LOOK... you don't have to have Crosby

SAY YOUR CLIENT's appropriation is fist-size. He's scared of radio because he thinks of it — and would it be that you do, too — in terms of Crosby, Cantor and other powerhouses.

It's a mistake — as far as WOR is concerned.

Any client, or agency, can get splendid returns on WOR for a very minor amount. For instance... take a man who walked into WOR last week with about $500. That five-hundred had to work. It had to get prospects immediately. During the first week on WOR, his program turned up 500 people!

How would you like WOR to sell your wares that way for so little?

Call our sales office at PE 6-8600. Or write...

WOR

— that power-full station
at 1440 Broadway, in New York

Mutual
Mr. and Mrs. W. H. Snow live on their 80-acre farm in agriculture-rich McLean County, Illinois, with their daughter and two husky grandsons. Their chief business is dairying, with ten cows milked daily. They raise hay and oats for feed and had 40 acres in corn last season. Their seven brood sows produced 36 pigs for market. The 80-acre farm is valued at $12,000, and most years they rent an additional 80 for feed growing. Mrs. Snow markets about 100 chickens every year, too, for extra cash.

The Snow family has spread over middle Illinois now, with sons or daughters raising their own families in Heyworth, Rantoul, Wenona and Bloomington.

For 20 years, the Snows have been regular WLS listeners, appreciating Dinner Bell and Farm Bulletin Board because, as Mr. Snow says, they "keep us older farmers up with the times . . . enable us to ship our livestock to Chicago at the right time." The Snows have been Prairie Farmer subscribers for 40 years.

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

In 12 months, his Hooper rating has gone up 300%. It's first in Philadelphia for this type of program.

Obviously, Philadelphians appreciate his colorful delivery...his sure-footedness in the world of sports.

His name? Bill Sears. The station? WPEN—Philadelphia's surging independent owned and operated by The Evening Bulletin, the largest evening newspaper in America.

WPEN knows what Philadelphians want. They find it at 950 on the dial. Bill Sears' every weekday-evening sportscast is another reason why WPEN's Philadelphia audience grows apace.

We can give you what you want, too.

950
WPEN PHILADELPHIA
THE EVENING BULLETIN STATION
Closed Circuit

DESPITE seeming quiescence, Senate Majority Leader Wallace White is working on sweeping legislation to amend archaic Communications Act of 1934 which he co-authored. Although sniffed under with appropriations, labor control and other top priority measures, he hopes to have integrated bill ready in few weeks. Never slipshod, he is carefully considering every proposed amendment but it definitely can be said he will propose legislation this session.

UNREST IN EVIDENCE among network affiliates over constantly recurring report that FCC will relax station identification rule to permit sweeps and one-on-one instead of present requisite half-hour. Affiliates feel there would be reduction in network station breaks and resultant loss of substantial spot revenue now derived from such announcement.

ALTHOUGH LOADTH to quote figures, Allied Purchasing Corp., representing some 40 department stores, has stepped up its use of local radio to point where it now exceeds national average. In 1944, APC stores represented about one-third of national radio average in retail radio advertising.

SALE OF WORD Spartanburg 250 w ABC affiliate to General Newspapers Inc., which recently purchased Spartanburg Herald-Journal from Smith Davis, newspaper financier, consummated subject to customary FCC approval. Price understood to be $85,000. Sellers are Mr. Davis and Joseph M. Bryan, president of Jefferson Standard, who acquired station two years ago.

INCENSED over FCC indiscriminate licensing of new daytime stations on clear channels, several I-A stations are expected to go to court forthwith. WSM Nashville and WGN Chicago may trek courtward this week. WLW Cincinnati and WHAS Louisville likely to follow suit. WJR Detroit last January appealed for stay order but was turned down and last Friday appealed from grant in Clanton, Ala. Contentions: Grants prejudice eventual conclusion of clear-channel case; FCC has denied IAs participation in hearings.

STATE DEPT. will ask Congress for supplemental appropriation of more than $7,000,000 to build relay facilities abroad to strengthen Voice of America. This is to be capital expenditure, not operating expense, and will be in addition to approximately $25,000,000 being asked for the Office of International Information & Cultural Affairs (OIC).

WITH assurances by NBC that network would continue to cover major cost ($15,000) of Furie/Slawer Show (11-11-30 a.m. EST), Leo Burnett Co. Chicago has recommended show now sponsored Tuesday and Thursday by American Meat Institute to two other national accounts. Both Minnesota Valley Canning Co. (Continued on page 78)

Upcoming

March 5: NAB Special AFRA Committee, Hotel Statler, Washington.
March 7: FCC hearing re amendments to Standards of Good Engineering Practice concerning standard stations.
March 7-9: Assn. of Women Broadcasters Annual Convention, Hotel Roosevelt, New York.

(Bullets)

PRODUCER Cecil B. DeMille granted April hearing before California State Supreme Court to seek reversal lower court rulings which cost him AFRA membership. He was forced off air as $90,000 a year m.c., director and narrator CBS Lux Radio Theatre in 1944 for refusal to pay one dollar assessment levied to support AFRA lobby against anti-closed-shop legislation in California.

THREE St. Louis stations—KWK, KMOX and KXOK—faced possibility of strike over weekend as BROADCASTING went to press Friday but prospects appeared good for settlement. Contracts all expire but continued on indefinite basis pending negotiations.

CHARGES that Mutual discriminated against at least three union members in economy dismissals last week will be filed this week with National Labor Relations Board, New York, by United Office & Professional Workers of America (CIO) Radio Guild.

OPERATIONS TELEVISION

DOCTORS from all parts of world saw series of operations Thursday, Friday and Saturday at Johns Hopkins Hospital via 10 RCA television receivers in rooms adjacent to operating room. Three "blue baby" operations performed, with RCA crews operating two image orthicon cameras, one on light fixture directly above table, other in gallery; via closed circuit.

Over 300 doctors attending Johns Hopkins Medical & Surgical Assn. meeting enthusiastic over demonstration, conceived by Drs. J. Ridgeway Trimble and Dr. Frederick M. Reese of Johns Hopkins staff. Event marks new day in medical education, with less danger of infection from viewers in amphitheater, they agreed. RCA staff included Richard Hooper, Norman Dean, Walter Lawrence, Frank Helgeson, Frank Jordan, Ellis Whittaker.

Business Briefly

WHITEHALL CHANGE • Ellery Queen Show Wed. 7:30-8 p.m. on CBS moves time to NBC replacing Bob Burns Show, Sun., 6:30-7 p.m. Both sponsored by Whitehall Pharmaceuticals, N. Y. Agency, Sullivan, Stauffer, Collwell & Bayles, N. Y.

TWO NBC RENEWALS • NBC Friday announced two 52-week renewals effective March 31—General Foods When A Girl Married, Mon.-Fri. 5:515 p.m., through Benton & Bowles; Socony Vacuum Oil Co. Victor Borge Show, Mon., 9:30-10 p.m., through Compton Adv.

GARRETT ON 150 • Garrett & Co., New York (Garrett, Virginia Dare wine) using chain breaks and announcements on 150 stations for eight weeks. Agency, Ruthrauff & Ryan, N. Y.


NEW CAMPEBLL SHOW • Campbell Soup Co., Camden, April 6 replaces Hildegarde with package comedy-drama Corvus Archer on CBS for 26 weeks. Agency, Ward Wheelock, N. Y.

SUNSHINE SPOTS • Sunshine Biscuit Co., New York, has started spot campaign for 13 weeks on 67 stations in 23 markets. Agency Newell-Emmett Co., N. Y.

WDAS SOLD FOR $485,000, WFOY FOR $100,000

SALES of WDAS Philadelphia, 250-w independent on 1460 kc, for approximately $485,000, and WFOY St. Augustine, CBS affiliate on 1240 kc with 250 w, for $100,000 reported by FCC Friday. Both need FCC approval.

WDAS sale is by President Alexander W. Dannenbaum and Cecile L. Naumburg (50% each) to William Goldman Theatres Inc, Philadelphia theatre operators, wholly owned by Mr. Goldman. WFOY transfer is from Glenn Marshall Jr. (54%), Ed Norton (28%), and Frank King (18%) to J. C. Bell, former President and 44% stockholder of WBRC Birmingham, now engineer in St. Augustine.

WFOY sale is in compliance with conditions specified by FCC, under duopoly rules, in granting 5-kw operations on 1460 kc to WMRE Jacksonville, owned by WFOY interests [BROADCASTING, Jan. 20].

NET PRESIDENTIAL PICKUPS

CLYDE HUNT, chief engineer of CBS Washington, flew to Mexico City over weekend to supervise engineering pickups for combined network broadcasts by President Truman from Mexican capital at 10:30 p.m. (EST) March 3 and 1 p.m. March 6 at Baylor U., Waco, Tex., where Chief Executive will receive degree. John Adams, CBS, will announce Mexico City combined pickup; Bryson Rash, ABC, Baylor U. combined network broadcast.
KCMO is really up to something!

KANSAS CITY 6, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.
Success stories are routine for KOIL...the above memo to Belle West is just one of the many. Belle is "Polly the Shopper" to thousands of listeners in the Omaha and Council Bluffs area.

A short time ago, Mr. Wescott of the Harding Co. (makers of Hardings Sealtest Ice Cream) ordered a series of ten, 1-minute announcements to feature ice cream cakes. After six spots were used, Mr. Wescott phoned the above message.

It happens again and again with KOIL. If you want service, performance and results in the Omaha and Council Bluffs area, let KOIL deliver this big market for you. Make every penny of your time dollar profitable...contact us or our national representatives.

Service-Performance-Results

CHARLES T. STUART
Pres. & Executive Dir.
Offices Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

Radio KOIL, Inc.
301 North 10th Street
Omaha, Nebr.

KOIL 1290 KC
5000 Watts

"Polly the SHOPPER"
Does it Again!

To: Belle
Date: 2/15

Time: 9:30 AM

WHILE YOU WERE OUT

Message: Don't take ad

高潮: Nice cream ice
cream - you call as many
cakes things out of carrots

Message: Don't take ad

高潮: Nice cream ice
cream - you call as many
cakes things out of carrots

BROADCASTING TELECASTING

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CHICAGO BUREAU

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David Glickman, Manager; Ralph G. Tuchman,
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417 Harbour Commission Bldg., KElvin 0776
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BROADCASTING * Telecasting
There's a world of difference... between "peddling" and selling!

There is no trick in selling radio time as we do it at URS. It's simply a matter of knowing our stations' operation inside-out from engineering to market... and then applying good old-fashioned salesmanship. There's no "you-pays-your-money-and-takes-your-choice" thinking here.

Yes, there's a world of difference between "peddling" and honest to gosh selling. Good salesmanship is a valuable service to both buyer and seller. It requires vision, complete knowledge of radio markets plus enthusiasm and plain hard work. And every URS man is a first line salesman by those standards; sincere and with a genuine desire to do a profitable turn for the radio stations he represents and the advertising agencies he serves.

George E. Hughes
Vice-President,
General Manager

Edwin C. Pancoast, Jr.
Eastern Sales Manager

John Stebbins
Central Sales Manager

Bart Feit
Western Sales Manager

Rod McArnle
Pacific North-West
Sales Manager

Head Office
New York City
730 Fifth Ave.

New York
730 Fifth Ave.
Circle 8-7447

Chicago
Central 8815

Los Angeles
6757 Hollywood Blvd.
Hollywood 8992

Seattle
Bigelow Building
Seneca 1001

Universal RADIO SALES

March 3, 1947 • Page 7
STORY OF AN IDEA . . . It began with Alexander Graham Bell, born one hundred years ago, on March 3, 1847. He gave the world the telephone and lent his name to the great Bell Telephone System with its family of millions of subscribers.

Early in its career the telephone was enlisted for service as well as communication. Our history is full of valiant telephone operators who warned endangered communities in times of fire, flood, and storm.

In 1922 the idea was carried another step forward—to entertainment by telephone lines. The American Telephone and Telegraph Company believed the infant art of radio could be served by linking stations across the nation with telephone wires. The result was the world’s first radio network, nucleus of NBC.

The linking of communication and entertainment was further advanced seven years ago when the Bell Telephone System sponsored the initial Telephone Hour on NBC. Since then every Monday night the dial tone in millions of homes has been great music.
Simply by turning on their radios, listeners can be entertained by the great artists of the musical world. Fritz Kreisler, Helen Traubel, Marian Anderson and a host of others are regular guests. Accompanying these great soloists are Donald Voorhees and his 57-piece Bell Symphonic Orchestra. One noteworthy feature of the Telephone Hour is its commercials. These are among the most interesting in radio and deal with subjects which help the listeners understand their telephone service better and use it more effectively.

How to dial America? Build a great musical program like the Telephone Hour. Give it wings that Mercury would envy—the powerful facilities of the NBC Network. Flash its weekly gift of fine music to the grateful homes of the vast NBC audience. Let it be heard in the company of other great shows on NBC.

The result: a distinguished program that rings the bell with millions of listeners at the same time it wins scores of critical awards, hailing it an outstanding model of radio excellence.

... the National Broadcasting Company
THE CONFESSION of an alleged murderer as recorded by WLEU Erie, Pa., was played back in the courtroom Feb. 11, upon request of the District Attorney. The first time WLEU was called on to aid in the murder case was March 14, 1946, when the accused, Mike Dominick, was brought to the studios at 8 o'clock in the morning so that his confession could be recorded.

A fortnight ago at the trial, WLEU Chief Engineer Clarence A. Baker, who made the recordings, played them back in the court. Mr. Baker also had to testify to the authenticity of the recordings.

As the four records were played, the alleged murderer sat calmly listening to his own voice coming from the records, making a confession of the crime. At the same time, he vehemently denied killing the slain man.

The story Dominick told on the record was substantiated by a story to FBI agents in Savannah, according to the Erie Dispatch-Herald-Sun.

**Sellers of Sales**

PROOF that radio is still a young man's game can be found in the career of George Washington Clark, who earned his position as account executive at Grant Advertising, Chicago, the hard way. Born in River Forest, Ill., July 13, 1913, George started in the field of unlimited possibilities when he was 19 years old. His first job was with Radio Circulation Builders, at $25 a week, a $25,000 salary for a young tyro in the depression years.

On July 14, 1933, he married Virginia (Dinna) Rhoads and in 1935 the couple moved to California where George worked on the Los Angeles Times classified section and the Ontario Daily Report display section. Preferring the Chicago wind to the California rain, the Clarks returned to Chicago a year later and George joined the Wheaton Daily Journal, handling display advertising and circulation.

With a desire to increase his finances, George peddled Remington Rand typewriters for five months; but with a stronger desire to find his right element, he constantly camped on Glenn Snyder's (WLS Chicago general manager) doorstep "nagging" for an opportunity. As a result of George's aggressive proclivities, or Mr. Snyder's exhaustion, George was put on the WLS sales staff at a starting salary of $80 a month. He stayed for three years and garnered quite a lot of farm advertising knowledge.

He left his WLS teachers to practice on his own in 1940 and joined WLM's new Chicago office. Three years later he was made manager of the station's Chicago office and in 1944 was transferred to the New York office as assistant manager. But after a year of New York the "bucolic" ways of Chicago again lured the Clarks and George joined Mutual's Midwest sales department. Among his sales were Queen For A Day to Alka Seltzer and Nick Carter to Cudahy Packing Co. He also added a few ideas to Queen For A Day's gala broadcast from Chicago's crowded loop intersection, State and Madison.

George left Mutual in September 1946 to enter the agency Reid. At Grant he is account executive on Atlantic Brewing Co. (Tavern Pale beer) and an on-record solicitor of new business.

The Clark's have two children, Billie, 4, and Dinna, 9. The whole family enjoys a common hobby, horses. Just a year ago George built a stable, adjacent to their Wheaton home, where he shelters two five-gaited horses, a cow pony for young Dinna, and a Shetland pony for Billie. Very few weekends go by that Wheaton residents don't see the Clark's galloping through the streets.
Atlanta's New

WHERE PEACHTREE MEETS PONCE DE LEON
STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

MIKE BENTON, PRESIDENT

MAURICE COLEMAN, GENERAL MANAGER

General Broadcasting Company
Look who's here now!—

ROBERT J. McNAMARA!

After a man has graduated from college, then put in two years doing surveys of large commercial institutions, then worked up to assistant sales manager of a great "industrial"—after all that, we figured he ought to make a darned good F & P Colonel. And Bob McNamara has!

As a matter of fact, Bob is pretty typical of all our good men, here at F & P. Some of us got our earliest training in radio, newspapers and other media — some of us in advertising agencies and departments—some of us in "business." But all of us had successful records even before joining F & P . . . knew what it takes to do a job for our customers and ourselves.

That's another reason, we suppose, why we're continuing to break our old records, year after year, here in this group of pioneer radio-station representatives.
Power to Subpoena Petrillo Given Congress

JAMES CAESAR PETRILLO will shortly receive an invitation to appear before the House Labor Committee to answer charges that AFM actions have interfered with development of FM, television and educational broadcasting.

Committee members indicated they will also look into evidence that the union has, "through dictatorial rule" seriously hindered AM broadcasting.

Subpoena Powers

BROADCASTING learned Friday that if the AFM president should refuse the invitation, Chairman Fred A. Hartley (R-N.J.) will issue a subpoena. Subpoena powers were granted the committee Wednesday in a resolution passed in the House by a vote of 349-29.

In preparing for Mr. Petrillo's examination the committee will probably consider the uncertain status of the Lea Act, due for Supreme Court test in April [BROADCASTING, Feb. 3]. Interest in AFM operations was heightened by testimony of Dr. Joseph E. Maddy who suggested to the committee on Feb. 18 [BROADCASTING, Feb. 24] that there should be legislation to force the AFM to justify "arbitrary" actions before a "disinterested court or tribunal."

The committee, preparing to write "corrective" labor legislation, is seeking to determine what means may be taken to prevent Mr. Petrillo from engaging in practices alleged to be unfair to both employers and to union members, who, it has been charged, have no voice in the conduct of their union.

Particularly interested in AFM is Rep. Carroll D. Kearns (R-Pa.) who told BROADCASTING that the committee will sit at night if necessary "to do a thorough job" on the music union boss.

Mr. Kearns is an AFM card holder [BROADCASTING, Feb. 24] and a nationally known concert artist with considerable musical experience in the Petrillo-controlled Chicago area. As committee member most thoroughly acquainted with AFM background and the case of musicians and educators, he will take a leading role in the group's investigation of the music czar.

Hoffman Anxious to Question

Rep. Clare D. Hoffman (R-Mich.) is also anxious to interrogate the AFM chief, but has protested a committee rule which permits only five minutes to each committee member for cross-examination. Unless Chairman Hartley permits a

(Continued on page 77)

Year's Study of AM Daytime Skywave Asked

CCBS Says Current Trend May Lead Airwaves To 'Chaos'

By RUFUS CRATER

AN FCC INVESTIGATION of the characteristics and effects of AM daytime skywave signals, not now recognized by FCC Standards, was requested in a petition filed with the Commission last Thursday by the Clear Channel Broadcasting Service.

CCBS asked that the Commission withhold action on all applications for daytime use of Class 1-A and 1-B channels, at least within 1,200 miles of dominant stations, pending the outcome of the study, which it said "should extend over a period of a year." It did not feel, however, that it would be "necessary or advisable" to postpone a decision in the still-uncompleted clear-channel proceedings until the investigation is finished.

The petition, filed by CCBS Counsel Louis G. Caldwell with an accompanying engineering affidavit by Chief Engineer George F. Leydorf of WJR Detroit, declared that unless further daytime duplications of clear channels are stopped "actual field measurements will be impossible or nearly so because of the existence of too many interfering signals on the same channel."

Might Mean Chaos

"Continued daytime duplication on clear channels might well result in chaos on the daytime airwaves, which would be a high price to pay for such action," the petition asserted.

The investigation would be followed, under the CCBS request, by amendment of the AM Engineering Standards "to such an extent and in such manner as may seem desirable and proper from the results" of the study.

Enough reliable information on daytime skywave is currently available "for certain distances and frequencies and for certain (winter) months of the year... to demonstrate that the present Rules and Standards are inadequate concerning daytime transmission and that the Commission is allocating daytime frequencies without full and complete knowledge of the actual interference being caused thereby."

It was pointed out that a similar investigation of nighttime skywave signals was conducted under FCC direction in 1935 at the request of a group of clear channel stations. The results were used as the basis for calculating nighttime skywave signals and skywave interference signals "and for the basis for the Commission's existing Rules and Standards governing nighttime skywave transmissions."

"It is the same kind of curves, based upon actual measurements, which petitioner urges should be obtained as a basis for daytime allocation of frequencies," the petition declared.

One of the results, it was predicted, would be a showing "that the effective service areas of stations operating in daytime can be greatly increased."

CCBS expressed the belief that "the temporary halting of duplication on 1-A and 1-B channels within reasonable distances (not less than 1,200 miles) of dominant stations will not actually hamper the Commission in its work, but, to the contrary, will enable the Commission to obtain adequate and comprehensive data upon which it can base proper allocation in the future."

The petition recalled that once before CCBS had asked for a cessation of wholesale licensing of daytime stations on clear channels and that FCC replied that: "If the power of existing 1-A stations is raised substantially, it may very well be that daytime skywave interference will become a problem that should be dealt with in the Rules and Regulations or Standards of Engineering Practice."

The clear channel group responded that "the problem is not
NONE CAN DENY—and we shall be the last to attempt to do so—that BROADCASTING has watched the activities of the FCC through the years with a vigilance which occasionally might have become truculent.

Through those years—in the administrations of Prall, McNinch, Fly, Porter and Denny—Mr. Swezey has been a constant thorn in the side of the Commission who profess to view radio as a free medium.

For the guidance of the legislators who will discuss finances with the Commission, we pose a few questions which might be put to Mr. Denny, Mr. McNinch, or Mr. Siepmann who are sanguine to develop areas in which the Committee could reduce Commission operation costs by the elimination of useless and questionable, if not illegal functions.

The questions follow—and in publishing them, we stress again the necessity for more than casual consideration of the FCC's requests. The radio art, in all its facets, is expanding with startling rapidity. The FCC must advance with the times. And if the questions, then, may demonstrate where money can be saved at the Commission in some functions and even, perhaps, be turned into other and better functions, so much the better.

They are printed herewith because the FCC budget is a public matter. And they are questions which, one can assume, would normally issue from the mouths of the FCC witnesses Radio Expanding Rapidly.

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NAB Sees Free Speech as First Issue

Miller Rededicates Body to Fight FCC Inroads

By J. FRANK BEATTY

ONE YEAR after issuance of the FCC's Blue Book, NAB President Justin Miller rededicated NAB and the industry to the "no compromise" campaign to stop Commission inroads on freedom of speech through regulatory trickery.

Recalling FCC actions during the year in the programming field, with results amounting to illegal censorship, Judge Miller declared that the freedom of speech issue constitutes the most important problem facing broadcasters today.

In approach of the March 7 anniversary date of Blue Book issuance he flatly denied that anyone in NAB management had made statements indicating approval of the FCC's Blue Book or procedural steps taken under its provisions.

Nailing down NAB's forceful stand against regulated devices striking at the heart of American system of broadcasting, he added: "Statements I made at the time of issuance of the Blue Book still stand with no qualification or compromise." He reiterated his belief that FCC encroachments on freedom of speech which are based on occasional examples of poor judgment or have taken such a "cold step toward Government domination which may eventually deprive us of fundamental rights."

Willard Too

Joining Judge Miller in proclaiming the industry's determination to wage the battle for freedom with renewed vigor was A. D. Willard Jr., vice president and director of 

Mr. Willard criticized Commission decisions and administrative steps amounting to censorship of programming. He attacked FCC on questionnaire reports on programming which follow the Blue Book formula and said such actions confirm NAB's claim that the Blue Book, in his view, is being treated by the Commission as an actual regulation.

NAB's Freedom of Radio Committee, meeting in New York Wednesday, supported Judge Miller's year-long campaign against the Blue Book and other FCC actions.

The committee, favoring the legislative approach to the problem of resisting Commission steps beyond powers granted by Congress, agreed with recent decision of the NAB Legislative Committee that major emphasis should be placed on the "no compromise" policy.

At its Feb. 10 meeting the Legislative Committee in turn delegated full authority to President Miller and the board to direct NAB's policy in that field [Broadcasting, Feb. 17].

The Freedom of Speech Committee is engaged in the task of compiling statements by associations and organizations dealing with the subject. The project will require considerable time. Meanwhile the committee will resume contacts with the newspaper and motion picture industries. The three industries pledged themselves to wage a united campaign in the interest of free speech during a meeting at the NAB convention in Chicago last October.

The liaison with the motion picture industry was interrupted with the retirement of Byron Price to be assistant secretary general of the UN. Mr. Price, wartime director of censorship, had taken keen interest in the movement.

The committee considered free speech from both the U. S. and international standpoints.

Attending the committee meeting, held at the Waldorf-Astoria, were Chairman John Fetzner, WKZO Kalama zoo; Harold Hough, WBAP Fort Worth; Henry Johnston, WSGN Birmingham; Jesse Thompson, MBS (for Edgar Kobak); Frank Stanton, CBS; Frank E. Mullen, NBC (for Niles Trammell); James W. Woodruff Jr., WNBC Columbus, Ga.; Presi dent Miller; Secretary-Treasurer C. E. Arney Jr.; General Counsel Don Petty.

Though NAB is conducting a full campaign for protection of freedom of speech and the American plan of broadcasting, this problem and others common to both groups will be discussed today (Mar. 6) at hearings on the series of NAB-FCC liaison luncheons.

Discussion at these get-togethers has been slow and "to be level," with both groups stating that they are working toward the same end—the best possible broadcast service for a democratic nation under a system of private enterprise.

In his Blue Book anniversary statement, Mr. Miller called on all broadcasters to follow his suggestion that issuers of FCC authority be attached to program information in renewal applications or financial reports. He said these forms should be accompanied by "a clear statement to the effect that such submission is in no way to be considered as acquiescence in the Commission's asserted right to require this program information."

He called attention to two Commission requests for detailed program and financial information. The first, Section 324, is the annual financial report for networks and station licensees, and the second is a demand for detailed program information covering a composite week in 1946. Both were issued in mid-January.

He repeated his statement of April 4 that "the Blue Book, covering summary and conclusions as well as proposals for future Commission policy, 'reveals (Continued on page 66)

Congress Gets Acquainted With FCC

Several Committeemen Hold Policy Questions In Reserve

By PETER DENZER

FCC's first official meeting on Tuesday with the 80th Congress left both minority and majority members of the House Interstate and Foreign Commerce Committee full of praise for the manner in which the Commission's case was presented, although some members had reservations as to actual practices.

It was learned that Chairman Charles A. Denny, who defended the Blue Book as a sort of warning finger to broadcasters who have failed to set up satisfactory program standards of their own initiative, gave credit to be offered from separate quarter, namely the FCC. Mr. Denny did, however, credit some of the industry with an excellent job of meeting public interest and demand for good programming.

Better Understanding

Committee Chairman Charles A. Denny (R.-N. J.) told Broadcasting he had called upon the FCC to provide Congress with a better understanding of Commission functions and practices. Tuesday's meeting with the FCC was first of a series of "get-acquainted" meetings with the various departments of which the Interstate Committee has jurisdiction.

In his invitation to Mr. Denny, Rep. Woverton stated, "it would seem to me that such personal contact would be very worthwhile. In the past, these meetings have been merely a chasm between the Congress, its legislative committees and the departments, commissions and bureaus, which come under the legislative jurisdiction of the several committees of Congress."

In a statement released after the meeting Mr. Denny said: "The success of (the) meeting amplifies demonstrates that such meetings are very worthwhile. In the past, congressional committees have had to depend upon annual reports by the agencies and formal hearings on particular bills in order to learn about the administrative agencies and the various regulatory problems facing them. . . . On the whole, these meetings should be very flexible procedure whereby the entire machinery of government—both legislative and executive—can be made to function more smoothly."

The entire morning session was taken up with an informal report on Western Union's problems which Chairman Denny felt should be brought to the attention of the Committee. In the afternoon Presi dent Denny met a barrage of questions which covered broadcasting from FM to electronic cooking.

Although Mr. Denny was accompanied by the balance of the commissioners, he carried most of the questioning. One committee member said privately he thought "Denny is the best chairman the FCC has ever had."

Congressmen expressed considerable interest in FM, demanding to know whether it would replace AM, how soon low priced sets would be available for the public, technical impediments to more rapid expansion of FM, etc. Mr. Denny referred most of the technical questions to Comr. E. J. Kett.

There was also great interest in the so-called "gigabyte band," assigned to industrial, scientific and commercial uses. Mr. Denny told committee members the FCC is anxious to give the greatest encouragement to manufacturers of electronic stoves, diathermy and other devices in the 2400-2500 mc band. The problem, he said, to provide a sufficient frequency range for these purposes, without interfering with other services.

