Gould concluded that the major lesson provided by the broadcasts "... is the very real sense of government which they afforded the listener... Mayor O'Dwyer and WNYC have made a contribution which if followed by the leaders of radio and politics will be of more lasting importance than the outcome of the fight over the subway fare."

WNYC, 25 years a station in Schenectady, celebrates its 25th anniversary with a 25th special broadcast on WGY, the General Electric station in Schenectady, Feb. 21, which presented many WGY performers. This was aired from 9:10 p.m. Mr. Trammell was introduced by Robert S. Peare, vice president in charge of advertising and radio broadcasting of the General Electric Co., Schenectady, owner of WGY.

Other NBC executives at the dinner which was held in the Hotel Van Curler, were James V. McConnel, director of National Spot Sales, sales representative for WGY, and Mrs. C. W. Gropp, secretary of the NBC stations department, and George McElrath, manager of the NBC engineering department.

The 25 years of radio broadcasting WGY has been on the air a total of 1,383,883 hours. In its first year on the air the GE-owned station operated 786 hours, reaching a peak of 3,000 hours during its first 10 years. Its present operating schedule is from 6 a.m. to 1 a.m. daily.

UP Finds Women's, Farm, Sports Features Popular

A UNITED PRESS radio survey of its clients, completed last week, showed that 77 different kinds of businesses are sponsoring its five, 10 and 15-minute special feature programs. The report showed that the features, which make up one-fifth of the UP radio news report, are almost totally sponsored.

Features, women's features and sports features generally are the most popular, the survey reported. Of the stations polled, 67% use the daily five-minute column, Specials of Sports, and of those, 52% have it sponsored. Another sports column, the Sports Lineup, is used by 60% of the stations, and in half the cases, it is sponsored. Semi-five-minute, Sports, is used in 87% of the cases and sponsored in 45%.

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RECOGNITION THAT COUNTS!

At the National Retail Dry Goods Association convention in New York January 13 to 17, these top awards went to Black's in Waterloo for KXEL-produced programs.

1—Grand Prize award especially created by the judges for extra recognition of the quality and objectives achieved on "R.F.D. 1540 with Hugh Muncy."

2—First award for all class "B" stores to "Music for Moderns" by teen agers-for teen agers. Produced by KXEL with Herb James and Betty Black (Jeanne DuMond).

DISTINGUISHED JUDGES

ARTHUR STELZER, president, McCreery's Department Store, New York
ISABEL WINGATE, representing the National Consumer Retail Council
MARGARET CUTHBERT, Director, women's activities, NBC
THOMAS CONNOLLY, director of sales promotion, CBS
ARTHUR PRYOR, of B.B.D. & O. Advertising Agency

Hugh Muncy—KXEL's Farm Editor—who personally conducts "R.F.D. 1540," the Grand Prize winning program for Black's.

Program Response

Recent analysis of a KXEL daytime program by a national advertiser embracing 10,000 letters over a 6-weeks' period revealed 82 of Iowa's 99 counties participating in this program and a plus of 37 states and the Dom. of Canada.

The Josh Higgins family circle—a programming group that produces programs with impact and penetration never before attained in this—the cream of the Iowa market.
Another Triumph

THE JAMES BLACK DRY GOODS CO.
WATKINS, IOWA
1 November 1936

Dear Mr. DeWolf:

The effective use of radio in department store sales promotion has been a subject which has concerned the James Black Dry Goods Company for a number of years. It was, however, several months ago, when we came to the realization of radio's potential as a medium for advertising, that we began to feel the great impact that radio has on our trade area.

As the second largest department store in Iowa, our brick and mortar stores, while by no means tied to one radio station, have been following our customers wherever they may have moved. We have found that the use of radio has been an integral part of the whole. Our approach has been along the lines of stimulating interest in the merchandise we have available, thereby maintaining our sales interest, but most valuable in pushing the sale of our wares, has been the influence of the other advertising media used by Black's.

I know of no finer relationship and intelligent understanding of mutual endeavor existing between station and client than exists between yourselves and the Black stores.

Yours very truly,

James M. Graham, President

Black's—key department store operation serving more than 450,000 urban and rural folk living in a trading territory comprising 34 of Iowa's 99 counties.
HE RODE SIXTEEN HOURS TO SHAKE HANDS
WITH THE "DAY BREAK IN THE BARNYARD" MAN

The gentleman on the left is L. R. Lowe of Seneca, S. C., owner of an insurance business, and a regular listener of "Daybreak in the Barnyard"... broadcast 5 am to 6 am from WLAC, Nashville, a program emceed by Herman Grizzard, veteran "personality" announcer, shown above at right.

Lowe rode sixteen hours to Nashville to fulfill his oft-written promise of shaking hands with Grizzard. He was interviewed on the program... and after being shown some of Nashville's points of interest... rode back home.

Lowe's visit is typical of friendly interest in this great 50,000 watt station by the people it serves. One "Daybreak" listener started a Herman Grizzard fan club, and its membership has been growing by leaps and bounds. And, there are scores of other instances that prove a deep loyalty to WLAC.

50,000 WATTS
Represented by the
PAUL H. RAYMER
COMPANY
CBS AFFILIATE

"GATEWAY TO THE RICH TENNESSEE VALLEY"

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12 CPs, 5 Conditional Grants For FM Stations Authorized

FIVE conditional FM grants and 12 construction permits for FM stations were authorized by FCC last week. Of the conditional approvals, four went to existing AM licensees while the fifth is a standard applicant. Nine of the CPs were to present AM operators; one to a television permittee. Noncommercial educational FM permit also was issued.

WKNY Kingston, N.Y., was authorized a conditional grant for a minimum class B station, subject to operating requirements, and channel 270 was made available for this purpose.

WWCO Waterbury, Conn., identified in ownership with WEIM Fitchburg, Mass., was authorized a conditional grant for a class B outlet, subject to further review and approval of engineering details.

Class A conditional grants were made to WFMU Alexandria, Va., and KURV Edinburg, Texas, as well as to Grosse Point Broadcasting Corp., Grosse Point, Mich. Grosse Point Broadcasting is applicant for AM slot that now operates in that area.

The FCC issued CP to Technical High School, Miami, for new noncommercial educational FM station on 91.7 mc (channel 219) using power of 400 w and with antenna height of 215 ft. Permit is in name of Dade County Board of Public Instruction.

Conditional CPs

The following were authorized CPs with conditions. Power given is effective radiated power; antenna height is height above average terrain.

Gordon Gray (WJSJ) Winston-Salem, N.C.—Class B; channel: 97.3 mc (No. 252); 200 kw; 2280 ft.
Everlades Boat Co., Miami, Fla.—Class B; channel: 93.4 mc (No. 273); 11 kw; 200 ft. (AM applicants).
WNNM Alexandria, Del.—Class B; channel: 94.3 mc (No. 223); 10 kw; 460 ft.
WMOB Mobile, Ala.—Class B; channel: 107.9 mc (No. 282); 14 kw; 280 ft.
WBBB Burlington, N.C.—Class A; channel: 104.3 mc (No. 283); 1 kw; 210 ft.
EKOT Sacramento, Calif.—Class B; channel: 106.7 mc (No. 279); 1.5 kw; 325 ft.
KWIN Port Smith, Ark.—Class B; channel: 98.3 mc (No. 252); 43 kw; 2000 ft.
WITH Baltimore—Class B; channel: 102.5 mc (No. 273); 20 kw; 500 ft.

WLOG Logan, W. Va.—Class B; channel: 94.3 mc (No. 332); 3.3 kw; 800 ft.
WWOB Chamberlain, Ill.—Class B; channel: 99.5 mc (No. 208); 33 kw; 415 ft. (In lieu of previous conditional.

The A. S. Abell Co., Baltimore—Class B; channel: 99.3 mc (No. 282); 3.1 kw; 300 ft. (Re-authorized issuance of CP on basis of new ownership).

Leaf Chronicle Co., Clarksville, Tenn.—Class B; channel: 98.7 mc (No. 294); 2.9 kw; 300 ft. (In lieu of previous conditions; firm is TV group).

Leaf Chronicle Co., publisher of the Clarksville Leaf Chronicle, has redistributed its stock with M. S. Foster, president and former holder of 99.8%, holding 60.1%; E. P. Charlet, vice president and general manager, 24.95%; Mrs. M. S. Foster is listed as director.

"49er Broadcasting Given Final Grant"
The "eyes" for the
ears of Boston fans

Through Jim Britt's eyes, sports fans among WEEI's three million listeners "see" good teams beaten by great ones. They get their good "look"—six nights a week—on Jim Britt's "WEEI Sports Roundup."

Proof that Britt knows sports and has the gift of gab is the way he snags the country's most coveted assignments: the 1946 World Series... five football "bowl" games... the 1946 Major All-Star baseball game (hailed as "a model of baseball broadcasts" by the New York Daily News)... and on-the-spot accounts of hockey, golf, track, and basketball matches for all four coast-to-coast networks!

But Britt is more than a first-class eye-witness reporter. He's also a past master at telling anecdotes, digging up news, and giving the post-game why, what, how and if.

No wonder 20% of the listening audience picks Jim Britt to be the "eyes" for its ears six nights a week between 6:15 and 6:30 p.m.* And this was during the late Fall and early Winter! Now baseball Spring training is coming up. Again the Boston Red Sox are favored to win the American League pennant, while the Boston Braves rate as a strong contender for the National League Championship. As Boston's pennant fever mounts, Jim Britt (play-by-play reporter of all home games for both Boston teams) will round up bigger and bigger audiences for his "WEEI Sports Roundup."

Boston's hopes and Britt's Hoopers make "WEEI's Sports Roundup" the buy of the season. So keep your eyes on Britt. Or better still, "get your program" ("WEEI's Sports Roundup") by getting in touch with us or Radio Sales.

*C. E. Hooper Report—November, December 1946
Teachers to Study Radio in Education
One-Day Conference to Be Held In St. Louis on Feb. 28
ST. LOUIS public school teachers will participate in a one-day study of "Radio in Education," Feb. 28, under sponsorship of the St. Louis district of Missouri State Teachers Assn.

Included in the morning general session will be an address by "The Social Dimensions of Radio" by Robert B. Hudson, director of education for CBS New York, and a discussion of "Radio in Education" led by Philip J. Hickey, St. Louis superintendent of instruction. Leaders assisting Mr. Hickey in the discussion and their subject will be: Vierling Kersey, superintendent of schools, Los Angeles; "The Superintendent Looks at Radio!"; Harold B. McCarty, director of WHA, U. of Wisconsin station, "A Look at Radio!"; Dr. James W. Clarke, minister of Second Presbyterian Church, St. Louis, "The Parent Looks at Radio."

Sessions to run concurrently are scheduled for the afternoon. One of these, on the theme "Radio, a Medium in International Understanding," will be held in the KMOX playhouse. It will be a demonstration by KMOX talent making the recording, "The Saga of the Mississippi," the St. Louis schools' contribution to a series of radio dramas sponsored by local broadcasters for classroom use, and a talk by Mrs. Kathleen N. Lardie, director of radio, Detroit Public Schools.

Miss Margaret Fleming, director of the South High School radio workshop, Columbus, Ohio, will be principal speaker at a session on "Radio, a Challenge to High School Teachers." Another afternoon session, on "Radio, a New Approach to Elementary Education," will feature talks by Mr. Leland B. McLane, assistant professor of education, Ohio State U., and Harold B. McCarty, director of WHA.

Featured at the television session will be demonstration by KSD.

Dr. Warren D. Allen, director of music at Stanford U., will be chairman of a session on "Audio-Visual Aids, a Factor in Music Education.


Ernest Hares, supervisor of instrumental music of the St. Louis schools, will lead the discussion.

CONTRARY to all appearances, this is a complete 250 w AM station. The equipment, from Collins Radio Co., Cedar Rapids, is destined for KRXU Phoenix-Glendale, Ariz. The crates and boxes, in which the instruments were packed, were enough to fill a box car.

Northwest Radio News Assn. is Formed At U. of Minnesota First Short Course

Radio newsmen from Minnesota, North and South Dakota, Wisconsin and Iowa formed the Northwest Radio News Assn. at a meeting held Feb. 14-15 in Minneapolis in connection with the first annual radio news short course conducted by the U. of Minnesota Journalism School.

Organizational work will be handled by James Baccus, WDAY Fargo, N. D., temporary chairman of the organizing committee. With him on the committee are Siegfried Mickelson, WCCO Minneapolis, and Ray Thompson, KROC Rochester, Minn. The university's course, an annual event, is the outgrowth of the NAB Radio News Clinic held in Minneapolis last May by Arthur C. Stringer, NAB director of special events. In charge of the course will be Mitchell V. Charmley, of the university, aided by Jack Dun, WDAY; Orin Melton, KYSM Mankato, Minn., and John Verstraete, KSTP St. Paul.

Opening day featured a discussion of editorializing, with William Kruger, WDSL Duluth, describing a local news program which includes a three-minute local editorial. Dr. Ralph O. Nafziger, of the university, urged editors to study their audience. Dr. Fred S. Siebert, director, U. of Illinois School of Journalism, said the test in libel is this: "Has the station taken due care in advance of broadcast to check against damaging statements? If it has, it seems safe to conclude from court actions to date that it will not be held liable."

William B. Ray, NBC Central Division news manager, described use of the wire recorder at the dinner session. United Press was host at a pre-dinner cocktail party.

Other topics discussed in roundtables were writing, led by Mel Nelson, WHO Des Moines; press association copy, led by Mr. Melton;

local and regional coverage, led by Mr. Baccus. In attendance were:

Minneapolis: David Johnson, WCAI, Nover, U. of Minnesota; Mr. Dulin; Mr. Kruger; John F. Meesger and Mr. Melton; E. V. Mankato; Ralph Andriet, Ralph Backlund, Roger Cowell, Robert Fangblom, Charles Krueger, Charles Krueger, Charles Siers, Allan Wood, WCCO, Minneapolis; Dr. Smith and Mr. Thompson, KROC, Rochester; B. H. Anderson, M. C. Bakke, B. F. Borchert, R. B. Borchert, Mankato, Minn.; E. V. Mankato; Mr. Klee, Hamed; Walter Miller, Fred Worthington and Mr. Verstraete, KSTP, St. Paul; Dick Day and Craig Campbell, WDGY, Minneapolis; Katherine Baez, KDKO, Dick Day, KDKO, Minneapolis; Wally Mitchell and Ed Steves, United Press, Minneapolis; Howard Morgan, Alvin Orton and Wally Stone, Associated Press, Minneapolis; Ralph D. Casey, Dr. Arnslay, Edwin Emery, Edwin Ford, J. Edward Gerald, Arvo Hsaga, George Haze, Donald Janson, William James, Fred L. Kildow and Dr. Nafziger, School of Journalism faculty; about 40 journalism students.

North Dakota: Mr. Baccus, Daniel D. Pande, John G. Swenson, WDAY, Fargo; Charles V. Schager, KEPR, Bismarck; Dick Anthony, KILO, Grand Forks.

South Dakota: Tony Moe, KELO, Sioux Falls.

Iowa: Mr. Nelson; E. T. Flaherty, KDFE, Sioux City; G. J. Gill, KITV Des Moines; J. E. Wilcox, Mason City; Robert Redden, WOC, Davenport.

Wisconsin: James Jack, WEAU, Eau Claire; Lew Martin, WDSM, Superior.

Decca Dividend

DIRECTORS of Decca Records, Inc., have declared a quarterly dividend of 25 cents per share on the 776,650 outstanding shares of capital stock, payable March 28, to stockholders of record March 11.

Egyptian Radio

THE EGYPTIAN Government has moved to end the contract of the British firm that operates the Egyptian State Broadcasting System, according to a New York Times dispatch. Marconi Radio Technology, Ltd., and Radio Egypt, a subsidiary of Cable & Wireless Ltd., a British Government monopoly, holds the contract for the system's operation. Expiration date of the Marconi contract is Dec. 31, 1949, says the Times.

Thomas Crabbie Dies; Durstine Executive

THOMAS MACKAY CRABBE, 41, a vice president of Roy S. Durstine Inc., New York, died on Feb. 16 at St. Joseph's Hospital, Far Rockaway, Que. Mr. Crabbie suffered two months' illness. He was a resident of Hewlett, L. I., N. Y.

Before joining the Durstine agency over two years ago, Mr. Crabbie was assistant advertising manager of Colgate-Palmolive-Peet Co., and prior to that served with BBDO, New York, for 15 years.

Surviving are his wife, Idoline Watts Crabble, a daughter, Idoline Crabble, a son, David Crabbie, and his mother, Mrs. Robert Gould.

Field, Merchant Named Executives in Radio Firm

KEITH S. FIELD, former manager of WFOU Portland, Me., and prior to that assistant manager at the WHEB Portsmouth, N. H., has been named general manager of WENE Endicott, N. Y. He will also supervise radio interests of James H. Ottaway Jr., president of Ottaway Newspapers-Radio Inc., licensee of WDOS (FM) Oneonta, N. Y., WENE and with radio interests in Stroudsburg, Pa. WENE is expected to begin broadcasting July 1.

In a similar position, but in the engineering field, J. Harold Mercant has been named engineering supervisor for the Empire News Agency's New York station. Mr. Mercant was formerly transmitter engineer at WNBF Binghamton, N. Y., and has been identified with technical broadcasting since 1936.

Roula Is Vice President

PHILIP ROUDA, of the Chicago office of Bozell & Jacobs, in charge of radio and motion pictures, has been elected a vice president. Mr. Roula joined the agency three years ago after being with the AAF.

Ban Called 'Invalid'

COMMENTING on action of New York apartment house owners for forbidding installation of television receiving antennas, J. R. Poppele, president of Mr. Poppele's Apartment Brokers Assns., said he believes reasons for the ban are "invalid in most respects, due to a lack of understanding." Situation is comparable to that in radio's early days, he said, when landlords protested radio antennas on rooftops. Television soon will find a solution to the problem as radio did then, he declared, stating that a TBA committee was not a member. Mr. Poppele is at work on it. Meanwhile he urged landlords to reconsider their action. It is unfair, he said, to deprive people of television service they want just because they happen to live in multiple dwellings.

The page number is 44, and the date is February 24, 1947.
Studebaker builds national sales with locally produced SPOT RADIO PROGRAMS!

Locally Produced Spot Radio Programs add power aplenty to Studebaker advertising. Here's the proof: Week after week Studebaker has used local talent newscasts to sell used cars, Studebaker service and the famous "postwar car." They've watched the enthusiasm of dealers in every market. They've carefully checked costs against nation-wide results. And then they've continued this successful medium year after year.

Spot Broadcasting gives Studebaker the flexibility that makes dollars travel farther. The choice of 5-, 10-, or 15-minute programs matches budgets to markets precisely. And effectiveness is increased through free choice of stations and times with pre-tested audiences.

Let your John Blair man show how this modern medium can work for you. His radio and merchandising experience are yours for the asking.

This advertisement, appearing also in FORTUNE Magazine for April, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.

Offices in Chicago • New York • Detroit • St. Louis • Los Angeles • San Francisco
Radio Libel Statute Passed in Wyoming

Radio stations are protected unless libel is shown

PROTECTION from libelous statements, unless it be shown the station has failed to exercise due care in preventing broadcast, is provided by a law enacted in Wyoming. The bill was introduced, passed both houses of the Legislature and was signed in a two-week period.

Under the law, which is identical in text with a bill introduced in Colorado [Broadcasting, Jan. 27], stations are not liable for remarks made by political candidates where censorship is prohibited by law. Active in its introduction was State Senator Robert E. Carroll, KWY Sheridan; William Garlow, KODI Cody; Harold L. McCracken, KVEs Rock Springs; William C. Grove, KFBC Cheyenne.

Statement explaining the need for libel protection was submitted to the Legislature by Wyoming stations. The text of the bill was submitted to the 27th Congress, High Tor, 14th District, who has sponsored the Colorado bill, favorably reported by a House committee.

Wyoming newspapers have been unsuccessful in the last two legislatures in their efforts to obtain passage of a newspaper libel law.

Advertising Council Wins Praise of War Secretary

A CHANGE in the peacetime attitude of Americans toward the Regular Army is reflected in a letter from Secretary of War Robert Patterson to the Advertising Council.

Secretary Patterson gives much credit to the Council for the public's increased respect for the peace-time soldier. The Advertising Council after the war conducted an Army prestige campaign prepared by N. W. Ayer & Son. Advertisers, newspaper and magazine publishers, radio networks and stations gave generously to the support of the campaign.

The Adjutant General recently presented the Advertising Council with a commendaory scroll for its service in coordinating the Army prestige campaign.

Resumes Operation

WGMG New York, FM affiliate of WHN, resumed operation on Feb. 13 after having been off the air since Jan. 5 for installation of the four-bay Western Electric 54A Clover Leaf Antennas together with a new three and one-eighth inch transmission line. The height of the supporting structure of the station's antenna was also increased to 600 feet above sea level. Station operates from 2 p.m. to 9 p.m. daily on 93.5 MHz. Channell 17, with studios and transmitter atop the Palisades, Cliffside, N.J.

COMMERCIAL

WILLIAM P. MULLEN, formerly in charge of Radio News of New York office of Lennen & Mitchell, has joined Radio Sales Bureau, broadcasting division of CBS, as an account executive. Mr. Mullen previously was general manager of WIBC Cincinnati, Md.

