everyone can't buy MINK...

NEITHER CAN EVERYONE afford Bob Hope, Jack Benny or Allen. Fred Allen, that is. Some people just don't have that much money to spend.

On the other hand, not everyone needs that much money.

Here on WOR, many a client has discovered that a mouton-coat sized budget can buy effective results. There’s the man who started a new business recently, for example. He had only a limited amount of money to spend on advertising. To be specific, he had about 500 dollars. He needed to get his money’s worth right now. After one week on WOR, he got it.

WOR can bring the same kind of returns for you.

Call our sales office, Pe 6-8600. Or write . . .

WOR —that power-full station

at 1440 Broadway, New York

mutual
This is

THE DOEHRING FAMILY

of near MOROCCO, INDIANA

HAROLD DOEHRING and family of near Morocco, Indiana, farm 257 acres. Theirs is a diversified farming operation that last year included 112 acres of corn, 60 acres of soybeans, 7 milk cows, a flock of 350 chickens, and 75 hogs shipped to market. Their investment in machinery and feeding equipment alone totals $4,250.

When the Doehrings moved on their present place nine years ago, they had one youngster and a house with few modern improvements. Today, there are five young Doehrings, and they live comfortably with a new stoker-furnace, electric range and refrigerator, radios and running water.

The Doehrings have listened to WLS ever since it came on the air in 1924, profiting from weather, markets and farm information. "We appreciate WLS more than ever since the children are growing older," Mrs. Doehring says. "Instead of wanting to go into town Saturday nights, they prefer to stay home and listen to the WLS National Barn Dance."

The WLS microphones have been focused for 23 years on this family and home and the families and homes like it in Midwest America—taking an intimate interest in their problems, giving them service and entertainment that have made them loyal listeners—and advertising results depend on loyal listeners.
The First Americans had a system for signaling. The Indians built fires on mountain tops, relying on the wisps of smoke to be seen by fellow tribesmen posted on other elevations.

The effectiveness of such a signal depended on the direction of the wind and was restricted to the range of vision. It is a far cry from that primitive method to modern radio. Time-buyers know from experience that with WCBM there is a profitable certainty in always reaching listeners in the rich Baltimore market. You are missing an important message yourself if you haven't heard what WCBM can do for you and your selling.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
Upcoming

March 20: NAB By-Laws Revision Committee, Stotler Hotel, Washington.
March 21: Joint NAB Finance Committee and By-Laws Revision Committee, Stotler Hotel, Washington.

Business Briefly

DE SOTO PLANS • De Soto Division of Chrysler Corp. reported ready to place transcribed Judy Garland show on ABC preceding weekly transcribed Bing Crosby series.

PALL MALL SHIFT • Program replacing Frank Morgan Show April 2 on NBC, Wed., 10-10:30 p.m., to be called Big Story; originally titled Feature Assignment. Agency, Foot, Cone & Belding, N. Y.


URS NAMED • Universal Radio Sales, New York, has been appointed station representative by KSOK Arkansas City, Kan.; WOAY Oak-hill, W. Va.; WKAN Kankankee, Ill.; KGVL Greenville, Tex.; KXOL Fort Worth, Tex.

LA FRANCE SPOTS • General Foods, New York, (La France Bluing) starts eight-week announcement campaign March 31 on over 100 stations. Agency, Young & Rubicam, N. Y.

LA BOHME DROPS • La Boheme Vinyards Co., Fresno, Calif., has cancelled current spot campaign as well as additional one scheduled to start in March through McCann-Erickson, N. Y.

AYER NAMED • KOMA Oklahoma City and KTUL Tulsa appoint Avery-Knodel as exclusive national sales representative effective April 1.

MIRACLE HOAM TO EXPAND • H. R. Davi Co., maker of Miracle Foam, plans to add stations in Bakersfield, Fresno, Stockton and Reno for Something for the Family series starring George Jessel. Firm has renewed in San Francisco and Los Angeles, plans dinners for jobbers in those cities to honor Mr. Jessel. Deal being handled by Universal Radio Productions, Hollywood.

WRITERS GUILD TO VOTE ON STRIKE IN THREE CITIES • STRIKE vote will be taken by locals of Radio Writers Guild April 8 in New York, Chicago, and Los Angeles. Guild has received what it considers unsatisfactory replies from three networks and no reply from one network in answer to demand for negotiations covering freelance writers. Guild strategy committee recommended strike vote. Eastern Council of Guild endorsed decision.

Council of Authors League of America (parent body of Guild), passed resolution offering full support to writers. Guild's demands: Elimination of outright sale of scripts, Guild shop, equitable release forms, minimum rates for freelance scripts, sufficient arbitration machinery.

Closed Circuit

UPCOMING dual transaction shortly to be filed with FCC for approval will involve sale of WSPA Spartanburg by A. B. Taylor, president, and Walter J. Brown, vice president and general manager, for over $400,000 to Liberty Life Insurance Co. of Greenville (owner of WIS Columbia, S. C.) and reinvestment by Mr. Brown of his share for acquisition of control of WORD, Spartanburg local, for roughly $100,000. Mr. Brown founded WORD several years ago.

LYLE WILSON, crack Washington political correspondent and for years head of the Press Washington bureau, could have had Byron Price's old job as vice president of Assn. of Motion Picture Producers. Eric Johnston, AMPPP president, asked him to assume post when Mr. Price accepted assistant secret- ary general post at United Nations but Mr. Wilson, despite enticing remuneration (about $50,000 plus), elected to remain newspaper-

Hopped up publication reports about radio seeking star, which stemmed from the Broadcasters' Advisory Council plan, but not to be noticed this year. Following this incident [Broadcasting, March 3] one press association executive has set in motion machinery looking toward permanent understanding which will affirmatively settle radio's right to cover Presidential trips direct.

Radio's Right to voicecast from shipboard on Presidential cruises, disputed in connection with contemplated Caribbean cruise, since canceled, may be settled with finality shortly. Following this incident [Broadcasting, March 3] one press association executive has set in motion machinery looking toward permanent understanding which will affirmatively settle radio's right to cover Presidential trips direct.

C. T. (Swanee) HAGMAN, who resigned general management of ABC Central Division to return to native St. Paul, shortly will emerge as part owner-manager of nearby Minnesota station. He is expected to become identified with certain other Minnesota properties in ownership or management capacity, or both. Decision to leave ABC after eight months attributed mainly to family's homesickness. [Broadcasting, March 10].

Senator WHERRY (R.Neb.), Chairman of Senate Small Business Committee, will ask G. H. Finch, president, Finch Telecommunications Inc., to demonstrate facsimile before the group investigating newsprint shortage. Prediction that tax would be part of testimony before Committee came from Senator James E. Murray (D-Mont.). [Broadcasting, Feb. 10], former chairman of the Committee, who had warned technological improvements threaten newspapers with "possible extinction."

Plan for President

PRESIDENT TRUMAN was to hear his daughter, Margaret, make singing debut March 16. When President, who is vacationing in Key West, Fla., expressed desire to listen to ABC Detroit Symphony program, John Spotswood, owner of WKWF Key West, MBS affiliate, asked approval of Carl Haverlin, MBS vice president in charge of station relations, to cancel regular program scheduled on station between 8 and 9 p.m. Mr. Haverlin approved and station was ready to carry entire ABC program.
"The Steinman Stations"

OUTSTANDING PROFIT BUYS

WDEL Wilmington, Del.
(Established 1922)

WKBO Harrisburg, Pa.
(Established 1922)

WRAW Reading, Pa.
(Established 1922)

WGAL Lancaster, Pa.
(Established 1922)

WORK York, Pa.
(Established 1932)

WEST Easton, Pa.
(Established 1936)

More and more advertisers are finding that these stations offer rich sales opportunities. All six markets are consistently prosperous because of diversity and advantageous locations. For information write:

Sales Representative

RADIO ADVERTISING CO.

New York • Dallas • Chicago • Hollywood • San Francisco

March 17, 1947 • Page 5
In 1946 ... for the first time in the state's history ... Minnesota farmers received a cash income estimated at OVER ONE BILLION DOLLARS! This gigantic cash income means tremendous buying power. Get your share of Minnesota farm wealth through WDGY, the station that gives you "Minnesota and Then Some."

Minneapolis
WDGY
5000 Watts
MELVIN DRAKE
Vice President & Station Mgr.

Saint Paul
1130 KC
CHARLES T. STUART
Pres. & Executive Director

AVERY-KNODEL INC.
National Representatives
Largest Local Food Chain Chooses . . .

WHBF

Serving the QUAD-CITIES plus Western Illinois and Eastern Iowa

It is only natural that Quad-Cities' most successful local grocery chain, with stores on both the Illinois and Iowa sides, would choose the radio station with the most responsive audience. And in Quad-Cities this points to WHBF . . . with a record of seven consecutive years of exclusive sponsorship by Eagle Super Markets. This is a reliable tip-off to national advertisers who want to help their products reach the top in the Quad-City market.

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

BASIC ABC for the QUAD-CITIES

1270 KC WHBF 5000 Watts Full Time and WHBF-FM

Les Johnson, V.P. and Gen. Mgr. Affiliate of Rock Island Argus

March 17, 1947 • Page 7
TWO POPULAR RECTIFIER TUBES
for broadcast, communications, and other work

... better built for more hours of topgrade performance!