Seek More Information

In spite of the day-long session, and the sizable territory covered, many committee members expressed a desire for further information on FCC operations. One committee member told Broadcasting that there is need for considerable inquiry into the FCC, with emphasis on "information and not witch-hunting." "As long as we get the kind of cooperation which Mr. (Continued on page 68)
McCosker Resigns As WOR Chairman
Resignation Effective June 1, Will Remain as Advisor

ALFRED J. MCCOSKER, president of WOR New York from 1933 to 1944, last week resigned as chairman of the board of Bamberger Broadcasting Service Inc., owner of WOR, a position to which he was elected after his term as the station's president.

The resignation, announced after Mr. McCosker had left New York for a month's vacation in Florida, is effective June 1.

An official statement issued by the station explained that Mr. McCosker had resigned "because of a desire to curtail his activities," but it added that he "will, however, continue for an additional term of years as a director and regular employee for consultation and other advisory services relating to WOR."

Although no official word was available concerning the selection of Mr. McCosker's successor, it was believed probable that an unassigned chairman would be named, doubtless from among present board members.

Mr. McCosker's resignation as chairman of the WOR board prompted speculation as to his future in a similar capacity on the Mutual board, of which he has been chairman since 1934. It was understood that as yet he had given "no indication of intentions to resign that position."

Associated with WOR for 23 years, Mr. McCosker became the station's director and general manager in 1926 and president in 1933. He was NAB president from 1932 to 1934.

Drop Sponsorship

LEWIS HOWE & Co., St. Louis, (Tums) on March 27 will drop sponsorship of the Pot O' Gold program, Wednesdays, 9:30-10 p.m. on ABC, Roche, Williams & Cleary, New York, is the agency.

Ford and General Foods Sponsor Dodgers Home Game Telecasts

FORD MOTOR CO., Dearborn, Mich., and General Foods Corp., New York, will co-sponsor telecasts of the Brooklyn Dodgers 1947 home games on WCBS-TV New York. Contract, signed with CBS video officials last week, is the first to be drawn for commercial sponsorship of a major league team's schedule on television. (See picture, page 63.)

CBS last fall completed arrangements for televising the Dodger home games this year on an exclusive basis. Subsequently the New York Yankees made a similar tie-up with WABD, Du Mont television station in New York, and the New York Giants with WNBT, NBC video station in that city. Both of these stations are offering their baseball telecasts for sponsorship but to date neither has announced completion of a deal.

The Dodgers' 1947 season will start April 15 at Ebbets Field, Brooklyn, with the Boston Braves as opponents. A coin will be tossed to determine whether the opening game's telecast will be sponsored by Ford or General Foods, with the two alternating for the remainder of the season—71 games in all.

Bob Edge has resigned as television sports director of CBS to handle the descriptions of the baseball video programs as freelance announcer-commentator and he is expected to continue in this field on an independent basis. Following his handling of the mike for the station's telecast of the New York U-Notre Dame basketball game last Monday—also under Ford sponsorship—he left for Havana, where the Dodgers are in spring training. Plans call for the collection of material and background information about the players and films of training and of pre-season exhibition games, which will be used for television material by WCBS-TV in advance of the opening game as a buildup for the season's telecasts.

Ford is currently the major sponsor of telecasts on WCBS-TV and one of the largest purchasers of video time in the entire field through its sponsorship of track meets, basketball games, hockey matches, skating carnivals, horse and dog shows and other events staged at Madison Square Garden. The Motor company's Parade of Sports series began last fall with telecasts of the home games of the Columbia U. football team and have continued through the winter with the Garden events.

General Foods, which signed its first television contract in agreeing to co-sponsor the Dodgers telecasts, will distribute the commercials among a variety of its products, with no decision made yet as to what treatment the commercials will be given.

Howard M. Chapin, associate advertising director and chairman of the General Foods television committee, represented his company in negotiating the contract for the baseball telecasts, with C. J. Seyffer, manager of Ford's northeastern region, acting for the motor company and George L. Moskovics, commercial manager of CBS television, for WCBS-TV.

Three agencies are concerned with the General Foods part of the television schedule: Young & Rubicam, Benton & Bowles, and Foote, Cone & Belding, all of New York. The Ford advertising is handled by J. Walter Thompson Co., New York.

May Switch

GENERAL FOODS last week reportedly was considering a change in agencies on the Ford's five times weekly on NBC, sometime in April. The show is now handled by Young & Rubicam, New York, and may go to Benton & Bowles, New York.

Plans for construction of the highest structure in the world, an FM tower to be erected at Des Moines, [CLOSED CIRCUIT, Feb. 17] were announced last week by T. A. McRaven, vice president of the Cowles Broadcasting Co. Mr. Craven said that an application had been filed with the FCC for approval to construct the tower 1,530 feet high, for KRNT-FM [CLOSED CIRCUIT, Feb. 10].

The KRNT FM station has already been authorized to operate with 157,000 w. and with the height of the tower adding to the normal coverage area, it is expected that the station will cover a radius of more than 100 miles.

A Westinghouse 50-kw transmitter will be used. Overall cost is expected to go to approximately $400,000, with $200,000 for the tower, $87,000 for the transmitter, $60,000 for the land, $50,000 for the studio, $11,000 for the tower has not been signed as yet.

KRNT-FM studios will be built in the KRNT Radio Theatre, a Cowies property in Des Moines. New studios for KRNT (AM) are also planned for this building.

General Motors Replaces

GENERAL MOTORS CORP., Detroit (Kelvinator division), April 5 replaces Hollywood Star Time, Sat. 5 p.m., with Author's Hour, "Called X." The latter is a mystery show which was last on the air as a summer replacement for Bob Hope Show Tues. on NBC. Foote, Cone & Belding, New York, is the agency.

Elder Leaves ANA

ROBERT F. ELDER, vice president of Lever Bros., Cambridge, Mass., has announced that his resignation as chairman of the ANA Radio Council at the completion of his one-year term, due to the pressure of his duties, will continue as a member of the ANA Executive Committee. No successor to Mr. Elder has been announced.

General Mills Sponsors

GENERAL MILLS INC., Minneapolis, effective June 7 and 3, respectively, for 52 weeks, starts sponsorship of two ABC package programs, Famous Jury Trials and Green Hornet. Famous Jury Trials, currently heard on ABC sustaining, will remain in the Saturday 9-8:30 p.m. spot, while Green Hornet, currently aired on Sundays 4:30-5 p.m., will switch to the Tuesday 7-8 p.m., period under its new sponsorship. Both contracts were placed through Dancer-Fitzgerald-Sample, Inc., Chicago. In addition, General Mills, effective Sept. 7, will continue to renew its sponsorship of the Lone Ranger program and increases its coverage from 67 ABC stations to the full network.
Arguments Are Heard on Duopoly

Rules Flexibility Need Cited by Majority
Of Participants

FCC, sitting en banc to hear arguments on how the multiple ownership rules should be interpreted, was told last Monday by most of the 11 participating attorneys that duopoly has too many factors to merit adoption of any overall rule-of-thumb. This was the feeling expressed by most of the 11 attorneys who participated last Monday in discussions before the FCC, sitting en banc to hear arguments on how its multiple ownership rules should be interpreted. Opinions and suggestions of the various attorneys are summarized in the accompanying news story.

Steinman stations in Pennsylvania and Delaware, argued that experience with changing standards in AM indicated FCC should not now apply, in FM, any “self-enforcing rule-of-thumb based on arbitrary standards of service.” He contended that listeners do not tune to a station because of its ownership, but because of its service, and that overlap within a trade area is secondary to providing service to that area. He pointed out that “overlapping service” is permitted in other businesses without harmful effect.

Mr. H. Brown Jr., representing Television Broadcasters Assn., submitted a brief declaring that “only a rule permitting flexibility in application and interpretation will serve the public interest in the growth of this industry wherein

(Continued on page 94)

FCC-FMA Review Engineering Test

Results Expected to Show Whether Separation Is Adequate

ENGINEERING tests over the nation, particularly New England, by FCC and engineering members of FM Assn. were reviewed Wednesday at the first FMA-FCC liaison luncheon, held at the luncheon of FCC and FM Assn., subcommittee of the luncheon of FCC and FM Assn. and FMA.

Tests are designed to show whether the present one-channel separation is adequate and whether reports of interference are due to noncollinearity of stations.

Full support of FCC to statewide educational FM networks was pledged at the luncheon by Roy Hofheinz, FMA president. He said FCC was in no way connected with any movements to oppose such networks. “We sincerely believe that every State in the union should have an educational FM network to provide not only additional classroom work, but to carry on adult education,” he said. FMA has set up a special $25 membership fee for educational stations at the suggestion of the U. S. Office of Education.

Commissioner of Education John W. F. Collins was present, FMA executive counsel; Bill Bailey, executive director.

March 3, 1947 • Page 17
Facsimile Is Challenge to Newspapers

Additional Service Planned, Says Knight

By JOHN S. KNIGHT

Editor and Publisher, Miami Herald

THE Miami Herald will begin demonstration of a facsimile service in March. Continuous publication of bulletin facsimile editions is scheduled for late fall.

We in the Knight Newspaper organization feel that facsimile reproduction of daily newspapers is emerging from the experimental stage and warrants field trials under actual conditions of daily publication.

Facsimile is not ready to displace our daily newspapers in their present form, but it does have intriguing possibilities as a supplemental service. In this respect it may well change our present concept of newspaper publishing.

Bulletin Service

At the present time I feel that facsimile has a tangible value as a means of publishing bulletin matter to augment our regular street and home delivery editions. It will provide an added service to readers who have facsimile receivers. It is upon this basis that we are proceeding on the Herald.

Our first demonstrations in March will be conducted by Radio Inventions Inc., of New York City. Members of our own special facsimile staff, who have been working on facsimile planning for several months, will work with the New York demonstration team. Following the brief demonstration period our own staff will take over the complete operation.

Transmission facilities are provided through the present 3-kW FM General Electric transmitter recently installed in our station, WQAM, WQAM-FM.

Tower Under Construction

A 400-foot Blaw-Knox tower is now under construction 300 feet off shore in Biscayne Bay for FM broadcasting. It will have an 8-bay General Electric antenna and should be completed late in April. The 3-kW transmitter plus the 8-bay antenna will give our FM transmitter a rated output equal to 50-kW.

FM broadcasts are now being made from a temporary antenna attached to our regular 200-foot AM tower.

We are using General Electric equipment developed by John V. L. Hogan and associates in our facsimile activities. I understand we will have the latest equipment, incorporating many new refinements, for our Miami demonstrations.

These receivers are hand-made by General Electric at this time. The company does not anticipate getting into mass production until sometime next year.

The high initial cost of the handmade receivers and their scarcity will necessarily limit our immediate operations, but I feel that we can gain much in know-how through limited operation that will be of benefit to our readers at such a time as receivers are made available on a mass basis.

'Newspaper' Operation

Every phase of facsimile publication, with the exception of the actual transmission from the WQAM-FM transmitter, will be handled within the Herald building. Facsimile is essentially a newspaper, not a radio operation.

The facsimile department is functioning temporarily in the editorial room until new quarters can be provided.

Special equipment is needed to prepare copy for the facsimile scanner. Present sending equipment transmits pages measuring 5 1/2 inches by 11 1/2 inches, or about a third the size of standard newspaper pages. Experiments have revealed that regular body type of newspapers comes out fuzzy, and

Additional Service Planned, Says Knight

As you probably know, 'spot' radio (shown by all recent surveys) is the most effective type of advertising and promotion at the present time. Read I point out why 'spot' radio is an effective medium for advertising.

As you know, 'spot' radio is a very effective form of advertising. It is an effective medium for reaching the audience at the right time and in the right place.

We offer you a chance to enjoy the benefits of 'spot' radio, which is a very effective medium for advertising. It is a very effective medium for reaching the audience at the right time and in the right place.

As you can see, 'spot' radio is a very effective medium for advertising. It is a very effective medium for reaching the audience at the right time and in the right place.

As you can see, 'spot' radio is very effective. It is a very effective medium for advertising. It is a very effective medium for reaching the audience at the right time and in the right place.

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As you can see, 'spot' radio is a very effective medium for advertising. It is a very effective medium for reaching the audience at the right time and in the right place.
Keep swimming!

Not all ducks go south for the winter. This flock was content with northern climate and the food possibilities. So they stayed put where they were.

They had one tough assignment, though.

In order to keep open water between the ice, the ducks had to take turns swimming constantly!

Maybe your business is almost frozen up today. But you too have to keep open water in front of you. One of the best ways we can think of in radio, in Baltimore, to keep the freeze from closing over . . . is Station W-I-T-H.

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

If you're trying to reach Baltimore . . . the 6th largest city . . . W-I-T-H is the way to do it. And the best way to start is to put W-I-T-H at the top of that budget.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President · Headley-Reed, National Representatives

March 3, 1947 · Page 19
FCC Seeks Detailed Information in St. Paul Case

CALLING for detailed information on the proposed purchasers and their plans, FCC last week ordered a hearing on March 13 before the Commission on the rival $825,000 bids for 75% interest in 50-kw KSTP St. Paul.

Bidder are Stanley E. Hubbard, of KSTP general manager and 25% owner, who borrowed $850,000 from Aviation Corp. and gave the company an option to buy the 75% interest for around $1,200,000 [BROADCASTING, Sept. 30, 1946], and a group of Minneapolis and St. Paul businessmen who matched Mr. Hubbard's $825,000 offer under the FCC's Avoe Rule Procedure [BROADCASTING, Dec. 16].

Obviously with reference to Mr. Hubbard's option to Avoe, which owns Crosley Broadcasting Corp., the Commission is interested in its 10 hearing issues one "to determine whether the transfer to Hubbard is proposed for the purpose of providing a bona fide broadcast service by the proposed transferee or for the purpose of a retransfer at a higher price."

The Commission also asked for information on "the method and manner of control over KSTP by transferee, Hubbard, including what influence and/or control, if any, over the station would be exercised by Crosley Broadcasting Corp. or its parent, Aviation Corp., prior to the exercise of the option ... by either of said companies to acquire control of KSTP."

1927 Agreement

Another issue seeks "full information with respect to the agreement of Nov. 23, 1927 between KSTP and the St. Paul Assn. of Commerce granting to the latter certain rights and interests in and to the station, and what effect will be had thereon by transfer of control over the station to either of the proposed transferees."

The second bidder, who applied in the name of I. A. O'Shaughnessy and others and the Thomas Hamm Brewing Co., contended that Lytton J. Shields and Frank M. Brown, whose estates control the 75% now up for sale (50% and 25% respectively), agreed in 1927 never to sell unless the St. Paul Assn. was given a chance to meet outside offers. This agreement, it was claimed, was based on advances of about $35,000 by Assn. members to keep the station in operation.

Whether transfer to either of the proposed purchasers and involvement violation of the multiple ownership rule is another question posed by the Commission for answer during the hearing. This issue is part of one calling for "full information as to the amount and character of overlapping in service areas, if any, between KSTP and any other station or stations in which transferee (or parties in interest therein) may have a direct or indirect interest or connection ..."

The group bidding against Mr. Hubbard is William F. Johns Sr. and William F. Johns Jr., who with other members of their family own WTMV East St. Louis, and WKSH Cleveland and WPLR and WWOR at Chas. J. Winton, minority stockholders in WLOL Minneapolis. (WTMV has been sold to Evansville on the Air, Evansville, Ind., for $320,000, and the application is now awaiting hearing.)

Watch 'Vocal' Critics, Radio Warned

U. of Oklahoma Speakers Dissect Broadcasting During Forum

COMMERCIAL radio received more praise than criticism, but broadcasters were warned that while critics of radio are in the minority they are a vocal minority, as the annual Radio Conference at the U. of Oklahoma opened Thursday at Norman, Okla.

Outlining the purpose of the conference as "Programming to Meet Current Needs," Dr. Sherman P. Lawton, Oklahoma U. coordinator of radio and conference committee secretary, voiced the hope that the conference "will help forearm and forewarn the industry through increasing understanding of the basic causes of criticism." Robert T. Enoch, manager, KTOK Oklahoma City, was chairman of the opening session. Meetings were held in Norman on the opening day, moving Friday to the E. M. Hotel, Oklahoma City, where final sessions were scheduled through Sunday afternoon.

Awards to Alumni

At the Thursday dinner meeting awards were presented to Oklahoma U. alumni in radio. Gold keys were given FCC Commissioner Paul A. Walker; Walter Emory, FCC attorney; Joseph W. Hicks, Chicago public relations consultant; Murial M. Mathie, NBC announcer; Joseph Callaway, Michigan State College educator; Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Ted Beisler, radio educator. Awards in absentia were presented to Homer Heck, NBC producer; John Swineford, ABC announcer; Calvin Tinney, Mutual commentator; Norris Golf (Lum), of Lum 'n' Abner.

Dinner discussion dealt with "United States Radio and the World," with Dr. M. L. Wordell, head of the Oklahoma U. history department presiding. Kenneth D. Fry, chief, International Division, State Dept., said the U. S. is beaming 72,000 program hours monthly to other nations to tell the truth about America, with 55 nations now using this "powerful instrument" for international broadcasts. "We must have a strong voice," he said.

Rear Adm. A. S. Merrill, Eighth Naval District, New Orleans, said the U. S. can have peace so long as it will pay for preparedness. Jack Harris, newly appointed manager of KPRC Houston and wartime head of the War Dept. Radio Section, said "radio ad libbed through its first world war" and pointed to need for cooperation with armed forces in peace to prevent another war.

Outline BBC Policy

Douglas Ritchie, British Information Service, New York, outlined BBC's international policy. BBC broadcasts in 47 languages, he said, and 9 of the 15 are of important phases of world life.

James Allard, director of public service, Canadian Assn. of Broadcasters, presented American and Canadian programs. He said Canadians listen to American programs over Canadian stations "and like them." He suggested American forums include Canadian participants, reminding that Canada is the buffer between U. S. and Russia.

U. S. Programs Best

At the opening session Harlow Roberts, vice president of Goodkind, Joice & Morgan, Chicago, declared American radio had the most popular programs heard by anyone in any country. Mr. Robert added that he is "all for program improvement but I also am for improvement in the business side of radio." He warned that broadcasters that other media are planning active campaigns for business and suggested radio sell itself to local retailers and salesmen of products advertised on the medium. "If you don't," he cautioned, "they will recommend other media."

Neville Mann, vice president, Tracy-Look Adv., Dallas, called for more cooperation between station and agency in serving clients. "Station and agency should regard sponsor as 'our' client and work for this benefit together," he observed.

Lee Hall, Carter Adv., Kansas City, described her method of pre- evaluating radio commercials by adapting newspaper technique, testing each commercial from eight angles before releasing it for broadcast.

Bill S. Ballinger, MKN Productions, Chicago, described a study of 250 announcements. He concluded that spot effectiveness is in direct ratio to the number of times used. He suggested a minimum of 26 weeks for new advertisers.

Allen Miller, director, Rocky Mountain Radio Council, Denver, speaking of cooperative programming, said, "I'm not blind to the blunders of the radio industry but to cite these facts only is to ignore the very real past and potential achievements of well-managed commercial networks. I say this as an educational broadcaster with over 20 years experience.

J. Nelson Ruphard, manager of KTSW Emporia, Kan., cited examples of the station's successful program cooperation with the State Teachers College.

Fear U. S. Control

Friday's program opened at 8 a.m. in Oklahoma City with a broadcast of the CBS Oklahoma Round-Up. Sessions scheduled for the day covered hillbilly programming, announcing, sale of local programs, popular record music programming, audience participation shows, public relations and promotion, programming by schools for commercial stations, a dinner (Continued on page 27)
IF IT'S GOLD YOU WANT...
Use a "pan" in Alaska!

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

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

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEEJ COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Daylight Saving Voted Down for Washington

FARM-BLOC opposition to daylight saving for the District of Columbia last week presaged an even more intense campaign against proposals for national daylight saving. The House voted 210 to 124 against daylight saving, with resistance primarily from farm districts, although H. R. 1700 would have granted the "summer time" only to the Capital where there are practically no farmers.

District Commissioner John Russell Young told a Senate Committee that the District has "about one or two" farmers, and Sen. Arthur Capper (R-Kans.) suggested that these farmers be exempted from observing daylight saving time. In spite of considerable discussion among business and civic organizations it appeared that daylight saving as a D. C. issue was dead for the year.


Chicago AFRA Spokesman Sees Need For More Study of Chicago Radio

RAYMOND JONES, executive secretary of Chicago AFRA, told Chicago Radio Executives that there has been "too damn much talk and too little thinking and effort" regarding the status of Chicago radio.

Speaking before the Radio Management Club, Mr. Jones presented "facts and opinions," which he urged agency and station executives to relay to advertisers.

"It has been estimated that approximately 30% of network billing is sold in Chicago," Mr. Jones said. "There are 50 network origination stations there. Of these, 43 are sustaining and 17 are commercial."

Mr. Jones reported the results of a survey AFRA recently made of Chicago's radio resources:

One hundred and fifty of the 225 members of the Radio Writers' Guild (Chicago) have written, or are now writing, one or more successful network programs. Over 100 have been earning their living in radio for at least five years.

Approximately 30 have been earning their living in radio for at least 10 years.

There are 10 current Chicago originated network programs written by Chicago writers.

The 52 members of the Radio Directors' Guild have directed over 201 network programs collectively.

Chicago AFRA has 758 members. Of 322 actors and actresses, 250 have professional experience with more than 250 programs or have more than a year's experience.

Of 224 announcers, 150 have similarly complete experience of a sort to meet top network quality standards.

Page Mr. Durr!

THERE is at least one listener in Concord, N. H., who likes commercials. The other day he phoned WKXL and protested mightily because he had heard only a "public service announcement" on the Hop Harrigan show. When told the program was only a "sustainer," he was a bit pacified, but still grumbled that he missed the commercial.

Jobs in Radio Discussed At Rocky Mountain Meet

JOB opportunities in radio were discussed at the 15th annual Rocky Mountain Speech Conference in mid-February, sponsored by the U. of Denver, and arranged by Russell Porter, Denver U. coordinator of radio. Panel on industry employment included: Hugh B. Terry, manager of KLZ and NAB district chairman; Rex Howell, owner-manager of KFXJ Grand Junction; Allen Miller, director of Rocky Mountain Radio Council; Miss Evadna Hammersley, director of women's activities for KOA.

Mr. Howell stressed the fact that the small community station was no longer looking for itinerant employees, but for permanent ones, who were widely versatile. Mr. Terry pointed out that "writing is the most undeveloped field in radio." The conference was told by Mr. Miller that although educational radio was not highly remunerative, it offered maximum returns in personal satisfaction. Miss Hammersley predicted that women will take a more active part in radio in the future.

Weather Bureau Ticker

A NEW high-speed Western Union ticker for U. S. weather reports will be added to the New York newsroom of WJZ and ABC by April 1. The new weather bureau ticker will give hourly changes in temperature, humidity, wind velocity, direction and barometric pressure for the New York area. State-by-state forecasts also will be received over the ticker, thus augmenting the current weather news reports now being broadcast by WJZ-ABC.

IBS Elects

THE INTERCOLLEGIATE Broadcasting System has announced the election of the following officers: Dr. Russell Potter, director of the Institute of Arts and Sciences, Columbia U., New York, president; Roger Clipp, general manager, WFIL Philadelphia, vice president; Judith Walder, director of public service, NBC, Chicago, secretary; Guy della-Cioppa, assistant to the chairman of the board, CBS, New York, treasurer.

WJZ New York has reported that new business booked in January ran 32% ahead of bookings for December 1946.
"BOSTON BLACKIE"

13.9

IN MINNEAPOLIS!

Fourth highest rated program
all days, all times, all stations!

OTHER "BLACKIE" RATINGS:
- LOUISVILLE 13.8
- NEW YORK 9.8
- YOUNGSTOWN 21.3

FLASH...NOW 16.5

"BOSTON BLACKIE"

TRANSCRIBED HALF-HOUR - STARRING RICHARD KOLLMAR

Consistently beats all competition on stations from coast-to-coast. Based on the famous Cosmopolitan magazine stories and current Columbia pictures. RADIO'S GREATEST POINT-PER-DOLLAR BUY!

FOR LOCAL AND REGIONAL SPONSORS

FREDERIC W. ZIV COMPANY
1529 MADISON ROAD - CINCINNATI 6, OHIO
NEW YORK - CHICAGO - HOLLYWOOD

SPONSORED BY TIDEWATER OIL
THRU LENNEN & MITCHELL

HOOPER SUMMER CITY REPORT
JULY-SEPTEMBER, 1946

BROADCASTING • Telecasting

March 3, 1947 • Page 21
News Clinic Coincides With NAB Area Meetings

RADIO news clinic will be held in connection with the NAB area meeting of District 10 (Ia., Mo., Neb.) and District 12 (Kan., Okla.) to be held April 14-16 at the Hotel Muehlebach, Kansas City. William B. Quarton, WMT Waterloo, will be general chairman of the clinic, to be directed by Arthur C. Stringer, NAB director of special services. Announcement of the clinic, which occupies the final day of the area meeting, was made jointly by John J. Gillin Jr., WOW Omaha, District 10 director, and William B. Way, KVOS Tulsa, district 12 director. First multi-state news clinic was held Jan. 14 in connection with the District 14 meeting at Salt Lake City.

PARTICIPANTS in the first State Department broadcast to Russia, [Broadcasting, Feb. 24] photographed in the IBD studio in New York following the broadcast (1 to r): Boris Brodenov, Katharine Elene, James Shigorin, Vladimir Postman, Lucy Bates ((seated), Tatiana Hecker, Victor Franzusoff.

Boston Is Included In Pulse Audience

'Radio Theatre' Tops Evening Shows, Benny Second

THE BOSTON metropolitan area, since January has been included in the Pulse Inc., New York, radio audience measurement which is issued bi-monthly. The Pulse personal interview roster method of measurement is now regularly employed in the metropolitan areas of New York, Philadelphia and Boston.

According to the BMB estimate of radio families, there were 4,505,860 radio families in the metropolitan areas mentioned above; 13.2% of the radio families in the country were in these areas. Setting for three areas combined for the January-February period was 25.4. This figure was the average quarter hour sets-in-use for the 18 hour day 5 a.m. to 12 midnight for the seven days of the week.

Top 10 evening shows listed by the Pulse during the past two months were: Lux Radio Theatre, 27.2, Jack Benny 26.2, Charlie McCarthy 23.8, Fred Allen 22.7, Bob Hope 21.9, Screen Guild 20.0, Mr. District Attorney 19.8, Joan Davis Show 19.7, Inner Sanctum 19.4, Fibber McGee & Molly 19.4.

Top 10 daytime shows listed were Kate Smith Speaks 8.9, Rosemary 8.5, Aunt Jenny 8.1, Helen Trent 8.1, Our Gal Sunday 7.9, Big Sister 7.4, Breakfast Club 7.3, Road of Life 7.2, Ma Perkins 7.1, Young Dr. Malone 6.8.

Top 10 Saturday and Sunday daytime programs listed were: The Shadow 12.4, Quick as a Flash 9.5, True Detective Mysteries 9.1, House of Mystery 8.9, Counterspy 8.1, One Man's Family 8.3, Sheff er Parade 8.0, Harvest of Stars 8.0, Hour of Charm 7.9, Family Hour 7.8, RCA Victor Show 7.8.

Engineering Conference

CONSTRUCTION under way at six Westinghouse Radio Stations Inc. outlets will be discussed at a conference of Westinghouse engineering personnel opening today (Monday) in New York. Attending will be top Westinghouse station executives, Vice Presidents Walter Evans and Walter B. Benoit, WRS Manager J. B. Conley, and Assistant Manager F. M. Sloan, who will conduct meeting. Conference was scheduled to coincide with annual IRE convention.

Albert G. Graff

ALBERT G. GRAFF, 48, in charge of media at Ellington & Co., New York, died of a heart attack Feb. 23 while shoveling snow outside his home at 140 Broadway, Pleasantville, N. Y. Mr. Graff joined the agency in 1944.

Surviving are his wife, Caroline Meyer Graff, and two daughters, Carol and Joan.
That **POWERFUL** Portland Market!

During the first year following the end of World War II, 750 new firms were established in Portland’s Multnomah County.

Industrial payrolls now are hitting close to $600 million... *triple* the 1940 level.

KEX is your key to this land of opportunity... KEX, the wide-awake station that keeps growing in pace with its ever-increasing market. Ask our Sales Department, or Free & Peters, for further information and availabilities.
For eleven years Betty McCall has talked to Baltimore housewives as one homemaker to another. From her own experience in running a home and managing a family—shopping for food and home furnishings—personally trying out new recipes, comes the wealth of helpful advice which makes "Your Friendly Neighbor" unique in audience appeal.

Any Raymer representative will gladly give you availabilities for sponsor participation. Will gladly show you, too, why this basic CBS station with 600 KC—5000 watt coverage is a great buy.
Scripps-Howard Will Launch Video Station in Cleveland

ARTIST’S sketch of exterior of building which will house WEWS (Scripps-Howard Radio Inc.) television studios in downtown Cleveland.