DAVID N. SIMMONS, former sales and program director of KSan San Jose, Calif., has joined San Francisco office of John Blair and Associates.

ROBERT H. BOULWARE, of media department of Procter & Gamble Co., Cincinnati, March 1 will join WSIAI Cincinnati as advertising sales manager. He has been with Procter & Gamble since 1937, in radio since 1938, for WJRC, an interurban operated by 3½ years' term of service in Navy during war.

ARTHUR SIMON, general manager of WPNF and WPNF-FM Philadelphia, has been appointed sales manager of WLIS New York. During the war he was chairman of United States Radio War Service, New York City, in charge of radio broadcasting in the United States for overseas military forces.

ROBERT H. NEFF, commercial manager of WJZ Washington, D.C., has been named to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

LEO PALMER, former manager of WJZ, has been named to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

HUGH BARBER, associate general manager of WJZ Washington, D.C., has been appointed assistant to the general manager of WJZ, and has been named to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

T. F. ARNOLD, program director of WJZ, has been named to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

ROBERT S. FULTON, assistant sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

J. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

L. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

F. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

K. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

M. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

D. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

R. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.

R. W. BRUNDAGE, sales manager of WJZ, has been appointed to membership in Bar Association of the District of Columbia, and has been appointed chairman of the Legal Ethics Committee of the National Bar Association for the District of Columbia.
Ever own a tweed suit that didn't readily bag at the knees in the traditional tweed manner? If you have, then you already know something about mohair—for this quality commonly results from blending into such fabrics a modest percentage of that most versatile of fibres, the hair of the Angora goat.

What you may not know is that a not-so-modest 74% of all mohair produced in the United States is grown within Kabc's primary service area, that rich Heart of Texas comprising 105 "king-sized" counties with 594,000 radio families.

As with your tweeds, the "mohair content" of the Kabc market contributes another important plus value for alert advertisers who use 50,000 watts on 680 kc to do a big job in a big state.

Write now for your copy of a comprehensive up-to-date listener response study which substantiates the fact that Kabc serves the largest daytime listening area of any Texas radio station.
No. 1,000,000
Miss Laverne Howell of Wheeling, W Va., an ardent Jamboree fan for the past six years, became the millionth ticket-holder at the theatre broadcast of the WWVA Jamboree on Saturday, February 8th.
In addition to receiving many gifts from Ohio Valley merchants and manufacturers, Miss Howell was presented with this giant-size admission ticket, which was personally autographed by all the Jamboree entertainers, and a complete set of recordings of the entire broadcast.
Sounds incredible, doesn't it? Well, it's true! Yes, on February 8th, 1947, the one-millionth ticket for admission to the World's Original WWVA Radio Jamboree was sold to a happy fan. One million paid admissions to see as well as hear the most famous of Hillbilly radio shows!

In ten years of broadcasting from a theatre stage, the WWVA Radio Jamboree has been presented before one million fans! And if a million have come to see, it's quite evident that millions have tuned in... and more and more are listening regularly every Saturday night.

See a JOHN BLAIR Man!

W-W-V-A
WHEELING, WEST VIRGINIA
Price of the UN

NAMING of Byron Price as assistant secretary general of United Nations probably came as a surprise to his host of friends and former associates in journalism, radio, and, for the past thirty years, in the motion-pictures industry. His acceptance of this important assignment as the U. S. member of the Secretariat is a natural, for we can conceive of no man better qualified for it.

There has been complaint about public apathy toward United Nations. Byron Price knows the American public as few men do, for he has spent practically all of his adult life as an editor, leaving the executive editorship of the Associated Press at the war's outbreak to become director of censorship. In that assignment he recruited and directed a staff of some 15,000 individual censors. He developed voluntary codes for press and radio, without a single hitch or untoward incident. He demonstrated a genius for organization and follow through.

As vice president of the Motion Picture Producers and Distributors Assn. during the past year, Mr. Price soon discovered the community of interest of press, radio and motion pictures. A few months ago he began carrying the torch for freedom of all media of expression. He told the NAB convention in Chicago last fall that "the power to license is the power to censor," and warned against encroachment upon radio's freedom through the licensing process.

Even though he was employed by the movies, Byron Price was performing effectively in behalf of radio and of the press in the freedom fight. With UN he will work on a broader front. For the first time all peoples—world freedom—is now his oyster.

You'll be hearing more about UN and about all freedoms with Byron Price on the job.

Chill Winds

THERE IS frequent reference in current radio literature, in the statements of many who speak publicly on the subject, to the "advertiser's responsibility in broadcasting"—"to the Government's responsibility in broadcasting"—"to the public's responsibility." Let's put this responsibility where it belongs.

The FCC licenses broadcasting stations. That having been done, its work is completed—until time for renewal every three years, or unless extenuating circumstances compel review. The FCC is not the licensee, and neither possesses the licensee's legal standing, nor shares it.

The advertiser employs the facilities of broadcasting with one dominant purpose: to sell merchandise or service. The advertiser, in that capacity, neither shares the responsibility of the licensee nor has a purpose in so sharing.

Nor should any different reasoning apply to the advertising agencies, to the public, to the churches, to the state, or to any group.

The responsibility is the licensee's, and he should not only accept the burden but eagerly take it up. It is his alone.

This is the responsibility to offer by virtue of the franchise he holds the best that is in him to give. A responsibility of such high order cannot be shared, for then it ceases to be a responsibility, but rather becomes an empty chalice to be held to the lips of all who shout "Share it with me."

Here is a responsibility which should not be accepted, and certainly cannot be borne, by the third party, the advertising agencies. It is a high calling, and in its disposition lies a measure of the man who pursues it.

As it was once said, "Life always gets harder toward the summit—the cold increases, responsibility increases." And that is to be remembered as well. If you aspire to greatness and goodness in this calling or in any other, you'll feel on occasion the chill wind of criticism. And you should have the strength to withstand that, and the courage to face up in such trial to a full realization of your responsibility.

Let them say, and indeed it may be true: "He is getting rich as Croesus in the broadcasting business." Do we then pursue our course in this nation toward becoming poorer? And if there has been wealth as reward for the enterprise you showed in sponsoring an uncertain art, then you have in turn given wealth to those in your audience: wealth in entertainment and education and in all those aspects of living which torture the tongues of those who envy our culture.

Let them say that you fail in your public responsibility to improve the art. Let them say it and listen to them for their voices are important, but make them acknowledge that the responsibility is yours, unshared.

For if that is taken from you, you have lost your license and you should have lost it.

Hi, Neighbor

THERE'S WARNING aplenty for American broadcasters in an editorial appearing in the current issue of The Printed Word, a widely distributed Canadian publication. The editorial is entitled "New Threat to the CBC" and it leads off with this paragraph:

There is a fairly strong sentiment in the United States to have the radio stations and networks taken over by the Federal Government. Which goes to show that some people in that country don't know when they are well off.

The piece then notes that such a course in the U.S.A. would affect Canadian radio "for the Canadian Broadcasting Corp. cannot live on its license fees; it cannot live on revenue from Canadian advertising, because there simply just aren't enough Canadian advertisers who have the cash to contribute programs for network broadcasting." Canadians listen, for entertainment, to the big, commercially sponsored U.S. programs, says the writer. He adds:

If, before the United States take the fatal step, they look at radio in other countries, they will learn several things which should give them pause.

First is that people prefer to listen to free radio, despite the commercial plugs, even the singing commercial; in many parts of Canada radio listeners prefer free, station-sponsored free radio belongs to free countries. Government radio has prevailed in all totalitarian countries. Government radio is subject to government propaganda, as witness the present series of programs in behalf of the Dominion Dept. of Supply and Development. Government radio station people make the rules for broadcasting and interpret them. It means that a change of government brings a change in higher officials even if operating people are protected by civil service rules.

After condemning further the license system of broadcasting as against free radio, The Printed Word ends on this note:

Junkets of members of the United States Congress are frowned on by editorial writers and other watch- dogs. But just look at Canada's radio, and Britain's radio, probably would convince them. If the CBC were ever to make a mistake in its radio policy, it won't be the same mistake made in this country or Britain.

We agree, but it is superficial even to note that we do. We want to call attention to the fact that those who want free broadcasting to continue in this country should study the developments in the nation of our neighbor to the north.

Our Respects To—

WILLIAM ALEXANDER MCGUINEAS

A COMPLETE reappraisal of radio as an advertising medium must be made if broadcasters are to overcome the advertisers outlook on radio as a secondary tool in reaching the American people.

Until some system of accurately supplying the present unknown facts about size and type of audience radio commands this appraisal cannot be made.

This philosophy is the sum of more than a decade of radio selling on the part of William Alexander McGuineas, commercial manager of one of the nation's most audible voices, WGN Chicago.

Few people have made a greater impression on advertising in the midwest than "Bill" McGuineas, who in 1933 joined WGN as a salesman.

Bill McGuineas is an ex-Marine who came out of World War I with a sergeant's rating and a determination to get ahead in the world.

As a salesman he has sold farm equipment, furniture, trade advertising (Printers Ink) and radio. While he considers the others as valuable experience, Bill's favorite is his present profession. He takes more than an active interest in radio as it pertains to Chicago, and is chairman of a committee of the Chicago Radio Management Club.

He is convinced that Chicago offers unlimited opportunities to the advertising agents for shows from the five network stations and that Chicago in the future will resume its place in the radio world. He is convinced that expensive programs that reach limited audiences will soon be replaced by programs that move merchandise.

As commercial manager of WGN he not only directs the station's sales department but works closely with Frank Schreiber, executive director of WGN Inc. in the overall management of the station. In 1935 Mr. McGuineas was put in charge of WGN's New York sales office, where he stayed until 1940. Of the two cities, Bill picks Chicago as the best proving ground for advertising experience.

Apart from the fact that he was born in Chicago (March 30, 1897) Mr. McGuineas likes the Windy City because it is still rough and tumble in spirit, sufficiently unspoiled to gamble on new ideas.

Now married to the former Elizabeth Hawley (his first wife died in 1933) Mr. McGuineas is the father of three children, Marshall, 24; Bruce, 20; and Beth, 5. When the boys entered

(Continued on page 52)

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BROADCASTING • Telecasting
From the Pacific Northwest through the Port of Portland go cargoes to All the World!

BULK GRAINS AND FLOUR
to devastated lands

HEAVY MACHINERY
to China, Africa, Australia

STEEL PLATES AND INGOTS
to South America and the Mediterranean

FRESH FRUIT
to the Scandinavian countries

LUMBER, CANNED GOODS
to any land you name

In the Pacific Northwest, enterprising activity is characteristic of the Port of Portland... and KOIN

KOIN

A Marshall Field STATION

PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
Regional Boards to Act On Construction Appeals

REGIONAL Facilities Committees have been set up by Civilian Production Administration to speed action on appeals from denials of nonhousing structures, according to James T. Bray, director of CPA's Bureau of Construction & Field Operations. Heretofore appeals have been sent to Washington.

Construction project allowances will continue to be limited to a $50,000,000 weekly national average. Projects over $1,000,000 will still be reviewed in Washington. Regional appeals committees will be located in Boston, New York, Cleveland, Atlanta, Kansas City, Dallas, Los Angeles, San Francisco and Minneapolis.

New Time for Show

THE MBS Meet the Press program moves from the Friday, 10:30-11 p.m. period to a new time, 10:10-10:30 p.m., effective Feb. 28. Philip Carlin, MBS vice president in charge of programming, announced that the program was moved ahead one-half hour "to permit a more expanded listening audience for this Mutual public service feature." Spotlight on America, formerly heard in the Friday 10:10-10:30 p.m. spot, has been discontinued by the American Transit Assn., which has started sponsorship of the MBS Bulldog Drummond series on Fridays, 9:30-10 p.m. A dance band will be heard 10:30-11 p.m. Friday.

Here is the artist's conception of the future home of KTSC and KTSFM Tucson, now being built at a cost of approximately $40,000. Architect for the two-story building is H. H. Green of Phoenix. Mr. Green is also designing studios and offices for Sun Country Network's headquarters in Phoenix, as well as additional Sun Country buildings for the firm's proposed stations at Flagstaff and Yuma.

To Drop Repeat Show

R. J. REYNOLDS Co., Winston-Salem, N. C. (Camel cigarettes), sponsors of The Bob Hawk Show, Mon. 7:30-8 p.m. and the repeat at 10:30-11 p.m. on CBS, may drop the 7:30-8 p.m. period and broadcast the show only in the later spot, it was reported last week.

Emerson Price Cut

REDUCTION from $49.95 to $39.95 in its leading portable radio model was announced last week by Emerson Radio & Phonograph Corp., New York. President Benjamin Abrams expressed hope that by widening the consumer market and stepping up production it will be possible to maintain the low figure.

Ad Club Elects

WALTER VAN de CAMP, head of California Adv. Agency, and Thomas H. A. Lewis, vice president and director of radio for Young & Rubicam Inc., have been elected president and vice president respectively of Hollywood Ad Club. C. Burt Oliver, Hollywood manager of Foote, Cone & Belding, was elected secretary, with Ernie Belt, national advertising manager of Hollywood Citizen-News, treasurer.

Respects

(Continued from page 50)

the service there was no question in their minds which branch they would choose. Both became Marines.

Mr. McGuiness believes radio's biggest job is to convince food, drug and other industries that it is a mature, firmly established medium, fully capable of competing with newspapers and magazines; that its acceptance by the public is not happenstance or based on the romance associated with the invention of a new art form.

How can the job best be undertaken? Through creative selling, an idea with which all WGN salesmen under Mr. McGuiness are indoctrinated. Creative selling to Mr. McGuiness means the union of the right product with the right time period and the right program material to attract the particular audience sought by the radio user.

Radio's failing, he believes, is the willingness to sell time for the sake of a good showing on the monthly report. As evidence he points to the mercuric use of radio by large and small advertisers as a quick means of testing and sampling, without regard for the far more important task of creating and holding public demand for the product advertised. This type of selling, he says, is the means of creating new advertising appropriation formulas.

The McGuiness' live in Wilmette, where he spends his leisure time trying to reduce an 11 handicap at the North Shore Golf Club.
NOT FOR SALE

A HUNDRED VOICES, rich with a proud tradition, the Fisk Choir is heard every Sunday night at 10:15 over WSM. For 80 years music critics have been extravagant in their praise of these singers. And in its own section of the country, this internationally famous group is not without honor—it is a favorite with the 5 million people in the WSM coverage area.

That is why the Fisk Choir occupies a featured spot on our best Class "A" time, tagged with a sign, Not For Sale.

Believing service to our listeners should precede all considerations, we work continually to preserve a balance of radio fare that will always be The Best in Broadcasting.
Mr. M. Andrews, advertising and promotion manager of NBC West Coast Division, Feb. 1 will join Young & Rubicam, Bureau of Industrial Service, Hollywood, Mr. M. Andrews has been associated with NBC for 11 years in his new capacity, he will be in charge of audience promotion division of bureau under direction of MILT SAMUEL, head of department's western activities.

CLAYTON SATTLER, formerly with Morse International, New York, has joined Doherty, Clifford & Shedd, New York, as assistant account executive in Brito-Mary unit.

SYLVAN TAPLINGER, vice president in charge of radio for Weisel & Geller, New York, resigned effective Feb. 21.

ALEXANDER STRONACH, program manager of Young & Rubicam, New York, Feb. 14 resigned. S. S. LARMON, president of Young & Rubicam, New York, is leaving the agency for reason of conflicting interests in advertising development of that country and will visit agency's Mexico operations. He will return to New York about March 10.

GLEN O. BAUGHER, former advertising manager of Talon Inc., has joined Overin Advertising, New York, as account executive.

MICHAEL F. MAHONEY, who has directed outstanding accounts in automotive, electrical, radio and packaged goods fields, has returned to Marcon Inc., New York, as vice president, to head that agency's eastern operations. He was formerly associated with that agency for over 25 years.

ANNE R. BELMAN, former account executive at Williams Adv., New York has been appointed executive vice president of Ray Austrian & Assn., New York.

WILLIAM POPPER, vice-president of Presba, Fellers & Presba, Chicago, has been elected president to succeed his father, BERT S. PREBBA, who continues as treasurer. MARQUIS M. SMITH has been named vice president and also will maintain his present position as radio director. RICHARD EINSTEIN has been appointed art director.

MURIEL WEITZEN, former copywriter at Benton & Bowles, New York, has joined Lawrence, Boles, Hicks, New York, in similar capacity. MILDRED DENGIV, former advertising copywriter at RKO Radio Ball Co., New York, has joined agency as traffic director.

ALBERT A. KOHLER, former space salesman at Sports Magazine, New York, has joined Kissettet, Wettereau & Bakes, New York, as account executive.

AURELIO PEJO, former counselor-copy-writer-media expert in Grant Advertising's international division, has joined Robert Otto & Assoc., New York, as copy chief.

CARRILL CARROLL, executive director of Ward-Whitlock & Hollywood, New York, has joined in New York for two weeks conferring with agency offices, including Chicago.

S. U. FRANKE, former merchandising and advertising manager of Shell Ranch, India, Calif. (dates, citrus products), has been appointed merchandising director of John F. Whitehead & Assocs., Los Angeles.

TERRY TOLAND, former sportscaster for Douglas Oil Co., Clearwater, Calif., has joined Young & Rubicam, Los Angeles, as account executive.

VIRGINIA WATERS, former copy manager and copy writer of WING Dayt., Ohio, has joined McCann-Erickson, New York, as assistant account manager.

RALPH CARSON Adv. and MURRAY-DYMOCK Co., Los Angeles advertising agencies, have merged with name now being used by former company. Office continuing at 3305 Wilshire Blvd.

WALTER OLIVER, formerly of Federal 1191. RALPH CARSON has been named vice president and general manager. W. D. FORSBERG, former Connecticut manager with E. H. Sargent & Co., has been named space buyer. PAUL LEVINE has been appointed art director and PAUL MILLER, account executive.

A. C. SAWYER, staff writer, Portland Ore., April 1 will open office in Seattle. ROBERT MEANLEY has been named manager and account executive.

ROBERT L. PREIS, formerly with Chilton, Chicago, has joined Potts-Turnbull Co., Kansas City, Mo., as account executive. E. G. NAECKEL, partner of L. W. Ramossey Co., Davenport, has been elected president and treasurer of agency, succeeding the late L. W. RAMSEY. He will assume general management of firm. Ramsey and Mr. Naeckel founded firm in 1921. Other new officers of firm are A. C. WALSH, executive vice president and W. J. HENDERSON, vice president and treasurer, and A. M. WALLEN, secretary-treasurer. James A. Upham, has joined agency's copy department.

Mr. E. G. Naeckel

Laurence R. ROSENBAUM, formerly on editorial staff of Pur Age, and previously with Dornett, Clifford & Shedd, that city, has joined New York office of advertising agency, Laurence R. Rosenbaum Co., with offices at 536 S. Wabash Ave., Chicago.

JACK C. APPLETON, formerly with Requies Magazine, has joined Grey Adv. Co., New York, as assistant to E. C. Moore, senior advertising executive. RUTH HAUSMAN, formerly in advertising department of Gimbel Brothers, New York, has joined agency's copy department.

DOROTHY PERRY, formerly with Blou Co., New York, and previously promotional man and assistant managing editor at Leatherneck, magazine of U. S. Marines, has joined Philadelphia office of Hutchins Adv. Co. as an account executive and member of creative staff.


DOROTHY TREVILL, former director of advertising for Elizabeth Arden, New York, has joined creative department of Lennen & Mitchell, New York.

BEN J. GREEN, former radio director of H. W. Kastor & Sons, Chicago, has joined Arthur Meyers & Co., New York, as director of a company division.

JOSEPH H. BROWN and JOHN P. STREET, account executives at Hart- Conaway Co., Rochester, N. Y., have been elected vice presidents of that city, in similar capacity. He succeeded KEN ROBINSON who has been named account executive. Agency plans to expand radio department.

Mr. Green

CHESTER ROBERTS, former divisional advertising manager for the General Foods Co., New York, in similar capacity, has joined Charles R. Schumacher Co., New York, as assistant account executive.


SINDEY FINGER Jr., formerly with account executive post at McCann-Erickson, New York, has been named production manager of Firestone Adv. Co., New York.

LAURENCE H. BROWN, Army veteran, has joined George H. Gibson Co., New York, as copy writer and assistant account executive.


GEORGE LARK, formerly on the sales staff of EGO San Francisco, has joined Lloyds Adv. Service, San Francisco, as sales representative.

DOROTHY DODDAR, formerly with promotion of St. Louis Times and KXOK St. Louis, has been named production manager of Palan Adv. Co., St. Louis.


NORMAN RONSTED, former production manager at Washington Adv. Co.. has joined Schwimmer & Scott, Chicago.

LEWIS LINDERER, formerly in advertising department of Coug-A-Booth Co., Southern California office, has joined Robert F. Dennis Inc., Los Angeles, as account executive.

TERRY BRADY, formerly of Boyd Adv., Los Angeles, has joined radio department of Dan B. Miner Co., that city.

WALTER BLAKE, account executive of McCann-Erickson, New York, and formerly with Enterprise Productions Inc. account, is in Los Angeles for advertising conferences with agency.

KENYON & ECKHARDT, New York, is in planning "You Are There" series, "Symphony Sponsors Explain Why," which appeared in CHICAGO TIMES.

