Pythagoras, more than 2,400 years ago, discovered an inviolable rule of geometry your children still learn at school today.

"The square on the hypotenuse of a right triangle is equal to the sum of the squares of the other two sides."

In its simplicity and certainty, it represents the essence of dependability. Like other unchanging laws of geometry, when applied to myriad problems of engineering, it represents a valuable tool in man's fight for achievement.

Dependability is no less an essence of American broadcasting. At no moment of day or night does radio fail the nation's need for information, entertainment, news or companionship. It is there, always and dependably, on every receiver's dial.

The Fort Industry Company's seven stations know the importance of that dependability. Serving 20,000,000 people in seven valuable markets, their predictably reliable performance has won them the respect of listener and advertiser alike.

Dependability, we think, is the keynote of service. Dependability, we know, is the basis of our continued success. No listener, no advertiser finds us lacking in it.

THE FORT INDUSTRY COMPANY
WSPD, Toledo, O.  WWVA, Wheeling, W. Va.  WGBS, Miami, Fla.  WAGA, Atlanta, Ga.  WMNN, Fairmont, W. Va.  WLOK, Lima, O.  WHIZ, Zanesville, O.
KRNT Hoopers Continue

**UP-UP-UP in Des Moines**

PLANNED PROGRAMMING AND AUDIENCE PROMOTION CONTINUE TO REWARD KRNT AND YOU WITH THESE RESULTS. CHECK THEM CAREFULLY.

**HOOPER STATION LISTENING INDEX**

**DES MOINES CITY ZONE**

<table>
<thead>
<tr>
<th>Time Period</th>
<th>KRNT STA. B</th>
<th>STA. C</th>
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<tbody>
<tr>
<td>MORNING ... 8 A.M. - 12 NOON, MON-FRI.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV.-DEC. 1946</td>
<td>48.1</td>
<td>28.4</td>
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<td>NOV.-DEC. 1945</td>
<td>46.6</td>
<td>26.2</td>
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<tr>
<td>AFTERNOON ... 12 NOON - 6 P.M., MON-FRI.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV.-DEC. 1946</td>
<td>36.3</td>
<td>40.8</td>
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<tr>
<td>NOV.-DEC. 1945</td>
<td>27.7</td>
<td>47.8</td>
</tr>
<tr>
<td>EVENING ... 6 P.M. - 10 P.M., SUN-SAT.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV.-DEC. 1946</td>
<td>26.7</td>
<td>46.4</td>
</tr>
<tr>
<td>NOV.-DEC. 1945</td>
<td>21.1</td>
<td>49.0</td>
</tr>
<tr>
<td>SUNDAY AFTERNOON ... 12 NOON - 6 P.M.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV.-DEC. 1946</td>
<td>34.5</td>
<td>37.4</td>
</tr>
<tr>
<td>NOV.-DEC. 1945</td>
<td>35.1</td>
<td>35.5</td>
</tr>
<tr>
<td>SATURDAY DAYTIME ... 8 A.M. - 6 P.M.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOV.-DEC. 1946</td>
<td>30.8</td>
<td>34.7</td>
</tr>
<tr>
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<td>40.5</td>
</tr>
<tr>
<td>TOTAL RATED TIME PERIODS</td>
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<tr>
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<td>41.1</td>
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<tr>
<td>NOV.-DEC. 1945</td>
<td>27.5</td>
<td>44.1</td>
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**BUY LISTENERS!**

**BUY CUSTOMERS!**

**BUY KRNT!!**
Anniversary Greetings
to the first and largest
exclusive radio representative
EDWARD PETRY & COMPANY, Inc.
from its
largest regional network client
THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.

24 YANKEE HOME-TOWN STATIONS

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<tr>
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</thead>
<tbody>
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<td>WICC</td>
<td>Bridgeport, Ct.</td>
<td>WCOU</td>
<td>Lewiston-Auburn, Maine</td>
<td>WHEB</td>
<td>Portsmouth-</td>
<td>WBRI</td>
<td>Dover, N.H.</td>
</tr>
<tr>
<td>WKXL</td>
<td>Concord, N.H.</td>
<td>WLLH</td>
<td>Lowell-Lawrence, Massachusetts</td>
<td>WEAN</td>
<td>Providence, R. I.</td>
<td>WGBR</td>
<td>Plus FM Stations</td>
</tr>
<tr>
<td>WSAR</td>
<td>Fall River, Mass.</td>
<td>WFB</td>
<td>Rutland, Vt.</td>
<td>WSYB</td>
<td>St. Albans, Vt.</td>
<td>WGBR</td>
<td>Boston</td>
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Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
Closed Circuit

WITHDRAWAL of NBC and CBS from active membership in NAB, expected at May board meeting, may be more summary than that. There’s talk about pulling out altogether (i.e., not accepting associate status) and setting up separate trade association with Washington headquarters. Whether ABC and MBS would go along is conjectural.

FCC IS between devil and deep blue on its temporary expediting (freeze) procedure. It now appears impossible to process all of applications within 90-day hiatus from Feb. 7 deadline. An extension would open Pandora’s box of trouble. FCC may decide to make clean breast of it and say it didn’t work then go back to normal procedure of considering oldest applications first and setting for hearing those of competitive or mutually exclusive nature.

WORST that can happen on color versus black & white, it is now conjectured, is that CBS will get pat-on-back for trying, word of encouragement but no out-and-out commercialization. That twilight zone of developmental operation, which would be quasi-commercial, quasi-experimental, still looks like good bet, but no bet is good because FCC hasn’t made up its mind.

WASHINGTON'S handful of televiwers—which includes members of FCC and department heads—attest that maintenance bill is insignificant, but that refreshment bill is terrific. When prize-fights or sport events are on, neighbors and friends don’t wait for invitation but just drop in. Some bring their own ice cubes.

IF YOU'RE playing television sweepstakes, don’t look for any decision by FCC on color versus black & white before week of March 17. Commission’s wizard of legalistic drafting—Assistant General Counsel Harry Plotkin—already is at work on proposed decision, but which way it goes must await FCC “conferences” in executive session because of momentous nature of ruling.

NOT TO BE confused as omen was status last week of Commissioner Ray Wakefield, who was named Acting Chairman during absence (at RE) of Chairman Charles R. Denny and Commissioner E. K. Jett. Vice Chairman Paul A. Walker was in Oklahoma. Mr. Wakefield, Republican of California, awaits word from White House as to his reappointment come expiration of his term June 30. There’s considerable doubt about it.

ED COOPER, now drafting new communications legislation as specialist of Senate Interstate & Foreign Commerce Committee, has withdrawn from part in application of Northwestern Ohio Broadcasting Co., which more than year ago filed for new regional at Lima, O. Holding less than 10% in company, (Continued on Page 88)

Business Briefly

CHRYSLER EXPANDS • Chrysler Corp., Detroit (De Soto), has added 25 stations to current spot announcement campaign during month of March. Agency, BBDO, N. Y.

FLIT SEASONAL • Stanco Inc., New York (Flit), starts seasonal spot campaign in few weeks through McCormick-Erickson, N. Y.

COLGATE SPOTS • Colgate-Palmolive-Peet Co. (Vito), March 31 starts 86-week one-minute announcement campaign, daytime, on about 300 stations. Agency, Ted Bates Inc., N. Y.

SCHUTTER STARTS • Schutter Candy Co. (Old Nick, Bit O’ Honey) began sponsorship March 7 of Girl Meets Boy, audience show, 82 weeks on WGN Chicago 9:00-9:30 p.m. (CST). Agency, Schwimmer & Scott, Chicago.

UNITED FRUIT ON 120 • United Fruit Co., New York, on March 17 starts for 52 weeks one-minute announcement campaign on 120 stations. Agency, BBDO, N. Y.

BIRDSYE EXPANDS • General Foods Corp., New York (Birds eye), expanding spot campaigns in additional cities, starting March 31, for 10 weeks. Agency, Young & Rubicam.

CALUMET PROGRAM • General Foods Corp., New York (Calumet, sponsors quarter-hour rural program on 7 Texas stations starting April 1. Agency, Young & Rubicam, N. Y.

AP Studies Fees for Radio Associate Plan

NEW FORMULA for equitable assessment of stations subscribing to Associated Press news service being studied by AP to become operative with application of associate membership status in cooperative news association. Customary methods of payment by radio for raw materials being studied, ranging from flat fee to card rates and income percentage, as well as proposed variation of coverage area plan.

Associate membership authorized by AP membership last year. Since then PA executives, headed by Vice President and General Manager W. J. McCambridge and Assistant General Manager Oliver Gramling, seeking procedure comparable to newspaper membership assessment.

Plan discussed informally last week by Mr. Gramling with NAB Radio News Committee in New York (see story page 88).

As associate members, stations would not have right to vote but would not be subject to assessments on same basis as newspaper members. Proposed rate plan alluded to as "opportunity area" of station, or entire population area in which primary signal is present. Plan to be offered 776 stations now subscribing to special AP radio wire. Special research group has studied plan several months. PA to be continued as corporate entity. AP expected to liberalize policy, with full report available to stations and networks for background use.

Upcoming

(Other Upcomings, page 96)

Bulletins

SETTLEMENT of libel suit filed in 1945 by William S. Paley, chairman of CBS board, against London paper, which had accused him of using his wartime military office as colonel in effort to gain control of Radio Luxembourg, reported Friday. Daily Mail said to have issued apology and paid an undisclosed sum of damages to charities on Mr. Paley’s behalf.

FCC COMR. PAUL A. WALKER reported recovering satisfactorily in Oklahoma City hospital after suffering broken blood vessel in leg while attending Oklahoma Radio Conference. Reports Friday said he plans return to Washington offices “in a few days.”

BROADCASTING...at deadline
Once Indians roamed Chickasaw Bluffs—now WHHM listeners reside there.

We aren't mad at anyone. Why should we be—with those sweet morning, afternoon and night Hoopers.

So we believe there's been a lot of commotion about the Memphis radio setup when it's all so simple.

Fellows, why not admit— WHHM DELIVERS MORE LISTENERS PER DOLLAR IN MEMPHIS

Our planned programming and beautiful Hoopers assure you an attentive audience and advertising results in the Bluff City.

Represented by
FORJOE & CO.

WHHM
MEMPHIS, TENNESSEE

THE FRESHEST CONCEPT IN BROADCASTING
GET MORE FOR YOUR MONEY

ON WMT

Iowa’s rich rural market includes one fourth of all Grade “A” U. S. farm-land... highest per capita income in America.

Iowa’s steady industries account for 50% of her fabulous income: dependable, spendable income the year round.

Get both in Eastern Iowa with WMT

Get your Katz representative now. Get the story of WMTland’s rich “twin markets”.

BROADCASTING

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IN THIS ISSUE...
FCC Asking $7,300,000—For What?.. 13
Add Blue Book, Red Ink, Budget and You... 14
WHO, WXY, Davis Win du Pont Awards.. 15
Joint Radio Advisory Group Planned... 15
Webster Named to Commission... 16
Denby Fledges FCC Aid to Radio... 16
Petillo Will Miss Boat, Matlcy Soot... 17
General Foods Official Wins Award... 17
FCC Clear Channel Policy Up for Test... 20
Bulova Sale of WOV Stock Ready for FCC... 26

BROADCASTING TRENDS
How Should BMB Space Surveys?... 24
Fan Mail Aid Introduced by AWB... 26
Ontario Major, Small Markets Meet... 26
World High-Frequency Office May Evolve... 36
Consistent Station Policies Urged... 38
IRE Meeting Sees Latest Equipment... 48
IRE Told of Experiments With Moon... 84
Grant Proposed for Forge Outlet... 86
SCBA to Discuss FM Education Network... 86
Move to Keep News in Good Taste... 98

DEPARTMENTS
Agencies... 60
Allied Arts... 65
Commercial... 63
Editorial... 57
FCC Actions... 68
In Public Interest... 74
Management... 70
Network Accounts... 76
Upcoming... 96

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Florence Small, Patricia Ryden, Dorothy Macarow.
Rose Robertson, Senior Associate Editor.
ADVERTISING: S. J. Paul, New York Adver-
tising Manager; Martin Davidson.

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Fred W. Sample, Manager; Jane Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, ROmpset 8081
David Glickman, Manager; Raub G. Tuchman.
Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. Elgin 0775
James Montague, Manager.

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SUBSCRIPTION PRICE: 50c PER YEAR, 20c PER COPY

Page 6 • March 10, 1947
CONTACT MAN

This salesman has plenty of confidence. He should have because he represents 1,094 wholesale houses in the Nashville area and sold $210,953,000 for them before he went to war . . . That's a lot of business—but he's doing even better now . . . Nashville's retail market is going ahead with him . . . Retail sales here were up to $356,977,000 in 1944 . . . So plan your campaign now to reach your share of the buying audience in this above-average market who listen regularly to favorite shows broadcast over WSIX.

AMERICAN    •   MUTUAL
5,000 WATTS    •   980 KILOCYCLES

WSIX gives you all three: Market, Coverage, Economy
NIELSEN OFFERS

A NEW YARDSTICK

...which again shows that an advertiser gets more for his money on CBS

The Nielsen Radio Index, which measures the minute-by-minute listening of U.S. radio families, creates a new and valid yardstick for measuring network values.

It is: cost per rating point per minute...or, the cost per minute of actual audience earned in terms of total time and talent expenditures.*

*EXAMPLE: a half-hour program with a talent cost of $3,000 and time cost of $6,000, and an NRI rating of 10, has a cost per rating point per minute of $30. Mathematics: total cost for 30 minutes: $9,000. Cost per minute (regardless of rating) $300. To get cost per rating point per minute, divide by rating (10). Answer: $30.

SOURCES: Nielsen's computations were based on month-in month-out NRI Average Audience Ratings, on talent costs as estimated by Variety, and on actual time costs (with discounts earned) quoted on network rate cards.
OF NETWORK COSTS

Averaging audiences and costs for all sponsored network programs broadcast during the twelve months of 1946, Nielsen found that:

CBS costs less per rating point per minute than any other network.

Taking CBS as 100, the chart and tables below show the standing of the networks:

<table>
<thead>
<tr>
<th>ALL COMMERCIAL NETWORK PROGRAMS</th>
<th>Cost Per Rating Point Per Minute</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>CBS 100</td>
</tr>
<tr>
<td></td>
<td>NETWORK A 101</td>
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<td>NETWORK B 119</td>
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<td>NETWORK C 136</td>
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</table>

Costs in ratio to CBS. CBS = 100

Here, at last, is a realistic index to the relative dollar values delivered to the advertiser by each of the four networks.

It confirms again the leadership of CBS.

COLUMBIA BROADCASTING SYSTEM
Feature of the Week

"I DON'T THINK the perfect radio sermon has yet been evolved," Elinor Inman, director of religious broadcasts for CBS, said as she spoke at the Yale U. Divinity School March 4.

"Too many ministers stick to the written style," Miss Inman said. "They lack the conversational tone. I don't think the sermon can be separated from the delivery."

Miss Inman, who has produced the CBS Church of the Air programs for the past four years gave some widely gathered tips to the future ministers when she spoke at Yale a fortnight ago.

People from all over the country have written and expressed their ideas about the types of sermons they like to listen to, and Miss Inman herself has some very definite ideas about sermons and how they should be written.

"A good radio sermon must have as its core something that really matters to people—something that will make a difference in their lives," said the CBS religious director. "A sermon can't assume a mood; instead, it must catch attention. And it must hold that attention throughout the whole of the broadcast."

Urges Careful Preparation

She recommends that a minister write his sermon just as a playwright writes his play. Miss Inman advises ministers who deliver sermons over the CBS Church of the Air to spend one hour of preparation for every minute of delivery. Since each speaker is limited to 15 minutes, he thinks he should spend 15 hours of preparation, including writing and practicing the delivery of his sermon.

The Church of the Air programs are now in their 16th year on the air. Each Sunday they are carried from 10-11 a.m. (EST) on 75 CBS stations throughout the country. Speakers are selected by a 12-man committee and present views of Protestants, Catholics and Jews alike.

Sellers of Sales

Barbara Lansing Smith, timebuyer at Gahan-gan and Turnbull Co., New York, can trace her descent back to the front side of a cough drop box, but her latest distinction arises from her purchase of all the spot radio time for Thomas E. Dewey in his last successful campaign for the governorship of New York.

Great granddaughter of one of the Smith Brothers (a fact unknown to most of her co-workers), blonde, attractive Barbara Smith has made her own way in her own field to emerge as one of the most enterprising buyers of time in radio.

Born in Poughkeepsie, New York, Jan. 14, 1921, she attended Bennett Junior College, majoring in interior decoration. Upon graduation she spent a year at Wood-Purinton, Poughkeepsie, where she undertook a business course.

Her first job in 1942 was as secretary to the superintendent of The Inn at Buckhills, Pa. A year later she went to New York and joined World Broadcasting System as assistant sales manager. In 1944 she became associated with Hershon-Garfield, New York, as a time-buyer. And in May 1946, Miss Smith joined Gahan and Turnbull & Co., New York, as head of its time buying department.

She buys radio time for the Republican State Committee and also for the Monticello Drug Co. and Gallowhur Chemical Co. (Skol).

She is married to Eugene B. Kieler, a surveyor. They were married Nov. 16, 1946.

Her hobbies are skiing, knitting socks for her husband and cooking.

She is a great fan of Bing Crosby and has a large picture of the famous crooner in her office.

Miss Gerund

Tommy Johnson's English grammar teacher is another long-time friend of WTCN. Once in a while she calls us up when an announcer splits an infinitive, but she's very nice about it. We like her a lot. She's part of our mental picture of the group of people who listen regularly to WTCN.

When we know some of our listeners personally, it helps us entertain people, instead of just throwing stuff at a microphone.

It helps your advertising message, too.

The DOUBLE-DUTY STATION

NOW-WTCN-FM!
In the Pacific Northwest states of Oregon and Washington high power doesn't assure a station of high listenership throughout the area! The reason: Those rugged mountain ranges of Oregon and Washington cut up ordinary radio broadcasting emanating from the metropolitan centers. Your expensive sales messages bounce right off the ramparts of the Olympics, Cascades, Siskiyous and Coast Ranges.

As a result, 194,210 Radio Families in the Pacific Northwest are "by-passed" by broadcasts from these centers . . . people spending over 154 millions of dollars for food alone . . . who have an average Per Capita Effective Buying Income of $2,688 . . . highest in the nation.

There's Only One Effective Way to Reach This Prosperous Market with Radio!

*That one way is through the local radio stations . . . the 15 stations of the Oregon-Washington Radio Group. BnIB figures show these stations are listened to by more than 74% of the available daytime audience . . . better than 62% of the available nighttime audience within each home county . . . some rate in the high eighties and nineties! Here, and here alone, is the key to tapping this thriving market of 194,210 radio families in Oregon and Washington.

For detailed information write or wire THE HOMER GRIFFITH COMPANY • New York • Chicago • Hollywood • San Francisco • Dallas

BROADCASTING • Telecasting

March 10, 1947 • Page 11
ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

Ask Chuck Dresser about his hobbies, and he'll probably describe the joys of swinging in hammocks. But ask him about his business experience and you'll see that he couldn't have had much time for swinging! With twelve years of business success behind him (plus five years in the Army) this young Old Colonel has also found time to travel in nearly every country of Europe and South America!

That's another thing about all our men at F & P—we know that time is the greatest asset we have—that time can be made to yield great dividends of achievement and fun, or that it can bog us down in small routines and pettiness. We choose the former. When you give us an assignment, we do it, promptly and thoroughly—then clear the decks for the next.

"If you want a job well done, give it to a busy man." A lot of you agencies and advertisers must believe in that adage, because we're busier and doing more business, every year after every year, here in this group of pioneer radio-station representatives.

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

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BALTIMORE WCBM
BEAUMONT KFDM
BUFFALO WGR
CHARLESTON, S. C. WCSS
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WOC
DES MOINES WHO
DULUTH-SUPERIOR WDSM
FARGO WDAY
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVY
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OKLAHOMA CITY KOMA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WZ
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
ST. LOUIS KSD
SAN DIEGO KSD
SEATTLE KIRO
SYRACUSE WBL
TULSA KTUL

Page 12 • March 10, 1947
FCC Asking $7,300,000—For What?

By ROBERT K. RICHARDS

For what specific purpose does the Federal Communications Commission seek its largest peace-time budget ($7,300,000)?

This question was uppermost in the minds of many broadcasters and Congressmen, and perhaps in the minds of a few FCC employees, as the time approached for budget hearings before the Sub-Committee on Independent Offices of the House Appropriations Committee.

It has been learned that the FCC has submitted to Congress a 153-page document, replete with tables, undertaking to justify its budget request for the fiscal year 1948.

A careful examination of this document reveals that:

1. Percentage-wise, most of the increases sought are to be devoted to legal and accounting activities in the Commission, principally to do with standard broadcasting.
2. A relatively insignificant increase is sought for engineering—"relatively insignificant" in view of the fact that in 1946 more new broadcast stations (532) were authorized than in the entire period from 1934 through 1946.

Program Regulation Activity

It is in the FCC Law Department that most activity relating to program regulation (viz., Blue Book) takes place. The 153-page justification document makes only passing, and superficial, reference to the Commission's concern with program matters.

The heavy increases sought, however, for the Law Dept. (more percentage-wise than for engineering) account for the Accounting Dept. can only be interpreted to mean that the FCC intends to expand its activities in these areas. And it must be remembered that the justifications lay heavy emphasis on "standard broadcasting" in this regard.

The pursuant breakdowns, derived from an examination of the FCC report, are concerned with only $6,875,000 of the $7,300,000 total request—since $375,000 is sought for a special telegraph investigation and $50,000 for printing, items not pertinent to this review.

The summary Table I shows the distribution of the requested appropriation among divisions of the FCC's work.

The terminology "other activities" emerges throughout the Commission statement, and in most cases it beggars description. The only definition given is that "other activities," mentioned in the table, will include: (a) special legal (including litigation which is principally in broadcasting); (b) special accounting (never specifically defined); (c) supervision of regulatory work and (d) general administration.

One to Six Division

Table I indicates a division between common carrier and radio in the ratio of about one to six. ("Common carrier" accounts for only 13.3% of the total appropriation and 12.4% of the personnel). It can be presumed, therefore, that the same ratio applies in the matter of "other activities"—that five parts of the monies will be diverted to radio and one part to common carrier. How, then, will these five parts of the sum sought be spread over broadcast activity? Table II answers that question: Skipping the first item in Table II, "radio spectrum," which is minor and has to do not only with broadcasting but other radio services, it is interesting to examine more closely Items (2) and (4).

Item (2) in the table indicates that the total amount to be diverted to broadcasting activities under the request is $1,162,635—which would appear to be a reasonable sum.

However, Item (4), "Surveillance of Technical Aspects," would require $2,369,984. What does "Surveillance of Technical Aspects" mean? In the report, it is subdivided three ways: (1) field engineering and monitoring (2) laboratory division and (3) technical information.

The latter two are relatively small. However, "field engineering and monitoring" accounts for 406.3 of the 513 personnel requested under "Surveillance of Technical Aspects" and for $1,791-

Webster FCC Appointee . . . . Page 16

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>DISTRIBUTION OF REQUESTED APPROPRIATION AMONG MAJOR DIVISIONS OF FCC'S WORK</th>
</tr>
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<tbody>
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<td>1948</td>
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<tr>
<td>I. Radio</td>
<td>$4,587,204</td>
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<tr>
<td>II. Common Carrier</td>
<td>944,737</td>
</tr>
<tr>
<td>III. Other Activities</td>
<td>1,343,059</td>
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<tr>
<td>Total</td>
<td>$6,875,000</td>
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<table>
<thead>
<tr>
<th>TABLE II</th>
<th>DISTRIBUTION OF REQUESTED APPROPRIATION FOR RADIO INTO MAJOR SUBDIVISIONS</th>
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<tbody>
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<td>1948</td>
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<td>$108,353</td>
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<tr>
<td>2. Broadcasting</td>
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</tr>
<tr>
<td>3. Safety and special services</td>
<td>946,232</td>
</tr>
<tr>
<td>4. Surveillance of technical aspects</td>
<td>2,369,984</td>
</tr>
<tr>
<td>Total</td>
<td>$4,587,204</td>
</tr>
</tbody>
</table>

Under Item (3) "Safety and special services," the FCC seeks only $946,232. Yet it is on its activities in this field, principally, that the FCC argues its need for more money.

In the report, great emphasis is laid on the Commission's efforts in behalf of figures as of Jan. 1, 1947, 34,375 radio stations, 70,000 amateurs, 325,000 radio operators, 25,000 special airplane radio operators, 5653 applications in safety and special radio services, etc. Yet to discharge this task, which appears gargantuan from a statistical viewpoint, the Commission requires less than $1,000,000.

Just how is the money sought to be applied in the various broadcasting services? Some indication as to "where we go from here," or at least where the FCC believes we are going, is contained in Table III.

By definition, it seems that most of the request under "general regulatory activities" and "other obligations" may be considered chargeable to standard broadcasting.

Information contained in the first two pages of this article may be tabulated as in Table IV, to present a comparative figure.

Totals in Table IV, of course, are approximations—but are believed (Continued on page 14)

March 10, 1947 • Page 13
FCC Budget

(Continued from page 13)
to be accurate enough to present a fair picture.
Table IV would indicate that of the $6,875,000 requested by the FCC:
1. 83% is to be devoted to radio, as distinct from common carrier, regulation.
2. Of the $5,691,942 for radio regulation, 55% is to be devoted to broadcasting (as distinguished from the "radio services").
3. Of the $3,135,336 for broadcasting regulation, 68% is to be devoted to standard broadcasting.

Special Significance
That, then, is the figure of special significance to all in broadcasting:
$3,135,336. How is it to be spent?

Here's the latest available breakdown on the status of broadcast traffic:
AM—1,107 stations licensed; 460 CPs' outstanding; 851 applications pending.
FM—503 CPs' issued; 175 conditional grants; 254 applications pending (including 99 in hearing).
TV—52 CPs' issued; 16 applications pending (including five in hearing).
Tests are being conducted currently to determine feasibility of instituting a 30 kc separation in standard broadcasting; and if this should be adopted, (which appears likely), there would be room for several hundred more standard stations. And even under the current situation, there are recurrent complaints of interference.

It would be expected, then, that the principal increases in the $3,135,336 sought for broadcasting would be for engineering services, particularly in processing applications.

Law Department 33 1/3% Actually an examination of the FCC's own justifications for its budget shows that the increases in (1948 over 1947) sought for the engineering department amounts to 6%. On the other hand, the increase sought for the law department averages 33 1/3%; Accounting, 16%, and the Secretary's Office, 10%.

More particularly, the FCC asks for an increase of $138,807 for the Law Dept. and an increase of $118.

(Continued on page 22)

Add Blue Book, Red Ink, Budget and You . . .

LAST WEEK we said editorially that we thought the FCC budget was a public matter.
If it were not a public matter per se, in a democracy, it would be rendered such by the FCC's activities in matters of program and economic regulation.
Programs are public matters, since people listen to them. If the FCC is to have any jurisdiction over them, which it seeks with increasing fervor, the people should know what jurisdiction, and how much of their tax money is to be spent in the effort.
Here we try to tell them. We regret that our information is not more specific, since the FCC's budgetary authors have beclouded the precise answer to that question with a lot of statistical doublespeak.
But there's one way that the people can find out. This is the way: During hearings to be held on the budget request before the Subcommittee on Independent Offices of the House Appropriations Committee, Richard B. Wigglesworth (R-Mass.), chairman.
In a spirit of helping the Committee in its important task of defining the limits of FCC jurisdiction by budget control, we offer the following questions as a guidepost. They supplement those published March 3.
1. What is the work of the Field Engineering and Monitoring Division? How much of this work relates to nonengineering matters, and how much of the Division's appropriation has been, and would be, allocated for such nonengineering?
2. What is the work of the Division's 1947 appropriation and man-hours spent on monitoring stations for program performance? Does FCC propose to continue to monitor programs under its 1935 budget? If so, to a greater or lesser extent than during the past year?
3. How is nonengineering data thus compiled used by the Commission in the discharge of its duties under the Communications Act?
4. How do the time and money spent on program and other nonengineering monitoring now (1947 and proposed under the new budget) compare with time and expenditures for the same type of work during the war? Before the war? If there has been an increase, is it proportionate to the gain in number of stations? Greater? Less?
5. What proportion of the proposed appropriation would be spent on radio, as distinct from common carriers? How does this compare with the proportion of the FCC workload derived from radio?
6. Of the radio appropriation, what proportion would be allotted to broadcasting, as distinct from "special services," etc? How does this compare with the proportion of the radio workload derived from broadcasting?
7. Of the appropriation for broadcasting, what proportion would be spent on AMT FM TV? What is the percentage of the broadcasting workload deriving from AMT FM TV?
8. What percentage of the money spent on AM would be confined to engineering work, excluding the monitoring of stations for nonengineering information? In FM? In TV?
9. What percentage of the money spent on AM would be spent on matters relating to programs, including program monitoring and program studies conducted by the Law, Accounting and other departments?

Percentage of Time
10. What percentage of time and money would be spent gathering information on stations' income, expenditures, comparisons of program expenditures with other expenditures and with income; employment, rates of pay, overtime and straight-time hours and pay, etc?
11. Does the Communications Act not limit the Commission's economic inquiries to questions relating to (1) the financial ability of a proposed licensee to build his proposed station, and (2) a determination of whether he is acquiring control of more than the maximum allowable number of stations? How can the requirement of additional economic information be justified under the Act?
12. Does the gathering of the information mentioned in No. 10 require expert attention of an accountant or an economist?
13. Would the Commission revoke or refuse to renew a station's license because of programming expenses or violations specifically prohibited in the Act (obscene language, lottery, etc)? If so, by what authority? If not, of what purpose is the Blue Book and to whom are the license-suspension hearings thus far ordered to move? How are the factors which involve no violations specified or even hinted at in the Communications Act?
14. For what types of programs, not specifically forbidden in the Act, would FCC refuse a license? To what extent have applicants' program plans been shaped by the policies of the Blue Book? If at all, is this not regulation of programs?
15. If FCC would revoke a license for programming which involves no violation of the specific prohibitions of the Communications Act, what are the minimum circumstances under which it would do so?
16. What are the maximum circumstances, relating to the operation of a station, which a station would be permitted to remain in operation?
17. What section of the Communications Act gives authority to the Commission to inquire into the program expenditures which is called into hearing on its renewal application?
18. What is "good radio" and what is "bad radio" from the standpoint of engineering standards, and what are the radio regulations which pertain to either?
19. How do these definitions jibe with the provisions of the Communications Act?
20. What proportion of time devoted to hearings, especially in relation to technical hearings and/or program plans! Fifty percent? More? Less?
21. In what percentage of cases do they arise, solely or partially as a result of the Commission's program questions, investigations, briefs, proposed findings, answers and exceptions, oral arguments, petitions for hearing, rulings thereon, etc?
22. If program questions are administered, how many are reduced in the Commission's workload result? Wherein would enforcement of the Communications Act suffer thereby?
23. How much more nearly current would your present workload if the Commission had not required, and in many cases followed up with further detailed inquiry into, program plans of applicants?
24. You say the bottleneck in your processing procedure is the engineering department. In your 1948 budget requests, however, do you not request a greater rate of increase for legal than for engineering?
25. How many stations have been called upon to explain their programming or program policies as a result of complaints? How much FCC time has been consumed thereby? How many of these investigations, and what has been the result? Does FCC put the burden of proof upon the complainants or upon the stations complained against?
26. What is the complaint against a station, does FCC's request for an explanation carry a threat, implied or otherwise, against the station's future license applications?
27. How much time is consumed by FCC Commissioners and/or staff members in preparing speeches and/or articles on the subject of radio programming? How much of such time, in preparing and/or assisting to prepare such articles and speeches, is chargeable to the appropriation to the Commission?

BROADCASTING  Telecasting

An Editorial
WHO, WKY, Davis duPont Winners

Presentations Made In New York City On Saturday

THE FIFTH annual duPont awards, regarded as major prizes in the radio industry, last week were presented to WHO Des Moines, WKY Oklahoma City and Elmer Davis, ABC commentator.

The presentations were made Saturday night in New York's St. Regis Hotel at a dinner sponsored by the Alfred I. duPont Awards Foundation. ABC broadcast the ceremonies from 7:30 to 8 p.m., feeding, in addition to its own affiliates, the two winning stations, which are affiliated with NBC.

Accepting the awards for the stations were B. J. Palmer, president of Central Broadcasting Co., owner of WHO, and E. K. Gaylord, president of WKY. Mr. Davis also was present.

The annual duPont awards are presented to two stations, one of greater than 5,000-w power and one of 5,000-w or less, "for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and to the communities served by these stations respectively."

A duPont award also is given yearly to a commentator-reporter "in recognition of distinguished meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news by radio and the presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Wartime OWI Chief

Mr. Davis, the wartime chief of the Office of War Information, joined the ABC network at the close of the war. He is currently heard Mondays through Fridays 7:15-7:30 p.m. under cooperative sponsorship.

A Rhodes scholar, Mr. Davis was a member of the New York Times editorial staff for 10 years. From 1932 to 1945 he broadcast for CBS.

WHO's duPont award entry described the station's soil conservation education program and particularly the manner in which WHO effected "Soil Conservation Through Radio." In a big, loose-leaf, wood and leather-bound volume with pages 20 by 16 inches who told the story of its fourth annual Corn Belt Plowing Match and Soil Conservation Field Day, held Sept. 21, 1946, in Marion County, Iowa, and attended by 50,000 farmers. The event was described by Dr. Hugh H. Bennett, chief of soil conservation work for the U. S. Department of Agriculture, Washington, D. C., as "probably the biggest and most significant one-day demonstration ever given on farm lands in this or any other country."

Full-Page Photos

WHO used photographs (including several of full-page size), maps, charts and printed facts to illustrate and emphasize the extent and the cost of soil erosion damage and to point out how WHO was attacking the problem aggressively and with results. There was a section devoted to "Iowa's Centennial Year" and an entry telling about Herb Plambeck, WHO's farm service director, who plans and stages the station's annual plowing matches and soil conservation field days. There were photostats of pages from newspapers illustrating 100 daily and weekly papers had cooperated in the WHO soil conservation project, a copy of the Knoxville Journal's soil conservation supplement, and a copy of the November, 1945, issue of Iowa Farmer, official publication of the Iowa Farm Bureau, which gave a two-page spread to WHO's soil conservation field day.

The WHO entry concluded with a summary of results, with the final "punch" line reading, "A mighty blow was struck against soil erosion — destroyer of land and creator of poverty which each year claims three billion tons of U. S. topsoil ... equivalent to a train of box cars extending around the earth 18 times—thereby assuring a more permanent American agriculture."

WKY's entry, less elaborate but (Continued on page 83)

Joint Radio Advisory Group Planned

Stanton, Ryan, Mortimer Lead Move to Raise Industry Service

FORMATION of a high-level broadcasters advisory council composed of executives of radio, agencies and sponsors, and acting "to improve radio's service to the public," was proposed last week in New York at a meeting of some of the leading industry figures.

Recommendation that the broadcasting business form a "nonprofit, nonpolitical, cooperative group," as the council was described in an official statement, was made by a committee composed of Frank Stanton, president of CBS; F. B. Ryan Jr., president of Ruthrauff & Ryan; and Charles G. Mortimer, vice president of General Foods. Mr. Mortimer was said to have been the most active originator of the proposal.

Three Functions

According to an announcement issued at the conclusion of a prolonged luncheon meeting at the Waldorf-Astoria, the Stanton-Ryan-Mortimer committee suggested that the council perform three functions:

1. An information activity, to inform broadcasters about public attitudes and their obligations to serve the public interest through improved service to radio listeners.
3. A program of continuing research into public acceptance of broadcasting.

The official release said: "The committee emphasized that its recommendations were prepared in a spirit of enlightened self interest and that the organization would in no way duplicate any existing body."

One member of the committee, unidentified but quoted in the release, was said to have warned that listener tastes were "steadily improving" and that it was the committee's wish "to incorporate the listener's improving tastes into the broad pattern of free radio."

The organizational details of the advisory council were left to the Stanton-Ryan-Mortimer group to a larger committee, which was formed at the luncheon meeting. The chairmanship of the organizational committee, which also must devise a means of supporting the council financially, fell to a broadcaster, Edgar Kobak, president of MBS.

Other members of the committee are Niles Trammell, president of NBC; Clair McCollough, president of WGAL, Lancaster, Pa.; I. B. Lounsberry, executive vice president of WGR Buffalo; Thomas D'Arcy Brophy, president of Kenyon & Eckhardt; Sigurd S. Larmann, president of Young & Rubicam; Robert Elder, vice president of Lever Bros.; Donovan B. Stetler, adv. director of Standard Brands.

Two advisory committees, to assist the organizational committee in its work, were formed. One, composed of Frederic R. Gamble, president of the AAAA, chairman; Justin Miller, president of NAB, and Paul B. West, president of ANA, will advise on association and industry relations. The other, composed of Isaac W. Diggs, ANA, chairman; George Link, AAAA; Don E. Petty, NAB; A. L. Ashby, NBC attorney; Julius Brauner, attorney and secretary of CBS, and Joseph A. McDonald, secretary of ABC, will be legal advisors.

Most of the broadcasters appointed to committees were present at the Waldorf-Astoria meeting.
Webster Named to Fill FCC Vacancy

Telecommunication Expert Picked By Truman

FCC'S SEVENTH CHAIR has finally been filled, pending Senate confirmation, by President Truman's nomination Friday of Edward Mount Webster.

Comodore Webster, with a long career as a telephone communications expert dating back to his graduation from Coast Guard Academy in 1909, served as assistant chief engineer of the FCC from 1938 until war's outbreak.

It is understood that Commodore Webster and Chairman Charles R. Denny, FCC, were in conference with President Truman before latter left for Mexico. Commodore Webster had repeatedly said he would only take post if drafted.

His nomination (for a term which expires June 30, 1949) was expected (BROADCASTING, March 11, 1946) and was applauded by those prominent-ly mentioned for the post have been Marion Martin, prominent Republican Committeeewoman; Fanny Neyman Litvin, FCC attorney; James M. Mead, former Democratic Senator from New York; J. Burke Clements, Democratic office holder in Montana and strongly endorsed by former Sen. Burton K. Wheeler (D-Mont.); Capt. F. O. Willenbuckner, Republican, former Naval communications expert and now a radio consulting engineer; George P. Adair, chief engineer of the FCC since 1944 and Col. Tel-

SHOWS THE MRS.
Reveals Hair Trim Via Video
—At IRE Meeting—

TELEVISION as a means of long-distance detection may prove a boon to housewives, according to FCC Chairman Charles R. Denny.

At opening of his address before the Institute of Radio Engineers in New York Wednesday night, Mr. Denny said he had been ad-

Denny Pledges FCC Aid to Radio

Tells Annual IRE Meeting Commission Will Assist New Services

ASSURANCES that the FCC "will do everything in its power to smooth the path" for the continued growth of established radio services, while working also "as new ideas are perfected to move them out of the experimental ranks as rapidly as possible and put them on a regular basis" were given by Charles R. Denny Jr., FCC chairman, last Wednesday at that real banquet of the Institute of Radio Engineers.

The banquet was held at the Hotel Commodore, New York, head-quarters for the 1847 convention, March 3-6. Surpassing by far all attendance records of previous conventions, despite $3 registration fee for non-members, a total of 10,173 registrants had been reached by 6 p.m. Wednesday, Convention Chair-

Editor's Note: The speech was televised by NBC and relayed via coaxial cable to WTTG, Washing-

BROADCASTING • Telecasting

Page 36 • March 10, 1947

ford Taylor, a Democrat, former FCC general counsel and later chief prosecutor at the Nuremberg Trials. Denny Favorite

It is believed, however, that Chairman Denny of the Commission, who has had frequent conferences with the President on the subject of communications, favors nominee Webster—principally because of his technical background. Faced with the greatest logjam of applications in history, the FCC's need for the technical assistance at policy levels has been evident for some time. Ewell K. Jett, Independent member of the FCC, is known to have favored the appointment of his former chief engineering assistant, Mr. Jett, until now, has been the only engineer-commissioner. Commodore Webster, politically, is independent. He was born in the District of Columbia (Feb. 28, 1889). He has never voted. If confirmed by the Senate, as expected, he will become Independent member of FCC—with Mr. Jett. Curiously enough, both Independents will be engineers.

The Commission roster then will include three Democrats (Chairman Denny, Comrs. Paul A. Walker and Clifford J. Durr) and two Republicans (Comrs. Rosel H. Hyde and Ray C. Wakefield) with two vacancies, one of which has been vacant since February, 1946, when Paul A. Porter, FCC chairman, left the post to become OPA Administrator. The chair originally was held by former Chairman James L. Fly. The Commission faces heavy responsibilities in international allocations problems when (Continued on page 96)

Denny said he had been ad-
mioned by Mrs. Denny when he left Washington that morning to have his hair cut prior to his appearance. Turning back of his head to the rostrum, he observed that Mrs. Denny could see for her-

Mr. Webster

and to the public." That description was applied to the convention by IRE's new president, W. R. G. Ba-

ker, General Electric Co. vice-pri-

dent in charge of the Electronics Department, at a news luncheon on Monday, preceding the opening ses-

sion.