SCRIPPS-HOWARD Radio Inc. has entered into a long-term lease for 35,000 square feet of floor space in downtown Cleveland preparatory to launching a television station in the Ohio metropolis, James C. Hanrahan, vice president of the firm, announced last week. Mr. Hanrahan said construction has begun on the half-million-dollar project and completion is anticipated by early fall. Call letters of the video outlet, Scripps-Howard Radio’s initial broadcasting unit, will be WEWS, the E. W. S., representing the initials of the late E. W. Scripps, founder of the Scripps-Howard group of newspapers.

Entire Building

The WEWS studio-office site is at 1816 E. 13th St., next door to Hotel Allerton and two blocks from Hotel Statler. The entire building with the exception of six small store fronts has been leased. Formerly used to house the Women’s City Club of Cleveland, the building henceforth will be known as the WEWS Bldg., Mr. Hanrahan said. Extensive remodeling and modernization is to be undertaken by the Austin Co. of Cleveland as soon as Office of Temporary Controls approval can be obtained.

The main studio’s central staging area will cover a little more than 4,000 square feet, according to the plans announced by Mr. Hanrahan.

From the roof of Hotel Allerton (equivalent of 21 stories high) WEWS will relay its visual signal to its transmitter located on an elevation in Parma, Ohio, south of Cleveland. The WEWS television antenna, an RCA super-turnstile, will be erected on a supporting tower to be provided by International Derrick and Equipment Co., Columbus, Ohio. It will have an overall height of 450 feet.

Mr. Hanrahan said transmitting and studio equipment costing approximately $260,000 was ordered by Scripps-Howard last September from Allen B. Du Mont Laboratories. One complete image orthicon camera chain has been delivered, with transmitters and other equipment scheduled to follow this spring.

Joseph B. Epperson, chief engineer, Scripps-Howard Radio Inc., is in charge of technical construction of WEWS. Mr. Hanrahan, who now lives in Cleveland, is acting general manager of the station.

The Austin Co.’s plans for the WEWS studio building include provision for two television studios; two control rooms; one master control room; a motion picture film developing plant, cutting room, projection room and film storage vault; and large storage and workshop space for scenery and props. Studios will be designed to permit as many as 1,000 television program visitors at one time. In addition to handling the WEWS television building project, the Austin Co. is working on video and FM stations in Washington, New York, St. Louis, Hollywood and Seattle, Mr. Hanrahan said.

BROADCASTING • Telecasing

BILLY STULLA OF KFI
DAVIS AWARD WINNER
THE 1946 ANNUAL H. B. DAVIS
Award to announcers of NBC and
affiliated stations was won by Bill
Stulla, of KFI Los Angeles, it was
announced last week. Mr. Stulla
was awarded $300 and a gold
medal.

Group winners of engraved rings,
radio plaques, and annual, are Herb
Sheeldon, WNBC New York,
in the NBC-owned and operated station class; Bob Kay, WAV
Louisville, regional affiliates; Arch
Macdonald, WABY, Sarasota, as
channel affiliates, and Cale D.
Moore, WHZ Zanesville, Ohio,
affiliates.

Awards will be officially be-
slow during a special NBC broadcast
March 5, 6:15-6:40 p.m.

RECEIVER OUTPUT HITS
PEAK DOLLAR VOLUME
ALLTIME dollar volume record in
production of radio receivers is be-
thought to have been established in
January when 1,664,171 units were
turned out by member companies
of the Radio Manufacturers Assn.

Ten per cent of the January sets
were consoles, a sharp upturn from
the 1946 trend when a cabinet
shortage confined production almost
ly to table models. Console ratio is
expected to increase during 1947,
reaching perhaps 17% or 18% later
in the year as compared to 1946’s
average of only 7%. Record total set production was achieved
last October when the figure
reached 1,678,444 units. December’s
output was 1,404,687 units.

AM-FM production continued its
marked upward trend in January,
rising from December’s 40,903 to
51,318. Manufacturers’ schedules
called for continued increase in AM-
FM output as the year progresses,
since engineering details that kept
FM production at a low ebb last
year have been overcome.

Total set output totaled 5,437 in January as against 3,561 in December, with 4,790 of the January output consisting of table
models.

Fremantle Change
AMERICAN Division of Fremantle
Overseas Radio Ltd. of London has
been formed into a separate cor-
poration to be known as Fremantle
Oversea Radio Inc. Office continued
at 860 Madison Avenue, New York. Paul Talbot, for-
merly director of the American Di-
vision, has been elected president
of the new corporation which re-
prents combined radio stations in
Europe and North and South America.
World Conference Proposals Are Ready to Send to Bern

INDUSTRY-GOVERNMENT meetings preparatory to the World Radio Conference, which opens May 15 at Atlantic City [BROADCASTING, Feb. 3], have been concluded “with decisions hammered out until they were accepted by everyone.”

Harvey B. Otterman, assistant chief of the State Department’s Telecommunications Division and chairman of the Industry-Government Committee, told BROADCASTING that the United States proposals for the World Conference are now ready for transmission to the Bern Bureau of International Telecommunications. The U. S. proposals will be circulated from Bern to the 60 nations which have been invited to the Atlantic City conferences.

“We have been fortunate in the past, largely because of the pains taking care taken in the preparation of our proposals. The U. S. proposals have been drawn up in such detail that we can hope for a great degree of successful consideration although of course we can make no forecasts,” said Mr. Otterman.

Groundwork for the World Conference was laid in a series of meetings including the Third Inter-American Telecommunications Conference in Rio De Janeiro [BROADCASTING, Sept. 17, 1945], the British-American Conference in Bermuda [BROADCASTING, Dec. 10, 1945], and the five-power Telecommunications Conference in Moscow last November [BROADCASTING, Nov. 18, 1946].

One of the “fundamentals” upon which there has been “a great deal of concurrence” to date, said Mr. Otterman, is the question of setting up a permanent International Telecommunications Union to function at all times. It was understood that with the large number of nations requesting shortwave space on a crowded spectrum the U. S. will propose to permit each nation to broadcast specified hours, so that two countries might be assigned the same frequency or band of frequencies to operate at different hours.

Mr. Otterman expressed concern over the problems involved in the revision of the frequency allocations table and declared that since there will not be nearly sufficient frequencies for all services, there will have to be some way to give more space to HF, “and that will mean taking some space from other services.”

Another “terrible problem” will be assignments of frequencies for the proposed International Broad-

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 passenger 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 audience.
. . . They listen regularly to favorite shows broadcast by WSIX.

BiTH ANNOUNCEMENTS, information on care of babies and miscellaneous important to new mothers are carried on WJIM Lansing’s new 10 a.m. daily show, Stork Report, by Ruth Lawson, the “Stork Reporter,” and by Howard Finch, who produces the show and participates in it. Sponsors of the program send a case of baby food and an autographed certificate to each new stork arrival.

Bell Centennial Show

BELL TELEPHONE SYSTEM March 3 extends its regular half-hour program on NBC to a full hour (9-10 p.m.), in a centennial tribute to Alexander Graham Bell, inventor of the telephone, on the 100th anniversary of his birth. Show will feature such guest artists as Helen Traubel and Jascha Heifets, in addition to a 15-minute dramatic sketch covering outstanding developments in telephone history narrated by Raymond Massey. At the Bell Telephone Labs at Murray Hill, N. J., a bust of Mr. Bell, sculptured by Paul Manship, will be unveiled by Mrs. Gilbert H. Grosvenor, eldest daughter of the inventor. A telephone hook-up will carry conversations of Mr. Bell’s two daughters, Mrs. Grosvenor at the ceremonies in Murray Hill, and Mrs. David Fairchild in Miami, Fla.
HAVE a slice of our BIRTHDAY CAKE?

When you buy a slice of WDAY time, these days, you also buy a part of WDAY's 25 years' experience in broadcasting—

—better programming, better showmanship, better service that gives WDAY a 6 to 1 edge in listener-preference, over any other station in these parts!

Yes sir, in the Red River Valley it's WDAY by six to one! Write this Oldest Radio Station in the Northwest for all the facts, or ask Free & Peters!

FARGO, N. D. NBC . 970 KILOCYCLES . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
Fun at a Broadcast

Pennsylvania Railroad ticket clerk spends morning at radio musical quiz; gets breakfast, prizes, laughs ... on the house

Accompanied by two co-workers, Mrs. Beatrice Singer, of Rego Park, Queens, appeared at New York’s WCBS studios to do battle with Harry Kramer (M.C. of “Hits and Misses”). She listened to popular recordings, then tried to answer musical questions submitted by radio listeners.

First stop on her itinerary was Colbee’s Restaurant in the CBS building, with Kramer as host at breakfast. Later, Mrs. Singer was one of three studio contestants on “Hits and Misses”. Given $20 to start, she forfeited $5 for one musical “miss”, pocketed $15 for two “hits”.

Mrs. Singer’s radio debut was made on WCBS’ new morning quiz show. After only one month on the air the January Pulse for New York gave “Hits and Misses” a 3.3 rating! Prospective participating sponsors can get full information from WCBS, or any Radio Sales Office.
3. MRS. SINGER RELATES EXPERIENCES as clerk for the Pennsylvania Railroad. From 10:00 to 10:30 a.m., listening housewives get vivid word-picture of what representative women “in business” do.

4. RECORDED MUSIC ENTERTAINS listeners at home. Transcriptions—featuring name bands and the most popular singers of the day—are selected from the huge WCBS Record Library. Although not all questions are of musical nature, Kramer’s contestants in the studio are often asked questions based on program’s recorded tunes.

5. MRS. SINGER FORFEITS FIVE of twenty dollars which Kramer had handed to her at start of interview. Kramer and Beverly Harman (P.R.R. Passenger Representative) chuckle at Mrs. Singer’s “miss”.

6. A PROFITABLE TIME was had by all. Tomorrow morning, three contestants from another business organization will go through same program paces, will try to take home their twenty dollars.

7. NEXT DAY’S PROGRAM is prepared by Kramer and MacNamee. Listeners submit over 1,500 letters a week. Each hopes to win $10 by having her set of questions supply fun for a broadcast.
ASCAP to Elect
ASCAP will mail ballots this week to members for the annual election of directors. Candidates include: popular writers, 3-year term, three to be elected—Stanley Adams, Otto Harbach, Edgar Leslie, incumbents; Bernie Benjamin, Philip Charig, Herman Pincus, John La touche, John Redmond, Bud Green; 2-year term, one to be elected—Oscar Hammerstein 2nd, incumbent, Harold Rome, Vernon Duke; standard writers, 3-year term, one to be elected—Deems Taylor, incumbent, Abram Chasins, Philip James; publishers, all for 3-year terms, popular, three to be elected—J. B. Bregman of Bregman, Voco & Conn, Abe Olman of Robbin Music Corp., Lester Santly, Santly-Joy Inc., incumbents, Irving Caesar, Irving Caesar Inc., W. C. Handy, Handy Bros.; music—Bob Miller, Bob Miller Inc.; standard, one to be elected—Frank H. Connor, incumbent, Edwin L. Gunther.

KFI-AFRA Come to Verbal Accord on Announcers
ALTHOUGH no contract has been signed, KFI Los Angeles worked out a volunteer verbal agreement with AFRA on staff announcers with freelancers getting scale pay.

Despite the fact that other network stations are paying top of $80, KFI under new pact voluntarily raised staff announcers from $68.75 per week to $85. Adhering to its policy of signing no written agreements with unions, KFI contract is only verbal. Station is still officially on record as objecting to agencies being forced by AFRA to assume responsibility for payment of commercial fees to staff announcers, it was said. KFI will continue opposition to the AFRA arbitrary-fee clause.

KROW Oakland, in recognition of "outstanding services to Naval personnel during World War II," received a certificate of achievement from the U. S. Navy Bureau of Naval Personnel.

BROADCASTING - Telecasting

Both Sides in Newspaper Strike Tell Views on Air
REPRESENTATIVES of striking unions and newspaper management used the facilities of WMAS Springfield, Mass., to air their sides of the argument when attempts were made to publish a non-union newspaper in Springfield after all of the city's papers had been shut down by a strike for 144 days.

The union representatives took to the WMAS microphone Tuesday night, Feb. 18, as they had done frequently during the long strike. Management replied with its version of the difficulty the following night, and labor came back with another salvo over WMAS Thursday night, Feb. 20.

The broadcasts came after a partially successful attempt of supervisory employees and other non-union workers to get out the Springfield Daily News on Monday, Feb. 17.

RWG Withdraws Plea On Freelancers' Behalf
A RADIO WRITER'S Guild application to the New York regional office of the National Labor Relations Board, seeking to establish the Guild as a bargaining agent for free-lance sustaining writers on networks, was withdrawn by the Guild last week.

No explanation of the Guild's withdrawal was given, but it was presumed that the action was taken in anticipation of possible future recourse to the NLRB on matters affecting not only the single group of free-lance sustaining writers, but also all other writers save for those who are staff employees.

The Guild, it was said, hoped to meet with networks in negotiation on behalf of the free-lancers, but the networks reportedly had not indicated when they would be willing to meet.

Meanwhile, New York Guild officials met with network executives last Tuesday to discuss a staff writers' contract. No progress was reported at the meeting, but another is scheduled for this week.

ASCAP Electors

This Is T. H. S. Radioland

REPRESENTING

Specialists on Radio and Markets in the Great Southwest and Middle West

TAYLOR-HOWE-SNOWDEN Radio Sales

SALES OFFICES: New York; Chicago; Dallas; Los Angeles; San Francisco; General Offices: Amarillo
November 15, 1946

Mr. P. S. Gates,  
Gates Radio Company,  
Quincy, Illinois.

Dear Mr. Gates,

Although this letter is a little belated, I have been wanting to write it since going on the air November 4 and have been prevented only by the pressure of activities.

Your Mr. MacReynolds from the New York office did a magnificent job when he was here around the end of October. He spent many long hours assisting in the solution of technical difficulties and the fact that we are on the air and things look excellent from a technical point of view clearly indicate to me that his contribution to the work of our chief engineer, Mr. Charles Walker, was an important factor. Together they worked tirelessly, and the thing I appreciated most in Mr. MacReynolds was his deep concern for our problems and his spirit of cooperation with our Mr. Walker. This spirit we have found to be rather common in your organisation and sometimes not so common in others.

I can't underestimate the value of the services of your organisation and Mr. MacReynolds to WICY and our chief engineer, Mr. Walker. I knew that you would want to know how we feel about this.

Very truly yours,

Mitchell C. Tackley  
Production Manager.
CBS Color Showing
Given in New York
Inter-Society Color Council Sees Demonstration

A SPECIAL demonstration of CBS color television was given Monday in New York for 28 members of the Inter-Society Color Council, including prominent scientists and representatives of leading industrial companies. Dr. Peter C. Goldmark, CBS director of engineering research and development, himself a member of the Color Council, conducted the demonstration.

D. B. Judel, of the National Bureau of Standards and a member of the Optical Society of America; Prof. M. J. Zigler, of Wellesley College and the American Psychological Assn.; Dorothy Nickerson, of the U. S. Dept. of Agriculture and council secretary, and W. F. Little, of the Illuminating Engineering Society and one of the Council’s counsellors, were among those attending the demonstration.

Also present were E. I. Stearn, American Cyanamid Co.; I. H. Godlove, General Aniline & Film Corp., and F. J. O’Neill, Pacific Mills, all members of the American Assn. of Textile Chemists and Colorists; K. L. Kelly, of the American Pharmaceutical Assn., National Formulary; W. C. Granville, of the Container Corporation of America and a member of the American Society for Testing Materials, and R. H. Bingham, of Ansco Corp. and a member of the Society of Motion Picture Engineers.


May Drop
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Came1 Cigarettes), may not renew Abbott & Costello. Thursday on NBC for next fall. It was understood that the comedy team had been offered to other agencies in New York for next season’s sale. William Esty & Co., New York, handles the Camel show.

NAB Commended
NAB was cited last week by the USO and National War Fund for its “most generous contribution of time and talent” from 1941 to 1947. In addition, the networks, local stations, sponsors and advertising agencies also were thanked by the two organizations for “helping greatly to finance . . . the USO, and the relief agencies of the National War Fund.”

IN HONOR of 20 years service, members of WEEI Boston’s 15-Year-Club are presented with watches. Dorothy Franklin, seventh member to be thus honored, is secretary to Caroline Cabot, director of the Caroline Cabot Shopping Service. With her are: Carleton E. Dickerman, (I), who has been WEEI announcer for 20 years; and Harold Fellows, WEEI general manager.

WAR COMMUNICATIONS BOARD IS ABOLISHED
THE BOARD of War Communications was abolished last week by Executive Order of the President. First established as the Defense Communications Board in September 1940, the board coordinated the nation’s civilian radio, telegraph, telephone and cable facilities for their most efficient use in the prosecution of the war and in the national security.

Upon its abolition the board was composed of FCC Chairman Charles B. Denny, chairman; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Admiral Earl E. Stone, Chief of Naval Communications; William Clayton, Under Secretary of State in charge of the Office of Transportation and Communications; Edward H. Foley Jr., Assistant Secretary of the Treasury, secretary; Capt. D. E. McKay, Chief of Communications of the U. S. Coast Guard, assistant secretary. In public statement, the board expressed appreciation “to all the industries, the labor unions, and the Government agencies who rendered such ready cooperation, and to the many individuals who gave unstintingly of their time and energies on the various committees.”

The board issued 37 orders during its tenure, 17 of which were cancelled two days following the defeat of Japan. The remaining outstanding orders were dropped last week with abolition of the board.

RCA Showroom
AN ELABORATE showroom for public demonstration of the latest in radio and television is under construction in Rockefeller Center by RCA. The showroom, which will contain exhibits of RCA’s various divisions, will probably open early in April. Among RCA subsidiaries which will have exhibits are NBC, Radiomarine Corp., America, RCA Victor, RCA Communications, RCA Institutes and laboratories.
NOT BRAGGADOCIO——JUST PLAIN FACTS!

Why WHWL Is The "Anthracite's Most Powerful Independent Radio Station"

ASSUMPTIONS:

<table>
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<tr>
<th>STATION</th>
<th>POWER FREQUENCY COVERED FD. AT 1 MI.</th>
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<tr>
<td>WHWL—NANTICOKE</td>
<td>1000 WATTS 730 KC $91,400 100 MV/M</td>
</tr>
<tr>
<td>STATION &quot;A&quot;—WILKES-BARRE</td>
<td>250 WATTS 1240 KC $38,100 87.5 MV/M</td>
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<tr>
<td>STATION &quot;B&quot;—WILKES-BARRE</td>
<td>250 WATTS 1340 KC $65,500 90 MV/M</td>
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<tr>
<td>STATION &quot;C&quot;—WILKES-BARRE</td>
<td>250 WATTS 1450 KC $48,300 87.5 MV/M</td>
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</table>

GROUND CONDUCTIVITY USED FOR ALL CONTOURS - 2 x 10 E. M. U.
(AS SHOWN ON FCC CHART OF GROUND CONDUCTIVITY IN THE UNITED STATES AND CANADA)

CALCULATED DAYTIME COVERAGE COMPARISON OF
NANTICOKE & WILKES-BARRE PENNSYLVANIA
STANDARD BROADCAST STATIONS
WELDON & BARR
WASHINGTON DC
441127A

*Offering a greater daytime service to the Anthracite Region, including the rich Wilkes-Barre—Scranton—Hazleton—Berwick Area.

Owned and Operated by Radio Anthracite, Inc.
38 E. MAIN ST., NANTICOKE, PA. — TEL. 1332

Represented Nationally by
Forjoe and Company

SAM LEAVITT
General Manager
FCC Has Adopted New Rules Governing Noncommercial Educational FM Service

WITH SOME MODIFICATIONS of its original proposal, FCC has announced the adoption of new rules governing noncommercial educational FM broadcast stations, effective April 1.

The Commission left the way clear for oral argument on the rules if objections or suggestions justifying it are filed within 20 days from Feb. 17, when their adoption was announced.

Officials said one of the major changes incorporated in the final version, as compared with the original proposal [BROADCASTING, March 18, 1946], provides that the accreditation of their "state departments of education and/or recognized regional and national educational accrediting organizations shall be taken into consideration" in determining the eligibility of both publicly supported and private-controlled educational organizations which apply for noncommercial educational FM stations.

This accreditation factor, authorities said, may affect several pending applications filed by religious organizations. It was pointed out, however, that the 20-day period for comments will permit any who want to do so to file objections and present the reasons for their opposition to inclusion of this consideration.

Another change from the version proposed last March, officials noted, is that the rules relating to transcription identification will not be applicable to mechanical records broadcast on programs "designed specifically for in-school listening." Otherwise the disc-identification requirements are the same as those in AM and commercial FM.

Primarily for clarification, it was explained, "cultural programs" were added to those types which noncommercial FM stations may transmit to the public. Other classes in this category are educational and entertainment programs.

As previously announced, 20 channels — 201-220, inclusive — are set aside for noncommercial educational FM, and the extent to which applicants meet the requirements of any state-wide plan for noncommercial educational FM broadcast stations filed with the Commission will be taken into consideration in passing upon their applications.

FM Engineering Standards will be applicable to noncommercial educational stations, and to a large extent the general rules and resolutions for the two services are comparable.

The rules consist of new Sec. 3.501 to 3.691, inclusive, of Part 3 of the Rules Governing Standard and High Frequency Broadcast Stations. Titled Subpart D, "Rules Governing Noncommercial Educational FM Broadcast Stations," they relate to classification of stations and allocation of frequencies; administrative procedure; equipment; mechanical operation, and other rules of operation. They were adopted Feb. 14 and announced last Monday.

FOR SALE

1 Share Canadian Broadcasting Corporation

According to recent CBC announcements and in fact the very existence of CBC itself, the undergirding, in more capacity as a citizen cultural creative organ, in more strength in the real business of broadcasting, if the next ten years of its existence this Corporation have not made successful the mission assigned it.

(1) It has not provided the best possible mechanism in the way of radio programs and services to the needs of all broadcasting services.

(2) It has acted and acted on policies which I cannot personally approve.

In consequence I wish to disassociate myself with the corporation and withdraw from any responsibility in connection with its actions. My own share in Canadian Broadcasting Corporation is therefore offered for immediate sale. Its resolution after refund is hereby offered.

RICHARD G. LEWIS

ANXIETY to withdraw from any responsibility in connection with the actions of Canadian Broadcasting Corp. is expressed in this full-page advertisement in Canadian Broadcaster signed by its editor and appearing in the Feb. 8th issue of that magazine. Editor Richard G. Lewis quotes CBC spokesmen as saying that as a citizen of Canada he is "a shareholder in CBC," arguing that if this is true he has a right to "sell" his share in the corporation.

Resumes Operation

HOLLYWOOD CHATTERBOX Enterprises, which functioned as a Hollywood radio production unit before war, has resumed operation. Frank R. Brown and Al Michaelian head firm, which is a service to advertising agencies and film producers using spot and exploitation form of broadcasting.

Peak Output Seen

GREATER phonograph record production in 1947 surpassing the 1946 output of more than 300,000,000 records, plus countless thousands of other types of transcribed recordings, was predicted last week by William C. Speed, president of Audio Devices Inc., New York. "We in the recording industry," Mr. Speed said, "definitely believe that the popularity phonograph records and recorded radio programs enjoyed during the past year is only the beginning of a trend that will soon see more and more people enjoying recorded entertainment in their homes."
NOW
5,000
WATTS!

......A GREATER VOICE FOR THE
"BIGGEST SHOW IN TOWN"

NEW TOWERS
NEW TRANSMITTER
NEW TRANSMITTER LOCATION
NEW POWER,—5,000 WATTS
NEW COMPLETENESS OF COVERAGE OF
THE RICH ROCHESTER TRADING AREA
KWEM West Memphis Holds Inaugural Program
CROWD of 3,500 visited KWEM West Memphis, Ark., during opening day ceremonies Sunday, Feb. 23. George Mooney, manager, announced. The station operates daytime on 900 kc with 10,000 w.

Bill Trotter, commercial manager of the new station, was formerly with WMC and WREC Memphis and WNOX Knoxville.

Frank Keefer, former manager of WREC, is acting program director, and Vernon Dillaplain, chief engineer.

Owners of the station are a West Memphis group: Judge J. C. Johnson, Mayor Melvin Dacus, Jack Rich and John Coop. Gates equipment is used throughout, with a 488-foot tower. Transcription services are Capitol and Lang-Worth and news wire is UP.

KCNC, Daytime Station, Takes Air at Ft. Worth
KCNC Fort Worth gave away half-dollars on the street as a feature of its opening day ceremony Feb. 15. As a welcome to the new station, Jimmy Jeffries of WFAA-KGKO broadcast his 570 Matinee show from the KCNC studios.

KCNC is licensed to the Blue Bonnet Broadcasting Corp. of Fort Worth [BROADCASTING, Oct. 14, 1946]. It is operating as a daytime outlet with 250 w on 870 kc.

J. H. Speck, president of Blue Bonnet and general manager of KCNC, was with WFAA for nine years before organizing Blue Bonnet. The new station's production and sales manager, Robert Shackelford, formerly was manager of a west Texas station. Other KCNC staff members include: Jack Raymond, program director; Don Allen, chief announcer; Fran Hornsby, in charge of traffic, and T. N. Lawrence, chief engineer.

WJHP Boosts Power
WJHP Jacksonville, Fla., one of the John H. Perry group of stations, was scheduled to go on the air with increased power of 5 kw day and night late in February, and J. B. Ballou, station manager, announced station relations, announced. WJHP has erected a new transmitter building and two 370-ft. towers on a 16-acre site in the Murray Hill section of Jacksonville. The equipment has been installed on one of the towers, and WJHP-FM contemplates going on the air about April 1, according to Mr. Rouse.

Expelled From ASCAP
GORDON MUSIC Co., Los Angeles, has been expelled from ASCAP on recommendation of society's complaint committee. Complaint is based on use of ASCAP's name in soliciting funds from amateur song writers.

Improvements and Power Boost Projected by KFXM
IMPROVEMENTS totaling $150,000 to be applied to a power increase to 1 kw for KFXM and to KFXM-FM have been announced by Lee Bros. Broadcasting Co., owners and operators of KFXM San Bernadino, Calif. KFXM-FM is operating interim from a site in San Bernadino with single bay square loop antenna with four radiating elements on top of present AM tower. Transmitter will be moved to a location in mountains overlooking adjacent valley. Power increase will result in a frequency shift from 1240 kc to 690 kc with accompanying erection of new towers on 400acre tract, as well as construction of $26,000 building to house new transmitter. Early summer is estimated date for broadcasting with new power.

New Studios and Offices For WJR Detroit Okayed
PLANS for complete new studios and offices for WJR Detroit, as approved by the company's board of directors, Owen F. Uridge, vice president and general manager, disclosed this week.

The new plant also will house WJR's proposed FM station and will utilize the 21st, 22nd and 23rd floors of the Fisher Bldg. Under proposed changes all broadcasting activities will be centered on the 21st floor, with offices of the management on the 22nd and 23th floors. Structural work is expected to start March 1, with all studio installation and remodeling completed by May 1 pending CPA approval.

WILS Lansing Takes Air With 500 W on 1430 Kc
WILS went on the air at 1430 kc Feb. 19 as the MBS outlet at Lansing, Mich. Station is operating on a daytime basis with 500 w. It is owned by Lansing Broadcasting Co., of which W. A. Pomeroy is president and general manager and J. C. Pomeroy secretary-treasurer and chief engineer.

WILS studio is located in a remodeled two-story building in downtown Lansing. The transmitter is just beyond the southeastern limits of the city. Station is carrying AP wire service, and has engaged Hal Holman Co., New York and Chicago, as national representatives.

Staff members include: Bob Clayton, program director; D. S. Jones, commercial manager; Bill Otto and Martha Mueller, account executives; Bud Kauffman, Alex Dillingham and George Droelle, announcers; Lee Tuttle, in charge of women's programs; Dick Frazier, news editor; Robert Gault, John Nauman and Kenneth Hull, engineers; Ekar K. Brigham and Page Heldenbrand, continuity. Also on the staff are Mary Linn, Beverly Klaver, Alonzo Tyler Jr. and Wilbur Morrison.

KTRM Planning to Start April 1 in Beaumont, Tex.
KTRM plans to take the air about April 1 as a 250w daytime outlet on 990 kc at Beaumont, Tex., the management of the station has announced. Seven men, all formerly with KRIC Beaumont, comprise KTRM's board of directors and control all common stock.

The seven men are: Jack Neil, manager; G. L. Kirk, commercial manager; Joseph S. Trum, program director; Roy D. Shotts, announcer; Ben P. Hughes, chief engineer; Derrell Thompson and M. A. Lewis, both engineers. Also leaving KRIC to join KTRM are Clark Allen, announcer, Georgia Jackson, secretary, and Virginia Moon, traffic. Mr. Neil, Mr. Kirk and Mr. Trum have been associated in radio work for seven years, with experience in Kansas City, Tulsa, Port Arthur and Beaumont.