RICHARD KREUZER, formerly with Alber-Frankel Co., New York, has joined production staff of San Francisco office of Kudner Agency.

Mr. Andrews

"IBCing you..." in INDIANAPOLIS

Was It Audacity... or Just Our Perspicacity?

When "WIBC Coffee Shop" was introduced as an 8:15-8:45 a.m., Monday-through-Friday talent show—competing with you-know-who...some folks thought our venture some, fools-rush-in spirit had got the best of us. But it turned out to be a pretty solid job of crystal-gazing because this half-hour of highly informal music, "drama" and homespun hilarity has not only hit a high "Hoo-siering..." but has also won that supreme accolade which is the proof of every radio pudding—a sponsor! Here is but one of many program plums which the largest live talent staff in Indianapolis has created for advertisers and can create for you. Ask your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

1070 KC 5000 WATTS

BASIC MUTUAL

The INDIANAPOLIS NEWS Station

Page 54 • February 24, 1947

BROADCASTING • Telecasting

Plans Video Station

H A W L E Y BROADCASTING Co., Reading, Pa., owner of WEEU, has been granted a construction permit by the Federal Communications Commission to build a television station. Site is located on the north summit of Mt. Penn and is considered the highest and best for television from New York or Philadelphia. Land grant is for 10 years.

WORLD'S BEST TOBACCO MARKET

W B T M - F M

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS
If Memphis is On Your Mind

...WE HOPE THESE FACTS LINGER

MORE LISTENERS PER DOLLAR IN MEMPHIS

HOOPER STATION LISTENING INDEX
CITY, MEMPHIS, TENN.

SHARE OF AUDIENCE

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<td>WEEKDAY MORNING</td>
<td>17.2</td>
<td>13.3</td>
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<td>MON. THRU FRI. 6:00 A.M.—12:00 NOON</td>
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<td>WEEKDAY AFTERNOON</td>
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<td>MON. THRU FRI. 12:00 NOON—6:00 P.M.</td>
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<td>SUN. THRU SAT. 6:00 P.M.—5:00 P.M.</td>
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<td>15.7</td>
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<td>SATURDAY DAYTIME</td>
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<td>12.9</td>
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<td>SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.</td>
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The Hooper "STATION LISTENING INDEX" is compiled from the total station mentions secured from the coincidental questions "To what program were you listening, please?" and "Over what station is that program coming?" asked of persons found to be listening to the radio. Excluded from this base ("Total Mention") are those who are "Not at home," those who are "Not listening" and those who, although they may have reported listening to the radio are unable to identify the station to which they are listening. Base for "Sets-in-Use" computation is "Total Homes Called."

Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.

The Code of Practice governing the use of "CONTINUING MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX."

Represented by FORJOE & CO.

WHHM
Independent but not Aloof MEMPHIS, TENNESSEE

BROADCASTING • Telecasting

February 24, 1947 • Page 55
CLAIR STONE, former program director of WTAS Green Bay, has joined announcing staff of WIZN Milwaukee.

NORMAN CORWIN, CBS writer-director-producer, was presented with painting of destruction of Lidice by Dr. Jaroslav Slavik, Czechoslovak ambassador to the U.S., Feb. 18 at conclusion of Mr. Corwin's sixth CBS "One World Flight" broadcast.

ADELE HUNT, WPAT Paterson, N. J., director of women's activities, has been presented with Brotherhood of Children Award for 1946 for her "deep interest in the plight of European children and her unswerving efforts in their behalf."

CHARLES WOLFE, m.c. of daily musical clock program on WMJU Daytona Beach, Fla., Feb. 15 married Ruth Dockey of Daytona.

DEAN MOORE, former program director of KLOK San Jose Calif., has joined announcing staff of KWQ San Jose.

TOM RUSSELL, former announcer at WTAG Worcester, Mass., and Army veteran, has joined announcing staff of WEEI Boston, replacing Jack Lawrence who left the radio industry to go into business with his father, STANLEY SHAW, freelance actor-announcer, has joined WEJY on substitute schedule.

MAURIE WEBSTER, assistant production manager of CBS Pacific Network, and USN's lieutenant commander, is currently working with Los Angeles Public Information Office. He will supervise all radio shows produced in interest of the Navy.

JIM PURSER, formerly of WCMU Ashland, Ky., and previously with WOPI Owensboro, Ky., has joined announcing staff of WKY Cincinnati.

AL JAVISH, record m.c. of "Make Believe Ballroom" on KLAC Hollywood, will portray himself in Columbia Pictures film by that same title.

WALTER SMITH, music librarian of KYW Philadelphia, has been promoted to rank of captain in Army Officers' Reserve Corps. He served with Army Ordnance Dept. during war.

GEOE ROTH, staff announcer at KWWC Pullman, Wash., has been named music librarian as station prepares for larger musical library. He has been named KWWC chief announcer, replacing Dick Ross, resigned.

FLORENCE HALL has been named assistant to program manager of KRxX.

THOMAS H. HUTCHINSON, veteran TV producer and author of "Here is Television," Feb. 21 addressed opening session of television production seminar, Friday evening course of Television Workshop, New York.

NORMAN CORWIN, veteran radio announcer, has joined announcing staff of KOME Kalamazoo, Mich., Dick Campbell, program director of KOME, received honorary "T" award from Tulsa U. in recognition of "exceptional services to the University and community."

IRVIN E. DIERDORFF, Jr., announcer at WCOP Boston, and HELEN F. LARSON, former WCOP traffic manager, have announced their engagement.

WHO DAYTON has named Fred Brophy, veteran TV and radio announcer. Before joining WhiO in 1941, Mr. Brophy, who has specialized in news analysis, was with WVTB Richmond, Va., and WLMU Muncie, Ind. During the war he was on leave of absence from WhiO for 43 months while serving with the Air Force as an administrative specialist.

WALTER EMERSON, attorney for ABC Central Division, is recuperating from a broken knee bone. Injury occurred when he slipped on the ice.

BILL NADEN has joined staff of CKGB Timmins, Ont., as librarian.

GEORGE RECORD, SRC artist, has been elected president of Radio Broadcasters Club of Winnipeg.

JOHN MOORE, formerly with CJIC Slate Ste. Marie, Ont., has joined announcing staff of CFCH North Bay, Ont.

JIM KIRKPATRICK, former program director of CKWS Kinston, Ont., has joined CKGB Timmins, Ont., in similar capacity.

GERALD E. BOWMAN, former head of special events division of ABC New York, and previously with INB, has been appointed program director of WTOP, Sanford, N.C.

ROY REESE, production manager of WTOP Washington, is the father of a boy born Feb. 7.

AT DONAHUE'S orchestra leader, has joined KYFD Los Angeles, as m.c. on six weekly half-hour recorded program "Al Donahue's Music Shop."

INGRID SAMUELSON, director of broadcasts on home and family for the Swedish Broadcasting Corp., Stock- holm, Feb. 11 was a visitor in San Francisco and was interviewed on "Woman's Magazine of the Air" on KPO, that city.

LOU ROSKIN has joined announcing staff of CFRN Edmonton, Alta.

WALTER O'KEEFE, comedian, Feb. 24 replaces five weeks DON McNEILL as toastmaster of ABC "Breakfast Club."

DEE MCNEILL left on a vacation.

HARVEY HUDSON, announcer at WLEE Richmond, has been named program director.

DICK DOYLE, formerly with WELO Duluth, Minn., has joined staff of WBFM Memphis.

Video Tax Show
TO AID harassed taxpayers with their annual income tax problems, WNBK New York, NBC video station, will present two Income Tax Quiz telecasts on March 1 and 8. Experts of the Bureau of Internal Revenue will answer questions put by representatives of all major income brackets, using charts and tables to make their answers as simple as possible.

Owners of Maine Station Drop Plan to Get WHUM PLANS of Oliver Broadcasting Corp., new owner of WPOR Portland, Me., [BROADCASTING, Feb. 10], to acquire WHUM Reading, Pa., were reported last week to have been abandoned.

Humboldt J. Greig, ABC sales executive and president, and 18.1% stockholder of WHUM, and Mrs. Greig have turned over their combined 20% interest in Oliver in adjustment of the WHUM ownership, and Mr. Greig and Robert McGee, WHUM vice president and general manager, have resigned as Oliver president and vice president, respectively.

Mr. McGee, who had no stock interest in Oliver, has acquired approximately 9% of WHUM stock from present owners for about $10,000, subject to FCC approval.

Mr. and Mrs. Greig's stock in Oliver was distributed among the remaining stockholders, whose present stock interests are as follows: Chester J. Brophy, executive committee chairman, 20.4%; Henry Oliver Rea, vice president, 20.4%; Murray Carpenter, president and general manager, 16.98%; William S. Newell, board chairman, 9.45%; William H. Rea, secretary-treasurer, 5.5%; George Hahn, 10.77%; H. V. Blaxter, D. F. Frawley, and Henry O. Rea Jr., 5.6% each.

Both WPOR and WHUM are new stations, authorized last year. WPOR operates on 1460 kc with 1,450 w, while WHUM is on 1240 kc with 250 w.

"Keep listening WFDE Flint—maybe Hooper call us.
You've heard what the Governor of North Carolina said to the Governor of South Carolina BUT have you heard what the Lt. Governor of North Carolina said when his prize dairy cow was lost? He called Radio Station WPTF and asked us to find the cow. A "cow lost" announcement was aired at 11:05 P.M. Next morning he had his cow. A farmer who had found a cow heard the announcement and like a typical WPTF listener he acted quickly.

Moral to time-buyers: You don't have to wait till the cows come home to find out who's the number one salesman in North Carolina, the South's number one state. Buy WPTF now.

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
A PAYING PROPOSITION

BERT C. GABLE, administrative assistant to the president of United Co. Electronics Corp., has been appointed assistant engineer of the division. His headquarters will continue to be at Bohemia.

ALLAN RANERY and JAMES McLEOD have joined engineering staff of KWSC Pullman, Wash. Station is now leasing "dynamic noise suppressor," developed by Technology Instrument Corp., Westham, Mass., to be used with transcriptions to eliminate surface scratching and remove the usual hollow base distortion without any sacrifice to the high frequencies.

FRED M. ANDREWS has been appointed chief engineer of WRCN-AM and WRCN-FM Knoxville, Tenn. During the war he headed group in publications agency of Philco Radio Corp., preparing manuals for Signal Corps radar equipment.

ROBERT MORGAN, formerly with WPCT Pawtucket, R.I., has joined engineering staff of WCPB Boston, as control room operator.

SONOCRAFT Co., New York, distributor for Presto Recording Corp., Alter- tating Corp, Brush Development Co., Rek-O-Kut Co., and Roocopt Corp., has formed research and consultation department to aid stations in installation and maintenance of all types of wire, tape and disc recording equipment.

RMA Engineers Warned

FCC asked RMA to warn industry's engineers against developing industrial apparatus to operate on frequencies reserved for communication and other purposes. Noting that recent hearing revealed industrial radio frequency equipment operating on approximately 1000 mc has been manufactured, FCC pointed out that 900-1215 mc band has been allocated to navigational aids. Manufacturers of new electronic equipment should consult FCC allocation table before initial selection of frequency, Commission said.

Discuss Syracuse FM

FM BROADCASTING in Syracuse was discussed at a meeting of 250 broadcasters, distributors and dealers Feb. 12 in the Syracuse Museum of Fine Arts. Meeting was held at the invitation of WFBF-FM, and featured the General Electric film, "The Story of FM," and talks by M. F. Soule, S. Woodward, R. G. Soule and Neal Moylan, of WFBF-FM, R. N. Bruce, district representative of General Electric's receiver division, and D. E. Galloway, district representative of the Stromberg-Carlson Corp.'s receiver division. Among those present were representatives of dealers in Auburn, Cortland, Utica, Oneida and Oswego.

Move Retires

W. FRANKLIN MOORE, vice president of BDBO New York, has announced his retirement from the agency and the advertising business as of March 31. He has been associated with the agency for the past 30 years, 25 of which he has served as an account executive. He plans a private life of recreation and travel.
Again

KOMA selects

Western Electric

New KOMA transmitter building located 9 miles south of Oklahoma City. Antenna pattern is circular in daytime, directional at night.

Here’s why...

When Station KOMA, Oklahoma City, stepped up from 5 to 50 kw recently, it was only natural that Western Electric was again selected. Since 1932, KOMA has operated a Western Electric 5 kw transmitter—and has never been off the air once because of transmitter trouble!

With its new equipment, KOMA’s primary area will cover 70 per cent of the state.

If you’re planning to build a new station or to increase your AM power, take a tip from KOMA—choose Western Electric for years of dependable, efficient operation.

For details, see your local Graybar Broadcast Equipment Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —
A NEW STATION
For a Greater
SYRACUSE

Syracuse is growing industrially, commercially and culturally. WNDR has been organized to serve this growing audience and to provide complete coverage of Greater Syracuse for advertisers. A staff with life-long merchandising experience planned its program schedule to fit the needs of the one million active buyers in its market—buyers with incomes well above state and national averages.

Owned and Operated by the SYRACUSE BROADCASTING CORPORATION
Wilson Building, 306 S. Salina St.
Syracuse, New York.
National Representative: Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco,
Los Angeles, Boston and Atlanta.

New Type of FM Antenna Developed for Home Use

NEW "Stratovision" FM antenna, named in honor of the experimental FM-television transmitting system utilizing simulators, has been developed for home use by Westinghouse Home Radio Division, according to L. E. Seper, assistant sales manager. The antenna will retail at $9.95 and feature rugged construction, swivel-base for multi-position mounting and non-corrosive fixed elements requiring no adjustments.

Outdoor installations will be necessary in some rural areas to bring in FM signals, Mr. Seper said, and will be used also to increase power and range of receptors. The antenna is a dipole with two horizontal arms mounted mechanically to the mast to assure low loss factor. Aluminum masts and elements provide all-weather service. Swivel bracket permits installation on a flat or peaked roof, or on the side of a building.

AT&T Tests Approved

GRANTS to AT&T for five microwave relay stations between New York and Philadelphia for further tests of practicability of television program transmission, multi-channel telephone communications and other long-distance services have been announced by FCC. Authorizations, covering two terminal and three intermediate stations, are for experimental operation only. AT&T has similar grants for microwave chain between Boston and New York.

Ballantyne Honored

JOHN BALLANTYNE, president of Philco Corp., last week was awarded a Certificate of Appreciation by Lt. Col. Arnold T. Gallagher, commanding officer, Philadelphia Storage & Issue Agency, Signal Corps, for work in directing development and production of radar for the armed forces. Philco is continuing its radar and electronic research for the Signal Corps. Mr. Ballantyne said the certificate was signed by Secretary of War Robert P. Patterson, Lt. Gen. LeRoy Lutes, commanding general, Army Services, and Maj. Gen. H. C. Ingles, Chief Signal Officer.

Walkie-Talkie Grants

FIRST experimental Class 2 grants in Citizens Radio communication Service—personal use of walkie-talkies and other portable two-way communications media—have been issued by FCC. Class 2 calls with four units went to John M. Mulligan, Elmira, N.Y. radio engineer, to study propagation effects and other service factors in 460-470 Mhz band allocated for development of this service. Previous grants for CRS authorized Class 1 stations for testing equipment.

Mr. McEvoy

Mr. McEvoy said that in the future the community facsimile radio station can become similar to the small town weekly newspaper and thus alter present standards of newspaper space buying.

Now—along with "The Texas Rangers"


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

prefer WIBW because we've served their interests for 20 years. WIBW is the farm station for Kansas and adjoining states.

FARMERS

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

Fax Soon to be Important Medium, McEvoy Asserts

ALTHOUGH facsimile is still in laboratory stages, it may very soon be an important element in the broadcasting field, Newman F. McEvo, media head of Newell-Emmett Co., New York, and president of the Media Man's Assn., New York, told a monthly luncheon meeting of the Advertising Women of New York at the Hotel Astor, New York, on Feb. 18.

Discussing "The Media Man's Job," Mr. McEvoy said that in the future the community facsimile radio station can become similar to the small town weekly newspaper and thus alter present standards of newspaper space buying.
Here's proof that Baltimore listener loyalty to WFBR gives WFBR advertisers a definite plus.

In figures just released—the Hutchins Company, agency for Philco—advises that WFBR gave Bing Crosby a 20.8 rating and 61.3% of the listening audience, during the first nine weeks.

This 20.8 rating was so much higher than the national rating that the agency wrote to ask what special type of promotion was used.

No special promotion. Just the regular loyal WFBR audience. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.
Junior Hollywood

TOM PAPICH, KHJ

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Again welcome Admiral Byrd back to Little America!

There they were—tall, straight and conspicuous after 18 lonely winters in the frozen Antarctic. Even back in 1929 Blaw-Knox had a reputation as radio tower experts which was well-known to Byrd’s engineers.

Today Blaw-Knox has acquired an unequalled experience through thousands of installations both here and abroad... AM, FM, UHF, Radar and Television. This valuable know-how is available to you at no added cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.

BLAW-KNOX ANTENNA TOWERS
There's a billion-dollar income in the Fort Worth-Dallas area that can be now covered with the KFJZ-WRR combination twice for the price.

Yes, one price, with no extra costs, gives you a double coverage of this rich market, with a simultaneous-or-separate-hour schedule for double sales impact.

Extensive surveys have proved the dominance of KFJZ and WRR in Texas' largest market area. . . . Let the combination of the two-dollars-and-cents results in market value for you—at one price!

\[\text{February 24, 1947}\]
Specify These Federal Air Cooled Triodes

3,000 and 10,000 Watts per pair at 88 to 108 Megacycles

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Federal Telephone and Radio Corporation

Export Distributors—International Standard Electric Corp., 67 Broad St., N. Y. C.

February 24, 1947 • Page 65
Feb. 14 Decisions...

BY COMMISSIONER WAKEFIELD

Bluefield Best Co., Bluefield, W. Va. — Granted petition for leave to amend application so as to specify 1400 kc instead of 1350 kc, and continued same to May 12, 1947.

Bluefield Best Co., Bluefield, W. Va. — Denied petition to dismiss without prejudice application.

Waves Co., Seattle, Wash. — Granted petition to dismiss without prejudice application.

Kola Best Co., North Adams, Mass. — Granted petition for leave to amend application, so as to specify 800 kc with 220 w daytime only, instead of 600 kc, 1 kw, daytime only.

Amendment was accepted and application removed from hearing dockets.

Neal W. Walsh, North Adams, Mass. — Commission on its own motion removed from dockets.

Rose Capital Best Co., Tyler, Tex. — Granted petition for leave to amend its application so as to specify 1350 kc with 1 kw, daytime only, instead of 940 kc, 1 kw, daytime only, and removal from hearing dockets. Amendment was accepted and application removed from hearing dockets.

Atlanta City Best Corp., Atlanta City, N. J. — Granted petition for leave to amend its application, so as to specify 920 kc with 220 w daytime only, instead of 1490 kc with 250 w, unlimited, etc. and for removal from dockets. Amendment was accepted and application amended, so as to specify 920 kc with 220 w daytime only, instead of 1490 kc with 250 w, unlimited, etc. and for removal from dockets.

Lyle Van Valkenburg, St. Petersburg, Fla. — Denied petition for leave to dismiss, without prejudice of his application.

Eau Claire-Chippewa Best Co., Chippewa Falls, Wis. — Granted petition requesting leave to amend its application so as to specify 800 kc instead of 100 kc, etc. and for removal from application. Amendment was accepted and application amended, removed from hearing dockets.

WBZ Best Co., Tuscola, Ill. — Granted petition for leave to amend its application so as to show addition of new stockholders to applicant corporation etc. and for removal from dockets.

WDZ Best Co., Tuscola, Ill. — Granted petition for leave to amend its application so as to show addition of new stockholders to applicant corporation etc. and for removal from dockets.

WDRB Best Co., Tuscola, Ill. — Granted petition for leave to amend its application so as to show addition of new stockholders to applicant corporation etc. and for removal from dockets.

Amendment was accepted and application amended, removed from hearing dockets.

Des Moines Best Corp., Des Moines, Iowa. — Granted petition requesting leave to amend its application so as to specify 1150 kc with 1 kw, unlimited time, instead of 1350 kc, 1 kw, unlimited time etc. Amendment was accepted and application amended, removed from hearing dockets.

John J. Lash, Waukesha Falls, N. Y. — Granted petition requesting leave to amend its application so as to specify 1000 kc instead of 1000 kc. Amendment was accepted and application amended, removed from hearing dockets.

Western N. Y. Best Co., Kenmore, N. Y. — Granted petition to dismiss application without prejudice his application.

Kola Best Co., Kekuk, Iow. — Commission on its own motion, removed from hearing dockets application for CP.

Mission Best Co., San Antonio, Tex. — Granted petition for leave to amend its application for an FM station so as to supply further engineering information.

Reno Newspapers Inc., Reno, Nev. — Granted petition for leave to amend application so as to specify 1400 kc in place of 1350 kc.

C.J. Davis, Seattle, Wash. — Petition for removal for leave to amend application so as to specify 1400 kc in place of 1350 kc. Application was accepted and amended, removed from hearing dockets.

The Voice of Nebraska’s Capital, Carson City, Nev. — Commission on its own motion, removed from hearing dockets application for CP.

Kola Best Co., Opolous, La. — Granted petition requesting continuance of hearing upon its application (Docket 7812) and that of James A. Nee (Docket 1476), to April 1 at Opelousas.