Praising the radio engineering fraternity for the work which has won it the admiration of the world, Chairman Denny said: "Clearly, we are on the threshold of an immense expansion in the use of radio in our every-day lives. In this expansion, the radio engineer, the radio industry and the commission must work together, closely and cooperative-

ly."

 Cairo Plan Revision

One of the first jobs ahead, he continued, is the revision of the Cairo allocation plan which has since last year been particularly in aviation, have rendered "grossly in-

adequate." With the aid of the radio engineers, Mr. Denny said, the Commission has formulated a plan which it will take in May to the World Telecommunications Confer-

ence in Atlantic City.

Domestically, the FCC has been "undertaking an overall revision in the Commission's rules and standards which govern the operation in the United States of the various radio services," Mr. Denny said. "It is our objective," he stated, "to make the experimental and technical rules and requirements and operating require-

ments for each of the different in-

dividual radio services shall be com-

pletely overloaded and brought up to date. In making these revisions we are seeking to do a great deal more than simply modifying old rules. We are carefully review-

ing each rule and each standard for the purpose of insuring that we retain only such requirements as are really essential for the proper functioning of the service in question."

But, he said, the "principal job that lies ahead concerns the birth and development of new radio services." Promising to get these out of the experimental ranks and on a regular basis as soon as possible, he said that the "experimental clas-

ification should be reserved for lab-

oratory experiments and for field testing of services which have not yet proven out with provision for "the widest possible latitude for the full play of the imagination and techniques of the radio engineer."

High Frequency Spectrum

In conclusion, Mr. Denny asked the engineers to go to work on two pressing problems: radio heating and the high frequency spectrum. The Commission, he said, has set up four "graveyards" for radio heating devices in the 15, 27, 40 and 2450 megacycle bands, where they can operate without interfering with radio communications, but already the heating people are asking for more frequencies and wider bands.

Fred R. Lack, Western Electric Co. vice president, acted as toast-}

master at the dinner, at which Dr. Frederick B. Llewellyn of Bell Labs, retiring president, and Dr. Baker made brief addresses. Dr. Baker presented the awards and felicitations to the recipients.

Donald G. Fink, editor of Electron-

ics, accepted on behalf of all the new IRE fellows.

Banquet Television

Banquet session was televised by WNBT New York, and also fed to Washington.

The contribution of electronics science to submarine warfare was praised by Vice Admiral Charles A. Lockwood Jr., who commanded (Continued on page 84)
Petrillo Will
Miss Boat, Says Hartley

AFM Chief Turns Down Bid from House Committee

JAMES CAESAR PETRILLO’s report plans to leave the country in face of Congressional investigation have put the House Labor Committee on its guard, prepared to use its newly acquired subpoena power on a moment’s notice.

Committee Chairman Fred A. Hartley (R.-N. J.) told Broadcast-
ing that the group may honor Mr. Petrillo’s plea for a delay until the Supreme Court decides the constitutionality [Broadcasting, Feb. 3] of the Lea Act as long as he can be certain that the AFM president remains available for interro-
gation.

The invitation to Mr. Petrillo was dispatched Feb. 28 [Broad-
casting, March 3] setting the hearing date for March 12. The AFM boss answered by telegram, “I appreciate but regret my in-
ability to accept your invitation to appear before the Committee on Education and Labor on March 12.

The case of the United States versus Petrillo, involving a test of constitutionality of the Lea Bill, is now pending before the Su-
preme Court of the United States. For this reason I feel it would be improper for me to appear before your committeee.”

Ready With Subpoena

Chairman Hartley declared that if there appears to be much sub-
table to published rumors that Mr. Petrillo is planning to leave the country “we’ll slap a subpoena on him.” He pointed out that his committee has been “authorized to investigate racketeering in labor unions,” and that Petrillo is wanted not only to testify on legislation but also to answer charges he has been operating a “one-man dicta-
torship” and abusing the rights of individual union members.

The Supreme Court is not ex-
pected to decide the Lea Act be-
fore the middle of April while the Labor Committee is planning to wind up its legislative hearings by March 15. Chairman Hartley said, however, that an investigation of union racketeering will be con-
ducted collaboratively with the work on actual labor legislation, so that the Petrillo interrogation might well be put off until late Spring although it was made clear that the committee is determined to bring Mr. Petrillo before it.

He characterized as “terrible promises” the committee assign-
ment to write legislation to force a democratization of labor unions. Such practices as denying major-
ity participation in union elec-
tions should be eliminated, he added, pointing out that this was one of the major charges standing against Mr. Petrillo. “If we can,” he continued, “we will try, through the law, to require union elections by a majority of the membership rather than through a limited num-
ber of members who happen to be present at a meeting.”

The Chairman also disclosed that Rep. Carroll D. Kearns (R.-Pa.) has been chosen to carry the burden of the Petrillo investigation. Congressman Kearns has shown the most interest in testimony re-
1946 Top Advertising Award

Ralph Starr Butler, vice president in charge of corporate relations and research, General Foods Corp. was awarded the 1946 Gold Medal Award for his’ dis-
tinguished services to advertising’ in a presentation before 400 adver-
tising, publishing, and business ex-
cutives at New York’s Waldorf-
Astoria Hotel Friday.

Other individual winners of the Annual Advertising Awards were Edgar Kobak, president of MBS, for his “contributions to the knowledge and technique of radio advertising” and Dr. Allen B. DuMont, president, Allen B. DuMont Laboratories, Inc., for his “con-
tributions to the advancement of tele-
vision as a new service to the public and as a new medium of ad-
vertising.”

In addition, 14 bronze medals, 18 honorable mention certificates, and a special silver medal were award-
ed for outstanding entries in other classifications. For adver-
tising as a social force, bronze med-
als went to H. J. Heinz Co. and Mason Inc. and honorable men-
tions to The Studebaker Corp., Roche, Williams & Cleary Inc., Minnesota Federation of Labor and Melamed-Hobbs Inc.; for associa-
tion advertising, bronze medal to American Meat Institute and Leo Burnett Co. Inc. and honorable men-
tions to The Mutual Savings Bank of Fall River (Mass.), Bat-
ten, Barton, Durstine and Osborn Inc., Florida State Advertising Commission, and Allied Advertising Agencies of Florida Inc.

In the radio division, bronze medals for outstanding skill in commercial program production went to Standard Brands Inc. and J. Walter Thompson Co. for the Fred Allen program. For programs which contributed most to the ad-
acement of radio advertising as a social force, bronze medals were awarded to the U. S. Rubber Co. and Campbell-Ewald Co. for the New York Philharmonic-Sym-
phony broadcasts and to Thomas J. Lipton Inc. and Young & Rubicam Inc. for a special program—Hunger Marches On.

The annual Advertising Awards were founded by Edward Bok in 1924 and administered by the Har-
vard School of Business until 1930. They were revived in 1935 by Ad-
vertising & Selling Magazine, the present sponsor.

Two Sponsor Baseball

BASEBALL games of the Okla-
ahoma City Indians, Texas League, will be sponsored this season on KOCY and KOY-FM by General Mills (Wheaties) and Duncan Coffee Co. (Admiral). All games will be sponsored on KOY-FM, with KOCY carrying games when time is available, according to Matthew H. Bonebrake, station manager.

Cantor Replacement

PABST SALES Co., Chicago (Pabst Blue Ribbon beer), with broadcast on June 26 replaces for 14 weeks, Eddie Cantor Show on 136 NBC stations, with sandwiches featuring Georgia Gibbs, vocalist, and Dave Rose or-
chestra. Thurs. 10:30-11 p. m. Jimmy Wallington has been as-
signed announcer on summer placement. Theater will handle script and direct, with Cecil Underwood supervising pro-
duction for Warwick & Legler Inc., New York agency servicing ac-
counts...
Joseph Ream Now Executive vp; Julius Brauner Secretary of CBS

Mr. REAM
JOSEPH H. REAM, former CBS vice president and secretary, was elected executive vice president of the network, and Julius F. Brauner, CBS general attorney was elected secretary of the company, at a meeting of the CBS board of directors in New York last week.

Joining CBS in 1934, Mr. Ream, who is now 43, headed the network's legal department for eight years. He became secretary four years later, was elected a vice president in October, 1942, and in June 1945, was elected a member of the board. Before his association with CBS Mr. Ream was with the New York law firm of Cravath, De Gersdorff, Swaine & Wool.

Mr. BRAUNER
Mr. Brauner joined CBS in 1938 as a member of the legal staff and was made general attorney in 1942.

ABC Co-ops Add 178 Sponsors in Jan.-Feb.
ABC cooperative program sales department last week announced 178 new sales during the past two months which it attributed to the sales awards plan under which salesmen become eligible for merchandise prizes based on sales and renewals of such broadcasts.

The America's Town Meeting of the Air series, which became available for co-op sponsorship on ABC en Jan. 9, headed the list of new co-op business with 60 sales. Elmer Daws was in second place with 18 new sales and Martin Aigrnsky in third with 17 new sponsors.

The Dick Tracy program added 14 sponsors during the past two months and Harry Winer gained 12; Ethel and Albert, 11; Headline Edition, 11; Bubkhage, 10. Walter Kiernan reported nine new sales and Cliff Edwards, six.

General Mills Series
GENERAL MILLS, Minneapolis, effective March 24 begins sponsorship of the Betty Crocker Magazine of the Air on 67 ABC stations, Mondays through Fridays, 10:25-10:45 a.m., the same period in which the firm sponsors the General Mills All Churches on 135 ABC stations. The new program will originate from New York while Hymns of All Churches originates from Chicago. Agency is Dancer, Fitzgerald & Sample, Chicago.

Richard Locked Out
WOR New York has locked the door on Richard—for good! The station has announced that it is restricting, on all its musical programs, the use of the ubiquitous novelty tune, "Open the Door, Richard." In addition, WOR is asking all comedians to refrain from using gags, puns and routines on the subject, in hopes of relieving the social hazard for all Richards.

Summer Layoff
SPIKING report that Lady Esther Ltd. was dropping CBS Screen Guild Players effective July 7, Jack Runyon, Hollywood radio director of the Bow Co., agency servicing the account, said the date merely marked the start of an eight-weeks' summer layoff. Program will resume Sept. 8 with same sponsor despite rise in cost from $10,000 to $12,500 a week.

First Anniversary
A RISE in billings from zero to $1,000,000 a year for Walter Weir Inc., New York, was revealed in a birthday announcement by Walter Weir, president, marking the first anniversary of the agency. The agency celebrated its first birthday March 7 with a house-warming party at its offices at 250 West 57th St., New York.

TBA Proposes Antenna For Apartment Houses TELEVISION BROADCASTERS Assn.'s subcommittee on apartment house television antennas last Tuesday presented an interim plan which would allow immediate installation of television receivers in multiple-dwellings in the New York area, at a meeting with the Real Estate Board of New York City.

It was decided to develop the plan further and present it in about two weeks. Details are not available, but it is believed to envision a multiple antenna system capable of feeding a large number of video receivers. This point was demanded by landlords several weeks ago.

Attending the meeting for TBA were Ernest A. Marx, Allen B. Du Mont Labs.; William W. Cone, RCA Victor; Alexander Fisher, Belmont Electric Co.; Ben Adler, Tempo Service Corp.; Will Baltin, TBA.

Manor House Extends W. F. Mclaughlin & Co., Chicago (Manor House Coffee), March 3 extended Manor House Party, quarter-hour five times weekly, featuring Skip Farrell and Art Van Damme Quartette, to the following seven NBC stations: WIBA WOOD WIRE WGL WTMJ WMAQ. Manor House has sponsored the show on WMAQ Chicago since Sept. 1945. Contract for 13 weeks was placed by Sherman & Marquette, Chicago.

Hit Parade Shifts AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 26 shifts Your Hit Parade with Andy Russell and Mark Warnow's Orchestra from CBS to NBC stations, Saturday, 9-9:30 p.m. EST. Program has been on CBS for 11 years. Agency is Foote, Cone & Belding, New York.

Four Networks Would Lose $7,625,000 If Cancellation Notices Follow Through
APPROXIMATELY $7,625,000 yearly time billings on the four networks will be lost as a result of cancellation notices during the past three months, it was estimated last week.

Of the networks, CBS has been hit hardest with approximately five shows scheduled to be dropped. They are: Hollywood Jackpot, sponsored by Whitehall Pharmacal Co.; That's My Line, sponsored by Household Finance; Sparkle Time, sponsored by Canada Dry; Hollywood Players, sponsored by Cresta Blanca Wines; The Ellery Queen Show, sponsored by Whitehall Pharmacal Co.; Harry Cuneo, is transferring to NBC replacing The Bob Burns Show and Your Hit Parade, American Tobacco Co. (Lucky Strikes), which also moves to NBC.

NBC has had two cancellation notices, Meet Me at Paddy's, sponsored by P. Lorillard Co. (Old Golds) and Roy Rogers, sponsored by Miles Labs.

Mutual has been notified that the following shows will be cancelled: It's Up to You, sponsored by Seventeen magazine, Buck Rogers, sponsored by General Foods (Post's Corn Toasties) and McGarry and His Mouse, sponsored by General Foods (Sanka Coffee).

Only one show—Pot O' Gold, sponsored by Tums—has been cancelled on ABC.

Drew for Broadcasting by Sid His "Now with this set there are no parts whatsoever, and no repair problems. It's for people who don't like radio!"
65 miles up

That’s a view of earth . . . about 65 miles up. But who went up there to take the picture? Nobody.

Johns Hopkins University scientists placed a camera in a German V-2 rocket. And the picture was snapped when the rocket reached the top of its flight and started back to earth.

That just goes to show you there is usually a way of getting around the impossible.

To some radio time buyers there are certain markets that are tough, almost impossible to reach. We wouldn’t know about other cities . . . but if it’s Baltimore you’re trying to picture . . . the way to do it is list the call letters W-I-T-H.

It’s Baltimore’s successful independent station. The station in this sixth largest city that delivers more listeners-per-dollar-spent than any other station in town!

WITH
AM and FM
BALTIMORE 3, MD.

To Tinsley, President Headley-Reed, National Representatives
March 10, 1947 • Page 19
Bulova Sale of WOV Stock to Henshel Ready for FCC

negoitions for the sale of Arde Bulova's interests in WOV New York to Harry D. Henshel, his brother-in-law and president of the station, for $400,000 and 60% of net current assets, were completed last week, subject to FCC approval.

The sale involves 60% of the Class B stock of Wodaam Corporation, licensee corporation, and would effect the separation of WOV from WNEW New York, controlled by Mr. Bulova, as required by the duopoly rule.

President Henshel already owned 20% of the Class B stock and 50% of the Class A. With FCC approval of the transfer he would control the station, with the remainder of the stock—20% of Class B and 50% of Class A—held by Robert R. O'Dea, who owns 10% of WNEW.

The transfer application, to be filed within a few days by Paul A. O'Bryan of the Washington law firm of Dow, Lohnes & Alberson, will be the second, complying with the Commission's duopoly prohibitions. The first, in which Messrs. Henshel and Bulova sought to sell their interests to Murray and Meyer Wolf, was rejected because of FCC orders that the Mesters were not qualified. The Mesters, who lost an appeal of the decision in a three-judge statutory court in New York [BROADCASTING Feb. 10], are reported contemplating an appeal to the U. S. Supreme Court.

A $500,000 suit brought by Mr. O'Dea, minority stockholder, is also pending against the Broadcasting Corp., Greater New York Broadcasting Corp. (WNEW), Milton Blow, and Mr. Bulova. Mr. O'Dea alleges fraud in a 1941 exchange of calls and assets of WOV and WNEW.

Defendants deny the claims.

Under a prior agreement, Mr. Bulova has offered Mr. O'Dea, on the same terms as the transaction with Mr. Henshel, a part of the stock in proportion to his present holdings. Mr. O'Dea has 60 days from Feb. 26 to exercise this option.

Future Plans

Mr. Henshel's plans for the station, which now devotes much of its broadcast time to Italian-language programs, call for no "immediate" changes but "considerable research work" starting at once and including a survey of WOV's "present and potential audience" to determine how it may render the best possible service.

Ultimate identification of the WOV call letters with the "World of Veterans" theme is planned.

With approval of the transfer, Mr. Henshel plans to withdraw as vice president and secretary of Bulova Watch Co. and as officer of any Bulova subsidiary, and turn over operations and executives associated with WNEW will resign their WOV posts. These include Mr. Bulova, director; Harold A. LaFont and Sanford H. Cohen, vice presidents and directors, and Morris Zimmerman, secretary.

WOV operates on 1280 kc with 5 kw power. Mr. Henshel became president and general manager in December 1941. He resigned to take an Army commission in June 1942 and served both in the U. S. and overseas. He was Air Movement Officer under Gen. Omar N. Bradley, now head of the Veterans Administration, and later served on the U. S. Administrative Staff, Headquarters 21st Army Group (British) under Field Marshall Montgomery, aiding in the preparation of operation for invasion of Europe. He was awarded the Bronze Star and five battle stars.

Mr. Henshel was re-elected president of WOV in March 1946. He has minority stock interests in American Standard Watch Co., Providence; Westfield Watch Co., New York; Mowbray Realty Co., New York, and is a trustee of Joseph Bulova School of Watchmaking at Woodside, L. I., which aids disabled veterans in watchmaking.

President's Rating

PRESIDENT Harry S. Truman's rating by CBS in his March 8 address, broadcast from Mexico City on all four networks at 10:30 p.m. The special Hoover Survey taken for CBS gave the President a 50% share of audience. CBS estimated his audience numbered 24,899,000.

Bob Hope Is First In Hooper Ratings

Fibber McGee Show Ranks Second And Jack Benny Third

Bob Hope was in first place in the Feb. 28 Program Hooperings released last week, Fibber McGee & Molly were second, and Jack Benny third.

The average evening sets-in of Hope increased down 1.5 from the last report and up 0.5 from last year. The average evening rating was 10.8, down 0.5 from last report and up 0.3 from a year ago. Average home audience was 80.6, down 0.8 from last report and no change from a year ago. The current total sponsored hour index was 73 as compared with 71.7 last report, 77.7 a year ago.

The first 15 programs reported were: Bob Hope 31, Fibber McGee & Molly 29.8, Jack Benny 29, Amos 'n Andy 26.8, Fred Allen 26.5, Red Skelton 26, The Great Gildersleeve 24.6, Duffy's Tavern 20.8, Screen Guild Players 20.5, Bandwagon 20.4, Mr. District Attorney 20, Walter Winchell 19.3, George Burns and Gracie Allen 19, Take It Or Leave It 17.8.

When a Girl Marries led the list of top 10 daytime programs in the report, with Our Gal, Sunday in Select Company, and Ma Perkins (CBS) in third.

The top 10 week-day programs reported were: When a Girl Marries 9.5, Our Gal, Sunday 8.5, Ma Perkins, Leave It To Woman 7.8, Helen Trent 8.1, Right to Happiness 8.0, Backstage Wife 7.8, Kate Smith Spakes 7.6, Just Plain Bill 7.6, Breakfast in Hollywood (Kellogg) 7.5, Stella Dallas 7.1, Young Widder Brown 7.1.

Bob Hope's "Hollywood Canteen" show was up 1.4 from the last report and down 1.1 from last year.
More advertisers, local and national, buy more time on KLZ than on any other Denver station.
THE NEW RCA TELEVISION PROJECTOR (TYPE TP-16A) FOR TELECASTING 16mm SOUND FILMS

Attractive, umber-gray, crackle finish matches that of other RCA television equipments. Pedestal houses field supply and control circuits for motor (See main copy).

As Used with RCA's TK-20A Film Camera. Pictures are projected directly on the mosaic of the pick-up tube in the film camera to obtain video signal. With a mirror switching system, one camera can be used to serve a pair of projectors.
Simplicity of operation, proved dependability, and low cost are the highlights of this new television tool.

With it you can take full advantage of the excellent program material now available on 16mm sound films. Newsreels, shorts, documentaries, and sound films on countless other subjects can be worked into your daily schedules to add program variety and to keep down costs.

The TP-16A Television Projector is a completely self-contained, streamlined unit designed especially to meet the exacting requirements of television stations. Features include:

- High-intensity optical system providing brilliant reproduction of pictures.
- A stabilized sound unit that assures unequalled sound quality.
- Simple, foolproof, film-feed system permitting quick, easy film threading.
- Dependability assured by using precision-made parts of design similar to those used in RCA's outstandingly successful sound film projector—the famous PG-201.

As shown by the diagram below, an ingeniously simple system is used to permit the required 60 field-per-second television scanning of standard 24 frame-per-second sound film. The 60 light flashes which must pass through the film every second are easily obtained with only three major parts: a 1000-watt projector lamp, a slotted rotary shutter to interrupt the light beam, and a large-size motor that acts as a shutter drive. There is no need for expensive pulse-forming circuits. The incandescent lamp furnishes plenty of brilliance for 16mm film. Perfect synchronization with the television system is assured by using the common power source to drive the shutter motor. No external synchronizing connections are required.

For better, easier film programming it will pay you to investigate this simplified projector. We'll be glad to send you complete price and descriptive data. Write: Dept. 18-C2, Radio Corporation of America, Camden, New Jersey.
**How Should BMB Space**

59% of Subscribers Agree Checks Should Be at Least Yearly

**QUESTIONS, THE RESULTS, THE COMMENT OF THE EDITORS**

"How often do you think BMB surveys should be made?"

<table>
<thead>
<tr>
<th>% of BMB subscribers</th>
<th>Once a year</th>
<th>Twice a year</th>
<th>Every two years</th>
<th>Every three years</th>
<th>No More</th>
<th>Don't know or No answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total BMB Subscribers</td>
<td>47%</td>
<td>12%</td>
<td>27%</td>
<td>2%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

**REGION**

| Pacific & Mountain | 40 | 17 | 30 | 13 |
| West Central | 58 | 8 | 16 | 5 | 4 |
| East Central | 37 | 11 | 48 | 4 |
| Atlantic & New England | 40 | 20 | 20 | 8 | 4 |
| South Atlantic | 55 | 6 | 24 | 6 | 9 |

**CITY SIZE**

| 500,000 and over | 20 | 20 | 20 | 14 |
| 100,000-500,000 | 40 | 8 | 30 | 5 | 4 |
| 25,000-100,000 | 50 | 8 | 33 | 2 | 7 |
| 10,000-25,000 | 59 | 8 | 16 | 6 | 11 |
| Under 10,000 | 40 | 10 | 13 | 7 |

**NETWORK AFFILIATION**

| ABC | 50 | 15 | 17 | 7 | 9 |
| CBS | 37 | 14 | 44 | 7 | 5 |
| MBS | 47 | 14 | 29 | 4 | 6 |
| NBC | 63 | 7 | 19 | 4 | 7 |
| No affiliation | 50 | 22 | 21 | 7 |

**CLASS "A" HOURLY RATE**

| Less than $100 | 49 | 13 | 23 | 7 | 8 |
| $100-199 | 52 | 11 | 30 | 7 |
| $200 and over | 35 | 9 | 31 | 13 | 12 |

**BROADCASTING**

**Surveys?**

How would BMB space

59% of Subscribers Agree Checks Should Be at Least Yearly

The finding reported here are an investigation conducted by Audience Surveys Inc. in January among managers of a representative sample of U. S. commercial radio stations. The survey reflects station managers' opinions in January--when broadcasters had seen and studied their own station BMB reports, but before new BMB reports were delivered and before agencies had made any extensive use of BMB data.

In two previous issues (Feb. 10 and Feb. 24) Trends revealed the industry’s consensus on these and related questions: "Is BMB giving you what it paid for?" "Are BMB reports consistent with previous coverage data?"

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The sample was controlled for proper balance by City-size, network affiliation, geographical area, and base hour rate.

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**TABLE I**

<table>
<thead>
<tr>
<th>How often do you think BMB surveys should be made?</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of BMB subscribers</td>
</tr>
<tr>
<td>-----------------------</td>
</tr>
<tr>
<td>Total BMB Subscribers</td>
</tr>
</tbody>
</table>

**TABLE II**

<table>
<thead>
<tr>
<th>Are your BMB costs high, fair, or low?</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of BMB subscribers</td>
</tr>
<tr>
<td>REGION</td>
</tr>
<tr>
<td>Pacific &amp; Mountain</td>
</tr>
<tr>
<td>West Central</td>
</tr>
<tr>
<td>East Central</td>
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<tr>
<td>Atlantic &amp; New England</td>
</tr>
<tr>
<td>South Atlantic</td>
</tr>
<tr>
<td>City Size</td>
</tr>
<tr>
<td>500,000 and over</td>
</tr>
<tr>
<td>25,000-100,000</td>
</tr>
<tr>
<td>Under 10,000</td>
</tr>
</tbody>
</table>

**NETWORK AFFILIATION**

| ABC | 50% | 33% | | 15% | 2% |
| CBS | 41% | 37% | | 11% | 11% |
| MBS | 29% | 55% | | 2% | 12% |
| NBC | 45% | 44% | | 11% | |
| No affiliation | 43% | 28% | 3% | 29% | |

**CLASS "A" HOURLY RATE**

| Less than $100 | 42% | 35% | 1% | 21% | 1% |
| $100-199 | 43% | 46% | 7% | 4% | 7% |
| $200 and over | 41% | 41% | 12% | 6% | 12% |

Answer Two Questions

The present report released detailed answers to two questions which define even more sharply than previous releases BMB subscribers' attitudes toward their cooperative measurement organization:

"How often do you think BMB surveys should be made?" and "Are your BMB subscription costs high, low, or fair?"
There is a billion-dollar buying income in the Dallas-Fort Worth area. WRR and KFJZ are giving advertisers double coverage of these two markets with simultaneous-or-separate-hour schedules. Both stations for one price! Get double results for your client with WRR and KFJZ—two stations—one price.

NATIONAL REPRESENTATIVE

WEED AND COMPANY

NEW YORK • BOSTON • DETROIT • CHICAGO • ATLANTA • SAN FRANCISCO • HOLLYWOOD
OPEN YOUR EYES TO THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

It's a real "eye-opener" to discover that only with the Don Lee Network can you reach the huge outside audience—consisting of approximately half of the Coast's 12,117,584 people who spend $9,038,433,000 a year in retail sales!

**ONLY DON LEE** offers 41 stations to accomplish this dual job of inside and outside coverage—more stations than all other networks combined.

**ONLY DON LEE** with overall coverage of both markets, delivers more listeners than any other Pacific Coast network.

If your product can be sold all over the Pacific Coast, remember only Don Lee has the network facilities to reach all the people in both Pacific Coast Markets.

More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee Station.

The Nation's Greatest Regional Network
Fan Mail Aid Is Introduced by AWB

Three-Day N. Y. Session Discusses Several Radio Angles

U. S. BROADCASTERS who measure the success of their programs by the amount of listener mail they evoke have nervously noticed in recent months a steady decline in fan letter volume. Last week a plan to fill the sagging mail bags with cheering praise was announced to the convention of the Assn. of Women Broadcasters held March 7-9 in New York. At a Waldorf-Astoria dinner given by the Association to the greeting card industry, a new line of radio fan greeting cards was displayed, which will be sold for 5 cents and up at shops throughout the country.

Sample verse on a card which bore a picture of a puppy: “I love your program “Love that station “Here’s my ‘paws’ for your station! The plan to distribute greeting cards for radio fans was suggested to the greeting card industry by Dorothy Lewis, Coordinator of Listener Activity, the NAB. Mrs. Lewis said it was her belief that the use of greeting cards would “encourage listeners to be more vocal.”

Miss Lewis explained that the availability of the new fan greeting cards would be mentioned on the air by members of the Association but that the major burden of promoting the distribution of the cards would be assumed by the greeting card industry.

Stimulates Correspondence

Alma Kitchell, president of the Assn. of Women Broadcasters, recalled that many listeners had told her they had planned to write her but had not received enough cards. She thought, she thought, would stimulate such correspondents.

The “world premiere” presentation of the fan greeting cards in a display of photographic reproductions of samples and the distribution of portfolios of cards to the guests. Stephen Shannon, managing director of the greeting card industry, presided at the presentation.

Other speakers at the Friday night banquet at the Waldorf were A. D. Willett, president of CAB, John Gillen, Second Assistant Postmaster General, and Lillian Fishman, member of the executive committee of the greeting card industry.

The feature of the first (Friday) session was a panel of discussions at Roosevelt Hotel by Lee Hart, assistant director of Broadcast Advertising for NAB, speaking on the subject, “How Would You Handle a Department Store Account?” Wynn Hubler Speece, woman’s director, WNAX Yankton, S. D., “How Do You Reach Your Rural Audience?”; Marie Houla, publicity and public relations director, WJW of Columbus, Ohio, “Are Your Showmanship Techniques?”; Dorothy Kemble, MBS continuity director, “What Do You Know About Station Operation as It Affects Your Program?” Frances Wilder, CBS consultant on daytime programs, “How Well Do You Know the Daytime Listener?”; and Eleanor Hanson of WHK Cleveland, “What Is Your Second Mile?”

Department Store Accounts

Miss Hart stressed the scheduling of departments of most interest to the audience, and then within the department, the featuring of individual items which will attract immediate traffic. “Helpful, informative copy is important,” said Miss Hart, “and should contain specific suggestions for the customer.” Finally, there should be follow-through with interior display, and a check at the point of sale to measure the business attraction of the display.

Mrs. Speece, advising how to reach a rural audience, said although she believed information important and helpful, she contended that it was worth twice as much if it were handled as conversation, than as a roster of important facts to be followed. “That’s where we have it all over the newspapers,” declared Mrs. Speece. “The producer of our own interest and enthusiasm is so far superior to seeing the printed word on the printed page.”

Miss Houla, said that showmanship belongs with the program department programs in any publicity or promotion. “The keynote of our industry and the job we all have to do,” said Miss Houla, “is the development of good will.” The first step, according to the speaker, is “to tell the truth effectively.”

Comparing radio to the United Nations, she said that broadcasters, too, were striving to shape a better world with more understanding.

“To do it,” Miss Houla said, “we must have dignity, because dignity is the proper decorum of high ideal. We must have the proper training and respect for accuracy, which produces honesty, because these are the products of our composite intelligence and of course, the showmanship of our medium itself demands that we have imagination and enthusiasm.”

Rules for Women

Miss Kemble offered several rules for women broadcasters to follow when preparing their programs: (1) investigate sponsored productions, and determine what the commercial says they will; (2) beware of over-commercializing programs; (8) investigate publicity releases to be used on the air to avoid propaganda; (4) investigate groups or activities to which broadcasters have been asked to lend their names; (5) try to make programs integral parts of the civic and social life of the community.

Mrs. Wilder urged women broadcasters to reassure their housewife listeners that “cooking, doing dishes, washing and ironing, mending and making the living room attractive are all important contributions to the American way of life.”

“The successful woman broadcaster,” said Mrs. Wilder, “will be the one who is aware of basic psychological principles that move people."

Ontario Major, Small Markets Meet

Regulating Body Similar
To FCC Is Suggested
For Canada

SMALL MARKET station financial and technical matters were highlighted at the one-day meeting of the southern Ontario small market stations, held at Toronto March 3. Under the chairmanship of Harry Dawson, manager of the Canadian Assn. of Broadcasters, it was recommended that the CAB establish standards for a certificate of proficiency for transmitter engineers, and that independent stations submit financial statements requested by the Dept. of Transport with the provision that these be treated confidentially and not be made available to competitors.

Ontario major market stations met March 4, and Toronto station representatives on March 5.

The small market group also discussed the possibility of a Parliamentary Commission. What the CAB should establish standards for a certificate of proficiency for transmitter engineers, and that independent stations submit financial statements requested by the Dept. of Transport with the provision that these be treated confidentially and not be made available to competitors.

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We pay our respects to the ownership and management of the distinguished radio stations (some of them with us from the beginning, some quite new) which have contributed so substantially to the growth of Spot Radio advertising for the combined benefit of the advertiser, the advertising agency and the radio broadcasting industry. Most of these stations have seen Spot Radio grow from the enfant terrible of 1932 to the "grown-up" of 1947 standing shoulder to shoulder with other advertising media, and bowing to none.

A LOT CAN HAPPEN IN 15 YEARS

1932 — EDWARD PETRY & COMPANY, INC. — 1947
In 1932

Just look back. In 1932, Spot Radio was actually in a state of chaotic turmoil. Sure, radio was getting results for advertisers — but in spite of itself. "Brokers" queried three or four stations in a market and then pushed the sale of the one from which they got the most revenue, regardless of the advertiser's needs. Local talent was "thrown in free," just to help the sale along.

* * * Agency time buyers, knowingly but helplessly, bought time for one client at one rate and the equivalent time for another client at a different rate — on the same station. This national advertiser paid the local rate while his competitor paid the national rate — on the same station. * * * Commercial copy limits and length of announcements depended on just how much the advertiser or agency could squeeze, wheedle or brow-beat out of the station manager. * * * Real research was non-existent. Radio was paying out, but there were no standards by which the advertiser could measure why or how. Yes * * *

It was that bad, it was a mess!
Then, on March 15th, 1932, Edward Petry announced the formation of the first national exclusive radio station representative company. A number of the leading radio stations of the country, alarmed at the situation of the industry, made up the first Petry "list." Others soon joined — and stayed. (Most of the stations on the Petry list have never had any other exclusive representative.) All of these stations felt that perhaps exclusive representation could solve the problem of the industry.
TODAY Spot Radio is an organized and integrated industry responsible for a highly successful advertising medium fully respected and constantly used by the nation's advertisers, large and small. This stature has been attained through the early and continued efforts of those who saw ahead and realized that success could be achieved only by giving fair consideration to the needs of the listening public, the advertiser and his agency and the radio stations of the country. The principles on which the Petry Company was founded and operates and the policies and practices conceived and executed by the Petry group of stations contributed in no small measure to Spot Radio's present-day place in the sun. This progress continues and will continue.
It isn't enough to be just once!

Here are some Petry "Firsts"

- 1st exclusive radio station representative.
- 1st to standardize and maintain station rates.
- 1st to eliminate brokers.
- 1st to publish and distribute standard market data.
- 1st representative to join NAB.
- 1st to advertise in national magazines to promote spot broadcasting.
- 1st to conduct and publish research to promote spot broadcasting.

To stay first you must be first throughout the years.

Edward Petry & Co., Inc.

Oldest and largest exclusive national radio station representative

New York - Chicago - Los Angeles - Detroit - St. Louis - San Francisco - Atlanta - Boston
WINNER of 1946 annual H. B. Davis Award presented to announcers of NBC and affiliated stations was Bill Stulla (extreme 1), KFI Los Angeles [BROADCASTING, March 3], who received $300 and a gold medal. Engraved rings were presented to group winners in several classifications, as follows (1 to 7): Herb Sheldon (second from 1), WNBC New York, NBC owned and operated station group; David Bennett, WKBO Harrisburg, Pa., local affiliates; Bob Kay, WAVE Louisville, regional affiliates; Arch Macdonald, WBZ Boston, clear channel affiliates.

RADIO GROUP OF KY. MEETS MARCH 28-29
SPRING meeting of Kentucky Broadcasters Assn. will be held March 28-29 at the Seelbach Hotel, Louisville, according to J. E. Willis, Nunn Stations, KBA president. Agenda has not been completed but tentative plans call for discussion of FM problems along with questions of general interest to AM operators and CP holders.

Meeting will open at 10 a.m. March 28, with luncheon following, and an afternoon session that will wind up with cocktails. Dinner meeting will include an FM speaker. Short business session and closed meeting for members are scheduled on the morning of March 29.

Vacancy created on the KBA board by departure of Peter Cline, WLEX Lexington, for Shreveport, has been filled with appointment by the board of M. L. Peace, WFKY Frankfort.

WAB to Meet
WESTERN ASSOCIATION OF BROADCASTERS, Canada, plans its next annual meeting at Minaki, Ont., Sept. 3 and 4. This will be the first WAB meeting east of Winnipeg. Canadian stations west of Lake Superior are members of the WAB.

Signs FM Contract
ONE of the largest contracts for FM advertising on the Pacific Coast has been signed by Breuner Stores, Richmond, Oakland, Berkeley and Vallejo, Calif. (furniture and radio retailers), with KRCC Richmond, new FM outlet. Contract is for a series of five half-hour weekly broadcasts for 82 weeks of Music from Hollywood, heard Mon. through Fri. 9-9:30 p.m. Program is a transcribed production of popular and light classical music arranged in the modern manner, featuring Frank DeVol and his orchestra. Agency is Emil Reinhardt Adv., Oakland, Calif.
WE'VE COME A LONG WAY TOGETHER

25 years
of Broadcasting "in the Public Interest"
to a Southern Audience
Licensed March 15, 1922 — the First Station in Dixie

20 years
of Affiliation with National Broadcasting Company

15 years
of Association with Edward Petry & Company, Inc.

It is now significant that WSB's first broadcast, the night of March 16, 1922, was a summary of the day's news. Then, as now, The Voice of the South recognized its obligation — and its opportunity — to serve in the public interest.

25 years of operation under the same call letters, and a continuous association with NBC and Edward Petry & Company since the organization of each, are evidence of the stability that has characterized WSB . . . one of America's great stations.

WSB
The Voice of the South
ATLANTA
750 KC • 50,000 WATTS
THE ATLANTA JOURNAL STATION
KRKO, WLBR Officials Offer Advice On Transcribed Shows' Cost Problem

LETTER to BROADCASTING from Charles Barham on prohibitive costs of transcribed shows (Feb. 17 issue) prompted two station officials to offer Mr. Barham advice. W. R. Taft, manager of KRKO Everett, Wash., writes that "KRKO's potential coverage will run roughly 10% of a Seattle station's—our retailer is fortunate to run 15% of the volume—yet most transcription companies charge anywhere from 33 1/3% to 100% of the Seattle price for the Everett market.

"Perhaps if enough small market stations were to show their interest in this matter [these] boys might realize that they are passing up a great potential market.

"As a suggestion to Mr. Barham, look into NBC recording division's 'package' deal, investigate World's 'Audi-Flex' service, check on the Texas Rangers and the Sons of the Pioneers. . . . KRKO went for the NBC 15 package proposition and has done right well with it. We also have all the other above mentioned shows (commercially sponsored)."

A way of circumventing the problem of high-priced transcriptions is offered by Julian F. Skinnell, operations manager of WLBR Lebanon, Pa.

"After contacting many transcription producers," he writes, "prices soon convinced me that I would have to look elsewhere for material to supplement our news and record shows. . . .

"So we went to work on the local color angle. We first employed an experienced news editor and when WLBR began operations in Lebanon three months ago, we went on the air with three daily local newscasts (all long since have been sold).

"We are building all types of live shows based on the support of local groups just as fast as time and personnel limitations will permit and the demand continues to exceed the supply. There are some talent costs for clients, but relatively little as compared to the prices of transcribed shows. . . . the local color angle works—and the smaller the community, the better it works," Mr. Skinnell says.

"Despite a great deal of small town talent we are not accused of being amateurish. We have high standards for announcers and we insist on good production methods and precision operations. . . . Now we have reached the stage where we neither need nor want canned programs and our clients and listeners are just as gratified as we are."

Goodfellow to Manage KSJB Jamestown, N. D.

COINCIDENT with its move into newly completed studios, KSJB Jamestown, N. D. (Jamestown Broadcasting Co. Inc.) has announced the appointment of Joseph W. Goodfellow as its resident manager. A CBS affiliate operating with 5 kw on 600 kc, KS J B is owned by John W. Boler.

Mr. Goodfellow Co. for ten years. He saw service in the Pacific area during World War II, and upon returning to civilian life went to New York to take charge of the New York national sales office of Mr. Boler's radio interests.

KSJB's new studios are located at 422 S. W. Second St., Jamestown. Lloyd R. Amoo, station's chief engineer, supervised construction of the studios and the installation of a new RCA transmitter seven miles south of Jamestown. The transmitter installation was completed last July.

Akron Daytime Listeners' Favorite Is Fred Waring

DAYTIME radio listeners of Akron, Ohio, have voted Fred Waring's 11 a.m. NBC program their favorite show in a two-week poll conducted by Bee Offineer, radio editor of the Akron Beacon-Journal. The Waring show is heard in Akron over WTAM Cleveland.

Close second was Don McNeill's Breakfast Club. ABC program carried by WAKR Akron. Arthur Godfrey, WADC-CBS, ranked third, and the remaining favorites in the order named were: Tom Brenneman, Request Matinee, Road of Life, Star Spotlight, Hymns of All Churches, news programs, Melody Roundup, Ma Perkins, House Party, Bride and Groom, Kenny Baker and Queen for a Day.