New Montana Outlet
KXLK Great Falls, Mont., newest affiliate of Pacific Northwest Broadcasters, planned to go on the air about March 1 with 250 w on 1400 kc. Studios and transmitter are in the basement of Great Falls' 5-story Park Hotel, and the antenna rises 150 feet above the top of the hotel. K. O. MacPherson, manager of KXLJ Helena, also is managing KXLK. Hal Stewart is KXLK program director.

KBOL Boulder Takes Air With 250 W on 1490 Kc
KBOL Boulder, Colo., went on the air Feb. 15 and is operating on a schedule of 15 hours daily. Owner and licensee of the station, a 250w outlet on 1490 kc, is J. H. Lambert, president of Hollister Crystal Co. and former half-owner of KANS Wichita. Jack Todd has been named general manager, and M. S. Shaffer is commercial manager.

Mr. Hollister has announced that KBOL, which refers to itself as Radio Boulder KBOL, will feature music and news and will present local programming. The station will air a variety of general interest. Religious, educational and civic features will be offered daily, he said.

Krio Has Troubles, Plans To Take Air Nevertheless
WITH its transmitter and tower installation completed but construction of its studios delayed by materials authorization "red tape," Krio, Fort Worth, Tex., nevertheless is making plans to start on the air in April, if possible, according to Ingham S. Roberts, Krio general manager.

Krio is licensed to Valley Broadcasting Co., Inc., and will operate as a Mutual outlet with 1 kw. Mr. Roberts says a sales office will be maintained in downtown McAllen, a broadcast studio in what will eventually be a two-room apartment in the transmitter building, and the continuity and programming departments in a 20 by 24 ft. claptop shack on the site of the permanent studio.

KFBK-FM, New California Station, Makes Its Bow
KFBK-FM made its bow in California's Sacramento Valley on Feb. 22. It is an affiliate of the McElroy Co., which operates KFBK in Sacramento and other stations in California.

For the first 60 days operations will be from a single bay square loop antenna mounted on a 60-foot pole atop the Bee Bldg. in Sacramento. Eventually operations will be conducted with high power from a 2870-foot mountain about 40 miles from Sacramento.

KERA Goes to 1 Kw
KERA Dallas, WFAA's FM station, began broadcasting on the air yesterday with incerased power, 1000 w, on Feb. 14. The station, which had been on the air with 250 w since Oct. 5, 1946, had hoped to use the higher power sooner, but severe weather conditions, including the loss of the antenna, the KERA management said. Antenna is anchored atop the Mercantile Bank Bldg. in Dallas 542 feet above street level. KERA stated its coverage now extends to a 40-mile radius.

Page 36 • March 3, 1947
More and More
250 Watt Stations
are being powered by Raytheon

Here's the AM Transmitter that small-station owners are turning to... for its dependable, simpler circuits... its advanced design... its modern, "dress-up" beauty!

HERE'S WHAT THE SMALL STATION NEEDS!

... Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1. Simplified, More Efficient Circuits - A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion.

2. Increased Operating Efficiency - The use of the most modern improved components which are operated at well below their maximum capacity together with simplified circuit design greatly increases overall operating efficiency.

3. Greater Dependability - Due to the use of Triode type tubes, feedback failure will not cause a complete breakdown and the signal quality will still be good. Cooled by natural convective air currents, it is not subject to damage or fire caused by a blower failure.

4. Simple, Speedy and Accurate Tuning - All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. A clutch-equipped low-speed motor makes micrometer adjustment of the two tuned stages very easy.

5. No Buffer Stage Tuning - The use of a Video type amplifier in the buffer stage eliminates this complicated tuning.

6. Silent Operation - Natural air cooling means no blower noise, permits microphones in same room with transmitter.

7. Low Audio Distortion - Triode type tubes used in the audio stages have inherently lower distortion level. Specially designed audio transformers reduce audio distortion still further.

8. Easy Servicing - Vertical chassis, symmetrical mechanical layout and complete accessibility through double rear doors and hinged side panels make the RA-250 a favorite.

9. Easily Meets All F.C.C. Requirements - All electrical characteristics are well within the F.C.C. requirements. Noise level is -60 db below 100% modulation. Frequency response ±1 db from 90 to 10,000 cycles per second.

ANNOUNCED only a few short months ago, the Raytheon 250 Watt AM transmitter has already won its way into the forefront of small station broadcasting. Presented as a transmitter of unsurpassed design, unsurpassed styling and unsurpassed engineering excellence, it has proved its claims on all three points. Visitors exclaim over its striking, modern beauty... beauty that gives a "show-place" air to any station. Station owners are delighted with its dependable performance... its silent operation... and the high fidelity signal it puts on the air.

Before you select a 250 Watt transmitter, be sure you possess all the facts. Write or wire for our specification bulletin.

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7475 Rogers Ave., Chicago 26, Illinois
DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

Page 37
Myer and Hagerty
In New WRS Posts

Myer is Technical Field Director; Hagerty Engineering Manager

APPOINTMENT of Engineering Manager D. A. Myer to the newly created post of technical field director of Westinghouse Radio Stations Inc. and the naming of George E. Hagerty to the engineering management was announced today (Monday) by Assistant Manager F. M. Sloan, in charge of engineering for Westinghouse.

The appointments are effective immediately, according to Mr. Sloan, to whom both men will report, and each is part of an overall move to streamline Westinghouse Radio's engineering facilities to meet the requirements of an extensive program of long-term improvements covering television, FM and AM.

Mr. Myer will spend most of his time in the field under the new set-up, Mr. Sloan explained. "This arrangement," he said, "will provide on-the-scene headquarters engineering counsel."

Mr. Hagerty will be in charge of headquarters engineering office and will coordinate planning and construction for new projects. First of these undertakings, Mr. Sloan said, is the new television and radio center at WBZ Boston for which foundations have started. Also slated for an early start is the new 50 kw AM and 10 kw FM transmitter installation at KEX Portland, Ore.

A native of Indianapolis and a former Marine wireless operator, Mr. Myer studied electrical engineering at Armour Institute, Chicago. He joined Westinghouse Radio Stations Inc. at KYW, then located in Chicago, in June 1922. He served as chief engineer at WBZ Boston and KDKA Pittsburgh before going to Philadelphia headquarters as engineering manager in 1945.

Mr. Hagerty, a native of Concord, Mass., holds a B.S. degree in electrical engineering from Tufts College. He joined Westinghouse at KYW Philadelphia in 1937, served during the war with the Army Signal Corps assigned to the 14th and 20th Air Forces in India and China, and has been attached to Westinghouse Radio's headquarters engineering since his return to civilian life in 1945.

New Transmitters

NEW 5 kw Raytheon AM transmitter, RA-5, and 10 kw AM transmitter, RA-10 (essentially the same as RA-5 except for power) are now in production, Raytheon Manufacturing Co.'s Broadcast Equipment Division in Chicago has announced. One of the improvements which Raytheon claims for the new transmitters is a flexibility of operation which allows either manual or automatic control at the centralized control panel, plus manual or automatic control through a transistor control console.
WHEN IS A COMMERCIAL TWICE AS GOOD?

WHEN IT'S IN WDRC's Market Basket

THIS popular WDRC show makes your commercials twice as good by giving you: 1) Your regular 1-minute announcement, 2) Sampling of your product and extra announcements in the “Market Basket,” 3) One of Hartford’s highest Hoopers for a morning show.

Twice each morning, a mobile unit with two announcers and the “Market Basket” roams around Greater Hartford. Where will it stop? No one knows, but the audience listens!

Then a doorbell rings, and a pleased housewife is on the air! She is interviewed and presented with the “Market Basket,” which is filled with free gifts, mostly sponsors’ products.

The “Market Basket” is the double-barreled feature of the “Shoppers Special,” WDRC’s every weekday morning program, from 7:15 to 9 a.m. What else happens for an hour and forty-five minutes? Plenty! That’s why WDRC has an 8-page brochure to send you, on request.

Naturally, the show is practically always filled with sponsors. There are a limited number of availabilities now, and we do mean limited. So write without delay.

Send for Brochure
An 8-page brochure, describing all the features on The Shoppers Special.
MORE AND MORE NATIONAL AND
WCKY BECAUSE WCKY GIVES THEM
PER DOLLAR THAN

According to the Nov.-Ja
Monday thru Frid.

WCKY DELIVERS 52% MORE AUDIE
WCKY DELIVERS 92% MORE AUDIE
WCKY DELIVERS 138% MORE AUDIE

WCKY Is the Lowest Cost
31 of the 48 Quarter-Hour

CALL FREE & PETERS

When You Buy Radio Adverti
You Get The Mos

Invest Your Ad [L. B.]

WC
CINCI
FIFTY THOUSAND WAT
LOCAL ADVERTISERS ARE BUYING A MORE AUDIENCE IN CINCINNATI ANY OTHER STATION

1. Hooper Station Ratings,
   AM, 8 AM to 8 PM:

   NCE PER DOLLAR THAN STATION A
   NCE PER DOLLAR THAN STATION B
   NCE PER DOLLAR THAN STATION C

   in Audience per Dollar for
   Periods from 8 AM to 8 PM.

   FOR AVAILABILITIES.

   sing In Cincinnati, Buy Where
   t For Your Money!

   Dollar WCKY's-ly!

Wilson

KY
NNATI
ITS OF SELLING POWER
NAB PUBLIC RELATIONS Executive Committee has projected a charter [BROADCASTING, Feb. 24] that, properly pursued, should bring about a desirable relationship between American broadcasting and those served by the art.

Only the broad outline has been developed: To improve relationships with other media; to maintain high program standards; to stress community activity; to serve the public interest more diligently. These are broad strokes on the canvas, and the detail must be filled in by management at the local level.

The overall objective of any public relations effort is to promote the merit of a product or service. So it follows that in the case of radio, a unique medium, the best public relations obtain when the best service is rendered.

Even the most vocal critics against American broadcasting acknowledge, sometimes grudgingly, that our system excels all others. We do not proceed, then, from a standing start—for we have the momentum of over 25 years of steady and successful growth.

Our energies, then, should be directed toward building that momentum, through better programming; and bringing to the attention of the whole public the fact that radio is working toward a fuller life for all.

The NAB committee has made a good start. Now all that is needed is follow-through.

Broad Strokes

NO COMMERCIAL practice in broadcasting cheapens the art more, in our view, than that illustrated by the letter reproduced on page 18. Any broadcaster who can read that letter with equanimity, with no resentment toward those who foster the practice the letter illustrates, must be a phlegmatic soul indeed.

A firm of merchandise brokers, operating under the name of George Kamen, seeks to solicit free merchandise to be used as "givaways" on Hollywood Jackpot (CBS). All the manufacturer need do, the Kamen organization reports in this particular instance, is furnish three merchandise gifts and $150. For the next month, the manufacturer will get a free plug on a coast-to-coast CBS program which is costing the current sponsor $25,000 a program.

This paragraph, excerpted from the letter, speaks for itself:

"This show costs the sponsors over $25,000 a week. You can get the same publicity and advertisement for only three watches and $150.00 a week on the very same show.

It is evident that Mr. Kamen solicits such merchandise with the knowledge and consent of the agency handling the Whitehall Pharmaceutical Co. account, the sponsor involved in this case. Perhaps the sponsor, too, understands and condones that it should be resisted by broadcasters. This is the kind of commercial practice that gives substance to the criticism of American broadcasting which has emerged in recent months.

Unfortunately this particular case, although spotlighted by publicity just now, is not an isolated one. The New York Herald Tribune's competent John Crosby reported from Hollywood last week the practice of giving guest stars everything from bracelets to automobiles for air appearances.

In a related category is this new series of transcribed productions featuring John Vandercook. They are free to the stations and available for local sponsorship. But who is footing the bill on Vandercook, on production and on corollary costs? The Air Transport Assn. And why? Not out of the goodness of its heart, you can be certain. There is, as they say, a gimmick and it's not only puzzling, but alarming, that nearly 300 broadcasting stations would buy this "pig in a poke" without first seeking the raison d'etre. ATA is building its prestige in association with newspapers and magazines. Is it simply supplying boilerplate for "local sponsorship"?

If a sponsor requires prizes for giveaway programs, we feel he should buy them. And if trade-names of non-advertising firms are to be mentioned on broadcast programs, then straight commercial rates should be charged. Any compromise on that policy is bad ethics and bad business.

White House Blackout?

A BEHIND-THE-SCENES battle in Washington bodes no good for radio's status as a news medium. It is a throw-back to the pre-war era, when the press called radio's right to cover news as its own.

The press association men covering the White House had protested the use of voice transmission from the Seaplane Tender Green- och Bay, which will escort the Presidential yacht Williamsburg on the Caribbean cruise. They had insisted that radio men aboard use radiotelegraph too. The Navy, by some devious hocus-pocus, initially found that it couldn't afford to put a voice transmitter aboard—a $5,000 item. And Charles Ross, press and radio secretary to the President, evidently felt his hands were tied.

After a fortnight of uncertainty, the matter was adjusted "amicably" last Thursday when the Washington bureau managers of the press associations withdrew objections to voice transmission. The Navy discovered a 50-w signal could be emitted, sufficient for voice relay.

It doesn't take the FBI to figure this out. The press association men did not want to compete with voice, but seemed to want something swifter and more effective. They want radio to use the press association dispatches. They don't want their press associations quoting the broadcasts, which practice during the war became more popular.

It's the same old story of attempting to stop progress. It is inconceivable that at this late date, the press should attempt to stymie radio coverage of the movements of the nation's chief executive. Direct transmission from the Byrd Expedition at the South Pole has been handled on schedule for several weeks. But voice coverage of the President practically off-the-coast of Florida became an issue! Irrespective of the outcome of this incident, the issue is important. Shall radio be relegated to its pre-war status of second-hand news coverage? After having covered every important aspect of the war direct from the beaches to the peace tables, shall radio be penalized because the microphone is swifter journalism than the printing press?

The Caribbean thrust was an ill-contrived and silly effort to deprive the public of the free flow of news—the very thing the press associations have been harping about.

Charles Ross, as the President's press and radio secretary, functions for all methods of news dissemination. Radio's equal footing with the press was decided by the war.

Our Respects To——

ELLIOTT MAXWELL SANGER

W RITING in a national periodical, a celebrated publisher referred broadly to WQXR as the "station with a soul." But radio folk have long since specifically identified Elliott Maxwell Sanger, together with the station's founder, John V. L. Hogan, as the "soul behind the station."

As executive vice president and former co-owner of WQXR, Mr. Sanger has succeeded in converting a visionary plan into a profitable reality. The "vision" was his overpowering conviction that the broadcasting industry could afford a radio equivalent of the quality newspaper. WQXR represented the implementation of that vision; and the station's subsequent growth proved the hard practicality of his foresight.

In February 1936, John V. L. Hogan and Mr. Sanger—working from the simple credo that good radio could also mean good business—launched the Interstate Broadcasting Co. in New York City, devoted to the transmission of classical music.

The large-sounding title of the organization was in reality a euphemism for a garage loft in Long Island City operating for three or four hours a day on an experimental license with the call letters WQXR. Mr. Sanger served as combination program manager and sales chief.

Later that same year, the station acquired a Fifth Ave. address but no proportionate enhancement in business. It was at that location that Mr. Sanger and associates conceived the idea of the program booklet. This was a monthly listing of the station's programs. It was offered at 10 cents a copy and served as an indicator of listener interest in WQXR programs.

Cued by an immediate response to the booklet offer, the organization broadened, emphasizing its "living room" atmosphere and expanded in 1939 to 5 kw. By 1940 the power had increased to 10 kw.

The "quality" motif had begun to pay off and reached its culmination in a recent set of statistics which indicated that 41,000 listeners subscribed to the monthly booklet at a dollar a year. Regular listeners now total more than a half million families.

To conform with the unique composition of his listenership, Mr. Sanger has developed an equally individual commercial policy. Most of the sponsors content themselves with a factual mention of their products at the beginning of the program and a parallel mention at the close; yet so loyal is listener identification that (Continued on page 46)

BROADCASTING  •  Telecasting
DEPENDABILITY OF DELIVERY

LONG before the days of Livingston, warriors in darkest Africa were using drums to summon tribesmen to a council of war. They depended on weather and wind for the effectiveness of their signal.

In Baltimore, Station WCBM delivers your message day or night any day, or every day, no matter what the wind or weather. Dependability and definite penetration into a great consumer market, are reasons why time-buyers, with complete metropolitan coverage in mind, choose WCBM.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President
George H. Roeder, General Manager
CARL GRAYSON, Intermountain Network newscaster (1), receives congratulations from Vernon Churchill, president of Advertising Club of West.

CARL GRAYSON, Intermountain Network newscaster, received the first place gold award in the Salt Lake City Advertising Club's annual competition, T. A. Axelson, club president, announced last week. The award went to Mr. Grayson for his daily IMN 9:30 p.m. newscast sponsored by Utah Oil Refining Co. and heard over 15 IMN stations in Utah, Idaho, Wyoming and Montana.

Mr. Grayson's newscasts originate at KALL Salt Lake City, where news facilities of the Salt Lake Tribune-Telegram and all of the wire services are utilized.

In addition, KALL won a silver award in the commercial-public service division of the annual Advertising Club competition, with Speak for Freedom, written and produced by Alvin G. Pack and sponsored by Eimco Corp., Salt Lake City.

Awards were presented by Vernon Churchill, president of the Advertising Clubs of the West, in ceremonies at the annual banquet of Salt Lake Advertising Club at Hotel Utah, Salt Lake. KALL broadcast the proceedings.

ABRL Book Out

The 1948 edition of the Radio Amateur's Handbook has just been published by the Headquarters Staff of the American Radio Relay League. The Handbook, in its 21st year of publication, is the standard manual of amateur radio communication, revised yearly. There are 632 pages, with 1,237 illustrations. The price in the U. S. proper is $1.25; elsewhere the price is $2.

BROADCASTING Telecasting

FAY DAY, Navy veteran and recent graduate of Harvard's Graduate School of Business Administration, has been named to head new department of sales research at WTOP Washington.


WALTER HIDDICK, a Los Angeles, will continue to represent Burn-Smith station representative, on the West Coast, according to Guy M. Hiddick, president and former firm.

R. E. GREEN, manager of national sales and service at KOMO Seattle, March 1 left for three-week sales trip in the East. His plans include stops in New York, Chicago and Detroit.

JOE W. COBBS, former Army captain, has joined WSCR Chicago, Pa., as commercial manager.

EARL PRICE, RCAF veteran, has joined the commercial department of CHOF Pembroke, Ont.

BILL LOFTON has joined traffic department of KIBM in Paso and BILLIE BACKLER has been added to accounting department.

CFRA Ottawa, new 1 kw station on 900 kc to begin operations May 1, has appointed a staff of 15.

JOHN HOGG, commercial manager of KOW Phoenix, is in Hollywood for week's conferences with CBS officials.

JOHN PEARCE Co., Chicago, has been appointed national representative for WJRT Johnson City, Tenn., WMLO (CP) Milwaukee, Wis., and WDAI Minneapolis.

GEORGE P. COOPER Jr., Army veteran and former with WFIL and BNE, Chicago, has been appointed national representative for WJRT Johnson City, Tenn., WMLO (CP) Milwaukee, Wis., and WDAI Minneapolis.

BEATRICE M. L. FENTON, traffic manager, WJRT Johnson City, Tenn., and ROBERT IRVING KIMEL, time sales manager, WHAV Haverhill, are to be married April 12.

CONSTANCE D. STOCKPOLE, owner, director of WJRT Johnson City, Tenn., and ROBERT IRVING KIMEL, time sales manager, WHAV Haverhill, are to be married April 12.

WILBUR EDWARDS, CBS Chicago radio sales manager, Feb. 27 arrived in Hollywood for week's conferences with network officials.

HARRY F. MASON, vice president of WJRT Johnson City, Tenn., and director of sales at WJEO Cincinnati, has returned to his duties after more than 10 weeks absence due to ill health.

NEAL SMITH, assistant sales manager, assumed duties of sales director during his absence.

GEORGE L. MOSKOVICH, commercial manager of WINS-TV New York, Feb. 13 addressed Benton & Bowles, New York; Job Training Session. His subject was "The Future in Television."

ANDY MCMURRAY, sales manager of KDAY Richmond, former station representative, has been appointed director of radio sub-committee for second annual Bayline Ball of Toronto chapter of Women's Club of Canada, to be held at Royal York Hotel, June 7.

EDWARD T. McCANN, formerly of WTAG Worcester, commercial department, has joined WOPO Boston as sales representative.

CHESTER SUTHERLAND, former commercial manager of CHOL Kirkland Lake, Ont., and ROB LEWIS, new to radio, have joined commercial staff of CBS, Chicago.

PEGGY STRICKLAND, formerly with sales department of North Central Broadcasting System, New York, has joined WJIB New York staff.

CLARK GEORGE, sales service manager of CBS Hollywood, is the father of a boy.

On ASCAP Committee

JOHN O'CONNOR, publisher-member of ASCAP, New York, has been named to the society's executive committee. Lester Santly has replaced Gene Buck as chairman of the committee. The chairmanship is rotated every three months.

Bar Group Names Petty

DON PETTY, NAB general counsel, has been named by the American Bar Assn. as a member of the national committee of the Section of Administrative Law. He also has been appointed to the Committee on Statement of Principles of Administrative Law. This committee is making an overall study of administrative methods and principles which should apply under the American form of government, including analysis of licensing as a procedure and limitations of action based on administrative rulings.
COME AND SEE
SONOCRAFT
FIVE MINUTES FROM IRE CONVENTION HEADQUARTERS

REPRESENTING THE PRODUCTS OF:

• ALTEC-LANSING CORP.
• BRUSH DEVELOPMENT CO.
• RECOTON CORP.
• PRESTO RECORDING CORP.
• REK-O-KUT CO.

AVAILABLE NOW AT:
SONOCRAFT CO., INC.
45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997
In Washington, D. C., the Nation’s Capital

AMERICA’S TOWN MEETING OF THE AIR offers an unparalleled opportunity for the prestige advertiser who can combine a powerful Public Relations and Advertising job.

Available at low co-op price For Complete Information

WMAL
BASIC ABC NETWORK
5000 WATTS • 630 KC
Owned and Operated by THE EVENING STAR BROADCASTING COMPANY

In Canada

WINNIPEG is a "MUST" buy
Men Who Know Select

CRKC SWX 5000
REPRESENTATIVE WEED & CO.
In the olden days of Memphis, there was a symbol of affluence.

Now, in modern Memphis, there's another stepping stone to sales influence. It's WHHM—the freshest, the newest breath of life to come to Memphis broadcasting.

WHHM gives its listeners a new concept of radio entertainment and while so doing garners beautiful Hooper ratings, audience appreciation and results for advertisers.

Step up to WHHM—use it as a stepping stone for sales, at less cost per listener in Memphis—step your sales progress up with the station that's starring in Memphis . . . put your spots on this result-full spot.

Represented by Forjoe & Co.

WHHM
MEMPHIS, TENNESSEE

INDEPENDENT—BUT NOT ALOOF

March 3, 1947 • Page 47
**Programs**

**SPOT your Market**

With more and more stations coming on the air, concentrated coverage becomes increasingly more important. The buying power in the South is primarily centered in the cities. This is true of Knoxville which is served by WBBR. Out of 40 rated daytime quarter hours WBBR had 23 in first place, 10 in second. Cover the cream of the Knoxville market at greatest economy through WBBR...the voice of Knoxville.

**SPOT your Coverage**

ABC

| 1240 |

John P. Hart, Mgr.

Knoxville, Tennessee

REPRESENTED BY THE JOHN E. PEARSON CO.

**DOG STORIES**, narrated by Ned Lynch, are presented on "Me and My Dog," heard Mon., Wed., and Fri. over KKAK Salt Lake City. Series is sponsored by Vim Dog Food Co., that Mr. Lynch presents stories and tells listeners where they may call to have Vim delivered to their door. Same method is repeated on KALI, and KUTA Salt Lake City in spot announcements. Cooper & Crowe Ad., that city, is agency for VIM.

**Bowling Quiz**

DURING the 19th annual Merchandise Show being held in Philadelphia March 3-5, WFEN that city is broadcasting daily half-hour quiz show, titled "Ten Frame Quiz." Program has bowling format with participants drawn from hard-ware, and merchant dealers attending Merchandising Show. Frances McGuire, WFEN director of women's activities, and Bill Seam, station's sports director, conduct series which is heard over auditorium of Supple-Biddle Co., Philadelphia wholesale firm sponsoring Merchandise Show and WFEN series.

**Health Questions**

ROUND TABLE discussion by physicians on health questions is subject of weekly program, "How's Your Health?" which began on WBBR New York March 1. Series, broadcast Sat. 2:30-3:15 p.m., is presented in cooperation with New York U. College of Medicine, whose dean, Dr. Currier Mowbray, presides as moderator, assisted by Robert Sherry of WBBR's announcement department.

**Religious Music**

DESIGNED to show how much of world's most famous music is of religious origin, program is being presented on KFBS Sacramento, Calif. New series is aimed at promoting better understanding among peoples of all denominations.

**Listeners' Opinions**

LISTENERS are invited to submit opinions on civic and national affairs to be used in "Across the Back Fence." Regular listeners are invited to participate in discussions. KBOX also is presenting daily series of "Write the Editor," of which local listeners are invited to take part in stories and an- ticipation of events. Ad-Tomson, station's production and lighting department, is producer of "Write to the Editor," and Alice Veldman is assistant producer. The program uses "letters to the editor" of local papers and interviews with citizens for comments.

**Juke Box Session**

JUKE BOX session, offering movie tickets as contest prizes, is new fea- ture of "Music: Meters," heard daily from 11:30-12:15 p.m. on WBBR. Program presented by Thomas, Les, is sponsored by Flander's Piano, Concord, show is heard daily from 11:30-12:15 p.m. on WBBR. Program presented by Thomas, Les, is sponsored by Flander's Piano, Concord, show is heard daily. Program begun Jan. 3 is presented on program each Wed. at 11:45 a.m. WBBR is arranged so that complete records of previous days' city suggestions are available. Don Mc- Swain, station's event's civic an- dications, represents citizens of Charlotte in interviewing Mayor on important matters of local interest.

**Civic Feature**

NEW feature of WBSC Charlotte, N. C. is "The Mayor's Report to the People," in which Mayor Lutz introduces his program each Mon. at 9:30-10:30 p.m. New program features Mayor's report, complete with colored noisemakers to listeners. Host, Ann Thomas, radio and television professional, and Ann Thomas, radio and television professional, is Ann Thomas, radio and television professional.

**Legislative News**

BRINGING news of state legisla- tive situation, KRLC Lewiston, Idaho, has series "Boise Ranger," a weekly program of political reports, and telegraphic accounts. Ag- gregated on "Boise Ranger," is handled by Don Mc- Shire, with 15-minute programs being broadcast from 11:45-12:15 p.m. Lewiston, Wash.

**Canned Clambake**

NEWS of social events in local schools, along with recipes, is heard during "Canned Clambake," new show on WKBK Concord, N. H., aired Mon. through Fri. on New Hampshire stations. "Canned Clambake," new show on WKBK Concord, N. H., aired Mon. through Fri. on New Hampshire stations.

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Atlanta-to-Los Angeles Coaxial Cable Will Be Ready by Fall, AT&T Declares

A PREDICTION that coaxial cable will connect Atlanta and Los Angeles by next fall appears in the February issue of Long Lines, house organ of the long lines department of American Telephone & Telegraph Co. Reporting on the department’s activities during the past year, the magazine states:

“One of the important projects of the 1946 construction program was the new coaxial cable being extended to the Pacific Coast over a southern route via Atlanta, Dallas, Phoenix and Los Angeles. Several intermediate sections of this cable between Atlanta and Dallas are already in service and the completion of the remainder of the Atlanta-Los Angeles section is scheduled for the early fall of 1947.”

Stating that “a considerable portion of our future construction program will consist of coaxial cables,” the article reported that “approximately 1,700 miles of this type of cable were placed in 1946, bringing the total to around 3,300 route miles.”

“During 1946,” the article continued, “television broadcasters expanded their use of coaxial cable facilities for experimental television transmission. About 200 programs originating in New York, Washington, Philadelphia or Baltimore have been carried to television broadcasting stations in both New York and Washington.”

“Substantial progress was made during the year in the construction of the New York-Boston microwave radio relay system, and it is expected that these facilities will be available for tests early this year. Installation of an experimental radio relay system between New York and Philadelphia is also planned for 1947.”

The magazine also reports on the application of AT&T for authority to install terminal stations in New York and Chicago for an experimental radio relay system between these two cities [Broadcasting, Feb. 3].

TV MULTIPLE ANTENNA DATA SOUGHT BY TBA

ERNEST A. MARX, chairman of the Television Broadcasters Assn. subcommittee on apartment house antenna installations, has written to all manufacturers of electronic equipment asking whether they are working on multiple antenna distributing systems capable of feeding a large number of video receivers.

“This system,” Mr. Marx explained, “must be able to allow any tenant to purchase any make of television receiver, regardless of input impedance, plug it in on the multiple antenna system and receive usable signals.”

Pointing to the “great and insistent demand” for such systems, Mr. Marx said that the TBA engineering committee will be glad to investigate any system submitted.