Joe V. Williams Jr., Chattanooga, Tenn. — Granted petition for leave to amend its application for CP so as to change station location, with increase in height of one antenna tower, etc.

Kola Best Co., Opolous, La. — Granted petition for leave to dismiss without prejudice its application.

WMCA New York — Granted petition for leave to intervene in hearing on application for CP.

Danville Best Co., Danville, Ky. — Denied petition requesting reorganization of record in connection with proceeding in its application and that of Commonwealth Best Co. for purpose of putting in full record present business activities of Gerald S. B. Lincoln. No exceptions noted by counsel for petitioner.

Colgren Best Co., Hudson N. Y. — Granted petition for leave to amend its application so as to specify 1350 kc instead of 1300 kc.

Asher Best Co., Quincy, Mass. — Granted petition for leave to amend its application so as to specify 1300 kc, with 500 kw, unlimited time. Amendment was accepted and application amended, removed from hearing dockets.

Nashua Best Co., Nashua, N. H. — Commission in re, by text, removed from hearing dockets application for CP.

Harold H. Thomas, Greenville, S. C. — Granted petition for leave to dismiss without prejudice his application.

Fla. West Coast Best Co., Tampa, Fla. — Granted request for continuance of consolidated hearing now scheduled for Feb. 29 on its application and that of Frank E. Duhme, and said hearing was continued March 19.

San Joaquin Best Co., San Joaquin, Calif. — Granted petition for leave to amend its application so as to show a revised DA design etc.

Pan Pacific Best Co., Coral Gables, Fla. — Dismissed petition requesting waiver of charge and allowed petition for written appearance in re application.

Feb. 14 Applications...

ACCEPTED FOR FILING

Santiago Best Co., Chico, Calif. — CP for new standard station, 1150 kc, 1 kw, daytime.

San Joaquin Best Co., San Joaquin, Calif. — CP for new standard station, 1230 kc, 100 w, unlimited time.

WMAR Savannah, Ga. — Voluntary Assignment of License to WMDA Inc.

The Valley Co., Valley Falls, Calif. — CP for new standard station, 1320 kc, 250 w, limited.


Best Co. — CP for new standard station, 650 kc, 250 w, unlimited.

WJNR New Orleans, La. — Special Service License to delete 900 kc, 250 w, unlimited time for period of 90 days.


WFXF Tiradale, Tex. — CP for new standard station, 1430 kc, 150 w, unlimited.

WKNH Dearborn, Mich. — CP for change frequency from 1430 kc to 1530 kc and make changes in antenna.

AM-1420

WFVJ Findlay, Ohio. — Voluntary assignment of license to Helen F. Hower, administratrix of the estate of Fred R. Hower, deceased.

AM-1450

Corning City Radio Corp., Corning, N. Y. — CP for new standard station, 1130 kc, 5 kw, unlimited.

AM-1480

WZMJ Jacksonville, Tenn. — Voluntary assignment of license to Elmer T. Campbell and John Perry Shertail, a partnership d/b/a as Campbell & Shertail.

Metropolitan Best Co., of Milwaukee, Milwaukee, Wis., — CP for new standard station, 920 kc, 1 kw, daytime.

AM-1490

WJRM Clearwater, Tenn. — Voluntary assignment of license to Elmer T. Campbell and John Perry Shertail, a partnership d/b/a as Campbell & Shertail.

AM-1450

WJQJ Pittsburgh, Pa. — CP to make changes in transmitting equipment, install new antenna and manage FM antenna on top of AM tower, move transmitting equipment and change studio location.

AMENDED TO MAKE CHANGES IN ANTENNA AND GROUND SYSTEM AND CHANGE TRANSMITTER LOCATION INTO NEW STUDIO LOCATION.

AM-1260

Bellevue New-Democrat, Belleville, Ill. — CP for new standard station, 1430 kc, 1 kw, unlimited.

(Ca. 1947)
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The new Presto 1-D Cutting Head offers: wide range, low distortion, high sensitivity and stability through a temperature range of 60°-95° F. The Presto 1-D Cutting Head is a precision instrument made entirely of precisely machined parts, expertly assembled and carefully calibrated. These factors, plus its sound basic engineering design, produce a cutter unequalled in performance by any other mechanically damped magnetic device.

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Applications Cont.

Applications Dismissed:

AM-1210 kc

Radio Springfield, Springfield, Ohio-Granted CP for new station, 1210 kc, 250 w, daytime only; engineering conditions.

AM-1245 kc

T. J. Shiner, Okla.-Granted CP for new station, 1420 kc, 250 w, daytime only.

AM-1490 kc

Frank W. Witherick, Blackstone, Va.-Granted CP for new station, 1490 kc, 250 w, daytime only; engineering conditions.

AM-790 kc

Thomasville Best. Co., Thomasville, N. C.-Granted CP for new station, 790 kc, 1 kw, daytime only; engineering conditions.

Granted Modification

WTB Columbus City-Granted modification of CP for change over to different transmitter and transmitter location.

AM-700 kc

East Tennessee Best. Co., Johnson City, Tenn.- Granted CP for new station, 700 kc, 1 kw, daytime only; engineering conditions.

WTOC Savannah, Ga.- Accepted application of apparatus for new station at West Palm Beach, Fla, and designated said application for hearing; and denied said petition of WTOC. (In effect this reinstates original grant to Ken-Beil)

AM-1400 kc

Radio South Inc., Jacksonville, Fla. and WJYB Jacksonville Beach, Fla.- Designated for consolidated hearing application of Radio South for new station on 1400 kc, 250 w, unlimited, with application of Jacksonville Beach Best. Co. to change frequency and hours of operation of WJYB from 1020 kc, 250 w, daytime only to 1400 kc, 250 w, unlimited.

AM-1235 kc

Alachua County Best. Co. and E. Z. Jones, Gainesville, Fla.- Designated for consolidated hearing application of Alachua County Best. Co. with application of E. Z. Jones for new station at 1235 kc, 250 w, unlimited.

AM-690 kc

KELD El Dorado, Ark.- Designated for hearing application for CP to change frequency and power of KELD from 1490 kc, 750 w, unlimited to 1490 kc, 750 w, unlimited; dismissed as moot petition requesting conditional grant.

License Renewals

WALI Laurel, Miss.- Granted renewal of license for period ending Feb. 1, 1949.

WEMP (aux.) Madison, Wisc.- Same.

WFMX (aux.) Washington, D. C.-Same.

WEMX Martinsburg, W. Va.- Same.


FM-Conditional Grants

Kingston Best. Corp., Kingston, N. Y.- Authorized conditional FM grant for minimum class B station, subject to engineering requirements and channel 250 to be made available for this purpose.

The Mattauck Best. Co., Waterbury, Conn.- Authorized conditional FM grant for class B station, subject to further review and approval of engineering details.

Grosse Pointe Best. Corp., Grosse Pointe, Mich.-Same, class A.


James Cullen Looze, Edinburg, Tex.- Same.

FM-Extension

Zenith Radio Corp., Chicago.- Granted modification of CP to extend completion date of Feb. 24 for period of six months.

FM-Location

Suffolk Best. Corp., Coram, N. Y.- Granted modification of FM CP to authorize location of main studio for class A.

FM-Cancellation


Lehigh Structural Steel Co.

17 Battery Place
New York, N. Y.

Plant at Allentown, Penna.

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Remember, it's the depth of your influence with the desired market—not your oversized reach—that counts.

*BMB calls it 12.
FCC Actions (Continued from page 68)

Decisions Concluded
permittee, without hearing, to install an appropriate antenna for purposes of reducing radiation in the direction of Sacramento to a value to be specified.

TY—Extension
The Outlook Co., Providence, R. I.—Granted an extension of commencement date of construction to March 16 and of completion date to Sept. 16.

The A. S. Allibell Co., Baltimore—Granted an extension of completion date to July 16.

TY—Extension

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Hot Tip
CONTEST for best news tip of the week from listeners resulted in WGY Cincinnati receiving a story of a fire in a garage at a key. The story was broadcast just before flames from this same burning garage severed cables connecting WGY's studio with its transmitter, location at Bromley, and forced station off the air.

AM—740 kc
WORC Orlando, license to cover CP, as modified, which authorized new station to be used for purposes of transmission power by direct measurement of antenna power.

AM—1340 kc
Koen d'Alene Bests., Co., Coeur d'Alene—CP for new standard station, 1240 kc, 250 w. unlimited.

AM—1090 kc
Knob Bests., Galesburg, I11.—CP for new standard station, 1100 kc, 1 kw. daytime.

AM—1880 kc
Kewanee Bests., Kewanee, I11.—CP for new standard station, 1200 kc, 250 w. daytime.

AM—1290 kc
Logansport Bests., Corp., Logansport, Ind.—CP for new standard station, 1230 kc, 250 w. unlimited.

Transfer of Control
KJFB McAllister—Voluntary transfer of control of licensees corporation from Robert Bost, Kenneth A. Durham and Joseph F. Rosenfield to Times Publishing Co. (200 shares of capital stock)

AM—1910 kc
Central Bests., Independence, Kan.—CP for new standard station, 1010 kc, 250 w. daytime.

AM—1010 kc
Parsons Bests., Parsons, Kan.—CP for new standard station, 1010 kc, 250 w. daytime.

AM—940 kc
Parish Bests., Corps. Minden, La.—CP for new standard station, 1290 kc, 250 w. daytime.

AM—1950 kc
WXJX Jackson, Miss.—License to cover CP which authorized changes in vertical antenna and ground system and for change of studio location.

AN—1500 kc
KOPR Butte, Mont.—Involuntary assig.

(Continued on page 78)

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Printers' Ink

FCC Actions

(Continued from page 70)


AM-1560 kc The Montana Network, Butte, Mont., for new standard station, 1560 kc, 1 kw, unlimited.

AM-1560 kc Niagara Becht. System, Niagara Falls, N. Y., for new standard station, 1360 kc, 250 w, unlimited.

AM-1560 kc WNDR Syracuse, N. Y. —License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1560 kc Twin Tonawandas Studios, Tonawandas, N. Y.—CP for new standard station, 830 kc, 1 kw, daytime.

AM-1560 kc KYFY Bismarck, N. D.—License to cover CP which authorized installation of new transmitter and authority to determine operating power by direct measurement of antenna power.

AM-560 kc The Advance, 111 West 42nd St., New York 17, for new standard station, 560 kc, 550 w, daytime.

AM-1370 kc Lakes Area Becht., Co., Pye, Oklahoma—CP for new standard station, 1270 kc, 250 w, daytime.

AM-1450 kc KOKE Becht., Casadiesh, Ore.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM-1450 kc Yaquima Radio, Newport, Ore.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM-1400 kc Rose City Becht., Co., Portland, Ore.—CP for new standard station, 1140 kc, 1 kw, daytime.

AM-1450 kc WILK Wilkes-Barre, Pa.—License to cover CP, as modified, which authorized new standard station and for change of antenna location and authority to determine operating power by direct measurement of antenna power.


AM-1450 kc Harold H. The Becht. of Spartanburg, S. C.—CP for new standard station, 1460 kc, 1 kw DA, unlimited.


AM-650 kc KRCV Goose Creek, Tex.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1250 kc Leonard B. Brown, Kerrville, Texas.—CP for new standard station, 1230 kc, 250 w, unlimited.

AM-1450 kc KOSA Odessa, Tex.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1250 kc Terrell Broadcast Co., Terrell, Texas.—CP for new standard station, 1220 kc, 250 w, daytime.

AM-1400 kc KBBJ Galax, Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Assignment of License

WLLR Richmond, Va.—Voluntary assignment of license to Lee Becht. Corp.

Assignment of License

KEYR Seattle, Wash.—Voluntary assignment of license to Western Wave Inc.

AM-1340 kc WHAR Clarkston, Wash.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1450 kc WDLB Manfield, Wis.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

AM-1140 kc Lincoln Operating Co., Miami, Fla.—CP for new standard station, 1170 kc, 5 kw, DA, unlimited.—AMENDED: to change frequency from 1450 kc to 1140 kc, 5 kw to 5 kw nighttime, 10 kw daytime, change type of transmitter.

FM—Unassigned

Frontier Becht., Co., Austin, Texas.—CP for new FM station, 47,100 kc.—AMENDED: to change frequency from 47,100 kc to "to be assigned by FCC", type of transmitter, transmitter location, ERP from 31.2 kw to FC, 52.2 kw and make changes in antenna system.

McKinley Air Enterprises, McKinley, Texas.—CP for new FM station, 1380 kc, 250 w, daytime.—AMENDED: to change frequency from 1380 kc to 1600 kc, 250 w, daytime to 500 w daytime and change type of transmitter.

AM-1475 kc KVAK Anchorage, Alaska.—CP for change frequency from 1450 to 1200 kc, increase 250 w to 1 kw, change hours of operation from unlimited to daytime, make changes in transmitting equipment, and install new vertical antenna.

WSPF South Bend, Ind.—CP to specify type of transmitter from 6 kw to 1 Kw, and make changes in antenna system.—AMENDED: to make changes in antenna system.

Remote Pickup

Alaska Becht., Co., Anchorage, Alaska.—CP for new remote pickup broadcast station, 1622, 2058, 2150, 2790 kw, 200 w, unlimited.

Remote Pickup

General Becht., Co., Atlanta, Ga.—CP for new remote pickup broadcast station on 15870, 15840 mc, power of 50 watts, special temporary license.

Remote Extension

Commodore Becht., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station, extension of operation of new station (WFSN) for completion date.

Remote Extension

Commodore Becht., Decatur, Ill.—Modification of CP which authorized construction of new remote pickup broadcast station, extension of operation of new station (WFSN) for completion date.

FM-91.5 mc

WUIC Urbana, Ill.—CP to change frequency from 1500 mc, unlimited, to 910 mc, and install new transmitter, and antenna system.

Increase Power

KSVY Iowa City, Iowa—Modification of CP which authorized construction of new noncommercial educational broadcast station to increase power, increase power from 1 kw to 3 kw and to make changes in antenna system.

AM-1110 kc Griffith Becht., Co., Parsons, Kansas.—CP for new standard station, 1120 kc, 1 kw, DA, unlimited.

AM—Extensions

WCPB Becht.—Modification of CP which authorized moving old main transmitter, and installation of composite 5 kw, amplifier to be operated as auxiliary transmitter with power of 5 kw, employing DA-DA, for extension of completion date.

FM—Unassigned

Radio New Rochelle, New Rochelle, New York.—CP for new FM station (class A) on frequency to be assigned by FCC, and ERP of 2.25 kw.

FM—Unassigned

WHDL Olean, N. Y.—CP for new (class B) FM station on frequency to be assigned by FCC.

AM—1150 kc Rome Sentinel Co., Utica, N. Y.—CP for new standard station, 1150 kc, 5 kw, DA, unlimited.—AMENDED: to change power from 5 kw to 1 kw night, 5 kw day and make changes in DA, 250 w.

TV—Extensions

WFIL-TV Philadelphia—Modification of CP which authorized new commercial TV station, for extension of completion and completion dates.

(Continued on page 74)
QUESTION: Is 94.6% more than half?

ANSWER: Yes! Even on the Pacific Coast!

There's a lot of talk going around about the inside half and the outside half of the Pacific Coast buying market. Frankly, there is no such thing as an outside half.

The bone, marrow and good meat of the Pacific Coast market lie in just eleven Metropolitan Districts. These eleven areas include 70.5% of population, 73.5% of radio homes, 72.6% of retail sales, 77.6% of effective buying income. (*ABC Pacific covers these eleven districts—plus!* In addition, it covers eight other worthwhile markets from inside. *Altogether, ABC Pacific reaches 94.6% of the Coast daytime listeners and 92.5% of the night-time listeners (primary areas).*

ABC Pacific will do a real job for you and your product. Use it and find out first-hand the outstanding selling job this network can do.

The Sales Keys to America's 7 Great Markets...

SPOT SALES DIVISION

ABC 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.

February 24, 1947 • Page 73
Benton Sees Future In Worldwide Radio
States Views in Letter Written To Dr. Arno Huth

A SPECIAL message from William Benton, Assistant Secretary of State, has been sent to Prof. Arno Huth, for use in his course in International Broadcasting, given at New York's New School for Social Research. Kenneth Fry, chief of the State Dept.'s International Broadcasting Division, will participate in the class discussion featuring Mr. Benton's message.

"I am most interested in the outline of your forthcoming course "International Broadcasting"." Mr. Benton wrote Dr. Huth. "I don't know of anyone who has approached this subject on such a comprehensive basis.

"You are pioneering in a subject that is as important as it is new. The field is but little understood by those not actually operating in it. Its potentialities are enormous. There is no instrument for communication between peoples with comparable potentialities. It can reach remote as well as populated places, and can reach them instantaneously. It can hurdle boundaries and political obstacles at boundaries. It is not affected by paper shortages, import quotas or change restrictions."

"The number of receiving sets is bound to multiply; and we may safely count on steady improvements in transmission. Thus broadcasting will be a force of ever-increasing importance in international communication..."

Dr. Huth also announced that two executives of CBS have agreed to participate in the course. They are Edward R. Murrow, vice president in charge of news, and Edmond Chester, director of broadcasts to foreign countries. Special arrangements are being made for the students of the course to attend the broadcasting of some international programs in the New York studios of the State Dept. and CBS, and to visit the NBC International Broadcasting Stations at Bound Brook, N.J.

AMERICAN FARM BUREAU Federation's 1947 "Certificate of Distinguished Service to Agriculture" was presented to Harvey Dinkins (r.), farm service director of WSJS, by Dr. Arno Huth for his contributions to the network "International Broadcasting".

FCC Actions (Continued from page 72)

Applications Cont.: (AM—1750 kc)

Anderson Bros. Co., Anderson, S. C.—for new standard station, 990 kc, 1 kw, ERP AMENDED; to change frequency from 860 to 980 kc, AMENDED; to change frequency from 980 to 1070 kc.

Waycross, Ga.—For license to cover CP which authorized new station on 1460 kc, unlimited. New licenses to be granted for new stations on 1460 kc, unlimited. Revisions by FCC.

Waycross, Ga.—For license to cover CP which authorized new station on 1460 kc, unlimited. New licenses to be granted on condition of receiving new station on 1460 kc, unlimited. Revisions by FCC.

Benton B. Co., Greenville, S. C.—for new standard station, 1240 kc, 350 kw, ERP AMENDED; to change frequency from 1240 to 1640 kc, power from 150 to 250 kw, daily only, and hours of operation from limited to limited.

WKAH, Athens, Ga.—For license to cover CP which authorized new station on 1460 kc, unlimited. Revisions by FCC.

WNFR, Florence, S. C.—For license to cover CP which authorized new station on 1460 kc, unlimited. Revisions by FCC.

WFBU, Dayton, Ohio.—For license to cover CP which authorized new station on 1460 kc, unlimited. Revisions by FCC.

"The number of receiving sets is bound to multiply; and we may safely count on steady improvements in transmission. Thus broadcasting will be a force of ever-increasing importance in international communication..."
PORTABLE GENERATORS
(GASOLINE ENGINE DRIVEN)

Low WAA prices make these sturdy, all-purpose portable electric power units practical for use on jobs which have never before justified expensive equipment. Today these generator sets, designed and built for heavy duty work, are for the first time cheap enough to use for unusual jobs in out of the way places. Decide now where you can use one or more—and act immediately to take full advantage of these remarkable prices.

Types available:

**ALTERNATING CURRENT:** 60 cycles, single and three phase, 120-480 volts, 1 1/2 kva. and up, priced from $250 up.

**DIRECT CURRENT:** 24, 110, 220 volts, 1/4 to 40 KW, priced from $80 up.

All generators are sold under existing priority regulations. VETERANS OF WORLD WAR II are invited to be certified at the War Assets Administration Certifying Office serving their area, and then to purchase the materials offered herein.

EXPORTERS: Your business is solicited. If sales are conducted at various levels you will be considered as a wholesaler. Any inquiries regarding export control should be referred to Office of International Trade, Department of Commerce, Washington, D. C.

See our display booth at the Western Metal Exposition and Congress Show at Oakland, California, March 22 to 27, 1947

OFFICE OF GENERAL DISPOSAL

WAR ASSETS ADMINISTRATION
Baltimore AM Applicant Seeks Cumberland Outlet

USE OF RADIO to bring the entire State of Maryland and the people of the State closer together is anticipated by Tower Realty Co., Baltimore AM applicant, which has filed a new application with FCC for a station at Cumberland, Md.

Karl F. Steinmann, Baltimore attorney and chairman of the board of Tower Realty, explained that because of Maryland's geographical condition the people of Cumberland and Baltimore "might as well live in separate states so far as exchange of news and views by radio is concerned." A statewide radio system linking the various sections, he said, would aid development in aviation, health, recreation, industry and other fields.

Tower Realty's Baltimore application, for 580 kw with 10 kw day and 5 kw night, has been heard by the FCC in a consolidated proceeding with several other 690-kw applicants including WCBM Baltimore [BROADCASTING, Nov. 25]. The Cumberland application, for 1400 kw with 2500 full time, was filed shortly before the Feb. 7 deadline for consideration under FCC's temporary expediting procedure. Maj. Gen. Philip Hayes is president of Tower Realty and A. Jack Stewart is vice president in charge of radio development.