RATINGS

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<th>GL-8008</th>
<th>GL-673</th>
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Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotrons the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed... this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant... these qualities stem from the modern structural design of the GL-8008 and GL-673—their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today! ElectronicsDepartment, GeneralElectric Company, Schenectady 5, N. Y.

G.E.'s new Transmitting Tube Manual is the most complete book in its field! Profusely illustrated; packed with application data. Over 600 large pages. Price $2, with an annual service charge of $1 for new and revised pages to keep the manual up-to-date. Order direct from General Electric Company.
The Federal Reserve Board put it very simply. Syracuse had a bigger retail gain during December, 1946 than any city in the United States. But here at WSYR we know there's more to it. Being plumb in the middle of this prosperous area, we know all about the high 1946 incomes of our industrial and farm workers.

In fact, we've helped them spend a good many of their dollars. We know that when they crowd stores in Syracuse (and other cities and towns throughout WSYR's 17-county area) they buy the things wise advertisers advertise over WSYR.

It's significant, too, that our local retail advertising in December, 1946, was 45% more than in December, 1945. And for all of 1946, WSYR's local advertising was up 23%. More local advertisers (actually 80%) use WSYR than any other station. Like many national advertisers, they find WSYR plays a big part in setting record sales gains. We've been doing it for 25 years now.

Tap your share of this growing billion-dollar buying potential by letting WSYR help build a demand for what you have to sell. First step is to get in touch with us or Headley-Reed.

*Period ended December 31, 1946 when Syracuse retail sales hit 41% above same period, 1945.

WSYR
SYRACUSE
570 kc.–5000 watts
NBC in Central New York
"The coming electronics capital of the world"
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations
Feature of the Week

By SIDNEY N. STROTZ
NBC Western Division VP

I'M GETTING TIRED of reading and hearing things like:

"Why do the same names stay at the top of Hooper's first 15 year after year?"

"What would happen to radio if Jack Benny, Bob Hope and Fibber McGee retired?"

"Where is radio going to get new talent anyway?"

To answer the last two questions first, radio right now is building its own future in the talented persons of supporting players—or stooges—on its own top shows.

True, the select circle in the top 15 doesn't change much year after year, but this season three shows which have hit the top star people who were or are stooges on other shows: Phil Harris of the Jack Benny Show, now appearing with Alice Faye on the Fibber McGee show, and Harriet Hilliard, who were stooging for Red Skelton a few years ago, and Harold Peary; Great Gildersleeve, who got his start insulting Fibber McGee. In addition, Dennis Day gets closer to the top 15 every time the ratings are taken.

There are many other new programs starring either current or former stooges. The Jack Benny Show alone has fathered no less than five programs. The Phil Harris-Alice Faye and Dennis Day shows are two. Mel Blanc, who is Fibber for Burns and Allen and Judy Canova as well as Benny, stars in his own show on CBS: and Kenny Baker and Frank Parker, who were Dennis Day's predecessors on the Benny program, now star in their own programs, one on ABC and other transcribed.

Detective Wilson, long-time orchestra leader and comedy foil on Maxwell House Coffee Time on NBC has had his own CBS program this winter, after a successful test run as summer replacement for Burns and Allen—continuing, as do Day, Harris and Blanc, to appear on the program which gave him his start.

Kenny Delmar, Fred Allen's Senator Claghorn, has been starring in a quiz show on CBS. It was there also that the late Marlin Hunt, ex-Fibber and Molly stooge, was getting his own Beulah show underway at the time of his death.

Harry (Parykakarkus) Einstein is just concluding a three-year run of Meet Me at Parky's on NBC.

(Continued on page 80)

Sellers of Sales

WHEN radio came to Philadelphia March 18, 1922, one of the first voices listeners heard was that of Harold Simonds. On that date he took time off from his job in the traffic department of the Strawbridge & Clothier department store to sing a baritone solo and join a male quartet on the first broadcast of WFI, the Strawbridge & Clothier station.

For ten years he doubled between the store and station, meanwhile campaigning for WFI to become commercial. Finally after ten years he did convince the store executives, and WFI took him on sponsors. In 1932 Hal became WFI's first salesman, and ironically, his first account was with a competing department store.

By now Hal was devoting full-time to the station, selling, producing, and announcing. He was one of the best known newscasters in the city, and although he had never covered sports, he took on those duties too, and from 1936 to 1943 he did the sportscasts for the station. When all the duties became a little too much for one man, he sacrificed the mike work to give all his time to sales.

When WFI and the Lit Brothers station, WLIT, were merged into WFI in 1935, Hal Simonds remained on the staff, so that this 25th anniversary year is being celebrated jointly by WFI and Hal.

Among the larger accounts he handles for WFI, five are with makers of dairy products: Abbotts, Supplee-Sealtest, Borden's Philadelphia Certified Milk Assn.; and Breyer's. He also services three large department store accounts—one of which is Strawbridge & Clothier, the same store that introduced Hal to radio 25 years ago.

He is 53, a father and grandfather. And he still has the same zest for selling that he brought with him to WFI back in 1922.
WGN has more facts about Chicago radio programs than any other station. The combined information of the Neilsen Radio Index, Supplementary and Regular Hooper reports and the Broadcast Measurement Bureau enable WGN to offer a superior and continuing service to present and potential advertisers.

Results, measured in terms of accepted research, are convincing many advertisers that the correct answer to middle-western radio is WGN.

A Clear Channel Station…
Serving the Middle West
MBS

WGN
Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
37,819 box tops for a picture of a pest!
Consider the whimsey of Fred Beck. To prove the pulling power of his program — a 15-minute column of comment, wit and information — Fred asked his listeners to send him any spare box tops. In return, he offered them a picture of his brother-in-law. No nylons, no book of recipes — just a picture of a pest. Yet in one week Columbia Pacific received 37,819 box tops.

Fred Beck is new to radio, but old to fame. In 1934 he met a man with an idea, eighty dollars and a borrowed weed patch. Together they parlayed these sparse beginnings into the fabulous Los Angeles Farmers Market. Fred Beck’s contribution was — and is — coining words that add up to an eight-million-a-year business... a daily column of wit and wisdom in the Los Angeles Times. To the amazement of the Times, three readership surveys proved Beck’s advertisements had more readers than most of their nationally syndicated columns. Today, Fred’s market hints are featured on page two, the only advertisement or column that holds that honor.

As Fred Beck’s box top bonanza indicates, his words lose none of their magic when they take to the air. Right now he’s unsponsored, 8:15-8:30 a.m. Monday through Friday. Call us, or Radio Sales and we’ll get Beck to boost your sales on the Pacific Coast.

Columbia Pacific Network

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Look who's joining us! —

E. P. J. Shurick!

If you've been studying "station promotion" recently (or have even been a casual observer), chances are you've already admired a lot of Ed Shurick's work. His efforts at KMBC (and elsewhere for fourteen years in radio) have been outstanding. Hence our pride in announcing that Ed is joining our New York Office as Promotion Manager, to help both you and us to promote spot radio.

Yes, spot radio still needs promotion. There are still many advertisers who don't yet realize that it's the most flexible, economical and effective medium in advertising. So long as that's the case, we of F & P will continue to devote a good part of our time to "carrying the word." To our minds, that's one of the most constructive functions we can perform, here in this pioneer group of radio-station representatives.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

Hollywood: 6331 Hollywood San Francisco: 58 Sutter

Telecasting
FCC Is Considering FM Realignment

Many Complaints Of Interference Are Received

By RUFUS CRATER

A REALIGNMENT of FM assignments and Class B channel allocations is being considered within the FCC, with prospects ranging from relatively small-scale shifting of frequencies to full-scale reallocations.

The studies were initiated as a result of complaints of mutual interference between stations separated by only a single "blank" channel, as provided in the present allocation and assignment plan [BROADCASTING, Feb. 24, March 3, 10].

Some industry engineers maintained that best results would not be achieved unless stations operating in the same area are separated by three blank channels—800-kc, as against the 400-kc separation required now—and that a full-scale realignment of channels will be necessary.

In some quarters within FCC it was felt that the difficulty lay primarily within the blank areas of stations, even on the present 400-kc separation, and that in many areas the solution might be found in shifting assignments so as to achieve maximum utilization separation of transmitters operating 400-kc apart. This factor might also be taken into consideration in issuing frequency assignments within given areas in the future.

General Reallocation

Commission experts also were reported to be considering the possibility of a general reallocation of frequencies to provide three or four channel separation of stations operating in the same area. This possibility was also being studied with a view to determining how much, if any, would be achieved in the number of channels which would be available in the various areas.

To engineering observers it appeared likely that a greater channel separation of stations would result in fewer available channels, at least in some areas. FCC authorities, however, said the question was one for which they are now attempting to find the answer.

It was thought likely that if alignments in Area I—the Northeast, which has more large cities and a greater number of channels—could be realigned with no loss of channels, then it would be possible to realign Area II (the rest of the country) without losses.

If it is found necessary to make a general reallocation which would result in substantial channel losses, one FCC source noted, the "one-out-of-five" frequencies which are being reserved until July 1 for newcomers might be used advantageously in keeping availabilities near the present maximum.

There was no feeling that FM would be moved from the present 85-108 mc band.

In unofficial quarters, however, it was provided as a possible basis for such classification of Class A and B channels might be necessary if the realignment problem should involve heavy losses of Class B availabilities. Such reallocations, even so, would depend upon the Commission's attitude toward the relative desirability of Class A and B stations.