The subcommittee was created after several New York apartment house owners had told their tenants no antenna installations would be permitted until suitable multiple antenna systems had been devised [Broadcasting, Feb. 17, 24].

FELLER DELIVERS!

STRIKE ONE!—BOB FELLER, with intimate stories of baseball’s outstanding personalities. . .

STRIKE TWO!—GUESTS drawn from highest ranks of American and National Leagues, managers, players, batboys and fans. . .

STRIKE THREE!—Hi-Lo-Jack & the Dame, nationally known radio stars.

Quarter Hour transcriptions 26 weeks April 5th thru Sept. 27.
Wire for rates and auditions.

RADIO PRODUCTIONS, Inc.
2901 S. Moreland
Cleveland, Ohio
Longacre 8387

Producers of
Singing Weathermen
Time In Rhyme
Musical Thermometer
WHAM TOPS THEM ALL IN WESTERN NEW YORK

IN LISTENERS... In Western New York they have the WHAM listening habit.
WHAM programs are tops in audience preference.

IN COVERAGE...WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market...43 county coverage.

IN AUDIENCE BUYING POWER...WHAMland’s industries are non-seasonal, its farms richly productive. It’s a land of prosperous homeowners with money to spend.

Write for your copy of WHAM MARKET DATA

WHAM ROCHESTER, N. Y.
50,000 Watts - Clear Channel
ABC Affiliate
National Representative
GEORGE P. HOLLINGBERG CO.
"The Strawberries Carlson Station"

Sponsors

J. R. TOWNSEND Inc., San Diego (table, radio distributors), has appointed The Tellus Co., Los Angeles, to handle regional advertising. Firm has half million dollar advertising appropriation with more than 50% budgeted for radio.

BREIDFORD Co., San Diego (Bridgeford frozen foods), has appointed N. W. Ayer & Son, Hollywood, to handle advertising.

SAFEWAY STORES Inc., Oakland (Nob Hill Coffee), has appointed Hannah Adv., San Francisco, to direct advertising. Present schedules will continue.

FLOTILL PRODUCTS Inc., Los Angeles (canned foods), March 3 starts two daily quarter hour participation in Al Jarvis “Make Believe Ballroom” on KLAC Hollywood. Contract is for 13 weeks. Other Pacific Coast radio will be used. Agency: The Tellus Co., Los Angeles.

INTERNATIONAL HARVESTER Co. has signed “Slim Bryant and the Wildcats”, featured on farm broadcasts of KDKA Pittsburgh, for 30 promotional shows throughout Pennsylvania, West Virginia and Ohio from Feb. 28 to April 9.

McCoy’s WILSHIRE, Beverly Hills (Imperial washable wallpaper), has appointed Atherton & Co., Hollywood, to handle advertising with 13 week spot announcement schedules on KOOF and KBCA Hollywood.


BIBLE INSTITUTE of Los Angeles (religious) has appointed Broadcast Adv., Los Angeles, to handle advertising effective March 1. Institute annually spends more than $90,000 on radio, and in addition to transcribed programs on various stations, sponsors weekly half hour live “Bible Institute of the Air” on 100 MIB stations.


WEST COAST SOAP Co., Oakland, Calif. (Powow household cleaner), has announced plans for expanding radio advertising during 1947. Company will continue to sponsor H. Y. Kallenborn three times weekly on KFO San Francisco, as well as series of transcribed spot announcements. Agency: Brelscher, Van Norden & Staff, San Francisco.

A. M. KARAGHEUSIAN Inc., New York (rugs and carpets), has issued bulletin to trade stating that carpet manufacturers in 1947 will spend about $2,700,000 for radio and other media in industry’s goal of “50% increase in floor covering sales over normal years.”

STAGE Inc., New York (denture accessories), has appointed Roberts & Reiners, that city, to handle advertising. Radio will be used.

NEW JERSEY SAVINGS AND LOAN LEAGUE, Newark, has appointed Wellman Adv., Philadelphia, to handle advertising, Radio to be used.

AIR & TILT, New York (All-fabric Tintex fabrics and dyes), has started three month advertising campaign using commercials through three-minute announcements, chain stations.

Anheuser-Busch (beer), has announced plans for expanding radio advertising during 1947. Company will continue to handle advertising, Radio will be used.

ANIMAL HUSBANDERS (rugs and carpets), has announced plans for expanding radio advertising during 1947. Company will continue to sponsor H. Y. Kallenborn three times weekly on KFO San Francisco, as well as series of transcribed spot announcements. Agency: Brelscher, Van Norden & Staff, San Francisco.

WHAM BROADCASTING CORPORATION

Billions Dollar Industry Seen in Video Set Sales

TELEVISION set sales will amount to one billion dollars within five to seven years, according to J. B. Elliott, RCA vice president in charge of Instrument division.

Within 1947, he said RCA hopes to deliver 15,000 to 20,000 sets to Los Angeles area; this will be approximately 10% of company’s total output. Answering a query on the effect of color on currently marketed black and white receivers, he said converters would be available when an electronic system of color is available. Mr. Elliott is currently in Los Angeles with other RCA executives arranging for that city’s T-Day program scheduled for March 10.

CAB Regional Meetings

ONTARIO STATIONS will hold meetings under Canadian Association of Broadcasters regional meetings plan at Toronto, March 3-5. Meetings March 3 are for smaller market stations of Ontario, on March 4 for major market stations, and on March 5 for station representatives with offices at Toronto. CAB policy and plans and member station problems will be discussed at the three day session.

Network Accounts

Renewal Accounts

NOXZEMA CHEMICAL Co., Baltimore, March 4 renews for 32 weeks “Mayor of the Town” on CBS Sat. 8:30-8:35 p.m. Agency: Sullivan, Stauffer, Cowell & Byles, New York.

Network Changes

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall cigarettes), March 16 replaces “Fabulous Dr. Tweedy” on NBC with “Feature Assignment,” originating from New York Wed. 10-10:30 p.m. Agency: Ruthrauff & Ryan, N.Y.

GENERAL MOTORS Corp., Detroit (Kelvinator division), March 2 replaces “Hollywood Star Time” on CBS, Sat. 8-8:30 p.m. with “A Man Called X.” Agency: Foote, Cone & Belding, New York.

GRANTED

5000 WATTS 930 K.C.
Soon, complete day and night coverage of Mississippi’s expanding consumer market over WJW, the “Double-Relay” station.

AMERICAN BROADCASTING COMPANY

WILL JACKSON MISSISSIPPI

WEED & COMPANY NATIONAL REPRESENTATIVES

Page 50 • March 3, 1947
ART LEWIS ZAPEL, former announcer at WOWO Fort Wayne, Ind., and recently with WUI of Wisconsin as assistant in Dept of Radio Education, has returned to WOWO's production department. He also will teach radio classes of U. of Indiana Extension held at WOWO.

GREG GREGORY, formerly with KORE Long Beach, Calif., and EARL Pascuala, has joined announcing staff of KSWU Artesia, N. M.

TRENT WOOD, student at Southwestern U., Memphis, has joined WBBQ that city, as student announcer. He will be under supervision of announcer DICK WINTER.

FREELON N. FOWLER, former service staff member of CBS television, has been appointed assistant station supervisor of WCBS-TV New York.

VIRGINIA SULLIVAN has joined staff of WCPQ Boston as transcription librarian, replacing ELEANOR POOR, who is now secretary to HENRY LUNDQUIST, assistant to program manager.

JACK B. STODEBELLE, formerly of KOP Phoenix and WABC Hollywood, prior to war KVXM San Bernardino announcer, has returned to latter station in same capacity.

DON FRINGLE, formerly of CBO Ottawa, on loan to the United Nations at New York for some months, has resigned from CBO and joined the permanent radio division of the UN.

R. BENNETT, formerly of CJAD Montreal, has joined the production staff of CBL Toronto.

BENEDICT FREEDMAN, script writer for "Red Skelton Show," has joined the staff of WABC Hollywood, as script writer. Nancy Freedman, is authors of a novel, "Mrs. Mike," which Literary Guild of America, New York, is distributing as its March selection.

GEORGE M. CAFAN, former newspaper and magazine contact of CBS Hollywood press department, has joined KHBC Hawaii as program director. Preceding five years with KAF, he was with WCAU and WPRO as program director and WTVJ producer as program director.

JOHN FLOOD, assistant program director, has joined the staff of WHAM Rochester. Formerly with WABC New York as program director.

CARL KENT, recently AA$ and prior to that announcer at WAKR Akron and KRJL Los Angeles, has joined KTAR Phoenix in similar capacity.

JOE GRATZ, former CBS New York staff director, has shifted to ABC Hollywood as writer-producer of new comedy series tentatively titled "Meet Mr. Uncle Charlie," starring ADOLPHE MENJOU.

CHARLIE SIVERSON, program director of WOR New York, formerly with WSB Atlanta, has joined the staff of WHBQ Memphis.

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CHARLIE SIVERSON, program director of WOR New York, formerly with WSB Atlanta, has joined the staff of WHBQ Memphis.

ASSOCIATED PRESS

getting ready to give 'em BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

BROADCASTING • Telecasting

BROADASTING • Telecasting

BROADASTING • Telecasting

BROADASTING • Telecasting

March 1, 1947 • Page 51
William Koblenzer, former head of Music Corp. of America's Chicago radio department, has joined Frederick Ziv Co., New York, as head of new live package program department. Mr. Koblenzer will also work in custom built transcribed show department.

Josef Ziman, former head of National News Service's eastern studio, where he directed music and dialogue recordings for trailers, has joined staff of Columbia Records, New York. He will work in popular and classical artists and reperatory departments.


Louise V. Jorjorian has joined transcription department of WTAG Worcester, Mass.

HAL Wilson Radio Productions, Hollywood transcription producer and program packager, has moved to 6000 Sunset Blvd. Telephone is Hollywood 711.

KFI Newscast Policy

BELIEVING "certain types of sensational stories have no place on a radio broadcast," KFI Los Angeles has adopted a policy against their usage. "Only when perpetrators of the crime have been caught and put behind bars, and good journalism demands it, will the newscasts" of KFI "report the facts of the story," statement concludes. That city's series of brutal slayings motivated policy, it was said.

Evidently Birmingham prefers WSGN . . . For the latest 1946 Conlan Survey puts us out front again in the all-day (8 A.M.-6 P.M.) period with 35.9% of the listening audience. Analysis of radio surveys shows that WSGN has steadily maintained this decisive lead. So for outstanding coverage, buy Alabama's leading station.

 Scientists' Finding May Eliminate Fading

Scientists at the U. of California have just reported on findings which may eliminate fading and garbling in long distance radio communication.

Elimination of such fading may be accomplished, they stated, following research in bouncing radio waves off the ionosphere, 60 miles above the earth. According to Dr. M.G. Morgan, staff engineer in the Navy electronics-research laboratory at the university, it may be possible to build a rotating antenna which will greatly reduce the erratic behavior of the reflected waves.

Waves Split

With the present antenna, waves are split when they hit the ionosphere and bounce back as two separate signals, almost equal in volume. By rotating the antenna it was found that one signal could be made stronger and the other one weaker. Scientists hope to devise an antenna which will strengthen the stronger reflection and reduce the weakened one to the point where it will present no problem at the receiving end. But the major difficulty in solving the problem is that the ionosphere, which is an ionized layer of air, is not constant in reflecting quality. It is affected by the earth's magnetic field and by free electrons liberated by radiations from the sun.

To Reserve Space Near the New and Exclusive Figures on Your Market

Unchallenged as the one and only source of up-to-date figures on local markets, the Survey is used throughout the year in media selection by 15,000 executives of national advertisers and their agencies. Realizing this, hundreds of newspapers, radio stations, chambers of commerce, outdoor and car-card organizations find the Survey indispensable as a year-round tool for defining and selling their markets.

For detailed information on the Survey of Buying Power and how to use it in your promotion, write our nearest office.

The 1947 Survey will be published May 10th, BUT reservations in the city and county sections must be in by March 10th. Position is being assigned on a first-come, first-served basis, and immediate action is necessary if you wish to have your story favorably located near the figures on your market.
Former WJOL Owner Seeking Priority For License If FCC Denies Renewal

WHETHER a previous owner has priority to a station license in the event renewal is denied to the present operator—that is the question posed in effect in a unique application reported by FCC.

The applicant, Albert J. Felman, one-time owner of WCLS (now WJOL) Joliet, Ill., seeks transfer of control of WJOL from Joliet Broadcasting Co. to himself, contingent on renewal of license being denied to the present licensee, Joliet Broadcasting, however, is not a party to the Felman application, which in some quarters was expected to be returned by FCC as being "incomplete."

The renewal hearing of WJOL has been ordered reopened by the Commission [Broadcasting, Feb. 8] "to obtain detailed information regarding programs broadcast and to be broadcast . . . dealing with horse racing and gambling, with particular reference to complaints of the chief of police and other citizens of Joliet." As a result of previous hearing concerning a time-lease contract held by Mr. Felman with WJOL since 1932, the Commission had proposed to deny license renewal of the station [Broadcasting, Nov. 25, 1946].

In his application Mr. Felman reviewed his association with the station, citing terms of purchase in 1932 by which he gave up ownership for a cash consideration plus the now disputed time lease. The broadcast periods covered by the pact have been used to advertise the Broadway Store, department store operated by Mr. Felman. The applicant claimed that the time lease had constituted the major portion of the consideration in his sale of the station, and that therefore if the renewal is not granted the license should be transferred to him.

The application asked, in event a transfer would not be "deemed the suitable legal method of accomplishing this objective," that the license instead be issued to him by the Commission if the WJOL renewal is denied.

Concerning the horse race information broadcast by WJOL and in response to a letter from the chief of police, the WJOL manager, Robert L. Bowles, in written reply had stated that such information "is nothing more than may be obtained with the access to any daily newspaper, or through similar broadcasts by Chicago stations."

Jolson Signs

WILLIAM MORRIS AGENCY, New York, has signed Al Jolson to an exclusive radio authorization for a period of six months. The agency is currently negotiating for a fall radio series for the star.
Feb. 21 Decisions...

BY COMMISSION ON BANC

AM – 1190 kc
Santa Monica Bstg. Co., Santa Monica, Cal.—Denied petition for re-
view of action of motion Commissioner Feb. 17, 1947. Petition for re-
view of action of motion of Commissioner Feb. 8, 1947. Petition for re-
view of action of motion of Commissioner Feb. 1, 1947. Petition for re-

AM – 1190 kc
Vulcan Bstg. Co., Birmingham, Ala.—Denied request for addi-
tional hours of operation, 300 watts to be increased to 500 watts.

AM – 1460 kc
KORE, Eugene, Ore.—Granted petition for additional hours of op-
teration, 500 watts to be increased to 1000 watts.

AM – 1460 kc
KORE, Eugene, Ore.—Granted petition for additional hours of op-
teration, 500 watts to be increased to 1000 watts.

AM – 1460 kc
Luther, Iowa.—Denied request for additional hours of operation, 300 watts to be increased to 500 watts.

AM – 1500 kc
Anderson Bstg. Co. and Pigeon Bstg. Co. of San Francisco, Calif.—Denied petition for increase in power to 1500 watts.

AM – 1500 kc
Anderson Bstg. Co. and Pigeon Bstg. Co. of San Francisco, Calif.—Denied petition for increase in power to 1500 watts.

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AM – 1500 kc
Anderson Bstg. Co. and Pigeon Bstg. Co. of San Francisco, Calif.—Denied petition for increase in power to 1500 watts.

AM – 1500 kc
Anderson Bstg. Co. and Pigeon Bstg. Co. of San Francisco, Calif.—Denied petition for increase in power to 1500 watts.
FCC Actions (Continued from page 54)

Decisions Cont.: AM-1310 kc Lake Station, Inc., Milwaukee—Granted for hearing application for new station to operate at 1170 kc for daytime at Baraboo, Wis., and at night at 1250 kc, Milwaukee. 

AM-716 kc Pacific Foundation, Richmond, Calif.—Denied—Consolidated hearing application for new station on 710 kc in consolidated proceeding with applications of Frank Andrews, Modesto, Calif., and Western Bestg., Assoc., Modesto, Calif.

AM-1499 kc Petaluma Broadcasters and Walter L. Read, Petaluma, Calif.—Denied—Consolidated hearing application and applications of Petaluma Broadcasters and Walter L. Read, both requesting 1460 kc 250 w unlimited.

AM-1858 kc Ishpeming Bestg., Inc., Ishpeming, Mich., and Gordon H. Brozek, Marquette, Mich.—Denied—Consolidated proceeding with applications of Ishpeming Bestg. Co. and Gordon H. Brozek for new stations at Ishpeming and Marquette, respectively, both requesting 2050 kc 250 w unlimited.


AM-1450 kc Harry Willard Linder and Max H. Lavine, St. Cloud, Minn.—Denied—Consolidated proceeding with applications of Harry Willard Linder and Max H. Lavine for new stations on 1240 kc 250 w unlimited.


License Renewal WMLT Dubuque, Ia.—Granted renewal of license for period ending Feb. 1, 1950.

Request Denied KONO San Antonio, Tex.—Denied—Request for reconsideration and grant without hearing, in re application for renewal of license.

FM—STA Denied Peoria Bestg. Co., Peoria, Ill.—Denied—Application for special temporary authority to commence an interim FM operation Feb. 15 with 250 w transmitter and dipole antenna located 425 feet above street level.

By COMMISSIONER WAKEFIELD Commission on its own motion continued hearing in re Amendments to Standards of Good Engineering Practice Concerning Standard Broadcast Stations, presently scheduled for March 14.


KSFO San Francisco—Granted petition for leave to intervene in consolidated hearing upon applications of Frank Andrews and Western Bestg., Assoc.

KRRV Sherman, Texas—Denied—Petition to dismiss without prejudice application.

Johnston Bestg. Co., Birmingham, Ala.—Denied—Petition for leave to amend its application for CP so as to show revised program plans, etc.

Radio Bluefield Co., Bluefield, W. Va.—Granted petition to amend its application for CP so as to show a motion of Articles VI and X of partnership agreement filed with application.

KWAT Watertown, S. D.— Granted petition for leave to amend its application for CP so as to make certain minor nontechnical changes in its application.

WARC Inc., Rochester, N. Y.— Granted petition for leave to amend its application so as to specify 950 kc within 250 w unlimited instead of 1600 kc 5 kw unlimited.

San Fernando Valley Bestg. Co., San Fernando, Calif.—Granted petition for leave to amend its application so as to show resignation of two directors and election of four new directors, etc.

KWY Philadelphia—Dissolved as moot petition requesting indefinite continuance in hearing upon application presently scheduled.

KANS Wichita, Kansas.—Granted petition requesting indefinite continuance in hearing upon application presently scheduled March 7 hearing was continued without date until further order of Commission.


KJAN Bestg. Co., Opelousas, La.—Granted petition insofar as it requests removal of application from hearing docket. Insofar as petition requests reconsideration and grant of application, it is dismissed.

Greater Dallas Bestg. Service, Dallas, Texas—Denied—Petition to dismiss without prejudice application.

Community Bestg. Co., Fort Worth, Texas—Commission on its own motion removed from hearing docket application.

Fred Jones Radiocasting and Television Co., Oklahoma City— Granted petition for continued consolidation of hearing upon application for consolidated hearing of Midland Bestg. Co. hearing presently scheduled for March 3 was continued to April 2.


By COMMISSIONER WALKER Walmac Co., San Antonio, Texas—Granted petition requesting admission of A. M. Heck to Board of Commission pro hoc vice for purpose of participating in consolidated hearing on applications of Walmac Co.

Feb. 24 Applications

ACCEPTED FOR FILING

AM-740 kc The Connecticut Electric Corp., Bridgeport, Conn.—CP for new standard station 740 kc 1 kw daytime—AMENDED to install DA and change transmitter location.

AM-1340 kc Clearwater Radio Bests., Clearwater, Fla.—CP for new standard station 1340 kc 250 w unlimited—AMENDED to change frequency from 1340 kc to 1350 kc.

AM-1000 kc Southland Bestg. Corp., North Miami Beach, Fla.—CP for new standard station 1070 kc 250 w daytime—AMENDED to change frequency from 1070 kc 4 kw to 1000 kc 10 kw.

KRLC Lewiston, Idaho—Modification of CP which is amended to change name of licensee, change frequency, increase power, install new transmitter and DA for night use and change transmitter location, for extension of com- mencement and completion dates.

AM-1060 kc WIDE Tuscola, Ill.—CP to change transmitter and studio locations—AMENDED to specify new transmitter location.


AM-1490 kc Community Bestg. Co., Oak Park, Ill.—CP for new standard station 1490 kc 250 w, daytime.

AM-1130 kc Des Moines Bestg. Corp., Des Moines, Iowa—CP for new standard station 1240 kc 1 kw, DA unlimited—AMENDED to change frequency from 1240 kc to 1150 kc.

(Continued on page 56)

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

SHAKESPEARE

12 YEARS of EXPERIENCE plus SKILLED WORKMEN ensures you perfect

Electrical Transcriptions

Pressings of the new vinylite

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

ALLIED RECORD MANUFACTURING CO., INC.

HOLLYWOOD 38, CALIFORNIA

1041 North Las Palmas Avenue Hollywood 5107

March 3, 1947 - Page 55
Cousin Kathy says:

Dear Cousin:

Do you like my horse? I call him Bobby Feller 'cause he's always pickin'! —Yes, Cousin, he's the kind of horse Fritz Snyder likes to race with. Didja hear Mr. Gene Horw on Red Barber's CBS Sports Show last month? Bob Holler, our sports expert, interviewed him during the national Wildlife Conservation Meeting here and did a swell job! Well spring's around the corner down here. The first violet made an appearance and blushed. I blushed right back. Speaking of violets, Violet Short, of our community Schrammen has been up to Oklahoma City for the radio conference—then to New York in the N.A.B. Women Radio Directors Meeting. Cousin Rex Prest got back last month from the big cities where he saw Frank Silvernail, Dick Grahl, and Bob Kenette. Over in Chicago he had nice visits with George McGivern and others. Not to forget being with the TSH crews in both towns. Fred Bennett and John Spradling "Round" each morning from 8:00 to 8:30 (a really swell participating show) calls himself a disc jockey. And I thought disc jockeys followed a blow! What a harrowing experience! Tell everyone we are sure airing those fine CBS and special KTSA shows so South Texas. Come and see us... Love and kisses... Yer Favorite Cousin, Kathy Eady

Page 36  •  March 3, 1947

COUSIN KATHY

KTSN
SAN ANTONIO
550 ON THE DIAL—5000 WATTS AM
AFFILIATED WITH

TAYLOR - HOWE - SHOWDEN

CBS

LSC

BROADCASTING • Telecasting

"Those WFDF Flint ads sure build bills."
Andrew Co. begins its second decade of service to the broadcasting industry

- Transmission lines for AM-FM-TV
- Directional antenna equipment
- Antenna tuning units
- Tower lighting equipment
- Consulting engineering service

ANDREW CO
363 EAST 75th STREET - CHICAGO 19
Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
A survey of surrounding cities indicates a radiation pattern approximately as shown by the shaded area above. Listeners almost 150 miles away reported excellent volume and clarity of reception. The remarkable coverage is due to the power gain of Federal's Square-Loop Antenna. The clarity and tone quality is made possible by the exceptional fidelity and mean carrier stability of Federal's "Frequematic" modulator — an exclusive feature of every Federal FM transmitter.

*Trade Mark

Federal's 8-Element Square-Loop Antenna dominates the Minneapolis skyline from the top of the Foshay Tower — highest building in the Northwest. Ruggedly constructed to withstand heavy winds and icing loads, this 80-foot antenna has already proved its dependability in temperatures down to 22 degrees below zero!
SQUARE-LOOP FM ANTENNA MAKES WORLD DEBUT!

WTCN-FM, Minneapolis, goes on the air with most efficient FM Antenna installed anywhere... boosts 3kw transmitter to 25kw... with coverage of 30,000 square miles.

Federal's 8-Element Square-Loop Antenna made radio history with the opening of the Twin Cities FM station, WTCN—the first super-directive antenna of its type and power gain to be installed anywhere. It gives the 3kw Federal transmitter an effective radiated power of 25kw—providing excellent reception over an area of approximately 30,000 square miles. This makes WTCN the world's most efficient FM station—and, with an FCC permit for an output of 400kw, it will eventually be one of the country's most powerful stations, too. With Federal's high-gain antenna, this maximum rating of 400kw can be achieved with the installation of only a 50kw transmitter!

WTCN is among the FM stations with permits for the most powerful ratings in the country. Others are KWK, St. Louis, with 369kw—and WTMJ, Milwaukee, with 349kw. These three stations have all selected FM by Federal! And Federal can equip your new FM station, too—from microphone to antenna. Write today for complete information. Dept. R-309.

Station WTCN was officially opened by a gala inaugural program featuring the Minneapolis Symphony Orchestra, Dimitri Mitropoulos conducting. With FM by Federal, listeners at home were enabled to hear this famous orchestra with the same brilliance and tonal color as the studio audience. Insert shows Mr. Mitropoulos and Governor Luther W. Youngdahl of Minnesota, at opening of ceremonies.

"Wonderful! Magnificent! A terrific step of progress." This was the comment of the famed conductor, Dimitri Mitropoulos, when he heard his own orchestra over an FM receiver, during an on-the-air rehearsal.

and Radio Corporation

Newark 1, New Jersey
FCC Actions
(Continued from page 56)

AM--1230 kc
Coleman Bros., Co., Coleman, Tex.--CP for new standard station 1230 kc, 50 kw unlimited.
AM--1230 kc
KSIX Corpus Christi, Tex.--Modification of CP as modified, which authorized new standard station, to change type of transmitter.
AM--1430 kc
KSDT Denton, Tex.--License to cover CP which authorized changes in antenna and mount FM antenna on top of AM tower, and authority to determine operating power by direct measurement of antenna power.
AM--1540 kc
East-West Bestg. Co., Fort Worth, Tex.--CP new standard station 1540 kc, 10 kw, DA unlimited--AMEND: to change power from 10 kw to 5 kw, change type of transmitter, changes in DA for day and night use, change transmitter location and changes in stockholders.
AM--630 kc
KMAC San Antonio, Tex.--CP to change frequency from 630 to 650 kc, increase power from 250 kw to 5 kw, install new transmitter and DA for day and night use, and change transmitter location--AMEND: re changes in DA and change transmitter location.
AM--1560 kc
Rose Capital Bestg. Co., Tyler, Tex.--CP for new standard station 940 kc, 500 w daytime--AMEND: to change frequency from 940 to 1550 kc, power from 250 kw to 1 kw and change type of transmitter.
AM--1590 kc
WLOW Norfolk, Va.--License to cover CP as modified, which authorized new standard station and to specify location and authority to determine operating power by direct measurement of antenna power.
AM--1490 kc
KSEM Moses Lake, Wash.--Modification of CP as modified, which authorized new standard station, for extension of commencement and completion dates.
AM--790 kc
KFIO Spokane, Wash.--CP to change frequency from 1230 to 790 kc, increase power from 250 kw to 5 kw, install new transmitter and DA for day and night use and to change transmitter location--AMEND: re changes in DA for night use only instead of day and night use and change transmitter location.
AM--1490 kc
WBRZ Eau Claire, Wis.--CP for new standard station 1400 kc, 250 kw unlimited--AMEND: re stockholders.
AM--1230 kc
Marathon Bestg. Co., Wausau, Wis.--CP for new standard station 1230 kc, 100 kw unlimited.
AM--1030 kc
West Allis Bestg. Co., West Allis, Wis.--CP for new standard station 1030 kc, 55 kw unlimited.
FM--Unassigned
Airline Gases Beach, Calif.--CP for new (class A) FM station on frequency to be specified by chief engineer of FCC and ERP 250 w.
FM--Unassigned
News-Press Pub. Co., Santa Barbara, Calif.--Modification of CP which authorized new FM station, to change type of station to class A; specify frequency as "To be assigned by FCC" type of transmitter; ERP 35 kw, transmitter site and antenna system.
Modifications of CPs
WNLC-FM New London, Conn.--Modification of CP which authorized new FM station, to change commencement and completion dates.
WMGA-FM near Mountville, Ga.--Modification of CP which authorized new FM station, to change commencement and completion dates.
Dublin Bestg. Co., Dublin, Ga.--Modification of CP which authorized new FM station, to change commencement and completion dates.
WJFM-FM Lansing, Mich.--Modification of CP which authorized new FM station, to change type of transmitter and to make changes in antenna system.
WTCN-FM Minneapolis--Modification of CP as modified, which authorized

RCA TO PUT TV SETS ON MARKET AT L. A.

Plans for putting "substantial quantities" of RCA television receivers on sale in Los Angeles early in March have been announced. Same pattern will be followed as in Detroit, Washington and St. Louis.

Campaign started with a series of dealer meetings Feb. 26 and 27 at the Ambassador Hotel, Los Angeles. These sessions, held in cooperation with Lee J. Meyherg Co., RCA Victor home instrument distributor in the area, are being followed by installation of sample receivers in the stores of franchised dealers.