Listeners voted overwhelmingly for musical and variety shows, as compared with serials. Favorite serial was Road of Life. News broadcasts were popular, with Bswicke taking the top spot. Of the 2,899 votes cast in the Beacon-Journal's poll, 627 came from outside Akron, including one from Florida.
Edward Petry & Co. service and KSTP results. The country's foremost radio representatives ... the Northwest's leading radio station. What a pair! The one anticipating each step of the other ... the two teaming perfectly to give you the jump in this important Minneapolis-St. Paul Market. And the team continuing to match stride for stride to keep you out in front. Sure-fire stuff, this combination. Try it and see.

50,000 WATTS—CLEAR CHANNEL KEY STATION FOR THE NORTHWEST NETWORK EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
Represented Nationally by Edward Petry & Co., Inc.
World High-Frequency Office May Evolve at May Meeting

AN INTERNATIONAL high-frequency organization will probably be formed during the first World High Frequency Conference (BROADCASTING, Feb. 9) scheduled for New York. The World Radio Conference opening May 15 in Atlantic City, it was learned last week.

Preparatory meetings for the HF conference are under way with a 12-man committee drawn from the State Dept., War Dept., FCC and Bureau of Standards working on U.S. proposals. Industry consultation will be invited so that the U.S. delegation is fully informed of all American needs and demands.

Greatest difficulty faced by the HF conference is the lack of spectrum space for all HF services needing recognition. The preparatory committee’s problem is to get agreement on an international organization which it is understood, would act as an “ether regulatory body” to administer technical standards, monitor for deviations from assigned frequencies, provide a central information bureau to permit sharing of programs and establish an international code of broadcasting ethics.

High-Frequency Change
A complete realignment of the HF schedule is needed because since the beginning of the 10-day period in 1939 all nations started “pirating” HF frequencies with the result that the spectrum today is in chaos. The Allies are still using frequencies formally controlled by Germany and Japan, with international broadcasters generally picking up a frequency whenever it is not being used.

Thus the United States today is using about 56 frequencies whereas it is estimated that under an orderly apportionment of frequencies it would probably not be able to use more than 14 at any one time. This situation prevails in any country which has the facilities or interest to engage in HF broadcasting.

The need for an international HF organization has long been recognized and it is expected that most, if not all, of the nations participating in the Atlantic City meeting will bring their own plans.

Heading the preparatory HF broadcasting committee is Forney A. Rankin, associate chief, State Dept., International Broadcasting Division. Other members are: John M. Begg, assistant director, OIC; Robert R. Burton, International Broadcasting Division; John S. Cross, associate chief, State Dept., Telecommunications Division; Dr. J. H. Dellinger, chief, Central Radio Propagation Laboratory, National Bureau of Standards; Kenneth D. Fry, chief, International Broadcasting Division; Capt. Paul D. Miles, FCC Frequency Service; Harvey B. Otterman, assistant chief, State Dept., International Telecommunications Division; Curtis B. Plummer, chief, FCC Television Broadcasting Division; Thomas E. Brackett, OIC legal advisor; Col. A. G. Simpson, Signal Corps, War Dept.; and John D. Tomlinson, assistant chief, State Dept., Office of Administration.

FOR “STRENGTHENING the bonds of inter-racial harmony,” President Truman presents the Woddell L. Willkie Certificate of Merit to H. Leslie Atlasis (right) CBS Central Division v-p, and to Charles Browning of the Chicago Defender, (BROADCASTING, March 9). WBBM Chicago and the Defender have collaborated in presenting the weekly program, Democracy, U.S.A., which prompted the award.

NEW ENGLAND MEETING OF IRE SET FOR MAY
SIX TECHNICAL papers on communications, micro-waves, FM and measurements are to be presented at the all-day radio engineering meeting May 17 at the Hotel Continental in Cambridge, Mass. Sponsor of the meeting is the newly-created North Atlantic Region of the Institute of Radio Engineers.

A large space in the Hotel Continental will be devoted to exhibits of radio and electronic products manufactured only in New England. All members of the IRE except students, in the area concerned with the meeting, will receive a registration form by mail. Persons who do not receive registration forms may write H. H. Dawes, New England Engineering Meeting, 275 Massachusetts Ave., Cambridge 39, Mass.

RADIO STATION KGW EXTENDS CONGRATULATIONS TO EDWARD PETRY & CO. INC. ON THEIR FIFTEENTH ANNIVERSARY

THIS IS KGW'S FOURTEENTH YEAR OF ASSOCIATION WITH EDWARD PETRY & CO.
Consistent Station Policies Urged

Hardy Tells Oklahoma Conference of New Industry Trend

SUCCESS of stations coming on the air with little wattage and small investment has blasted the old broadcasting theory that high power, fine studios and a large staff constitute a great station, Ralph Hardy, executive assistant, KSL Salt Lake City, told the annual Radio Conference held Feb. 27-March 2 at Norman, Okla., and Oklahoma City [Broadcasting, March 3].

Mr. Hardy's talk was one of a large number scheduled on the four-day agenda. He noted that half of radio's management is in the hands of older men who entered the field as investors. The bonanza is past, however, and many stations are being sold, Mr. Hardy said. "The tired old men can't stand the gaff," he said, suggesting "this is the finest thing that has ever happened to the radio industry."

He called for managers to establish definite operational policies, clearly defined for all staff members. "So long as continuity writers, analysts, newscasters, program directors and managers each work in the dark so far as unified policy is concerned, the station will mean little as an influence in its community," he concluded.

Attendance of 611

With 611 radio executives, educators and students registered, the conference brought out several trends, according to those who took part. First, it was shown that radio management is acutely aware of its postwar community responsibility; with increased competition, broadcasters are alert to the growing need for better management, public relations, local programming, employee relations and program diversity.

A. D. Willard Jr., NAB executive vice president, warned of the censorship dangers facing all means of communicating intelligence. Unless remedial measures or Supreme Court action halt the censorship trend, he added, the press and movies may come under the restrictions now imposed on radio.

"Facsimile may be the difference between life and death for newspapers," he said. "Television is coming along more rapidly than it is realized by many persons in the motion picture industry. There will soon be tele-theatres. Both facsimile newspapers and teletheatres would be subject to the same licensing as are today's radio stations. The same censorship would apply. Because of these technological advancements, resulting in the necessity for a license, freedom of speech, freedom of the press and freedom of motion pictures would be threatened."

Ted Malone, ABC, urged broadcasters to unite in demanding the right to editorialize. "For every danger that can be given for editorializing I can cite a greater danger in the present system," he said. "Broadcasting will not attract greater managerial talent until greater opportunity for service is made possible through the right of a station to have a stated policy and to follow it," he added.

Discusses Religious Programs

Bill Bryan, KOMA Oklahoma City, told of the benefits of well planned religious broadcasting.

Leland F. Cooley, television director of McCann-Erickson, New York, told of the video session that 240,000 of the expected 300,000 receivers to be produced this year would go to the Eastern Seaboard, with the rest divided between Midwest and the West Coast. He estimated 100 transmitters would be produced this year.

Sam Cuff, general manager of Du Mont Labs., described a new process of recording telecasts. He predicted a powerful television station could be built in a city such as Oklahoma City for as little as $100,000, including all installation expense and equipment.

Parks Johnson, m. c. of the CBS Vox Pop, pointed to need for better commercials on programs and promised a different type of commercial format on his own program next autumn.

LOIRE BROPHY, 49, DIES; EMPLOYMENT ANALYST

LOIRE BROPHY, 49, head of her own employment consultant organization in New York and in private life the wife of John McNiel, former general manager of WJZ New York, died on March 4 at her home, 320 Park Ave., New York, after a short illness.

Miss Brophy had been an employment counselor for many of the large advertising and publishing firms. Her latest book, "There's Plenty of Room at the Top," was published in January by Simon & Schuster, Inc., New York.

Surviving is her husband.

FOR "outstanding services rendered to Naval personnel during World War II," WTOP Miami, Fla., Feb. 26 was presented an achievement award by U. S. Navy Dept.
February 17, 1947

Edward Petry, President
Edward Petry Company
17 East 42nd Street
New York City, N.Y.

Dear Ed:

My hearty congratulations to you, Ed Voynow, Hank Christal and Staff upon the culmination of your fifteenth year as Station Representatives.

As one pioneer in this industry to another, Station KFI commends the high ethical standards of representation that you have established and maintained.

Clean business, from the standpoint of advertiser, product and advertising copy, is synonymous with your name. Add to this salient factor your consistent sales policies - carefully planned and executed - and one can readily understand your leadership in the Spot Radio field.

We are indeed proud to be among the stations which you represent, and I am joined by the entire staff of KFI in the wish for your continued success.

Yours truly,

[Signature]
President

MEMBER NATIONAL ASSOCIATION OF BROADCASTERS
Southern Sportscasters Elect Harden President

SPORTSCASTERS of the South have formed the Southern Sportscasters Assn., to serve as a central distribution point for news of interest to all southern sportscasters, to work toward stamping out "gambling and bribery" in all sports, to seek for radio men "equal recognition and equal rights now granted other news gathering media," and to strive for improvement of broadcast facilities from playing fields—facilities now considered inadequate in many places.

Organization meeting was held at Columbia, S. C., with WIS as host. Frank Harden, WIS sports chief, who instigated the sportscasters association idea, was elected president of the group. Other officers are Bob Bender, WTMA Charleston, vice president, and Dan Daniels, WMAB Jacksonville, secretary-treasurer.

Guests of the radio men at the organization meeting included Alderman Duncan, AP bureau chief in Columbia; Riley Powell, UP bureau chief in Columbia; Earl Blue, Sally League (baseball) president; Fred Hunter, president of Columbia Reds baseball team; Steve Libby, promotion-publicity manager at WIS.

AMONG THOSE present at organization meeting of Southern Sportscasters Assn., held in Columbia, S. C., with WIS as host, were: front row (1 to r)—Bill Mims, WHAN Charleston; Alderman Duncan, AP bureau, Columbia; Fred Hunter, president, Columbia Reds baseball team; Earl Blue, president, Sally League; Riley Powell, UP bureau, Columbia; Durham Moore, WKIX Columbia; second row (1 to r)—Dan Daniels, WMAB Jacksonville; Norm Strand, WCAY Savannah; Bob Bender, WTMA Charleston; Frank Harden, WIS Columbia; Gene Hinrichs, WNOK Columbia; Wayne Poucher, WCSC Charleston; back row (1 to r)—Verner Tate, WPBC Greenville; Moody McElveen, WPOS Columbia; Joe Hunt, WRDW Augusta.

THE MUTUAL Board of Directors is scheduled to meet in Chicago June 10.

CBC Russian Beam

CANADIAN BROADCASTING Corp. plans to send shortwave programs to Russia as soon as suitable personnel are available, CBC International Service headquarters at Montreal, has announced. CBC sent its first Russian program on July 1, 1945, and it was rebroadcast on the Russian domestic service, the first foreign program so aired. Since then about six special broadcasts have been beamed to Russia. The Russian government asked the CBC to outline plans for a Russian language program from Canada when CBC international service began operations two years ago.

On this the 15th Anniversary of the Edward Petry Company Inc.
the staff of Station KSL extends congratulations and best wishes to that Company with appreciation for a job well done. The Petry affiliation with KSL, Columbia's 50,000 watt station in Salt Lake City dates back to 1932, and this association has been both a happy and successful one.

KSL
Columbia's 50,000 watt voice in Utah
Salt Lake City

Changes Affecting Three Cuban Outlets Listed

CUBA has notified signatories of the North American Regional Broadcasting Agreement of changes affecting three stations, as follows:

1170 kc—CMAB Artemisa, Pinar del Rio; 250 w, directional antenna at night; Class II station.
1290 kc—CMXX Holguin, Oriente; operating at present at Santiago de Cuba. CUL.
1360 kc—CMAW Pinar del Rio; 250 w fulltime; Class IV; scheduled to begin operations in October 1947.

Budget Cut

REQUEST by State Dept. for more than $7,000,000 to expand relay facilities for overseas broadcasting [CLOSED CIRCUIT, March 3] was whittled down by the Budget Bureau to $6,168,000. The sum is the largest part of a department supplemental appropriation demand of $3,366,000 sent to Capitol Hill by President Truman last Monday.

WCPO Cited

WCPO Cincinnati, Feb. 25 was presented an award of merit for being "the outstanding organization" in the Cincinnati Recruiting area of the Marine Corps, which includes the southern half of Ohio. Award was made as the result of WCPO's nomination, by Captain A. M. Roebuck, officer in charge of the Cincinnati district, as the individual outstanding organization assisting in the recent Marine Corps recruiting drive.
Any radio station which strives for quality in every phase of its operation will own the highest listener loyalty.

We have believed this since 1925.

KVOO

Oklahoma's Greatest Station

50,000 watts  1170 kc  NBC Affiliate

Edward Petry & Company, Inc. National Representatives
Trends
(Continued from page 24)
and more for two year (31%) and three year (13%) schedules. (See Table I for complete details by hour rate.)

"Are your BMB subscription costs high, low, or fair?"

% of BMB subscribers

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TOTAL 100%

Virtually as many station managers consider BMB costs fair or low (40%) as feel the costs are high (42%). Fifteen percent of the subscribers on the panel have not yet decided how to judge their BMB costs.

Findings By Area
Examination of the findings by geographical area reveals that station managers in the Pacific and Mountain areas are most satisfied with BMB costs—only 27% of these broadcasters regard BMB prices as high, and 50% judge the costs fair. Stations in the East Central and South Atlantic areas divide their judgments on BMB costs approximately equally between high and fair; while stations in the West Central, Middle Atlantic and New England areas tend to consider BMB costs high.

Managers of stations in smaller cities (10,000-25,000 population) consider their BMB costs fair more often than other broadcasters. Only 24% of this group feel BMB charges are high, but an equal number are undecided. Similar indifference is found in the smaller cities (under 10,000 population) where 27% of the managers reported they had not yet decided how to evaluate their BMB costs.

Among NBC and CBS station managers, approximately as many regard BMB costs fair as consider them high. ABC managers tend to consider their costs high, while Mutual affiliates emphasize the fairness of their BMB charges. Non-affiliates show a marked lack of decision—29% have not yet made up their minds.

Higher dollar volume stations (base rate $100 and over) are about equally divided in their judgments—virtually as many see their BMB costs as fair as consider them high. Low rate stations tend to consider their costs high, although a large minority (21%) are undecided.

Detailed replies by region, network affiliation, city size, and base hour rate are shown in Table II.

The final installment of the BMB survey will be published in the March 21 issue of Broadcasting. It will report the answers to this question: "From what you have seen of BMB's operation so far, how do you evaluate:

(1) BMB's management;
(2) BMB's research formula;
(3) BMB's selling methods;
(4) BMB's method of reporting its data;
(5) BMB's educational efforts in explaining the uses of its data."

ARTIST'S DRAWING of new Radio Bldg. in Arlington, Va., where WEAM will have its studios and offices. Station, scheduled to begin operations in March on 1390 kc, has filed proposal with the FCC to increase its power from 1 kw daytime to 5 kw day and night. Licensee is Arlington-Fairfax Broadcasting Co.

Radio Writers Lab Bought By H. R. von Dorster Jr.
PURCHASE of Radio Writers Laboratory (Lancaster, Pa.), radio script service, by Herbert R. von Dorster Jr., advertising agency executive, has been announced. The new owner, a Lancaster resident, recently returned from Europe where he served several years with the Army.

Radio Writers Laboratory, publishers of RWL Scripts, was founded in 1935 by the late M. S. Miller, a pioneer in radio script writing and syndication, who died Sept. 29, 1946, at the age of 39. Its services now extend to nearly 1000 radio stations in the U. S., Canada, Hawaii, Alaska, New Zealand, Australia and Europe.

Mr. von Dorster has announced that there will be no change in personnel and that he and Margaret L. Smith will serve as associate directors of RWL.

School for Veterans
THE AMERICAN THEATRE Wing school for returned veterans of the entertainment industry has begun its program. A change of policy will carry students through 10 weeks instead of the present eight, and more advanced courses will be offered. The practical courses include a radio workshop which will regularly present a show on WMCA New York. Other workshops include television, opera, and theatre. Among the new courses offered are acting—classic plays, a screen seminar, radio technique for theatre actors, acting techniques for singers, make-up—character study, general musicianship, radio announcing and additional dance and music courses.

fifteen consecutive years of sound business association

with Edward Petry & Company, Inc.

WFAA WORLD'S FINEST AIR ATTRACTIONS

DALLAS AFFILIATE OF NBC FOR TWENTY YEARS

Page 42 • March 10, 1947
BACKSTAGE AT WSM

THE TEEN-AGERS

HAVE A TERRIFIC TIME!

When Dixie Nightcap goes out over our 50,000 watt, clear channel signal it is an uproarious, Bobby-sox occasion. You'd think it all happened on the spur of the moment.

But back of this seemingly spontaneous effect there's a story—the story of WSM LIVE TALENT PRODUCTION in action.

Dixie Nightcap is a great variety show moulded from our roster of 300 entertainers. Comedy by such stars as Minnie Pearl, Rod Brasfield, and Jamup and Honey... songs by Betty and the Dixie Dons, Carolyn Malone, Kitty Faulkner, and Jack Baker... music by Owen Bradley and Beasley Smith and their bands. It's packed with name guest stars—loaded with surprises—and paced fast. It's typical of WSM produced shows that keep 650 a hot-spot on the dial for this area of 5 million choosy citizens.

• FOR SALE? Well, we built it as part of the teen-age bracket of our public service schedule. But it would be a good one for your teen-age product, wouldn't it?

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO.,
National Representatives

"The Best in Broadcasting"

WSM
NASHVILLE

March 10, 1947 • Page 43
ON THE 15th ANNIVERSARY of the EDWARD PETRY CO., INC.

FIFTEEN years ago, the Edward Petry Company announced a new plan of exclusive national representation. And, 13 years ago—WLH joined the swelling ranks of radio stations represented by that company.

WLH is proud to support the Petry plan loyally and consistently for so long a time.

WLH
Basic Mutual and Yankee Networks
Lowell-Lawrence
MASSACHUSETTS

Best Wishes to Edward Petry Co., Inc.

for 15 (or 50) more Successful Years from all the staff of

WAGE
Syracuse, New York
A Petry-represented Station
CJBC Toronto Planning Limited Acceptance of Commercials

ADDITIONAL SIGN that Canadian Broadcasting Corp. is swinging to full time commercial operation although remaining government controlled is seen in announcement on March 4 at Toronto that "new policy (for CJBC Toronto) will permit limited acceptance of local business." Horace N. Stovin & Co., Toronto, Montreal and Winnipeg, have been appointed exclusive representatives for local and national business. Bob Kesten, formerly with Canadian Army Public Relations, and former CBC and BBC war correspondent, has been given a six months contract as manager of CJBC.

Plans for development of station include a steady promotion campaign and complete recasting of program schedule. Mr. Kesten has been in radio since 1938, serving with CKGB Timmins and CKWS Kingston, and freelancing in Toronto. He went overseas with Canadian Artillery in 1945, and was later in charge of a 1 kw mobile station of Canadian Army in western Europe.

Change in policy of CBC in going more commercial on CJBC, key station of Dominion network and CBC's second station in Toronto, is of special interest in view of the fact that new 50 kw transmitter for CJBC, now 5 kw, is being constructed at site of CBL, CBC's other 50 kw station at Toronto. CJBC is expected to receive 860 kc frequency of CFRB Toronto, city's oldest station.

Development is also of interest

World Radio Conference Proposals Are Released

U. S. PROPOSALS and recommendations for the World Radio Conference beginning May 15 at Atlantic City [BROADCASTING, March 3] were released last week. The proposals, contained in revisions of the General Radio Regulations of Cairo of 1938 and the International Telecommunications Convention of Madrid of 1932, were almost identical with those produced by an industry-Government preparatory committee which has been working on the re-drafts since last November.

In addition to a revised service-allocation table [BROADCASTING, Feb. 24] the documents include a detailed plan for a permanent International Telecommunications Union and a Central Frequency Registration Board [BROADCASTING, July 1, 1946]. The proposed ITU includes an administrative council with supervisory authority, an executive committee to coordinate day-to-day operations of the Union and machinery for the establishment of committees to handle special problems.

in view of the fact that CBC was set up to give national coverage and not local commercial programming. CBC's increasing need for money to finance its programming and growing staff is considered to be in part responsible for the change in policy. CJBC is the first CBC station to have a commercial station representative.

It is understood that part of program changes will consist of cancelling American sustaining network shows and substituting local Toronto programs to give station local flavor which will later be expanded to give a southern Ontario programming content when station goes to 50 kw.

PRODUCER of This Is Your Home, Samuel Dickson (second from r), proudly displays the National Retail Dry Goods Assn.'s Award for Distinctive Merit which the show, heard Sundays at 10:30 a.m. on KPO San Francisco, won as an outstanding radio program of 1946. This Is Your Home deals with matters of particular interest to Californians. It has been on the air under continuous W & J Sloane sponsorship since February, 1943. With Mr. Dickson are Budd Heyde (extreme l), KPO announcer and narrator of This Is Your Home; R. V. Hamlin, vp of W & J Sloane; and Milton Seropan (extreme r), KPO-NBC sales representative.

"Hauoli la hanau"*

EDWARD PETRY AND COMPANY

We couldn't wish you *"HAPPY BIRTHDAY"* more sincerely if we had put it in English!

Aloha,

KPOA RADIO HAWAII

5000 W • 630 KC • HONOLULU

March 10, 1947 • Page 45
Congratulations

To Our National Representative
EDWARD PETRY & CO., INC.
15th Anniversary

NINETEENTH anniversary of the American Forum of the Air over MBS was celebrated Feb. 22. Blowing out the birthday cake candles are (l to r): Irvin P. Sulds, producer; T. A. M. Craven, vp of Cowles Broadcasting Co.; Sen. Charles W. Tobey of New Hampshire, one of the participants in the 19th anniversary panel discussion on how far a regulated industry should be subject to anti-trust laws (Bulwinkle bill); Theodore Granik, chairman and founder of the forum; Judge Thurman Arnold, former assistant attorney general, also a 19th anniversary panel member; Charter Heslep, MBS; Wendell Berge, until recently assistant attorney general, anti-trust division.

WBAY CORAL GABLES IS ON AIR AT 1490 Kc
WBAY took the air Feb. 26 at Coral Gables, Fl., as a fulltime independent station, operating with 250 w on 1490 kc. Station is owned by Atlantic Shores Broadcasting Ltd., whose general partners are James A. Brown, contractor, the Rev. Ronald Johnson, Bert Graulich, program director and formerly with two other Miami area stations, WQAM and WKAT, as an E. B. Griffiths, attorney.

Manager of the new station is Norman MacKay, for 15 years director of programs and advertising for WQAM. Walter E. Kinney is chief engineer, and the engineering staff also includes Jack Carteret, Eugene Wilbur and Joaquin Ossario.

Staff announcers are Merle Roberts, formerly of WCKY Cincinnati, Bob Meyers, formerly a Chicago free-lance, and Ted Anthony, formerly of WAGA Atlanta. Mary Jean Williams is music librarian, and Judy Strubhar, formerly of WGST Atlanta, is musical director. Verne Holter, recently of KOB Albuquerque, has been named traffic director. Sales staff consists of Gene Gosch of WFBM Indianapolis, Peter White and Jim Brooker.

Three G. I. students at the U. of Miami are working a shift at WBAY. They are Don Cuddy, continuity; Jerry Kraslow, news; Arthur Browne, symphony announcer. Serving as secretary to Mr. MacKay is Bette Falconer, formerly with WMMN Fairmont, W. Va. Alma Jane Schwarzenbek is PBX operator and receptionist.

WBAY is presenting music around the clock and UP and local news every half hour day and night. Station’s transmitter and 180-ft. tower are located on a 5-acre plot three miles from downtown Miami. Studios are at 322 Avenue Aragon, Coral Gables.

Ontario Meeting
(Continued from page 26)
Rowlands, CKDO Oshawa; Frank Johnson, CKNX Winnipeg; Bill Burgoyne, W. C. Wingrove and V. A. Lococo, CKTB St. Catherine's; W. C. Mitchell and J. Shaw, CKCR Kitchener; Burton Heward, CKSF Cornwall.
Attending the Ontario major market stations meeting on March 4 at Toronto, were Roy Thomson and Jack Davidson of CKWS Kingston, CHER Peterborough, CFCH North Bay, CKGB Timmins and CJKL Kirkland Lake; Lloyd Moore, CFRB Toronto; Jack Cooke, CKEY Toronto; Ken Soble, CHML Hamilton; Bill Cranston, CKOC Hamilton; Ted Campeau, CCLW Windsor-Detroit; D. Wright, CFPL London; Lyman Potts and Lloyd Westmoreland, CKOC Hamilton; Clifford Sifton, CKRC Winnipeg; Wes McNight, CFRB Toronto; and Roly Ford, CHUM Toronto.

JINGLES POPULAR
Upper Darby, Pa. Church Group
Likes Singing Commercials

THEY LOVE singing commercials in Upper Darby, Pa.
At least the dancing members of the St. Laurence church congregation love one of them—the one used by Bit-O-Honey candy on David Harding’s Counter, an ABC show. Recently William J. Ryan, who conducts weekly dances at the church, requested a recording of the Bit-O-Honey jingle.
It seems there had been "awkward pauses" between dance sets and Mr. Ryan decided to fill them with the commercial tune. "It was an instant hit," he wrote. "We now plan to collect other lively jingles."
To Edward Petry & Company

CONGRATULATIONS

From KARK, Little Rock

To the Petry organization on its 15th Anniversary, KARK extends sincerest congratulations. Your high standards have gained the respect of the national radio advertising field and have advanced the efficient use of spot radio for all broadcasters. KARK, too, in its 16 years of service to listeners, has maintained the highest standards of radio. That is why KARK, the only NBC outlet in Arkansas, continues to be, year in, year out, one of the most listened-to stations in Arkansas!

KARK

5,000 Watts
920 kc.
LITTLE ROCK, ARK.

ED ZIMMERMAN
Vice President and General Manager
National Representative:
EDWARD PETRY & CO.,
San Francisco

SPECIAL OCCASION!

* THE ownership and management of WMAS congratulate the Edward Petry Co. on the occasion of its fifteenth anniversary.

WMAS joined the exclusive national representation of the Petry Company 13 years ago. And, during these years, has been a cooperating part of the vital Petry plan for representation.

WMAS
CBS Affiliate
SPRINGFIELD, MASS.

To Edward Petry & Company

CONGRATULATIONS

From KARK, Little Rock

To the Petry organization on its 15th Anniversary, KARK extends sincerest congratulations. Your high standards have gained the respect of the national radio advertising field and have advanced the efficient use of spot radio for all broadcasters. KARK, too, in its 16 years of service to listeners, has maintained the highest standards of radio. That is why KARK, the only NBC outlet in Arkansas, continues to be, year in, year out, one of the most listened-to stations in Arkansas!

KARK

5,000 Watts
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LITTLE ROCK, ARK.

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National Representative:
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San Francisco

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WMAS joined the exclusive national representation of the Petry Company 13 years ago. And, during these years, has been a cooperating part of the vital Petry plan for representation.

WMAS
CBS Affiliate
SPRINGFIELD, MASS.
IRE Convention Sees New Equipment

TV Apparatus Prominently Displayed at Annual Industry Show

(See story on page 16)

FILLING two floors of New York's Grand Central Terminal was an extensive display of RCA equipment, representing the first full year of peace. From the massive transmitters to the tiny components of subminiature tubes, the makers of radio apparatus showed in their exhibits how the wartime discoveries and developments are being converted to peacetime uses.

Television met the visitor at the very door of the exhibit area, where he found himself staring at his own image in the screen of a video receiver. The image was transmitted from a receded television camera focused on the gateway. RCA exhibit which flanked the front of the show. RCA also displayed a new power tube for video transmitters that was announced February 21—utilizing a new principle not heretofore used commercially and flexible enough to cover the entire range of the 13 channels assigned to commercial television.

Video cameras and monitoring equipment were shown by Allen B. Du Mont Laboratories, along with a working model of the "inputuner" featured in the company's March, 1942, 460 mc, cathode-ray tube, designed to eliminate the cutting stylus. Cutting stylus belts are used to read a record or reproducing equipment, substantially eliminates surface noise but curtails the dynamic range of the pickup. Du Mont Co. showed its "soundmirror" magnetic ribbon reproducer for home recording but also displayed a "filter tuner" for recording programs for amplification use.

Another sort of video package, a set of television rehearsal studio equipment for schools, advertising agencies, department stores, television production companies and others who want to stage video programs, was shown by Television Projects Inc. The TPI equipment is priced at $3,000, with TPI supervising its installation and instructing the buyer's personnel in its operation.

TV Receiving Antennas

Television receiving antennas were shown by Workshop Associates and by Kings Electronics. The Workshop antenna is a three-element high gain unit, priced at $28.50 and with a different model for each channel. Kings offers a "roto beam" antenna, a double dipole which by means of a remote control switch at the set can be rotated through a full circle, enabling exact focus on any signal. "Roto" beam is trademarked.

Facsimile apparatus was displayed by Finch Telecommunications and Times Facsimile Corp.

The latter exhibited equipment for transmitting news pictures, weather maps and the like on a point-to-point basis, either by radio beam or wire. Finch showed broadcast transmission and receiving units, home recorders, a table model and a console, each including AM and FM receivers as well as the facsimile apparatus. There is little evidence these new types of radio communication by no means stole the show from broadcating. AM and FM transmitters were promi-

The set, including a program selector clock, is priced at $495.

Subminiature tubes and printed electronic circuits, developed for wartime use in the radio proximity fuse, were shown by the National Bureau of Standards. Raytheon Mfg. Co. displayed subminiature tubes operating in the citizen's radio band of 460 mc, and Sylvania Electric Products also showed these subminiature tubes and diodes or amplifiers. A. W. Franklin Mfg. Co. showed a line of sockets for these tiny tubes.

American Telephone & Telegraph Co. and General Electric demonstrated the activity of microwaves in their exhibits, and AT&T showed a diorama of its experimental microwave relay system between New York and Boston. Federal Telephone & Radio Corp. displayed a model of its microwave pulse time multiplexing circuit.

An AM signal-tube wave, for whose development J. R. Pierce of Bell Labs received the Morris Liebmann memorial prize, was shown in the Western exhibit.

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A recorder designed to record a full quarter-hour on one 35-mm film with home recorders, a table model and a console, each including AM and FM receivers as well as the facsimile apparatus.

Another sort of video package, a set of television rehearsal studio equipment for schools, advertising agencies, department stores, television production companies and others who want to stage video programs, was shown by Television Projects Inc. The TPI equipment is priced at $3,000, with TPI supervising its installation and instructing the buyer's personnel in its operation.

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PLANS PROGRESSING FOR CHICAGO COUNCIL

THE SERIES of preliminary meetings to set up a council of radio unions and guilds in Chicago has been completed satisfactorily, according to Orin Tovrov, president, Midwest Region, Radio Writers Guild. Chicago locals of AFRA, IBEW, Radio Directors Guild, NABET and Radio Writers Guild attended. First three are APL affiliates; NABET is independent; RWG is a member Guild of the Authors League of America, also independent. Though invited, Local 10, AFM, sent no representative.

Council will be advisory and discussion, and organizations will keep Council informed of negotiations and plans for negotiation.

KFW started congratulating the Edward Petry Company 15 years ago, and we're still doing it.

15 years of extraordinary service has made "Ed" Petry a leader in his field, and the same kind of service has made KFW "That Selling Station for the Southwest"
WEAL MEAN

WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO. 50,000 WATTS • BALTIMORE NBC AFFILIATE!

WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.
Remedy in Sight

ALTHOUGH the legislative mill has been grinding all too slowly for those who have been looking toward Capitol Hill for relief, it now becomes apparent that Congress is heading toward remedial labor legislation. Only the issue of radio's freedom is more important to those who live by the microphone.

Congress is disposed to enact legislation that will effectively end the secondary boycott. There appears to be little likelihood of banning the closed shop, however.

Practically all of the grief experienced by broadcasters has stemmed from the secondary boycott. That is because of the peculiar makeup of radio. Petrillo's AFM has been successful with its squeeze plays through that device. AFRA's entire technique of organization is based on it. IBEW has used that device. The story is always the same: The network agrees to terms but must agree not to serve affiliates which have been denied unfair labor union. AFRA, organized in only a handful of cities, thus could force the networks to "organize" for them in every city in which they have affiliates by the simple device of having the particular station declared "unfair." The union encirclement of radio could become complete if the vicious secondary boycott practice persists. The anti-Petrillo law, now to be reviewed by the Supreme Court, was aimed at that obnoxious practice. The Petrillo law has been adjudged "illegitimate" by the lower court, and therefore held unconstitutional, wouldn't matter, if Congress enacts new legislation effectively outlawing the secondary boycott and terminates other excesses which have given labor the whip hand.

ELEVATION of Joe Ream to the executive vice presidency of CBS is another success story of radio. Joe was 30 when he joined CBS in 1924 as a lawyer, later becoming general counsel. He switched to the administrative side several years ago. His election to the second slot under Frank Stanton is deserved recognition of his outstanding ability, acumen and personality.

Finger Pointing Dept.

NOT LAST AMONG those who point the finger of shame at radio for "crime" and "horror" dramas are the newspapers. It is interesting to observe, in consequence, the first three prize winners in the Eighth Annual Editor & Publisher Photo Contest.

No. 1: A woman leaping to her death from the blazing Statler Hotel in Atlanta.

No. 2: A fallen striker being beaten by four policemen while a small boy views the scene from the background.

No. 3: A 67-year-old man in a suicide leap from the Empire State Bldg.

Of the six honorable mentions, one is a murder victim; one a murderer; another a man accused of embezzlement; a fourth, more strike violence; a fifth the backside of John L. Lewis and a sixth, a small boy receiving his last pup from the poundmaster.

Thank goodness for the American press—and particularly for small boys, small dogs and John L. Lewis' large backside. All is not lost.

Station Break Brakes

MINOR insurrection is evident in station ranks over reports that the ruling governing station identification is about to be relaxed. The regulation (3406) now requires identification at half-hour intervals. The FCC is considering a change to one-hour intervals, on the hour.

Some affiliates see in this move a network-inspired effort to deprive them of their station break (now ranging 20-30 seconds) which now brings in substantial revenue, because adjacent top-rated network programs are the most coveted of all. Whether or not any network, or all of them, are supportive of this change, it obviously would mean that networks could book solid one-hour shoes with no station breaks. Affiliates argue that the half-hour station break is station, not network time.

We doubt whether the networks could influence the FCC to do anything of this sort. And it really doesn't matter what the regulations require. When and how frequently station breaks should occur is a matter of agreement between network and affiliates, not one subject to Government fiat.

The FCC says informally that the half-hour break no longer is needed for monitoring stations, and he has day by day since the days when stations bopped all over the band, and had to be checked on frequency deviations by the inspectors. Monitoring equipment and crystal controls now are such that deviations can be detected without awaiting the station break. Hence, the FCC may be disposed to relax the rule.

The FCC can require identification once an hour or once a day. It should have no bearing on the business relationships of networks and stations. We are mindful of the fact, however, that the listener might desire frequent station identification, particularly with so many new ones cropping up. And that condition won't be helped with the upcoming 30 kc separation between stations in the same cities, in lieu of the existing 40 kc, which will tend to clutter up the band that much more.

We feel stations shouldn't be deprived of legitimate and important revenue—particularly important to the smaller affiliates. Nor should stations try to jam more than one spot in a second break.

With competition keenener and more stations' management for the convenience of networks or artificial barriers to legitimate revenue sources. Shuttling off of such revenue would promptly result in action by affiliates, probably in the formation of a new affiliate organization like the Independent Radio Network Affiliates (IRNA).

A FEW days ago, the Board of War Communications passed out of existence, by executive order of the President. The board had been created in 1940 as the Defense Communications Board, when war swept into the strategy. Certificates of the board's activities made headlines. It imposed restrictions on all modes of communications operations, functioning as a security agency. It was responsible for the freezes which concerned critical equipment. But the most important action of the board heretofore has never been publicized. The board had before it early in its existence, a proposal that all broadcast operations be placed under general Government control. It turned thumbs down on it. Its wisdom was reflected in radio's war performance which won the plaudits of Government, the military and the public. With the board's demise, we should remember that it could have happened here. For the BWC, there should be a hearty "Well Done!"

HARRY DENVIR BURKE

HARRY BURKE has been "air" minded for twenty years! He pioneered in Midwestern aviation and broadcasting. At times these two industries occupied equal importance in his life but broadcasting eventually took the lead.

Radio took a foothold in Mr. Burke's life 19 years ago when he became announcer and salesman for WJAG Norfolk, Neb. He became manager of OFW for the left in 1931, to become affiliated with WOW Omaha. During the 13 years with the WOW organization where he began as part-time announcer and salesman, he was chief announcer, program manager and assistant general manager in charge of sales.

In April 1944 he became general manager of KFAB Lincoln, and wrestled for two years with material and building problems in an effort to beat KFAB a 50,000-w Omaha operation. The week of January 13, this year, trade paper announcements heralded his success. Now as general manager of the only 50,000-w station in the Omaha area, he looks back on his 19 years of radio experience with a justifiable feeling of progress.

It was twenty years ago when Harry Burke began his active aviation career which has identified him with the continuous development of Midwestern aviation. He flies his own plane and is one of the original members of the Civil Air Patrol. He also holds the rank of Captain in the capacity of Wing Communications Officer for the State of Nebraska.

Mr. Burke has been consistently industry minded. Locally, regionally and nationally he is ever active in promoting broadcasting. Some of his outstanding work was with the Association of Education-by-Radio.

A highlight in his career was in 1943 when he was selected as one of 12 representatives in the radio industry to present the nationwide retail promotion plan of the National Association of Broadcasters in 126 cities.

His territory consisted of chief markets in Illinois, Indiana, Wisconsin, and Minnesota. Additional appearances were made in Iowa and Utah after the regular schedule had been terminated by the 12 radio executives who toured the United States, Mr. Burke was appointed to handle the premier presentation in Washington, D. C.

Although Harry Burke has always been a Manchester man in Central City, Neb. June 19, 1903—part of his early education took him East. He first attended Kemper Military School, Boonville, Mo.; then Worcester

(Continued on page 54)
Music Enchants a City

A city listens to music broadcast by WQXR... concert programs by the world’s greatest artists, composers, orchestras. More than half a million families — a city within a city — share a love for WQXR. They devote 62% of their radio listening time to WQXR... and more than 40,000 even pay $1 a year each for WQXR’s Monthly Program Guide. Above-average in income... selective in the products they buy... WQXR families are a discriminating market, valuable for better sales today... for consistent buying tomorrow. Over 80 advertisers currently use WQXR, “New York’s Most Beloved Radio Station”... distinguished for good music and the news bulletins of The New York Times.

WQXR
AND FM STATION WQXQ
Radio Stations of The New York Times
Respects
(Continued from page 82)

Academy, Worcester, Mass.; returning to finish his formal education at the U. of Nebraska.

In school he went out for football and basketball, and what time was left away from school was given to track and tennis.

Mr. Burke is still very fond of outdoor recreation. He often gathers a group of friends in his plane and flies them to the best nearby fishing and hunting grounds. At home he maintains a fair golf score.

"Fair golf score" is the way Harry Burke would describe his golf game. One of his outstanding features is modesty, and he is generally known—and liked—as "one of the quiet guys of broadcasting."

His wife is the former Laurine Jacobsen. They have two children, a daughter, Barbara, 16, and a son, Pat, 6.

Mr. Burke is a member of Sigma Nu, Ad Club, Adsell, Happy Hollow Country Club, University Club, Athletic Club, QB, National Aeronautical Assn., Ak-Sar-Ben, Kiwanis, Omaha and Lincoln Chambers of Commerce. Also he is a member of the Executive Council of the Covered Wagon Council of the Boy Scouts of America.

Version of Passion Play
Will Be Heard Over CBS

ARCHIBALD MACLEISH, American poet and author, has completed what is believed to be the first Passion Play ever created for a radio network, Davidson Taylor, CBS vice president and director of programs, has announced.

The play, entitled "The Son of Man," contains no original text by Mr. MacLeish, but consists of an arrangement of passages from the Gospels of Matthew, Mark, Luke and John. The MacLeish play will have a background of Bach music and will be broadcast by CBS sometime during the Easter season.

Book of Quiz Kids

THE HUMAN INTEREST side of the Quiz Kids program, and of the children themselves is told in an illustrated book titled The Quiz Kids, by Eliza Merril Hickok (Houghton Mifflin Co., Boston; $2.50). Miss Hickok has been researcher, chaperone, and adopted aunt of the Quiz Kids since the program's beginning. She tells how Joe Kelly was selected as master of ceremonies, how the children are chosen, and the different personalities among them, and how guest comedians—Fred Allen, Jack Benny, Bob Hope—have behaved as m.c.'s on the show. The book is written in a light, popular style, with humor, and with a deep understanding of children.