The same possibility was seen with respect to channels currently allocated solely for noncommercial educational stations. Of the total 100 channels, 20 are reserved for noncommercial educational use, 20 are classified for Class A operation, and 60 for Class B. The latter are allocated to specific cities and general areas. There is no allocation plan for Class A channels.

500 Permits

Legally, channel changes for stations authorized—more than 500 have received construction permits, including some 150 stations already on the air but not counting approximately 176 conditional grants—could not be ordered without hearings, except with the stations' permission. Thus long-drawn proceedings would be likely.

Stations in areas where all channels have already been assigned would be sure to protest any action which might reduce the number of channels in those areas.

Commission authorities said there are "about a dozen" cities where stations are now in operation on 400-kc separation. Complaints of mutual interference have been reported in "four or five."

At one of these, Syracuse, the complaints resulted in a request for investigation by receiver manufacturers. Tests conducted with FCC assistance [BROADCASTING, March 10] showed that FM stations of WFBL and WSYR, separated by one blank channel, could not be separated by any of five high-priced receivers being used, if one signal was 28 times as strong as the other.

When the ratio was 1 to 1, all but one receiver could make a separation.

When an experimental transmitter was set up to simulate 600-kc separation, all of the receivers could

(Continued on page 81)

Group's Approval of Webster Seen

No Opposition Apparent To New Commission Member

By PETER DENZER

FINAL committee confirmation of Commodore Edward Mount Webster for FCC's seventh chair [BROADCASTING, March 10] was delayed as BROADCASTING went to press by a routine request from a member unable to attend the Senate Interstate and Foreign Commerce Committee hearing Thursday.

Chairman Wallace H. White told BROADCASTING he had been assured by the Senator, whom he declined to name, that there was no particular significance to the request, viewed as a formality of a type that has delayed several earlier nominations.

Commodore Webster was called before a quorum of eight Senators for a brief resume of his background and qualifications. Those present included besides the Chairman: Senators Charles W. Tobey (R-N.H.); Albert W. Hawkes (R-N.H.); E. H. Moore (R-Okl.); Ernest W. McFarland (D-Ariz.); Warren G. Magnuson (D-Wash.); Francis J. Myers (D-Pa.), and Eunice McMahon (D-Conn.). Absent were Senators Clyde Reed (R-Kan.); Homer E. Capehart (R-Ind.); Owen Brewster (R-Me.); Edwin C. Johnson (D-Col.), and Tom Stewart (D-Tenn.).

There was every reason to believe that full Senate confirmation would be forthcoming without political debate. Not only is Commodore Webster politically independent—he is a resident of the District of Columbia and thus has never been able to vote—but his record as a telecommunications expert is so outstanding that both minority and majority members

(Continued on page 38)

Commodore Webster (l) with Chairman White.

March 17, 1947 • Page 15
Benny Tops Pacific Hooper in February

Bob Hope, Red Skelton Tie For Second Place

JACK BENNY led the first 15 programs in the February Pacific Network Program Hoopertings released last week, followed by Bob Hope and Red Skelton tying for second place.

The report showed an average evening audience rating of 10.1, an increase of 0.3 from the last report, and an increase of 1.0 from the rating for the same period in 1948. Average daytime sets-in-use reported were 28,9, 1.0 more than the last report and 3.7 more than a year ago. Average evening available homes were 99.2, no change from the last report, and up 1.0 from a year ago.

The average daytime audience rating was 9.8, down 0.4 from the last report and showed no change from a year ago. Daytime sets-in-use average was 18.4, a decrease of 0.4 from the last report and up 0.4 from a year ago. The average daytime available homes was 88.4, down 0.5 from the last report, down 1.6 from last year.

The first 15 programs for Pacific programs as listed in the report were: Jack Benny 43.9, Bob Hope 30.4, Red Skelton 30.4, Charlie McCarthy Show 28.8, Filler McGee & Molly 27.7, Walter Winchell 27.4, Fred Allen 24.6, Radio Theatre 21.4, Amos 'n Andy 21.4, The Whistler 20.7, Aldrich Family 19.9, Bandwagon 19.6, Eddie Cantor 17.6, Blondie 17.6, Great Gildersleeve 17.5.

ED FITZGERALD FORMS OWN PACKAGING FIRM

ED FITZGERALD, former account executive at Dancer-Fitzgerald-Sample, New York, and Frank Small, personnel manager of the Professor Quiz program sponsored by American Oil Co. on ABC, have formed a new program packaging agency, Fitzgerald Assoc. Offices are at 140 East 33 St, New York. Banner & Grief, New York, is in charge of promotion and public relations for the new firm.

Prior to his association with D-F-S, Mr. Fitzgerald was vice president and radio director of Emery Way & Co., New York, and was also former director of Bureau of Copyrights of NBC.

The company is currently packaging for radio the Chicago Tribune Syndicate comic strip, "Gao-line Alley," and a series based on the Simon and Schuster children's books, the "Golden Books."

**Standard Time for All Interstate Commerce, Including Radio, Asked**

DAYLIGHT SAVING TIME blossomed briefly last week as both a national and District of Columbia issue. Rep. Emory H. Price (D-Fla.) asked the House Interstate Commerce Committee last Monday to consider his bill (H. R. 2414) to put all interstate commerce, including radio, on standard time.

Meanwhile, the Senate District Committee approved, without dissent, a bill to give the capital daylight saving time in spite of overwhelming action against summer time by the House which two weeks ago [BROADCASTING, March 3] voted down a bill by Rep. Arthur G. Klein (D-N. Y.).

Rep. Price told the Interstate Committee that a change of time "upsets a lot of people as far as their listening to radios is concerned." He said he had introduced his bill at the request of a Florida radio station operator whom he declined to name.

A letter from the Florida station accused the "home offices of the networks" in New York of throwing radio schedules throughout the country out of line by following New York time changes. Although Mr. Price said he believed "the large broadcasting companies in New York will probably fight this bill" he told BROADCASTING that unless he gets more "reaction" from broadcasters he will not press for a full hearing.

In spite of early vigorous opposition in the House, it appeared that reconsideration might be in order after expected Senate passage of a measure which would authorize District Commissioners to establish daylight saving time in the capital. Chairman Dirksen (R-III.) of the House District Committee said he would act immediately to get the bill (S-735) through the House.

District civic groups have been vocal in their support of local summer time.

**IT & T Elects Halsey**

FLEET ADMIRAL William F. Halsey Jr., who recently retired from duty, has been elected a member of the board of directors of International Telephone and Telegraph Co.

**Ludens Inc. Signs**

LUDENS INC., New York, has signed a five-year contract with Hoagy Carmichael. The advertiser sponsors Mr. Carmichael's Sun., 5:30-5:45 p.m. on CBS, for Luden's cough drops. Starting next fall, however, the show will be on for the advertiser's Fifth Avenue stores. In the bar, and Mathis Inc., New York, is the agency.

**KADDERLY SELECTED TO GO TO AUSTRALIA**

WALLACE KADDERLY, farm director of KGW Portland, Ore., has been selected to leave March 21 for Australia as guest of the Australian Broadcasting Commission on an inspection and consultation tour of that country and its farm broadcasting facilities. It was announced last week by H. Quentin Porter, KGW general manager.

Mr. Kadderly in effect represents the U. S. Government's agricultural radio interests as well as those of American commercial broadcasting and the National Assn. of Radio Farm Directors. The Australian government for almost a year has been corresponding with the U. S. Dept. of Agriculture in regard to sending a farm radio representative from this country. With none none free to go, USDA recommended Mr. Kadderly who has had extensive government farm radio relations in addition to his industry experience in that field.

Mr. Kadderly will be abroad about two months, on leave from KGW. While overseas he will broadcast over Australian facilities as well as conduct reports for use in the U. S. His itinerary also may include New Zealand.

**SIX 52-WEEK RENEWALS ARE ANNOUNCED BY CBS**

CBS last week announced six 52-week renewals, three of which were for the Procter & Gamble Co. The network has reported 26 programs renewed for sponsorship since Dec. 30, 1946.

Procter & Gamble Co., Cincinnati (Spic & Span and Dref), March 24 renews Perry Mason on CBS, Mon.-Fri., 2:15-2:30 p.m., through Dancer-Fitzgerald-Sample, Chicago, and March 31 for Ivory soap renewes Lowell Thomas, Mon.-Fri., 11-11:15 p.m., and Mystery of the Week, Mon.-Fri., 7-7:15 p.m., through Compton Advertising, New York.


The Campbell Soup Co., Camden, N. J., March 31 renews the Robert Trout Show, Fri., 3:30-10 p.m., through United-Rexall Drug Co., Los Angeles, April 4 renews the Du-Moore Hour, Sat., 12-12:30 p.m., through Wards Wheelock Co., Philadelphia.

United-Rexall Drug Co., Los Angeles, April 4 renews the Du-Moore Hour, Sat., 12-12:30 p.m., through N. W. Ayer & Sons, New York.
Advisory Council Plan Brews Rumors

Proponents Discount Talk As Both Speculative And Premature

By EDWIN H. JAMES

NEW YORK radio circles last week were abuzz with rumors and ominous predictions that (1) radio was about to fall under the complete domination of advertisers, (2) a "clear" was to be appointed to run radio more scientifically and prematurely. The fury followed the announcement of a proposed formation of a broadcasters advisory council [BROADCASTING, March 10].