New Canada Outlets

CALL LETTERS of a new Bridge-water, N. S., station operating with 1 kw on 1000 kw will be CBK, and F. H. Hirtle, manager.

Another new Canadian outlet at Riviere du Loup, Que., will have the call letters CJFP. It will operate with 250 w on 1470 kc. Ansel Belle has been named CJFP manager.

BMB Operation Discussed By Unit of Ad Fraternity

THE BABBON Institute chapter of Alpha Delta Sigma, national advertising fraternity, devoted its Feb. 18 meeting at Babson Park, Mass., to a consideration of BMB's operation and measurement of radio station and network audiences and the uses to which its findings may be put.

Leon Nelson, chief beneficiary of J. Walter Thompson Co., New York, and a member of the BMB board of directors, discussed the need for a uniform measurement of station audiences which will lead to the formation of BMB. A motion picture on BMB followed.


NETWORK ACCOUNTS

New Business

ZONTI PRODUCTS Corp., New York, March 3 opens a consolidated newpaper agency office in Montreal with several Canadian outlets, including "Kraft" Montreal radio, for 12 weeks "Kraft Music Hall" on NBC. Thurs., 9:30-10 p.m., Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

SOUTHERN COTTON OIL Co., New Orleans (Wesson oil and Snowdrift shortening), March 3 in a consolidated proceeding "The Human Side of the News" with Edwin C. Hill on ABC, Mon.-Sat. 1:30-2:30 p.m., Agency: Kenyon & Eckhardt, N. Y.

KRAFT Co., Chicago, April 1 renewal for a consolidated "Kraft Music Hall" on ABC, Thurs., 9:30-10 p.m., Agency: J. Walter Thompson Co., N. Y.

Network Changes

KNOX Co., Los Angeles, Feb. 16 switched "Danger, Dr. Danfield," on ABC from Sun. 5:30-6 p.m. to 2:30-3 p.m. Agency: Robert B. Rule Co., Hollywood.


Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Looks after us for full details and quotations.

EMPLOYERS INSURANCE CORPORATION

INSURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI
Red Cross Radio Day

THE FOUR MAJOR networks will cooperate in observance of Red Cross Radio Day, Thursday, Feb. 28, in connection with the forthcoming 1947 American Red Cross fund campaign. Following previous custom, each network will ask its commercial clients having programs on the air that day to tie in or cross-refer to the campaign. Each network will be recognized by an appeal by President Truman, speaking from the White House from 10:10 to 10:15 p.m., for public support of the annual Red Cross drive. The President will be introduced by Basil O’Connor, Red Cross national chairman.

FCC Actions

(Continued from page 74)

> Discussions:

change type of transmitter, for approval of new location and to specify studio location.

BY COMMISSIONER WAKEFIELD

KTVN Shreveport, La.—Granted petition for removal of existing docket of application for CP (Docket 7986).

Feb. 20 Decisions...

BY COMMISSION EN BANC

WROK Rockford, Ill.—Filed transfer of control of 85.2% of common stock of licensee corporation from Joseph S. DeSoto (deceased) to Albert G. Sims, discretionary under will of Mrs. Ruth Hannah Sims; no monetary consideration involved.

Assignment License

KCIC Clovis, N. M.—Granted consent to assignment of property by WJFFW, WDJF-FM and WDIAM to WJFFW, WDIAM; no monetary consideration involved.

Modification of CP

KSJO San Diego, Calif.—Granted modification of CP to increase power from 5 kW to 1 kW DA, and to apply studio equipment.

AM—1470 kc

Air Waves, Inc., San Diego, N. Y.—Granted CP for new station, 1470 kc, 1 kW DA, with engineering conditions.

Grant Modification

KSJJ Fuelber, Tex.—Filed application modifying conditional grant, so as to specify an individual, subject to condition that applicant agrees to satisfy legitimate complaints of bluish interference occurring within the 250-mile contour.

AM—640 kc

WG Men, Iowa.—Granted SSA to operate from 6 a.m. to 6 p.m. on 250 w., 600 kc, 1 kw, for period ending Nov. 1, 1949, or to cease operation.

KFDR, Fairmont, Minn.—Granted CP for new station, 640 kc, 1 kw, 1 kW DA, with engineering conditions.

VFM—Conditional Grants

San Mateo County Beasts, San Mateo, Calif.—Authorized CP for new FM station of Class A subject to further review and approval of engineering data.

Okla. Press Pub., Co., Muskogee, Okla.—Same except Class B station.

WELE Erie, Pa.—Same.

W. Wright Ech, Dayton Beach, Fla.

Wichetong, Bost, Co., Wichita Falls, Tex.—SAME.

FM—Antenna

KGDM Stockton, Calif.—Granted CP to operate FM in area south of west tower of classic.

KPSB Sacramento, Calif.—filed petition for reconsideration and granting of its FM application.

FCP Reused

American Bost, Corp., Lexington, Ky.—Authorized reissuance of CP for grant to American Bost, Corp. to install FM antenna at new northwestern tower of classic.

KSDM—Conditional Grants

Inter-City Adv., Co., Charlotte, N. C.—Authorized CP for new FM station of Class A subject to further review and approval of engineering data.

KSDM—Conditional Grants

Inter-City Adv., Co., Charlotte, N. C.—Authorized CP for new FM station of Class A subject to further review and approval of engineering data.

KCOS—Conditional Grants

American Bost, Corp., Lexington, Ky.—Authorized CP for reissuance of CP to the American Bost, Corp. with same conditions and date as the CP issued to the American Bost, Corp., to cover change in corporate name.

Modification of CPs

WGN Chicago—Modification of CP to extend completion date for period of six months.

Beckley Newspapers, Beckley, W. Va.—SAME.

SMI Smith Jr., Beckley, W. Va.—SAME.

Middle Ga. Bost, Co., Macon, Ga.—Modified grant of CP to extend completion date for period of six months.

Johnston Bost, Birmingham, Ala. —SAME.

General Electric Co., Schenectady, N. Y.—Modified grant of CP to extend completion date for period of three months.

Application License

Allen B. DuMont Labs, Navy.—Same.

Petitions Granted

The Commission granted petitions of Universal Bost, Co., the Metropolis Co., respectively, of Chicago, Ill., and Allen B. DuMont Labs., to participate in decision in matter of Rules and Regulations concerning Multiplexing of Broadcast Stations (Docket 6000), and ordered that these petitioners be made assignees.

Feb. 20 Applications

ACCEPTED FOR FILING

AM—1250 kc

WGGD Gaddens, Ala.—Modification of CP to extend completion date for extension of completion date.

AM—530 kc

KOY Phoenix, Ariz.—CP to increase power from 1 kw day and night to 5 kw day, 1 kw night; install new transmitter.

FM—Unassigned

Arthur H. Croghan, Santa Monica, Calif.—CP for new (Class AI) AM station to be assigned by FCC; ERP 1 kw.

AM—1490 kc

KBOL Boulder, Colo.—License to cover AM station to be authorized new standard station and for change of engineering conditions, to include term for increase in vertical contour.

AM—910 kc

KPFO near Denver, Colo.—Modification of CP to increase power and installation of new transmitter, for extension of completion date.

Modification of CP

WPQD Jackson, Mo.—Modification of CP, as modified, which authorizes change in frequency, increase power and installation of new transmitter and studio transmitters, for extension of completion date.

AM—1460 kc

General Bost, Co., Atlanta, Ga.—CP for new (Class B) FM station, channel 95, 50 kw, ERP, 93.5 mc.

AM—985 mc

KEIO Pocatello, Idaho.—CP to change frequency from 1455 to 1460 kc, install 250 w transmitter and DA for day and night use.

WACZ carrot, III.—Modification of CP which authorizes change in frequency, increase power, install new transmitter and studio and transmitter locations, for extension of completion date.

AM—1460 kc

KSO Des Moines—Modification of CP, as modified, which authorizes changes in DA for night use, installation of new transmitter and studio transmitters, for extension of completion date.

AM—910 kc

WCOC Meriden, Miss.—Modification of CP which authorizes increase in power and installation of new transmitter, for extension of completion date.

AM—1100 kc

WGAT Utica, N. Y.—License to cover CP, as modified, which authorized new standard station and studio location and to determine operating power by direct measurement of antenna power.

AM—1490 kc

WYBL Florida.—License to cover CP, as modified, which authorized new standard station and studio location and to determine operating power by direct measurement of antenna power.

AM—910 kc

WKBK Winter Haven, Fla.—License to cover CP, as modified, which authorized new standard station and to specify

studio location; authority to determine operating power by direct measurement of antenna power.

Remote Pickup

General Bost, Co., Atlanta, Ga.—CP for remote pickup station, 158.75, 158.40 mc, 50 kw; emission: speech.

AM—1190 kc

WBXH Rome, Ga.—Same to cover CP, as modified, which authorized new standard station and area of change in radio location; authority to determine operating power by direct measurement of antenna power.

Modification of CP

WKBI Kansas City.—Modification of CP which authorized new FM station, to make changes in antenna system; to specify engineering conditions and completion dates.

AM—1550 kc

Waukegan Bost, Corp., Waukegan, Ill.—CP for new FM station, standard, 1550 kc, 250 w, daytime.

AM—1170 kc

Iowa City Broadcasting, Inc., Iowa City.—CP for new standard station, 1170 kc, 250 w, daytime.

AM—900 kc

Concordia Broadcasting, Concordia, Kan.—CP for new standard station, 900 kc, 250 w, daytime.

Unassigned

Modern Bost Co. of Baton Rouge, Baton Rouge, La.—CP for new FM station of standard, 920 mc, ERP 1000 mc. To be assigned by FCC.

KMLB Monroe, La.—CP to make changes in DA, permitted 100 kw.

AM—1190 kc

Radio New Orleans, New Orleans—CP for new standard station, 1400 kc, 250 w, daytime.

AM—910 kc

Davis Bost Co., Muncie, Ind.—CP for new standard station, 1100 kc, 250 w, daytime.

AM—1190 kc

WOKQ Silver Spring, Md.—Modification of CP which authorized new standard station, for approval of antenna, to make changes in DA, permitted 100 kw, for approval of transmitter location and to change station location.

AM—1050 kc

WHBF—Benton Harbor, Mich.—Modification of CP which authorized new FM station, to complete changes.

AM—950 kc

WDWT Detroit.—Modification of CP, as modified, which authorized new commercial television station, to change transmitter location and to change type of transmitter.

AM—1350 kc

Ridion Inc., Ewell, Md.—CP for new standard station, 1430 kc, 250 w, unlimited.

AM—1490 kc

Gene Tibbetts Sr., Philadelphia, Miss.—CP for new standard station, 1440 kc, 250 w, unlimited.

AM—1490 kc

Donald P. Wrigley, Kirkville, Me.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1490 kc

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

WLWT Cincinnati.—Modification of CP which authorized new commercial television station, to change station location.

FM—Amendment

Board of Education, Toledo School District.—CP for new noncommercial educational station, 1250 kc, ERP 250 mc, (whichever is available), 250 w, unlimited, (whichever is available), for 24 hours, AM—1110 kc.

Modification of CP

WFRN Santa Monica, Calif.—Modification of CP to new commercial educational station, to change radio location due to extension of completion and commencement date.

Remote Pickup

Pikes Peak Co., Continental of Colorado Springs, Colo.—CP for new remote pickup station, 1622, 2550, 2150 and 2790 mc.

AM—880 kc

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

AM—910 kc

WSH—Winter Haven, Fla.—License to cover CP, as modified, which authorized new standard station and to specify

(Continued on page 78)

Broadcasting • Telecasting

February 24, 1947 • Page 77
FCC Actions (Continued from page 77)

Applications Cont.: new FM station, to change

Frequency to Harrisville, Mich.—To change

Frequency from 1050 kc. to 1055 kc. to

Frequency to Harrisville, Mich.—To change

Frequency from 1050 kc. to 1055 kc. to

Frequency to Harrisville, Mich.—To change

Frequency from 1050 kc. to 1055 kc. to

Frequency to Harrisville, Mich.—To change

Frequency from 1050 kc. to 1055 kc. to

Frequency to Harrisville, Mich.—To change
give reasons for its actions so there could be some appeal to a "disinterested court or tribunal."

"Perversion of the intent of our laws," he said, "has made it possible for ambitious labor leaders like Petrillo to establish themselves as dictators over large sections of our populace and to usurp powers not even permitted the Congress by the Constitution of the United States."

Fears Groundless

Dr. Maddy told Broadcasting that "radio won't survive if no- body but union musicians can perform. It takes more than that to develop talent." Earlier he had told the committee that there is no basis to Mr. Petrillo's fears of competition from students. Few music students, "not more than 3%," have the desire or capacity to become professional musicians. The remaining 97%, he maintained, will become supporters of better music on the radio, in the concert halls, symphony orchestras, operas, recordings, thus increasing demand for good music and therefore musicians.

Meanwhile, Chairman Hartley on Thursday urged Rep. Leo, E. Allen (R-Ill.), chairman of the House Rules Committee, to speed action on a resolution which would grant subpoena powers to his group. It was learned that favorable action by the Rules Committee was expected within a week and that the House may also be expected to vote the resolution into effect without much delay.

Rep. Clare E. Hoffman (R-Mich.), a member of the Labor Committee, told Broadcasting that he would like an opportunity to question Mr. Petrillo but declared that committee members would need more than the five minutes now permitted them for cross-examination. The long, involved statements made before the committee by witnesses, he declared, "have much less value when we are not permitted to inquire thoroughly into the pertinent facts."

No Interest

LISTING given in Broadcasting, Feb. 17, of applications filed with FCC in pre-deadline rush incorrectly identified Ronald B. Wood- yard as operating WHQ Orlando, Fla. The mistaken reference was in item concerning Fort Lauderdale application of Mary W. Martin. WHO is owned by Orlando Daily Newspapers Inc. with Martin Anderson as president and 39.2% stockholder. Mr. Anderson slated last week that he and Mr. Wood- yard came to an amicable parting when it developed that the latter's other radio interests precluded his presence in Orlando to set up the new outlet.

Mr. Kluge (l) and Mr. Ickes

THE CURMUDGEON, former Inter- 
ior Secretary, Harold L. Ickes, 
completed negotiations Wednesday 
with John W. Kluge, president of 
WGAY Silver Spring, Md., for 
a weekly commentary which will 
be broadcast at 6:30 each Tuesday 
afternoon, beginning March 4.

General Manager Joseph L. 
Brehchner, writer of The First 
Two Months Are the Hardest" 
Broadcasting, Jan. 27), said the 
signing of Mr. Ickes represented a 
"scoop" for WGAY, while Mr. 
Ickes explained his choice by the 
fact that "they asked me first."

Present plans are for Mr. Ickes to 
broadcast exclusively for WGAY, 
with costs to be borne by the sta- 
tion until suitable sponsorship be- 
comes available. The former In- 
terior Secretary has the contrac- 
tual privilege of deciding the ac- 
ceptability of sponsors, with assur- 
ances of "complete freedom in pre- 
paring his broadcasts."

The station also is planning to 
make transcriptions of the Ickes 
program available to small stations 
throughout the country "so they 
may have the benefit of an inde- 
pendent provocative critic of Ameri- 
can politics today."

Reports that Mr. Ickes has a 
financial interest in WGAY were 
denied by Mr. Brehchner who said 
the former cabinet member turned 
columnist was approached "cold," 
with nothing but hope that he would 
be interested.

Opens New Office

J. M. HICKERSON Inc., New York, 
has announced the opening of a 
Cleveland office, at 1900 Superior 
Ave., and the appointment of Ar- 
thur E. Smith as manager. Office 
was established to serve the Pre- 

erm Vacuum Cleaner Division, 
General Electric Co. and member 
utilities and others interested in 
The Edison Electric Institute. Mr. 
Smith formerly served as advertis- 

ing and promotion manager of the 
Premier Vacuum Cleaner Division 
and also was associated with BBDO 
Minnepolis, and the Home Appli- 
cance Dept. of General Mills.

RMA Group Plans 
Low-Cost FM Sets 
Committee Named by Board 
During Chicago Meet

THE RMA Board of Directors, at 
its quarterly meeting in the Ste- 
vens Hotel, Chicago, accepted an 
invitation extended by the newly- 
formed FM Association to meet to 
discuss the problem of low-cost FM 
receivers.

In appointing a committee which 
will meet with a similar committee 
of the FMA, the board said it would 
be fully prepared to supply produc- 
tion figures on FM receivers.

The board also said such a meet- 
ing would help materially in com- 
pacting publicity given by FM sta-

tions warning the public not to buy 
receivers without FM. Such public-

ity, they declared, actually caused 
the listening audience to hesitate in 
considering the purchase of FM and 
combination receivers.

The committee appointed to meet 
with the FMA includes: Larry F. 
Hardy, Philco Radio, chairman; H. C. Bonfig, Zenith; Benjamin 
Abrams, Emerson; E. A. Nicholas, 
Farnsworth, and S. P. Taylor, WE.

The board also approved a reso-

lution to hold the first industry 
banquet since the war at the 
RMA's annual convention, June 
10-13 at the Stevens Hotel, and 
adopted unanimously a report made 
earlier by W. R. G. Baker, direc-
tor of engineering for RMA, con-

demning the CBS petition for 
mechanical colorization made before 
the FCC.

Other business included approv- 
ing a recommendation by the RMA 
advertising committee appointing 
Fred L. Dean organization New 
York, to handle promotion for the 
association's proposed "radio in 
every room" campaign, and the 
choice of Seaview Country Club, 
Atlantic City, as the site of the 
board's next quarterly meeting in 
April. At that time the association 
will play host to the Canadian 
RMA directors.

Avlen to UN

PETER AVLEN, former general 

supervisor of international service 
for CBC, last week succeeded Ver- 
non Duckworth-Barker as head of 
the UN radio division. Mr. Avlen 
joined CBC in 1934 and has worked 
as program organizer and as sta-
tion manager in Vancouver, Toron- 
to and Ottawa. Mr. Duckworth- 
Barker will take over the UN infor-
mation office in Geneva.

Decca Director

ISIDOR LUBIN, United States 

deputy representative on the Eco-

nomic and Employment Commission of 
the United Nations, and president and 
chairman of the Board of Con-

fidential Reports Inc., has been 
elected a director of Decca Recor- 
des Inc. New York, Jack Kapp, 
president of the firm, announced 
last week.

Delivers 
Coverage of 
North Carolina’s 
No: 1 Market 
* Winston-Salem 
* Greensboro 
* High Point

WSJS 
WINSTON-SALEM

Affiliate for 
THE TRI-CITIES
* Represented by 
HEADLEY-REED COMPANY

1947 A Century of Progress

As Utah celebrates 
its century of historic 
progress, KDYL is 
proud to occupy a 
firm place in its cul- 

tural and business life, 
earned in twenty-five 
years of service.

K D Y L 
Salt Lake City 
U.P.'s NBC Station

National Representative: 
JOHN BLAIR & CO.
Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA
Spartanburg, South Carolina

500 watts day and night. Sta. No. 925-M. Rep. by Hal Price
CBS Studios for the SPARTANBURG-GREENVILLE Market

The School of
Radio Technique

NEW YORK • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Programming taught by Network Professionals. Moderate rates.

Send for free booklet B.

Approved for GI Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 278 S. Wabash Avenue

RESULTS?
THAT'S US!

CHNS

HALIFAX • NOVA SCOTIA

Maritime's Busiest Station

5000 WATTS—SOONI

Interested? Ask
JOS. WOOG & CO.,
350 Madison Ave., New York

Page 80 • February 24, 1947

Trends
(Continued from page 18)
by geographic areas and city-size follow:

TABLE V

<table>
<thead>
<tr>
<th>REGION</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<td>Pacific &amp;</td>
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<tr>
<td>Mountain</td>
<td>67</td>
<td>23</td>
<td>3</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>West Central...</td>
<td>57</td>
<td>29</td>
<td>3</td>
<td>8</td>
<td></td>
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<tr>
<td>East Central...</td>
<td>48</td>
<td>37</td>
<td>4</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic &amp; New England</td>
<td>52</td>
<td>36</td>
<td>8</td>
<td>4</td>
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</tr>
<tr>
<td>South Atlantic..</td>
<td>53</td>
<td>33</td>
<td>6</td>
<td>6</td>
<td></td>
</tr>
</tbody>
</table>

CITY SIZE:

- 500,000 & Over 60 30 — 10 — 2
- 100,000
- 50,000
- 25,000-100,000 48 41 5 4 2
- 10,000-25,000 60 30 5 — 5
- Under 10,000 74 13 — — 13

1—Yes.
2—No.
3—Don't Know.
4—Yes on Day or Night Coverage Only.
5—Unanswered.

Non-network affiliates find least agreement between their previous coverage claims and BMB figures. NBC stations encounter more differences between previous coverage figures and BMB than any other network group; Mutual stations find fewer differences. Analysis of replies to the question: "Is the BMB report for your station consistent with other coverage data you have?" by network affiliation follows:

TABLE VI

<table>
<thead>
<tr>
<th>Network Affiliation</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
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<td>ABC</td>
<td>54</td>
<td>28</td>
<td>7</td>
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<td>CBS</td>
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<td>29</td>
<td>4</td>
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<td>2</td>
<td>6</td>
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<td>33</td>
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<td>50</td>
<td>43</td>
<td>7</td>
<td>2</td>
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</table>

- 1—Yes.
- 2—No.
- 3—Don't Know.
- 4—Yes on Day or Night Coverage Only.
- 5—Unanswered.