Canadian Stations Get Questionnaire

RENEWAL of Canadian Broadcasting station licenses on April 1 hinges on recommendation of board of governors of Canadian Broadcasting Corp., who have asked for the first time that stations submit plans for the year's public service broadcasting. Questionnaire has gone to all Canadian stations from George Young, CBC station relations director, Toronto. Answers are to be filed with CBC by March 10.

Stations are being asked to undertake operation in compliance with provisions of the Canadian Broadcasting Act (1936), and to perform the duties of a trustee of a radio frequency; to list how many hours of average weekly broadcasting time will be devoted to programs of paid non-staff talent, unpaid non-staff talent, staff talent, community activities, talks and discussions on public affairs, and other local live broadcasts. Stations must report planned percentage of total revenue to be paid to local live talent, what percentage of total revenue is to be used for all local live sustaining programs.

CPA Sees Set Gain

MANUFACTURERS of radio receivers are expected to gear their production to increased output of combination or radio-record player models and television sets, according to a production outlook for 1947 by Civilian Production Administration. Production of table sets is at a record level, almost twice the 1940-41 monthly average, says CPA, and current demand is now apparently being met. CPA forecasts increases in car radios as fast as steel becomes available.

BBC's EARS BOXED

Afraid of Politics, Accuses

Labortite M.P.

ACCUSATIONS that BBC was too timid to broadcast controversial political discussion yet so bold as to devote "70%" of its humor to smutty sex stories were made during a House of Commons debate a fortnight ago, according to a report in the London News Chronicle reaching New York last week.

The News Chronicle's parliamentary correspondent reported that Mrs. Jean Mann, Labortite M. P., had asserted that British listeners were not getting their money's worth from the BBC air.

"After referring to the increased number of divorces, the problem of illegitimate children and parents who took their responsibilities too lightly," the correspondent wrote, "Mrs. Mann suggested that encouragement to regard 'that sort of thing as the high light of happiness could be found in the broadcasts of bands, crooners and even ITMA.' ITMA is one of Britain's most popular variety programs.
WTAG

Scores Big Hit

with Quiz Shows of Network Calibre Keyed for Local Appeal

Leave it to WTAG experts when it comes to promoting audience response, a natural goal sought by every advertiser. They've scored again with two smash-hit quiz shows, QUIZ PARTNERS, INC.† and A QUESTION OF MUSIC.† Quiz Partners, Inc., an audience participating show with "dividends" and stockholder's bonus prizes ranging from pressure cookers to pearls, fills WTAG's Little Theatre five days a week.

A Question of Music is an informal and entertaining daily half-hour with the WTAG Jury of Experts, who answer questions submitted by listeners. An amazing listener mail response, with questions touching all phases of music from Bach to Beale Street, keeps the program sparkling and fast-moving. Noted personalities visiting Worcester frequently appear as guest jurors.

No wonder WTAG programs pay big dividends to advertisers in this $300,000,000 high income market.

†Both of these shows available for participation.

Food purchases 53% above national average.
BOB BODDEN, former program director at WABC, New York, has joined KROS, Clinton, Iowa, in a similar capacity. He succeeds JACK HUBBARD who resigned to join sales staff of Pillsbury Mills Inc., Feed Mills Division.

LIE JONES, announcer at KLZ Denver, has been awarded full scholarships to attend Harvard Law School. Harvard awarded scholarships to ten college students throughout the nation with highest undergraduate records. Mr. Jones has worked as full time announcer at KLZ while earning his degree at U. of Denver.

JEAN GOSE, formerly with program department of Anfen-Ady, St. Louis, has been named education director of KMOX that city.

BILL PHILLIPS, announcer at WLBK Little Rock, Ark., has been added to NBC's network feeding "The Gangster," King Brothers production.

MR. JONES has worked as full time announcer at KLZ while earning his degree at U. of Denver.

STUART NOVINS, of Los Angeles casting department, has joined staff of WLBR announcing department.

JOHN TANSEY, educational director of KWWC Des Moines, has resigned as a result of illness.

IRA PeIRSON, of WOWO Fort Wayne, Ind., has resigned his position as station's continuity announcer.

FRED OLSON, former program director of KMOX, has been chosen as station's new program director.

JOHN M. glasses, director of dramas at WKLX Cincinnati, has been elected to house of pastors of Community, national high school dramatic group.

HARRY R. LUCKBE, Don Lee Broadcasting System director of television, March 10 will speak on "My Hollywood" at luncheon meeting of Los Angeles Electric Club.

HUGH WEDLOCK and HOWARD Sny- DER, both freelancers formerly with CBS "Inciner Simms Shew" to write for forthcoming shows and Comedy picture at Universal.

SUZIE NOVINS, assistant to CBS Western division director of publicity at all shows, March 12 will discuss "Effective Use of Radio" in an address to representatives of Greater Los Angeles Auxiliary.

AL STEIN, radio announcer formerly with WIND Chicago and WIBC Indianapolis, the sponsors of the "Inciner Simms Shew" has resigned from the post of KRRX Phoenix. He will conduct station's daily shows.

BERNIE SMITH, formerly in publicity department of Young & Rubicam, Hollywood, has been named production director of West Coast portion of CBS "We the People.

JOHN DE MALOY, WCOP Boston program manager, toured Vermont Mountain states speaking before groups of students in teacher education institutions there.


HERB PUTRAN, continuing as writer, has been named as director of NBC "Woman in White.

NORMA JEAN NILSON, 9-year-old ac- tress, who was in the "Wlbrace Stock Show" has been signed for film role in "The Gangster," King Brothers production.

WILLIAM GALLAHER, advertising director of KYW Philadelphia, has re- turned to his duties after a long illness.

TOM SNOWDEN, program manager of WEED Rocky Mount, N. C., has been named to head publicity committee for annual Eastern Carolina Pat Stock Show to be held in Rocky Mount in April.

JOHN TANSEY, production manager of WBB, Richmond, Va., is the father of a boy.

RUSS HALL, formerly in radio in New Mexico, and JOHN MOLAND, with KRHY Denver, Tex., have joined announcing staff of KCOX Denver.

JACK PETERSON, manager of program operations at WSB Columbia, S. C., CHARLES TIMMINS, WSB announcer and director; CHARLES BELL, station's chief control engineer, and STEVE LIBBY, WSB promotion manager addressed Col- umbia High School division of Na- tional Honor Society using subject, "Radio as a Future for Teen-age South Carolinians."

CECIL NORTON, former announcer of KRWX Riverside, Calif., has joined KWKW Pasadena in similar capacity.

RONALD C. O'FORD, television and FM executive director of KWS, Los Angeles, March 1 addressed district meeting of Los Angeles of America Public Relations Asn. on "What Television Wants From Colleges and Universities.

JOSEPH H. BECK, television director of WCNW Minneapolis accompanied by Big Dahlquist, director of North Star Drama Guild, has been in Hollywood for two weeks looking over West Coast television, radio and theatre operations.

ROBERT FENN, former producer of BBC London, is to establish himself in Hollywood.

JOS. B. HOLTON, Hollywood announcer, has been hired to produce "The Corpse Came C. O. D.," Columbia presentation of mystery novel by that title.

NORMA BARNETT, music librarian of KPOJ Hollywood, has resigned.

MERRITT COLEMAN, in charge of operations of WSB-TV New York television station, is the father of a girl, Bethy.


JACKSON LOWES, graduate m.c. at WWDW Washington, is the father of a girl, Jo Lynne.

DUIL DOUD, writer-producer at KGO San Francisco, has resigned to collaborate with BING MILLER in writing of "The Adventures of San Francisco." 

JOHN M. GUEST has joined announcing staff of WWNO and WWO-P Fort Wayne, Ind.

ERNIE LEU, folk singer, formerly with NBC "Plantation Party," has joined staff of WLBK Cincinnati, starting 15-week program. Tues. and Thurs. 10 a.m.

BENNE ALTER, formerly with WMT and WABO Detroit, Detroit, has joined program department of WBBK Rock Island, Ill.

HOWARD DUFF, star of CBS "Adven- tures of Space," has been signed by Universal-International Studios for role in film, "Beyond the Sun.

AGNES MOOREHEAD, star of CBS "Mayor of the Town," has been signed for major role in Walter Wanger produc- tions film, "Lost Love.

SHERIDAN SHREIDEN, music director of KOA Denver, has been chosen sole judge for Miss and two attendants of formal dance at Pueblo Junior College, Pueblo, Colo.

BILL BROWN, former WEA Madison, Wis. announcer, has joined staff of WBBX Westerly, R. I., in similar capacity.

ROBERT F. LAMERE, formerly with WJY Buffalo, has been named as program director at WLBK Massillon, Ohio.

ANNE HAYES, director of women's ac- tivities at KCMO Kansas City, Mo., has resigned as special awards by Parents Teachers Assn. for "meritorious work with children in the interest of home, school, and church.

JOHN TANSEY, formerly with WBB Richmond, Va., is the father of a boy.

DAR BY, formerly of KCRX Roanoke, Va., is the father of a girl. "Sterling Fisher, NBC public service counselor, has announced his candidacy for mayor of Tarrytown and North Tarrytown, N. Y.

LEN LEVINSON, Hollywood freelance script consultant, and DEL SHERMAN, another, have resigned their job as comic strip "Colonel Potterby and the Duchess" for packaging as weekly 30-minute situation comedy program.

GORDON ALLEN, announcer of CKOB Albuquerque, N. M., is the father of a girl, Merle.

GORDON GRAY, formerly with WAKR Akron, has been named announcing staff of WJR Detroit.

TONY FREEMAN, former orchestra conductor at KPO San Francisco, has been named musical director of station, suc- ceeding CALVIN MILLER.

GIL THOMAS, writer-producer former- ly with KPI Los Angeles and KWQ San Francisco, has joined KGO San Fran- cisco.

3 Mutual Programs to Go Off Air Late This Month

THREE Mutual programs will be discontinued at the end of this month, with General Foods canceling two shows and Seventeen magazine discontinuing the It's Up to You series.

The "Slim Rogers Show" currently heard on MBS Mondays through Fridays, 4:45-5 p.m., on behalf of the General Foods "Post's Corn Toasties" product, will go off the air the first week of March. The other General Foods shows, "McGarry and His Mouse," heard Mondays, 8:30-9 p.m., for "Sanka," will be discontinued on March 31. "Seventeen" Magazine, New York, will cancel It's Up to Youth, heard on MBS Wednesdays, 8:30-9 p.m., on March 28. Agency for the "Post's Corn Toasties" is Benton & Bowles, New York, while Young & Rubicam, New York, places the business for "Sanka." Al Paul Lefont, New York, handles the Seventeen Magazine account.

Summer Hiatus

LADY ESTHER SALES CO., sponsors of Screen Guild Players on CBS, Mon. 10:10-11:30 p.m., will take a week's summer hiatus from July 7 to Sept. 7. 8 Agency is Blown Co., New York.

STERLING FISHER, NBC public service counselor, has announced his candidacy for mayor of Tarrytown and North Tarrytown, N. Y.

Ski Safety

LADY ESTHER SALES CO., sponsors of Screen Guild Players on CBS, Mon. 10:10-11:30 p.m., will take a week's summer hiatus from July 7 to Sept. 7. 8 Agency is Blown Co., New York.
WINR'S Listeners Make WINR'S Advertisers WINNERS

Whether your message is of public service or for private gain, the way to win its greatest acceptance by the 225,000 people in the Triple Cities is to send it through the channel that wins their attention — WINR. And these people average more spending money per year than those in any other city over 75,000 in New York State.

DAVID CARPENTER, General Manager  HEADLEY-REED, National Representatives

NBC in the Triple Cities  ENDICOTT BINGHAMTON JOHNSON CITY
BIRTH NOTICE, 1923—

MEMPHIS, TENN., Jan. 23—Born to The Commercial Appeal, the South's greatest newspaper, one lusty radio station, christened WMC.

Radio Station WMC was created as a public service medium. Since 1923, this aim has consistently been expressed in the program structure of this pioneer station in the Mid-South.

That is why today the Mid-South area of 684,460 radio homes looks to WMC, listens to WMC, with a feeling of loyalty founded on complete trust.

—B.M.B.'s 1946 report.

the station with the billion dollar market area

AFRA Group Views Secondary Boycott
Advisory Group Holds First Meeting on Talent Problem

SPECIAL five-man AFRA committee authorized by the NAB board last January to report on developments in the talent union situation met Wednesday in Washington. The committee reviewed the whole problem. While no indication was given of the committee's action, it was expected that at least one more meeting will be held before a report is ready for the board's next meeting, scheduled May 21-22 in Washington.

The board became embroiled in an argument over the AFRA-network contract at the San Francisco meeting Jan. 5-7 after several directors insisted that the contract be thoroughly explored to detect any phrase or hidden sentence that might pertain to secondary boycott.

Boycott Opposed

In negotiating the contract, network representatives had taken a flat stand against such a boycott, even in the face of a threatened nationwide AFRA strike. The contract contains a clause in which networks and AFRA agree to appoint a joint AFRA-industry committee to explore the whole subject of relations between the industry and union.

Under this clause NAB was expected to name industry representatives to the committee. Pearing such action might be an endorsement of discussions touching the boycott subject, the board instead ordered President Miller not to name NAB or industry representatives to a joint board. Instead, he was directed to appoint the exploratory committee.

Attending the committee meeting were Roger Ciipp, WFIL Philadelphia (NBC affiliate); John Emmert, WCBM Baltimore (MBS affiliate); John J. Gillin Jr., WMOM Omaha (NBC affiliate); I. R. Lounceberry, WGR Buffalo (CBS affiliate); Herbert Petrey, WHN New York (independent). Attending for NAB were President Miller; C. E. Arney Jr., secretary-treasurer; Richard Doherty, director, Employee-Employer Relations Dept.

Book on British TV
FIRST postwar edition of "Television Receiving Equipment," a technical publication in the field of video in Britain, has been published by Iliffe & Sons Ltd., Dorset House, Stamford St., London, S. E. 1., for Wireless World. The author is W. T. Cocking, M. I. E., former BBC engineer, associated with Wireless World, who is also editor of Wireless Engineer. Important detail improvements in technique in British television are covered by the author in this additional page. Book now contains 354 pages of text matter and 210 illustrations.

ROY J. BOWMAN, assistant manager of KOFF Shawnee, Okla., has been named general manager. He succeeds his wife, Maxine, who resigned Mar. 1.

KING H. ROBINSON, director of public relations and chief of studio operations at KTRH Houston, Tex., has resigned to become general manager of KA T L Houston. He is scheduled to begin operation April 1 on 1500 kW with 1000 w. Mr. Robinson joined KTRH in 1930, attending in construction of station's plant and studios. He had formerly been with KYW Houston and WABP Fort Worth.

ADRIAN SAMISH, ABC New York vice-president in charge of production and television, is in Hollywood for two weeks lining up new network programs to originate from West Coast.

DUANE PETERSON, former auditor for KNRT Des Moines, has been named general manager of KRTF Radio Theatre. Mr. Peterson has served as assistant manager of theatre, which KNRT began operating last September.

ROBERT A. KELLEY, manager of WKKL Concord, N. H., is convalescing at home following injury he sustained when he slipped on snowy sidewalk.

HARRY McTIGUE, vice president and general manager of WINN Louisville, has responded favorably to treatment following cardiac condition which developed last month. (BROADCASTING, Feb. 24). He is expected to return home shortly but may not be at his office for several weeks.

IRVIN F. TEETSELL, sales manager at WPFO Atlantic City, N. J., has been named general manager of station, succeeding E. E. KOHN, resigned. Mr. Teetsell was formerly with WJTN Jamestown, N. Y., joining WPFO in January 1948.

DON SEARLE, ABC vice-president in charge of Western Division, has been in San Francisco conferring with G. A. V. L. GRUBB, manager of ABC stations in the West.

KARL O. WYLER, general manager of KTSN El Paso, Texas, has been elected to the El Paso City Council.

E. R. PFEFFER, general manager of WDIW Memphis, is the father of a boy, Richard Harrison.

JOHN M. RIVERS, owner and manager of WBBC Charleston, S. C., and RICHARD H. MASON, manager of WPPF Raleigh, N. C., are on ten-day cruise with Atlantic Fleet in Caribbean area as guests of Navy Dept.

G. A. RICHARDS, president of WJR Detroit, WOAI Cleveland and KMPC Los Angeles, and his assistant HARRY WEISNER, are in Los Angeles to supervise opening activities of newly installed 50,000-w operation at KMPC.

R. G. SOULE, vice president-treasurer of WFBF Syracuse, N. Y., is on six-week vacation at his home, Falmouth, Mass.

A. (Bob) ALBURY, general manager of WHBQ Memphis, has been appointed committee of division of program division of Sixth District, NAB.

JUSTIN MILLER, president of NAB, is to be guest speaker at annual banquet of Canadian Association of Broadcasters at Jasper, Alta., June 10.

ARTHUR HULL HAYES, general manager of WCBS New York, has been appointed chairman of special gifts committee of Cardinal's Committee of Lady for 28th annual appeal of New York Catholic Charities.
Here are two brand new Western Electric Reproducer Sets for broadcast stations, recording studios and other professional users—designed from the ground up to bring out the full quality of today's finest transcriptions and records.

The 1304A includes the popular 9A Reproducer; the 1304B has the new 9B. Both equipments are available, less cabinet, as the 304A and 304B Reproducer Panels respectively. An entirely new drive mechanism with a belt and one-step helical gear reduction at both 33⅓ and 78 rpm provides constant-speed operation and extra long life. Mechanical filters isolate the turntable effectively from vibration in the motor, the driving mechanism, and the cabinet.

A new, more efficient, electrical method of changing turntable speed, based on reversing the direction of rotation of the motor, eliminates the usual clash gears or planetary ball devices.

The attractively styled cabinet is adjustable in height to match various operating requirements. For full details, see your local Graybar Broadcast Equipment Representative—or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N.Y.

Designed by Bell Telephone Laboratories

Western Electric

QUALITY COUNTS

March 10, 1947 • Page 59
CARL W. WICKESTROM, former account executive of Western Adv., Los Angeles, has joined J. Walter Thompson Co., March 15, to establish his own advertising agency in that city, with agency for 14 years. ROBERT B. SHIREY, senior account executive of agency's Los Angeles office, will succeed Mr. Moggee as manager. Mr. Acree has been with the agency for 12 years.

NORTON W. MODGEE, vice president in charge of Los Angeles office of J. Walter Thompson Co., March 15, has opened his own advertising agency in the same city.

FELIX SUTTON, copy supervisor of Kaa- tor, Farrell, Cheek & Childs, New York, and ROBERT E. SHAW, agency's art director, have been named vice presidents.


BUSINESS RHOADES, partner in Rhoades & Davis Adv., San Francisco, has sold controlling interest in his firm to his partner, ROBERT O. DAVIS, desiring major portion of time to give to his interest in food manufacturing field. Mr. Rhoades will continue to act as a consultant and counsel to the agency.

ROY CAMPBELL, former sales development manager of Lockheed Aircraft Corp. and general manager of Western Adv., Chicago, has been named marketing director of Poulson Bros., Chicago.

Henry E. Courter, former account executive of Pacific Coast Adv. Co., San Francisco, has opened his own advertising agency in the same city.

JUNE FAIRCHILD, former marketing manager of Colgate-Palmolive-Peet, New York, has joined the agency, and has opened offices at 20th floor, 720 Fifth Ave.

HENRY O. WHITESIDE has been elected vice president of Gardner Adv., St. Louis, for the first time. Mr. Whiteside has been director of research and in recent months has served as assistant to president.

HERBERT A. CARLSON, account executive for Henri, Russ & McDonald, Chicago, has been elected a vice president of the agency.

EMIL V. LOTRUGLIO, assistant production manager of Charles Dallas Radio Co., Newark, N. J., has been appointed traffic manager.

ADRIAN BRYAN, former account executive at Lester Harrison Inc., New York, has joined Whitby Assoc., that city, as copy chief.

GLADYS PHELAN, former associate copy chief for Jergens products at Len- nel & Mitchell, New York, has joined Robert W. Orr & Assoc., that city, in same capacity.

SCHOENFELD, HUBER & GREEN, Chicago, have moved offices to 360 N. Michigan Ave. Telephone: State 1976.

ROBERT HOLLEY & Co., formerly located in RKO Bldg., New York, has moved to Walton Bldg., 236 W. 55th St., that city, also retaining branch offices in Bldg.

WALSH Adv., Windsor, Ont., has opened offices at Montreal, with LEO COX, former of J. J. O'Huson Ltd., as manager, and at London, England, where offices are located at Arno Ht., 38 Ruston Road. GEORGE AKINS, president, and ROGER IRWIN, account executive, are in England to open Lon- don branch.

HOWARD W. NEWTON, vice president and copy chief of J. M. Mathes Inc., Chicago, has joined Donahue & Co., that city, in similar capacity.


SANDERF DARM-STADER, formerly with Geyer, Newell & Ongan, New York, has joined Young & Rubicam, Inc., as copy director.

Daniel E. Brown, former account executive with J. Walter Thompson & Co., Chicago, has been named Advertising League of New York, March 12, will address luncheon meeting of American Marketing Assn., New York, on "The Future of Advertising in Latin America... Its Problems and Advantages.

H. SKINNER, former of San Francisco offices at 441 Powell St., that city, has been transferred to the agency's offices in Chicago.

MR. ROBERT WHITE, director of advertising, Los Angeles, has been named president of the agency.

Mr. Rosenwald has opened offices at 72 W. 7th St., Chicago.

ROBERT HOLLEY & Co., New York, has signed two year option contract, effective October 1, 1947, with NBC, for Standard Brands.

JOHN D. HYNES, business manager of radio division of Blow Co., New York, is the father of a girl, Barbara Nell.

CAMPBELL-EWALD Co., New York, basketball team, is the 3rd drean team to win Advertising League championship of Rocketelier Center.

ROBERT SIMPSON, account executive of J. Walter Thompson Co., New York, has resigned as president of the agency.

J. J. HANSELMAN has joined Short & Barber, Portland, Ore., as account executive.

BRADY & MANNELL have joined Group of Gotham Adv., New York, as account executive of the agency.

ROBERT S. SULPICE, formerly account executive of J. Walter Thompson Co., New York, March 31, is to resign from agency.

ALEXANDER STORONCH, former program manager with Young & Rubicam, New York, has joined radio sales department of William Morris Agency, that city.

J. J. HANSELMAN has joined Short & Barber, Portland, Ore., as account executive.

CHARLES MANNELL has joined Group of Gotham Adv., New York, as account executive.

ED RICE, former of Time television depart- ment of J. Walter Thompson Co., New York, has addressed the production semina of Television Work- shops, Los Angeles, as company representative.

W. RAYMOND FOWLER, vice president and account executive of Needham, Louis & Brer, Chicago, has been elected to agency's board of directors, succeeding the late HARRY PHIELS. Mr. Fowler joined agency 12 years ago.

ALVIN RAIDER, former sales representa- tive of WQWQ, Washington, has joined Levin Riehl & Co., Chicago, as an account executive.

RANDEE E. SQUIRES, formerly a member of Cincinnati agency by same name, March 2 presented three- hundredth copy of the "Vigilant" program on WLO Cincinnati, speaking on topic "Advertising Makes You Love Us." The program was rated as the "Most Vigilant" program.

MARCHAL F. BACHMENHER, former vice president of Lester Harrison- son Inc., New York, has been appointed a vice-president and director of Cher- now Co., New York.

WILLIAM B. LEWIS, vice president and radio manager of First Federal & Savings Trust Co., New York, and ARTHUR MOORE, producer at ABC radio network, Chicago, has been promoted to head Hollywood auditioning new programs.

LOURIS K. TISCHLER, partner in Shor- walter, Binger & Tischler, Hollywood, has resigned to join Jeannete Cain Adv., Los Angeles, as office manager and ad- count executive. Former agency will operate under name of Shorwalt-
15 HOME TOWN MARKETS
COMPRMSE THE NEW
INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KVMY, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KWYD, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City

15 Home Town Markets
(Population over one million)

There are 408,976 square miles in Utah, Idaho, Wyoming and Montana — 4 8/100 persons per square mile on the average! But the people live in concentrated areas where Intermountain Network stations are located, giving you concentrated coverage of 15 home town markets totaling more than a million people.
LONDON LETTER—By William Pingrey

Close to $16 Million Additional Funds Are Requested for BBC

The Assistant Postmaster General has asked approval for a supplementary expenditure for the BBC of 3,994,000 pounds ($15,976,000).

This sum was to cover January, February and March this year—a quarter not provided for in the original estimate of 7,500,000 pounds ($30,000,000).

The supplementary estimate, the Assistant Postmaster General said, consisted of 2,970,000 pounds ($11,880,000) for domestic services and 1,024,000 pounds ($4,096,000) for overseas services of the BBC.

The revenue for the domestic services represents 85% of the net license revenue for the three months period. The overseas services are not supported by license payers.

Barbara Ward, BBC Brains Truster, was scheduled to depart this month for a two months lecture tour of America for the Foreign Policy Assn. She said she planned to spend some time with CBS and other U. S. radio networks.

The London Star reported that BBC was completing arrangements to take over most of the British Army’s radio stations throughout the world.

By this, the paper added, “the BBC will gain valuable links in an Empire radio chain. Programs travelling to or from Britain and Australia or South Africa could be made crystal-clear if these services stations were used as boosters.”

The BBC was attacked last week in the House of Commons for playing too many Bing Crosby discs during the fuel crisis.

Walter Elliott, Conservative member from the Scottish Universities, asked the Postmaster General, government minister responsible for the BBC, if the public could not have had some of the cancelled “highbrow” Third Program “even in those hours which he has consecrated to Bing Crosby and Frank Sinatra?”

Replying to Conservative party charges that there was a preponderance of “left wing speakers” on the BBC, the broadcasting monopoly issued a statement that “a fair party balance is maintained over reasonably broad periods of time.”

“Taking all programs in all BBC domestic services,” it stated, “the figures for broadcasts by Members of Parliament... for the last quarter of 1946 were: Labor 18, Conservative 15, Liberal 3, Liberal National 2, Independent 5.”

The BBC said it can “discharge its trust of impartiality” without applying a “political test” or attaching a “party label” to every speaker.

Defending the BBC, Philip Fothergill, chairman of the Liberal Party Executive, said “the truth is that they (Conservatives) have failed to secure a higher proportion of broadcasts not because of political bias, but purely because they have not got the resources to offer the nation.”

Wreck Story Aired

COOPERATION of WFBG, NBC affiliate at Altoona, Pa., and of A. T. & T. line men and a Pennsylvania State Police sergeant enabled NBC to air a broadcast from the difficult-to-reach scene of the Pennsylvania Railroad’s “Red Arrow” wreck near Altoona on the News of the World broadcast the same day that the wreck occurred. Bjorn Bjornson, who was NBC’s Stockholm correspondent during the war, did the on-the-scene remote broadcast. Engineers from WFBG assisted Walter Godwin, NBC engineer from Washington, in setting up remote equipment for the broadcast. A. T. & T. line men strung broadcast lines from the wreck scene on the famed Horseshoe Curve to the nearest private telephone at a mine two miles away. Sg t. Sid Rutledge of the St a t e Police, did his part by leading the broadcast party over a little-known route through an open strip coal mine to the scene.

Communications Resume

COMMUNICATION between the U. S., and Rumania was resumed Feb. 25, according to an announcement by the American Telephone and Telegraph Co., New York. Telephone service between the two countries is established over a short-wave radiotelephone circuit between New York and Berne, Switzerland, and land lines between the Swiss capital and Rumania. Service with Europe has now been restored to all countries with the exception of a small number in Central Europe and the Balkans which were occupied by the Germans. Plans are under way, AT&T stated, to restore telephone service to several other countries in this area, also via the Switzerland radiotelephone circuit.
KCOL, FORT COLLINS 250-W OUTLET, STARTS

ALTHOUGH its new, modernistic transmitter-studio-office building is not scheduled for completion until April 15, KCOL Fort Collins, Colo., went on the air March 1 as a full-time 250-w outlet on 1400 kc. Temporarily the station is broadcasting from a frame building adjoining its new studios, which have been under construction since Nov. 1. Composer and

Mr. Kahle speech input equipment are being used for the present while the station awaits delivery of a new Collins double console and transmitter.

General partners of KCOL, which operates under the trade name of Northern Colorado Broadcasting Co., are: Douglas D. Kahle, who is serving as general manager and technical director, Jack L. Hitchcock, program director and promotion manager, and Wilbur E. Rocció, an attorney associated with Colorado's former governor, Ralph L. Carr, in Denver. Limited partner is Warren D. Brainard, who formerly was with KFAB Lincoln.

Before assuming the KCOL general managership Mr. Kahle was an engineer with three Denver stations, KFEL, KLZ and KOA. Mr. Hitchcock formerly was announcer and special events man at KFAB and KOA. During the war he worked with OWI in San Francisco and Honolulu, and later was put in charge of setting up and programming OWI's 50 kw propaganda station on Saipan.

Marvin Griswold, formerly continuity chief at KFAB, is KCOL's commercial manager and continuity chief. Harold Austin, formerly with KOA and during the war a radar specialist with Raytheon, attached to the Navy, is chief engineer.

KMAC Plea Denied

FCC announced last week that it had denied KMAC San Antonio's petition for a grant of its license on 1400 kc. The hearing previously ordered to investigate the station's programming, Comm. E. K. Jett voted to grant. The action was taken Feb. 22, a day after FCC announced it had refused to reconsider its order for a hearing, also on programming issues, on the renewal application of KONO San Antonio (BROADCASTING, Feb. 24). The two hearings are to be held March 4-8 before FCC Comm. Paul A. Walker in San Antonio.


cm (BROADCASTING, Feb. 24). The two hearings are to be held March 4-8 before FCC Comm. Paul A. Walker in San Antonio.

INFORMATION ON new games and hobbies is presented in dramatized form on new CBC Trans-Canada network program "James and John," aired weekly from Winnipeg. Program consists of talks by two young boys, James and John, with their uncle J. J., who tells them about new games and hobbies.

Transcribed radio programs can't be late! Speed counts—and that's why radio people' use Air Express regularly.

Great Britain's reconstruction needed blue prints quickly. International Air Express saved days in their delivery.

What's so "alike" about these things?

NYLONS have to get to salesmen on time. Speed counts. And Air Express delivers 'em pronto.

You need the speed of Air Express, too!

You're in a business where speed counts, and Air Express can serve you well. Today, more and bigger planes are carrying your Air Express shipments at speeds up to five miles a minute. Rates are low. For example: to Air Express a 17-lb. shipment 1149 miles costs $5.74. Heavier weights similarly inexpensive. Investigate! Special pick-up and delivery at no extra cost. Direct by air to and from principal U. S. towns and cities. Air-rail between 23,000 off-airline communities. Direct air service to and from scores of foreign countries.

2 Firms to Make Records Of Entire Operas Soon

RECORDINGS of operas in their entirety will be made available to the public in the near future as the result of separate contracts signed by Columbia Recording Corp., New York, and RCA Victor, New York, with the Metropolitan Opera Co.

The five-year contract between Columbia Recording and the Metropolitan provides for two operas each year to be recorded by Columbia directly from the stage of the famous New York Opera House.

BROADCASTING • Telecasting

March 10, 1947 • Page 63
AWB Meet
(Continued from page 26)

ivate her listeners and who through her programs gives status to her listeners."

Friday afternoon, a panel discussion on the theme "Radio Trends" was participated in by J. R. Poppele, president, Assn. of Television Broadcasters, who spoke on "Television's Appeal to Women"; John Hogan, president of WQXR New York, "FM & Facsimile"; Dr. Paul Lazarsfeld, Columbia U. professor and co-author of The People Look at Radio, speaking on "The Public Looks at the Woman Broadcaster"; and Dr. Rindlaub of BBDO on the subject "Advertising Looks Ahead."

Women in Television

Mr. Poppele pointed out that women make excellent television announcers, because "a pretty face on a television screen is much more appealing to a televiser than a mustached Romeo with a soft voice."

Even in the demonstration of commercials, the feminine touch is important, especially in the light of a recent survey which showed that a televised message is eight times more potent than the spoken word, he said. Mr. Poppele believed that women will also gain some of the top sales positions because of the buoyant enthusiasm they can register for anything which strikes their fancy.

Mr. Hogan explained how a four-page edition of a facsimile magazine for women might be set up. Mr. Hogan said that the first page might be a digest of news interesting to the home, the second fashion news and advertising, the third food items and marketing information, and the fourth a serial story with illustrations. Regarding the various forms of radio, Mr. Hogan concluded, "We regard standard broadcasting, FM sound broadcasting, FM facsimile broadcasting and television as the four complementary parts of the radio picture and not as competitors."

During a Saturday morning panel discussion Sally Butler, president of the National Federation of Business and Professional Women's Clubs, criticized present program standards, particularly damning "soap box operas," "alleged" comedy shows, and the "silly competition which exists among the four major networks."

"Radio is too old to be adolescent," Miss Butler said, "so I say... wake up, radio, it's almost too late."

THE SASKATCHEWAN ASSOCIATION of Broadcasters has been revived and reorganized, and its first reorganization meeting was held at Regina during latter part of February.

Jackson Brewing's Spots Prepare It for 10° Below

NEW ORLEANS—If the temperature goes below 100° or falls below that, Jackson Brewing has to do a spot radio advertising. Temperature Reports Go on Sale in Chicago.

RADIO JIGGLES MAY SOON TINKLE ON TEMPERATURE REPORTS

Program Producer Is Ready to Give Us a "Zing for Merchandise, MisFortune, Meteorology..."

LOW COST...
based on city population
UNDER 50,000 $7.00 per wk.
UNDER 75,000 $8.50 per wk.

BROADCASTING • Telecasting
Allied Arts

W. ROSENTHALBERGER, former regional manager for RCA Victor Division in southern region, has been appointed manager of renewal sales in RCA Tube Dept., Camden, N. J., succeeding DAVID J. Finn, who has been appointed general sales manager of RCA Victor Record Dept.

JON ARTHUR AIR FEATURES, Hollywood, syndicated script library, specializing in five minute "Program Pak" services, has filed for incorporation in San Francisco. JON ARTHUR is listed as president and general manager. HARRY MITCHELL, m.c., on "Count Me the Minus," is vice president; KNOX MANNING, CBS network announcer, secretary-treasurer.

Mr. Arthur has opened his own advertising agency at San Jose, Calif. Offices of Benet Hanau & Assoc. are located at 77 E. Santa Clara St.

BOB OAKLEY, formerly with General Amusement Corp., has joined Bergen-Cunning Television Productions, Hollywood, as account executive.

HORACE H. SILLIMAN, district manager of New England and up-state New York territories for Bendix Radio Division, Bendix Aviation Corp., Baltimore, Md., has been appointed manager of distribution for radio and television. He replaces J. T. MALTBY, who has been named general sales manager for Bendix and television [BROADCASTING, Feb. 24].

VIDEO Assoc., New York, television packaging agency, has formed television consultation service, Video Consultants, to assist advertisers, and advertising agencies in buying time, selecting shows, etc.

MARTHA VON MALOTKE, assistant to president at A. C. Nielsen Co., Chicago, has been elected secretary of company.

WALTER DITCHBURN Jr., formerly associated with several airline companies in executive capacity, has been named executive director of Midwest School for Radio Broadcasting, Des Moines, Iowa. Mr. Ditchburn has been with several agencies in the advertising field.

BOB WOLCOTT Jr., former manager of KXON-O'Donnell Adv., Palm Springs, Calif., has joined Bishop & Assoc., Los Angeles, as public relations director of newly formed public relations firm.

WILLIAM B. LINDSEY, salesman of 6000 Sunset Radio Center Recording Studios, Hollywood, has shifted to Universal Records, that city, in similar capacity.

Award Broadcast

FOR third consecutive year, Motion Picture Academy Awards presentation March 15 will be carried exclusively on ABC, Thurs., 11:45-12 p.m. In addition AFTRS will beam program abroad to its stations. KFWB Hollywood will cover street scene and Shrine Auditorium foyer portion of the presentation.

Opener Is Sustaining

ALL COMMERCIAL announcements were cancelled for the first four days of broadcasting for KRXU Phoenix, which went on the air last Wednesday. In emphasizing public service, John D. Morgan, general manager, said, "We want both our advertisers and our listeners to become fully acquainted with our programs and policy during this four day period." KRXU, the key station of the Arizona Network, is a 24-hour operation.

High Command of new WRNY Rochester, which began operation last month: (l to r) Harold Kolb, program director, formerly of WEDR Buffalo and WSAY Rochester; George B. Kelly, former U. S. Congressman from Rochester, president; and Lester W. Lindow, former general manager of WFBF Indianapolis, general manager.

The Nunn Stations

These Stations Deliver A
SELLING IMPACT!

- KFDA ABC Affiliate
  Amarillo, Texas
  Howard P. Roberson, Mgr.

- WBIR ABC Affiliate
  Knoxville, Tenn.
  John P. Hart, Mgr.

- WLAP ABC Affiliate
  Lexington, Ky.
  J. E. Willis, Mgr.

- WMOB ABC Affiliate
  Mobile, Ala.
  Archie S. Grinalds, Mgr.

- WCMQ CBS Affiliate
  Ashland, Ky.
  Huntington, W. Va.
  Joseph B. Matthews, Mgr.

NOTE: KFDA, WBIR, WCMQ and WLAP are Represented by The John E. Pearson Co. WMOB is Represented by The Brumham Co.

BROADCASTING • Teletcasting
March 10, 1947 • Page 65
WOL Airs Opposing View On Farmer Cooperatives

DIFFERING views on the question of farmer cooperatives have been aired by Commentators Fulton Lewis Jr. and Ardur Gaeth over WOL, Washington, D.C., Mutual outlet, this month. Mr. Lewis, whose broadcasts on the subject of cooperatives resulted in the filing of a petition requesting investigation of his statements [BROADCASTING, March 3], has attacked farmer cooperatives as a new and threatening form of super big business which Mr. Lewis contends is enjoying special freedom from the taxation that private enterprise has to pay.

In answer to Mr. Lewis, Mr. Gaeth interviewed Karl Loos, speaking for the National Council of Farmer Cooperatives, and W. G. Wysor, general manager of the Southern States Cooperative Inc. Mr. Loos contended that many small farmers who would be helpless if operating alone get together in a cooperative to attain effective bargaining power in selling their products and in obtaining farm production supplies and equipment. He pointed out that all cooperatives are subject to federal income taxes and pay real estate, social security, transportation, communication, excise and personal property taxes.

Mr. Wysor, explaining that Mr. Lewis had taken the position that there was the evasion in cases where patronage refunds are paid in stock, declared that Mr. Lewis himself is a member of Southern States Cooperative, owns Southern States common stock in the amount of $1.01, and received patronage checks in the form of dividends of $10.98 for 1944, 1945 and 1946.

TOKONTO ADV. & SALES CLUB has presented $1,000 to U. of Toronto for two $500 bursaries for graduate students to continue studies on marketing.

NEWLY APPOINTED director of personnel for Columbia Recording Corp., Elmer Eldridge (1), receives congratulations from the firm's executive vp, Mefford R. Runyon. Mr. Eldridge, who served three and a half years as a lieutenant commander in the Navy, formerly was chief industrial engineer for Montgomery Ward and Co.

FOUND!

A NEW audience! . . . more than two hundred thousand Southern Californians who now have their own "home town" radio station for the first time!

Ontario . . . Pomona . . . Upland . . . Fontana . . . Corona . . . Claremont. These are new names to you perhaps

BUT these names represent one of the richest agricultural-industrial areas in the entire world.

* HERE is located the giant Kaiser Steel Mill . . . the great Corona Naval Hospital . . . the General Electric Appliance Factory.

* HERE is located the largest grape vineyard in the world.

AM PLUS FM AT ONE LOW RATE

West Coast Representative:

TRACY MOORE AND ASSOCIATES

Los Angeles 6381 Hollywood Blvd.
San Francisco 79 Post Street.

ONTARIO, CALIFORNIA

NEWS

JACK GRANEY, sportscaster of Cleveland Indians baseball games since 1933, and VAN PATTERSON, former sports director of WKBW Buffalo, have been named to handle broadcasts of Indiana's 1947 games over WGOI, Cleveland, sponsored by General Mills and Grey's Drug Stores [BROADCASTING, Feb. 25].

JIM COONEY, former reporter with Des Moines office of UP, has joined news staff of KRMT Des Moines. GODDON NEWS SERVICE has been cited by War Dept. for his World War II service as weather correspondent.

W. H. (HUB) MURPHY, formerly with KWK St. Louis and recently manager and track announcer of events at Sportsmen's Park, Phoenix, has been appointed sports director of KKBX Phoenix.

ROBERT F. HURLEIGH, director of news at WGOI Chicago, March 1 joined the staff of Mutual commentators when he began new network series 8:30-8:45 a.m. (EST).

JIM WALSH, author, newspaper writer and record collector, has joined WINS Rospective, Va., as news editor. He also will present Walsh's Wax Works record show started in 1939, on WLS 5:30-6 p.m.