Most of the speculation had a common characteristic. It ignored the fact that no broadcasters advisory council had been formed and that the committee which had been appointed to plan its formation had not even met.

By Wednesday the rumors had developed such authority that several opportunity members unemployed were known to have telephoned certain executives interested in the formation of the council to ask for the job as U. S. radio czar.

Broadcasters and sponsors who have been actively proposing the organization of the advisory council made it clear that such talk wasgetting quite speculative and premature. To date the design and destinies of the advisory council have been discussed only in the most general terms.

Some observations, however, may be made concerning the general functions of the proposed council.

Mortimer Cites Need

First among these is research, or at least new interpretation of existing research facts. Last week Charles G. Mortimer, vice president of General Foods and one of the originators of the advisory council plan, said he saw a need for qualitative investigation of present radio acceptability to the public.

"There has been a lot of criticism, much of it allegedly from the public, about radio," he said. "It seems desirable to dig into the smoke and see how much fire there is."

Mr. Mortimer suggested a parallel to broadcasting's present position. "The enlightened manufacturer finds out what the public wants before he begins to produce an article. He doesn't try to hell something he thinks the public wants."

When Mr. Mortimer, Frank Stanton, CBS president, and F. B. Ryan Jr., president of Ruthrauff and Ryan, originally suggested the formation of the council, were first discussing the plan, they realized that now "there was no one organization in which all parties of interest were devoting themselves to the improvement of broadcasting in the public interest in order for broadcasting to continue as an advertising medium," Mr. Mortimer said.

Thus, a tripartite council, composed of representatives of broadcasting, advertising agencies and advertisers seemed to be needed, he said.

Research Undetermined

The specific types of research the council ought to undertake and the specific functions it ought to perform, Mr. Mortimer said, were matters for decision by the organizational committee, whose chairman is Edgar Kobak, president of MBS.

The first meeting of the organizational committee has not yet been called. Mr. Kobak, whose responsibility it is to convene the committee, was out of New York last week.

Court Criticizes FCC Hearing Denial

Charges Clear Channel Issues Should be Settled First

FCC's policy of granting daytime stations without hearing, though they clip service area from clear-channel outlets, drew a judicial rebuke from Appeals for the District of Columbia during the first legal test of the Commission's course of action. The appeal for WJR Detroit from the nonhearing grant Oct. 22 to Tarboro Broadcasting Co. (now Coastal Plains Broadcasting Co.) for a new 1 kW daytime station at Tarboro, N. C., on 760 kc, the court last Thursday took up the first of a series of clear-channel appeals from similar FCC grants.

The judicial crackdown came as Max Goldman, chief of the FCC Litigation Section, was explaining that the pending clear-channel hearing is a legislative procedure in which higher power—perhaps as high as 760 kW—and redefinition of clear channels are issues.

Justice E. Barrett Prettyman, former general counsel of the Bureau of Internal Revenue, and for many years District of Columbia corporation counsel, observed: "But you do have a pending clear-channel hearing. If you start granting stations all around then you have in effect prejudged the clear-channel hearing. It makes no difference whether it is a legislative, quasi-legislative, or listening hearing."

As the FCC counsel continued explaining why the Commission could not suspend its vast business program to protect a specific right, Chief Justice D. Lawrence Gryce said: "I can't understand why the FCC doesn't wind up the clear-channel hearing before making these grants." Mr. Goldman explained that the war is the main factor, and that the hearing involves a vast amount of research and argument.

At this point Justice Prettyman said: "He (WJR) only wants the right to be heard. In 25 years administrative experience I have yet to hear one good reason for denying a hearing. I have never heard of a single good result that came from refusal of a hearing by an administrative agency."

Justice Bennett Champ Clark also questioned failure to grant WJR the right to be heard in a case involving interference in its service area.

Though the court was highly critical of the Commission's denial of hearing to WJR, it showed interest in the FCC contention that WJR was refused hearing because FCC rules provide protection only within the 100 microvolt-per-meter contour. WJR's claim of interference is based on distant Michigan points receiving a 32 uv/signal as against the FCC's 100 uv/s minimum. WJR contended that its signal was the most heard in the area though not the most powerful, and that low noise level was an important factor.

All three judges were concerned

(Continued on page 81)

Presentation of duPont Awards

KEY FIGURES in fifth annual Alfred I. duPont awards presentation ceremonies at New York's St. Regis Hotel March 8 were (1 to r); E. K. Gaylord, president of Oklahoma Publishing Co., which owns WKY (winner of duPont award for 1946 for stations of 5 kw power or less) and is affiliated in ownership with KLZ Denver and KVOR Colorado Springs; B. J. Palmer, president of Central Broadcasting Co., owner of WHO Des Moines (award winner among stations of more than 5 kw power) and WOC Davenport; and Dr. Jessie Hall duPont, widow of financier in whose memory awards were established; Elmer Davis, ABC commentator, who received 1946 duPont award for his outstanding reporting and interpretation of news; and Dr. Francis P. Gaines, president of Washington and Lee U., chairman of awards committee. Mr. Gaylord and Mr. Palmer represented WKY and WHO, respectively in accepting the awards for those stations.

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Stern Urges Freedom for Opinion Molders

Should Be Allowed, Not Made, to Join Unions, He Says

By J. DAVID STERN

In ANSWER to your inquiry of Feb. 13, I am in favor of industrial unionization under certain circumstances.

Where the overwhelming majority of workers are doing very definite mechanical jobs, are in the same wage bracket and of approximately the same skill, I see no objection to industrial unionism.

On the other hand, where some of the workers are highly skilled while the majority is not, industrial unionization is out of place. To give a concrete example:

$100 Minimum

The Philadelphia-Camden units of the American Newspaper Guild struck my newspapers—the Philadelphia Record, Camden Evening Courier and Camden Morning Post—for a minimum of $100 per week for reporters.

That is what the public heard about.

But what was not emphasized was that the Guild also demand a minimum of $100 for telephone advertising solicitors. This latter work requires no stenographic or business training—only eighth grade efficiency in writing legibly and accurately. The $100 was paid for this kind of work in the Philadelphia area is $30. The highest pay is $35—by one big department store chain.

By coincidence we had exactly the same number of classified advertising telephone solicitors as senior reporters—22. The senior reporters were averaging more than $90 a week. The classified advertising telephone solicitors were averaging $41 (had been offered $46). It was the classified advertising telephone solicitors, many of whom live at home and look forward to marriage as a career, that were most provocative in their insistence on a strike. The clerical force—bookkeepers, clerks, stenographers, secretaries, copyboys and copygirls—outnumbered the professional newspaper workers—editors, reporters, rewrite men, copyreaders, photographers and artists—more than two to one.

The clerical workers are in a position to find employment in any business in this territory. The professional newspapermen and women are limited to a few newspapers, magazines and advertising agencies where their peculiar skills would be appropriate.

It is a paradox of unionism where you try to unite such diverse in-

BIGGEST BLOW to unions in open opinion moulding fields was the summary and courageous action of J. David Stern, liberal publisher of Philadelphia Record and Camden Courier and Post last month in selling those properties, suspending publication, because he could no longer stand gaff of strikebound operations. WCAU Philadelphia also was sold to Philadelphia Bulletin. Because biggest problem facing radio aside from its freedom on parity with the press is labor, BROADCASTING asked Mr. Stern what in his view could happen in radio if the craft union concept is diluted. He hits straight from the shoulder in the accompanying letter to BROADCASTING.

Mr. STERN

interests and accomplishments under one leadership. Industrial unionization is appropriate for a great automobile factory where 90% of the workers are on the production line. It is obviously inappropriate for a publishing business or a radio station.

This was clearly demonstrated when the Guild actually went on strike. The copyboys and copygirls, average age 20, who had faithfully attended Guild meetings and had been most loyal to Guild leadership, now became the captains of the picket line and the leaders of the strike. These kids were ordering around men like our financial editor, Joe Livingston, a recognized authority who formerly served as economist for WPB; Charles Lee, our book editor and formerly of the English staff at the U. of Pennsylvania, and so forth.

The top leaders of the strike were the incompetents who had never made good in the editorial and advertising departments. They vented their venom not only on management but on the competent members of the staff who had made good.

I am writing you this as a warning to the skilled members of the radio profession. If they allow themselves to be drawn into an industrial union, they may find themselves subjected to the same humiliating experience.

I would like to reiterate my suggestion to the House Education and Labor Committee: that no mold of public opinion should be compelled to belong to any association. This was erroneously reported, and later corrected, by the Associated Press, The AP's original report was to the effect that I advocated that molders of public opinion should be prohibited from belonging to any union.

That is just the opposite of what I said. I want to accord opinion-formers the utmost freedom,—to belong or not to belong to any organization. I think such a law is essential to preserving a true freedom of speech and of the press.

Half-Wave Towers Asked for Locals

NAB Group Sees Wider Coverage; Suitable for FM Outlets

By J. FRANK BEATTY

NAB last week opened the way for strengthening of signals of local stations (Class IV) through use of half-wave instead of the prevailing quarter-wave antennas. Its action came at a meeting of the Engineering Executive Committee, which discussed with FCC engineering executives the widespread belief that locals can use only quarter-wave antennas.

This misunderstanding has no factual basis, apparently having arisen from the fact that many engineers have installed quarter-wave antennas as a standard package. FCC's regulations and standards have no such limitation.