Twenty-four percent of BMB subscribers chose not to answer this question. Distribution of the replies of those who did answer follows very closely the answers to the previous question. Detailed replies by network affiliation, region, city size and base rate follow:

TABLE VII

Class "A" Hourly Rate:

- Less than $100
- $100-$199
- $200 & over

- Yes
- No
- Don't Know.
- 4—Yes on Day or Night Coverage Only.
- 5—Unanswered.

WENED EDWARD J. Noble, (r) principal owner of ABC and chairman of the board, paid a visit to WDBAR Savannah, he was welcomed by Station Manager John P. Dyer. Mr. Noble is owner of isolated St. Catherine’s Island, off the coast of Georgia and while in residence there keeps in touch with affairs in New York by radio telephone.

TABLE VIII

<table>
<thead>
<tr>
<th>CLASS &quot;A&quot; Hourly Rate</th>
<th>Yes</th>
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<td>$200 &amp; over</td>
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<td></td>
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<td>37 24 4 31</td>
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<td>$50-$99</td>
<td>27 22 5 34</td>
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<td>23 26 4 31</td>
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<td>$10-$24</td>
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<td></td>
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<td>Under $10</td>
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</table>

BROADCASTING & Telecasting

Jacks Hone Firm

GEORGE WIESSMAN, formerly traffic manager of Abbott Kimmel Co., New York, has joined Lawrence Boles Hix, New York, as general manager in charge of the traffic and production departments.

New Beulah

After a 12-month search for a new "Beulah," character created by the late Martin Hunt, ABC ended the hunt in Atlanta, Ga., where it found Bob Corley who will play the role each Monday on ABC beginning Feb. 24, 9-9:30 p.m. Mr. Corley has been heard before on his home town station and was active in the Veterans Theatre, Inc.
Federal Communications Bar Elects Reed Rollo President

REED T. ROLLO, Washington resident partner of Kirkland, Fleming, Green, Martin & Ellis, was elected president of the Federal Communications Bar Assn. at its annual meeting last Tuesday.

Elected without opposition, Mr. Rollo succeeds Philip G. Loucks of the Washington firm of Loucks & Scharfeld. Other officers were elected as follows, also without opposition:

Carl I. Wheat, former assistant general counsel of FCC, first vice president; Guilford Jamieson, second vice president; Russell Rowell, treasurer; John H. Midlin, secretary, and Arthur W. Scharfeld and Neville Miller, former NAB president, members of the executive committee.

Mr. Loucks would automatically have been made a member of the executive committee under customary procedure, but he asked that he not be considered because he felt the board should not be self-perpetuating.

The FCBA's new president was second vice president during 1946. In addition to Mr. Loucks, other 1946 officers included Ralph Van Orsdel, first vice president; William A. Porter, secretary, and Arthur H. Schroeder, treasurer.

Proposes FCBA Office

The nominations were made by a committee headed by Howard L. Lohnes, of Dow, Lohnes & Albertson [Broadcasting, Feb. 3]. Other committee members were Louis G. Caldwell, Elliott C. Lovett, Frank Rober-

LARRY FINLEY

announces the opening of new offices of . . .

FINLEY TRANSCRIPTIONS CO.

Eastern Sales Headquarters
546 FIFTH AVE.
NEW YORK CITY
Wisconsin 7-8285

Western Sales and Production
747 SO. HILL STREET
LOS ANGELES
Maltol 4879

more listeners than any two private commercial stations in the hundred million dollar retail market of eastern canada

B.B.M.
5000 WATTS
630 KC

ask j. w. zeed & company
350 madison ave., n. y.

CFCA

the friendly voice of the maritimes

CHARELTONETOWN

Clay Osborne to Manage New Santa Monica Outlet

CLAY OSBORNE, in radio and national advertising for 20 years, has been appointed general manager of KOWL, new 5 kw Santa Monica, Calif., station on 1680 kc now under construction. His ap-

assignment was announced by Ar-

thur Crogan, licensee.

Before the war Mr. Osborne was Hollywood manager of Russel M. Seeds Company and has been an-

nouncer, writer, producer, produc-

tion-program director and manager of such stations as KOIN KALE KEX and KFI-KECA. During World War II as chief, Japan Sec-

tion, Overseas Division WO, he handled propaganda to Japan.

Studies and executive offices of KOWL will be located in Santa Monica Ambassador Hotel. Station expects to start daytime opera-

ations about May 1.

Geigy Uses Radio

GEIGY CO., New York, will use radio this spring for Cesar's and Nenid DDT insecticides, through its agency, Samuel Croot Co., New York.

Lohnes' proposal was referred to the executive committee with au-

thority to investigate and act.

A reception and cocktail party were held in the Sapphire Room, Mayflower Hotel, after the business meeting.
WBAL
(Continued from page 15)

Illustrated his point, Judge Goldsborough declared: “Naturally they are going to whitewash themselves. They are not going to say they are prejudiced. I understand that.”

When Mr. Cotone repeated that WBAL was not prejudiced, Judge Goldsborough asserted: “I know, but the lady doth protest too much.”

Goldsborough’s order, signed Wednesday, is as follows:

Upon consideration of the verified complaint herein, the application for an injunction, or counsel for the parties hereunto, upon the application for an injunction, or counsel for the parties hereunto, the hearing was concluded, it appearing that immediate irreparable injury, loss and damage will result to plaintiffs, if defendant proceeds with the consideration of plaintiff’s application for renewal of license of Station WBAL and the hearing scheduled therefor for February 25, 1947, and it appearing that defendant is about to proceed with consideration of said application and the hearing of said hearing; and, will do so unless restrained; and it appearing that the injury and damage to plaintiffs resulting therefrom will be irreparable because plaintiffs will be forced to continue their hearings with the existing hearing on issues relating to an application filed as aforesaid; and it appearing that the defendant is an alleged false and defamatory statements against plaintiffs which hearing plaintiffs will be unfairly prejudiced by said charges if they are false, and may be further unfairly and improperly prejudiced by the consideration in said hearing of representatives of defendant responsible for said charges, and will it appear to the court that the justice of the merits of the application except on the basis of improper and irrelevant considerations involving direct charges of allegedly false charges; and it appearing that this hearing will be continued pendente lite; and it appearing that a failure to issue a restraining order may allow this court to later issue on plaintiffs application for declaratory judgment will be ineffective in repairing such damage, it is ORDERED, that defendant, its members, agents, employees, attorneys and subsidiaries are hereby restrained from taking any proceedings, including the holding of any hearing, in connection with the application for renewal of license of Radio Station WBAL; and it is further ORDERED, that this preliminary injunction shall remain in effect until judgment is entered upon the complaint herein, and that said plaintif gives security in the form of a bond with surety approved by the court in the amount of $5,000.00 for the payment of suit costs and attorney fees as may be incurred or suffered by defendant or any parties suffering therefrom, for which said bond may be found to be properly, fully enjoined or restrained, as provided by Section 65 (1) of the Rules of Civil Procedure; and it is further ORDERED, that upon joinder of issues, the complaint shall be adjudged upon the calendar and set down promptly for trial.

T. Allen Goldsborough
Associate Justice

Radio Relations

ERNEST BAUER, head of Ernest R. Bauer Assoc., New York, public relations firm, last week announced the formation of the national bureau of radio relations, with offices located at 152 West 42 St., New York. The new bureau is offering public relations and publicity services to networks and stations and will also act as consultant to firms using radio as an advertising medium. Mr. Bauer will also continue to head his own public relations firm.

FCC Asks Additional $82,000
To Help Move Huge Backlog

TO SECURE additional personnel to help move the tremendous backlog of broadcast applications awaiting action, FCC has asked Congress for an $82,000 supplemental appropriation for the present fiscal year.

Spokesmen at the Budget Bureau, which approved the request, said the money, if appropriated, would be used to hire, within 30 days, immediately as many as possible of the approximately 80 new workers requested for the Commission for the fiscal year starting July 1. Some $14,000 of the total would be used in Washington; the remaining $68,000 of the total would be used in the field.

The Commission’s current backlog of applications, numbering around 1,200 in AM alone, coupled with FCC’s pledge to grant or issue hearing designations by May 1 on all AM applications on file as of Feb. 1, was considered among the major factors motivating the request. The message to Congress also pointed out that applicants’ expenses increase materially when their applications are held up for long periods of time.

The request for a supplemental appropriation, sent to Congress last week, was referred to the House Appropriations Committee.

Meanwhile, the Commission continued its channel conferences on a six-day basis last week, and scheduled sessions on additional channels.

Agency Named

BENEDICT BOGEAUS Productions, Hollywood, has appointed J. Walter Thompson Co. as advertising agency for its forthcoming picture, “Christmas Eve” and “A Miracle Man Has Happened.” The motion picture department of J. Walter Thompson’s Los Angeles office will prepare the advertising campaigns in cooperation with the New York office.

WJIM Traffic-Continuity
Chief Dies at His Home

ROBERT F. INNES, director of the traffic and continuity department at WJIM Lansing, Mich., died at his home Feb. 15 after a year’s illness.

Born at Jackson, Mich., in 1912, Mr. Innes attended the Battle Creek schools and Albion College. His first radio position was at WELF Battle Creek in 1931. He served as an announcer. In 1934 he joined the WJIM staff as a tenor and announcer and continuity writer. He was appointed director of continuity in 1937, and the job of traffic manager was added to his duties in 1946. In 1946, Innes resigned from WJIM to join News and Features Radio.

Surviving are his wife, Geraldine, a son, Roger Keith, daughter, Robyn, and his parents, Mr. and Mrs. Frederick Innes of Battle Creek.

To Air Cubs Games

MIDWEST Baseball Network, Chicago, which last month announced the signing of an agreement with WIND to broadcast the Chicago Cubs 1947 baseball games on a regional network, today stated that all stations included in the network had been signed. Under terms of the agreement WIND will originate the broadcasts, and Old Gold and Walgreen Drugs will receive national commercial announcements without additional charge, with between-spotting slots sold to national and local advertisers on a pre-set basis. Stations where the effective April 15 include WMJW WDWS WDNK WIKO WQUA KCBK KAYX WMUS WMAM WDUS WMQ WOBT WICM WDLB.

Dear Maisie,

These Texans are just like people, here in El Paso. They like NBC and KTSM. Some fellow called Cooper says KTSM is an El Paso habit.

Norton Co. P.R. Co., Inc.

NOW 5000 WATTS

KSF-F
TWIN FALLS, IDAHO

WEED & CO., Representatives

5000 WATTS 1350 KC.

ENGLISH ♦ JEWISH ♦ ITALIAN
National Advertisers consider WEVD a “must” to cover the great metropolitan New York Market.

SEND FOR WHO’S WHO ON WEVD
WEVD – 117 West 46th Street, New York, N. Y.

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BROADCASTING ♦ Telecasting
Stratovision

(Continued from page 15)

quences of 1 mc, 107.5 mc and 514 mc. It has been distributed among FCC engineers and others interested in the project.

Ready for Phase Two

Westinghouse is now preparing to conduct Phase Two of its stratovision development program. In this phase it hopes to show that steady rebroadcasts of good quality can be provided over an area of at least 400 miles diameter.

The FCC sees possibilities in stratovision as a result of its own monitoring and engineering studies. In a report by its Laboratory Division, submitted last Dec. 3, the summary continues these statements:

"It was found that, in comparison with the same power radiated from antennas near the ground, signals of good strength were transmitted to much greater area.

"Reasonable confirmations of theoretical calculations were obtained in the cases where nearly ideal receiving locations were used. Evidence was obtained of the fact that the field intensities available at ordinary home receiving antennas in the ground are considerably lower than ideal smooth earth calculations predict.

"It is indicated that automatic gain control circuits may be necessary on television receivers making use of signals radiated from moving aircraft."

This summary was signed by McVor L. Parker Jr., FCC project engineer, and approved by E. W. Chapin, chief, Laboratory Division, and Willmar K. Roberts, assistant chief, Laboratory Division.

The FCC’s report lists detailed findings on each flight, along with charts, and concludes with this statement:

"From an engineering standpoint, it appears to be entirely feasible for point-to-point relay service."

Suggest Weaknesses

FCC’s conclusions suggest weaknesses in stratovision at its present embryonic state. For example, the “disturbing possibility” noted in that urban and suburban areas field intensities at low antenna heights might be considerably below expectations. In areas near the position of the plane effects of shadows, a characteristic of higher frequencies, would be greatly minimized, it is stated, but on the other hand at medium and large distances the shadows of hills and buildings would present the same problem as signals emanating from ground antennas.

"In general,” the FCC says, “it may be said that these tests have demonstrated that where the receiving location is favorably situated the received field intensities will closely approximate those predicted by theory.

Ever since its last flight test Aug. 28 a group of engineers, working under Mr. Nobles, has been collecting results of Phase 1 tests and preparing new and better electronic gear for Phase 2 flights. A B-29 four-motor bomber will be adapted for flight broadcasts by the Glenn L. Martin Co., Baltimore, which is handling the aviation portion of stratovision development.

The bomber will be refitted by the Martin plant to permit steady flying at 30,000 feet, the height at which Westinghouse claims stratovision will be able to provide reliable FM and television service. This service is planned to include perhaps nine separate programs, feeding them from properly located planes to a large portion of the nation’s population.

Between pages of field intensity charts are crowded the laboratory reports of these experimenters. There were five flight attempts between Dec. 9, 1945 and Aug. 30, 1946. The cryptic accounts pass off difficult situations with such statements as “part in airplane failed”; “operators passing out because of faulty oxygen equipment”; "transmitter broke down destroying transformer”; "weather terminated flight.”

Out of this maze of technical data come many enlightening statements. A Feb. 11, 1946, letter from John W. Steen, of the Westinghouse law department, to Mr. Nobles stated the FCC’s Laurel, Md., monitoring station heard the stratovision plane’s Feb. 8 broadcasts all the way from Baltimore to Providence and back. The Providence monitoring station heard it as far away as Philadelphia.

Fifth Time in Air

This was only the fifth time the plane had been in the air for a stratovision test. The Feb. 8 readings were: 100 uv/m when plane was at 24,000 feet over New York City; 300 uv/m when plane was at 10,000 feet over Philadelphia; 1800 uv/m when plane was at 10,000 feet 25 miles north of Baltimore. (Laurel is about 20 miles southwest of Baltimore.)

Signals were picked up from the Westinghouse 50 kw KYW in Philadelphia and rebroadcast, though crosstalk from the plane’s interphone and poor modulation marred the 107.5 mc signal rebroadcast to the ground. The 514 mc transmitter suffered a burned up plate transformer.

Less than two months later, after a March 27 flight to Bridgeport, Conn., with Mr. Nobles again aboard, the report stated: "By the time New York City was reached on the way back the modulation on the signal was intelligible and at.

(Continued on page 84)
Stratovision

(Continued from page 83)

Trenton, N. J. (approx. 140 mi.) it was felt the signal was com-pletely satisfactory as to strength and quality.

All through the Phase 1 tests emphasis was placed on field strength measurements rather than fidelity, since the equipment used was not designed to produce signals of broadcast quality.

First Night Flight

On the first night flight June 7-8, to Pittsburgh and back, the plane's retransmitted signal on 107.5 mc "was received with tuneable strength to a distance of 136 miles at 10,000 feet and during the entire flight at 20,000 feet."

Listener tests of reception from the plane were conducted June 18 on the Philadelphia area. The results of the 514 mc tests indicate that long-range transmission is possible at these frequencies at least under the conditions here used for test.

The flight provided new data on reception at a relatively level seaside site, for comparison with receivers located in rugged terrain and sheltered spots. Earlier tests had shown that terrain cuts down signals well below calculated measurements based on a "billiard ball" earth. And as in other tests, effects of sky wave and ground wave propagation were studied with the plane apparently receiving both a sky wave and rebounced sky wave from the earth.

Final flight test was conducted Aug. 30. On the series of flights, television transmissions were simul-

ated through use of a pulse-modulated

radar transmitter.

Convinced of Feasibility

Enough flights had been con-

ducted to convince Westinghouse that stratovision is feasible. The company knew by this time that it could successfully rebroadcast FM and television signals over the promised area. It had concentrated on measurements, leaving quality and reliability for later tests when better equipment and better planes would become available.

Though the results of Phase 1 are highly satisfactory, there remain many problems to be solved in future research. These include problems anticipated plus countless others that developed by day. Many new prob-

lems will be encountered in Phase 2 as better equipment is utilized, the equipment will be given a proper orientation so that more height itself guarantees improved performance.

Under the original stratovision project, 14 planes will be able to cover 78% of the population by flying fixed courses over selected areas, each plane covering an area of 103,000 square miles. One plane, for example, will pick up a program from the ground, relay it by low-power transmitters to the other 13, and then all 14 will rebroadcast direct to receiving sets. One plane would be equipped to transmit four television and five FM programs, besides serving communication channels. The Martin company has designed a special plane for the job but in the meantime the B-29 bomber will be used for developmental tests.

Westinghouse has not determined how stratovision ultimately will be used. The developmental project will be pursued on a phase-by-phase basis. If the second phase proves successful, a third series will be undertaken, then a fourth, until it is finally determined that the method is entirely feasible. Under this contingent plan, the first test should show the next test not measure up to expectations, the conclusion might be reached to abandon the project.

WBBC New York has been presented with a plaque by Mayor William P. Furry of Paterson, N. J., in appreciation for station's all-day salute to Paterson on Jan. 24.

WFC, FM station of WMBG Richmond, held its formal opening at 7:30 p.m. last Monday with a three-hour dedication. Ceremonies featured talks by Gov. William M. Tuck; Mayor Horace H. Edwards; the Rev. Byron Wilkinson; Wilbur Havens, Richmond Broadcasting Co. president; and local talent. Gov. Tuck congratulated Mr. Havens "for a long and distinguished career in the field of radio." He added: "I am happy to salute WMBG on the passing of 20 years of service and to welcome WCD to the air."

WMBG has carried on an exten-
sive campaign for several months to promote the new FM station. Plaques, card displays and wind window strips announcing WCD were sent to every radio dealer in Richmond. The station mailed 10-

000 FM pamphlets to a selected mailing list, and WMBG ran spot announcements about the new station three times a day for several weeks preceding WCD's opening.

In addition to newspaper publicity, the station was further pro-
moted by balloons, printed with in-
formation on WCD, its place on the dial and an invitation to listen.

Guests present at the opening cere-
monies received Pioneer FM List-

er Certificates, as did those who

were in requesting the certificates.

The station operates on 96.3 mc with a radiated power of 47 kw. Tower elevation is 657 feet above sea level. Call letters, WCD stand for Capital of the Old Dominion, according to Mr. Havens.

WCD personnel includes: Mr. Havens, president and general manager; Walter A. Bowry Jr., assistant general manager; Ralph D. Wailerstein, director of national sales and local affairs; Allan J. Phaup Jr., manager of program department; Conrad Rianhard, director of studio programs; Mrs. B. F. Dalton, chief of traffic department; J. P. Kellogg, chief of continuity department.

Ameche, Todd, Gelinas

Start Productions Firm

A RADIO production firm, Tag Productions, New York, has been formed by Jim Ameche, actor and announcer, currently heard on MBS Story Theater, Dick Todd, singer, and Frank Gelinas, director-producer who has worked on such programs as RCA Victor show and Borden Ginny Simms program.

The firm is offering a quarter-

hour five-times-weekly series of programs entitled "Song in My Heart" featuring Mr. Todd and Mr. Ameche. Feature of the series is the offer of three prizes to persons writing in telling their favorite song and the reason its "the song that is in my heart." Song will be sung by Mr. Todd with a narration by Mr. Ameche.

Attorney for Tag Productions is Patrick J. Murphy, with offices at 270 Madison Ave., New York.

Casey to Be on WBBM

ROBERT J. (Bob) CASEY, famed announcer and former news director who resigned from the Chicago Daily News, will devote a major portion of his future activities to radio. WBBM Chicago this week confirmed that it had signed Mr. Casey to an exclusive contract and would presently air the commentator, Saturdays, 10-10:15 p.m. CST.
Researchers Spar Before Radio Execs

Hooper, Nielsen Appear As Co-Speakers
In New York

WITH C. E. Hooper and A. C. Nielsen as co-speakers, last week's meeting of Radio Executives Club of New York was another research session following up the criticism cast at current radio research two weeks earlier by Robert Elder, vice president of Lever Bros. Co. [Broadcasting, Feb. 10].

Meeting was announced by REC President Robert Swasey as "definitely not a debate," and Mr. Hooper confined his remarks to showing how superior radio research is to that of other media. Mr. Nielsen, however, introduced a more direct competitive note by contrasting the claimed advantages of his audimeter method of measuring radio audience behavior with the alleged shortcomings of the coincidental technique utilized by the Hooper organization.

Radio's inferiority complex, based on its lack of a circulation measurement, was admitted by the Audit Bureau of Circulation would baffle any advertising man experienced in all media, Mr. Hooper said, pointing out that "no competitor of radio can produce measures superior or as accurate, than the audience reached and hence increase constantly the value of the advertiser's investment."

The next REC meeting, on March 8, will be programed by Dorothy Lewis, NAB coordinator of listener activities, and the Assn. of Women Broadcasters, with a skit, "Adam's Rib of Radio," the major item on the agenda, Mr. Swasey announced.