AUSTIN WILLIAMS, newscaster at WOAI San Antonio, Tex., and SAM SLOAN, WOAI newscaster, have been named Deputy Sheriffs by Sheriff Owen W. Kilday, in appreciation for their aid through radio to sheriff's office.

CHUCK WORCESTER, farm service director of WMD Cedar Rapids, Iowa, has been initiated into Sigma Delta Chi national honorary journalism fraternity.

BRUCE LOWTHOR, former reporter of Vancouver News Herald, has joined news bureau staff of CKWX Vancouver, B. C.

GORDON FRASER, ABC correspondent, March 4 received Glatston from Merit of Canada. Courtesy Hodges at Overseas Press Club dinner at Waldorf-Astoria, New York.

JOE MCCAFFREY, WTOP-ABC Washington, newsmen, is the father of a girl, Sally Ann.

BOB KELLY, sports director of KMPC Hollywood, is making transcribed sports commentary series with Tom Harmon, Los Angeles Rams football star.

Celler Bill to Add to FCC Power Is Seen Doomed

BITTER ATTACK on "commercial radio" was voiced March 3 by Rep. Emanuel Celler (D-N. Y.) during an Interstate and Foreign Commerce Committee hearing to determine whether his bill (H R-4316) will receive committee consideration.

A counterpart of this year's Celler bill was introduced in the 79th Congress (H R-4834) by Rep. Celler but failed to receive a hearing before the Commerce Committee then headed by Rep. Clarence Lea (D-Calif.).

It was thought that Celler's bill [BROADCASTING, March 3] which would give the FCC additional power to administer the programs and financial affairs of licensees has even less chance of gaining a hearing this term.

Mormon History

NIGHTLY series of quarter-hour programs titled "100 Years Ago Today" is heard on KALL, Salt Lake City. Program traces history of Mormon pioneer band which crossed country a century ago. Series is presented as part of celebration of Utah's centennial and is written by Melba Madsen. Scripts are carried daily in feature story form in Salt Lake Telegram.
Byrd Ship's Radio Arrangement Good

CBS Correspondent Hannes Tells How Broadcasts Were Handled

BROADCASTING FACILITIES aboard the USS Mt. Olympus, flagship for the Byrd Expedition to "Little America," were surprisingly good, according to a report from CBS correspondent Arthur Hannes.

At first, Mr. Hannes, broadcasters thought that atmospheric conditions would be their number 1 problem, but they soon learned that light and darkness were the greatest influence on signals. The initial contact, which was usually started about a half-hour before the broadcast, sometimes seemed as though it were a phone call next door until five minutes before air time, when complete fading would cause cancellation. Every possible step was taken to avoid interference, including the shutting down of continuous wave circuits, teletypes and picture transmitters.

The ship's studio was in the Ward Command Room on the main deck. Microphones were lashed down by a heavy cord to an oval shaped table. The echo of the steel room was cut down by heavy draping on three walls, and the scuffing of heavy ski boots lessened by canvas-covered flooring. The fourth wall contained a large blackboard for posting schedules and frequencies. Special tribute was paid to the ship's radio operators by Mr. Hannes, who said, "While they were never heard, they deserved full credit for the successful broadcasts from aboard ship."

Technicians Choose IBEW

TECHNICIANS of WFBR Baltimore, through an NLRB consent election, have voted in favor of the International Brotherhood of Electrical Workers (AF-L) as their bargaining agent, William C. Baram, president of R. B. T. Local Union No. 1400, I. B. E. W., at Baltimore, announces. The technicians formerly were affiliated with the National Assn. of Broadcasting Engineers and Technicians. Contract negotiations with WFBR were begun March 6.

License to RCA

A LICENSE to manufacture radio receiving sets employing the transformerless AC-DC principle, or the Clisin patent No. 2,086,256 as it is legally known, has been granted to RCA as a result of an out-of-court settlement of a dispute that has been brewing between the Clisin interests and RCA since 1933.

However, at that time, the validity of the patent was admitted by the American Telephone and Telegraph Co., Western Electric Co. and several others. RCA's refusal gave rise to an infringement suit, with the latest decision by the U. S. Circuit Court of Appeals in favor of Clisin.
Feb. 28 Decisions . . .

BY THE COMMISSION EN BANC

Voice of Voice of the Inc., Birmingham, Ala.—Granted CP for new station to operate on 890 kc, 10 kw, daytime only.

Shawnee Best., Co., Chillicothe, Ohio—Granted CP for new station to operate on 1460 kc, 250 w, daytime only.

Nonpareil Best., Co., Council Bluffs, Iowa—Granted CP for new station to operate on 1560 kc, 500 w, daytime only. (Conus, Durs for hearing).

KAW Best., Co., Topeka, Kan.—Granted CP for new station to operate on 1500 kc, 500 w, daytime only.

Danville Best., Co., Danville, Ky.—Denied petition for review of action by presiding officer of motions docket, denying petitioner's request to reopen the record in re its application and that of Commonwealth Best., Co. and affirmed said action of presiding officer of motions docket.

Southeastern Best., System, Sanford, Fla.—Ordered grant of application for new station to operate on 1460 kc, 250 w, unlimited time, which was originally granted Jan. 8 and rescinded Jan. 9, subject to condition that within 60 days from date the applicant will file with the Commission an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Commission's standards.

A. J. Feiman, (Vrbatec), Joliet, Ill.—Dismissed application of A. J. Feiman for transfer of control of station WJOL, Joliet, Ill.

KFW Shenzhen, Iowa—Designated for hearing in a consolidated proceeding with applications of Lee-Smith Best., Co., Elkhart, Ind., and American Broadcasters, Inc., Wadena, Minn., the application of KFWF to change operationing assignment from 200 kc, 500 w night, 1 kw-LS, share time-KUSD, to 920 kc, 5 kw-DN, share time-KUSD.

35, Cedar Valley Best., Co., Austin, Minn. and Mason City Best., Co., Mason City, Iowa—Granted petition of Cedar Valley Best., Co. requesting that its application for a new station to operate on 1490 kc, 1 kw, unlimited time, be designated for hearing in a consolidated proceeding with application of Mason City Best., Co. requesting 1490 kc, 250 w, unlimited time.

Woodward Best., Co., Detroit, Mich.—Granted petition of Woodward Best., Co. requesting that its application for a new station to operate on 840 kc, 5 kw, daytime only, be designated for consolidated hearing with applications of Hildale Best., Co., Inc., Hildale, Utah, and Abe Lapides, Pontiac, Mich.

Southern Idaho Best., Co., Preston, Idaho—Designated for hearing application for new station to operate on 1500 kc, 250 w, unlimited time, and ordered that station KSTP St. Paul, be made party to this proceeding.

Beloit Broadcasters Inc., Beloit, Wis.—Granted petition of Beloit Broadcasters Inc. insofar as it requests that its application for a new station to operate on 1530 kc, 1 kw, daytime only, be designated for hearing in a consolidated proceeding with applications of Midwest City Best., Co. requesting 1530 kc, 250 w, unlimited time and Ted Harrell Best., Co., Gainesville, Fla. and Live Oak Best., Co., Live Oak, Fla.—Designated for hearing in a consolidated proceeding applications of Ted Harrell Best., Co. both seeking the frequency 1530 kc, 250 w, unlimited time at Gainesville and Live Oak, respectively.

Southland Best., Corp., Miami Beach, Fla. and Mary W. Marlin, Ft. Lauderdale, Fla.—Denied hearing in a consolidated proceeding the application of Southland Best., Co. 1300 kc, 250 w, daytime only, with application of Mary W. Marlin, 1300 kc, 1 kw, daytime only.

WKMH Dearborn, Mich.—Granted petition of Suburban Broadcasters, to designate for hearing a consolidated proceeding its application to change facilities of WKMH effective March 1, 1956.

Midwest Best., Co., Mount Vernon, Ill. and Raleigh M. Shaw, Lawrenceville, Ill.—Designated for hearing in a consolidated proceeding the application of Midwest Best., Co. 1300 kc, 500 w, daytime only, with application of Raleigh M. Shaw, 1300 kc, 1 kw, daytime only.

Woodward M. Knitter, San Bernardino, Calif. and Suburban Best., Co., Pembina, Ontario, Calif.—Designated for hearing in a consolidated proceeding application of Woodward M. Knitter 690 kc, 250 w, daytime only, with application of Empire Best., Co., 690 kc, 1 kw, daytime only.

Francisco Rental Co., Victoria, Calif. and Riverside Best., Co., Riverside, Calif.—Designated for hearing in a consolidated proceeding application of Francisco Rental Co., 960 kc, 3 kw, daytime only, with application of Riverside Best., Co., 960 kc, 1 kw, daytime only.

Lincoln Operating Co., Miami, Fla. and San Diego Best., Corp., Coral Gables, Fla.—Designated for hearing in a consolidated proceeding application of Lincoln Operating Co., 1140 kc, 5 kw, daytime only. (San Diego, Calif. with application of Sun Coast Broadcasters, Inc., 1300 kc, 1 kw, daytime only.

Radio Phoenix, Inc., Phoenix, Ariz. and John C. Mullens, Phoenix, Ariz.—Designated for hearing in a consolidated proceeding application of Radio Phoenix, Inc., 940 kc, 1 kw, daytime only.

Mullens, Ark.—For granted application for a new station to operate on 1240 kc, 250 w, unlimited time.

Ply Dillard, Raymondville, Tex.—Designated for hearing application for new station to operate on 1240 kc, 250 w, unlimited time.

In Docket Cases

Newark Best., Corp., Newark, N.J.—Granted application for new station, 620 kc, 5 kw, unlimited, initial conditions.

WCAX Burlington, Vt.—Granted application for new station, 620 kc, 5 kw, DA both day and night, VHF signal.

WAGE Syracuse, N.Y.—Granted application to operate station WAGE on 620 kc, 5 kw, daytime only, at this time, and the operation with 5 kw nighttime using DA at all times and filed an appropriate application for such nighttime operation in accordance with applications made at hearing, which would not increase the nighttime facilities or pending applications, computing such values on basis of WPro operating as proposed in Docket 6973.

Applications Denied

Donald Flanagan, New York—For new station to operate on 620 kc, 5 kw, DA both day and night.

Metropolitan Best., Service, New York—For new station to operate on 620 kc, 5 kw, unlimited, DA both day and night.

J. H. Hesse, Phoenix, Ariz.—For new station to operate on 1530 kc, 2 kw, unlimited, DA both day and night.

KCMC TExARKANA U.S.A. AMERICAN 1230 kc Resources: Agriculture, livestock production and marketing, railroads, 51 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

National Representatives

Taylor-Howe-Snowden Radio Sales

Page 68 • March 10, 1945

BROADCASTING • Telecasting
BY COMMISSIONER WAKEFIELD

Yakima Valley Best, Co., Yakima, Wash.-Granted petition to dismiss without prejudice its application.

Yakima Best Corp., Yakima, Wash.-Commission permitted its own motion, removed from the hearing docket application.

Ark. Valley Best, Co., Fort Smith, Ark.-Granted petition to dismiss without prejudice application.

WCFL Chicago, Ill.-Denied petition requesting an additional time to intervene in the consolidated hearing upon the applications of WMMJ and Grain Country Best, Co., Inc. Exceptions noted by counsel for petitioner.

KTXS San Antonio, Tex.-Granted petition for leave to intervene in the hearing upon application of Fred Jones Radiocasting and Tele, Co. presently scheduled for hearing commencing April 2 in consolidated with application of Midland Best, Co.

Wyandotte News Co., Wyandotte, Mich.-Granted petition for waiver of rules and accepted petitioner's written appearances in re its application.

WHA Madison, Wis.-Granted petition for leave to intervene in the hearing on application of Mid-State Best, Co.

Beaver Valley Radio Inc., Beaver Falls, Pa.-Granted petition for waiver of rules and accepted petitioner's appearances in re its application.

WFBR Baltimore, Md.-Granted petition for leave to intervene in the hearing on application of WNYJ.

WTEL Philadelphia, Pa. and WFBR Baltimore, Md.-Denied in part related petitions of WTEL and WFBR requesting continuance of hearing presently scheduled for March 10 on applications of WNYJ, WCUM, et al., and said hearing was continued to March 21, 1947.

Tri-State Best, Corp., Evansville, Ind.-Granted petition for leave to amend its application for CP as to effect the death of Harry H. Wilkins, vice pres. of applicant corporation, to show liquidation of interests of Joyce G. Bass, et al. Amendment was accepted and the record in the consolidated proceeding reopened without further hearing for the sole purpose of adding to the record the above amendment.

Crescent Best, Corp., Shenandoah, Pa. and WARM Scranton, Pa.-Granted related petitions requesting continuance of further hearing now, scheduled for March 4 in re its application, et al, and continued said hearing to April 7.

Standard Tobacco Co., Inc., Mayville, Ky.-Granted petition for continuance of hearing upon its application presently scheduled for March 3, and continued same to April 4.

Palouse Empire Radio Inc., Moscow, Idaho-Granted petition for continuance without prejudice its application.

WERC Ena, Pa.-Granted petition requesting continuance of consolidated hearing on its application and that of WLUK presently scheduled for March 17, and continued same to April 16.

End Best, Inc., Okla.-Denied petition requesting leave to intervene in the hearing upon the application of KARK Best, Co., Inc. and that the final order involving said application be stayed pending disposition of petitioner's application.

Feb. 28 Applications . . .

ACCEPTED FOR FILING

AM-910 kc
Vallejo Best, Co., Oakland, Calif.-CP for new standard station on 910 kc, power of 250, w, daytime.

AM-1020 kc
Woodland Best, Co., Woodland, Calif.-CP for new standard station, 1020 kc, power of 250 w, and daytime.

Remote Pickup
WSPB Sarasota, Fla.-CP for new remote pickup station to be operated on 1646, 20:00, 2100, 2210, 2230, 23 w and emission A2.

Remote Pickup
WSPB Sarasota, Fla.-CP for new remote pickup station to be operated on 1646, 20:00, 2100, and 2230, 30 w and emission A2.

AM-950 kc
KFNF Shenandoah, Iowa-CP to increase power from 250 w to 2000 kw, day and night, install new transmitter and DA for night use, and change transmitter location.

AM-1240 kc
James R. Williams, Newton, Kan.-CP for new standard station, 1240 kc, 250 w, unlimited.

AM-1250 kc
T-C Best, Corp., Lansing, Mich.-CP for new standard station, 1250 kc, 250 w, unlimited.

TX Completion Date
WBHT New York-Modification of CP which authorized new visual and aural transmitters, changes in antenna system and specified frequency for completion date.

Time Extension
WNYC New York-Extension of special service authorization to operate additional time between the hours of 6 a.m., EST, and sunset at N.Y. and between the hours of sunset at Minneapolis, Minn. and 10 p.m., EST, using 25 kw transmitter, for the period beginning 3 a.m., EST, March 2, 1947.

AM-1110 kc
KIOX Bay City, Mich.-Voluntary Assignment of CP to Bay City Best, Co., a partnership of John George Long, T. D. Dodd and Harry L. Reading, Jr.

AM-1600 kc
Eastland-Ranger-Cisco Best, Co., Eastland, Tex.-CP for new standard station, 1600 kc, power of 1 kw, DA for night use and unlimited.

AM-850 kc
The Bi-Stone Best, Co., Mexia, Tex.-CP for new standard station, 850 kc, 250 w, daytime.

Applications for Renewal Filed:

WBRC Birmingham, Ala.-CP for new standard station, 1390 kc, 3 kw, daytime-AMENDED to change frequency from 1380 to 1390.

AM-1390 kc
Albert Alvin Almdor, Sacramento, Calif.-CP for new standard station, 1390 kc, 1 kw, DA for night use and unlimited limited hours of operation.-AMENDED to change frequency from 1380 to 1390.

AM-1120 kc
Robert W. Roundsville, Buckhead, Ga.-CP for new standard station, 1120 kc, 1 kw, daytime.-AMENDED to change frequency from 1380 to 1390.

AM-1130 kc
Thomas Carr, J. E. Duncan, Roy Richards, and Robert D. Tisinger, d/b a Peach State Best, Co., Macon, Ga.-CP for new standard station, 1130 kc, 1 kw, daytime.

AM-1250 kc
W. Alexander Knight, East St. Louis, Ill.-CP for new standard station, 1250 kc, 1 kw, DA, and unlimited hours.

AM-1000 kc
Northwestern Indiana Radio Co., Valparaiso, Ind.-CP for new standard station, 1000 kc, 1 kw, DA, unlimited hours.

AM-620 kc
Commercial, Atchison, Iowa, CP for new standard station, 620 kc, 1 kw, DA, unlimited hours.-AMENDED to change daytime DA pattern and change transmitter location from 7 miles northeast of Atchison.

(RContinued on page 79)

WBTM

DANVILLE—SCHOOLFIELD, VIRGINIA

"WORLD'S BEST TOBACCO MARKET"

Population—December 1946

66,000

Retail Sales

$33,455,000.00

Wholesale Sales

$84,076,000.00

Banking Resources

$45,261,172.46

Deposits

$41,092,627.00

Bank Clearings

$324,826,787.00

Dumsville industries produce yearly products totaling over $120,000,000.00 with a payroll of over $30,000,000.00

烟草 Sales—1946-1947—$33,475,574.00.

"WORLD'S BIGGEST TEXTILE MILL"

DANVILLE—SCHOOLFIELD, VIRGINIA

WBTM

CBS 800 KC

(SOON 5000 WATTS)

BROADCASTING • Teletcasting

March 10, 1947 • Page 69
FCC Actions

(Continued from page 89)

Applications Cont.: 

City, Iowa (S. Dakota) to 4 miles east of Sioux City.

AM—Transfer

WACE Regional Bestg. Co., Chippewa, Mass.—Acquisition of control thru sale of 200 shares of common stock (31 1/3%) from David J. Hayes and John S. Begley to John S. Begley.

AM—1430 kc


AM—1390 kc

Wendell Zimmerman, Carl O. Jones, Roy L. Morris and D. E. Turner, d/b/a Kansas City Bestg. and Television Co., Kansas City, Mo.—CP for new standard station, 1380 kc, 5 kw, daytime.


AM—1400 kc

Gilbert M. Hutchison, Jr., as Guilford Bestg. Co., Greensboro, N. C.—CP for new standard station, 1600 kc, 250 w, unlimited.

AM—Tri-City Bestg. Co., Bellaire, Ohio—CP for new standard station, 950 kc, 1 kw, daytime.

AM—Land O'Lakes Bestg. Corp., Cambridge, Ohio—CP for new standard station, 1130 kc, 1 kw, daytime.

AM—WRBN From T. W. Nied and Perry H. Stevens, d/b/a Nied and Stevens, Warren, Ohio—Voluntary assignment of license to Nied & Stevens Inc. (1400 kc).

AM—960 kc

Public Bestg. Service, Enid, Okla.—

AM—CP for new standard station, 960 kc, 1 kw, DA, unlimited.

AM—1390 kc

Paul Kirtzman, Lansford, Pa.—CP for new standard station, 1250 kc, 250 w, unlimited.

AM—KXXO Sweetwater Radio, Sweetwater, Tex.—Acquisition of control from Mittle Bush McSkeeth and Lolita McBeath by J. B. McBeath. (75 shares of common stock—50%). (1300 kc).

AM—Assignment


Remote Pickup License

KBJV area of Houston, Tex., for new remote pickup station.

AM—Filing

(Tendered since Feb. 7)

AM—Transfer

WDAS Philadelphia, Pa.—Consent to transfer of control from Alexander W. Dannenberg and Cecile L. Naumburg to William Goldman Theatres Inc. (1400 kc).

AM—Frequency Not Specified

Darlington Bestg. Co., Darlington, S. C.—CP for new standard station to be operated on frequency not specified. 250 w, daytime broadcast.

AM—810 kc

KTRI Taos, N. Mex.—Request for S.B. 810, 100 kw, approximately 2 miles N.W. of center of Taos, to begin operation not later than Sept. 7, 1947. (810 kc).

AM—720 kc

WFOY St. Augustine, Fla.—Consent to transfer of control from G. Marshall, Jr. Ed Norton and Frank King to J. C. Bell.

AM—490 kc

KPET Lamesa, Tex.—Consent to assignment of CP to R. O. Parker, R. A. Woodson, K. S. Ashby, d/b/a Lamesa Bestg. Co.

AM—Announcement


March 3 Decisions...

By Commissioner Wakefield

Petition Granted

Antilles Bestg. System, Rio Piedras, P. R.—Granted petition requesting leave to file a brief in support of its application.

AM—1540 kc

San Gabriel Valley Bestg. Co., Monrovia, Calif.—Granted petition for leave to amend its application so as to specify the frequency 1540 kc, 5 kw, daytime only, instead of 1520 kc, 1 kw, daytime only, and the amendment was accepted.

FM—Unsigned

Hollywood Community Radio Group, Hollywood, Calif.—Granted petition requesting leave to amend its application for FM station so as to change name of the applicant from an association to that of a corporation. (Action taken 12-17-46).

BY THE SECRETARY

Completion Date

WGHF New York.—Granted modification of CP for extension of completion date to 6-10-47.

CP—Modified

WPTL Providence, R. I.—Granted modification of CP which authorized new noncommercial educational station to make changes in antenna system.

CP—Modified

KSIX Corpus Christi, Tex.—Granted modification of CP which authorized new station, to change type of transmitter.

CP—Modified

WLOA Braddock, Pa.—Granted modification of CP which authorized new station to change antenna and transmitter.

AM—1010 kc

WBMS Boston, Mass.—Granted license to cover CP which authorized new station on 1000 kc, 1 kw, daytime only, and to specify studio location; conditions.

AM—1490 kc

KTRC Sante Fe, N. Mex.—Granted license to cover CP which authorized new station on 1400 kc, 250 w, unlimited.

Remote Pickup

KJMM area of Dallas, Tex.—Granted license to cover CP which authorized new remote pickup station.

Remote Pickup

Pikes Peak Public Television Area, Colorado Springs—Granted CP for new remote station; subject to change in accordance with proceedings In Doc. 661.

Remote Pickup

WISI area of Decatur, Ill.—Granted modification of CP which authorized new remote pickup station, for extension of approval of antenna and transmitter location.

CP—Modified

KPET Lamesa, Tex.—Granted modification of CP which authorized new station, for approval of antenna and transmitter location.

Remote Pickup

WFRF Freeport, Ill.—Modified CP of station which authorized new station and transmitter area, to make change in transmitting equipment and for approval of transmitter location.

AM—590 kc

KFXD Nampa, Idaho.—Licensed to cover CP which authorized new station in frequency to 580 kc, in power of 1 kw, change in transmitting equipment, installation of DA for day and night use and B.A.C. transmitter and studio locations.

AM—Completion Date

KRCL Lewiston, Idaho.—Granted modification of CP for extension of license to cover new station; subject to change in frequency to 580 kc, in prower of 1 kw, change in transmitting equipment, installation of DA for day and night use and B.A.C. transmitter and studio locations.

Completion Date

WANT Chicago, Ill.—Granted modification of CP for extension of completion date to 5-18-48.

Completion Date

WMBR Macomb, Miss.—Granted modification of CP which authorized new station, for extension of completion date to 3-14-47.

Completion Date

WGAD Gadsden, Ala.—Granted modification of CP which authorized new station, for extension of completion date to 4-21-47.

Completion Date

WCOC Meridian, Miss.—Granted modification of CP for extension of completion date to 4-12-47.

Completion Date

WCAZ Carthage, Miss.—Granted modification of CP which authorized new station, for approval of antenna, of transmitter and studio locations.

Completion Date

WPQ Jackson, Miss.—Granted modification of CP for extension of completion date to 6-15-47.

Last week the Commission issued correction to report of Feb. 27 stating that the frequency specified for Allentown Broadcasting Co., Allentown, Pa., should be 95.9 mc instead of 95.9 mc.

Remote Pickup

Radio Station WBBG, Watsill, Pa.—Granted permission to operate CP for extension of completion date to 7-24-47.

Remote Pickup

Radio Station WPIN, Pittsburgh—Granted permission to operate CP for extension of completion date to 5-24-47.

Remote Pickup

Radio Station WRRN, Dallas, Texas—Granted permission to cooperate CP for extension of completion date to 3-24-47.

Remote Pickup

Radio Station WYEC, Easton, Md.—Granted permission to operate CP for extension of completion date to 5-24-47.

Remote Pickup

Radio Station WMAT, Milwaukee—Granted permission to cooperate CP for extension of completion date to 3-24-47.

Remote Pickup

Radio Station WCIT, Philadelphia—Granted permission to operate CP for extension of completion date to 5-24-47.
Remote Pickup

WRHK area of Bristol, Tenn.—Granted license to cover CP which authorized new remote pickup station; frequency assignment subject to change in accordance with proceedings in Docket 6651.

Assignment of License

KRHP area of Houston, Tex.—Granted voluntary assignment of license for relay station to the Houston Post Co.

WDWD Eugene, Ore.—Granted modification of CP for extension of commencement and completion dates to 5-1-47 and 11-1-47.

AM—1230 kc
Frank M. Helm, Modesto, Calif.—CP for new standard station, 1300 kc, 1 kw. DA, unlimited. AMENDED: to change frequency from 1300 to 1300 kc, changes made in DA for day or night, using non-directional daytime and change transmission location.

AM—1540 kc
San Gabriel Valley Broadcasting Co., Mon- revia, Calif.—CP for new standard station, 1300 kc, 1 kw. DA, daytime. AMENDED: to change frequency from 1520 to 1540 kc, change power from 1 kw to 5 kw and install FM.

AM—590 kc
Pittsburgh Besty Co., Pittsburgh, Calif.—CP for new standard station, 990 kc, 5 kw, for night use and unlimited. AMENDED re changes in DA.

FM—92.5 mc
Union-Tribune Publishing Co., San Diego, Calif.—CP for new high frequency FM station, 43500 mc. AMENDED: to change frequency from 43500 mc to channel 993. 95 kc transmitter, ERP from 31.8 kw to 48.3 kw, specify type of transmitter and make changes in antenna system.

FM—Unassigned
Seminole Besty Co., Belle Glade, Fla.—CP for new (Class A) FM station to be operated on frequency to be assigned by FCC, ERP of 1 kw and height above average terrain 242.5 feet.

AM—1330 kc
Fred B. Wilson and Channing Cope, Atlanta, Ga.—CP for new (Metropolitan) FM station to be operated on channel 221. 92 mc (or as assigned by FCC). AMENDED: to change name from Fred B. Wilson and Channing Cope to Fred B. Wilson and Channing Cope, d/b/a as Wilson Cope.

FM—1343 mc
Regents of the University of System of Georgia (Metropolitan) and School of Technology, Atlanta, Ga.—CP for new FM station (Metropolitan) to be operated on channel 225. 98.3 mc, ERP of 344000 w. AMENDED: to make changes in antenna system.

AM—1180 kc
WLDS Jackson, Ill.—License to cover CP which authorized increase in power and installation of new transmitter and antenna to determine operating power by direct measurement of antenna power.

AM—1240 kc
Cambridge Co., Cambridge, Md.—CP for new standard station, 1240 kc, 250 w, unlimited.

AM—1570 kc
Robert H. Toney Jr., Essex, Md.—CP for new standard station, 1570 kc, 1 kw, daytime.

AM—1450 kc
Western Maryland Besty Corp., Hagerstown, Md.—CP for new standard station, 1450 kc, 250 w, unlimited.

AM—1310 kc
Wyandotte Besty Co., Wyandotte, Mich.—CP for new standard Station, 1130 kc, 250 w, unlimited. AMENDED: to change name of applicant from Bernard Pratt and Louis Glaser, a partnership d/b/a as Wyandotte Besty Co., to Bernard Pratt, Louis Glaser and William J. Hendelem, a partnership d/b/a as Wyandotte Besty Co.

AM—1190 kc
Mississippi Besty Co., Starkville, Miss.—CP for new standard station, 1190 kc, 250 w and daytime hours of operation.

AM—470 kc
Grand Valley Besty Co., Chillicothe, Mo.—CP for new standard station, 870 kc, 1 kw, daytime.

AM—1110 kc
KFAB Omaha, Neb.—License to cover CP as modified, which authorized new standard of transmitter and DA for night, change frequency, change power, change hours of operation and change transmission location and authorized determination operating power by direct measurement of antenna power.

AM—1250 kc
Morristown Besty Co., Morristown, N. J.—CP for new standard station, 1250 kc, 1 kw, daytime.

FM—Completion Date
WGFW New York, N. Y.—Modification of CP as modified, which authorized new FM station, for extension of completion date.

FM—Unassigned
American Quartz Laboratories, Yank- ers, N. Y.—CP for new (Class A) FM station to be operated on frequency to be assigned by FCC, ERP of 292 w.

AM—1150 kc
WFNS Burlington, N. C.—License to cover CP as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

AM—1320 kc
Newton Besty Co., Newton, N. C.—CP for new standard station, 1250 kc, 250 w, unlimited.

Beck and Koehl, Ashland, Ohio—CP for new standard station, 1340 kc, 250 w, unlimited.

WJWJ Cleveland, Ohio—License to cover CP which authorized installation of new transmitter.

AM—1260 kc
The Civic Broadcasters, Cleveland, Ohio—CP for new standard station, 1350 kc, 5 kw, DA, unlimited.

FM—Unassigned
William H. Miller, Painesville, Ohio—CP for new (Class A) FM station to be operated on frequency to be assigned by FCC and ERP of 988 w.

AM—1400 kc
Norman Besty Co., Norman, Okla.—CP for new standard station, 1400 kc, unlimited.

AM—960 kc
The Peoca City Publishing Co., Peoca, Okla.—CP for new standard station, 960 kc, 500 w, DA, unlimited.

AM—1340 kc
Howdy Folks Broadcasters, Tulsa, Okla.—CP for new standard station, 1340 kc, 250 w, unlimited. Contingent upon the grant of KOME being assigned 1300 kc.

AM—1120 kc
Community Service Besty Co., Alice, Texas—CP for new standard station, 1120 kc, unlimited.

AM—1330 kc
Community Service Besty Co., Erie, Pa.—CP for new standard station, 1330 kc, 5 kw, DA, unlimited.

FM—Unassigned
WJAC-TV Johnstown, Pa.—Modification of CP as modified, which authorized extension of new standard television station for extension of completion date.

AM—1240 kc
WHUM Reading, Pa.—Voluntary transfer of license to licensee corporation from G. F. Landon, Betty W. Landon, Jane Conville, Dorothy H. Bell, Patricia Bacon and Max O'Rell Truitt to Humbldt J. Craig. Jesse P. Greig. (Continued on page 78)
Texas Applicant Asks Nighttime-Only Grant If Fulltime Request Is Denied

A BID for nighttime-only operations, if a fulltime grant cannot be filed with FCC by Charles W. Balthrope of San Antonio.

Mr. Balthrope, now KABC San Antonio station manager, is one of the applicants for 1450 kc in the San Antonio-Gonzales-Taylor areas of Texas. In its proposed decision FCC anticipated a grant to the Gonzales applicant and denial to others on grounds that Gonzales has a greater need for the service [Broadcasting, Feb. 10].

Mr. Balthrope filed exceptions to the proposed decision contending that his application should have been chosen for a grant, but added: "If, however, the Commission should"

City Broadcasting Co., Seattle, licensee of KDHS, Queen City, which also operates KIRO Seattle and has an interest in KFPY Spokane, plans to transfer its properties in Idaho and Montana recently organized Boise Valley Broadcasters Inc., with Mr. Whillock as executive head as soon as KDHS begins operation.

The 300-ft. towers and the transmitter facilities of KDHS are being constructed on a 40-acre site seven miles southwest of Boise. Studios are nearing completion in a building at 311 N. Tenth St., Boise, which formerly housed the city school administration. Building henceforth will be known as the Radio Center Bldg.

KCBC Planning to Start Mar. 15 (1390 kc, 1 kw)

KCBC (1390 kc, 1 kw fulltime), owned by Capital City Broadcasting Co., is scheduled to begin operations as a new basic Mutual outlet at Des Moines about March 15, the management announces.

President of the corporation is George O'Neal, owner of O'Dea Finance Co. [Broadcasting, Aug. 12, 1946], and the other officers are Sidney J. Pearman, owner of Pearlane Recording Studios, vice president, and Hugh N. Gallagher, an employee of O'Dea Finance, secretary-treasurer.

Gene Milner, program manager, states that KCBC has engaged a staff of ten to handle the writing, production and announcing chores. Writer-producers include Jimmy Walker and Verne Jay, the latter best known for his network scripts for Mr. and Mrs. North, Famous Jury Trials and The Shadow. Other staff members and their duties are: Woody Hirsch, special events and audience participation shows; Don Purdy, Lee Harris and Chuck Shields, commercial announcers; Dale Barton, farm news; Mary Jane Chinn, production and m.c. work on variety features; Stella Barker, women's program; Ralph Zarnow, music director; Louie Weertz, staff pianist.

Other 1450 kc. Applicants

In addition to Mr. Balthrope's San Antonio application, the 1450 kc case includes applications of Express Publishing Co., San Antonio; Gonzales Broadcasting Co., Gonzales (proposed grant), and Taylor Broadcasting Co., Taylor. All four requested 250-w operation on the frequency fulltime.

Mr. Balthrope argued that under the new AM EngineeringStandards the 1450 kc could grant the Taylor application, and that this would permit a grant of his own fulltime application. (FCC's proposed decision had said the Commission "must be impressed" with the Taylor applicant but that a grant would involve too much adjacent-channel interference with WACO Waco.

Mr. Balthrope did not request oral argument on the proposed decision but asked permission to participate if argument is requested by other applicants. His exceptions were filed by Elliot C. Lovett, Washington attorney.

Zimmerman Resigns

R. R. ZIMMERMAN, administrative assistant to President Truman on personnel matters, resigned last week following issuance of the Executive Order amending Civil Service procedure. He had an active part in developing this program for a strengthened merit system. Mr. Zimmerman joined the White House staff in 1948, coming from the Council on Personnel Administration.

Excess Insurance Covering Libel and Slander

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

EM PLOYE RS REINSURANCE CORPORATION

IN SURANCE EXCHANGE BLDG. KANSAS CITY, MISSOURI

The INDIANAPOLIS NEWS Station

DOUGLAS MELDRUM DIES AT 52 IN MANHATTAN

DOUGLAS GRANT MELDRUM, 52, New York manager and vice president of the Advertising Council Inc., died suddenly on March 2 at his home, 34 Gramercy Park, New York.

In 1919 Mr. Meldrum became manager of the San Francisco office of N. W. Ayer & Son, later becoming managing director of the agency's European operations in London. He returned to the U. S. in 1938 as vice president of the firm's Chicago office.

In 1942 Mr. Meldrum joined the staff of the Advertising Council, then known as the War Advertising Council, and was in charge of the council's recruiting effort.

Surviving are his wife, Dorothy Kinsey Meldrum, two daughters, Mrs. Jane Peace and Miss Ann Meldrum, and a son, Douglas Grant Meldrum Jr.

Retiring Mayor of Boise To Manage New Station

BOISE's mayor, Westerman Whillock, who has announced that he will not seek reelection, has been appointed general manager of his city's new radio station, KDHS, scheduled to begin operations about April 1. KDHS will operate as a CBS affiliate with 1 kw on 990 kc fulltime.

Coincident with the announcement of Mayor Whillock's acceptance of the managerial post, it was also announced that he had been elected vice president of Queen
FRANK JUNELLI, director of public relations and promotion for KROD El Paso, Texas, has been named director of station relations for Southwest Network. Newest member of the network are: KIUN Peecoc, EVLF Alpine, and KVEK Marfa.

ARTHUR DURHAM, formerly with O'Brien & Dorrance, New York, has joined WBBM Chicago, as promotion manager.

BARBARA PIERCE has joined publicity-promotion department of WTAQ Worcester, Mass.

School Publication Column designed to attract high school student listeners, a "platter-chatter" column is being prepared by local high school and college publications by William Mepham and "School Station." Column is written by Gordon Bratton, WJJE Los Angeles, features news of station's record shows. Column is currently being read in seven high school and two college papers and is written individually for each one.

Announcement Folder TWO-COLOR folder announcing appointment of J. Gabriel Sylvia as station's new advertising manager. Folder contains photo of Mr. Bumberg, facts on his advertising experience and his appointment as "We just got Gabriel to blow your horn."

Male Beauty Contest CONTEST to pick "most handsome male character" in Greenbush, N. Y. is being conducted by Bob Jones on "Groans by Jones," Tuesday morning program, heard on WBC in that city. 2:30-4:30 a.m. Listeners are invited to nominate their favorite, and the contest will be run through Dec. 31. One radio station in each of 29 counties will be chosen to distribute $500 in prizes and to print pictures of the contest winners.

Red Cross Show ADAPTATION of Lewis Carroll's "Alice's Adventures in Wonderland" is being prepared by Dr. William M. Hovey, script writer at WLW Cincinnati, as station's contribution to the YMCA's "Jingle Jumble." Titled "Alice in Red Cross Land," show is composed of five "broadcasts" with a small charge for each, and will be read through Dec. 24. Each program features a different fairyland setting, with facts about Red Cross work and history of the movement.

"Farm Safety Contest" SAFETY on the farm is keynote of second annual Farm Reporter program contest of KXG Dakota State University, Vermillion, S. D. The program is being broadcast daily through December, and the station with the highest radio rating is being named "Farm Safety Station." The stations with the highest ratings are: KXG Dakota State University, Vermillion, S. D. (16,000); KSU Kansas State University, Manhattan, Kansas (15,000); KFAL Farmington, Minn. (10,000); KSB St. Paul, Minn. (7,500); and KVOO Tulsa, Okla. (5,000). The program features a series of 12 "broadcasts" on farm safety, with each farm being featured in a separate "broadcast."

KABC Promotion FOUR-COLOR counter cards are being distributed to stations by KABC, San Antonio, as promotion for "Morning Hymn Service," which is broadcast five times weekly on KABC by 666 Cold Preparations. Each card carries a sketch of the program's background drawing of hymn book with name of station and time and air date, superimposed five window displays in chain grocery stores all over the state, arranged by KABC, featuring "Radio Clock," program aimed Mon., Wed., Fri., sponsored by Nabisco Biscuit Division.

KYVO Publication NEW MONTHLY publication titled "News-Scoop" is being published by KYVO Tulsa, Okla. Four-page publication goes to all trade in world news of the month. Station is distributing booklets to listeners on request.

Production Booklet NBC has sent a 24-page booklet to all member stations with purpose of "NBC's Air Castles." Air Castles are seven NBC headquarters throughout the U. S. which are described in text and illustrations in booklet. It is not connected with programs, but rather with physical means of getting programs on air.

Blue Book No. 2 BLUE BOOK No. 2 is title of new promotional book issued by KICA Clovis, N. M. In forward of booklet, R. B. McAllen, general manager, states, "We at KICA Clovis... feel the challenge of [FOC Blue Book]. . . . administered the radio stations of our land for not having more public service, and local information programs. Booklet contains 24 pages of photos and reviews of KICA's activities. Typical day" program schedule also is included.

CAR Programs CANADIAN Ass'n of Broadcasters has developed series of 17 programs for member stations. "What's The Score?" is designed as good merchandising program, public relations vehicle and to give program preview. CAR also is listing data on programming for member stations on weekly "I pay to know your radio audience" plan.

NBC Monthly Folders NEW series of promotion pieces titled "Portraits of Progress" is being sent to NBC Radio-recording Division to its stations and clients. Twelve consecutive monthly folders will be mailed, each featuring different thesaurus program.

Souvenir-Programs SOUVENIR-PROGRAMS are distributed each month by New York Herald Tribune at its "America's Town Meeting of the Air" NBC on-off program which the New York newspaper sponsors on WJZ New York, Thurs., 3:30-5:30 p.m. Booklet describes current program, and gives facts about Herald Tribune writers.

Plastic Rate Card SEVEN-PANEL plastic spiral binder ready as Rate Card of EFWB Hollywood. Printed in three colors, insets for each panel feature theme "The New World We Serve." Station's record of public service is appraised along with promotions featured.

Announcing tremendous power increase in 5,000 w and opening of 14,000 w FM outlet, WABC Canton, Ohio, will use taxi-poster in that city and Massillon, Ohio. Posters feature slogan: "Good Neighbor Mike's on your radio," stressing that good neighbor Mike's is the best. Posters will be mailed March 31.

Variety Program CELEBRATING its 25th anniversary [BROADCASTING, March 3], WLW Cincinnati, has issued large four-fold promotion piece providing information and a 25-year growth of its city. Picture of first ground breaking, some of its early talent and current programs are featured in piece, titled "WLW Is 25."

RECENT crippling storms serve as background for promotional booklets to be issued promptly by WJON Minneapolis, WABC Canton, Ohio, "When Snow Comes," booklet describes service, Super Airline, and weather warning service to radio stations during snow storm of Jan. 29 and 30.

Radio Albums COOPERATING with Public School Board of San Antonio, KTXA that city, is distributing 2,500 of its 1947 Radio Albums to children in elementary grades, with free distribution made in schools by teachers with request that albums be taken home.