FCC engineers informally indicated they were not opposed to the use of higher antennas and better ground systems to improve coverage of locals, whose total number is rapidly soaring toward the 1,000 mark. These towns in general will be suitable for FM radiation in case of joint AM-FM operation.

The NAB committee also went on record with a recommendation that the FCC make certain it is adhering to its own Standards of Good Engineering Practice in granting new stations and improved facilities for existing stations.

Though broadcasters generally have been complaining about degradation of their signals as a result of the wholesale granting of new outlets, the engineering group merely went on record with a note of caution. A majority of the committee took the position that degradation at this point is an economic

WHAT'S NEW in the technical side of radio, and what to do about it, was discussed March 10 at a meeting of the NAB Engineering Executive Committee. Attending were (1 to r.): Howard S. Frazier, Frazier & Peter, former NAB engineering director; G. Porter Houston, WCRB Baltimore; A. D. Willard Jr., NAB executive vice president; C. E. Arney Jr., NAB secretary-treasurer; Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD Peoria; Oscar Hirsch, WKRO Cairo, Ill.; T. A. M. Craven, Cowles stations; Roland C. Hale, WTOP Boston.
BMB REPORT PROVES WHO'S COVERAGE

The map above shows WHO's daytime county figures from the BMB Report, in Iowa, Minnesota, Wisconsin, Illinois, Missouri, Kansas, Oklahoma, Nebraska and South Dakota—in "Iowa Plus".

Taking it from any angle you wish, this data is convincing proof that WHO is widely listened-to in one of the nation's most vital marketing areas.

WHO has a daytime BMB audience of 674,400 families. It has 22 of the 30 most popular network and local shows in Iowa, and an established daytime audience in which 49.5% of the State's families "listen most" to this one station, according to Dr. F. L. Whan's 1946 Iowa Radio Audience Survey. It has an outstanding record of enlightened public service. Therefore WHO is obviously your best radio buy in Iowa.

Ask us or Free & Peters for data on any subject which in your opinion is required to prove WHO's values for the advertiser, the listener, or the public welfare in general.

WHO

+ for Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President • J. O. Maland, Manager
Free & Peters, Inc., National Representatives
KSP Sale Probed as Hearing Opens

Final Decision Before Thursday Assured By Option

CLOSE SCRUTINY was given financial details of President Stanley E. Hubbard's proposed $825,000 purchase of the remaining 76% of KSTP St. Paul and his option to Avco for a transfer for $1,200,000 as FCC opened hearings Thursday on Mr. Hubbard's bid and the rival offer of a group of Minneapolis-St. Paul businessmen.

A final decision by the Commission not later than March 20—next Thursday—was assured since Mr. Hubbard's purchase agreement and the option to Avco will expire if the transfer has not been approved by that date. To avoid the need for a proposed decision, the Commission sat en banc to hear the case.

The entire first day’s session was devoted to presentation of evidence on behalf of Mr. Hubbard, who is founder, president, general manager and 75% owner of the 50-watt KSTP, Friday was spent in presentations of evidence on behalf of L. A. O’Shea and associates and the Thomas Ham Brewing Co., who matched Mr. Hubbard’s $825,000 bid for the station under the Avco Rule. Brief oral arguments for both applicants followed.

Charges 'Trafficking'

Fontaine Bradley, Washington attorney for the rival bidder, contended Mr. Hubbard’s proposals involved “trafficking in stations” since Mr. Hubbard would acquire 75% interest for $825,000 and has given Avco, which advanced $850,000 to him to make the purchase, an option to buy 75% interest for six months later for $1,200,000. At one point Comr. E. K. Jett said he did not agree with the “trafficking” theory.

Spokesman for the competitive bidders said that they thought Mr. Hubbard and his staff had done a “good job” operating KSTP, that their primary interest in the proceeding was to retain control of the station in the St. Paul-Minneapolis area, and that they would have filed no application had Mr. Hubbard secured his financial backing from local investors.

A charge of violation of Minnesota’s Blue Sky Laws by the local, unincorporated group was raised by Mr. Hubbard’s counsel Friday. The claim was denied by representatives from the local group, who said the State Securities Commissioner had given informal assurance that there was no such violation. Francis D. Butler, counsel for World-Born estates which are selling the 76% interest, raised the question whether the estates, should they sell to the local group, might not be subject to demands for a refund in event Blue Sky Law violation is ever found by the court.

Mr. Bradley argued that Avco would actually control the station during the six months in which it is deciding whether to exercise the option, and that therefore the transfer to Mr. Hubbard is “nominal.” The option agreement permits Avco to name one director of the station during this interim period, he pointed out, maintaining that if Avco decided to attack Hubbard’s charter, it would vote as the Avco director wished for fear the option would not be exercised.

In reply James D. Shouse, president of Crosley Broadcasting Co. (WLT Cincinnati and WINS New York) and vice president of Avco, the parent of Crosley, testified that Avco would waive the right to name a director during the interim period; that Avco had made no effort to influence KSTP affairs, and would not do so during the interim period.

Mr. Shouse said Avco would “like very much” to enter radio in the St. Paul market but that the board of directors had not yet considered whether the option will or will not be exercised in event the transfer to Mr. Hubbard is approved. He said that at this time he probably would recommend that Avco purchase the stock, but that he did not know what recommendation he might make six months hence. The option, it was pointed out, provides that Avco may acquire 75% between the sixth and seventh months after approval of the transfer to Mr. Hubbard.

Under cross-examination by Vernon L. Wilkinson, FCC assistant general counsel, Mr. Hubbard testified that in making plans to acquire the station he was considering broadcast service, not profit. “I don’t even think of profit,” he declared.

Questioned from the bench, he said he would finance the purchase himself if Avco chose not to use its option, and that he thought it would be “fitting and proper” for the Commission to approve the transfer to him on the condition that in so doing it would not passing upon the option to Avco.

Hubbard Questioned

Mr. Hubbard was questioned in detail about method he would use in purchasing if Avco did not use its option or if the Commission denied transfer to Avco. He replied that in 13 months, when the loan to Avco became due, KSTP would have $883,000 available, and the remainder could be secured from bank loans or loans from individuals.

Asked whether he tried previously to raise the $825,000 purchase price, he said he had been able to get commitments “but not under favorable conditions.” One bank, he said, wanted 25% of common stock as a bonus. A similar condition was stipulated by an individual who agreed to advance the money, he declared. Now, he asserted, “conditions have changed,” so that when

Benton Says Zenith Control Plan Would Be ‘Inadequate’

CONTROL of international broadcasting by private enterprise, urged by Zenith Radio Corp. president E. F. McDonald (see story this page), would have been totally inadequate” declared Assistant Secretary of State Benton in a reply to Mr. McDonald’s letter to Congress published last Wednesday in the Congressional Record.

In a statement given to Broad- casting Friday, he declared Commander McDonald will find, if he inquires, that this fact is generally admitted by those who have studied the problem and are best informed about it.

He also asserted that a proposed International Broadcasting Foundation, criticized by Mr. McDonald as “unnecessary Government competition with private enterprise,” would prove broadcast- ing out of the State Dept., al- though he did not elaborate on the role given to Government in the Foundation’s policy and procedure.

In the interests of economy and true world understanding of America the State Dept., he said, should be “proactive” to combat its present international radio operations which bring Voice of Amer- ica programs in 25 languages to all individuals abroad.

There is no profit, he wrote, in trying to sell the idea of Ameri- can freedom, when programs, broadcast on U. S. Government con- trol, immediately acquire the stigma of propaganda which “will only serve to arouse resentment and skepticism of all things American.”

The attack on “bureaucratic” radio came on the eve of expected presentation by the State Dept. to Congress of its carefully-planned proposal for the International Broadcasting Foundation, a plan tacitly endorsed by Secretary of State Marshall [BROADCASTING, Feb. 7].

Mr. McDonald charged that the Foundation was merely a “sugar coated” device to permit the Gov- ernment to “run the show just as firmly as the British Government runs BBC through BBC.”

He asserted that in talent and experience industry is much better equipped to “sell American ideas and the American way of life than could any number of pontifical presentations of the unvarnished truth, such as the State Dept.’s much criticized broadcasts to the Soviets.”

Mr. McDonald’s letter was the first widely distributed information the 80th Congress has had on the International Broadcasting Foundation since it was first broached on Capitol Hill during executive hearings before a Senate Appropriations Subcommittee hear- ing last year [BROADCASTING, June 24, 1946] when the State Dept. money requests for overseas broadcasting were being weighed. Government rebuttal to Mr. Mc- Donald’s statement, it was disclosed when Congress receives a general memo- randum from the State Dept. proposing establishment of the Founda- tion to assume responsibility for all American overseas broadcast- ing functions, which Assistant Secre- tary of State William Benton

U.-Controlled Broadcasts Hit Zenith Head Seeks End To Shortwave Programs Of State Dept.

OPPOSITION to Government plans to enter permanently into the radio broadcasting business was expressed by Zenith Radio Corp. President E. F. McDonald in a letter received by members of Congress, Secretary of State George C. Marshall and President Truman, Thursday.

Both in the interests of economy and true world understanding of America the State Dept., said, however, that he himself responsible for the result which “will only serve to arouse resentment and skepticism of all things American.”