The table models will be shown at the dealer meetings, at which RCA will also show dealers two console models, a direct viewing set including AM, FM and shortwave radio and a record player, and a large-screen projection set including AM, FM and shortwave. Company representatives to attend the meetings are: J. B. Elliott, vice president in charge of the Home Instrument Division; H. G. Baker, general sales manager; Dan Halpin, television receiver sales manager; J. C. Marden, promotion manager; Hal Maag, West Coast regional manager of RCA Victor, is coordinating the program.

new FM broadcast station, to change completion date.
KSTP-FM St. Paul, Minn.--Modification of CP which authorized new FM station to change type of transmitter: ERP to 540 kw, make changes in antenna system and change commencement and completion dates.
WFYN-FM Jamestown, N. Y.--Modification of CP which authorized new FM station, to change type of station to class B; transmitter site; frequency to "To be assigned by FCC" type of transmitter, ERP to 82.5 kw, commencement and completion dates.
FM--92.7 mc
Seripps-Howard Radio, Knoxville, Tenn.--CP for new (class B) FM station on channel 204, CP re frequency--AMEND: to change frequency from 92 to 285 kw and make changes in antenna system.
Modifications of CPs
WGBP Reading, Pa.--Modification of CP which authorized new FM station, to change completion date.
WBRE-FM Wilkes-Barre, Pa.--Modification of CP which authorized new FM station, to change completion date.
WSFM Nashville, Tenn.--Modification of CP which authorized new FM station, to change completion date.
KTRN Wichita Falls, Tex.--Modification of CP which authorized new FM station, to change completion date.
TV--Change Site
Gus Zahari, South Charleston, W. Va.--CP to change transmitter site of television station W XKIX.
Modification of CP
WBEN-TV Buffalo, N. Y.--Modification of CP which authorized L commercial television station, for extension of commencement and completion dates.
Licensing
Gordon Gray, Winston-Salem, N. C.--License renewal of ST station W XKG.
Midland Bestg. Co., area of Kansas City--License renewals of remote pickup stations KEIT KEIS KOAH.

TENDERED FOR FILING

(Continued from page 51)

AM--1490 kc
WBMN Battle Creek, Va.--Modification of CP to install new transmitter, specify transmitter location and make changes

March 3, 1947  Page 60A

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation's biggest cooperative on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
ANOTHER NIGHT LIKE THIS
(Catlars)
CAPITOL-Hal Berrin
THESAURUS-Vincent Lopez
George Wright
STANDARD-Buzz Adlam
L. W.-Lee Brown
MacGregor-Barclay Allen

BEST MAN, THE
(Vanguard)
LANG-WORLSE-Four Knights
STANDARD-Len Namakee
The Starlighters
THESAURUS-Nataline Trio
WORLD-les Brown
MacGregor-

EVERYBODY LOVES MY BABY, MY BABY
(Goodie)
MacGregor-Music A La Carte
LANG-WORTH-Frankie Carle
Rex Barron
CAPITOL-King Sisters
FOR SENTIMENTAL REASONS
(Decca)
CAPITOL-Eddie Le Mar
WORLD-Charlie Spirak
THESAURUS-Music of Manhattan
LANG-WORTH-Four Knights
STANDARD-Buzz Adlam
ASSOCIATED-Vic Dana

I MIGHT HAVE BEEN A DIFFERENT STORY
(Campbell-Pope)
ASSOCIATED-George Tovey
CAPITOL-Gene Krupa
STANDARD-Buzz Adlam

MANUCA, NICARAGUA
(Ecorder)
CAPITOL-Jan Garber
STANDARD-Freddie Martin
THESAURUS-Jenny's Gems
ASSOCIATED-Eliscot Lane
LANG-WORTH-Chuck Foster

MISIRLOU
(Allocus)
ASSOCIATED-Emery Deutsch
WORLD-Milt Merri
STANDARD-Carl Ravenna
THESAURUS-Nataline Trio

MY ADOBE HACIENDA
(Selig)
MacGregor-Sunshine Girls
STANDARD-Buzz Adlam
THESAURUS-Nataline Trio

OPEN THE DOOR, RICHARD
(Duquesa)
CAPITOL-Jan Garber
WORLD-Charley Spielk
STANDARD-Freddie Martin
MacGregor-Barclay Allen

RICKETY RICKSHAW MAN, THE
(Peer)
LANG-WORTH-Lee Kirk
THESAURUS-Nataline Trio
ASSOCIATED-Jimmie Gri
CAPITOL-Jan Garber

WE COULD MAKE SUCH BEAUTIFUL MUSIC
(EMI)
ASSOCIATED-Elliot Lawrence
World-Emile Fiorio
LANG-WORTH-Billy Talent
THESAURUS-Nataline Trio
MacGregor-Barclay Allen

WHAT MORE CAN I ASK FOR?
(London)
LANG-WORTH-Four Knights
STANDARD-Rob Crooby
Bass Ans
THESAURUS-Nataline Trio

PROMOTIONAL campaign for WESC
Greenville, S.C., new 3,000 w station
begins operations March 1. This
includes ten-page letter being mailed
to station’s listeners in areas
where gives recipe of new “Six-Sixty Sundae”
developed by station and offered at cost to de-
scribers. Ingredients of sundaes, approximate
cost of production, and suggested selling
prices included, in addition to offer by station to furnish menu
items. Envelopes are silk-screened on mirrors and spot
annoncements are made at no cost, feature of
“Six-Sixty Sundae.” Letters will be fol-
owed by call of WESC sales-
emen to dealers interested in serving sundae when new station is
“It’s 115 in Dixie.”

CHAMPAGNE
BOTTLEs of champagne have been dis-
tributed to radio editors in New York are-
areas. An open house was held at the station daily
with the manager appearing at office of local Kraft dis-
tributors. Promotion is sponsored by Kraft
three times weekly through
J. Walter Thompson Co.

NCB Program Folder
ON SATURDAY night “elf dwellers” and
local listeners paused to listen to
“Grand Ole Opry,” according to promo-
tioned to being shown via
Coverage, wheel of bikes at
Grand Ole Opry.” Program is sponsored by
J. B. Earnest Tobacco Co. and is heard on 145 NBC affiliated stations.

CCKW-Sponsor Promotion
PRIZES will be offered daily
listenership is being offered by sponsored programs on CCKW Mone-
ton. Each day at a different time
CCKW Phones home of listener and offers to
buy label of one of products advertised. Immediately prior to call,
name of product is announced so that
listeners must be tuned in to station
daily to win prize, and must have some proof of purchase of sponsors
product.

WCAE Brochure
TWO COLOR brochure titled “In Pitts-
burg. WCAE in the Station WORLDS”
has been released by station to advertise
agencies and clients. Brochure is subdivided into eight sections with
emphasis placed on promotion and mer-
chandising facilities and talent staffs available to clients. Facts about WCAE
and Pittsburgh market are used on back cover.

Sports Awards
SERIES of outstanding player awards for Northeastern Louisiana ama-
television and radio stations have been
awarded monthly to outstanding high school
basketball, football and baseball player selected
by school coaches at end of season as best.

WCAE Program
As PART of program new “Jack
Armstrong” movie serial, NBC, in co-
operation with Gold Theatre, Chicago, distributed 3,000 photographs of
Jack Armstrong. Letters advertising showing of film, Feb. 21, 22, 3:00 a.m.
nearby is central point for “Sports Page of
America” broadcast by NBC. Hence, adding to
anywhere the time of program, is also
promoting open ama-
television tournament, due to be
announced later.

Windshield Scrapers
PROMOTION folder titled “Snowed-
With Selling Promotions” is being distributed by Western Kan.
coal folder, packed with show themes, includes windshield scrapers and emphasizes
for “clearer vision on the road to greater Kansas sales.” Retail
ploy card is attached “for additional Kansas sales and additional wind-
shield scrapers.

Promotion Contest
LIMBERICK contest is being conducted
by Broadcast Radio Productions, Chicago, distributed 3,000 snow guards and
players participating in contest, Four prizes
ranging from $150 to $5, to be awarded to
station’s listeners, with one prize to
awarded to three stations for best pro-
notional job. Contest ends March 7.
Agency is Abbott Kimmel Co., N.Y.
OUR EDITORIAL PROJECTS FOR 1947

1. Improved financing for schools.
2. Development improved water supply.
3. Support for youth recreational center.
4. Establishment of city planning commission.
5. Improved program of public health.

SERVICES DIRECTORY

CUSTOM-BUILT EQUIPMENT

U. S. RECORDING CO.
1121 Vernon Ave., Wash., D. C.
District 1640

RADIO ENGINEERING CO.

Consultants
Installation, Operation and Antenna Measurements
Norwood I. Patterson, Owner
1235 Market Street
Room 1010
San Francisco 3, California
Phones: Market 8173

J. B. HATFIELD
CONSULTING RADIO ENGINEER
705 33rd Ave.
Seattle 22, Washington

A. R. BITTER
CONSULTING RADIO ENGINEER
452 Madison Avenue
TOLEDO 4, Ohio

BARCLAY & SAXON
Radio Engineering Consultants
2915 Red River
Phone 2-5055
Austin, Texas

BROADCASTING • Telecasting

NEW STANDARD 1600 kHz 500 w daytime.

The Robert L. Kaufman Organization
Technical Maintenance, Construction, Supervision and Business Service for Broadcast Stations
Munsey Ridge, West Washington, D. C. 22792

TOWER SALES & ERECTING CO.

Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbus Blvd.
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FREQUENCY MEASURING SERVICE

FCC Actions

(Continued from page 60A)

FCC Actions

Feb. 26 Decisions...

AM-4300 kc

WSAV Savannah, Ga., and WMTA

Charleston, S. C.—Announced proposed
decision declaring application of WMTA
for change of station assignment from
150 to 1 kw unlimited to 60 kw unlimited.
waiver for second time within 60 kw
night conditions. (Continued in page 60B)

Feb. 27 Decisions...

BY COMMISSION EN BANC

License Renewal

KTBD Brandon, Miss.—Grant renewal of
license for period ending Nov. 1, 1949.

Trade

KOMA Oklahoma City.—Present license
extended on temporary basis for 60 days.

WKBW Buffalo, N. Y.—Granted 60 day
extension of license for operation of main and auxiliary
transmitters.

Licenses for following stations extended on temporary basis to May 1 for reasons indicated:

KFY (and aux.) Los Angeles—Pending
consideration of information requested
under Sec. 308(b) of Communications Act.

WJAG Norfolk, Neb.—Same.

WSSU Staut Ste., Mich.—Same

KFZ (and aux.) Fort Worth, Tex.—
Same.

KOB Albuquerque, N. M.—Pending
final action in connection with 
 strr. 308(b) and 606.

WAIT Chicago—Pending study of possi-
ble violation of Sec. 308(b) of
Communications Act.

Set for Hearing

Commission on Feb. 26 made public
an order designating for consolidated
hearing applications of Allen B. Shields
(atransferor) and Stanley B. Rub-
bard (transferor) and L. A. O’Laugh-
nessy et al. and Thomas Hamm Brew-
ning Co. to be transferred for control
of station KSST in St. Paul, Minn.,
said hearing to be held before Commis-
ion en banc at 13th Circuit in Wash-
ington.

Assignment of CP

WJOR Bangor, Me.—G ranted consent
to assignment of CP of WJOB from
Robert Sklar, Bangor, Me., to Bangor
Basting, Service, Bangor, Me.,
conditional on these partners; monetary consideration is $600.

FM Antenna

WJAS WJAS-FM Pittsburgh—Granted
assignment of a station's own FM an-
tenna on top of west tower of existing directional antenna.

FM Antenna

WHBC Canton, Ohio—Granted modifi-
Ction of CP to mount an FM antenna
on top of north tower of directional array to make channel of a better antenna,
engineering conditions.

Motion Denied

Johnston Bestg., Co., Birmingham,
Ala.—Denied motion by Johnston Bestg., Co., requesting that ap-
plication of Thomas N. Nesbitt be to change operating assignment of WTVB be dis-
mis 1.

Barclay & Saxon
Radio Engineering Consultants
2915 Red River
Phone 2-5055
Austin, Texas

FEBRUARY 1, 1947

AM-1200 kc

The Las Salle Country Bestg., Co.,
Las Salle, Ill.—CP for new standard station
1400 kc 250 w unlimited—AMENDED:
To change frequency from 1400 to 1200 kc
and hours of operation from unlimited
to limited.

AM-1300 kc

Raleigh M. Beal, Lawrenceville, Ill.—
CP for new standard station 1300 kc 1 kw
daytime.

AM-1170 kc

Iowa City Bestg., Co., Iowa City—CP for
new standard station 1170 kc 250 w
daytime.

AM-1320 kc

Black Hawk Bestg., Co., Waterloo,
Iowa—CP for new standard station
1320 kc 1 kw daytime.

AM-1350 kc

—CP for new standard station 1350 kc
250 w daytime.

AM-1460 kc

Pellegrin & Smiley, Detroit—CP for
new standard station 1460 kc 500 w
daytime.

AM-1410 kc

—CP for new standard station 1410 kc
1 kw daytime.

AM-1360 kc

WILS Lansing, Mich.—License to
cover CP as modified, which authorized
new standard station and for change of
radio license and authority to de-
termines operating power by direct measurement of antenna power.

AM-1790 kc

Community Bestg., Co., Saginaw,
Mich.—CP for new standard station
1790 kc 250 w unlimited (contingent
on WABM changing to 790 kc).

AM-1340 kc

Biloxi Bestg., Co., Biloxi, Miss.—CP for
new standard station 1340 kc 250 w
unlimited.

(Continued on page 68)
Covers the whole range of radio activities

Information in this issue:
The detailed news of broadcasting's fastest-moving developments is published in FM and TV. Some articles are for management, others for engineering. All are most readable for station executives. Contributors in the current issue include FCC Chairman Charles Denny, Duane Laverly of McCann-Erickson, consultant C. M. Jansky, Farmington's director of research Madison Cawin, and publisher Milton Sleeper, who details the later FM Association activities. Don't miss this issue!

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Ruthrauff and Ryan sued by Associated Products

RUTRAUUFF & RYAN Advertising Co., Chicago, and its vice-president, Norman Phelps, were named as co-defendants in a suit for $350,000 filed Feb. 25 in U. S. District Court.
Associated Products Co., Chicago, makers of Chen Yu nail polish and other cosmetics, filed the suit, charging the agency, which handled its accounts from 1937 to 1946, had wrongly advised the firm to enter into a tie-in advertising campaign with the motion picture producers of "Duel In The Sun".
Because the film was not released last summer, as originally planned, the company said it lost an estimated $100,000 in profits on a special new shade of nail polish called "Sun Red."

Engineer Meet

ENGINEERING Committee of NAB will meet in Washington March 10 at the Mayflower Hotel, with Chairman Orin Towner, WHAS Louisville, presiding. NAB has been without a head of its engineering department since last summer when J. L. Micklebrooks resigned to join ABC headquarters engineering staff in New York.
First public showing of Hogan Facsimile System, utilizing equipment made by General Electric Co., for participants in Broadcasters’ Facsimile Analysis, will be held March 10-22 in Miami under the auspices of the Miami Herald, whose AM station, WQAM, will be joined by FM affiliate later this year. Transmitted on scanning unit at left, copy is received on display type recorder on right on a continuous sheet of paper 9.5-inch wide, of which 8.2-inch is active copy reproduction, with a .75-inch margin on either side. Picture definition is 180 lines per inch; reproduction is at the rate of about 3.5-inch a minute, or four pages of 8x11-inch copy in a 15-minute broadcast. Same rate is obtainable on home recorders. Some 25 broadcasters, most of them newspaper affiliated, are BFA members, most of whom are expected to receive their equipment from GE in time to start fax broadcasting this fall.

New Y. M. C. A. Series

The National Council of Y.M.C.A.’s has issued a new series of six electrical transcriptions entitled “Broadened Horizons” to 500 of its local affiliates in the U. S. and Canada. The programs include dramatizations depicting the needs of youth in war-time countries.

Video Shows Dropped

Standard Brands Inc., New York, is discontinuing after this week’s broadcasts its two video programs on WNET New York—The Hour Glass, which since May 9, 1946 has been on at 8-9 p. m. Thursdays, and Dancing on Air, which recently replaced Face to Face in the 6-8:15 Sunday evening spot which Standard Brands has sponsored since June 9, 1946. Agency is J. Walter Thompson Co., New York.

Knight

(Continued from page 18)

building and be connected with the WQAM-FM transmitter by a special telephone company toll line. This line must be equaled from 7 to 13 kc within a plus or minus 1 dB.

One receiver for monitoring purposes will be retained in the facsimile department along with the scanner. At first it is planned to place a limited number of receivers throughout the Miami area for demonstrations. Our plans for distribution of the original receivers are still in the formative stage.

Expect Advertising

At this time the FCC does not permit publication of advertising in facsimile editions, but we see no reason why this should deter our development work.

Facsimile presents a new challenge to newspaper publishers. It is a challenge that we are glad to accept. It is our aim to explore new techniques that will keep us in the forefront of the rapid strides being made in electronic development.

WTVR Given 82-88 mc

WTVR Richmond, the television outlet of Havens & Martin, licensee of AM station WMBG and holder of a construction permit for a new metropolitan FM station, last week was granted modification of CP to change frequency from channel 3 to channel 6, 82-88 mc. WTVR also was given an extension of its commencement and completion dates.

Tulsa U. FM Outlet

U. of Tulsa’s FM station, KWGS, constructed through the generosity of W. A. Skellly, Oklahoma oil man and owner of KVVO Tulsa, went on the air last Wednesday. Mr. Skellly’s initials serve as basis for the call letters. University plans to use the station in its comprehensive 4-year radio course. Engineers from KVVO set up the station and served as advisers in construction of the studios, which are of polycylindrical design.

WBBB FM on Air

WBBB Burlington, N. C., AM outlet of Alamance Broadcasting Co. whose FM affiliate has been operating on 101.3 mc with 1 kw last October, expects to increase its FM operation to full 34 kw effective radiated power sometime in July. WBBB in Broadcasting Feb. 24 was incorrectly listed as recipient of a Burlington conditional FM class A Grant for 104.3 mc, 1 kw power. Recipient of that grant is Burlington-Graham Broadcasting Co., holder of construction permit for WFNs that city, new 1 kw daytime outlet on 1150 kc. WBBB is licensed for 1 kw daytime on 290 kc.

Seidel Named

VIOla Weinberger Co., New York, manufacturer of women’s gloves, has appointed Seidel Adv. Agency, New York, to handle its advertising. Lanagane’s, New York, manufacturers of decorative textiles, has also appointed the agency to service its advertising campaign.

Major League baseball makes its bow in television with the Brooklyn Dodgers as stars. Sponsors who have signed for alternate coverage of 1947 home games are the Ford Motor Co. and General Foods Corp. Shown here, looking over contract are: (1 to r) George Moskovics, commercial manager of WCBS-TV Springfield, Ill.; Howard M. Chaplin; and Robert C. Williams, both of General Foods Television Committee. (Story on page 16.)

U. S. Army Recruiting Plans Spot Campaign

U. S. Army Recruiting through N. W. Ayer & Son, New York, will start a spot campaign on March 17 for two weeks on approximately 850 stations.

Some stations have refused to take the Army Recruiting announcements on a paid basis but are using the series of 13 spots as a public service feature. The figures on how many stations are carrying the campaign as a public service have not been compiled, according to an N. W. Ayer executive.

It was known that WWRL New York was one of the stations that rejected the commercial announcements but would use them as a public service feature. Edith Dick, station manager, said that “government announcements such as the proposed Army Recruiting announcements . . . are we, feel, of a public service nature and WWRL will continue, as in the past, to broadcast such announcements without cost as a public service.”

Video Inauguration

Inauguration of Uruguay’s president-elect, Tomas Berreta, March 1 was filmed by WCBS-TV New York, CBS television station. Films of the ceremony will be televised in the U. S. early in March.

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Duopoly
(Continued from page 17) costs are so much higher proportionately to aural broadcasting.” He asked that the television duopoly rule make a distinction between black-and-white and color operations, similar to the distinction between FM and AM.

Duke M. Patrick, appearing for Crosley Broadcasting Corp., said Mr. Sutton’s reference to changing standards and the need for flexibility applied to television even more than to FM. The overlap of Crosley’s television grants for Cincinnati and Columbus with its application for Dayton, he said, is “nominal.”

Cites Need for Boosters Horace L. Lohnes, speaking for the McClatchy stations in California, which have conditional FM grants for Bakersfield and Sacramento and are applying for Stockton and Modesto, said some overlap arises there because the only suitable site for an FM transmitter to serve one city is such that a one-millivolt signal is received in another. He also argued that the need for boosters in FM and television should not be overlooked, and noted that in many instances two relatively low-powered stations may be involved in duopoly while a single high-powered station is permitted to cover the service areas of both, and more.

Percy H. Russell Jr., representing Liberty Broadcasting Co., an FM applicant for Pittsburgh, and WTIC-FM Hartford, applicant for Bridgeport, referred to the variety of factors involved in overlap cases and expressed belief that no “simple rule” could be found. Each case, he said, should be determined on its own merits.

James A. McKenna Jr., said Copley Press, which has a Class B grant for Aurora and is applying for Class B at Elgin and Joliet, III., would ask that the grant and the applications be changed to specify Class A stations. Similarly, he said, Southern California Associated Newspapers will withdraw its Alhambra FM application and change its Glendale application from Class B to Class A, with plans for auxiliary studios at Alhambra. San Pedro Printing & Publishing Co., controlled by Southern California Associated Newspapers, will amend its San Pedro application to request Class A operation, he asserted.

He suggested that no duopoly question be raised in FM if the commonly owned stations’ 1,000 microvolt contours do not overlap. Mr. Segal spoke for WADC Akron, which lost a proposed decision for 50-kw operation on 1220 kc to WGAR Cleveland despite a substantial overlap which would exist between WGAR and its sister station, WJR Detroit. He argued that the question does not involve such factors as joint rates and separate markets, but that the “evil” is in allowing one interest to control two channels, out of a limited number, to reach a potential audience.

He said he was “not wedded to the 30% figure” for maximum permissible common ownership of overlapping stations and that perhaps FCC could arrive at a better one. Asked how he decided upon 30%, he said the figure is “more than a quarter and less than a third.”

In response to another question he said that, although he had not considered it, in all aspects, he thought the 30% rule “might well work” even if the stations were located in the same city.

Louis G. Caldwell, attorney for WGAR in the long WGAR-WADC fight for 1220 kc, replied that no set rule should or could be devised to give proper consideration to all factors involved, and that there are days “bound to be twilight areas.”


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TIDE
The Newsmagazine of Advertising, Marketing and Public Relations
232 MADISON AVENUE, NEW YORK 16, N. Y.
WOKO Makes New License Move

Plan to Effect Transfer In Control of Outlet Given to FCC

FIRST PHASE of its previously announced proposal to reorganize was effected last week by WOKO of Albany N. Y., in filing with FCC an application for acquisition of control of WOKO Inc. by Raymond M. Curtis through surrender of voting stock held by Harold E. Smith, general manager, in exchange for non-voting stock. Purpose of the plan [Broadcasting, Jan. 20] is to place the station in position to request a regular license, now that the Supreme Court has upheld the Commission's denial of the WOKO license renewal plea.

Last week the Commission granted WOKO its second special temporary authority for continued operation since the SCOTUS decision. It is effective until April 1. Commission Durr voted against extension.

The high court's decision reversed an earlier one handed down by the District Court of Appeals and sustained the FCC's no-renewal stand taken in view of the 12-year hidden ownership of a quarter interest by Sam Pickard, ex-Radio Commission and onetime CBS vice president, and his aid in that act by Mr. Smith.

Taking from position of voice in corporate affairs those whose actions composed the basis for the FCC proceedings, the reorganization was outlined in the January petition to the Commission to amend its pending license renewal application and to grant it as a "second chance."

The transfer application states that Mr. Smith exchanged his 255 shares of common stock (35.56%) for an equal number of shares of non-voting stock. This reduces the 760 shares of common now outstanding to 505, thus placing Mr. Curtis in control since he continues to hold 255 shares. The Press Co., publisher of the Albany Knickerbocker News, holds the other 250 shares.

On Jan. 9 Mr. Pickard sold his 240 shares to WOKO Inc. for $108,000. This transaction was reported to FCC on a separate form.

Because of his competence in day-to-day operations, Mr. Smith would continue as general manager of WOKO, the applicant states. That WOKO has rendered valuable community service was brought out in the hearings and court proceedings—being a factor in the Court of Appeals reversal of the FCC decree—the petition indicated. Mr. Smith, however, is no longer officer or director of the corporation. Newly elected secretary is Samuel Jacobs, assistant corporation counsel in the law department of the City of Albany. WOKO president and treasurer is Mr. Curtis, also an attorney. Vice president is Deuel Richardson.

Second phase of the effort to place WOKO in position to seek renewal of its license is in preparation by Dempsey & Koplovitz, Washington legal counsel. This will be an application for severance of ownership affiliation with WABY Albany, in accordance with the Commission's duopoly ban. Messrs. Smith and Curtis, as well as the Press Co., are stockholders in Adirondack Broadcasting Co., WABY through its organic affiliation and petition and affirmed in the WOKO transfer application, Messrs. Smith and Curtis will exchange their WABY stock with Press Co. for that which the latter holds in WOKO. In addition each would pay Press Co. $5,000.

The WABY stock is held as follows: Mr. Smith and Mr. Curtis, each 25.5 shares; Press Co., 35 shares. The 125 shares in WOKO which Mr. Smith receives in exchange also will be turned in for non-voting stock, the WOKO transfer request stated. WABY is operating on temporary license extension until April 1, pending solution of the Albany duopoly situation.

At the time of filing the January reorganization petition, Pickard last week requested increase of power from 1 kw day and 500 w night to 5 kw on 1460 kc. WABY is assigned 250 w on 1400 kc. There is pending an application of Van Curler Broad-Cast Co. for 5 kw on WOKO'S frequency should the latter be deleted.

Free Speech
(Continued from page 15)

the objective of the report. Labelled "Procedural considerations with and 'tentative definitions' this part of the report, while not promulgated as a rule or regulation, has been invoked by the Commission as though it defined such a rule or regulation. A 'report' is not the proper administrative procedure to effect such serious and far-reaching changes in the requirements governing applications for broadcasting licenses and renewals."

Judge Miller indicated resentment at statements published elsewhere imputing to him that NAB management officials a weakened Blue Book stand or approval of the FCC's report. He said the only statement he had ever made that have been so interpreted was this: "If such a job needed to be done it should have been done by broadcasters and not by Government agencies."

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale one day after her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA
Spartanburg, South Carolina

5000 watts day and night, 100 Kw. Rep. by Heilbringer
CBS Studio for the SPARTANBURG-GREENVILLE Market

BRINGING YOU
PRODUCTION NEWS
FROM AL
BUFFINGTON

There's no singing commercial in this script, but I am singing the praises of my High School Quiz League. Seasonal and sponsors tell me its format is the finest in the business! Out in Honolulu, the show brought competition among local high schools to a fever pitch when I produced it for Lewers & Cooke, Ah, but that's only 1/16 of my story, since there are 15 other sales-tested shows in my special presentation bindle! But, see for yourself: . . . invest 10 bucks and get my "Shows Geared for Selling" on a 2-week trial period basis. Stay tuned to this space!

AL BUFFINGTON CO.
2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED FOR SELLING

March 3, 1947 • Page 65
Denny has demonstrated he is willing to give," he concluded, "an investigation is not necessary, but there should be continued inquiry."

Chairman Wolverton has not decided whether he will establish a separate radio sub-committee. He told Broadcasting that if time permits he would prefer to have the full committee sit on all hearings, "since ten of the committee members are new to the group and should have the chance to become acquainted with everything that is going on."

It was felt, however, that once the Interstate Committee's organization was well established there will be a move to set up sub-committees for special inquiries. Chairman Wolverton has already referred to Rep. Harris Ellsworth (R-Ore.) as the committee's "radio expert." Mr. Ellsworth owns KNRK Roseburg, Ore., and opposes what he terms the FCC's "drift" away from the intent of the Communications Act.

Satisfied With FCC

He told Broadcasting that the committee had been "very well satisfied with its introduction to the FCC although that doesn't mean we always agreed with them."

There has been considerable pressure from both parties in the House for a special investigation of the FCC. Rep. Clarence Brown (R-Ohio) introduced a bill last month to set up a five-man commission to investigate all activities of Government agencies, including the FCC (Broadcasting, Jan. 13). On the minority side, Rep. Eugene Cox (D-Ga.) told Broadcasting "there should be an investigation of the FCC" but chances for Congress approval in a select committee for this purpose are slim as long as the legislative calendar is so crowded.

Rep. Cox headed a select committee investigating the FCC in 1943 and 1944. His objections to the Commission are based primarily on disapproval of its personnel and the influence he feels former Chairman James E. Finley still exerts in Washington. A bitter feud between Chairman Finley and Mr. Cox had the effect of putting the select committee's investigation on a personal basis. Mr. Cox finally resigned from the committee on the urging of his friends, but has continued a keen interest in Commission activities.