Baseball Films MOTION pictures of 1948 Baseball World Series and picture giving hints on how to play different positions on baseball diamond. Presented March 1, presented at Dept. of Commerce Auditorium, sponsored by WAFB New Orleans, KWDK Washington, KFBC Cincinnati, and Tony Wakeman, WSM radio station. Film showing was "Youth Activity Programs" in Washington to promote interesting events for youth of the city. Tickets for show were distributed at no charge by WWDG.

Program Schedule PROGRAM SCHEDULE for March has been issued by WAFM Birmingham, Ala. Schedule is in color, featuring station's slogan, "WAFM Radio Alabama—Alabama's First FM Broadcast Station." In addition to month's schedule, booklet contains facts about FM coverage.

Radio Club FREE radio courses in dramatization, announcing, engineering, music, talent and script writing are being offered by WTAQ Worcester, Mass., to members of its Radio Club. Station has produced educational motion pictures to be used at weekly class meetings and has issued wall-size identification cards to members. Cards bear WTAQ Radio Club insignia, and station's six classes have individual color card.

KPO Facts TAGGED "The Texas Rangers" is new magazine to be issued about KPO, San Francisco NBC station is distributing two-weekly magazine with facts of population growth and color map of area.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION PICKWICK HOTEL, KANSAS CITY 6, MO.
Ever see a Spartan sell Tractors? Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $55,500.

SBP Spartanburg, South Carolina
300 watts day and night, 950 Kc. Rep. by Holladay

CBS Station for the SPARTANBURG-GREENVILLE Market

WSPA

Televisioon has obtained exclusive rights to showing of these films which were made by Catholic Films, producer of religious motion pictures on West Coast.

Exchange Series Replacement
NEW CBS series titled "As Others See Us" has replaced trans-Atlantic exchange program "A Man's Sincerely," Sun. 12:30-1 p.m. LarryLess financially featured with comments by magazine, newspapers and radio commentators of other countries about improve-ments made in U. S. S. 9-10 a.m., also carried on NBC.

FPA Favorites
PARENT TEACHERS Assn. of Memphis has voted "Young America Sings," heard on WMC Memphis Sat. 1 p.m., as its favorite locally-produced children's program. Show is directed by Wilton Mount, supervisor of music in Mem-phis public schools. "Junior Theatre," heard at same time on WREB Memphis, received favorable comments as "we like our children to hear" in discussion preceding show.

Folk Songs
OLD-TIME Mormon and western folk songs, from transcriptions preserved in U. of Utah archives, highlight week-end's "Songs of the West" heard on KALL Salt Lake City.

Athletic Contests
Aired on WKAS New York is "Day's Baseball Highlights," with Dr. Walter R. White, dean of the Harvard School of Law, as commentator. Also on WKAS is "Highlights of the Day," with Dr. Mark k. All, dean of the University of Utah, as commentator.

English Debate
HOLMES, a television series of English debate, is being presented on WIBA New York. The program features two debaters, one on the American side and the other on the British side, debating on a variety of topics.

Police515-4745
Telephone has obtained exclusive rights to showing of these films which were made by Catholic Films, producer of religious motion pictures on West Coast.

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No Justice

AUGUSTA, Ga., recently installed parking meters on one of its main thoroughfares, Broad St., and WBBQ, covering the official launching of the new system, assigned John Watkins, its commercial manager, to broadcast the depositing of the first nickel. Mr. Watkins handled the assignment, but forgot to deposit a nickel when he parked his own car. He carried home the first ticket for violation of the new parking meter ordinance.

WTMJ's TV Order

ARRANGEMENTS for the delivery of complete RCA television studio and broadcasting equipment to WTMJ Milwaukee for its television station have been completed. Equipment on order includes two image orthicon field cameras and complete field pickup equipment, a 5-kw television transmitter, input and monitoring equipment, a 16 mm television motion picture projector, a special television camera for pick-up from films, and a 3-bay superturnstile antenna and diplexer unit. Also on order with RCA is a 50 kw FM transmitter, RCA type BTP-50A.

AT&T Debentures

A REGISTRATION statement covering the proposed issuance and sale of $200,000,000 35-year debentures due April 1, 1982, was filed last week by the American Telephone and Telegraph Co. with the securities and exchange commission. Net proceeds from the sale would be used to provide the company's subsidiary and associated companies with funds for extensions, additions and improvements to their plants, etc. The company intends to invite sealed bids for the purchase of the new issue as a whole.

SUMMER replacement for Edgar Bergen show, sponsored by Standard Brands on KBS, Sun., will be Alice Templeton. Agency: J. Walter Thompson Co., N. Y.

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

FRENCH TO OFFER U. S.
TRANSCRIBED SERIES

THE NORTH AMERICAN service of the French Broadcasting System will make available a series of transcribed programs in English to U. S. broadcasters beginning April 7, it was announced last week in New York. This is the first time these programs have been offered to the U. S. by the newly expanded North American service of Radio Diffusion Francaise. Prominent American broadcasters reviewed these shows and offered suggestions at a meeting held in New York on Jan. 29.

The following 14-minute, 30-second transcribed programs will be offered on a weekly basis: Hello From France, a weekly round-up of interviews with Parisian celebrities and American visitors; Reverdoux in Paris, featuring the latest popular songs, singers and orchestras; French Folklore, describing provinces of France, their geographic and economic characteristics, customs, folk songs.

Four to five-minute program subjects will include literature, art, recipes, fashion, travel, economics and entertainment.

Several 14-minute, 30-second programs also will be offered on a bi-monthly basis.

Seminar Proposed

NEW ADVISORY BOARD of Emory U.'s division of journalism is considering a proposal to hold a seminar for radio and newspaper men similar to Columbia U.'s American Press Institute. Suggestions for the seminar, tentatively planned for next winter, came from Leonard Reinsch, managing director of WSB Atlanta. The advisory board chairman is George C. Biggers, president of Atlanta Journal Co. Its membership, in addition to 22 newspaper and advertising executives, includes five station managers—James E. Bailey, WAGA Atlanta; W. M. W. Cobb, WMZQ Macon; John Fulton, WGTA Atlanta; Walter Speight, WATL Atlanta, and Mr. Reisch of WSB.

MILESTONES

TWO-HOUR 20th anniversary broadcast is being planned by WMWD Peoria, Ill., for March 22 from Peoria Armory. CBS radio and television, Bob Hawk will m.c. Full scale three-week promotion build-up, using all media, now effective. FM promotion tie-in included. Five hundred business and civic leaders are to be honored guests... Benjamin Moore & Co., New York (paint and paint product manufacturer), has started third year sponsorship of weekly Your Home Beautiful on ABC. St. Georges & Keyes is agency. Show has been on the air for 19 years. Assistant Manager, F. M. (Todd) Sloan of W. E. S. T. inghouse Radio Stations is newest Westinghouse addition to the Twenty Year Club, informal organization of radio pioneers, headed by Commentator H. V. Kalenborn, New York, observes its 15th anniversary March 15. Station representative now has eight branch offices throughout the country.

CKNX Wingham, Ont., during week of 21st birthday, sent bouquets of roses to couples celebrating their 21st wedding anniversaries... CKAC Montreal 25th milestone publicity includes use of bright green and silver streamers upon all station mail... KFBK Sacramento, Calif., which claims to be first newspaper-owned station on the Coast, has entered the 26th year of its operation. Affiliated Sacramento Bee is now in 1st year.

Cal J. McCarthy, senior vice president and treasurer of Ruthrauff & Ryan, New York, has started his 26th year with the agency... James A. Byron, news editor of Winx Fort Worth, Tex., is celebrating his 10th year on the air... George Monaghan, has marked his first year as record m.c. at WOR New York... Ed Hart, pro-ducer - moderator of WINX Washington forum Is Congress Doing the Job, enters second year with show... Wes McKnight, program director and sportscaster of CFRB Toronto, is now in his 21st radio year. CFRB also passes 20th milestone.

Entering 23rd year is Home Service Daily feature of WTOP Washing- ton. Show is conducted by Elinor Lee who marks her fourth anniversary with program... Beginning its 24th year of op-eration, CKWX Vancouver, B. C., has formally inaugurated its new 5 kw transmitter.
OFFICERS elected by newly organized Academy of Television Arts and Sciences, Hollywood [Broadcasting, Feb. 17], assumed their duties at February monthly meeting. Officers are (1 to r): Front row—Don McNamara, Telefilms Inc., corresponding secretary; Ronald C. Oxford, executive producer of television, KFI Los Angeles, first vp; Edgar Bergen, star of NBC Chase and Sanborn Show and president of Bergen-Cunning Television Productions, president; Mark Finley, public relations director of Don Lee Broadcasting System, second vp. Back row—O. A. Engstrom, science department, Glendale (Calif.) city schools, recording secretary; R. A. Monfort, technical director of television, Los Angeles Times, treasurer; Marcia Drake, Bergen-Cunning Television Productions, secretary; Joseph Kay, NBC Radio Recording Division, secretary to the treasurer; Syndi Cassidy, Hollywood editor of Film World, coordinating executive assistant to the board of directors.

In the Public Interest

STORY of a three-year-old girl critically ill with tuberculosis in a Macon, Ga., hospital, and in need of funds for treatment, was broadcast over WMAZ that city, by Announcer Fred Hill and Alice Price, WMAZ news reporters, on the 11-10 p.m. news show Feb. 28. Mr. Hill reported that physicians said the girl's only chance for life centered around a drug, streptomycin, which was so costly the family could not afford to buy it. Before he could finish the broadcast, contributions were being phoned in to WMAZ news room. A drugstore contributed a supply of streptomycin and treatment was started. WMAZ broadcast daily reports of the child's condition, until March 2 when the report of her death was received. Contributions continued even after her death, the station reports, and more than one thousand dollars was pledged.

WNAC Helps Save Life

FLASH announcements over WNAC Boston and the Yankee Network helped save the life of a Quincy mother and her unborn child and aided in the arrest of a murder suspect—all within the space of a week—the station management reports. Less than an hour after WNAC had interrupted its Tello-Test program to broadcast a bulletin concerning the sex-slaying of an 11-year-old Malden, Mass., school girl a suspect was turned over to the Malden police—by his mother, who had heard the bulletin—and later the same day the suspect confessed the crime. The case involving saving of life concerned the wife of a Quincy police officer who was suffering severe hemorrhages before the birth of her child.

When Yankee Network aired an appeal over WNAC for blood donors, one with the right type of blood was obtained, a transfusion was given, and both mother and baby are reported "doing very well."

* * *

KMPC Clinic

WITH diphtheria epidemic threatening the Los Angeles area, KMPC Hollywood, cooperating with the city health department, set up a special clinic at the station Mar. 5 to inoculate children. Recordings of the proceedings were cut for distribution to Los Angeles stations.

* * *

Find Foster Homes

SEATTLE stations are being highly praised for their contribution to the Foster Home Finding Campaign, according to Leopold Lippman, director of public information for the drive. Radio publicity started two weeks after newspaper promotion, and despite this fact, of the 900 homes offered, about one-third came in response to radio programs and spot announcements. The radio appeal was directed primarily to homes for school age children, who are the most difficult to place. In addition to spot announcements on most Seattle stations and special shows on KKA, the campaign received special support from KJR, which recorded several interviews with the children.
Gives You More Than High Fidelity

High fidelity is not enough. Over a period of years the test of quality in broadcast equipment is consistently high performance with continuous operation. The 300G transmitter is proving its quality in every installation. Its performance exceeds FCC requirements.

Every circuit is engineered for efficiency. Every component is operated well within its rating. Sealed transformers, chokes, and capacitors, together with oversize, heavy duty circuit components provide adequate safety factors. The result is simplified design with fewer stages and components, and long uninterrupted service. True economy is inherent in a 300G station—low original cost, low operating cost, and minimum maintenance and repairs.

The 300G has high fidelity performance, 540-1600 kc frequency range, dual oscillators, forced air cooling, front panel control of motor tuned circuits, personnel and circuit protection, filament voltage regulation, vertical chassis construction with maximum accessibility, and many other advantages. Get the complete details by writing for a 300G bulletin.

The 12Z Remote Amplifier

4 channels, complete in one package, light weight, 30-12,000 cps, +17 dbm output, a-c or battery operated, self-contained power supplies, talk-back, 600 ohm output impedance.

The 212Y Remote Amplifier

Single channel, a-c or battery operated, self-contained a-c supply, 30-15,000 cps, low noise and distortion, low cost, +17 dbm output, talk-back, easy installation, 600 ohm output impedance.
The monitoring speakers you choose today may decide your place in broadcasting circles for the next ten years. Your choice is as important as that! These Altec Lansing speakers, which we recommend for specific locations in your station, will not only keep you ahead of competition today, but prepare you for the technical advancements to come. You can't "do better" than Altec Lansing loudspeaker equipment.

Model 604 Duplex recommended for:
CONTROL ROOM AND OWNER'S OFFICE

The people who carry the responsibility for a station's reputation must have a speaker of Duplex caliber for critical listening. This famous two-way multi-cellular Duplex is unequalled by any speaker at any price.

Model 603 Dia-Cone recommended for:
RECEPTION AND AUDIENCE VIEWING ROOM

In less critical locations, this 15-inch Dia-Cone provides superior performance at a planned investment. The multi-cellular construction makes possible wide angle coverage for large audiences.

Model 606 Dia-Cone

A small scale edition of the Altec Lansing quality you find in more expensive models. Both the 600 and 603 incorporate the Dia-Cone principle of driving separate high and low frequency drivers with a single 3" voice coil of edgewide wound aluminum ribbon.

Cabinetry:
This distinctive mahogany floor cabinet is ideal for owner's office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.

Model 600 Duplex

This distinctive mahogany floor cabinet is ideal for owner's office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.

Amateur Lends Hand

DONALD LOVE DAY, WGAN Portland, Me., engineer who is also an amateur radio operator, aided a Portland resident, Harland Bruns, in getting in touch with his Army son in Germany to tell him that his mother was recovering from a major operation. Mr. Love-day, using his 400-watt amateur station, W1MXQ, contacted a radio amateur in Hamburg, Germany. Arrangements were made for a 9 a.m. contact between the American and German amateurs. The contact was successful, and Mr. Bruns told his son, who was listening on the German end, that the mother was to undergo the operation that day. A week later a second contact was made by Mr. Love-day with the same German amateur, and this time Mr. Bruns told his son that his mother was on the road to recovery.

Network Accounts

Renewal Accounts
FRANK H. LEE Co., Danbury, Conn. (Lee hat), March 17 renewed for 14 weeks "Drew Pearson" on ABC, Sun. 1-5:30 p.m. (DESTINY: Agency: William H. Weisnau & Co., N.Y.

GENERAL FOODS CORP., New York, March 31 renewed for 12 weeks "Forty Faces Life" on NBC, Mon. through Fri. 11-12:30 p.m. Agency: Young and Rubi- cam, N. Y.

Network Changes
AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), April 29 shifts "Your Hit Parade" to CBS, Sat. 9-9:30 p.m., to NBC. Agency: Foose, Cone & Bedingfield.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), June 30 drops "Joan Davis Show" on NBC, 6-7 p.m. Agency: Foote, Cone & Bedingfield.

CANADA DRY GINGER ALE Inc., New York, March 26 drops "Ralph Bell Show" on NBC, Tues. 7-8 p.m. Agency: Young & Rubi- cam, N. Y.

BRISTOL MYERS CO. OF CANADA, Montreal (Vitalis, Trushay, Trumagro), March 10 drops "Allan Young Show" on 6-Dominion network stations. Agency: Ronalds Adv., Montreal.

Tool Up for Video

STROMBERG-CARLSON Co. announces that it is now tooling up for production of the two video systems it received during the January furniture mart in Chicago and expects to have them on the market during the last quarter of 1947. One set, TV10L, is a straight television console with a 10-inch direct viewing tube, facilities for covering all 13 video channels.

Use NRB's Radio Campaigns for Local Advertisers

50 or more campaigns each month—12 commercials packed with tested sales appeals and benefits in each campaign. Also Seasonal Campaigns, Station Specific Test Program Ideas, Planning Guide and other important aids. Used by more radio stations than all other continuity services combined. Most economically priced. Write for PRIMULE today.

The National Research Bureau, Inc.
Chicago 10, III. "A Clearing House of Tested and Successful Ideas."
Applications Cont.:  
Robert G. Magee and Thomas P. Robinson, (60 and 23,100 common stock—54.5%).  
AM—1260 kc  
FM—Unassigned  
Mission Best, Co., San Antonio, Tex.—for new (metropolitan) FM station to be operated on frequency to be determined by FCC.—AMENDED: to change ERP from 32 kw to 48 kw and make changes in antenna system.  
Sky-Park Best, Corp., Front Royal, Va.—for new standard station, 1450 kc, 250 w, unlimited.—AMENDED: to change frequency from 1330 to 1400 kc.  
Halifax Best, Inc., South Boston, Va.—for new standard station, 1230 kc, 250 w, unlimited.—AMENDED: to change frequency from 1330 to 1400 kc.  
Radio Bluefield Co., Bluefield, W. Va.—for new standard station, 1400 kc, 250 w, unlimited.—AMENDED: to articles of partnership agreement.  
WOAY Oak Hill, W. Va.—License to cover CP, as modified, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.  
Applications Dismissed  
AM—900 kc  
Universal Radio Features Syndicate, Laguna Beach, Calif.—for new standard station, 900 kc, 250 w, unlimited.—DISMISSED Feb. 26, 200, conflict with 3.25 (d).  
Southern Puerto Rico Best, Corp., Ponce, P. R.—for new standard station, 900 kc, 250 w, unlimited.—DISMISSED Feb. 26, 200, conflict with 3.25 (d).  

AM—1570 kc  
Central State Best, Clintonville, Wisc.—for new standard station, 1570 kc, 250 w, unlimited.—DISMISSED Feb. 26, 200, conflict with 3.25 (d).  
Applications for Renewal  
KFSP Los Angeles, Calif.—FPXK Grand Junction, Colo.—KRAB Locust Grove, Ky.—WHRV Sherman, Tex.—KTMS Westfield, Ind.—KSBW San Antonio, Calif.—WAVY Louisville, Ky.—WBBB New Braunfels, Tex.—WMOB Scranton, Pa.—WPAT, N. J.  
Tendered for Filing Since Feb. 7:  
KUBA Yuba City, Calif.—Modification of CP for increased power from 5 kw to 1 kw, install new transmitter and approval of CP for present use.  
License Assignment  
WGNY Greeneville, Tenn.—Consent to assignment of station to Radio Greenville Inc.  
AM—1400 kc  
WHAL Shelbyville, Tenn.—Consent to assignment of station to Shuler, George, S. F. Perry, and H. S. Smith.  
March 5 Decisions  
BY THE COMMISSION  
AM—1490 kc  
Torrington Best, Co., Torrington, Conn. and Berkshire Best, Corp., Danbury, Conn.—Announced proposed decision for grant of Torrington Best, Co. application for new station, 1490 kc, 250 w, unlimited; proposed to deny Berkshire Best, Co. application for same facilities.  
AM—790 kc  
Northern Best, Co., Fargo, N. D. and KVOX Moorhead, Minn.—Announced adoption of proposed decision for grant of Northern Best, Co. application for new station, 790 kc, 5 kw, unlimited. DA proposed to deny KVOX application to change frequency from 750 kw to 1 kw from 760 to 760 kw, 5 kw, unlimited. Commissioner Pettit voted for proposed grant to KVOX and proposed denial to Northern States.  
AM—1300-1400 kc  
Newnan Best, Co., Newnan, Ga. and WCBS Newnan, Ga., State Best, Co., Newnan, Ga. and Columbia, Tenn.—Adopted order setting aside order dated Jan. 23 which granted Newnan Best, Co. application for new station, 1420 kc, 250 w, unlimited and Volunteer State Best, Co. for new station, 1320 kc, 250 w, unlimited. DA: night; reopened hearing upon issues of interference to WTVG, WIAA and WHJO Opelika, Ala., which may be caused by Newnan Best, Co. operation on 1400 kc, said hearing set March 10, Washington.  
March 5 Applications ...  
ACCEPTED FOR FILING  
AM—1240 kc  
Santa Rosa Best, Co., Santa Rosa, Calif.—for new standard station, 1240 kc, 250 w, unlimited.—AMENDED: to change frequency from 1250 to 1240 kc.  
Belvedere Best, Corp., Baltimore—CP for new standard station, 1400 kc, 250 w, unlimited.—Continued on WCBM changing to 680 kc.  
License for CP  
WSHS Floral, N. Y.—License to cover CP, as modified, which authorized non-commercial educational station.  
AM—1600 kc  
Champion City Best, Co., Springfield, Ohio.—CP for new standard station, 1750 kc, 1 kw, daytime; AMENDED: to change frequency from 1570 to 1600 kc.  
AM—1110 kc  
Brazoria County Best, Corp., Brazosport, Tex.—CP for new standard station, 1500 kc, 250 w, daytime.—AMENDED: to change frequency from 1550 to 1570 kc.  
WIRL Fort Smith, Ark.—Modification of CP which authorized new standard station, to specify power of 5 kw and DA for day and night use, change transmitter and change transmitter location—AMENDED to modify DA, change geographic coordinates (no change in description).  
AM—1340 kc  
"Show-Me" Best, Co., Rolla, Mo.—CP for new standard station, 1200 w, unlimited.—AMENDED: to change transmitter location, radio directions.  
Application Dismissed:  
AM—810 kc  
KETH Yakima, Wash.—Special service authorization for 810 kc, 100 w, unlimited; Application for 810 kc, approximately two hours after local sunset; six days each week, for period ending...
RCA has the most complete line of tubes in the broadcast field.

RCA’s years of experience in tube research and development have resulted in new and improved types for AM, FM and TV broadcasting . . . tubes that have advanced the art of broadcasting in all its phases.

Year after year, RCA tubes have set the pace in quality performance and value. They have won an unequalled reputation for engineering excellence, dependability, and true operating economy. That’s why experienced broadcasters buy RCA tubes when new tubes are needed.

For information on RCA tubes for broadcasting, write RCA, Sales Division, Section P-36B2, Harrison, New Jersey.

RCA TUBE DEPARTMENT

RADIO CORPORATION OF AMERICA

HARRISON, N. J.

March 10, 1947 • Page 79
WBGE NOW ON AIR; IS HOST TO 5,000

ATLANTA'S newest radio station, WBGE (1340 kc, with 250 w) was officially dedicated March 3 with some 600 guests attending the buffet breakfast and formal evening dinner festivities [BROADCASTING, March 3].

Owned by Mike Benton and managed by Maurice Coleman, WBGE's open house party held March 3 attracted over 500 Atlantans. Jim Kirby, program director, was master of the dedicatory programs.

Among the guests were Lambdin Kay, former WSB Atlanta pioneer, now with Georgia Ass'n, Industries; William Jenkins, Willis Davis, Georgia Theaters; Mr. and Mrs. Happy Quarel, WRGA Rome; Senator Jack Williams, WAYZ Waycross; Belmont Dennis, WMC Covington; Earl Mann, Atlanta Baseball Corp.; Helen Partin, Charles Raynes Adv.; James Battle, Decatur Bldg. and Loan; J. Comer, General Electric Co.; Milton Daniel, Beaudry Motors; N. D. Eubank, Harrison Co., Ralph Huie, First National Bank, Atlanta; J. A. Northington, Graybar; C. G. Schneider, General Elevator Co.; Mayor W. B. Hartsfield, City of Atlanta; Robert Reavis, Calvin Stanford Adv.; William Snowden, Snowden & Steward Adv.; Frank White, Kirkland & White Adv.; Mr. and Mrs. Washington Lent, Washington.

Purchase of the 156 Atlanta Crackers baseball broadcasts by P. Lorillard Co., for Old Gold Cigarettes, through Lennen & Mitchell, New York, was announced by Mr. Coleman.

To Install FM

FEDERAL TELEPHONE & RADIO CORP., affiliate of the International Telephone & Telegraph Corp., will supply and install a complete new system of FM radio-telephone communications equipment for the police and fire departments of Dayton, Ohio, it was announced last week. One 250-w central transmitter and 50 mobile transmitter-receiver units will be used initially, but the company eventually expects an additional order for four 250-w transmitters and 100 mobile units. This equipment, plus a 300-foot antenna tower, will provide county-wide coverage.

Food and Drug Code

A CANADIAN code for food and drug radio advertising is being developed following joint meetings at Toronto of officials of the Dept. of National Health and Welfare, Ottawa, with officials of CBC, Ass'n. of Canadian Broadcasters, Canadian Ass'n. of Broadcasters, and Canadian Ass'n. of Advertisers. Currently all copy for radio commercials of food and drug products must be approved by the Dept. of National Health and Welfare and clearance is handled through CBC.

Cancer Society Mapping Its April Campaign Plans

THE AMERICAN CANCER SOCIETY is taking to the air with an army of big talent in a campaign April 1-30. Heading the list are Joan Davis and Jay Jostyn who will act as co-chairmen of the Radio Artists Committee. The Mills Brothers, Jennifer Jones, Kate Smith, Ralph Edwards, Lionel Barrymore and Mrs. Eleanor Roosevelt will be heard during the campaign.

A new feature of this year's drive is a radio kit to be mailed to all stations. Included in the kit is a wide variety of transmissions from which the broadcaster can select.

For sustaining time, the network program departments will be approached directly by the society. Sponsors will be asked to contribute one or more announcements during April. The Radio Artists Committee will arrange guest appearances of prominent personalities. Daytime serials, medical programs, and others which are adaptable will be slanted to the subject of cancer. National spot broadcasters and advertisers will also be requested to include appeals.

Force of Habit

WHEN Steve McCormick, Mutual's Presidential announcer, attempted to gain entry into the Naval Air Station, Washington, D. C., to wire-record a CCA (ground controlled approach) landing for Arthur Hale's network newscast, he was stopped at the gate by a Marine security guard who demanded identification. But the sentry jumped to attention, snapped his heels and saluted smartly when Mr. McCormick whipped out his White House pass. In turn, Mr. McCormick, who had served in the Army five years, forgot he was a civilian and returned the salute through force of habit.

Good Receiver Market Seen in Latin America

WITH a vast market for radio sets in Latin America, U. S. manufacturers are offered fine opportunities to sell their products, according to a handbook issued by the Department of Commerce. It is titled "Latin America Radio Receiver Markets, Merchandising, Design Considerations and Digest of Tariff Systems," by Mort N. Lanning, General Products Division, Commodities Branch, Office of International Trade. Copies may be obtained from the U.S. Department of Commerce.

The 28-page illustrated booklet analyzes opportunities in each country, with detailed information on market and merchandising situations. The booklet declares that buyers must be warned that electronic developments have not revolutionized design or production methods of home receivers but that improvements will be built into the product in an orderly fashion.

CAB Video Survey

CANADIAN BROADCASTING Corp. has started making a survey of television programming and operating costs in United States and Great Britain. J. A. Ouimet, CBC assistant chief engineer, and H. G. Walker, manager of Dominion network, are making the survey, which is expected to chart the technical developments and operating costs, programming including use of films, actuality broadcasts, lectures, musical, variety and dramatic shows, and program costs and techniques to be studied.

Hearth by Most...

Prefered by Most

in the BUYING Ark-La-Tex
FCC Actions
(Continued from page 80)

March 6 Decisions . . . .

BY COMMISSION EN BANC

FM—AMENDED

Chronicle Pub. Co., Marion, Ind.—Authorized conditional CP grant for Class B station subject to further review and appeal engineering details.

Weezer Broadcasting Co., Westerly, Mass.—Same.

FM—CPs Granted

CPs were authorized by Commission conditionally for Class B new station with conditional grants. Details are given on page 83.

License Renewals

A. H. Belo Corp., area of Dallas, Texas.—Granted renewal of developmental license for WSSXIC for period ending May 1.

WBOC, Atlantic City, N. J.—Extended facility license for WXXUM for temporary period for period ending May 1, pending action on WXXUM-FAX.

RadioOhio Inc., Columbus, Ohio.—Extended facility license for WXXUM-FAX on temporary basis for period ending May 1, pending staff study.

Courier-Journal & Louisville Times Co., E. of Eastwood, Ky.—Same for WXXUM-FAX.

AM—1490 kc

Antietam Broadcasting Corp., Hagerstown, Md.—Granted CP for new station, 1490 kc, unlimited, engineering conditions.

Loys Marvin Hawes & Bennetsville, S. C.—Commission on its own motion, removed from hearing and granted application for new station, 1400 kc, 250 w, unlimited, engineering conditions.

AM—1050 kc

Frequency Best. System, Shreveport, La.—Designated CP for new station, for period ending 1400 kc, 1 kw, DA-1, subject to condition that applicant will make by contract any unassigned frequencies or frequencies modified.

Modification of CP

WRRV, Cleveland, Ohio.—Granted modification of existing CP to comply with specifications for station, 1490 kc, for new station, 1600 kc, 1 kw, DA-1, subject to condition that applicant will select the transferred frequencies from the unassigned frequencies within 90 days of approval.

AM—1360 kc

Steel City Best., Co., Ga., Okla.—Designated hearing for application for new station, 1600 kc, 250 w, unlimited, further ordered that WBFM Indianapolis be made party to proceeding.

AM—1520 kc

Paul B. Lingefelt & Clinton, Okla.—Designated for hearing application for WBFM, for new station on 1900 kc, 1 kw, unlimited, further ordered that KVCW Vernon, Tex., be made party to proceeding.

Public Best. Service, Enid, Okla., and The Pussy Cat Pub., Co, Pussy Cat, Okla.—Designated for hearing application for new station, 1900 kc, 1 kw, unlimited, further ordered that KVSW Vernin, Tex., be made party to proceeding.

AM—960 kc

Public Best. Service, Enid, Okla., and The Pussy Cat Pub., Co, Pussy Cat, Okla.—Designated for hearing application for new station, 2000 kc, 1000 w, unlimited, further ordered that WKSO Oklahoma City, Okla., be made party to proceeding.

Petitions Dismissed

What Phillips has suggested petition for reconsideration directed against Commission action on Jan. 3, granting a petition for reconsideration of WXXUM-FAX, New Orleans.

Shelby Cascada Best., Corp., Mount Shasta, Calif.—Dismissed petition directed against interference caused by WXXUM-FAX, New Orleans.

Petition Denied

Paris Best., Co., Austin, Tex.—Adopted memorandum opinion denying petition for reconsideration of WXXUM-FAX, New Orleans.

AM—1490 kc

Western Pennsylvania Best., Corp., Pittsburgh and East Liverpool Best., Co., East Liverpool, Ohio.—Designated for consolidated hearing application for new station, 1100 kc, 250 w, unlimited.

AM—800 kc

George Basil Andover, Columbus, Neb., and Concordia Best., Co., Concordia, Kan.—Dismissed petition for consolidated hearing application for new station, 1100 kc, 250 w, unlimited.

AM—1250-1260 kc

Belleville News-Democrat, Belleville, III., and KCNY, Canton, Mass.—Designated for new station at Belleville, III., 1250 kc, 1 kw, unlimited, DA night; employed 24 hour service during that time; then changed to 1150 kc, 1 kw, unlimited.

AM—1200 kc

Tommy Best., Co., New Amsterdam, N. Y.—Designated for new station at New Amsterdam, N. Y., 1200 kc, 1 kw, unlimited.

AM—1320 kc

Terrell Broadcast Corp., Terrell, Tex., and Burton V. Hammond Jr., DeSoto.

PRESENTATION of loving cup to Frank R. Smith (center), general manager of WSSW Pittsburgh, as first prize for station's outstanding promotion of football broadcasts in N. W. Ayer & Son competition was featured at dinner attended by representatives of 12 Pittsburgh area radio stations in Pittsburgh's Duquesne Club. Highlight of meeting was to organize network for radio coverage of Pirates baseball games. Serving as co-hosts were (1 to r): John Purves, N. W. Ayer & Son; B. M. Boor, Atlantic Refining Co. (which sponsors broadcasts of Pirages games over WSSW); Mr. Smith; William McConnel, Atlantic Refining Co.; Tom MacMahon, N. W. Ayer & Son; E. D. Hamey, general manager of Pirates, spoke. Mr. Smith announced that this year WSSW would cover Sunday and holidays as well as weekday Pirates games.

AM—1360 kc

KFFA Hot Springs, Ark.—CP to change frequency from 1400 to 1390 kc, increase power from 250 w day and night to 1 kw day and night, install new transmitter and DA night, and to change transmitter location.

FM—Unassigned

Rodgers & McDonald Newspapers, Ingoldail, Calif.—CP for new station, 1740 kc, 1 kw, unlimited to be assigned by FCC, ERP 1 kw.

KFI Los Angeles—Modification of CP for new station for extension of vertical antenna for completion of date.

FM—Unassigned

Rocky Mountain Best., Co., Pueblo, Colo.—CP for a new station, 1400 kc, 1 kw, unlimited, further ordered that 91.1 kc antenna height above average terrain, 335 feet.

AM—1080 kc

WTIC Hartford, Conn.—Modification of CP which authorized installation of new transmitter for extension of completion date.

FM—Unassigned

WBAY Coral Gables, Fla.—License to cover CP, as modified, which authorized new standard station and for change of station location and authority to determine power by direct measurement of antenna power.

WWGB Evanston, Ill.—CP to increase power from 1 kw night, 5 kw day to 3 kw day and night and to make changes in DA night.—AMENDED— to modify DA.

WBST South Bend, Ind.—Modification of CP, as modified, which authorized increase in power, installation of new transmitter and changes in DA, for extension of competition date.

AM—1100 kc

The Gate City Co., Kessuk, Iowa.—CP for new station, 1740 kc, 200 w, unlimited, DA night.

FM—93.9 mc

Liner's Best. Station, Monroe, La.—CP for new station, 1740 kc, 2 kw, unlimited.

FM—Unassigned

Elmer A. Benson, Esq., Appleton, Minn.—CP for a new (metropolitan) FM station, frequency to be determined by FCC, for a standard station to be built, and unscheduled.

Radio St. Louis, St. Louis.—CP for new station, 960 kc, 1 kw, unlimited.

Chanticleer Best., Co., New Brunswick, N. J.—Modification of CP for new station, frequency to be assigned by FCC, ERP 1 kw.

AM—1400 kc

Griffith Best., Co., Norman, Okla.—CP for new standard station, 1400 kc, 10 kw, unlimited.

INKPOT GREMLINS

Trade Presser Distributions—New Titles at FCC

NEW SET OF TITLES, and in one case a new name was distributed to FCC Commissioners in an "inside" story carried in the Feb. 28 issue of an advertising trade magazine.

Discussing the prospects of Miss Marion Martin for appointment to the seventh seat on the Commission, the magazine said:

"If she does [get the job] there will be three Republicans on the Commission, all of them being Ray C. Wakefield, of California, personnel director, and Rosel H. Hyde, Idaho, in charge of mail and files. The three Democrats are Charles R. Denny, Washington, chairman; Paul A. Walker, Oklahoma, in charge of broadcast licenses; Clifford J. Dunn (al), Alabama, chief of supply section. Listed as independent in politics is John K. Jet, Maryland, minute clerk."

War Prevention

THE SOCIETY for the Prevention of World War III, New York, is offering a $100,000 award to anyone who can answer the question "Will Germany be the cause of the next war?" in a dramatic form, background of German history and geography, political, social, economic, and military, as well as the underlying Germany's two attempts at war with Russia. Two prize-winning copies can be obtained by writing Radio Dept., Society for the Prevention of World War III, 515 Madison Ave., New York.

250 w, unlimited, (contingent on KTKO changing to 1000 kc).

FM—Unassigned

Hasleton Broadcasting Corp., Harrison, Pa.—CP for new station, 47.9 mc—AMENDED— to cover CP, as class B; frequency change from 47.9 mc the present assigned station, antenna height above average terrain, 771 feet; ERP 6 kw; specify transmitter site; and specify antenna system.

AM—920 kc

Texas City Broadcasting Corp., Texas City, Tex.—CP for new standard station, 920 kc, unlimited.

Correction to FCC Report of Feb. 10:

Geer Best., Co., Greer, S. C.—Facilities should read 1050 kc, 250 w, daytime, instead of 780 kc, 250 w, daytime.

License Renewals

The Atlanta Journal-Constitution of Atlanta, Ga.—Assigned for license renewal of developmental station WMAU, Atlanta.

Cresley Best., Corp., Cincinnati—Same for WLSX, Cincinnati.

Miami Valley Best., Corp., area of Dayton, Ohio—Same for WXYK, Springfield, and Sarks Tarlton, Bloomington, Ohio.—Same for WZJD, Chicago, for WIXD, Chicago, and for WIXP and WIXR.

TENDERED FOR FILING

(Since Feb. 7)

Assignment of CP

WHRI, Columbus, Ohio, to C. W. Hempead, N. Y.—Consent to assignment of CP of WBI and an assignment of CP of WTHX Best., Corp.

AM—1250 kc

WBBC Salisbury, Md.—Modification of CP for changes in DA, night, operating power, installation of new transmitter and installation of new FM antenna on tower.

AM—1350 kc

WGPS Indianapolis—Modification of CP to increase power from 250 w to 1 kw, daytime, install new transmitter and change transmitter location.

BROADCASTING • Teletesting

March 10, 1947 8 Page 81
FCC Budget
(Continued from page 14)
874 for the Engineering Dept. in matters relating to "Broadcasting." At the same time, it should be noted that an increase of almost $200,000 is sought for the Engineering Dept. under the heading, "Surveillance and Technical Aspects"—which may or may not relate to program monitoring activities.

Perhaps most obvious in this development—the emphasis on law and accounting activities as indicated by the requests for bigger increases in these departments—is the usual reference to program regulation by the FCC.

No place in the justifications is the Blue Book mentioned. No place is it noted that over 300 stations were on temporary license in 1946 because of program considerations. No place is it noted that an estimated 50% of hearing time, on new applications and renewals, is devoted to program matters. The single reference to program matters is found in this line: "...a long paragraph defining the Law Dept."

Activities: "development of facts for assistance of Commission in determining whether a grant will be in the public interest; character of program service proposed to be rendered; other means for mass communication in area proposed to be served."

Two brief passages describe the activities of the Accounting Dept. in relation to economic regulation. They are general in nature, defining the Commission requirement for annual financial reports; for statistics seeking to establish financial responsibility of applicants and material aimed toward revealing "...something about the earnings of stations and their ability to survive or improve service."

The proposed expenses of the Engineering Dept. are broken down between Standard Broadcast, FM and Television. No such breakdown is shown in the Law Dept. or in the Accounting Dept. Thus, it is impossible to determine precisely how much is to be spent—in the latter two departments, which seek the greater increases—in the various categories.

KFMB sells SAN DIEGO
San Diego is on top! Consistently listed in Sales Management's "High Spot Cities" for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

Plan Ohio News Group
PAUL H. WAGNER, associate professor of journalism at Ohio State U. and news director of the university's WOSU Columbus, has been appointed chairman of a committee to organize an Ohio Assn. of Radio News Editors by President John Hogan of the National Assn. of Radio News Directors. His committee met Saturday (March 8) at the University Faculty Club to lay the foundation for the state organization.

KFMB* BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.
Page 82 — March 10, 1947

5 CPs For FM Stations, Two Conditional FM Grants Issued
TWO NEW conditional FM grants and five construction permits were authorized last week by the FCC. Of the permits, two were granted in lieu of previous conditions.

Chronicle Publishing Co., Marion, Ind., was given a conditional grant for a Class I station. Authorization is subject to further review and to approval of engineering details. Firm publishes daily newspapers in Marion and Sarasota, Fla., and is owned by David B. Lindsay and members of his family. Chronicle Publishing previously had been denied AM facilities in Marion since proposed station would cause unfair interference to existing outlets in that area.

Single conditional grant was made to Marvin Handlency and Howard P. Handlency, a partnership doing business as Worcester Broadcasting Co., at Worcester, Mass. The first Handlency brother has 53% interest, the second 47%. Both are associated with their father in the real estate business. Firm also is AM applicant.

All but one of the new permittees is now engaged in broadcasting. That permittee is Gore Publishing Co., Fort Lauderdale, Fla., publisher of the News and Sentinel.

The following were authorized FM construction permits; conditions. Power given is effective radiated power; antenna height is height above average terrain. AM affiliation is in parenthesis; FM call precedes permittee. Grants are:

Canones & Callister (KINY), Los Angeles, Class B; 98.1 mc (No. 351); 36 kw; 295 feet.

Gore Pub. Co., Fort Lauderdale, Fla., Class B; 85.7 mc (No. 229); 9.6 kw; 275 feet.

Peoples Bqstg. Co. (WLAN) Lancaster, Pa., Class B; 93.3 mc (No. 242); 25 kw; 435 feet.

WSAP-FM Portsmouth Radio Corp., (WSAP) Portsmouth, Va., Class B; 94.7 mc (No. 234); 49 kw; 355 feet (in lieu of previous conditions).

WCAP-FM Radio Industries Broadcast Co. (WCAP) Asbury Park, N. J., Class A; 101.1 mc (No. 298); 700 w; 99 feet (in lieu of previous conditions).