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Gulf Stream

That's a publicity picture we picked up. It was all about how lucky the southern state of North Carolina was to have the warming Gulf Stream so close to its shores. And how it was the source of a multimillion-dollar state fishing industry. Or words to that effect.

That's not a bad picture and story example for one of our W-I-T-H points.

Down here we've built not one business ... but quite a few! And we didn't depend on the laws of nature, either.

Hard work ... good programming ... good engineering ... this is the trio that enables W-I-T-H to deliver more listeners-per-dollar-spent than any other station. And this is a 5-station town.

If you want to join other outfits looking for warm-weather sailing in sales volume in the 6th largest city ... W-I-T-H in radio is the way to do it.

Put W-I-T-H on that list ... and you'll hook the listening audience that can buy.

WITH
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President
Headley-Reed, National Representatives
March 17, 1947 · Page 21
1922. One of the earliest audio systems, shown here at WWJ, Detroit, used a Western Electric 8-type amplifier, with keys, jacks and plugs provided for line selection and output switching.

1926. The first coordinated speech input system was this Western Electric 7A, with all controls in a wooden console mounted on a desk. First to use rectified a-c for plate supply.

1929. Studio control equipment installed in the first New York studio of the Columbia Broadcasting System. This was one of the first custom-built audio systems.

1939. This custom-built audio console for WOR was the first commercial type meeting all requirements for FM use. It provided circuits and equipment to meet specific operating conditions. The tailored metal desks mounted amplifiers, control and switching equipment and turntable units—all within easy reach of the operator.

1946. The 25B console is an improved, enlarged version of the 25A, introduced in 1942. For either FM or AM use, the 25B provides two channels and controls two FM or AM programs simultaneously. This new equipment is compact, rugged and modern in appearance. Ease of control, instant accessibility, plug-in cable connections and a frequency response of ±1 db, 30 to 15,000 cycles are some outstanding features.

QUALITY COUNTS
front in Broadcast Audio Systems

1931. This smartly styled 9A audio equipment was the first all a-c system. All controls in a single panel; frequency response stepped up to 10,000 cycles.

1933. The factory-assembled 700 series was the earliest to use recessed panel construction, interchangeable for rack or cabinet mounting. For multiple channel operation, several panels were combined.

1947. Typical of the custom-made broadcast audio systems being produced by the Bell Laboratories-Western Electric team is this up-to-the-minute custom console designed for KHJ, Hollywood. Custom-built equipment such as this is engineered to meet completely requirements of any station and provides the most flexible, versatile method of program control.

1936. The all a-c, console type, self-contained 23A studio control equipment introduced a brand new style for standardized studio units. First studio system to use stabilized feedback. The current 23C, with frequency response to 15,000 cycles, is widely used in AM and FM broadcasting.

Ever since the Laboratories'scientists designed and Western Electric produced the first high power commercial broadcast transmitter and provided the audio facilities to go with it, this same team has pioneered in broadcast audio systems. Years of experience in the production of telephone amplifiers and switching equipment have given Bell Laboratories and Western Electric a head start in the broadcast audio facilities field—and constant research has kept them ahead.

When you need speech input equipment—for studio or portable use, standard console or tailor-made, AM or FM or both—look to Western Electric.
You can't cover California's Bonanza Beeline without on-the-spot radio

Bonanza market of the golden west... that's the Beeline! Yes, here in California's prosperous central valley and in the rich Reno-corner of Nevada, per capita retail purchases top the U.S. average by 35%.

But Beeline people live in a land ringed by mountains—mountains that stop most outside radio signals. To radio-sell these big spenders, you need on-the-spot radio.

That means the five BEELINE stations. As a group they deliver interlocking coverage of this whole 2 Billion Dollar market. And each is the favorite station of its area. KWG Stockton, for example, rates tops with farmers in the nation's fourth fattest farm county.

Not a network or a chain, the BEELINE stations can be bought any way you want. Check Raymer for all the facts.

1Sales Management's 1946 Copyrighted Survey

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA

KFBK  KOH  KERN  KWG  KMJ
Sacramento (ABC)  Reno (NBC)  Bakersfield (CBS)  Stockton (ABC)  Fresno (NBC)
10,000 watts  1000 watts  1000 watts  250 watts  5000 watts
1530 kc.  630 kc.  1410 kc.  1230 kc.  580 kc.
Moscow Eases Its Ban on Broadcasts
U. S. Radio Men Allowed to Air News of 4-Power Conference

AMERICAN radio correspondents in Moscow were able to broadcast to the U. S. last week for the first time since the Soviet Union imposed a complete ban on foreign broadcasts four months ago [Broadcasting, Nov. 11]. Moreover, NBC claimed that its report from Henry Cassidy on Monday was the first uncensored radio program ever made from the U. S. S. R.

Lifting of the ban was applicable only to news about the four-power Conference of Foreign Ministers which opened last Monday. And, according to network news chiefs in New York, there is no indication at this time that broadcasts would continue after the conference.

On his return, Mr. Cassidy said that “the American delegation is convinced that the previous promise of freedom of reporting from the conference made in New York by Mr. Molotov is being fulfilled. This seems to create a pleasant atmosphere before the conference.” CBS’ Howard K. Smith also referred to the relaxing of the ban and reported that the Soviets “had made a significant contribution toward better relations by permitting free broadcasts.”

Edmund Stevens of ABC, did not refer to the subject in his report, and MBS’ William Fulton was unable to broadcast at all on opening day because of accreditation difficulties.

NBC plans Moscow pick-ups on the 8 a.m. and 7:15 p.m. world news programs; CBS will air a two-minute spot on the 8 a.m. show and probably several others to be announced later; ABC will utilize its 8 a.m. and 7 and 11 p.m. broadcasts for conference reports; MBS, however, said no definite programs were scheduled but correspondents would be aired on regular programs or under special set-ups in the case of big developments.

Ecuador Modernizes
ECUADOR has become first country in South America to inaugurate modernized radio-telegraph facilities. New system eliminates decoding of messages at “gateway” cities, handling them in form suitable for immediate delivery to addressers.

KWIN Resumes
KWIN Ashland, Ore., forced off the air when fire destroyed its studio-transmitter building Dec. 20, 1945, is scheduled to resume broadcasting March 9. Station, owned by Rogue Valley Broadcasting Co. and operating with 250 w on 1400 kc, plans a formal opening of its new building within a few weeks, Bob Reinhold, general manager, states. The new structure is of the same size as the one destroyed by fire but the floor plan has been changed.

THAT’S a gold-plated spade that D. W. Thorntonburgh (1), CBS vp, and Edward Walderstein, Columbia Recording Corp., president, are examining. The spade broke the ground for the new $1,000,000 CRC Hollywood record plant. Over 250 radio, film and music personalities were present at a luncheon March 6 which preceded the ceremonies at the site of the new plant on Roberton Blvd. An estimated 30,000,000 records will be produced annually in the plant.

WKAP, Daytime Outlet Takes Air at Allentown
WKAP Allentown Pa., one of the Rahall group of stations, went on the air March 8 as a daytime independent outlet with 1 kw on 1580 kc. Station will carry a large number of local live shows, according to Robert D. Buchanan, commercial manager of the Rahall group. First day’s programming included 11 live shows, one a remote from Allentown and two remotes from Bethlehem; three 15-minute newscasts; nine 5-minute newscasts; and three women’s programs.

Staff of the new station includes four announcers and a woman’s editor. WKAP, which contemplates building studios in Bethlehem in the near future, is the third Rahall station to open. The two others are WBNR Beckley, W. Va. and WNAR Norristown, Pa.

Stations are owned by N. J. Rahall and Bros. N. Joe and Sam G. Rahall are in the retail clothing, publishing and public transit business, while Farris E. and Dean F. Rahall are engineers. All four of the brothers are war veterans.

WRGA Launches Its FM At Rome, Ga. (100.9 mc)
WRGA Rome, Ga., has launched its FM station, John W. Quarles, president of Rome Broadcasting Corp., licensee, announces. Present operating schedule is from 3-9:15 p. m. daily.

The station is on channel 265 (100.9 mc). It began broadcasting with slightly reduced power with the expectation that it would soon be on full power of 1400 w, according to Mr. Quarles. Transmitter and studios are atop Mount Alto near Rome.
30-kc Separation Issue Reviewed

3 More Engineers Testify On Behalf of Rochester 650-kc Applicant

FCC was assured by three consulting engineers last week that AM stations may operate only 30 kc apart in the same city as long as their 250-millivolt-per-meter contours do not overlap.

The assurance came from Lester H. Carr, Frank H. McIntosh, and A. Earl Cullum Jr., who appeared on behalf of Liberty Broadcasting Co. as the Commission completed its hearing and oral argument on proposed AM engineering standards relating to channel separation. Liberty Broadcasting is an applicant for a new station at Rochester, N. Y., on a frequency (650 kc) only 30 kc removed from an existing Rochester station (680 kc).

FCC's proposed standard would permit assignments in the same area on 30-kc separation provided the stations' 25 millivolt contours would not overlap, which in effect would preclude grants on 30-kc separation in the same city but permit it in many instances where adjacent cities are involved. Present policy is against same-city assignments on less than 40-kc separation.

It appeared likely, as the hearing was completed Monday, that no decision on the proposed rule would be forthcoming before April 1 at the earliest. Whether further tests would be called for, as indicated in the March 7 opening session, was regarded as questionable. Tests which have been under way in Philadelphia-Camden and Washington-Bethesda have been cancelled.