The FCC is slated for one close examination in mid-March when the Independent Offices subcommittee opens hearings on Commission past spending and money requests for fiscal 1948 (Broadcasting, Feb. 17).

Appearing before the committee with Mr. Denny were: Commissioners Paul A. Walker, Ray C. Wakefield, C. J. Durr, E. K. Jett, Rosel H. Hyde; Chief Engineer George B. Adair; Asst. Chief Engineer Virgil R. Simpson; Asst. Chief Engineer (Chief, Broadcast Division) John A. Willoughby; Asst. Chief Engineer (Chief, Broadcast Division) John A. Willoughby; Asst. Chief Engineer (Chief, Broadcast Division) John A. Willoughby.

Lighter, Livelier Format for Broadcasts To Russia in Effect With New Frequency

NEW FORMAT to "liven and lighten" Russian language edition of Voice of America, and a new frequency to help overcome atmospheric interference went into effect Thursday as a result of the State Dept.'s experience over 10 days of broadcasting through the "iron curtain."

Assistant Secretary of State Benton told a news conference last Wednesday that the Department will welcome any and all suggestions which will make the Voice of America more effective in Russia.

The importance which the State Dept. is placing upon the Russian language programs was revealed by a constant stream of cables between U.S. Ambassador to Russia Lieut. Gen. W. Bedell Smith and Washington. On the basis of these cables the program has been altered considerably from the first aired on.

Engineer (Chief, Safety and Special Service Division) William J. Krebs; Asst. Chief Engineer (Chief, Common Carrier Division) Marion H. Woodward; Asst. Chief Engineer (Chief, Field and Research Division) George E. Sterling; Chief, Frequency Allocation Division, Paul D. Miles; Chief, Standard Broadcast Division, James E. Barr; Chief, Aviation Division, Edwin L. White; General Counsel Benedict P. Cotton; Asst. General Counsel Broadcast Division, Vernon L. Wilkinson; Asst. General Counsel, Safety and Special Services Division, Lester Spillane; Asst. General Counsel, Division of Litigation and Administration, Harry M. Plotkin; Asst. General Counsel, Common Carrier Division, Harold J. Cohen; Chief Accountant William J. Norelfleet; Chief, Economic Branch, Dallas W. Smythe; Chief, Field Accounting Division, Morton Haven; Director of Budgets and Accounting, William B. Robertson; T. J. Slocie, Secretary to the Chairman, and Kenneth Hall from the Chairman's office.

Power Boost for KDFM

A GRANT to KDFM Beaumont, Tex., to increase power from 1 to 5 kw on 560 ke was announced by FCC last Tuesday. The authorization was issued Feb. 22 upon a grant of supplemental petitions filed by KDFM asking the Commission to reconsider its action designating the application for hearing. The station will operate with a directional antenna at night.

Beaven Resigns

WITH resignation of Herb R. Beaven, partner of Davis & Beaven Adv., Los Angeles, agency, has changed name to Davis & Co. Offices continue at 523 W. Sixth St., according to Robert J. Davis, who simultaneously announced expansion and adding of three new firm partners. They are Joseph Sill Jr., radio and copy director; Ray Tibbits, art director, and Elliott V. Bogert, account executive. Mr. Beaven has joined Ray Gage, who recently acquired Clarence B. Juneau Agencies and changed name to C. B. Juneau Inc., with new offices at 2412 W. Seventh St.
17 Final CPs, 3 Conditional Grants for FM Issued by FCC

SWELLING its roster of FM authorizations, FCC last week added three more grants to its list of conditional permits and issued 17 final construction permits. Of the latter, eight covered new facilities in lieu of previous authorizations. The Commission also approved three requests to withdraw FM applications and another, that of Lu- can E. Kinn, to cancel a CP for a Class B outlet in Post Falls, Idaho. Frequency of KRFM Fresno, Calif., also was changed to channel 252.

KROW, Oakland, Calif., application for a class B station was removed from the broadcasting roster as granted conditionally, subject to further review and approval of engineering details.

Southern Broadcasters, Richmond, Va., owned by a Washington trio, likewise was given a conditional class B grant. President is Richard R. Hutcheson, operator of Washington Speech Academy. York L. Wilson, Jr., is secretary, and William H. Brawley, on American U. faculty, is vice president. Owners will retain Washington residence but employ manager to operate outlet.

KG BX Springfield, Mo., was third conditional grante, also for class B facilities.

Of those receiving final CPs all are identified with AM operations except three: Berkshire Broadcasting Corp., Danbury, Conn.; Advertisers Press Inc., Flint, Mich., and Champlain Valley Broadcasting Co., Albany, N. Y. Berkshire and Champlain, however, are AM applicants. Advertisers Press publishes the Flint News-Advertiser, Tuesday-Friday paper.

CP Authorizations

The following were authorized CPs, conditions. Power given is effective radiated power; antenna height is that above average terrain. AM affiliations are given in parentheses while FM call precedes name of permittee. Grants are:

The Berkshire Broadcasting Corp., Danbury, Conn.—Class A: 106.3 mc (No. 293); 220 w; 310 feet.

South Shore Broadcasting Corp. (WBSB), Hammond, Ind.—Class B: 91.1 mc (No. 231); 30 kw; 380 feet. Advertisers Press Inc., Flint, Mich.—Class A: 104.0 mc (No. 232); 220 w; 250 feet.

Champlain Valley Broadcasting Corp., Albany, N. Y.—Class B: 94.9 mc (No. 233); 2.7 kw; 945 feet. John W. Halig (WHAL), Greenfield. Mass.—Class A: 95.9 mc (No. 239); 1 kw; 400 feet.

Allentown Broadcasting Co. (WKAP), Allentown, Pa.—Class B: 93.9 mc (No. 239); 975 feet.

WWNY-FM, The Bay County Co. (WWNY), Watertown, N. Y.—Class B: 100.8 mc (No. 225); 1.3 kw; 550 feet (in lieu of previous conditions).

WWBF-AM, Merchandise Service (WPAM), Pottsville, Pa.—Class B: 98.3 mc (No. 252); 1 kw; 78 feet (in lieu of previous conditions).

WWBF-FM, W. B. Rust, W., Rev. (WABJ), Morgantown, W. Va.—Class A: 104.3 mc (No. 292); 1 kw; 2 feet. (In lieu of previous conditions).

WWBN-FM, W. B. Goodwill Station (WBJ), Detroit, Mich.—Class B; 94.9 mc (No. 233); 24 kw; 480 feet. (In lieu of previous conditions). WMUS-FM, Great Muskegon Broadcasting Corp. (WMUS), Muskegon, Mich.—Class B; 98.1 mc (No. 240); 3.2 kw; 280 feet. (In lieu of previous conditions).

WTAG-FM, Wyatt Broadcasting, Worcester, Mass.—Class B; 102.7 mc (No. 241); 1 kw; 400 feet. (In lieu of previous conditions).

WGBP-FM, Seaboard Radio Broadcasting Corp. (WGBP), Philadelphia—Class B; 97.1 mc (No. 245); 17 kw; 530 feet. (In lieu of previous conditions).

WEOW, The Yankee Network (WABO), Worcester, Mass.—Class B: 103.1 mc (No. 276); 6.5 kw; 700 feet. The Yankee Network Co., Willow Grove, Pa.—Class A: 98.1 mc (No. 251); 23 kw; 3,800 feet.

WDBF-FM, Clark Assoc. (WWBN), Bridgeport, Va.—Class B; 96.3 mc (No. 242); 12 kw; 590 feet.

Applications Withdrawn

Dunkirk Printing Co., Dunkirk, N. Y., was permitted to withdraw its application for conditional grant of a Class A station. The same was accorded Amalgamated Broadcasting System, Rochester, N. Y., and Berks Broadcasting Co., Reading, Pa., for class B stations. Latter operates WEIU Reading and was recently purchased by Hawley Broadcasting Co., owned by Eagle and Times publishers. [BROADCASTING, Nov. 4, 1946]. The conditional CP had been included in the sales transaction.

The deletion of channel 272 in Fresno, Calif., for KFRM and granting in its stead channel 292 (98.3 mc) follows policy announced previous week by the Commission with respect to shuffling of certain tentative allocations in that state to permit added available facilities [BROADCASTING, Feb. 24].

FTC is Asked to Probe Charges of Fulton Lewis

THE FEDERAL TRADE Commission has been asked to investigate statements made by Fulton Lewis Jr., commentator, on his MBS program, which he said were designed to defame, injure and perhaps destroy "honorable cooperative business organizations."

Mr. Carson charged there is a nation-wide conspiracy to inspire fear, hate and prejudice against cooperative organizations. He pointed out that FTC was established to compel fair business practices which "would serve the common good," and that the Commission has condemned business organizations and their agents which defamed competitors’ products, and that the Commission has been "justly severe in its condemnation of business men and their agents who use false statements to defame and injure and destroy honorable competitors."

ABC STATION PLANNING GROUP ELECTS CLIPP

ROGER W. CLIPP, general manager of WFIL Philadelphia, last week was elected chairman of the ABC Stations Planning and Advisory Committee at the quarterly meeting of the committee at ABC headquarters in New York.

Three new members attended the committee meeting: Fred Weber, WDSU New Orleans; Frank C. Carman, KUTA Salt Lake, and Robert R. Pegau, WPDS Jacksonville, Fla. Other committee members were: J. P. Williams, WING Dayton; E. K. Hartenbower, KCMO Kansas City, Mo.; Harold Hough, KGKO Ft. Worth, and Jack Gross, KFMB San Diego.

ABC executives who attended were Edward J. Noble, chairman of the board; Mark Woods, executive vice president; Robert E. Kintner, executive vice president; E. R. Boroff, vice president, Central Division; Robert H. Hinckley, vice president; John H. Norton Jr., vice-president, and Ernest L. Jahncke, manager of the station relations department, Eastern Division.

KTRB Wins Renewal

LICENSE renewal was granted by FCC last week to KTRB Modesto, Calif., for the period ending Nov. 1, 1949. At the same time the Commission extended the license of KOMA Oklahoma City on temporary basis for a period of 60 days. Commission also extended the licenses of the following stations on temporary basis until May 1: KFI (and auxiliary) Los Angeles; WJAG Norfolk, Neb.; WSOO Sault Ste. Marie, Mich.; KFIZ (and auxiliary) Forreston, Tex.; KOB Albuquerque, N. M.; WAGT Chicago.

Transfer Granted

DISTRIBUTION of its subsidiary firm, Metropolitan Television Inc., licensee of WABF (FM) and WZXT (experimental television) of New York, was transferred by Associated Broadcasting Corp. last week by FCC in authorizing transfer of control of these stations to the parent firm headed by Ira A. Hirs- chman. The former New York department store executive, who had long been active in radio as vice president and director of station relations of WABF and WZXT, acquired the program from Abraham & Straus and Bloomingdale Bros., department store firms, for $106,000 [BROADCASTING, Aug. 12, 1945]. FCC last week also authorized the transfer of WRAW-AM, owned by Hirschman Broadcasting Corp., to Metropolitan Broadcasting and Television Inc.
Neighor Station Interference Slight
30-kc Separation Seems Adequate in First Experiments

EARLY REPORTS from the first tests of stations operating on only 30-kc separation in the “same city” indicate virtually no mutual interference and only occasional complaints from listeners.

This was the report received by BROADCASTING late last week from the Philadelphia - Camden area, where, FCC revealed, stations just 30-kc apart have been operating simultaneously since Feb. 5.

The tests are being conducted on Commission authority in preparation for the March 7 hearing on proposed AM standards relating to channel separation [BROADCASTING, Feb. 10]. Additional tests of 30-kc separation also were started in Washington, D. C., last week.

FCC Silent

Until the tests are nearer completion—they are due to run “at least until March 9,” FCC said—Commission authorities were reluctant to discuss the findings thus far made. As yet, they said, there has been no detailed canvassing of the reports.

But spokesmen for WHAT and WTEL Philadelphia and WCAM Camden, which are conducting the 30-kc tests in that area, told BROADCASTING that the results thus far have been “generally good.” Officials of one station said they had received “no complaints whatsoever” from listeners, either in mail returns or in a special survey conducted by the station.

At one of the three stations, however, it was felt that the WCAM-WHAT-WTEL experiment is not a wholly “fair” test. Officials there conceded that the results thus far have been “in general all right,” but believed that the showings would be more useful if WCAM operated with a vertical antenna.

WHAT and WTEL, which share time on 1340 kc, normally do not operate when WCAM, a share-time station on 1310 kc, is in operation. To make the test, FCC gave them experimental authorization to continue their share-time arrangement during WCAM’s broadcast time.

WHAT operates with 100 w power, WTEL with 250 w, and WCAM with 500 w. The WCAM transmitter is about six miles from WHAT’s and an estimated seven to eight miles from WTEL’s.

Neighbors Undisturbed

At one station officials reported that listeners living only a short distance from the WCAM transmitter had reported reception of WHAT and WTEL transmissions on 1340 kc “with no interference,” and that others in the vicinity of the WHAT or WTEL transmitters similarly reported no interference in picking up WCAM on 1310 kc.

At the station where the test was not considered a completely fair one, authorities said reports received from listeners “remote” from the 250-millivolt contour lines of the two stations indicated simultaneous broadcasts “are working fine,” but that there have been few reports on reception at or near the 250-millivolt lines.

Whereas present Commission practice is against assignment of stations on less than 40-kc separation in the same city, a number of industry engineers requested that the Standards be changed to permit “same-city” operation on 30-kc separation if the stations’ 250-millivolt contours do not overlap [BROADCASTING, Feb. 3].

In its announcement that tests are being conducted, FCC said there is “still some question in the mind of the Commission and some difference of opinion among engineers” regarding the question.

“There are problems separate from the ability of a receiver to discriminate between signals of two stations 30 kc apart which may involve interference when such two stations are in proximity to each other,” FCC asserted.

The Washington experiment, started last Tuesday, was made through cooperation of WBCC Bethesda, Md., the Collins Radio Co. of Cedar Rapids, and Richard Eaton, permittee of WOOR Silver Spring, Md. In addition to its regular operation on 1120 kc, WBCC is temporarily operating a 1-ku trans- mitter on 1420 kc, three channels removed from 250-w WWDC Washington (1450 kc). WBC’s transmitter and WWDC’s booster are about three to four miles apart.

It was understood that the early reports from this test included “some complaints,” but officials declined to make any prediction of the outcome until the experiment is nearer completion.

FCC asked listeners to cooperate by submitting comments on reception of the two transmissions.

To Increase Power

CJOC Lethbridge, Alta., has received its new 5-ku Canadian Marconi transmitter. Bob Reagh, chief engineer, expects station to be on the air with increased power soon.

New Studios

TWO new audience studios constructed by NBC Hollywood will be put into operation this month, according to Letters Sorenson, assistant to network’s western division vice president. Costing approximately $400,000, one will be available March 15, and second complete March 31, with acquisition of seats. Meanwhile latter studio will be available for rehearsals.
Close Sues Cowles, Warner for Libel
Asks for $200,000 Damages From WOL Broadcast

COWLES Broadcasting Co. and Albert L. Warner, news chief of Cowles' Washington station, WOL, last Thursday said they would file a libel suit brought against them by Upton Close, former Mutual commentator. Mr. Close is asking $200,000 damages for "libelous publication of a broadcast" covering the plaintiff given by Col. Warner March 6, 1946, and later printed in the Congressional Record and in numerous publications. Col. Warner's broadcast originated from WOL, a Mutual outlet.

The complaint prints the full text of the broadcast, in which Col. Warner analyzed Mr. Close's political leanings. He said that "he attacks not only our own Government, but Great Britain, Russia and France." After expanding that subject, citing specific instances of Mr. Close's alleged fascist beliefs, Col. Warner concluded his broadcast with: "Where you find greed, selfishness, and stupidity there you will find Upton Close..."

"The broadcast was inserted in the Congressional Record on March 8, 1946, on request of Sen. Claude Pepper (D-Fla.) who finished his description of Col. Warner and the broadcast with "...which I think under the circumstances exhibits remarkable restraint on the part of Mr. Warner." According to the complaint, the

Radio-Press Agreement Assures Voice Broadcasts on Truman Caribbean Trip

AMICABLE SETTLEMENT of a dispute between press association and radio newsmen covering the White House was reported last Thursday with the establishment of voice broadcasts from craft in ocean-going presidential parties. The dispute developed a fortnight ago in connection with plans for the President's trip to Caribbean waters next week. Newsmen covering the White House had protested voice transmission to Presidential Secretary Charles Ross, presumably on the ground that this speedier mode of direct transmission would place them at a disadvantage on news coverage. Press associations customarily use radiotelegraph via code or teletype writer.

For about ten days after the incident developed, it appeared that no voice transmission would be provided aboard the seaplane tender Greenock Bay which will escort the presidential yacht Williamsburg. The Navy initially held that it could not supply voice transmission and Secretary Ross was reported as being in no position to override the Navy.

Tests of one of the two TBL-type transmitters aboard the Greenock Bay developed that a 50-w voice signal could be emitted and that with transmission conditions in the Caribbean at Charles Ross peak at this season, it was felt the voice transmission could be reproduced as quoted in many newspapers, magazines, and pamphlets. "By reason of such publications," says the complaint, "plaintiff has been greatly injured and damaged in his professional reputation, has been brought into public odium and contempt..." Complaint alleges the broadcast caused several of Mr. Close's lectures and radio programs to be cancelled, in addition to having his textbook rejected in schools.


Heard by most... Preferred by most...
in the BUYING Ark-La-Tex

KJNI
Shreveport
50,000 Watts
Represented by The Brannah Co.

In Eastern North Carolina
your product is sold
when you use...

WRRF
Washington, North Carolina

930 KC * 5000 Watts

Now 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market... a market with an annual income from tobacco alone of over $175,000,000.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential customers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market... if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORBES & CO.
New York, Chicago, Los Angeles
March 3, 1947 • Page 69
WGKV, WCHS Cases to Be Reopened

Further Hearings for Two Charleston Stations
Set for April 2

THE RECORDS in the long-pending cases involving renewal of license and transfer of control of WGKV, Charleston, W. Va., and WTVL, also at Charleston, were ordered by FCC to be reopened for further hearings on April 2.

The action was based on an affidavit filed by Worth H. Kramer, former controlling stockholder of WGKV, who asserted that the facts relating to his part interest in and part in the operation of the station "differ substantially from those reflected in the record" of the WGKV proceeding, FCC reported. Mr. Kramer said he was in the Navy and unaware of the hearing at the time it was held.

The WCHS renewal case, now being reopened for the second time, has not been consolidated with the WGKV proceedings. The original issues for both renewal hearings, however, specified "hidden ownership" questions, and the Commission in reopening the records stipulated that the further hearings involving both stations be held on the same date.

During hearings of the House Select Committee to Investigate the

49.5% of all Iowa radio families "LISTEN MOST" to

WHO
(during daytime)

11.4% to Station B!

50,000 Watts

DES MOINES

Free & Peters, Inc., Representatives

Radio Reflects U. S. Truly, Hudson Says

AMERICAN RADIO is a true reflection of its average listener's personality, according to Robert Hudson, CBS director of education.

Speaking before a large group of educators on Friday at the "Radio in Education" conference of the Missouri State Teachers Asso., Mr. Hudson stated, "If we examine American radio critically, we find it part and parcel of the society in which we live. It has a technical slickness about it, it is highly commercial, it is restless and in a hurry, it is willing to experiment and to try something new."

In line with this, he pointed out that the BBC, "whatever you may think of it, is inexorably British, and it will change only in step with fundamental changes in the British character." Admitting that "American radio is loud, occasionally vulgar, and often serious," he maintained, nevertheless, "that it is still a fair reflection of America."

Commenting on audience participation, Mr. Hudson told the conference that in his opinion, "is not the one where questions are put to people in the studio, rather it is the program which challenges the attention of the listener and compels him to relate this experience to past experiences and to examine and perhaps to reformulate previously held opinions, conclusions or attitudes."

Record Entry List

OHIO STATE U. credited broadcasters with FCC Blue Book report and return of manpower and materials for record number of 500 local and regional station entries in public service awards competitions during forthcoming 11th annual Institute for Education by Radio May 2-5 in Columbus. Deadline was Feb. 1 and previous show was 406 at last year's institute. With 175 network entries, total list will be 675, according to Dr. Harrison B. Summers, acting director of the conference.

Experimental Grant

CONSENT was granted by FCC last week to the Virginia Department of Highways to operate an experimental class 2 portable station in the vicinity of Richmond in connection with the development and testing of speed meters. The application proposes to gather data relative to the speed of vehicles on various highways in order to formulate control regulations and techniques for sign placement, signal operation, parking and design. The construction permit issued calls for 2670 and 2456 mc with 0.2 w on temporary basis only. FCC has not determined whether this type of operation can be recognized on a regular basis or that frequencies can be made available on regular basis.

NCCJ Award Received by Stanton for CBS

FRANK STANTON, CBS president, speaking on a special broadcast on Feb. 22 during which he received, on behalf of CBS, the American Brotherhood award of the National Conference of Christians and Jews, declared, "We have always recognized a primary responsibility the dedication of radio to national unity, understanding and harmony among all groups of American people."

The award, given annually for the best single network broadcast on human relations, was presented to CBS for its Assignment Home series this year, for the "Biggest Crime" drama. Presentation was made by Dr. Everett B. Clinchy, president of the NCCJ.

In accepting the award, Mr. Stanton said that "CBS conceived Assignment Home series to illustrate dramatically the personal problems faced by veterans and civilians alike and to prepare ourselves, as a nation, to face the future boldly."

WIBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And it's why they buy WIBW-advertised goods.
RCA's 1946 Net $10,985,053; NBC is .3% Off Figure for 1945

NET EARNINGS of RCA in 1946 amounted to $10,985,053, according to the company's annual report issued last Thursday by Brig. Gen. David Sarnoff, president. This was equivalent to 56.4 cents a share of common stock. The earnings in 1945 were $11,317,068 or 58.6 cents a share after payments of preferred dividends.

Total gross income from all sources amounted to $236,980,770, representing a decrease of 15.2% from 1945 income of $279,503,615. In 1945 the corporation was still engaged in filling substantial government orders.

Included in the RCA totals were an NBC contribution of $61,067,034. Since NBC makes public no financial statement of its own, these figures are considered to be at least a reflection of the network's income. In 1945, $61,270,570 was reported for NBC, representing a decrease this year of $203,563 or .3%.

RCA personnel numbered 39,361 as of Dec. 31, 1946. This represented an increase of 6,376 over last year. Relations were maintained with 37 separate labor unions, and various labor problems were solved without work stoppage.

Employees in the manufacturing division of RCA increased to a postwar high of 28,300 in December; 6,720 employees entered service during the war, and 3,493 of them have been reemployed. In addition, 4,171 new veterans have been hired.

Average increases of at least 17% an hour were granted to the majority of hourly paid employees in the RCA Victor Division, the report said. In December average hourly earnings, excluding overtime were $1,08, an increase of 19.7% over 1945, and 60% over January, 1941. Hourly paid employees received an average of $47.41 in December, 27.7% over last year and 87% over January, 1941.

A table of financial results for the past 10 years showed annual averages of: $194,475,000 gross income; $91,976,000 net profit before federal income taxes; $12,416,000 federal income taxes; net profit after income taxes of $9,558,000. The profit before taxes represented an annual average over the 10-year period of 11.3% of the gross income and an annual average of profit after taxes of 4.9%.

During the 10-year period dividends paid to stockholders amounted to $60,086,242. Of this, $32,376,346 was paid to preferred stockholders and $27,709,896 to common stockholders. The net worth of the corporation increased by $39,108,225 during the 10-year period and is now $101,876,817. The total earned surplus amounted to $54,099,043 as of Dec. 31, 1946, an increase over last year of $5,050,916.

In spite of a decrease of $203,563 in the NBC contribution to RCA income, the corporation celebrated its 20th anniversary in 1946 by surpassing all previous years in its volume of commercial business, the RCA report stated.

Hits Proposal for News, Advertising Separation

SUGGESTION that news programs be completely separated from advertising, allowing them to use only adjacent spots, is illogical as confining newspaper advertisers to space only on pages adjacent to news pages, according to E. E. Vadeboncoeur, WSYR Syracuse, chairman of the NAB News Committee.

Mr. Vadeboncoeur made the statement in a letter to Jack Gould, radio editor of the New York Times, which has advocated separation of advertising from newscasts. He reminded that the entire, expensive, superb business and art of gathering, writing, printing and distributing newspapers is built upon and lives by the advertising dollar. He cited some examples of repugnant newspaper advertising in a highly-reputed New York State newspaper. "Until radio begins exhibiting that kind of fearfully bad taste, radio won't have to apologize for the way it handles its news and advertising," he concluded.

CBS Gets Award

AWARD of the National Garden Institute for outstanding network service on behalf of the gardening movement will be presented to CBS March 8 by the institute. Don Lereh, CBS agricultural director, will accept the award on behalf of the network from Paul C. Stark, head of the Dept. of Agriculture gardening program.

M. L. Wilson, director of the department's Extension Service, will present an award to the outstanding gardener of the United States.
Jackson Co. Awarded Contested Grant for Tenn. Full-Timer

JACKSON Broadcasting Co., Jackson, Tenn., was named by FCC last week as recipient of a proposed grant for a new local station on 1490 kc, 250 w, unlimited time. The Commission proposed to deny two mutually exclusive applications for the same facilities in that city, filed by Hub City Broadcasting Co. and George Arthur Smith. Hearings were held last June.

At the same time the Commission announced its final decision in the Shreveport, La., case of competing applications for 1560 kc, granting the request of Frank H. Ford, local businessman, for 1 kw daytime and 500 w directionalized at night on that channel. In line with the proposed finding of Jan. 30, the decision also denied request of James A. Noe for 250 w fulltime on 1560 kc [BROADCASTING, Feb. 10]. Mr. Noe is operator of WNOE New Orleans and KNOE Monroe, La. Following the adoption of the proposed decision Mr. Noe notified the FCC of his waiver of right to file exceptions and to request oral argument. The Ford grant involves technical conditions.

In the Jackson triangle the Commission found that all applicants would serve approximately the same areas, that all are financially, legally and technically qualified, and that the program plans offered by each are acceptable. The Commission concluded that "In making a selection as is necessary here, we must consider the applicants themselves, their experiences and background, to determine which seems to be in the best position to provide a local radio service to the community."

Local Residents

To support its choice of Jackson Broadcasting Co., the Commission stated that the company is composed mostly of local residents, all except one of whom are substantial business and professional men, and all of whom are more interested in providing an answer to the community's radio needs than to seek a profit. Therefore, the Commission felt that "there should be no danger of over-commercialization." It also expressed belief that because of the varied interests of the firm's members the station would more readily be operated in the general public interest rather than for "some possible private interests."

FCC noted that Hub City has only one local resident (since 1942) among its stockholders, all of whom have radio backgrounds. Hub City owners, the Commission said, "seem to have selected Jackson principally because it appeared to offer desirable commercial opportunities."

Of the other applicant, George Arthur Smith, a native of Jackson, the Commission stated that although Mr. Smith is a successful businessman the control of the station would be vested in a single person rather than several as in Jackson Broadcasting, and that Mr. Smith would be dividing his attention with his other business interests and as Mayor of Jackson.

Comr. C. J. Durr preferred the Hub City application "because of the apparently greater integration of the management of its proposed station with the ownership thereof."

The ownership of the firm applicants follows:

Jackson Broadcasting Co.—Authorized capital 1,000 shares common 100 par, 250 shares purchased, Glenn Dillon (20%, director), director First National Bank; other business interests: L. B. Tigrett (10%, director), president of Gulf Mobile and Ohio Railroad Co. and Tennessee Bankers Assn.; W. Culver White (10%, vice president, attorney); Frank H. Caldwell (24%, secretary-treasurer), president Second National Bank; F. E. Russell (20%, president), 80%-owner Coca-Cola Bottling Co. vice president Independent Oil Mill; William Holland Jr. (14%, director), dry goods, Belton C. Sullivan (12%, vice president and general manager), in charge of department store advertising of New York Daily News was born and reared in Jackson. Certain other business interests: the firm's radio.

Hub City Broadcasting Co.—Partnership composed of R. E. McCallum Jr., W. B. Davies, Mrs. George W. Hamilton and Finding Atchley. Mr. McCallum moved to Jackson in 1942 to enter business with his father as cotton merchant Mr. Atchley is a Chattanooga lawyer, chairman of radio committee of Chattanooga Chamber of Commerce. Mr. Davies is Army lieutenant, former program director WIBL Dalton, Ga. Mrs. Hamilton, resident of Dalton, is investor wishing to aid two of partners which are her sons-in-law.