Charge MBS Unfair
UNFAIR LABOR practices were charged against MBS last week in a petition filed with the New York office of the National Labor Relations Board by the United Office and Professional Workers of America, Radio Guild (CIO).

The union's petition cited examples of alleged interference by Mutual department heads with the union's organizational activities. No mention was made in the petition of the three union members who the UOPWA unofficially had asserted a fortnight ago were dismissed—by MBS.

On The Air
Atlanta's New WBGE
MIKE BENJON MAURICE COLEMAN
President General Manager
BROADCASTING * Telemcasing
duPont Awards
(Continued from page 15)
equally complete in descriptive details, told in a leather-bound loose-leaf volume illustrated with photographs, photosats and newspaper clippings how the station's series of 13 programs on venereal disease prevention were heard. Fridays at 9:45 p. m. had "achieved not only its goal in Oklahoma but leaped across state lines—even international boundaries—to take its message about one of civilization's most vexing health problems to the audiences and constituencies of 54 other radio stations and health department units."

First summarizing the venereal disease problem, the WKY entry then told how WKY had decided to step into the picture, explained what the station had in mind and how it had sought and won the support and endorsement of civic and official groups, then described how it had carried on the intensive campaign for prevention of venereal disease.

WKY's entry made the observation that "in Oklahoma at least it (the WKY project) proved that radio can convey with dignity and taste and secure public acceptance for presentation of touchy public problems." Further, it pointed out, "WKY created a place for radio where one did not exist before—and became a major factor in success of the blood testing campaign." It expressed its belief that "radio...never should be guilty of the ostrich act when it is peculiarly equipped to do a job in the public interest."

Established in 1942
The duPont awards, established five years ago, are given in memory of the late financier, who was a devoted radio listener. Each carries a $1,000 prize, supplied by a permanent trust fund originating from Mr. duPont's estate.

The awards committee is Dr. Francis P. Gaines, president, Washington & Lee U., chairman; Rt. Rev. Henry St. George Tucker, retired presiding bishop of the Episcopal church; Mrs. Lavelle Dickinson, president, General Federation of Women's Clubs; Mrs. Jessie Ball duPont, widow of the financier, and M. H. Aylesworth, New York attorney and first president of NBC, William H. Goodwin, banker, is secretary of the Awards Foundation.

Previous winners of the duPont Awards were: 1946, KDKA Pittsburgh, WNAX Yankton, S. D., Lowell Thomas; 1944, WJR Detroit, WTAG Worcester, Mass., H. V. Kaltenborn; 1945, WLW Cincinnati, WMZI Macon, Raymond Gram Swing; 1942, KGEI San Francisco (shortwave station then operated by General Electric Co.) and Fulton Lewis Jr.

8,500 Visitors Inspect
New Studios of WMBR
FORMAL OPENING of the new $150,000 home of WMBR Jackson- ville, Fla., March 1 and 2 was attended by 8,500 residents of Jackson ville and vicinity, the station management reports. Broadcasting operations from the new studios started last month.

The new building, located at 675 S. Main St., Jacksonville, is of modernistic design and concrete block and stucco construction. It is one and a half stories high. WMBR recently was granted an increase in power from 250 w to 5 kw, and also received a 40 kw FM permit. Station is owned by Florida Broadcasting Co.

Buys College Trio
JOHN H. BRECK Inc. Springfield, Mass., effective March 13 begins sponsorship of the IBS Music Hall on three Intercollegiate Broadcasting System stations, Thursdays, 10-11 p. m. The hour-long program of recorded classical music is heard on the west coast of the system sustaining. Stations on which the show will be sponsored are WRAD Radcliffe College, Cambridge, Mass.; WBS Wellesley College, Wellesley, Mass., and WMWC Mary Washington College, Fredericksburg, Va. Agency for Breck is Charles Sheldon Adv., Boston.

Grant for Knoxville
Awarded Beaman
East Tennessee Broadcasting Co.
Owner is Local Resident

FINAL ACTION was announced by FCC last week granting the application of East Tennessee Broadcasting Co. for a new station at Knoxville, Tenn., on 1340 kc with 250 w and unlimited hours. The application of Smoky Mountain Broadcasting Co. for the same facility and the petitions of four stations for that firm for postponement of oral argument and reopening of the record were denied by the Commission.

Local Resident
Local residence of Clarence Beaman Jr., sole owner of East Ten nessee Broadcasting and who is to be active manager of the new station, was given by the Commission as a major preference over Smoky Mountain Broadcasting Co. Mr. Beaman has lived in Knox ville all of his life except for 4 ½ years in the Army and 2½ years in Rochester, N. Y., with Eastman Kodak Co. He was released from the Army Signal Corps as captain and since has operated his own insurance business in Knoxville which he will sell.

The Commission found that only one of the five stockholders in Smoky Mountain had proposed to devote full time to the operation. Firm is headed by Will S. Hall (16.6%), retired Knoxville businessman; Gary L. Marble (39%), formerly with WBIR Knoxville and WHKX Nashville and who would be general manager; J. P. Roddy, (16.6%), holder of major preference in Johnson City Ho siery Mills and Roddy Mfg. Co. (Coca-Cola Bottling Works), Johnson city; and J. Fred Baumann and Thomas McCrosky (each 16.6%), retired businessmen.

KXRJ Russellville, Ark., Starts as 250-w Outlet

KXRJ, new 250-w fulltime outlet on 1490 kc at Russellville, Ark., accepted telephone requests for music and played records during its first seven hours of broadcasting Feb. 24. Station is licensed to the Valley Broadcasters of Russellville, and its marks the initial venture in radio for Jerrell Shepherd and Clyde R. Horne, co-owners.

Most of KXRJ's staff members, including Randall McCarrel, commercial manager; Roland Denney, chief announcer; John E. Blick, chief engineer; James Lipsey, engineer-announcer, and Keith Baker, announcer, have had previous radio experience. Other staff members include Bill Kaiser, Bill Horne and Betty Bruce.

Studios and transmitter room are located in the Fine Arts Bldg. of Arkansas Polytechnic College. Station's open-line transmission line from transmitter to antenna is 787 feet long.

WFMJ
Sells
The Rich Mahoning Valley
More and More
Local Advertisers
Are Using WFMJ
At Lowest Cost Per
Listener . . .
You Can Do So Too
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

COMING SOON
5000 WATTS

WLAW
Now 5,000 Watts
The New England station whose local and ABC network programs have won nearly 2 million listeners for you.
Soon 50,000 Watts
The station whose signal will soon reach VITAL New England...and over 3 million listeners.
SEND FOR DATA
Station WLAW - Lawrence, Mass.
NATIONAL REPRESENTATIVES:
WEED & CO.

March 10, 1947 • Page 83
Denny at IRE
(Continued from page 16)

American submarine activities in the Pacific from 1943 to the end of the war, in an address given at the president's luncheon Tuesday.

Retiring President Frederick B. Llewellyn of Bell Labs, toastmaster, introduced Dr. Baker at the luncheon, and also presented four new members of the IRE board: J. E. Brown, assistant vice president and chief engineer, Zenith Radio Corp.; F. R. Lack, vice president, Western Electric Co.; J. R. Poppele, vice president, WOR New York; D. B. Smith, director of research, Philco Corp.

The expanding responsibilities of engineers, for the uses to which their technical developments are put were emphasized at a special Wednesday afternoon symposium on "The Engineering Profession." Dr. Charles B. Joliffe, RCA executive vice president in charge of RCA Labs., urged his fellow engineers to break out of their "professional shells" and accept the high responsibilities of leadership outside their profession.

Citizen and Scientist

The engineer, Dr. Joliffe declared, is at least partly to blame for the frequent misuses of his technological accomplishments because he has left to others the control of his creative work. "Now," he stated, "more than ever, be a citizen as well as a scientist, for he needs to relate his achievements in science to the whole of human endeavor."

Dr. Harry S. Rogers, president, Polytechnic Institute of Brooklyn, discussed the problems involved in attempting to educate students to become good citizens as well as good engineers. Dr. Edward U. Condon, director, National Bureau of Standards, final speaker in the symposium, emphasized the increased responsibilities of engineer and scientist to humanity created by the advent of new nuclear power release.

The convention's technical sessions comprised 120 technical papers, covering the latest developments in nuclear physics, A3M and FM broadcasting, television, microwave, electronic measuring equipment, air and sea navigation, vacuum tubes, circuits, electronic controls, circuits, wave propagation and antennas, wave guide techniques etc. Despite the fact that the sessions were run four at a time, overflow crowds were so extreme that sessions were often repeated.

One such paper was that given by C. Brunetti of the National Bureau of Standards on new electronic uses of field; he described a variety of methods for the new art of printing electronic circuits, including silk screen, spraying, painting, stamping and photographic, and discussed their performance under various conditions of temperature, humidity, aging and electrical loading.

Mathematical and experimental research aimed at the elimination of "phase distortion" which causes blurring of television images and eye strain of viewers was discussed by Dr. Michael J. Di Toro of the Microwave Research Institute of Polytechnic Institute of Brooklyn. Explaining that blurring results from images reaching the receiver at slightly different times and that it may be corrected by setting up so-called networks to absorb the unwanted impulses and provide a clearer picture, Dr. Di Toro reported on research which will enable the video engineer to compute the amount of distortion before the equipment is built and to correct it in advance, substituting a scientific procedure for what has been a hit-or-miss technique.

At another session, W. B. Lodge, CBS director of engineering, discussed the propagation characteristics of the UHF video band as described in some of field tests of the CBS experimental color video transmitter, W2XCS New York, operating on 490 mc.

James E. Shepherd, Sperry Gyroscope, reported his general chairmanship of the convention. Philip F. Siling of RCA was vice chairman; Edith E. Wright, IRE, secretary. Members of the general convention committee were: Austin Bailey, AT&T; George W. Bailey, IRE; Stuart L. Bailey, Jansky & Bailey; Edward J. Content, acoustical consultant; Elizabeth Lehmann, IRE; J. R. Poppele, WOR; B. E. Shackle, RCA.

Chairmen of the other convention committees were: Frederick R. Lack, Western Electric Co., finance; Elwood K. Gannett, IRE, institute activities; William O. Swinyard, Hazeline Electronics Corp., section activities; R. D. Campbell, AT&T; registration; E. Finley Carter, Sylvania Electric Products, hospitality; Mrs. F. B. Llewellyn, women's activities; Ernst Weber, Polytechnic Institute of Brooklyn, technical program; Rodney D. Copple, ABC, facilities; James W. McRae, Bell Labs, printed program; Helen M. Stote, IRE, proceedings liaison; Virgil M. Graham, Sylvania Electric Products, press; George W. Gannett, Western Electric Co., hotel arrangements; George McElrath, NBC, banquet; A. B. Chamberlain, CBS, president's luncheon; Edmond F. Giguere, Federal Telephone and Radio Corp., cocktail party; Leo L. Beranek, William C. Copp, IRE, exhibit manager; Dorman D. Israel, Emerson Radio and Phonograph, exhibit requirements.

IRE Is Told of Experiments With Moon Reflected Signals

RESPONDING to the challenge of Charles R. Denny, FCC chairman, to radio engineers to bend their efforts toward making microwaves useful for testing and international communications, now crammed in the 4-25 mc range, even if it means utilizing "reflections from the moon," a paper presented at the IRE convention Thursday, explained Dr. Greg, S. Metzger and R. Waer of Federal Telecommunications Labs., revealed that for two years experiments have been under way to do exactly that.

The research to date has been in the field of theory, these scientists stated, but construction of apparatus has begun so that in the near future they hope to begin checking their theoretical conclusions in actual practice. Not knowing the exact nature of the radio reflecting surface of the moon, their calculations have left many uncertain. In extreme cases, one assuming the moon's surface to be perfectly smooth, the other assuming it to be a perfectly diffuse reflector.

If the first assumption is correct, signals of all types, from narrow-band speech to wide-band color television, would be reflected from the moon without distortion. This would mean that radio signals, as well as radio communication services, could be bounced off the moon to distant parts of the world via microwaves in much the same manner as audio programs are shortwaved abroad via reflections from the ionosphere, which the microwaves penetrate.

If tests show the second assumption to be the right one, and distortions are produced, then the moon-reflected transmission probably will be limited to telegraph or teletype signals, with narrow-band speech possible and television extremely doubtful. Conclusions of either assumption indicate that existing equipment can supply all the transmitting power that would be required for telegraph, teletype or speech communications.

It was pointed out, however, that the large receiving antennas that would be required to pick up these signals, plus the facilities for continuously tracking the moon, probably would be impractical for installation in the average home, so that for the present, at least, the moon-reflected signals would be sent to a special receiving point for rebroadcasting locally from there.

Dr. Greg said that the electrical surface of the moon is not necessarily the same as its physical surface.

The meager information available from the moon radar experiments to date, given by Army Signal Corps, report of which was the sensation of last year's IRE convention [Broadcasting, Jan. 28, 1946], indicates that the amplitude of successive echoes varies widely. Dr. Greg said that an attempt has been made to explain this phenomenon by assuming the moon's surface is to be divided into two miles green, but with a number of smooth spots, each perhaps as small as two or three miles in diameter.

K G L O

K G L O gives dominant coverage of a prosperous rural-urban market

ideal for testing!

1200 KI. 5000 WATTS CBS AFFILIATE

WEED & COMPANY, KD"
Grants to Volunteer State (Nashville) and Newnan Co. (Georgia) Set Aside

FCC last week set aside its grants to Volunteer State Broadcasting Co. for a new 5-kw station on 1300 kc at Nashville, Tenn., and to Newnan Broadcasting Co. for a 250-w outlet on 1400 kc at Newnan, Ga. [BROADCASTING, Feb. 5].

The Commission's order in the case, which originated with both applicants requesting 1500 kc, followed petitions by WATL Atlanta, and WJHO Opelika, Ala., asserting that their normally protected contours would receive objectionable daytime interference from the use of 1400 kc at Newnan.

FCC called for further hearing today (Monday) to determine whether such interference would exist and whether, even if it would, a grant of 1400 kc to Newnan might still be justified.

The Commission's first decision in the case proposed to grant 1300 kc to the Newnan group but provided that this regional channel should go to the Nashville applicant if the latter could find a local frequency available for Newnan. Volunteer State found 1400 kc, which WATL is vacating to move to 1380 kc, and Newnan Broadcasting accepted.

On the basis of the subsequent petitions of WATL and WJHO, Newnan asked the Commission to make final its proposed decision, giving Newnan 1300 instead of 1400 kc, if further hearings were necessary on the 1400 kc authorization. Newnan said it is willing to stand by its agreement to accept the local channel if it is actually available but that it "does not consider a frequency to be available if its availability can be determined only by going through another hearing."

Volunteer State responded with a request to have the record reopened to permit WATL and WJHO to present their claims. It contended, however, that interference to WATL or WJHO from a 1400-kc operation at Newnan "would be entirely inconsequential and too trivial to affect the decision of the Commission."

Volunteer State is headed by Edward M. Kirby, public relations director of Washington and Nashville. Newnan Broadcasting is a partnership of D. T. Manget, cotton merchant; Evan W. and James Thomason, owners of the Newnan Times, and Ida A. Thomason, wife of James.

GEORGE CRANDALL, CBS press information director, is in Methodist Hospital, Brooklyn, N.Y., for correction of an old leg injury, result of boyhood football accident.

Programs Featured, Sales Study Shows

NAB District Survey Covers Small Market Stations

MOVEMENT to emphasize sale of programs instead of spots has developed rapidly in the NAB District 2 (New York, New Jersey), according to a survey of local outlets in the area by Simon Goldman, WJTN James-town, N. Y. Small Market chairman. The survey is part of a nationwide drive by the NAB Small Market Station Executive Committee, according to J. Allen Brown, head of NAB's Small Market Station Division.

Methods used by these stations (under 5 kw in cities of less than 50,000) to promote sale of programs as against spots include, according to the Goldman study: Additional commission on program sales; rate structure favorable to programs since schedule permitting three or more announcements to be bought for less than a quarter-hour program makes sale of program time difficult; advertisers starting with spot campaigns are developed into heavy buyers of time and then converted partially to programs; sale of network co-op shows.

The survey shows that the co-op programs along with local news and "local flavor" features are the better vehicles for local advertisers. Improvement of syndicated programs is also cited as an incentive to salesmen.

Mr. Goldman found that better programming and emphasis on program sales are the best ways to build audiences and advertisers.

Deadline for St. Louis Strike Extended by AFRA

DEADLINE for the threatened strike of the St. Louis AFLA local which would affect KOKX and KWK [BROADCASTING, March 3] has been extended until midnight March 12. The local's 13-member board of directors agreed to the extension at the request of KKXO and of A. J. Hummert, federal conciliator, according to Sterling Harkins, president of the local. Strike deadline originally had been set for midnight March 2.

The union is asking for an increase in the base pay of announcers from the present $55 a week level to $85 and a 35% increase for singers and actors. Managers of the three stations say they have offered a base wage of $70 a week to announcers plus merit increases. KSD, the St. Louis Post-Dispatch station, is not involved in the current negotiations because its contract with AFRA does not expire until April 6.

WJR Dividend

DIRECTORS of WJR Detroit have voted payment of a quarterly dividend of 25c a share payable March 17, to stockholders of record Feb. 27, 1947. O. A. Rich-ards, president of The Goodwill Station Inc., announced.

What Has Become of Quadrills*

MEMPHIS

*Hot jazz of Grandpa's day—sees Webster.

Frenzily we don't know. They were never featured on WHBQ and so they have no demand. Perhaps this is an idea for an alert sponsor. Everything else we feature SELLS.

CALL

W. H. BEECUE
New York, Chicago, Hollywood

March 10, 1947 • Page 85
Grant Proposed for Fargo Outlet

Torrington, Conn., Local Applicant Also Wins Favor of FCC

PROPOSED DECISIONS anticipating grants for a new 5-kw regional station at Fargo, N. D., and a new station at Torrington, Conn., were announced by FCC last Wednesday.

The proposed grants went to Northern States Broadcasting Co. for the Fargo station, with 5 kw, directionalized at night, at Fargo, and Torrington Broadcasting Co. for 1490 kc with 250 w at Torrington. Mutually exclusive with the respective proposed grants, the applications of KVOX Moorhead, Minn., to change from 1340 to 790 kc, and Berkshire Broadcasting Corp. for a new station on 1490 kc at Danbury, Conn., were rejected.

In the Fargo-Moorhead case, FCC Commissioner E. K. Jett voted for a grant to KVOX, which would give a regional station to each city. Under the majority's proposed plan, Fargo would have two stations (WDAY and Northern States), both regionals, while Moorhead would have one (KVOX), a local. Mr. Jett indicated that if the majority had voted a grant to KVOX, he would have favored assigning KVOX's present local frequency to the new applicant in Fargo.

Explaining its preference for the Fargo applicant, the Commission noted that the grant as proposed "would result in a fairer and more equitable allocation of frequencies, will bring a new and competitive service into this area, and result in an additional service to many persons at night in an area that is served by only two stations at night."

Based on Needs

The choice of Torrington Broadcasting Co. for the proposed grant also was based upon the comparative needs of two communities: Torrington, FCC found, relies upon one outside station for daytime primary service, while Danbury has its choice of five, and at night, although receipt in both communities is "imperfect," Danbury "has a far wider choice of stations for primary service."

Another factor, FCC said, was "the greater integration of ownership and operation of the proposed Torrington station..." Ownership of the firms given proposed grants is:

Northern States Broadcasting Co., Fargo—Helga Jane Schiffler, secretary; John H. Violett, executive; Charles E. Schiffler, general manager of WJR Detroit, as general manager.

Torrington Broadcasting Co., Torrington, Conn.—Joseph R. Schiffler, owner of a hairdressing establishment, president and treasurer and 41.55% owner; George E. Haggart, secretary and general manager, 21.23%; Joseph A. Cuginascone, son-in-law of J. E. Schiffler and proposed bookkeeper, 31.22%; Richard Kiltourn, executive; and David Pollman, engineer.

KVOX, given a proposed denial in the Moorhead-Fargo case, is headed by John W. Boler, Berkshire Broadcasting Corp., in the Connecticut case, is principally owned by John Deme, technician in the CBS color television laboratories and formerly with Allen B. Du Mont Labs. and stations in Waterbury and Hartford, who is president, and owns 12.6% interest and would be manager; Lazarus S. Heyman, attorney and real estate owner, treasurer and 50%; William Hanna, attorney, secretary and 9%; and George F. Sherwood, also an attorney, vice president and 13%.

SCBA to Discuss Contemplated State FM Educational Network

DISCUSSION of proposed statewide FM educational network will occupy the membership of Southern California Broadcasters Assn., at a meeting on March 13, according to Robert O. Reynolds, president, and general manager of KMPH Hollywood.

Meanwhile a minority opposition to $1,716,000 project has been uncovered within ranks of educators themselves.

State-wide network would place dominant control in Sacramento, it is said. Few educators are opposed to the plan.

Questioned on this minority opposition, Francis W. Noel, state head of Audio-Visual Education Division, recognized its existence but felt it grew from "ignorance." Elaborating, he said the projected network would allow for maximum individual thinking through decentralized program planning.

Although individual opinions within broadcasters' organization are several and opposing, SCBA has yet to take any official stand on the matter. Its planned meeting follows recent hue and cry between Mr. Reynolds, Mr. Noel, and Dr. George Petit, assistant to president of U. of California, Berkeley, and representative broadcasters of Southern California area.

As an organizational matter, it appears unlikely that SCBA will take any positive stand. Northern California Broadcasters Assn. has discussed matter but has reached no conclusions.

Segments of membership in both groups are opposed to the plan but neither organization appears to be ready to go on record for or against measure. Individual objection to plan is based upon implied political threat of such a network and competition. However no opposing broadcaster wants to be quoted directly to this effect.

On the question of political misuse, Mr. Noel indicated to Broadcasting that such fears were groundless since operation would necessarily be consistent with FCC regulations.

From a programming standpoint Mr. Noel said he felt there was no area of competition since main purpose of a network was aimed at integration with classroom activity. He asked the purpose of nighttime programming, he indicated its aim was adult education. On the question of whether music might be a part of programming, he said there was a possibility it would.

Interruption

DAGWOOD AND BLONDIE BUMSTEAD will probably never know how close they came to breaking up church one recent Sunday night. Down in Charlotte, North Carolina, at the Hawthorne Lane Methodist Church, the minister was in the middle of prayer when Dagwood's whiny voice blared out through the loudspeakers—"Blondi-ee-ee." The PA announcer was caught off guard and in a panic, he called for order, and the minister resuming the service, apologized for the interruption.

Evening Hours Question

Opposing broadcasters say they are sympathetic to the value of radio in education. But they question educational programming between 7 and 9 a.m., 3 and 7 p.m. and possibly additional nighttime periods.

When asked how education officials aim to accomplish adult education more successfully than it is currently handled by commercial radio, Mr. Noel was not certain. He maintains that all of the state's educational radio must place final reliance upon industry advice and guidance.

A check showed opinions of commercial broadcasters are not altogether clear on competition. Al-

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station...or ask your Universal Radio Sales rep.

Page 86 • March 10, 1947
though none would be quoted directly, they do not concede their opposition to educational programming.

Measure calling for $1,716,000 to finance the program has been introduced in the state's assembly as HB-1514, Senate as SB-1382.

Hearings on the measure, as yet unscheduled, are certain and participation by industry representatives is assured.

While visiting Hollywood, Mr. and Mrs. Harry McCann of McCann-Erickson, look in on a broadcast of the CBS Dr. Christian program, sponsored by Chesbrough Mfg. Co. Group assembled before the broadcast included (1 to r): Neil Reagan, director; Art Gilmore, announcer; Mrs. McCann, señor; Mrs. McCann, agency president; Rosemary DeCamp, who plays Judy Price; John League Oberg, whose 1945 grand prize winning script, "Home Is the Son," was rebroadcast on the night of the McCann's visit.

UNESCO World Radio
Plan Urged as Peace Aid

While visiting the United Nations Educational, Scientific and Cultural Organization's program to reduce international informational barriers were urged March 3 by Assistant Secretary of State William Benton. Mr. Benton told the American Association of School Administrators, meeting in Atlantic City, that "World enemies Nos. 1, 2, and 3 are ignorance, misunderstanding and unwarranted mistrust. . ." He said that such misunderstandings have resulted in stereotyped impressions about foreign peoples which contribute to the conflicts that lead to war.

UNESCO has just started a survey to study the possibilities for establishing a world shortwave network. Attempts are being made to coordinate the UNESCO survey with plans and activities of the UN which is already operating a small scale programming unit. UN programs are given some time on both Canadian and U.S. facilities.

STRIKE NOTICES FILED BY MORE PHONE UNIONS

APPLICATION of International Business Machines Corp., for a series of microwave radio relay stations between Los Angeles and San Francisco was dismissed by the FCC last week in view of the fact that the Commission's policy has not been established concerning admission of newcomers to the field of radio common carrier communication service where direct competition would result to existing carriers. Dismissal was without prejudice to future consideration.

Shortwave Studios

CBS PUT into use on Thursday two new studios for shortwave broadcasts only. The studios, located at 501 Madison Ave., New York, had been under construction for the past five months. Shows are being aired from them 6 a.m. to 1 a.m. daily, in English, Spanish, Portuguese, French, Dutch, Italian, German, Polish, Czech, and Serbo-Croatian.

Show CBS Color TV

FOR THE BENEFIT of scientists and engineers attending the IRE convention, CBS last week put on a special demonstration of color television. Dr. Peter C. Goldmark, developer of the CBS sequential system of transmitting colored images, conducted the demonstration, held at CBS headquarters.

Hucksters’ Club

Baltimore radio salesmen, producers and writers have formed an organization which they call the Hucksters’ Club. Miss Lee Hart, of NAB, addressed a dinner meeting at the Park Plaza Hotel in the Maryland metropolis last Tuesday, when the organization was effectuated.

Workers had filed strike notices as the deadline approached.

One of the unions involved is the American Union of Telephone Workers, which represents the long lines division of American Telephone and Telegraph Co. [Broadcasting, March 3].

Principal goals of the unions are a $12 weekly wage increase and union shop, but negotiations with AT&T, the Bell Telephone System and other companies on these points are stalemated.

To Drop 'Sparkle Time'

CANADA DRY Ginger Ale Inc., New York (Canada Dry beverages), following March 28 broadcast will discontinue weekly Sparkle Time with Meredith Wilson's orchestras on 140 CBS stations. Sugar shortage was given as the reason for cancellation. No replacement is planned. Agency is J. M. Mathes Inc., New York.

"Home, Sweet Home," and there are 67,194
radio homes in WRRF's territory*

*WRRF's territory has a population of more than 50,000 persons.

NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the most fertile agricultural belts in the nation and is the heart of the bright leaf tobacco belt. Last year's tobacco crop in Eastern North Carolina sold for $173,000,000.00.

930 KC - 5000 Watts

WRRF

Washington, N. C.

ABC Network

For Home Broadcasting System, Inc.

Natl. Representatives

Forget & Co., New York,
Chicago, Los Angeles

March 10, 1947 • Page 87
Move to Keep News in Good Taste

NAB Unit, Wire Service Officials Confer In New York

NAB NEWS Committee last week took action to maintain present high standards of good taste in presenting news to our American audience, and to raise standards should instances arise where newscasts might prove offensive in the home.

The committee took a flat stand in favor of keeping radio news standards at the highest possible level in the face of what some members felt was the deterioration in the type of material presented in printed media.

At its meeting last Monday, held at the Waldorf-Astoria, New York, the committee brought up the subject of the "discretionary slug" with Press Assn., which lately has not been using this warning to editors. Tom H. O'Neill, PA radio news director, and Oliver S. Gramling, assistant general manager, agreed to restore the slug.

Purpose of the warning, which reads "Editors: For Use At Your Discretion," is to notify news editors that stories should be weighed carefully before being put on the air. PA restored the slug in its radio report last week.

United Press uses a similar warning on its radio wire.

Besides acting to keep radio news clean, the NAB committee heard PA's plans for a new type of radio contract under which stations would be admitted to associate membership in AP.

The committee met Monday morning with Mr. O'Neill and Mr. Gramling. In the afternoon it met with four executives of United Press: Phil Newsom, radio news manager; Al S. Harrison, radio sales manager; Edwin Moss Williams, vice president and general business manager; Jack Bisco, vice president, general sales manager.

To Use Field Men

Steps to improve the service of press associations and to aid stations in use of their reports were taken. Both UP and AP agreed to cooperate in a plan by which the services would send representatives into the field to study the radio reports and their use. The field men are to work in stations to be selected by the NAB committee to learn firsthand what stations want and what they do with the reports.

The committee, already in favor of the principle of editorializing, discussed the subject at length Monday. Though reiterating its stand in favor of the right to editorialize, it left exercise of the right up to individual stations. The NAB Special Standards of Practice Committee, which meets March 31 in New York, is expected to take up this phase of the subject, along with other standards in newscasting such as length of commercials.

Two types of editorializing are recognized by the committee—advocacy of a community cause or project by stations, and the taking of sides on public issues in the news.

Press Assn. agreed Monday, at committee suggestion, to carry more news about the radio industry itself, and to assign a man to cover NAB daily. Effort will be made to process industry news so it will be interesting to the general public. This action ties into the overall NAB public relations campaign based on use of broadcasting by broadcasters to promote the industry and the American plan.

Committee members in attendance at the meeting were: E. R. Vadeboncour, WSYR Syracuse, chairman; Paul Wagner, Columbus, Ind.; William E. Quarton, WTM Cedar Rapids, Ia.; Arthur C. Stringer, committee secretary and NAB director of special services; C. E. Arney Jr., NAB secretary-treasurer.

New Productions Firm

FORMATION of a production and script agency known as Holiday Productions, a division of Associated Radio and Television Productions, has been announced. Principals in the firm, located at 715 Latham Square Bldg., Oakland, Calif., are John L. Lawson, who is serving as manager, and Alan A. Armer. Mr. Lawson formerly was writer-producer with KTFF Twin Falls, Ida. Mr. Armer was director of special events and producer with the Armed Forces Radio Service in the China-Burma-India theatre.

Midwestern NBC Station Representatives to Meet

NBC CENTRAL DIVISION will be host to more than 100 station representatives from western network affiliates, who will gather at the Drake Hotel, Chicago, March 13-15 for a series of meetings with top NBC executives.

NBC station meetings, held annually across the nation, will open in New York today (Monday). Following the Chicago session three-day meetings are to be held in Atlanta, March 18-20, Dallas, March 24-26, and Los Angeles, March 31-April 2.

NBC executives who will attend the meetings and address sessions are Niles Trammell, president; Frank E. Mullen, executive vice president and general manager; William S. Hedges, vice president in charge of planning and development; Clarence L. Menser, vice president in charge of programming; John F. Royal, vice president in charge of television; Kenneth R. Dyke, vice president in charge of broadcast standards and practices; Sydney Elges, press department manager; Charles P. Hammond, director of advertising and promotion; Hugh M. Beville, director of research, and Sheldon B. Hickox Jr., station relations manager.

Resigns Union Post

ROY TINDALL has resigned as executive secretary of Hollywood Local 40, IBEW, and his successor has not been named. As local representative of the national negotiating committee working out a CBS national contract he is currently in New York.

WHG, WRUF Contracts


Television Week

LUNCHEON today (Monday) at Biltmore Hotel, Los Angeles, marks start of Television Week in Southern California. Sponsor of luncheon is Los Angeles Electric Club. Harry Lubcke, Don Lee television director, will be one of the speakers. Proceedings will be telecast by KTLA Los Angeles.
Meeting Dates Set On AM Application

FCC Lists Engineering Session Schedule by Frequencies

A SCHEDULE, according to frequency, of further engineering meetings on AM applications being processed under FCC’s “temporary expediting procedure” was announced by the Commission last week.

The schedule shows the date and hour of meetings at which engineering studies on the respective channels must be returned to the Commission. All meetings will be held in Room 1146 or 1147 of FCC headquarters in the New Post Office Building, Washington, D. C.

The schedule:

- Channel 500 kc, March 17, 10 a.m.
- Channel 350 kc, March 14, 1 p.m.; March 19, 1 p.m.; March 29, 1 p.m.
- Channel 350 kc, March 17, 10 a.m.; March 19, 1 p.m.; March 29, 1 p.m.
- Channel 250 kc, March 17, 10 a.m.; March 19, 1 p.m.
- Channel 350 kc, March 18, 1 p.m.; March 19, 1 p.m.; March 29, 1 p.m.
- Channel 350 kc, March 17, 10 a.m.; March 19, 1 p.m.; March 29, 1 p.m.
- Channel 450 kc, March 17, 10 a.m.; March 19, 1 p.m.
- Channel 350 kc, March 17, 10 a.m.; March 19, 1 p.m.
- Channel 350 kc, March 17, 10 a.m.; March 19, 1 p.m.

Consistently Yours

THROUGH the years, WAIR has kept its finger on the pulse of this vigorous market. Our program policy is based on public demand. That’s why WAIR holds a maximum of the listeners every hour of every broadcast day. Here’s a seller!

WAIR

Winston - Salem, North Carolina
Representatives: The Walker Company

Halifax - Nova Scotia
Our List of NATIONAL ADVERTISERS Looks Like WHO’S WHO THEY WANT THE BEST Ask JOS. WHEEL & CO., 350 Madison Ave., New York About the Maritime’s Busiest Station

5000 WATTS—SOON!

The SCHOOL of RADIO TECHNIE

NEW YORK • CHICAGO
America’s Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Approved for G.I. Training

Send for Free Booklet B.

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEDV a “must” to cover the great Metropolitan New York Market.

Send for WHO’S WHO on WEDV

WEDV – 117 West 46th Street, New York, N. Y.

March 10, 1947 • Page 89
OUTSTANDING RADIO ALUMNI of the U. of Oklahoma were honored during the annual Radio Conference at the university. Recipients of gold keys from Maj. William V. Cox, alumni association president, were (1 to r.): Paul A. Walker, FCC commissioner; Joseph Callaway, Michigan State College; John Dunn, manager, WNAD Norman, Okla.; Dr. George L. Cross, U. of Oklahoma president; Muriel Monsel Bremmer, NBC address; Tel Belard, radio educator; Dr. M. L. Wardell, toastmaster; Joseph W. Hicks, public relations consultant. In rear, Lowe Runkle, Runkle Adv. Agency, Oklahoma City; Walter Emery, FCC attorney; Maj. Cox, at far right. (Story on page 38.)

SEES YOUTH'S FAITH IN RADIO FALTERING

EDITOR, BROADCASTING: Maybe it isn't important, but this is what is happening in many homes where children listen attentively to radio "kid" programs, taking my own family as a typical example: We have four boys, ages 6-8-10 and almost 12. They all stand on their necks or put their big toes in the chair cushions while listening to the "kid" shows daily, Monday through Friday. Almost continuously premium offers are made. The announcers forcefully RUSH the boys into sending the coins and the proof of purchases. The boys RUSH and HOW. Then they wait ... wait ... wait for days ... nay, they wait for weeks! Finally, when the enthusiasm is gone for the premiums, the items are received.

That is what is needed to happen. Now, only one of the boys is on the sucker list. The others no longer trust the announcers; they no longer trust the sponsors. They are growing up with a contempt for sponsors and announcers. Oh yes, they continue to listen to the shows. Maybe it doesn't matter. Maybe it does.

Boys reason pretty much as my youngest son, who is still on the sucker list. This morning while I was shaving he said to me: "Daddy, how long does it take a letter to go to Chicago?" I tell him. "How long does it take one to come back?" I tell him. "Well, why then do those guys on the radio lie to us?" I tell him.

HAROLD E. ROLL, Director of Promotion & Publicity, KFAB Omaha.
Feb. 21, 1947.

1946 EDITION OF FM HANDBOOK OFF PRESS

THE 1946 EDITION of "FM Radio Handbook," technical publication presenting reference data and detailed facts about theory, design, planning, installation, operation, service and regulations in the field of FM, is off the press. The 174-page volume, profusely illustrated with photographs, charts and diagrams, is edited by Milton B. Sleeper, editor and publisher of FM and Television, monthly publication.

Chapter headings in the new handbook give an indication of its contents — "Background of Frequency Modulation," "Theory of Frequency Modulation," "Frequency Modulation Broadcasting" (including answers to questions most frequently asked by those who are planning to enter FM broadcasting); "FM Broadcast Studio Techniques"; Coaxial Lines for FM Transmitters; "Audio Distortion and Its Causes"; "High Fidelity Reproduction"; "Antennas for Communications Frequencies," "Selective Calling Methods," "Maintenance of Communications Systems"; "Alignment of FM Receivers"; "WWV Signals for Checking Frequency Meters"; "Railroad Radio Installations," etc.

The FM handbook is available in cloth-bound ($4.00) or paper bound ($2.00) editions from the FM Co., Great Barrington, Mass. (New York office, 511 Fifth Ave.).
NO LONGER is the stage director on the floor of the NBC television studio a menace to unwary actors or technicians who might—and frequently did—become entangled with the coiling telephone wire which connected his headset with the control room. He would bring him instructions from the program director. NBC's engineering department has eliminated that problem by developing the “pocket ear,” a vest-pocket radio receiver measuring 6 1/2" by 3" by 1" and weighing only one pound (shown in photo).

Instructions are broadcast from a high frequency transmitter in the studio ceiling with a power output of less than one-tenth of a watt, enough to give clear reception throughout a large studio but too weak to cause outside interference. They are received by the tiny set and conveyed to the wearer's ears through a flexible vinyl tube 1/16 inch in diameter. Tube ends in a rubber ear plug designed so it may be worn for long periods without discomfort. Inside the tube is a hair-thin wire which serves as antenna for the receiver.

First model to be tried out used a standard headset with an antenna standing straight up from the top of the wearer's head, giving him a “man from Mars” appearance. Latest model, which has been thoroughly tested at WNBT (NBC video station in New York), operates well and allows the stage director to move freely through the studio without either trailing wire or wearing a headress apt to cause television actors to break into laughter.

System Introduced to Eliminate Ignition Interference in Cars

THE AUTOMOBILE Manufacturers Assn. has just adopted a set of recommendations made by a joint committee of the Radio Manufacturers Assn. and the Society of Automotive Engineers which, when put into effect, is expected to eliminate interference of motor vehicle ignition systems with high frequency radio and television broadcasting.

The joint SAE-RMA committee reported that receiver interference can be reduced to tolerable limits if vehicle electrical system radiation is kept within specified values. This can be accomplished by modifying the automobile electrical system and by installing resistors in the cars' high tension circuits.

The average AM radio listener is not now disturbed by vehicle electrical system interference because AM broadcasting goes on in the 550-1500 kc frequency range. Vehicle interference begins noticeable at frequencies above 1500 kc and reaches a peak, according to an SAE spokesman, in the 30-150 kc range. It is within this range that FM and facsimile and television broadcasters are now licensed by the FCC.

The joint RMA-SE committee has adhered to the following recommendations which the AMA in turn approved:

1. Locate high-tension coil to permit an eight inch or shorter lead from coil to distributor.
2. Keep primary electrical wiring, metal rods and conductive tubing as far from high-tension wiring as possible.
3. Use a 10,000-ohm suppressor in the distributor-to-coil high-tension lead.
4. Use a 10,000-ohm suppressor at each spark plug.

The AMA has also asked all bus, truck and passenger car manufacturers to begin immediately to prepare their vehicles to meet the recommended tolerable interference limits by Jan 1, 1948, but asked that installation of resistors be deferred until tests now underway have been completed.


Song Suit

JOHN WOLFE, owner of a San Francisco transcription firm by that name, has filed suit in California Superior Court for $50,000 and a royalty accounting in connection with the song hit, “Huggin and Chalkin.” Mr. Wolfe charges that Clancy Hayes, radio artist, and Kermit Goell, president of the Hudson Music Corp., New York publishers, had the song published in their names. The song was written by Messrs. Hayes and Wolfe, says Mr. Wolfe. Suit also was aimed against five John Does who, Mr. Wolfe's attorneys say, are officials of the firms in Hollywood and Los Angeles which made recordings of the song for sale.

Report on Communism

STEPS to remove Communists from Government positions have been advocated by the U. S. Chamber of Commerce in a report urging prompt action in the interests of national security. Titled “Communists Within the Government,” the report covers findings of Congressional committees and other groups. It does not name specific agencies but estimates that about 400 Communists hold important positions in Washington. The report was prepared by the Chamber's Committee on Socialism & Communism.

Aid for Family

RESPONSE was overwhelming when a citizens committee from Holt, Ala., aroused by the killing of a girl, Martha Moseley, appealed to WJJD Tuscaloosa for financial help. The girl had been the main support of her invalid mother and her sister who was not employed full time. Not only did James R. Doss Jr., owner and operator of the station, turn over all programs, both sustaining and commercial, for three hours for the appeal, but Tuscaloosa citizens topped the $2,500 goal set by the citizens committee by $4,500.