Engineers testified the two days' testimony as indicating that superheterodyne receivers generally will separate signals only 30 kc apart while older, less expensive sets are less likely to do so. Whether FCC should "protect" the owners of old and inexpensive sets by insisting upon standards which will cause them no further interference problems was regarded as a major question for the Commission to decide.

It was also pointed out that 30-kc separation, particularly on the 250-millivolt standard, might be considered as a step toward degradation of the standards of service.

Testimony indicated that the major factors to be considered are (1) intermodulation between transmitters; (2) receivers, and (3) external cross-modulation. In general, Carr, McIntosh, and Cullum agreed that modulation problems could be solved by the use of relatively simple filters, that the average receiver could make a three-channel separation successfully, particularly if the receivers are located outside the blanket areas of the stations involved; and that the difference between 40 and 30-kc separation is mainly "academic" so far as external cross-modulation is concerned.

Gustav B. Margraf, representing NBC, expressed a feeling that 30-kc separation is permitted the new station should be required to assume the main responsibility for correcting any interference problems that arise.

At the March 7 session, several engineers recommended that the Commission use caution in authorizing 30-kc separation and argued that considerably more experimentation is desirable. These included Frank Marx, ABC engineering director; William S. Duttera, NBC staff allocations engineer, and John H. DeWitt, consulting engineer, who appeared as an individual.

E. M. Johnson, engineering director of MBS, anticipated no appreciable trouble with 30-kc separation if the 250-millivolt contours do not cross, and Paul A. DeMars, consultant, suggested that two stations—but not three—might be assigned 30-kc apart in the same area provided their transmitters are close together and their signal intensities are similar in given areas.

Mr. Carr said it might be advisable, if the 250-millivolt standard were adopted, to provide that the transmitters involved not be located inside specific contours so as to prevent disparity of their signal strengths, but that he did not regard this as absolutely necessary.

Mr. McIntosh said the "only thing to be gained" by 30-kc separation would be additional stations; that even within the blanket areas of the stations involved listeners would be able to receive at least as many stations as before, and that other listeners would be able to receive two whereas they received only one before.

The hearing was held before the Commission en banc. A. Harry Baker was counsel.

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 $355,977,000 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

5,000 WATTS

MUTUAL

980 KILOCYCLES

Represented Nationally by

THE KATZ AGENCY, Inc.

WSIX gives you all three: Market, Coverage, Economy
The novice soon discovers that there's more to a "strike" than meets the eye. Timing, impact, and follow-through—marks of the expert—distinguish each Weed and Company representative.
News Internship Plan to Be Widened

Press Services to Take Part in Summer Project

RADIO news internship plan, sponsored by the NAB and the Council on Radio Journalism, will be operated for the third successive year, according to Arthur C. Stringer, NAB Director of Special Services and secretary of the NAB News Committee.

The project will be broadened to include employees of press associations. The NAB committee discussed the internship plan at its recent meeting [Broadcasting, March 10], Press Assn. and United Press having agreed to participate in the project.

Put to Work

Basic idea of the internship plan is to give college journalism instructors practical experience in radio news through service at a broadcast station during the summer. Six stations financed internships last summer as part of the movement to improve the standards of radio news. The stations were KFI Los Angeles; KPRC Houston; WHBC Canton, O.; WHO Des Moines; WSYR Syracuse; WTMJ Milwaukee.

Both stations and internees voiced approval of the project. Internees were put to work, doing everything from baiting batteries of telephones to conducting wire-recorder interviews. They worked all shifts, and learned all the practical problems that face station newsroom, knowledge they are able to pass along in their classrooms.

Typical comment was that of Intern Bill K. Schwartz, assistant professor, Dept. of Technical Journalism, Iowa State College, assigned to WHO Des Moines. J. O. Maland, WHO general manager, turned the intern over to Jack Shelley, news editor, who started him just as he starts any new employee. By the end of the internship Mr. Schwartz had taken complete charge of a news show, from preparation to actually putting it on the air.

As a result of his internship, according to Mr. Schwartz, a number of principles need emphasis in the classroom. He lists them as follows:

News Judgment—Most of the flood of material that streams into the radio station must inevitably wind up in the wastebasket. There just isn't enough time to get it all on the air. At WHO nothing was given quite so much attention as to what to broadcast, accentuating the importance of training journalism students to evaluate the news. 

Accuracy—He was amazed at the many inaccuracies of the wire services. Not only were there mistakes in grammar, but the services often disagreed over the most elemental facts in identical stories. Radio news staffs must be doubly vigilant to prevent instantiations on their part, as well as recognize the errors committed by their news sources.

Deadline—Again and again during my internship, news stories broke only seconds before, or during, a broadcast. Because of the immediacy of the situation, the tension and speed common to any newsworm while broadcasts are being prepared seemed greatly magnified. Always the story was completed on time: never there was a case of too little, too late, but each incident illustrated that no deadline is quite so inflexible as the radio deadline.

Brevity and Clarity—"Conciseness and clarity" was the instruction I heard most often. The radio listener refuses to be burdened with a lengthy report of the day's happenings, nor will he tolerate complex wording and phrasing. His defense is a simple twist of the dial.

Others who served as internes last year were: Russell J. Hammar, associate professor of Journalism, U. of Southern California, at KFI Los Angeles; C. E. Chinn, assistant professor, Dept. of Journalism, U. of Tulsa, at KPRC Houston; Michael Radock, assistant professor, School of Journalism, Kent State College, at WHBC Canton, O.; Alan Scott, assistant professor, Dept. of Journalism, Michigan State College, at WSYR Syracuse; Burton L. Hotaling, assistant professor, School of Journalism, Rutgers U., at WTMJ Milwaukee.

Select Club Name

RADIO NEWSMEN in Hollywood officially adopted the organizational name of Radio Press Club of Southern California. C. Chet Huntley, CBS Hollywood director of public affairs, is club president.

Call Letters Changed

CHVC is new call letter of CKVC Niagara Falls, Ont., 2 kw station on 1600 kc, to begin operation early this summer. Change in call letters has been authorized by Department of Transport. Station is represented in Canada by James L. Alexander, Toronto and Montreal, and is to be represented in U. S. by J. P. McKinney & Son, New York and Chicago. CHVC has contracted for two teletype wires of UP and British United Press.
In 1945 Kentucky's farm income reached an all-time high of $449,139,000.00. And 1946 saw Kentucky's farm production reach even greater heights. The percentage gain was well above the national average.

Here are a few examples

1946 PRODUCTION OVER 1935-1944 AVERAGE

<table>
<thead>
<tr>
<th>CROP</th>
<th>Kentucky</th>
<th>U. S. Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOBACCO</td>
<td>51.4%</td>
<td>50.0%</td>
</tr>
<tr>
<td>CORN</td>
<td>37.5%</td>
<td>29.0%</td>
</tr>
<tr>
<td>POTATOES</td>
<td>35.0%</td>
<td>22.0%</td>
</tr>
<tr>
<td>OATS</td>
<td>53.0%</td>
<td>34.6%</td>
</tr>
<tr>
<td>BARLEY</td>
<td>-8.4%</td>
<td>-12.0%</td>
</tr>
<tr>
<td>RYE</td>
<td>147.7%</td>
<td>-49.6%</td>
</tr>
<tr>
<td>BUCKWHEAT</td>
<td>16.6%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>HAY, ALL TAME</td>
<td>42.4%</td>
<td>5.6%</td>
</tr>
<tr>
<td>HAY, WILD</td>
<td>25.4%</td>
<td>2.7%</td>
</tr>
<tr>
<td>HAY, CLOVER AND TIMOTHY</td>
<td>77.3%</td>
<td>21.2%</td>
</tr>
<tr>
<td>HAY, ALFALFA</td>
<td>72.6%</td>
<td>0.1%</td>
</tr>
<tr>
<td>PEACHES</td>
<td>42.2%</td>
<td>38.9%</td>
</tr>
</tbody>
</table>

Kentucky livestock marketings jumped from $71,825,000.00 in 1940 to $175,716,000.00 in 1945—a gain of 144%. Kentucky land value has increased 132% since 1941, against a national average increase in land value of 77%.

WRITE TODAY FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GAINS
Address request to Radio Station WHAS, Louisville 2, Kentucky
THE "556" Broadcast Dynamic shown here un-retouched was badly burned in a fire January 7 that gutted the Rita Theatre in Longview, Texas, where it was being used in a remote show for Radio Station KFRO. Surprising part of the story is that the Microphone worked perfectly when tested in our Service Department.

The excellent showing made by the Shure "556" Broadcast Dynamic Microphone is a "living" testimonial to the ruggedness and dependability of all Shure Microphones.

WDNC Granted, WRAL Denied 620 kc; New Locals Awarded Durham and Miami

FCC Granted, WRAL Denied 620 kc; New Locals Awarded Durham and Miami

THE LOCAL TALENT looks good enough to us, but it seems this quartette from WWRL Long Island, N. Y., is inviting listeners to join in a nationwide search for America's most beautiful pin-up girl. As they appeared on 1600 Club program (1 to r) Vicki Hazell, Bandleadeer Johnny Bothwell, Record M.C. Fred Barr and Model Myra Keck, with Miss Hazell holding Mr. Bothwell's signature recording of "Pin-up Girl."