Retrenchment May Cost Radio Million Dollars in Billings

APPROXIMATELY a million dollars worth of radio billing will be lost as a result of reannounced retrenchment plans of the American Home Products (White Hall Pharmaceutical Co.), New York.

The advertisers on March 28 will drop their Kenny Delmar Hollywood Jackpot, 3 times weekly on CBS and on June 1 the Bob Burns Show, Sundays on NBC, it was learned last week.

In addition to canceling the two major shows the advertiser and its agency last week were negotiating with CBS officials to reduce the number of CBS stations carrying its daytime programs, "Our Gol Sunday," and "Heil's Treasures." Both programs are currently aired on the full CBS network.

One of the reasons for the major retrenchment may be traced directly to heavy inventories in drug outlets. In the past year druggists have overloaded on "luxury items" such as cosmetics and perfumes. As a result those who did not sell the overload as expected during the Christmas holidays are concentrating on merchandising these products and are consequently curtailting their current buying of drug items.

Dancer-Fitzgerald-Sample, New York, handles the Kenny Delmar and Bob Burns shows, Sullivan, Stauffer, Colwell & Bayles, New York, services the Bob Burns show, Sundays, 6-7 p.m. on NBC.

It was understood that although the Bob Burns show will be dropped on NBC, the advertiser will retain the time and replace the expense with one of its other programs now appearing on CBS.

Personnel changes are expected to take place as direct result of the slashing.
Salaries of Seattle Announcers Raised

PAY INCREASES ranging from 10 to 15% are included in a new one-year agreement signed Febru-
ary 14 by three Seattle network-afiliated stations and local repre-
sentatives of the American Federation of Radio Artists. The sta-
tions are KIRO (ABC), KJR (ABC), and KOMO (NBC).

The agreement grants an in-
crease of approximately 15% in salary for staff announcers and sets the top at $75.50 a week. For ex-
perienced announcers, starting salary is $67.50 a week for the first six months, $72.50 in the seventh month, and $77.50 thereafter. For inexperienced announcers, starting pay is $67.50 a week for the first six months, $72.50 in the seventh month, and $77.50 thereafter.

Top salary for staff writers is set at $65 a week. For senior writers (those with at least one year's full-time experience with a network-affiliated station), starting minimum is $56. This increases to $60 at the end of the first year and to $65 at the end of the second year. For junior writers, starting pay is $42.50, increasing to $50 at the end of six months and to $55 at the end of a year.

Free-lance announcers, actors and singers will receive a flat 10% increase in fees on ratification of the agreement by national head-
quarters of AFRA. Increases for staff writers and announcers are retroactive to January 1.

Near Agreement

NEGOTIATIONS between AFRA and Chicago's class B stations were proceeding in a “satisfactory” manner, according to spokesmen for both parties, with the only basic difference the matter of mini-
um fees. From authoritative sources, Broadcasting learned Thursday the class B stations had offered $75 weekly, with Ray Jones, assistant national executive secre-
tary who had originally proposed $100 dollars as a minimum, counter-
ing with $86.

Little likelihood that any con-
tact with AFRA would be reached before next week was indicated, although Mr. Jones said both parties had reached an understanding on working condi-
tions.

AFRA To Negotiate

AFRA is scheduled to start nego-
tiations with the three class B stations for a staff announcers contract with WPAT, Paterson, N. J.

Negotiations Between UE and GE are Delayed

CONTRACT negotiations between the United Electrical, Radio & Ma-
chine Workers of America (CIO) and the General Electric Co., which had been scheduled to begin Feb. 17 in New York [Broadcasting, Feb. 17], last week were postponed until Feb. 26.

Meanwhile the UE, representing some 75,000 Westinghouse employ-
eses, is negotiating with officials of the Westinghouse Electric Corp. in Pittsburgh. Although no figures have been divulged, it was known that the UE was demanding “sub-
stantial wage increases” for its members and also paid holidays, a union shop and a broad health and retirement program.

RWG-NBC Pact

NEW pact between NBC Holly-
wood and Radio Writers Guild calls for $360 per month rate for staff writ-
ers. Guild had sought parity with New York contract but failed.

RDG Convention

Radio Directors Guild has scheduled its first national conven-
tion in Los Angeles early in March 15-16. Or-
ganization's constitution and by-
wars will be part of agenda.
7 Involve $410,000; Rest Are Non-Monetary Transfers

APPLICATIONS requesting FCC approval of seven station transfers, involving approximately $410,000, have been announced by the Commission. In addition five transfers having no money considerations were reported.

Western Wave Co., Inc., Seattle, has purchased KEVJ Seattle, for $190,000. Previously an applicant for 50 kw on 1540 kc in Seattle, Western Waves has had KEVJ is assigned 10 kw on 1909 kc.

KFJN Marshalltown, Iowa (1230 kc, 250 w), licensed to Marshall Electric Co., has been sold for $76,000 by its present owners, who hold interest in a standard application for Des Moines and an FM conditional permit for that city, to the Times-Republican Printing Co., publisher of the Marshalltown daily Times-Republican.

Present owners of WFIG Sumner, S. C. (1340 kc, 250 w), have sold the station for approximately $57,000 to a group of 18 local businessmen. Assignment of license of WDEV Waterbury, Vt., is asked to Lloyd E. Squier, survivor of the firm which also included William G. Ricker, who was missing and presumed dead in World War II. Mr. Squier is to pay $35,000, with an insured consideration of $25,000 of that amount. WDEV operates on 550 kc with 1 kw full-time.

WIGM Transaction

George F. Meyer has sold WIGM Medford, Wis., for $30,000 to Medford's Station 15, Inc., of which he is secretary and 20% stockholder. Assignee is permitting of WDLB Marshfield and has other radio interests. WIGM is assigned 1400 kc.

Transfer of control of WACE Chicopee, Mass. (730 kc, 1 kw day), is requested from John S. Begley and David J. Hayes, equal owners, to Mr. Begley who increases his interest to 66% through capitalization of $15,600 in notes and investment of $3,500 new capital. Stock authorization was increased from 400 to 949 shares, with Mr. Begley acquiring the new 20 shares.

Assignment of license of WDAC Savannah, Ga., is asked from A. C. Neff as individual owner to firm WARD Inc. of which Mr. Neff is 90% owner. Nephew K. Clark acquires 10% interest for $3,000. WARD assignment is 1400 kc, 25 kw.

In the Seattle transaction Mr. Talbot, who is sole owner of Evergreen Broadcasting Corporation and licensee, proposes to retain his permit for a class B FM outlet in Seattle under conditions stated in a letter of August 5, 1946. Western Waves, conditional permittee for a Seattle FM outlet in 1945 (38-1/3%), socially prominent daughter of the late C. D. Bitison, Seattle businessman and one leader.

Oral Argument Over Commission's Multiple Ownership Rules Begins

WITH some two dozen FM, television and AM applicants represented, oral argument on FCC's multiple ownership rules will be heard before the Commission on Thursday afternoon, beginning at 10 a.m. today (Feb. 24).

The order of appearances, released by FCC late last week, shows that attorneys scheduled to participate and expected to consume from six to seven hours in presenting their clients' views on proper interpretation of the rules. The hearing will relate primarily to the regulations as they apply to FM and television station ownership, and authorities said it would concern "duplicity," common ownership of stations with overlapping service—rather than to multiple ownership as it relates to the total number of stations one licensee may control.

The order of appearances as worked out by FCC and private attorneys in pre-hearing conferences is listed below, with the estimate of time needed shown in parentheses. Unless otherwise notified, the applicants are participating in connection with FM applications or grants. The list:

1. W. Theodore Pierson, for Yankee Network and WITM Trenton, N. J.
2. R. Hover, deceased, to Helen F. Hover, administratrix of her husband's estate.
3. In the KIOX transfer, J. A. Clements, one-sixth owner, is replaced by Harry L. Reading Jr., former Collector of Internal Revenue who now is tax accountant for John George Long, half-owner who also operates KXAS Fort Worth, Texas, and KVIC Victoria, Tex., and has application for Texas City. Remaining interest in KIOX is held by T. C. Dodd.
4. The WRRN action involves incorporation of the present co-partnership, Frank T. Kidd and Perry H. Stevens, with the latter becoming president and treasurer and the former vice president. Floyd C. Chilton is secretary.
5. The KXO transfer results from divorce of J. S. McBeath, half-owner, and Emmie Agnes McBeath, who, with her daughter Lolita, holds the other half interest. The property settlement provides that the stock of his wife and daughter be returned to Mr. McBeath.
6. The WLEE application seeks assignment of license from Thomas Garland Tinsley Jr., general manager and 14% owner of WTHI at Bloomington, to Lee Broadcasting Corp., of which Mr. Tinsley is president, treasurer and 99.6% owner. Patricia McCord Tinsley is vice president and Irving G. Abel, the WLEE station manager, is secretary.

O'Connor Thanks Radio For 'Dimes' Campaign

PARTICIPATION of broadcasters in the 1947 March of Dimes campaign "did much to assure the success" of the drive for funds, Chairman Basil O'Connor has notified John Miller, NAB president. Mr. O'Connor's letter follows:

It was a pleasure to have you again serve as the chairman of the 1947 March of Dimes National Radio Division. More than ever we sincerely believe that the networks, their affiliated stations and independent stations did much to assure the success of the 1947 campaign. I also want to express my deepest appreciation for your courtesy in introducing me to the radio audience over Clear Channel on Jan. 14. You were most kind. Your assistance in the fight against infantile paralysis is appreciated by all.

McTigue in Hospital

HARRY McTIGUE, general manager of WINN Louisville, suffered a heart attack Feb. 18 and is still in critical condition, according to his personal physician. Mr. McTigue was placed in an oxygen chamber at his request and he also suffered from incipient pneumonia. Hospital physicians said Mr. McTigue, although recovering satisfactorily, would require several weeks of hospitalization before being well enough to return to his duties.

(30 minutes); Andrew G. Haley, for Copley Press, Elgin and Joliet, Ill., the Southern California Associated Newspapers, Alhambra and Glendale, and San Pedro Printing & Publishing Co., San Pedro, Calif. (30 minutes);

Paul M. Segal, for WADC Akron (AM application) and KOIL Omaha (60 minutes); William C. Kloptevitz, for Universal Broadcasting Co., Indianapolis, the Metropolis Co., Jacksonville, Fla., and Sun Country Broadcasting Co., Tucson and Phoenix (30 minutes); Frank Stollenger, for Commodore Broadcasting Co., Springfield, Ill. (no time estimate), and Reed T. Rollo, for WTIC Hartford (no time estimate).

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Help Wanted

Commercial manager, experienced, for station within 50 mile radius of Washing-
ton, D. C. Give full details of past experi-
ence. Box 725, BROADCAST-

Necessary—Two first class engineers. Must be
successful in all phases of station operation,
working conditions $500 starting pay plus per-
table living. Send complete details in first letter.
Box 747, BROADCASTING.

Experienced salesman—Permanent position
member wanted to develop business for sta-
tion serving metropolitan area on east coast.
No network. Income commensurate with results. Box 746, BROADCASTING.

Program-production manager with five years
experience desired for station on east
coast. Must be familiar with sales, news,
programming. Send complete details in first
letter. Box 860, BROADCASTING.

Five thousand southeast network affiliate has openings for key posi-
tions. Send picture, audition disc, references, and desired salary. Box 807, BROADCASTING.

Engineer-announcer. Must be experi-
ced, with training in both electrical and
sound systems, to work on southeastern station with network. Excel-
lecence in technical knowledge required. Must work 50 weeks a year for 40 hours. Box 808, BROADCASTING.

Announcers with some experience wanted—by 250 watt Mutual affiliate in small
west Virginia town. Good starting sal-
ary with advancement possibilities to cap-
able men. Send all details in first letter. Box 810, BROADCASTING.

New York station needs sales manager.
Combination engineer-announcer, engineer-
Announcer. Attractive college town. Box 813, BROADCASTING.

Lowest 50 kilowatt station is looking for a top salesman. He must be a solid commercial announcer preferably with a specialty in addition. The posi-
tion involves working a shift and is not one for a man unwilling to put in hours and effort. Box 814, BROADCASTING.

Clear channel wants disc jockey—On-one
station, no experience required. Tell all in first letter. Box 818, BROADCASTING.

Combination engineer-announcer and ad-
nouncer in midwestern city of 40,000.
250 watt Mutual affiliate. Station is estab-
lished and secure. Good prospects. Apply and send letter and picture. Box 826, BROADCASTING.

Experienced disc jockey. Presently at 5
kw. Minimum $60 per week. Box 823, BROADCASTING.

Salesman's attention: Dominant station in
west's finest community seek-
ing experienced salesman. Must have
well-rounded experience selling retail
department store, appliance, aluminum, ad-
vertised, etc. Good starting salary excellent future. Prefer westerner. Mature family
wanted. Positions available to experienced men. Fifteen percent commission guaran-
teed $50.00 weekly minimum. All replies confidential. Box 834, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation wanted—Real estate broker, Count 3 words for blind box number. One inch ads, acceptable, $1.25 per insertion, non-com-

Help Wanted (Cont'd)

Good ad lib man for lecturer's position to
play theatre coast to coast for long
established motion picture producer. Mature appearance and excellent stage
demeanor a must. Will travel with his ser-
vice. Send complete details in first let-
ter. Box 755, BROADCASTING.

Wanted—Engineer-announcer, first class
station with area of special advantage, 
new network station studio and tower ad-
inicial town. Send complete details in first
letter, salary $500, apartment house available. WMCO, Covington,
Ga.

George Oxford or anyone knowing his
air in 40 to 60 days to WBLA, Box
71, Hammond, Louisiana. If you can sell it, contact: RRK, Person-
nel, WBLA, Memphis, Tenn., for
opening.

Transmission engineer wanted by new
network station. WELM, Elmira, New York. Must be a veteran
in the field.

Announcers, program men. Opening one
kilowatt full time station going on air
immediately. First contact WOAD,
Gadsden, Ala.

Chief engineer, new 250 watt FM station
immediately. Should be able handling
installation; some announcement. Excel-
lecence in technical knowledge required.
Contact WOOC, Valley Forge, Pa.,
for interview CWTW (Courier
Wire).

New progressive station needs experi-
enced disc jockey and two announcers;
pay $50 weekly plus expenses. Contact
disc, Bill Davis, Radio Station
WOAC, York, S. C. (Fort Reid Building, Milwaukee 3, Wisconsin.

Salary is good, working conditions more
pleasant. Employees enjoy all phases of the station and have
the opportunity to advance. Salary
on average, if you are an operator-
ship. Excellent conditions. Box 760, BROADCASTING.

Clear channel wants disc jockey—One
week trial. Good opening. Tell all in first letter. Box 818, BROADCASTING.

Program staff needed for new kilowatt
news, music, Mutual station going on
air. Must have experience, but will
take good voice. Must have proven
ability. Box 819, BROADCASTING.

We are promoting two GO stations from
central room, one to executive position.
Separate salary scale. Good oppor-
tunity for sincerely ambitious man to
start at bottom under GO bill. Suc-
cessful applicant will be given oppor-
tunity learn all phases operation, but ac-
counting will be basic. After maximum of year trains will be
given given. Room, board. Must have
position and available only to person
who has good educational background sin-
cerely interested in phase broadcasting
3 kw. Send photo, complete personal
details to J. B. Pipqua, WOAG,
Gainesville, Florida.

Operator—First class, announcing experience
deirable. State experience, including
time spent doing disc jockey work guaran-
teed. WENC, Whiteville, N. C.

Seeking a capable manager for estab-
lished station in southeastern Carolina. If you are thoroughly familiar with
typical station operation, sales, over-
all management and public relations,
contact Mr. Peterson, WGOA, Baldin,
Ga.

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BROADCASTING.

For Sale

WHWL, Nanticoke, Pa., 1 Kw Outlet, Takes Air

WHWL, Nanticoke, Pa., key station for Radio Anthracite Inc., begins operations as an AM-FM outlet with 1 kw on 730 kc. Radio Anthracite eventually hopes to serve the entire Eastern Pennsylvania anthracite field, with possible additions for two other stations, a combined AM-FM outlet at Shamokin and an AM outlet at Pottstown.

Officers of the corporation are: Herbert C. Gembler, president; Sam Price, Harrisburg, vice president; Carl Rice, Sunbury, secretary-treasurer.

Sam Leach, who has been active in radio since 1925 and who was with KPAC Port Arthur, Tex., before he joined WHWL, has been named general manager of the new Nanticoke station. Other staff members include: Stanley Binkoski, commercial manager; Tom Bigler, program director.

For Sale

Studio, transmitter and transmission console for specialized requiring: a) high fidelity, high power, and low noise competitive equipment; b) steel and enameled. Decks blessed hardwired, sealed style. Price $325. Box 820, BROADCASTING.

Fairchild recording amplifier, Model 219, 16 tracks, 20 hour capacity, including 2600, 40, 15, 10 minute, 2 minute, 1 minute and one second, cost $180, WSJS, Winston-Salem, N.C., 1/25.

For Sale: 100/255 watt composite broadcast transmitter completely with amplifier, 15 tubes, 15,000 words, 4250 direct drive. For immediate installation 304C Western Electric transmitter, $1600.00 worth of tubes. Feedback circuitry, accumulating time meter on tubes. Wire or phone KIRM 13, Eureka, California.

Excellent broadcasting property to be sold in next ten days because of possible overlap. Well established 250 watt network affiliate covering two midwest markets. This station is making nice profits now and seven days per week. Real opportunity for development. Price $125,000 to the right buyer. Write Blackburn- Brown, Box 9, Ithaca, N. Y., or write Doyle Osman, KXX, El Centro, California.

RCA 4180 frequency monitor. Installation new crystal, new meter scale will modify to your requirements, price $180, WGAC, Augusta, Ga.

For sale primary installation 304C Western Electric transmitter, $1600.00 worth of tubes. Feedback circuitry, accumulating time meter on tubes. Wire or phone KIRM 13, Eureka, California.

NOW YOU CAN

INCOREESE

YOUR EARNING POWER IN RADIO!

Unless you have had specialized training in radio, under expert guidance, you may not have capitalized completely on your talent. Now is the time to go forward-now is the moment coming into radio—to develop your capacities to the fullest degree.

BROADCASTING

Chief Engineer available Immediately. A Mason with best character and technical references,3 years experience. Prefer the south. Box 866, BROADCASTING.

Refrigeration Boom

A SURVEY recently conducted by the Refrigeration Equipment Manufacturers Association reveals the addition of nearly 1,000 AM and FM stations as estimated by the FCC will greatly stimulate the demand for air conditioning equipment. The association said air conditioning equipment is a technologically advanced product in television stations and almost indispensable with AM and FM stations. Literature as to the advantages of air conditioning is being distributed to all television stations and to FM applicants by the association.

Georgia Institute

SECOND ANNUAL institute of the Georgia Assn. of Broadcasters will be held March 12 and 13 at the University of Georgia at Athens, Dwight Bruce of WTCO Savannah, representing the committee in charge of arrangements, announced following a meeting of the committee Feb. 10 in Atlanta. Program plans now are being drawn, Mr. Bruce said. A special luncheon is planned for May 19.
Importance of World Shortwave Seen

Licensees Agree U. S. Must Help Support Enterprise

INTERNATIONAL Broadcasting must continue to be an American enterprise, and because of limitation upon money available to private enterprise for such purposes, the Government must assist in the maintenance of a strong "Voice of America," in any future plans. This appeared to be the consensus of opinion last week among the seven licensees now under contract to the State Department, in international broadcasting.

Assistant Secretary of State William Benton has been working on a plan for an International Broadcasting Foundation [BROADCASTING, June 24, 1946] for more than a year. Approval by Secretary of State George C. Marshall was strongly urged by Mr. Benton in a message to Congress urging a publicly chartered corporation to operate international broadcasting facilities [BROADCASTING, Feb. 10].

Commercial Ads Could Help

One objection from industry is that the foundation plan as it stands does not place enough emphasis on possibilities for institutionalized advertising to bear part of the cost. There is recognition, however, that advertising revenue is not presently available to support privately operated international broadcasting on the scale necessary in the national interest.

In a statement for BROADCASTING, Walter Evans, vice president of Westinghouse Electric Corp. declared, "Of the plans so far proposed, it is our belief that the best solution lies in the creation of a corporation, which will be controlled by private citizens and derive its revenue from industry, our Government, and the United Nations. We met the problem of world service extending the efficiency of the American and the International Red Cross and we feel that this problem can likewise be as successfully solved. Such a corporation, free of political control, would operate the facilities without losing the confidence of any world citizen."

Mr. Evans expressed conviction that revenues from private industry would increase as world trade increases so that an annual governmental guarantee would progressively decrease. He recommended: placing international broadcasting facilities "under a single corporation created by Act of Congress"; limitation of governmental financial support to the amount necessary to underwrite annual losses, and control entirely by private citizens.

Shouse's Views

James D. Shouse, president of Crosley Broadcasting Corp., told BROADCASTING that although he had not seen a draft of the plan currently being submitted, "I have quite consistently, for several years advocated some such solution to the international broadcasting problem as far as I have been able to express it."

Wesley I. Dumm, of Associated Broadcasters Inc., of California, said he considers "the legislation now being sought by Secretary of State Marshall a reasonably sound method of approach to the problem of international broadcasting."