Radio Division of General Motors Corp., Kokomo, Ind.

Moonlight Surprise

EXCAVATION WORK for the new KRUX Phoenix-Glendale, Ariz., which was scheduled to go on the air on a 24-hour basis in March, produced some interesting results. Taking advantage of moonlight to get in extra hours and rush the work to completion, the excavators unearthed a skull and other bones and fossils. Chief Engineer Russ Davis waited until daylight for closer examination of the skull, which crumbled away after exposure to the air. The station general manager, John D. Morgan, reports that Mr. Davis and his crew were making good progress on the KRUX construction, despite their experience with the skull. KRUX will be the local station of the new statewide Gene Burke Brophy network, Radio Arizona. It will operate with 250 w on 1340 kc.

Equitable Renews

EQUITABLE LIFE ASSURANCE Society of the U. S., New York, effective April 4 for 52 weeks renew sponsorship of This Is Your FBI on ABC, Sundays, 8:30-9 p. m. Agency is Warwick & Legler, New York.

WMT Takes Over

BECAUSE crowded conditions at Iowa State College made it impossible to hold the annual “Farm and Home Week” gathering, WMT Cedartown presented outstanding farm authorities over its facilities throughout the period, Feb. 12-22. Cooperating with the college and the National Farm Inst. of Des Moines, WMT scheduled the features on the station's regular farm programs during the week. Talks were transcribed in Iowa by Farm Service Director Chuck Worcester, and in Washington, D. C. and Fort Worth.

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by E. B. Marks

ANOTHER NIGHT LIKE THIS

On Transcriptions: Capitol, Hal Derwin; Standard, Buzz Adlam; Thesaurus, Vincent Lopez, George Wright; World, Les Brown; MacGregor, Barry Allen.

On Records: Dick Haymes (Desi Arnaz, Vic), Hal Deewin (Cap), Larry Douglas (Sig), Hal Winters (Apollo), Tommy Tucker (Col), Herb Kern (Tempo), Don Alfredo (Pan-Amer.).


March 10, 1947 • Page 91
Help Wanted

Experienced salesman—Permanent staff member wanted to develop business for station in Metro area on east coast. No network income commensurate with results. Box 745, BROADCASTING.

Salesman, Michigan ABC station has top color position for experienced man, fifteen percent commission guaranteed. $20.00 per day, or $15.000 bonus. All replies confidential. Box 834, BROADCASTING.

Sports announcer wanted by 5000 watt network midwest station. Should haveBackground in handling all sports events, as well as special events. Excellent working and living Conditions. Write for complete and full qualifications. Box 687, BROADCASTING.

Disc Jockey wanted by 5000 watt midwest network station. Excellent opportunity for growth, featuring top name ideas. Excellent working and living conditions. Write full qualifications and references, salary expectations to Box 588, BROADCASTING.

Salesman, New York State. ABC station in outstanding market. An unusual opportunity to a good salesman. Write Box 894, BROADCASTING.

Program director, capable all-round man wanted to assist in new station, major market, Fifty dollars per week, Box 897, BROADCASTING.

Network affiliate, southwest city of 12,000, wants announcer with first class license April first. Congenial surroundings, Forty dollars per week. Box 897, BROADCASTING.

Production manager-announcer. Opening for good combination engineer-announcer at new central Florida station. Good base plus salesmen's benefits and audition disc. Box 938, BROADCASTING.

Texas station will train veteran in sales. Write details to Box 940, BROADCASTING.

Fast opening for one good announcer needed to join established southeastern station, No combination duties. Box 952, BROADCASTING.

Chief engineer: for new 1 kw station now under construction. Experience in similar station important. Box 952, BROADCASTING.

FOR SALE

Florida Radio Station
Located in one of Florida's largest and best-markets—a rich, thriving territory with a superb year-round climate. A profitable station that has better-than-average potential. Price $100,000.

Blackburn- Hamilton Company
Radio Station Brokers
San Francisco 29, California
Bay V. Hamilton
335 Montgomery St.
Ex 30572

Washington, D. C.
300 Water Street
1011 New Hampshire Ave.
National 7460

Help Wanted

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, acceptable, $12.00 per insertion, non-combined. Apply: Box 973, BROADCASTING. Box 147, BROADCASTING.

Help Wanted (Con't)


Announcer, five years experience, college graduate, married, with family. Send audition disc, biographical data, and references, W. A. Hartford 4, Conn.

Announcer with first class license, $67.50 for 46 hours to right man, ABC affiliate, one of best small operations on Pacific Coast. Wire Manager, KFLW, Klamath Falls, Oregon.

WSCN Scranton, Pennsylvania needs experienced announcers who combine ad with musical, or writing ability. No controls.

Engineers with announcing ability for studio, transmission and top selling. New station start up about April last. Write Chief Engineer, KDBS, Boise, Idaho giving full information.

Top midwest station wants topnotch programmer, One of the best stations in the country. Radio Personnel Service, Box 413, Philadelphia.

Engineer-announcer (combination). Two openings at the same time. Send up to full description of qualifications, pictures, and letters of experience. Box 1922, Fort Worth, Texas.

Station manager—Excellent opportunity for steady, dependable man thoroughly familiar with all phases of small station operation. Send resume. May be possible to purchase interest to right man. Present manager taking commercial affiliation with station elsewhere. Opening June first, first time. If interested, can take up sales manager's duties to such man as can take care of situation. First letter, Radio Station KIM, Durango, Colorado.

Continuity writer wanted. Mostly commercial spots and programs; all types. Send full details including samples of work, references and salary expected to Radio Station KGW, Portland, Oregon, KNTI, Missouri.

Good man for lecturers position to play theatres coast to coast for long established motion picture producer. Maturity appearance and excellent stage personality essential. Must have attractive wife who will travel with him. Desirable car necessary. Excellent proposition. Send all details and include snapshots of both in first letter. Reply will be Cordial. B. Meade, Supervisor of Personnel, Box 249, Wilmingon, Ohio.

Wanted. Announcer and a commercial salesmen for radio station expecting to go on the air April last. Excellent opportunities for right men. Contact E. I. Hardpole, KYOU, Uvalde, Texas.

Help Wanted (Con't)

Need transmitter engineer immediately. Good salary with progressive station. Wire or write WDMX, Savannah, Georgia.

Special events director with ability for foremost midwestern CBS affiliate. Give detailed background including experience, salary, voice transmission, etc., to Box 963, BROADCASTING. Reply will be held in strict confidence.


KULO Honolulu, 10 kw, ABC affiliate accepting applications for experienced technicians. Transportation expense not advanced. Stipend men preferred. Start April 1 or 15. Make full application written letter, P. O. Box 1479, Honolulu, T. H.

Sportscaster-announcer—capable of play baseball, football, basketball; salary good. Send disc and complete information to WELS, Elmita, N. Y.

Virginia station—250 w. fulltime network affiliate has opening for announcer with reasonable experience. Good working conditions. Box 969, BROADCASTING.


Engineer—First class with announcing experience. Station KOPD, Tucson, Arizona.

Good salary plus commiss to ex- experienced time salesmen who are first class and who want to become a part of our station at an excellent location. Arizona, KARY.

Wanted—First phone to operate 250 kw FM station. Good opportunity. We are installing 10 kw FM and new studios this summer. WEKF, Kingsport, Tennessee. Top character, personality, proven ability required. While we prefer an engineer, we will accept other qualified personnel. Box 938, BROADCASTING.

Network owned KBB, Santa Barbara, California. America's Riviera, requires experienced announcer-engineer, first class license. Good salary plus expenses. Box 942, BROADCASTING.

Announcer—wanted. 5000 watt station in the south. needs first class announcer. Write full qualifications, references. Salary $60.00 per week, travel fees on competitive basis. Box 975, BROADCASTING.

Wanted

BIGTIME PROGRAM DIRECTOR!

For the most successful metropolitan 250 watt independent station in the midwest. Application treated in the strictest confidence. Please give following information: age—marital status—name of present and two previous employers and length of service with them—years of experience with or as a director of programming to independent station. If you have not had independent station programming experience do not apply. Personal interview of our expense will be arranged. Box 973, BROADCASTING.

Wanted

Chief engineer for 250 watt Mutual affiliate in North Carolina. Must have maintenance experience and knowledge of operation. FM station under construction. References required. Wire if interested. Box 974, BROADCASTING.

Combination program director-announcer. Must be able to step into job at once. Must have satisfactory personality. Men without experience need not apply. $48.00 to 52.00 per week. Give references and full participating on two-way and MM. Biring. Position open mid-April. Radio Station KRWG, Scranton, Pennsylvania. Box 974, Martinsburg, W. Va.

Situations Wanted

Adaptable newcomer. Professionally trained all phases announcing. Vet. Anywhere. Box 971, BROADCASTING.

Experienced disc jockey-announcer-producer. Wants offers from only those paying $75 weekly to proven man with reputation and references. Box 969, BROADCASTING.

Announcer-veteran, need experience. Excellent in all phases of broadcasting. 1 year college. Prefer Rocky Mountain area. Box 900, BROADCASTING.

Veteran starting in radio, 1 year college; excellent in all phases of broadcasting. Disc. photo on request. Louis Nukko, 971 Virginia Street, Gary, Indiana.

Announcer, veteran, on coast. Thoroughly experienced, and with a pleasant personality that really sells, desires position within 500 miles. Any city. Minimum salary $100 per week. Box 920, BROADCASTING.

Announcer; Good lively, friendly voice. Prefer 2 or 3 year college, active in radio clubs. Shows. Personally trained by professional program director of 6 month station. Also some commercial experience in a station. Knows broadcasting, was a veteran, married, 24, University degree. Box 931, BROADCASTING.

Program director, Production manager, newsman—competent, dependable, will accept any position here or abroad. Box 932, BROADCASTING.

Program director, newcomer. Pre-war experience, available on two weeks notice. Desirable position. Salary $500 to 1000 a month. Will consider city over hundred thousand. Box 933, BROADCASTING.

Announcer, independent and network experience. First phone, 25, married, presently employed. Gulf or southwest preferred. Box 924, BROADCASTING.

Announcer; 14 years, sports specialist, disc jockey, BROADCASTING. Intelligent, no drunk or drifter. Veteran. Box 925, BROADCASTING.

Program director: Top announcer, good voice, high school. Has high knowledge all phases production since middle thirties. College graduate, veteran, right on. Box B.R.G., BROADCASTING.

Outstanding, but inexperienced man of 24, B.A. Degree, wants break in sports and news. Interests—radio, sports, anywhere, now! Box 937, BROADCASTING.

Announcer wanted KGHL, Billings, Montana. Airmail application, letter, photo, biographical sketch. Send audition disc to Ed Yocum.

Program director wanted for 2 station in southwest We need a program director who has had experience in program- ming both network and air station work. The salary will be commensurate with the applicant's qualifications and experience. Reply Box 945, BROADCASTING.

Commercial Manager wanted for established 250 watt network station with a good location and an expanding market. Power increase soon. Send complete details of experience, references and color picture. Box 968, BROADCASTING.

Page 92 • March 10, 1947
**Situation Wanted (Cont’d)**

Nationally known violinist—Excellent references. Has performed before able musical director. Box 941, BROADCASTING.

Singer and copy writer with six years experience including writing, production, and broadcasting. Calls for notoriety (first), and selling to joint station owner. Requires a definite move. Member A.F.R.A. Box 10, BROADCASTING.

Veteran, married, steady work. Make a Republican senator laugh. Salary $1,500 a month. To be paid in one dollar bills. Box 951, BROADCASTING.

**Situation Wanted (Cont’d)**

**Wage Increase**

**AVERAGE wage increase of 26 cents per hour for each employee of CBS Hollywood, retroactive to Jan. 1, 1947, was agreed upon in a formal contract approved March 6. Donald W. Thornburgh, chairman of the FCC radio subcommittee, president, signed for CBS, with Max Krug, business manager of local 174, Office Employees Inter-

**Situation Wanted (Cont’d)**

**Godofsky Files**

ELIAS I. GODOFSKY, owner of WHIL (AM) and WHNY (FM) Hampstead, L. I., N. Y., last week filed application with the FCC for a second FM station. He plans to sell the other to Loys Marsden Hay-

**Situation Wanted (Cont’d)**

**TV Sets for Chicago**

SIXTY-THOUSAND new television receivers will be available to the Chicago area by the end of 1947, and coaxial cables for network television programs between New York and Chicago were established early in 1948, it was predicted last week by Carl J. Meyers, engineering director of WGN, WAGA and WGNB Chicago. Mr. Meyers looks on TV invasion as a business supplement but not replace the estab-

**Situation Wanted (Cont’d)**

**Godofsky Files**
NAB, Recording Pan American Firms Oppose Copyright Plan

NAB has taken a firm stand against ratification of the proposed Inter-American Convention on copyright protection, adopted last June at a three-week meeting held in Washington by representatives of Pan American nations.

Don Petty, NAB general counsel, appeared before an open discussion held by the Committee on International Copy Relations of the American Bar Assn. The committee is on record as opposing ratification of the treaty, calling the open discussion preparatory to reporting to the ABA Board of Governors.

Also opposing the treaty, but appearing on behalf of the New York City Bar Assn., were Sydney M. Kaye, BMI first vice president, and Julius Brauner, CBS attorney, just named network secretary.

Dr. Luther H. Evans, Librarian of Congress who headed the U.S. delegation at the signing of the treaty last June [Broadcasting, July 1], urged Senate ratification. He said the treaty “gives the United States author or owner of protected works an advantageous position within Latin-American countries.”

Recorders Opposed

Objection to the treaty will be submitted to the State Dept. by Columbia Recording Corp., Decca Records and RCA Victor Division, jointly opposing its provisions as affecting recording and transcription firms.

The recording firms contend that the statutory 2-cent per record side for each recorded composition has developed wholesome competition and provided the public with different versions of compositions at a reasonable price, at the same time amply protecting the composer.

The new convention, with its compulsory license provisions, will lead to numerous copyright evils, they contend. Their objections are summarized as follows:

The convention grants numerous rights to non-domestic aliens which are not available with respect to matter copyrighted in the United States.

In some cases public performance of recordings copyrighted in the United States will be prohibited.

The convention provides for international registra-

The convention provides for the registration of the copyright nor does it provide for notification of copyright, unless at the request of the user. U.S. nations will be subjected to liability for violations of Inter-American works, and complete confusion and uncertainty will be introduced into the copyright field.

The elimination of the compulsory license and the 2-cent clause would tend to create a monopoly and destroy the competitive structure under which the recording companies operate. It also deprives the NAB, as record companies, of the ability to sell copies by the owner of versions of a musical composition.

The convention could be amended in a manner now given or to be given in the future in all the contracting countries in addition to the rights provided under the treaty. A user must therefore know the copyright and cash contributions hereafter amended of all the contracting countries as well as the provisions of the treaty, an impossible burden.

Right of public performance is created without regard to non-profit performance.

Treaty language may be interpreted to grant to a Latin-American composer a copyright in recordings even after the grant of a license by the composer to make legally the work.

The convention provides for the retention by the author of the claim to copyright and for the royalty if and as he wishes to oppose any change in it, discouraging adaptations and arrangements.

The copyright of “individually distinctive” titles subjected to laws of unfair competition would remain under the treaty.

Much music now in the public domain would retroactively be made subject to copyright.

Baby Gets Care

KOME Tulsa has won the praise of its listeners for helping to make possible treatment at the Mayo Clinic, Rochester, Minn., for a two-year-old child, Chris Millan, suffering from a rare kidney ailment. The child lay critically ill in a Tulsa hospital and his parents were without funds to send him to Mayo’s and had no means of getting him there quickly. Learning of this, Dick Campbell, KOME program director and news editor, invited the parents to explain their plight on his 10 p.m. news broadcast Feb. 4. Following the broadcast, seven private plane owners offered to contribute their planes for the trip, KOME reported. Checks and cash contributions began to come in, and by 3:30 the next afternoon the child had been flown to Rochester in an ambulance plane and was ready to undergo an operation.

Hit-Run Driver

A 40-year-old Johnson City, N. Y., resident who said his conscience bothered him after he had heard a radio appeal for a hit-and-run driver to surrender walked into Binghamton, N. Y., police headquarters and gave himself up, identified as Francis J. Sloboda, of Johnson City, had heard George O’Connor’s City Desk (local news broadcast) over WIBR Binghamton at 7:45 p.m. Feb. 17. Mr. Sloboda confessed that he was driver of the car which had run down and fatally injured a 60-year-old junk peddler.

‘BIG MUDDY’

WOW Reports Heavy Demand

For Its Movie

WOW Omaha reports a heavy demand for its color movie, “Operation Big Muddy,” telling the story of the project being undertaken by U.S. Army engineers for development of the Missouri River basin. Latest showing of the movie, which was filmed while WOW was presenting a series of broadcasts concerning the various dam projects and the upcoming store closing in Washington, D. C., at a meeting at Hotel Statler sponsored by the Nebraska delegation in Congress.

The 16 mm film previously had been shown before the state legislatures of Iowa and South Dakota, many civic groups and the national convention of the Mississippi Valley Assn. WOW has over 100 unfiled dates on the one-man film.

Story of the river and its current development, as told in the film, was written by Harold Storm, WOW’s publicity manager, who served in the Clark, the nation’s special events director, when Mr. Clark was assigned to do special broadcasts from key points along the Missouri where development was in progress. Narrative is by Ray Olson, WOW production manager.

Wherever the film is shown WOW distributes a 3,000-word prepared script under Mr. Storm’s direction describing in detail the story told by the color movie.

Stamps for Veterans

WHEN Commentator H A R L A N D Frederick of KSFQ San Francisco reported a campaign being conducted by a local citizen to get foreign postage stamps for collectors among the convalescing veterans at area hospitals, the report was handled immedi-
ately. Within a few days Mr. Frederick was informed that as a direct result of the broadcasts the listening audience had purchased stamps to last for three months.

 Finds Job

DURING a broadcast of the daily Man on the Street over KNOE Monroe, La., Bill Stanbaker, announcer, interviewed Arthur F. Seldorff, who stated he was looking for a job. Mr. Stanbaker asked his qualifications which were grocery store buying, driving a truck and odd jobs. The interviewer said he was very much in need of work, being just out of the service and his wife expecting a baby. At the conclusion of the broadcast, KNOE received a call from Dr. Will Sam Kendall, Monroe dentist, who had the type of job that Mr. Zelenak was anxious to undertake, at salary of about $500 a month.
Milwaukee Journal Buys WSAU Wausau, CBS Outlet on 1400 Kc, for $200,000

PURCHASE of WSAU Wausau, Wis, 250-w CBS affiliate on 1400 Kc, by the Milwaukee Journal Co., licensee of WTMJ and WMGM, was announced Thursday. Sale price was $200,000.

WSAU is licensed to Northern Broadcasting, U.P., the operator of the station for the last 11 years. It is owned by William E. Walker, 52.5%, E. Walker, 0.5%, and Donald R. Burt, 47%. William E. Walker is also owner of WMAM Marinette, Wis.

The purchase is in line with long-standing plans of the Journal Co. to expand the broadcasting service available in the Wausau area. The Journal has a Class B FM grant there, as has WSAU also. To avoid an FM duopoly situation, the Journal told FCC in its transfer application that one of the grants would be assigned if the Commission approves the sale.

Present owners of WSAU were reported to have planned for some time to dispose of the station and retire from broadcasting. Officials noted in announcing the transfer plans that the sale "was delayed until it was definitely established that a purchaser was available whose record of service in the industry assured a continued high type of radio program service to the people in the territory served by WSAU."

Walter J. Damm, head of WTMJ and WTMJ-FM, said WSAU will continue as a local station, using the present call letters and retaining the present managerial and programming. He said no material changes in staff are contemplated.

The transfer is subject to FCC's Aves public-bidding procedure. The application, filed by Lester Cohen of the Washington law firm of Hogan & Hartson, asks that the WSAU license be assigned from Northern Broadcasting to the Journal Co.

WSB Observing Its 25th Year With Special Shows

MARCH 15 will mark the 25th anniversary of WSB Atlanta, and the station, owned by the Atlanta Journal, is airing special programs in conjunction with the event. Growth of Southern radio and of WSB will be portrayed in half-hour programs (6:30-7 p.m.) tonight (Monday), tomorrow and Thursday. The first of these three programs will deal with the station's infancy, tomorrow's program with its period of adolescence, and the Thursday program its maturity.

Music was the popular type during each of the three periods will be included in the programs.

WSB has planned a special show dealing with the future of radio for Friday (March 14) at 6:45 p.m. The following evening the week will be climaxed by WSB Birthday Party, a half-hour show beginning at 6:15. WSB is affiliated with NBC, and a tribute to the station was aired on NBC's Honeymoon in New York last Thursday.

John M. Butler Jr., WSB's general manager, has been with the Atlanta Journal Co. for 31 years and with WSB for 16. Managing director of the station is J. Leonard Reinsch.

Aids Farmers

RECENT snow in Loudoun County, Va. blocked off the farm-to-market roads for days, forcing farmers to dump their milk because they could not deliver it. County officials called on Connie B. Gay, conductor of Town and Country Time program on WARC Arlington, Va., asking him to broadcast an appeal for help in clearing the roads. They would be "pleased" to get a dozen men, they said. Mr. Gay was in a one-minute spot announcement which was later repeated. Four hours later, more than 350 volunteers appeared at the Highway Dept. to aid in the road work.

ARCHITECT'S SKETCH shows modern building which will house WSJS-FM, the FM affiliate of WSJS Winston-Salem. N. C. Transmitter plant, including public lobby, will be near center of triangle formed by Winston-Salem, Greensboro and High Point. WSJS-FM expects to be on air by mid-summer, operating with effective radiated power of 48 kw on Channel 280.

Good Samaritan

WMGY Montgomery, Ala., presenting a half-hour "man-on-the-street" broadcast after a natural gas line explosion had left most Montgomery residents without heat, not on one street, says Mr. Fred, general manager, WWMK and transmitter operator. The Alabama Gas Co. and municipal officials are broadcasting safety precautions but also had opportunity to be as Good Samari-

The WMGY program had been in progress less than five minutes when the WMGY offices received a phone call from an ex-

L. E. Burt, executive producer of the WMGY program, received a phone call from an ex-

BETTER PICK-UP

Maxfield Describes New Type

Of Mike Arrangement

A NEW SYSTEM of microphone placement and control which is said to enhance the quality of reception is described in an article in the Western Electric Oscillator. Written by J. P. Maxfield, acous-

Aids Farmers

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Veta's Citation

U. S. VETERANS Administration, Indiana regional office, presented WIBC Indianapolis with citation expressing appreciation for station's cooperation in 1946.

March 10, 1947 • Page 95
KONO San Antonio Presents Evidence Supporting Spot Commercial Record

HEARING on the renewal applications of KONO, an independent station operating under trade name of Mission Broadcasting Co., was held in San Antonio last Wednesday and Thursday, with testimony centering around the FCC's 1938 instructions on determining classifying sustaining and commercial time. (The instructions were issued as page 25 of the FCC's annual financial report for 1938).

With exceptions no heard on Wednesday, but the hearing was carried over to Thursday morning to allow Robert Roth, assistant general manager and son of Exhibits' owner, Eugene J. Roth, to testify.

Dealt With Spots
FCC questioning dealt principally with the number of spot announcements carried by KONO. Under the FCC 1938 instructions commercial time was to be determined by the amount of actual time consumed in making spot announcements, but under FCC's new method of determining commercial time (brought out in 1945) any spot announcements on a 1-minute time segment put that 15-minute period in the classification of all-commercial.

James M. Brown, KONO general manager, carried the main burden of the station's testimony, which presented comparative figures showing the amount of commercial time used in KONO broadcasts during 20 weeks picked at random 1943 through 1946 and taking into consideration the 1938 and 1945 FCC instructions. The testimony set forth that the actual time KONO devoted to commercials during a 15-minute program was slightly over two minutes during daytime hours and slightly under two minutes at night.

James M. Brown declared it is to operate as a music and news station, with a maximum of three minutes in any 15-minute period devoted to talking and the remainder to music. Experiments presented by KONO showed that the majority of its spot announcements were not longer than 50 words taking approximately 20 seconds of time.

KONO brought Ward Dorrell, vice-president of KFC, Inc., to San Antonio to testify concerning the popularity of KONO broadcasts in comparison with those of other San Antonio stations. Mr. Dorrell introduced Hooper charts for the calendar years 1943-1949 indicating that KONO's Hooperating placed it in No. 2 spot.

Mr. Roth, KONO's owner, testified that before the war KONO produced a considerable amount of live talent shows, that during the war it had to depend almost entirely on recordings, but that since the war live talent shows had increased to a little more than 10% of KONO's total broadcast time, and that the station was hoping to achieve up to 25% live talent.

KONO was represented by Edward W. Bennett and Franklin C. Salisbury, Washington, D. C., attorneys, and Walter Emory represented the FCC. James E. Cunningham presided over the hearing, held in the Federal court room in the U. S. postoffice at San Antonio.

Aids Veteran
WHEN a partially disabled veteran, James Edmonds of Ashley, Ill., offered an eye for sale in order to buy a farm, John Raleigh, news-caster at KMOX St. Louis, broadcast the story on his Saturday afternoon program. Shortly after the broadcast, KMOX newscaster received a call from H. C. Edmonds of St. Louis County saying that he would be glad to have Mr. Edmonds on a tenant on his farm, without the eye in exchange. Mr. Edmonds, who is a Battle Casualty, was on an operation at the Jefferson Barracks Veterans Hospital, St. Louis, was immediately notified of Mr. Cockran's offer.

Offer of Eye Broadcast

NEWS EDITORS Don Brice and Bill Tomkins of WKBN Youngstown, Ohio, brought the station's listeners a transcribed interview with a wild-eyed woman, Mrs. Marie Didion in Edinboro, Pa., after Mrs. Didion's offer to give one of her eyes in exchange for a farm and living quarters for herself, her invalid husband and their children has touched off controversy in medical, scientific and legal fields.

KCBC SURVEY

2,000 Listeners Asked What They Like
KCBC, owned by Capital City Broadcasting Co. which is now in operation at Des Moines as KBO, has conducted a house-to-house survey of potential listeners to determine what type of programming it will have, Sidney J. Pearlman, station manager.

Four staff announcers were dispatched to make personal calls to more than 2,000 Des Moines area homes. They found that music was first choice with 71.1% of the persons interviewed, and consequently more than half of KCBC's programs are all music or combination music-talk. Mr. Pearlman says.

Second choice showed 48.8% for news, with comedy-variety and dramas shows following closely. Here, too, the station adjusted its programming to the demand. Daytime serials represented the type of program most disliked, with 47.4% of the interviewees saying they were the least popular.

Weber

(Continued from page 16)
the World Telecommunications Conference convenes in Atlantic City April 1-2.

It is not unlikely that commodore Weber, as a member of the Commission delegation, will attend that parole and take a prominent part in the work of the conference. Currently, Chairman Denny is scheduled to head the group and Comr. Jett will participate.

Commodore Webster's appointment was the first such to be approved by the Senate Interstate and Foreign Commerce Committee of which Sen. Wallace A. White (R-Me.) is chairman, then go to the full Senate. Determination of the appointment, on refused to release a statement before action had been taken by the full committee. It is known, however, that Senator White has been acquainted with Commodore Weber's work for many years. Commodore Webster has appeared before his committees many times as a witness, both in behalf of the FCC and in hearings before the Commerce Committee (of which Guard). Senator White himself at one time was considered for the FCC post but friends in Congress persuaded him against it since his services, it felt, were needed there.

To accept the FCC appointment, Commodore Weber must give up his post as director of the Division of Telecommunications at the American Federation of American Shipping, a post he accepted in August, 1946. He accepts the appointment at considerable financial sacrifice. Reportedly he was making upwards of $15,000 in the NPS post and $5,000 annually in retirement pay. He must give up both for his $10,000 Commission salary.

Commissioned in 1912
Commodore Webster was commissioned in the Coast Guard in 1912 (May 31). He was commissioned in 1923 and was recalled to active service as Chief Communications Officer, U. S. Coast Guard Headquarters, Washington. Subsequently he was appointed by D. C. Roper, Secretary of Commerce, on an interdepartmental board to study communications in the U. S. He was placed on the Coast Guard retired list in 1946.

Among the conferences on world communications he has attended are: Telegraph Conference, Paris (1925); Radio Telegraph Conference, Washington (1927); International Conference, London (1929); Safety of Life at Sea Conference, London (1929); International Technical Consulting Committee on Radio Communications, (1931); International Marine Wireless Conference, London (1931); and International Telecommunications Conference, Cairo (1938); Third World Conference of Radio Telegraph Experts for Aeronautics, Cracow, Poland (1938).

Record Request Features
TWO new record shows based on telephone requests have been started on KVSP Santa Fe, N. M. "On the Q. T."

The "Q. T." shows present twelve hits in the "sweet and quiet" side of music.
**At Deadline...**

**NAB, ASCAP TO HOLD JOINT NEW YORK MEETING**

NAB Music Advisory Committee, dealing with copyright matters, to hold meeting March 17 at Waldorf-Astoria, New York, in advance of joint meeting with ASCAP executives March 18.

Joint meeting to be of get-acquainted nature with talks chiefly concerning interpretations of present contract. Definitions of participating program, spot placement and other terms, which once threatened to develop into major fight, to be considered. Belief expressed ASCAP unlikely to ask more money from industry, with present contract standing good chance of extension for another nine years.

**SWANEE HAGMAN RESIGNS**

C. T. (Swanee) HAGMAN, former manager of WTCN who resigned last July to become general manager of ABC Central Division, Chicago, tendered sudden resignation to Ed Borroff, Central Division vice president, Feb. 6. Mr. Hagman sent resignation from his former home in St. Paul. While Mr. Hagman's resignation could not be reached for comment, Mr. Borroff said he "understood" resignation due to dissatisfaction with Chicago as residence for family. Mr. Hagman has been approached by group headed by William Johns Sr., of Ridder Johns, newspaper publishers interested in acquiring majority control of stock in KSTP, but is believed to be considering either purchase of station in Twin City area or applying for CP.

**UNIVERSAL CHANGES**

UNIVERSAL PRODUCTIONS, subsidiary of Universal Sales, headed by Wesley I. Dunn, owner of KSFO San Francisco, undergoing reorganization, with Williams given to heads of all departments. Included in dismissals are Barry Keit, West coast manager; Ray Linton, Chicago manager; Bob Reichenbach, sales promotion and publicity, and John Gordon, program director. W. V. Winn, vice president of Universal Recorders, transcription subsidiary, reportedly to head new program department in brokerage capacity.

**FOUR NAMED BBDO V-Ps**

FOUR BBDO account executives, two in New York, one in Buffalo and one in Cleveland, elected vice presidents last week. William J. O'Donnell, with agency since 1925, and Thayer Cummings, who joined BBDO in 1927, appointed vice presidents in New York office. Dale G. Casto, with firm since 1926, elected vice president in Buffalo branch, and Elmore E. Haring, who joined BBDO in 1936, appointed vice president in Cleveland office.

**IMMUNICATIONS BOARD BILL**

"EASURE introduced in California State senate (S-908) to create communications board with powers of regulatory authority and complete control over broadcast service ..." (Broadcasting, Feb. 16). The bill, which now has been referred to Committee on Education and Labor, is designed to create a new committee in the state which would have the power to regulate broadcast service.

**PETRILLO HEARING APRIL 28**

PETRILLO CASE scheduled for oral argument before Supreme Court April 28. High Court had announced formal notice of jurisdiction on March 3 (Broadcasting, Feb. 3). Government's brief must be filed three weeks before date of argument, union brief one week before. Henry Kaisner is preparing AFM argument, under guidance of CBA's TFL attorney, Joseph A. Padway, and will probably make oral presentation. Government attorney not yet assigned by Justice Dept.

**WU, BELL STRIKE THREATS**

SIMULTANEOUS strike against Western Union and Bell Telephone System threatened last week as AFL bargaining committee notified WU president J. L. Egan of intent to file strike notice with Labor Dept., which would bring walkout about April 7, same date scheduled by National Federation of Telephone workers. Union officials claim WU agenda for negotiations, opening today (March 10) would take away all employee gains made since 1939.

**COLUMBIA U.S. SERIES**

PLANS for new series of half-hour radio programs titled The Pulitzer Prize Program, to be produced by Famous Artists Corp., Beverly Hills, in conjunction with Columbia U., announced by Dean Carl W. Ackerman, of Columbia's Graduate School of Journalism. Network and sponsor undecided at present.

**HOLLYWOOD GUILD ELECTS**

HOLLYWOOD Radio Directors Guild has elected five members to national board in addition to Thomas Freebairn Smith, president; Anthony Standford, Glenhall Taylor, Paul Franklin, Phil Cohan and Bill Robson. All will attend national convention in Chicago, March 23-25.

**People**

DR. VLADIMIR K. ZWORYKIN, director of electronic research laboratory of RCA Labs. at Princeton, N. J., elected vice president and technical consultant of RCA Labs. Division.

GARRARD MOUNTJOY, former president of Electronic Corp. of America, New York, appointed chief radio engineer of Stromberg-Carlson Co., Rochester.

PETE KURTZER, formerly with KXYZ Houston, Tex., joins sales staff of WOV New York.

**FOUR BY MERIT**

ALTHOUGH appointment of Commodore E. M. Wade, VCOI (see page 16) throws into question political balance of body, there is no question about one majority: Four out of seven of the Commissioners will have come up through the ranks of the FCC. Comr. Jett was former chief engineer of Burrage; Dr. Harrington was former general counsel, as was Comr. Hyde; and Commodore Webster was former assistant chief engineer.

**NEW REGIONAL GRANT ON 1300 kc FOR CLEVELAND**

FINAL decision conditionally granting application of Cleveland Broadcasting Co. for new 5 kw outlet on 1300 kc, directional, at Cleveland and denying mutually exclusive request of Scripps Howard Radio Inc. announced by FCC Friday.

At same time FCC reported: Proposed decision granting new station on 1230 kc, 250 w, unlimited time, at Pueblo, Colo., to Pueblo Radio Co. and denying application of Dorrance R. Rodick for identical facilities; adopted decision in pending application of Broad- casting Co. for new station at Madison, Wis., on 1070 kc with 10 kw and unlimited hours, direction to post BCA Sackville, N. B., NABRA Class I-B outlet.

In addition Commission adopted supplemental proposed decision for granting of following applications: Beloit Broadcasting Co., Beloit, Wis., 1400 kc, 100 w, unlimited; Village Broadcasting Co., Oak Park, Ill., and Radio Wisconsin Inc., Madison, Wis., both for 1490 kc, 250 w, unlimited. FCC would deny competing applications of Eight Broadcasting Co., Egin, Ill.; 165, w., and Corn Lake Broadcasting Co., Oak Park, Ill., and Edwin Mead, Rockford, Ill., regarding licenses for new stations to Eight Broadcasting Co., Egin, Ill., and Edwin Mead, Rockford, Ill., respectively.

In decision in reliance on ownership-management local residence and diversity of existing radio stations, applicants were considered. Belief expressed ASCAP chief, that city also has "an adverse background." As for Scripps-Howard Radio, FCC reported Beloit decision would remand the case to the district court of habitation. Several original objections of the officers or directors of Scripps-Howard . . . have been considered . . . with the conclusion of Commissioner that the decision for Cleveland." Further FCC reported Cleveland decision would be active in direct station operation. This was found not so for Scripps-Howard granted existing stations W. V. "CBA's" principal interest in newspaper publishing, and including the Cleveland Press. Scripps-Howard is interested in NBC's WCAO Cleveland and WNOX Knoxville as well as 68% owner of WMC Memphis which also is applicant for FM facilities in Cleveland. Cleveland Broadcasting, which also is applicant for PM facilities in Cleveland, originally had filed for AM in 1941, withdrawing in March 1943 as result of wartime restrictions on use of construction materials. Alexander F. Whitney, president of Brotherhood of Railroad Trainmen, and Alverson Johnson, head of Brotherhood of Railway Engineers, have minor interest in Scripps-Howard (see page 12). Former Commissioners CBA's (13.3%), president, North American Fibre Products Co. Principal stockholder is Ray T. Miller (13.3%), attorney and former CBA's law partner, Donald W. B. Hornbeck (13.3%). Others include: two former CBA's top firm partner and who is secretary-treasurer; Robert J. Egan's (3.4%) former Senator from Ohio; and former CBA's (6.7%). Likewise in re Pueblo proposed grant FCC preferred qualifications local group, Pueblo Radio Co., over those of Dorrance R. Rodick, southwestern publisher and broadcaster. Rodick would have operated station through an employee, Commission member, and Mr. H. Crouch, president (39 shares), ex-Marine and employee of Holly Sugar Corp. of Colorado; Allen E. Fenster, president of a 13.3% interest business concern in Pueblo; Zula Sexton, secretary-treasurer (133 shares), real estate and office supplies distributor; Nuna and William Uriah (31 shares), Arkansas City, Kan. Mr. Crouch, son of Mrs. Seaton, has subscribed for 29 shares of unissued stock and is to acquire interests of the Uriahs, his father and sister, and is now president of KBRO El Paso, Tex., and permittee for Silver State脖子 Lewis is now holding interests of former owner of KBRO El Paso, Tex., and permittee for Silver State脖子 Lewis is now holding interests of former owner.

Monona Broadcasting previously had been denied Monona Broadcasting, request to CBA [BROADCASTING, Nov. 4, 1946] and competitive application of WBOI Rockford, Ill., and CBA's (see page 16) application for Monona Broadcasting Co., both later severed from consolidation and granted [BROADCASTING, Feb. 10]. Monona Broadcasting is not subject to joint ownership limitation and CBA's [see page 15] not subject to joint ownership limitation and CBA's [see page 15] not subject to joint ownership limitation. Following FCC's announcement of proposed preferences for Bigm and Rockford, the body heard oral argument on exceptions as well as petitions by Beloit objecting for reconsideration of Radio Wisconsin for consolidation. Although considered separate cases, a 5 kw grant was conditionally granted the body was asked to hear an application for the two group cases. In review Commission found Beloit in greatest need and with that grant one to Oak Park included. Accordingly, the body held that single Bigm grant, is held more in public interest. Beloit grant, however, eliminated by proposed WNOX application. Beloit also was found to have "an adverse background" and was rejected for local facilities, Radio Wisconsin was denied permission to amend for power increase.


March 10, 1947 • Page 97
CANNED TAKES WARING

NBC's five-a-week daytime musical program Fred Waring Show will be sponsored on entire network Fridays, 11-11:30 a.m. (EST) effective March 14 by Minnesota Valley Canning Co. [BROADCASTING, March 3]. New client will sponsor on Fridays for four consecutive weeks, temporarily cancel until July 18, then resume for 26 weeks. Reason for split contract is production layoff during crop season. Products to be advertised are Niblets corn and Green Giant peas. Waring sponsored Tuesdays and Thursdays by American Meat Institute, Chicago. Leo Burnett Co., Chicago, agency for both accounts.

FCC ANTENNA CHANGE

FCC Friday announced policy change permitting application to be amended to reflect changes in antenna design as agreed upon in engineering conferences following channel studies in AM "temporary expediting" procedure. Applications for amendments to be made via petition, upon which Motions Commission will act.
The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW's Farm Program Director...and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944...and we still don't know how he does it. For example: besides directing and appearing on the daily broadcasts of "Everybody's Chore Time" and "Everybody's Farm Hour," Roy conducts two highly popular Sunday morning farm shows, "From the Ground Up" and "Farm Front"...is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW's practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody's Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW's famine investigating party on a six weeks' tour of Europe's worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, "I don't know, but I love it!"

Which is probably why WLW's farm programming won VARIETY'S award for "contributing to the world's breadbasket"...was cited as "outstanding" in BILLBOARD'S poll of radio editors. It's also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.
It's no trick at all for the allouta talliatius', because he knows how. No trick at all to keep a sponsor happy in Washington without a whopping rating, either. That is, if you get results, as WOL does.

There are several local advertisers whose histories on WOL prove the point real quick. The dairy, which has sponsored "The Johnson Family" across the board for the past four years. Though the show has only a modest rating, you couldn't pry the sponsor off (Heaven forbid!) with a crowbar.

Or the furniture store, which has shared Fulton Lewis jr. with an auto dealer for the past five years. So overwhelming were the results that these sponsors bought an additional strip, at 11:15 PM—and each night repeat the Lewis broadcast by transcription. Unconventional—but successful radio! Yet Lewis's broadcasts have never had sensational ratings in Washington.

Or the brewery, which has sponsored a 30-minute quiz on WOL for the past 8½ consecutive years (a show which has never rated among the "First Fifteen"). Or the department store, which demanded that WOL create-to-order a special show after rated hours, and has been sitting back watching customers flock in ever since.

Like raindrops, these case histories add up to a flood of confidence in WOL on the part of local advertisers who measure results primarily by the flow of dollars coming over the counter. No monkey business: advertisers like these increased WOL's local billing by 48% last year. If you're up a tree, call us or Katz.

*Long-tailed monkey, that is.