WHTL Selects Staff

WHTN, which expects to go on the air soon at Huntington, Va., on a 1 kw daytime outlet, is rounding out its staff, Mike Layman, general manager reports. Arnold Silvert is program director and Harold Sturm chief engineer. Two engineers added to the staff recently are Frank D. Reynolds and James Barnhart. Scottie McDonald is office secretary. The station, licensed to Greater Huntington Radio Corp., will be on 800 kc.
COMMITTEE TO HEAR CELLER ON MARCH 3
HOUSE INTERSTATE and Foreign Commerce Committee is scheduled today (March 3) to hear Rep. Emanuel Celler (D-N.Y.) justify his bill (H-R 3196) to broaden FCC powers over "public service" programs.

The measure is identical with the Celler bill of the 79th Congress (H-R 4314) which failed to gain consideration, [Broadcasting, May 6, 1946] before the committee then headed by Rep. Clarence Lea (D-Cal.).

Annual IRE Meeting
Will Attract 7,000

AN ESTIMATED 7,000 radio engineers are expected to attend the 1947 annual convention of the Institute of Radio Engineers starting today (March 3) and continuing through Thursday at the Commodore and Grand Central Palace, New York.

A radio engineering show, in which 186 manufacturing, industrial and research organizations, along with Army, Navy and government agencies, will present the latest in radio equipment and techniques, will be a highlight of the convention.

NAB Body to Probe
AFRA Pact to Meet

SPECIAL NAB five-man committee to decide whether the new AFRA-network agreement involves any hidden clauses that would lead to imposition of the secondary boycott, or unfair station clause, will hold its first meeting Wednesday at the Hotel Statler, Washington.

The committee was appointed Thursday by NAB President Justin Miller under orders from the board of directors.

Included in the exploratory group were Roger Clipp, WFIL-Philadelphia (ABC affiliate); John Elmer, WCAM Baltimore (MBS affiliate); John J. Gillin Jr., WOW Omaha (NBC affiliate); I. R. Lounsbury, WGR Buffalo (CBS affiliate); Herbert Pettey, WHN New York (independent).

ASCAP - NAB MEETING
SCHEDULED FOR MARCH

PRESIDENT Justin Miller of the NAB last week was authorized to arrange a special mid-March meeting between ASCAP and the NAB to discuss relations between ASCAP and the industry at the expiration of existing contracts Dec. 31, 1949. The action was taken at a New York meeting of the NAB Music Advisory Committee and was based on a request from John G. Paine, general manager of ASCAP.

The NAB committee is also seeking information about licensing procedure from SESAC, another music licensing organization.
**Help Wanted**

**Classified Advertisements**

**PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.**

**Advertisements: five words per line, $1.00 per word. Minimum one word, $1.00. Maximum, 30 words, $25. Each additional word, $1.00. Payable in advance.**

**Classifieds accepted until 3:00 pm on Friday, March 13th.**

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**Help Wanted (Con’t)**

**Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.**


New Texas station needs sales manager, combination engineer-announcers, engineers. Attractive college town. KOSI, San Angelo, Texas.


**Situations Wanted**

**Engineer, 1st phone, young, single, with mechanical experience and sales. Available immediately. Box 890, BROADCASTING.**

**Talent team wants job with talent. AA shows; telephone, street, platter. Well grounded, now with basic Mutual. Adv. and sportscaster, especially plus specials but minus talent. Want fair base pay, plus bonuses for paying programs. Full details and air checks on request. Drop us a line. Follow the hunch that’ll bring your miles a ton. Two AAA punch. *Audiences Approved.* Box 871, BROADCASTING.**

**Announcer—Gifted at man-on-the-street interview. In-formation, in-cut into story and results. Friendly delivery as well as straight announcer style. Must be good copy. $750 monthly. Box 615, BROADCASTING.**

**Talented writer (all phases) and promotion manager, stymied in present job, seeks a new challenge. Big ideas and results pay off. Married, young, responsible, versatile, Northwest preferred. Please give details in reply. Box 873, BROADCASTING.**

**Experienced time salesman with successful record in major market desires position with station in good market. Now employed as sales manager. Box 874, BROADCASTING.**

**Program director or announcer, 10 years experience, married. Especially interested in new station in present area. Prefer New England. Prompt reply. Box 875, BROADCASTING.**

**Program manager—Eighteen years radio experience, fifteen years major market experience. Five years business management. Available immediately. Box 876, BROADCASTING.**

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**FOR SALE**

175 ft. Blaw-Knox tower, 4 insulators and flashing beacons.

Contact: Ted, approximately April 1. Must be purchased at present site and buyer to dis- mantle same. Make an offer, write or wire G. S. Petz, Wasser, KQV, Pittsburgh.

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**TRANSCRIPTION HOUSES**

New England representatives for transcription houses desired by a man with a record for sales results.

Box 867, BROADCASTING.

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**PROGRAM DIRECTOR**

8 Years Experience Independent & Network-owned

Available on Two Weeks Notice

Box 918, BROADCASTING.
Situations Wanted (Cont'd)

Looking for a radio station owner who needs additional capital and talent to develop his outlet into a commercial venture. With a 10 year background in the business of leading NYC radio stations (current license holder), I have worked with all types of radio personalities and am well equipped by background and training to plan, coordinate and "sell" radio personalities. Write, wire or phone. Box 866, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, voice-over. Young, capable, 8 months experience newscasting CBS station. Desires opportunity for play by play baseball announcing this summer. Unusual and very pleasing voice. Will to catch. College background. East coast preferred. Can send disc. Box 865, BROADCASTING.

Announcer, voice-over. Young, capable, 8 months experience newscasting CBS station. Desires opportunity for play by play baseball announcing this summer. Unusual and very pleasing voice. Will to catch. College background. East coast preferred. Can send disc. Box 865, BROADCASTING.

Salesman, experienced all phases radio, desires permanent affiliation with established, progressive rep or network affiliated as co-ordinator. Desires assistant. Currently employed. Box 866, BROADCASTING.

Baseball announcer. Play-play expertise in major league, semi-pro, college and all sports. Good record. Available anytime. Box 867, BROADCASTING.

Announcer-producer. Reliable, Master's Degree, married, pre-war English in- cluding one 11 kw; two 250-watter. Minimum salary $60.00. De- sires associated with future. Box 867, BROADCASTING.

Baseball announcer. Play-play expertise in major league, semi-pro, college and all sports. Good record. Available anytime. Box 867, BROADCASTING.

Radio executive. 15 years experience, excellent reputation. Interested in general management position with station controlling own future. Good record in establishing, developing, managing, and operations of high class radio affiliated station. Desires for sales, local production, announcing special events, over-all programming, promo- tion, emcee and public relations. Equipped for varied states of weather. Vested in station and industry affairs. Inquiries will be answered and kept confidential. Box 892, BROADCASTING.

Can you use a man with top NYC radio announcing school training short on experience, but have no doubt on perseverance? Photo, disc, full partic- ulars available. Box 895, BROADCASTING.

Program director-announcer. Veteran. Five years experience as program di- ducing, announcing, disc jockey, and control board. Desires to work in a thrill- ing, competent. Available immedi- ately. Prefer Central U.S. Box 896, BROADCASTING.

Announcer—veteran, 25, single, college graduate, with 7 years experience at principal radio stations, stage. Desire permanent job. Desires affiliation in large city, preferably New York. Write U.S. or write John E. Sohn, 1352 Ada Street, Joliet, Illinois.

Stylus map brings a problem with a young, ambitious, capable man, vet- eran or non-veteran, who has been thoroughly grounded for eight years by radio personalities in an- nouncing, newscasting, play by play and continuity writing. Write or write Hal Blakey at Radio WSM, 8800 Wilshire Blvd., Beverly Hills, Calif.

Transmitter engineer—20 years experi- ence. Available for $50.00 weekly thrus- 


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Situations Wanted (Cont'd)

Announcer—1 have spent 15 years in the radio business. Program, production, news and play experience, working with both strong points. At present am free lance- man, but desire to work for strong station but desire permanent income and fu- lly warrants. Apply to P.O. Box 893, Madison, Mo.

Situations Wanted (Cont'd)

Announcer, dependable, single, South- west preferred. College grad. Full de- sires permanent position with any sta- tion; equipment. Details, upon request. Box 894, BROADCASTING.

Copy sells—Continuity material. Current work for radio advertising agency proves it. Willing writer with broad scope with a radio station's continuity department. Box 895, BROADCASTING. Engineer employed small Georgia sta- tion desires temporary or permanent position. Details, upon request. Box 889, BROADCASTING.

New England program: versatile young man fully available for continuity writing, commercial, music, outdoor, business experience. Written reference, 25 years announcing. BG; ability of thought; capacity for imagination. Write for specific references. If you care for adjustable continuity, I'm your man! Box 921, BROADCASTING.

Available, versatile, young capable 8 months experience newscasting CBS station. Desires opportunity for play by play baseball announcing this summer. Unusual and very pleasing voice. Will to catch. College background. East coast preferred. Can send disc. Box 865, BROADCASTING.

New England program: versatile young man fully available for continuity writing, commercial, music, outdoor, business experience. Written reference, 25 years announcing. BG; ability of thought; capacity for imagination. Write for specific references. If you care for adjustable continuity, I'm your man! Box 921, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, single, 21, trained Columbia College Chicago. Extensive turn- table experience seeking permanent information on request. Box 878, BROADCASTING.

Station managers—Here's an opportu- nity to get some sparkling continuity. Very experienced, would like Richard, for an open door. Box 880, BROADCASTING.

Chief engineer now employed one thou- sand watt station desires change. Two years experience. Desires position with any station; equipment. Box 890, BROADCASTING.

New England program: versatile young man fully available for continuity writing, commercial, music, outdoor, business experience. Written reference, 25 years announcing. BG; ability of thought; capacity for imagination. Write for specific references. If you care for adjustable continuity, I'm your man! Box 921, BROADCASTING.

For Sale (Cont'd)

For sale—Western 250 watt network affiliate less than 250 miles from Los Angeles. Located in great year round vacationland with fine, dry climate. This property offers splendid opportuni- ty for future development which is now underway. A sound value at a very low price—$60,000. Write Blackburn- Harsley Radio, 305 North Acacia, Washington, D. C., 101 New Hampshire Ave., Box 674, Washington, D. C. or Mr. L. K. Snodgrass, 235 Montgomery St., Mattox 3972.

Wanted to Buy

Wanted—Cutting board for RCA 70A transmitter. Must have high grade, cribbing equipment of standard make in good condition. XMAX, Vancouver, Washington.

Equipment wanted—Used sounds table of a number. Please airmail description and price to BRY, Long Beach, Calif.

Wanted—Newman wants to invest $4,000 and talents in your radio station anywhere. Box 920, BROADCASTING.

WANTED TOP PROMOTION MAN FOR ONE OF BROAD- CASTING'S TOP PROMOTION STATIONS

Here is an opportunity that probably won't "waltz" into your room. Are you the man to head up one of radio's top promotion departments? The man we're thinking of must be adequately edu- cated, socially adroit, knowledgeable in promotion, in media promotion, in trade journal and newspaper advertising, direct mail, sales presenta- tions—and the mechanics of all phases of publicity. And he is tremendously enthuisastic about radio. He is a family man who is completely able to settle down permanently in a community that is making national news, and—become part of it. He possesses judgment and stamina to direct the activities of others under him.

If you're "that" man, apply in writing, giving details of experience, including your age, educational background, employment record, qualifications, etc. Your reply will be held in strict confidence. Address Box 919, BROADCASTING.

RWG Will Record Verbal Writer - Producer Facts

A PLAN for recording all verbal contracts made between writers and producers was submitted by the grievance committee of the Radio Writers Guild and approved at its last meeting. All Guild members will be required to call the Guild inform- ing it of any verbal contract made with agency or station producers for a script or a series of scripts. The details of the contract will be filled out on a duplicate blank by the Guild. A copy would be sent to the pro-ducer confirming his negotiations with the writer.
Decentralization of Radio Asked

Attack on Commercialism Also Heard by Civil Liberties Union

MONOPOLISTIC tendencies and hyper-commercialism threaten the freedom of the air, speakers told the 27th annual meeting of the American Civil Liberties Union in Manhattan's Henry Hudson Hotel Feb. 22.

The charges that the air (as well as the press) had fallen into monopolistic control were leveled by Morris L. Ernst, liberal attorney and author of The First Freedom.

"It is a serious thing," said Mr. Ernst, "that in large areas of the United States the press and radio facilities are controlled by monopolies." He urged, as he had in his book, that ownership of press and radio be decentralized.

The allegation that commercialism was destroying the freedom of the air was made by Morris Novik, former manager of WNYC, the Experimental station broadcasting it through his founder outlet WLW, also will be heard.

The knock on experimental station WLW, also will be heard. Mr. Novik, appearing by lines to WINS, New York municipally owned, and WLW, the Crosley Broadcasting Corp., owners of WLW, announced.

Appearing on the hour-long broadcast will be leading radio personalities and "behind the scenes" workers who helped build WLW to its present stature. Among former WLW entertainers invited to participate are Jane Pauley, the Mills Brothers, Singin' Sam, Little Jack Little, and Hink and Dink. Stars now in New York will be heard via lines to WINS, Crosley on "WLW.

A feature of the broadcast will be the playing of "Song of India," first heard over WLW's predecessor, 6CR, by Powell Crosley Jr., founder of the station, who will introduce the number. Mr. Crosley began broadcasting by playing "Song of India" on a phonograph and broadcasting it through its 20-watt transmitter, in July 1921. The program, "Pagliacci," one of the first musical selections heard on WLW, also will be broadcast during the anniversary program.

Mr. Crosley, Mr. Shouse and Frank Smith, first manager of WLW, are scheduled to appear on the program, arrangements for which are under supervision of Elton Park, vice president in charge of programs. Peter Grant, a WLW veteran, will be narrator of the show.

Rodner Says Video Is Practical Now

THAT TELEVISION at its present stage is not economically practical was branded as a major fallacy by Arden B. Rodner, president of Television Productions, Inc., before the Chicago Assn. of Commerce and Industry, Feb. 26. Mr. Rodner, who resigned from Commonwealth Edison, Chicago, last month to open one of the first independent television production firms rejected the idea that television can succeed only as an adjunct of motion pictures utilizing motion picture production facilities.

"Actually," he declared, "television is more closely related to radio than the movies or the stage in the character of its programming because it has the same factor of immediacy, the ability to show things as they happen." Mr. Rodner believes that television audiences would soon tire of eight hours a day, seven days a week of Hollywood dramatics.

"Another fallacy based on the court of last appeal, but the listening public is not always quick to react. The FCC has no authority to determine program content." Dr. Lazarsfeld thought that "the problem lies in any way we can find for radio to shift the changes in thinking of the population."
Radio Sales School Plan Well Received

STATION MANAGERS, commercial managers, old-timers in radio selling and beginners in the industry attended the radio sales training seminar held in Cincinnati Feb. 24-26 under sponsorship of the Fred A. Palmer Co., advertising and radio consultants. Fifteen states were represented.

Plans already are under consideration, according to Fred A. Palmer, head of the firm bearing his name, and R. M. Fleming, vice president, who directed the seminar activities, to expand the seminar to include other sections of the country. Mr. Palmer and Mr. Fleming made this announcement after requests for seminars had been received from Dallas, San Francisco and Atlanta.

"Students" attending the Cincinnati seminar spent eight hours a day attending lectures, sales demonstrations and quiz sessions, and at the close of the seminar each "student" received a certificate of completion.

All of the seminar speakers emphasized the importance of closer attention to servicing existing accounts, more thorough knowledge on the part of radio salesmen of station information, and greater emphasis on programming as a means to combat competition.

A 10-point sales and service program for radio salesmen was presented by Mr. Palmer. Appearing as lecturers, demonstration leaders or panel participants were: Don Davis, WHB Kansas City; Charles Calley, executive vice president of WMWD Peoria and WDJZ Tuscola, III.; J. W. Knodell of Avery-Knodell Co., Chicago; Kenneth W. Church, executive vice president of WCKY Cincinnati; Miss Katherine Harding, assistant radio director of the Ralph H. Jones agency, Cincinnati, and Stephen Douglas, director of sales promotion, the Kroger Co., Cincinnati.

Oklahoma (Continued from page 20)

meeting, and an evening discussion of commercials.

At the Monday public relations and promotion forum Joseph W. Hicks, president of Jos. W. Hicks Org., Chicago, who served as chairman, reviewed results of a petition he had conducted. He found that a third of stations answering a question on public relations problems had expressed fear of too much Government regulation, with possible ultimate Government ownership of radio.

In a speech by Miles Heberer, New York State Radio Director, scheduled to be read in absentia, work of the State bureau was described. The bureau supplies program and information service for 82 stations in the State.

Saturday's schedule covered management problems, role of audio media in audio-visual education; radio industry resources in programming; audience attitudes, radio news, women broadcasters, general advertising problems, function of university in radio research, sports.

Sunday, final day, included discussions on school training for radio, listening habits, serious music and meetings on FM and television.

Plans for FM

At the FM meeting Bill Bailey, executive director of FM Assn., in a prepared speech was to say that FM broadcasting will move forward swiftly this year as 10 kw transmitters become available in the summer. Many stations are now operating on low interim power, he explained. Arrival of table model AM-FM sets in quantity by early summer, with larger shipments will be another important factor, he said, predicting 700 stations will be on the air by the end of the year.

He revealed FCC had learned that all manufacturers would help put over FM if FM would hold off its promotion campaign for a year. FM’s answer was "emphatically no," fearing irreparable damage from any further delay as the market becomes flooded with expensive AM consoles.

Selly Defends Labor

SENATE LABOR Committee on Tuesday heard Joseph P. Selly, President of American Communications Association, CIO, offer a general indictment of what he called the fair "legislative" treatment of trade unions. On Thursday, the Committee heard testimony from James Mathias, Director of Organization, United Electrical, Radio and Machine Workers Union. The Committee is taking testimony from both industry and labor prepara-
tory to submitting a series of labor bills to the Congress.

Televise Denny

IRE BANQUET on Wednesday, with FCC Chairman Charles D. Young delivering the keynote address, will be televised by WBNJ New York, NBC video station, starting at 8:45 p.m. Dr. W. R. G. Baker, General Electric Co. executive in charge of research and incoming IRE president, and Dr. Frederick B. Llewellyn of Bell Labs, outgoing president, will speak at the dinner session of the three-day convention.

Skywave (Continued from page 18)

a future but a very present one and should be dealt with in the Rules and Standards independently of whether or not an increase in power of 1-A stations is permitted. To FCC’s suggestion that evidence on daytime skywave may be introduced in the clear-channel rule, Mr. Selly said CCBS “intends to introduce all evidence that is available,” but that “there is insufficient data on the problem to enable the Commission intelligently to modify revised Rules and Standards.”

CCBS voiced belief that its members “and other representatives of the industry will cooperate and assist in the investigation and survey, as they did in 1935, if co-channel duplication of clear channels is halted long enough to make the investigation and survey.”

Mr. Leydorf’s accompanying affidavit pointed out that existing Rules and Standards governing “assignment and allocation of frequencies” leave the protection accorded stations operating during the daytime from electrical interference are based upon curves showing the field intensity on a given average distance, and these curves in turn are based upon electrical theories which, beyond certain limiting distances, yield wide discrepancies between theoretical and actual results.

Mr. Leydorf made six suggestions for the investigation:
1. The measurements should consist of a continuous recording of the field intensity of standard broadcast stations covering all the hours between sunrise and sunset during over a period of at least one year.
2. The stations and points of measurement should be geographically spaced so that the variation of field intensity with distance can be determined.
3. The points of measurement should range from that distance where ground-induced noise is detectable to the distance to the distance where the observed fields are negligible.
4. The effects of atmospheric noise should be minimized by various means, such as substantially narrowing the band width of the measuring equipment.
5. The stations measured and the positions of the measuring equipment so that the effects of frequency and latitude can be isolated.
6. In two or three cases a given station should be measured in different directions to determine interference.

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5 NEW STANDARD OUTLETS AUTHORIZED BY FCC

FIVE NEW standard stations authorized by FCC in report issued Friday. Of these Southeastern Broadcasting System (James S. Rivera) previously had grant for Sanford, Fl., which was subsequently rescinded.

Grants are: Voice of Dixie, Birmingham, Ala., 690 kc 1 kc day; Shawnee Broadcasting Co., Chillicothe, Ohio, 1490 kc 250 w unlimited; Nonpareil Broadcasting Co., Council Bluffs, Iowa, 1560 kc 500 w daytime (Comr. Durr for hearing); KAW Broadcasting Co., Topeka, Kan., 1560 kc 500 w daytime; Southeastern Broadcasting System, Sanford; 1400 kc 250 w unlimited. Southeastern originally had been granted Jan. 8, was rescinded following day. New grant is conditional re technical data.

Ownership of permittees is as follows:
Voice of Dixie Inc.—Iralee Benns, president (20%), high school mathematics teacher; Cyril M. Brennan, vice president (30%), retired; William E. Benns Jr., secretary-treasurer (10%), electrical engineering instructor, U. of South Carolina; William E. Benns Sr. (30%).

Shawnee Broadcasting Co.—D. O.date; president (75%), LPD, executive director WHAS Louisville, Ky.; J. H. Callaway, treasurer (50), WHAS operations manager; vice president, WHAS sports staff; Frank A. Dieringer (40), chief engineer WHAS, Columbus, Ohio. Each has held two shares; rest of holdings subscribed or optioned.

Nonpareil Broadcasting Co. (156 sh), publisher daily Nonpareil; Robert R. O'Brien, president (1 sh); publisher Nonpareil; W. P. Hughes, vice president (1 sh), board chairman New Nonpar- eil; Robert H. O'Brien (1 sh), feature writer, Ora g's Weekly Times, Louisville, Ky.; Mr. W. Seabury (2), former western sales manager North Central Broadcasting System and vice president T. P. & L. Co., executive director WHAS Louisville, Ky.; Claude A. Blanchard (13 sh), executive vice president State Savings Bank, director KEMM Grand Island, Neb., of which his wife owns 50%; Raymond A. Smith (10 sh), advertising manager; Mrs. Bertha Smith, secretary New Nonpareil. Mr. Ware entitled to subscribe to 25% of the stock.

KAW Broadcasting Co.—E. H. Hatcher, president, attorney; J. A. Gustave, vice president, electrical engineer; J. S. Parker, treasurer, attorney; L. E. Fisk, secretary, contracting firm; Mr. B. B., nonsubscriber.

James S. Rivera trading as Southeastern Broadcasting System, Mr. B. B., nonsubscriber. KMMJ Trop- icana, Topeka, Kansas; KTUL Tulsa, Oklahoma.

At Deadline...

FOLK MUSIC PREFERRED TO 'HILLBILLY' AT OKLAHOMA U.

PROGRAM improvement will require increased station revenue, John Timme, commercial manager of KKW St. Louis, told Oklahoma U. conference session on local selling Friday morning (early story page 20). Clark Luther, sales manager of KFH Wichita, said overselling hurts many local accounts. Don Davis, manager, WHB Kansas City, urged stations to have thorough knowledge of competitive media and accounts. A. J., commercial manager of KTUL Tulsa, discussed stations sales charts.

Hillbilly term should be replaced by folk music, George Biggar, general manager, WIBG Indianapolis, proposed at hillbilly session. Bradley Kincaid, WSF Nashville, said station managers do not give folk music program breaks and sponsors it deserves. Harold Safford, WLS Chicago program director, said WLS Saturday night program had switched back to hillbilly format, "Hang the Swing.

BBM is "greatest blow yet struck at scotch-and-soda selling," U. conference told by Will iam O. Wiseman, sales promotion manager, WOW Omaha, during audience survey panel.

ENTERPRISE PICTURES PLANS $1,000,000 DRIVE

DONAHUE & COE, New York, will open office in Hollywood to service new account, Enterprise Pictures, and continue servicing Metro-Goldwyn-Mayer. Walter Blake, formerly vice president of Blaine-Thompson agency and account executive on the Warner Brothers account, appointed by Donahue & Coe as executive on Enterprise Pictures.

Enterprise appointed agency last week and will start campaign on "The Other Love," and "March of Triumph." Plans for "Arch of Triumph," it was revealed, has initial budget for advertising and promotion at $1,000,000.

PHILA. TV APPLICATION

PHILADELPHIA Daily News filed amended television application Friday showing formation of a holding company. Mr. B. B., nonsubscriber. 500 AM, 1000 FM, and WMZM Cordelle, Ga., and Port Pierce, Fla., applicant.

ATLASS ACCEPTS WILLIE AWARD FOR WBBM

SPECIAL AWARD to WBBM Chicago for advancing national unity through Democracy, 7:30 - 8:30 P.M., EST (10:30 - 11:30 P.M., CST) presented by President Truman Friday night as feature of annual Wendell L. Willkie Awards for Journalism ceremonies and dinner at National Press Club, Washington. WBBM and Chicago Defender co-sponsor, cooperate in presenting Democracy, U. S. A., which dramatizes lives of outstanding Negroes who have contributed to America's progress.

Chicago Daily News, like WBBM, received certificate of merit for work in nightly broadcast. Receiving award for WBBM was H. Leslie Atlass, vice president of CBS Central Division, Chicago, and for newspaper Charles Browning, Defender representative.

NEW STATION FOR NEWARK; WCAX, WAGE INCREASES

FINAL DECISION announced by FCC Friday effectuating Dec. 12 proposal to (1) grant Newark Broadcasting Corp.'s application for a new Newark, N. J., station on 620 kc with 5 kw, DA fulltime, and (2) authorize power increase of 500 kw in its case. WCAX Burlington, Vt., and WAGE Syracuse, N. Y. [Broadcasting, Feb. 16], WCAX authorized to increase from 1 to 5 kw, DA fulltime. WAGE grant, to raise daytime power from 1 to 5 kw, provides for simultaneous nighttime power, using DA, when applied for as suggested by board.

Mutually exclusive with grants approved, applications of Donald Flamm and Metropoli- tan Broadcasting Service for new 5-kw stations on 620 kc in New York were denied.

Newark Broadcasting, new-station grantee, owned by six Newark residents: Arthur Waish, vice president of Edison Co. and former U. S. Senator, president and 20%; Arthur Vander- bilt, attorney and dean of New York U. Law School, trustee, 30%; Mrs. Parker O. Griffith, leader in civic and music circles, vice president and 5%; Stuart Hedden, retired banker, secretary and 20%; Earl Rodney, banker, 20%; Lewis B. Ballantyne, business, 5%.

PROGRAM ANALYSIS REQUIRED ON ALL FM CP PETITIONS

FCC WARNED Friday that henceforth it will not accept FM CP applications not accompanied by a "FCC Program Analysis," in triplicate, in form prescribed by Blue Book. Such applications, FCC said, will be returned as incomplete.

Though FM applicants have been required since last March, when Blue Book appeared, to file proposed program data before getting CP, Commission said one out of five applications lacks it, and 52 now on file cannot be processed because of this deficiency.

 FCC said it will re-examine all pending FM applications in petition on action. It will take such action as may be appropriate in cases where a proposed weekly program analysis has not been submitted. Pending applications were advised to make sure complete program information is on file, and, if not, to submit without delay. FCC, without form (Mimeograph No. 94421) and instructions (Mimeograph No. 96000).

TOM STOKES, United Feature Syndicate columnnist, received third annual Raymond Clapper Memorial award of $500 from President Truman at White House Correspondents Assn. dinner Saturday night.

Closed Circuit

(Continued from Page 4)

(Green Giant), Le Sueur, Minn., and Brown Shoe Co. (Buster Brown), St. Louis, expected to sign for one Waring show each, leaving NBC to absorb only one of $2,500 talent segments. Network has received verbal okay from agency to move Waring program to 10 a.m. (EST) in order to sell 11-11:15 a.m. (EST) period to Manhattan Soap Co. through Duane Jones Co., New York, for daytime serial. Only barrier to proposal is whether to hold off until return of standard time next fall.

PACKAGE shows being offered to advertising agencies this summer. Among the permanent replacements have been dominantly low-budget sketch shows—everything from melodrama to mysteries—rather than costly musical shows usually offered at this time.

NEGOTIATIONS by independently-owned Canadian broadcasting stations for long-term agreement on music copyright fees with BMI Canada Ltd. and Composers, authors Publishers Assn. of Canada, are understood to be nearing completion.

U. S. PROPOSALS for World Radio & Telecommunications Conference will be made public this week (early story, page 26).

Broadcasting • Telecasting
DRAMATICS...

All the world is really a stage through the wonders of broadcasting. Down through the years KMBC has contributed much to the development of this dramatic art. Its "Magic Book", a weekly portrayal of favorite children stories, classical and modern, was awarded highest honors during the Tenth American Exhibition of Educational Radio Programs at Ohio State University.

—KMBC of Kansas City
OKLAHOMA CITY

Oklahoma is the decisive favorite of Listeners day and night

The 41.8% share of audience which the average WKY program attracts in the 30 counties adjoining Oklahoma City is a show of power unapproached by any other station heard in this area. WKY's share, in fact, is more than three times that of any other station according to a diary study of listening in this area conducted by Audience Surveys, Inc.

Without an audience a program is powerless to sell. On WKY, in company with the programs enjoying top audience ratings 93.3% of the time, a program generates the power to sell more and sell it more profitably. WKY's audience power is sales power!