It was also understood that there has been opposition to the State Department plan on grounds that the operation of the United States of such a foundation might lead to warfare of the airwaves unless the United Nations are given a broad jurisdiction over international broadcasting.

Industry approval, it was learned, was given reluctantly in some cases because of concern that although a limitation of the spectrum makes centralization of control necessary, it also means too much control.

Lemmon to Begin His Own Broadcasts

WALTER S. LEMMON, president of World Wide Broadcasting Foundation, has informed the State Department that he intends to start broadcasting to Europe on his own time beginning March 1. World Wide, licensee of WURL, WRUW and three other Boston stations, has been turning all of its time over to the government up to the present.

Under the terms of a contract between World Wide and the State Department signed about ten days ago, World Wide is free at any time to request as much of its own time as it desires. The proposed program will be from 1:30 to 4:45 p.m., which government officials describe as the "best time" for broadcasting to Europe.

It is understood that although Mr. Lemmon has had an application for international broadcasting before the FCC for some time, no action has yet been taken.

Mr. Lemmon's application is the first of its kind since the government took over all international broadcasting facilities in this country in Nov. 1942. He had originally expressed the intention of beginning his own international program on Feb. 17, but postponed it until March. If World Wide cannot actually go on the air under its own name until permission is granted by the FCC.

Employees Feted As Shoe Company Returns to Air

TNE COWARD SHOE CO., Inc., New York, celebrated the launch of its new WNBC New York program, The Funky Parker Show, at an elegant dinner in its Empire State Bldg. store on Feb. 19, heralding its return to radio after an 8-year absence. The program will be heard Sundays, 1:15-3:30 p.m. At the dinner were A. H. Malson, president of Coward Shoe Co.; David Kasanof, advertising manager of the firm, and other members of the executive staff; E. Raices, account executive, and John Mitchell, radio director of the Frederick Clinton Advertising Co., New York, which handles the account.

Ecclesine to CBS

JOSEPH A. ECCLESINE, formerly a copywriter in the Time Magazine, New York, promotion department, has joined the CBS sales promotion department in the same capacity.

Prior to his association with Time, Mr. Ecclesine was with the advertising council and during the war served as associate director of the OWI's domestic radio bureau, in charge of the radio allocation plan. Before joining the OWI he was network sales promotion manager at NBC.

When it's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Duchess Music

OPEN THE DOOR, RICHARD

On Transcriptions: Capitol, Jan Garber; Standard, Freddy Martin; World, Charlie Spivak; MacGregor, Barclay Allen.

On Records: Three Flames (Col.), Count Basie (Vic.), Jack McVea (B & W), Dusty Fletcher (Cap.), Nat "King" Cole, Charlie Spivak (Vic.), Bill "Bojangles" Robinson, Phil summary, "Ike" Page (Apollo), Brown-Grimes (Cap.), Louis Jordan (Dec.), Charlie Spivak (Vic.).

Shreveport Institute

A ONE-DAY RADIO institute was held on Feb. 21 in Shreveport, la., sponsored by the American Legion Auxiliary. Mrs. V. Edward Lera, the Auxiliary's Louisiana radio chairman, was in charge. The morning session included talks by James Turner, program manager of KTBS Shreveport; Robert Ashbton, program manager of KWKH Shreveport; William Switzer, program manager of KRMD Shreveport.
5 FM Conditionals And 4 CPs Granted

FCC Also Issues Four CPs Covering Changes

CONDITIONAL grants for five new FM stations and construction permits for four FM outlets were announced by FCC last week. In addition CPs granting new facilities in lieu of previous conditions were issued by the Commission to four permittees.

Conditional grant of a class B FM outlet, subject to further review and approval of engineering details, went to San Mateo County Broadcasters, San Mateo, Calif., owner of new AM station KVSY at that city.

Oklahoma Publishing Co., Muskogee, Okla., was given a conditional class B FM grant. Firm publishes daily Phoeniz and Times Democrat.

Other class B conditional grants went to licensees of WLEU Erie, Pa., and WFJM Daytona Beach, Fla., and to Wichtex Broadcasting Co., Wichita Falls, Tex. Latter is owned by Harold Almes, 100% owner of KFIMI Beaumont, Tex.

The following were authorized CPs; conditions. Power given is effective radiated power, antenna height is height above average terrain; AM affiliations shown in parenthesis:

- WPFL-FM: The Tribune Co. (WFRA), Tamp., Fla.—Class D; channel 86.3 mc. (No. 227); 46 kw; 490 feet. (In lieu of previous conditions).
- WMLL-Evansville on the Air (WEIO, WFBS), Evansville—Class B; channel 94.7 mc. (No. 234); 20 kw; 280 feet. (In lieu of previous conditions).
- KCGB-FM: The Gazette Co. (KCHS), Cedar Rapids, Iowa—Class B; channel 96.1 mc. (No. 241); 48 kw; 310 feet. (In lieu of previous conditions).
- Stephens Boggs Co. (WDBN), New Orleans—Class B; channel 91.1 mc. (No. 218); 200 kw; 420 feet.
- Neponset Broadcasting Corp. (WFPO), Atlantic City—Class B; channel 106.9 mc. (No. 276); 280 feet.
- Spartanburg Broadcast Co. (WORD), Spartanburg, S. Calif.; channel 102.3 mc. (No. 233); 10 kw; 480 feet.
- Variety Broadcast Co. (KQXL), Dallas, Texas—Class B; channel 92.3 mc. (No. 228); 36 kw; 410 feet.
- WBFA-FM & Bro. Co. (WBVA), Richmond, Va.—Class B; channel 95.9 mc. (No. 240); 1 kw; 516 feet. (In lieu of previous conditions).

**Legislative Mill**

S.629—Ban on liquor advertising by radio proposed by Sen. Edwin C. Johnson (D-Colo.) in a bill introduced in the Senate last Monday. The measure would make licenses granted by the FCC conditional upon compliance with the non-liquor-advertising provision.

H.R.7166—A bill making it a criminal offense to interfere with the production or transmission of broadcast programs. It has been introduced in the House by Rep. Claire E. Hoffman (R-Mich.) and referred to the Judiciary committee. The measure provides for imprisonment from six months to five years and fines from $100 to $5,000 for violations which would interfere with "the freedom of speech and a free press."

**Retail TV Demand Survey is Planned**

Abrahams Will Ask Stores to Give Experience Data

SURVEYS designed to reveal the extent of the nation's retailers interest in television as a means of advertising and to collate whatever information is available about the experiences of advertisers with television will be undertaken immediately.

Survey plans were announced last Thursday, following a meeting in New York of the television subcommittee of the NAB sales managers' executive committee and group of retailers assembled by the National Retail Dry Goods Assn.

Howard P. Abrahams, manager of the NRDBA sales promotion division, will conduct the retailers' survey, asking stores in all cities with video stations now or where they are contemplated this year to report on their use or intended use of television and on what type of assistance they would like to have. Frank Pellegroin, NAB director of broadcast advertising, will obtain, from video stations now operating, their lists of sponsors with as much information on their experiences as can be secured at this early date in video history.

Surveying the meeting for the broadcasters were: Gene Thomas, WOR, chairman of the subcommittee; George Moskovic, WCBS-TV; Reynold Kraft, WNBT; James V. McConnell, NAB; S. M. Cuff, WABD; Helen Rhodes, WRGB; George Shuppent, Paramount Pictures; Mr. Pellegroin and Lee Hart, NAB.

Retailers were represented by: David Arons, Gimbel Bros., Philadelphia; Irene Bender, Associated Merchandising Corp.; Mr. Abrahams and May Stern, NRDBA.

**AT&T Dividend**

DIRECTORS of the American Telephone & Telegraph Co. last week declared a quarterly dividend of $2.25 per share payable April 15, 1947 to stockholders of record at the close of business Mar. 17, 1947.

**Radio Cake**

RADIO EDITORS "had their cake and ate it" last week, when WOR New York, celebrating its 26th birthday, reversed the procedure and distributed birthday cakes to members of the press at their offices. In addition, radio tickets to the station's two anniversary broadcasts on Feb. 22 were included.

**TRANSFER OF ONE-THIRD OF KICA IS APPROVED**

SALE of one-third interest in KICA Clovis, N. M. (1240 kc, 250 w) by owner Hugh DeWitt Landis to Manager Ross B. McAllister for $25,000 [BROADCASTING, Dec. 23] was approved by FCC last Thursday.

The KICA license was assigned from Mr. Landis as an individual to Messrs. Landis and McAllister as a partnership doing business in the name of Radio Station KICA. Mr. McAllister also owns one-third interest to KTNM Tucumcari, N. M.

The Commission approved the transfer of 85.2% of WROK Rockford, Ill. (1440 kc, 1 kw day, 500 w night) from the late Mrs. Ruth Hannah Sims to Albert G. Sims, distributee under her will. No monetary consideration is involved.

Assignment of license of WQUA Moline, Ill. (1280 kc, 250 w) from a partnership to a corporation, Moline Broadcasting Corp., also was approved by FCC. Owners remain the same: Bruff W. Olin Jr., G. Decker French, and Howard P. Eckerman.

**Tubes Plants Sold**

TWO radio receiving tube plants have been sold by War Assets Administration. Electra Voice Corp., which has purchased a Bowling Green, Ky., plant for $781,000. General Electric Co. has acquired a Tell City, Ind., plant for $851,000.

**CHASE & SANBORN "Charlie McCarthy Show," NBC, March 18 is to originate from Mexico City.**
Radio Should Be Free to Editorialize
S.C. Governor Says at WSPA Ceremony

Radio stations have been placed in too much of a straitjacket with reference to taking a stand on public questions which affect the people they serve, South Carolina's governor, J. Strom Thurmond, declared in an address Monday night. Feb. 17, at a dinner held in Spartanburg, S. C., to mark an increase in power to 3 kw for WSPA-FM. The governor spoke at the dinner, attended by a large group of radio and newspaper editors and government officials, before he pulled the switch which put WSPA-FM on the higher power. The event also marked the 17th birthday of the parent station, WSPA.

"Certainly radio stations must be fair and impartial in presenting controversial questions," Governor Thurmond said. "But," he added, "I feel that radio stations should have programs for the social and economic betterment of the communities and sections they serve.

Continuing along the same line, the governor declared that "radio stations should be free to editorialize in promoting these programs designed to improve community life and promote good government."

Congratulating the owners and the staff of WSPA for the station's 17-year record of service to Spartanburg and to South Carolina, Governor Thurmond said:

"I am sure that the services rendered by WSPA and the other active and beneficial stations of this state have done much to lift our citizenship to higher levels. The public service features of radio broadcasting are obligations that most stations meet willingly and know that radio stations have agreed that WSPA in Spartanburg has been a leader in acceptance of these responsibilities.

"Station WSPA-FM can—and I am sure will—continue tremendously in carrying out my ideas for the betterment of South Carolina. Now, on this inaugural program,

NEW DAYTIME GRANT ISSUED FOR JAMESTOWN

GRANT for a new daytime station at Jamestown, N. Y., to operate on 1470 with 1 kw, was issued by FCC last Thursday to Air Waves Inc.

The Commission also issued a modification of construction permit to KDJF, new San Diego station, owned by Clinton D. McKinnon and authorized to use 1170 kc with 5 kw fulltime, to reduce night power to 1 kw, directionalized.

At Air Waves, the Jamestown grantee, is owned by Robert L. Blilock and Harry E. Layman, who together hold control of WASL, new station at Annapolis, Md. With minus radio and publishing experience, they have six wives, Messrs. Blilock and Layman own 50% each in Air Waves.

Authentication is Granted To Station WOI Ames

WITH Comr. E. K. Jett voting "no," the FCC last Thursday granted WOI Ames, Iowa, 5 kw daytime station on the 1480 kc channel. The application on which KFI Los Angeles is dominant, a special service authorization to operate with 1 kw from 6 a.m. to local sunrise (CST).

The authorization extends to Nov. 1, 1949 or to date when final findings are adopted in clear channel hearing, whichever may be earlier." WOI already operates with 1 kw on SSA from 6 a.m. to local sunrise. If the station is located in the Dakotas, east of the 100th meridian, it will be needed for the entire spectrum.

The $40,000 a week is said to be the highest salary ever paid in the theatre.
WHO Compares Surveys; Figures Agree

Though Techniques Differ, Results Are Similar

By PAUL A. LOYET and MAURICE E. McMURRAY

HOW RELIABLE is radio station audience research? To help answer that question, WHO Des Moines has just completed a unique comparison of the results of three major surveys: "1946 Iowa Radio Audience Survey," "The National Broadcasting Company 1944 All County Post Card Survey," and "The Broadcast Measurement Bureau Station Audience Report for WHO." All three corrobore each other to an amazing degree.

Two factors made this study possible:
(1) A number of surveys have been made of WHO.
(2) WHO is a 50,000-w.-a clear channel station and is centrally located in the state.

Comparison of all three surveys has been made by counties using the "listened to regularly" percentages from the Iowa Radio Audiences Survey, the "listened to at least once per week" percentages from Broadcast Measurement Bureau, and the "listened to" percentages from the NBC Survey. Although there is a marked difference in the techniques there is a striking similarity of figures among the three studies. For example, out of Iowa's 99 counties all three surveys show more than 90% for WHO in 50 counties during daytime. At night 65 counties show more than 90% for all three surveys. In most counties figures are within 10% variation. In only four border counties, Jackson (daytime) and Page, Lyon, Sioux (nighttime), is there a day or night, more than 20% difference in the figures or in the change of more than one level (20-40, 40-60, etc.) as established on the maps. Iowa Radio Audience Survey figures from 1938 through 1946 show a similar variation.

Top figures in each county show 1946 Iowa Radio Audience Survey percentages for daytime and nighttime (after p.m.) of families naming WHO as "heard regularly." This survey was conducted during April-May 1946 by Dr. F. L. Whan of the U. of Wichita.

Middle figures in each county, taken from the BMB WHO March 1946 Station Audience Report, show the percent of radio families who listen during day (before dark) and nighttime (after dark) at least once a week. Dark occurs about 6 p.m. in March, the date of the survey. BMB does not report audiences under 10%.

Bottom figures in each county show NBC 1944 Nationwide All-County Survey percentages for daytime and nighttime of Iowa families naming WHO for "regular listening."

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FCC LISTS DEADLINES FOR ENGINEERING STUDIES

MOVING AHEAD with AM "temporary expediting" to prevent schedules for return of engineering studies on 40 AM channels between Feb. 24 and March 14. Commission simultaneously announced designation of some 35 additional AM applications for hearing, including 20 to be turned in to Commission (schedule for other channels to be announced later):

Feb. 24: 830 and 1440 kc; Feb. 25: 710, 1150, and 1280 kc; Feb. 26: 990 and 1290 kc; Feb. 27: 1320 and 1440 kc; March 1: 1270, 1510, and 1290 kc; March 2: 1120, 1290, and 1460 kc; March 3: 850, 1290, and 1470 kc; March 4: 850, 1290, and 1470 kc; March 5: 580, 740, and 1170 kc; March 6: 600, 1190, 1290, and 1410 kc; March 13: 1140, 1270, and 1460 kc; March 14: 1580, 1320, and 1600 kc.

Cases designated for hearing in consolidated and individual proceeding and facilities required were consolidated with applications for expediting February 10, 1949.

PROTESTS REJECTED

FCC LISTS DEADLINES FOR ENGINEERING STUDIES

PROTESTS of WHAS Louisville, WJR Detroit, WLW Cincinnati, and WGN Chicago against daytime duplications of their clear-channel frequencies rejected by FCC. Commission announced Friday it denied petitions for reconsideration and hearing filed by: WHAS, against grant to Oklahoma A&M, Stillwater, for 840 kc, 250 w. day; WJE, against grant to Southeastern Broadcasting Co., Clayton, Ala., for 760 kc, 600 w. day; WLW, against grant to Middle West Broadcasting Co., St. Paul, Minn., for 700 kc, 1 kw. day; WGN, against grant to Radio Virginia, Richmond, Va., for 720 kc, 1 kw. day. Clear channel stations contend grants will subject them to daytime skywave interference, which FCC rules do not recognize.

PLAN COLLEGE RATINGS

METHOD of accrediting college radio courses to be considered by Federal Radio Education Committee, which sees need of separating governing board from engineers to expedite. FREC to expand membership, with nonnetwork affiliates, FM and television stations to be represented as well as Assn. for Education by Radio. Committee heard report of FREC-RMA joint committee on school equipment; discussed listing of libraries to serve as depositaries for radio material; heard review of progress of FM educational stations.

USES KDTH TIME

TELEGRAPH-HERALD of Dubuque, Ia., licenses KDTH there for a "grant for new" station at Decorah, Ia., sharing time with, and using facilities of, KWLC Decorah, FCC announced Friday. Grantee is leasing KWLC broadcast equipment from Luther College, license, for share-time arrangement on 1240 kc with 250 w. KWLC, heretofore daytime station, granted license modification to operate 9:30 a.m. to 1:30 p.m. Telegraph-Herald will operate at same facilities from 1:30 p.m. to 9:30 a.m.

ORAL ARGUMENT to determine whether AM "licensee" may also operate as "station" in exchange under licenses, only 30-ke separation permitted on FCC's motion Friday from March 4 to March 7. Meanwhile, it was reported that tests of operations on 30-ke separation in same city will be conducted by Commission staff using transmitter of WBBE, new station at Bethesda, Md., and probably at several other stations throughout country, by arrangements with licenses.

EXTRA CALENDAR was announced late Friday afternoon by FCC for this week, Feb. 26, 10 a.m., further hearing is scheduled on following: Atlantic Radio Corp., Boston; WNBJ New Bedford, Mass.; Fairfield Bost. Co., Danbury, Conn.; WHYN Holyoke, Mass., and Pynchon Bost. Co., Springfield, Mass. All are in 650-660 kc field.

WMBD Peoria, Ill., application for special temporary license to commence interim FM operation Feb. 15, using 250-w. transmitter and dipole antenna located 245 feet above street level, denied by FCC Feb. 20, Commission announced. Officials explained WMBD has proposed, not final, FM grant.

TBA SEeks SOLUTION TO APARTMENT TV PROBLEM

NEW Television Broadcasters Assn. Subcommittee on Multiple Antenna Systems seeking solution to video reception problem in large apartment buildings [BROADCASTING, Feb. 17].

Subcommittee chairman Ernest A. Marx, head of Television Set Division, Allen B. Du Mont Labs, and Ben Adler, TEMO Service Co., committee secretary, communicating with manufacturers of multiple antenna systems. Albert K. Ward, RCA Victor, working with RMA to secure standardization, of systems. William W. Cone, also RCA Victor, heads public relations committee.


At Deadline...

NEW electron tube, claimed to be smallest phototube ever offered commercially, introduced by RCA, only ¼ inch in diameter.

Closed Circuit

(Continued from Page 4)

assignment of Army plane to FCC for 140-mile "Operation Puffdjug." SEQUEL TO PURCHASE of all four newspapers in Palm Beach and West Palm Beach, Fla., by John H. Perry interests may be acquisition of one of two Palm Beach stations, WJNO or WPWG. Negotiations are under way through Smith Davis, newspaper circulation station financing company. If no purchase is made, Perry organization, licensee of several Florida stations (WJHP Jacksonvile, WCOA Pensacola, WTMG Ocala, WDLF Panama City) expected to file for new facility.

COMMISSIONER RAY C. WAKEFIELD, California Republican whose term expires June 30, is busy melding political fences looking toward reappointment. FCC Chairman Charles R. Denny already has endorsed him at White House but regular Republican organization may question his party fealty.

IT'S OPEN season for speculation on outcome of black-and-white versus color television, now that case is in FCC's bosom. While most stoveleggers agree on "next standards," there is basis for view that FCC may flash amber rather than green light permitting developmental licensing of color "upstairs" with limited commercial usage to allow reimbursement of operating expenses only.

BROADCASTING • Telecasting
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 1¼ 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!
No moisture can seep through the seams of these raincoats—thanks to the electronic sewing machine developed at RCA Laboratories.

A sewing machine...without a needle or thread!

Since mankind first began to sew, say 15,000 years ago, seams have always meant "needle and thread."

But when new thermoplastic materials came along—specially developed for waterproof coverings such as raincoats—ordinary "needle and thread" seams wouldn't do because of their tiny holes.

Now—thanks to research at RCA Laboratories that constantly, day after day, seeks to improve even "little things"—goods made out of thermoplastics are "sewn" by electrons and the seams are as strong as the material itself.

This will make possible dozens and dozens of brand-new uses for these inexpensive and durable thermoplastic materials. Even today they provide perfect packages for foods, meats and drugs because they're completely watertight, airtight and transparent.

Research, such as resulted in the electronic sewing machine, is reflected in all RCA products. When you buy an RCA Victor radio or anything bearing the name RCA, you enjoy a unique pride of ownership in knowing that you possess one of the finest instruments of its kind science has achieved.

Radio Corporation of America, RCA Building, Radio City, New York 20... Listen to The RCA Victor Show; Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.

The electronic sewing machine "welds" seams in thermoplastic materials. Anyone interested in manufacturing this instrument can obtain information by writing to RCA, RCA Building, Radio City, New York 20, N. Y. Information also is available concerning companies licensed under RCA patent rights to manufacture this sewing machine.