Signal Corps Tests New Microwave Relay Circuit

A HIGHLY-ADVANCED microwave radio relay circuit is being tested by the U. S. Army Signal Corps for communication between the Pentagon and Army Ground Forces headquarters at Fort Monroe, Va. The equipment was developed by the Bell Telephone Labs during the war for the Signal Corps. It has facilities for eight telephone conversations simultaneously, or a maximum of 96 printing telegraph circuits. The units can easily be dismantled and moved.

Small antennas in front of "dish reflectors" send out radio waves at a frequency of nearly 5,000,000,000 cycles per second. From the Pentagon station, the signal goes in a narrow beam similar to equipment used in Alexandria, Va.; from there is relayed through another unit and directed across the Potomac River, and so on until it has passed through six relay stations.

Youth Contest

CONTEST multi-award program "Youth Takes a Stand" on WTOP Washington, is being conducted by the Calvin Coolidge high school, Washington. Students are encouraged by instructors of school and by school paper to listen to broadcast and weekly prizes are offered for best questions based on broadcast content. Students submit topics for series and WTOP offers a grand prize at end of contest.

Page 30 • March 17, 1947
WHICH STATION HAD THE FIRST SUCCESSFUL TWO-WAY BROADCAST WITH A DIRIGIBLE IN FLIGHT?

THE SAME STATION WHICH WAS FIRST IN ST. LOUIS WITH TELEVISION - KSD. KSD-TV, THAT IS.

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

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH

National Advertising Representatives
FREE & PETERS, INC.

March 17, 1947 • Page 31
RadiocoveredPolarExpedition

Broadcasts Averaged One
A Day on Three-Month
Antarctic Journey
By ROBERT NICHOLS

The United States Antarctic Expedition scattered 4,000 Navy, civilian, Coast Guard, Army and Marine personnel over and about a continent as big as United States and Europe together. Its 13 ships sometimes operated more than 3,000 miles apart. Its planes darted in and out of an unexplored region the size of all China. The scene of these operations—Southpolar continent—was farther from New York than Singapore and atmospheric conditions between were worse.

And yet major American networks carried more than 90 spot broadcasts from time the first expedition ship left United States until the last ship—less than 100 days later—recrossed Antarctic circle bound for home again. Average: one newscast a day.

The job of following and reporting the expedition’s fortunes and failures for American radio audiences fell to five men—Lee Van Atta, reporter; Columbia’s Arthur Hannes, NBC’s Robert Reuben; Alton Blakeslee; and Mutual’s Roy Gibbons. Most broadcasts were of two-minute spot news variety. Programs involved everything from first reports of a plane crash that cost three lives to sidelights on what penguins were doing in Little America. Reporters found themselves dabbling in exploration history, Antarctic geography, deep sea navigation, and even geology.

A few shows, however, interviewed Rear Admiral Richard E. Byrd, expedition technical advisor, and Rear Admiral Richard Cruzen, task force commander.

Interviewing admirals has its tense moments at times—for example, Bob Reuben’s experience this trip. Mr. Reuben was accompanying Admiral Byrd Antarcticwards, aboard aircraft carrier, Philippine Sea. NBC wanted shipboard interview. Everything was arranged and the Admiral agreed, time was set, Mr. Reuben had special microphone set up, and day for broadcast arrived. A half hour before broadcast time the Admiral advised Mr. Reuben he wanted to revise script and would meet Reuben at makeshift studio in “a few minutes.” Mr. Reuben went to the studio, three decks up and at opposite end of the Leviathan carrier, and began making proper contacts with New York. Seconds ticked by and time to go on the air narrowed from five to four, and from four to three minutes. Admiral Byrd still did not appear.

Here Mr. Reuben’s account of the story ends except that he was sweating and pacing the small room when the Admiral arrived on exact minute network gave the go-ahead signal. The Admiral’s aides later provided details of the tense interim preceding the broadcast. In his cabin Admiral Byrd calmly penciled new phrases into script and scratched out others and, in between, chatted with his staff. Then he glanced at his watch and informed his company “there are exactly two minutes until we go on the air. I wonder how long it will take us to get up to the radio room?” After an unbothered stroll through the carrier’s maze of ladders and passageways, Admiral Byrd pushed into the studio with a chuckled aside, “I’ll bet Reuben has been sweating this out.”

Bob Reuben, incidentally, was the one late-comer among the expedition’s newsmen. The role was an unusual one for him.

A Man of “Firsts”

Sent Antarcitcwards in lieu of NBC’s Max Hill who left expedition at Panama when unexpectedly taken ill, Mr. Reuben has long record of “firsts” as correspondent. Working for Reuters, Mr. Reuben was first war correspondent into France, parachuting in the night before D-day. He dispatched first invasion story Londonwards via carrier pigeon. Shortly before the end of the war, Mr. Reuben went to Pacific Fleet Headquarters aboard the Nimitz flagship in Pearl Harbor. Later he proceeded to MacArthur’s headquarters at Manila and was one of quartet of correspondents flown into Tokyo ahead of MacArthur, getting first story out of fallen Nipponese capital.

In Antarctic Mr. Reuben again was in on another first. He was one of two correspondents making record flight with six Douglas transport planes from the carrier towards Little America. It was the first time transports had been launched from carrier, and first time squadron planes crossed Antarctic circle, and the first time so heavy a plane landed on continental ice shelf.

Other radio correspondents had their problems too. Antarctic veterans—Art Hannes, Lee Van Atta, Roy Gibbons and Al Blakeslee—were all forced to make at least one “blind” broadcast where, not knowing whether New York was receiving them, they went ahead broadcasting, hoping their voices reached United States. “Blind” broadcasts resulted when United States picked up Little America but the expedition was unable to hear American stations because of some quirk of South polar atmospheres.

WSBT enjoys the long and lasting friendship of its listeners. For more than 25 years people in the South Bend area have been listening to this station. They grew up with WSBT and depend on it as a pleasant necessity in their lives. Because it has so many friends, WSBT makes sales. Local, national, and network advertisers know this for a fact.

DEEPLY ROOTED
IN THE
SOUTH BEND
MARKET

WSBT
SOUTH BEND

940 KILOCYCLES
COLUMBIA NETWORK

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Page 32 • March 17, 1947
This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.

In the Seattle-Tacoma-Puget Sound Country, one voice speaks with an urgency that insists upon response. In terms of advertising, that response means sales for your product.

Long the most influential in its area, the voice of KOMO will soon acquire an even larger volume...an even greater intensity with the installation of a new 50,000-watt transmitter. This construction is now virtually complete and operation is scheduled to start simultaneously with KOMO's new RADIO CENTER.

KOMO's voice is vital to you in selling the Puget Sound country because of the more-than-a-million people who comprise its effective merchandising market...with their almost double the national average per capita spendable income. For KOMO is the exclusive voice of NBC in this area.

By any yardstick you choose, KOMO...the vital voice of the Seattle-Tacoma-Puget Sound Country...is by all odds the best dollar for dollar advertising value.
C. L. Menzer Tells NBC Stations To Appraise Themselves, World

"THE BUSINESS of coming of age is not so much a matter of years, as of attitudes," Clarence L. Menzer, NBC vice president in charge of programs, told station representatives at the NBC annual stations meetings held March 10, 11 and 12 at the Waldorf Astoria Hotel, New York.

In a talk titled "Free, Right and Twenty-One" Mr. Menzer declared, "We must make an appraisal of ourselves and of the world about us. Any objective appraisal of our situation," he added, "must point to the need for research, not to fortify preconceived opinion, but upon which to base new judgments and feel that we are right. For it is not enough for us to believe we are right, we must be in a position to demonstrate it to anyone who would question it. It is not enough merely to think we are serving an audience, we should have research to prove it."

"Secondly," Mr. Menzer said, "we can try to make an objective appraisal of ourselves. In fact, we don't need to try very hard to discover too much carry-over from childhood habits. A common one is our habit of expecting to have our errors excused because we are still an infant industry."

Other speakers were Niles Tramell, NBC president, who delivered the welcoming address; Frank M.

HENRY PEASE, 71, DIES IN NEW YORK

HENRY M. PEASE, 71, first vice chairman of a director of the International Standard Electric Corp., New York, manufacturing associate of the International Telephone and Telegraph Corp., which he was also a vice president and director, died on March 7 at the New York Hospital after a short illness.

Mr. Pease was also vice president and director of the Federal Telephone and Radio Corp., and a director of International Telecommunication Laboratories, Inc. He began his career with Western Electric Co. in Chicago and in 1909 was transferred to the company's London branch to supervise the installation of Central Battery Telephone Exchanges for the British Post Office and the National Telephone Co. In 1919 he was appointed managing director of the International Western Electric Co. in England.

In 1922 Mr. Pease took an active part in forming the BBC, becoming one of its original directors, and through the International Western Electric organization installed one of the first broadcasting stations in England. Surviving are his wife, Adelaide Timberlake Pease, a daughter, Maxine Virginia, and a son, Ivanuon Crittenden.

Russell, vice president in charge of the Washington office, who spoke on developments affecting the broadcasters; Ken R. Dyke, vice president and director of broadcast standards and practices, on present public views of radio broadcasting; John F. Royal, vice president in charge of television, on new developments in the video field; William S. Hedges, vice president in charge of planning and development, on events to be expected in the future; William F. Brooks, vice president in charge of news and special events and international relations, on current news developments at home and abroad; Hugh M. Beville Jr., director of research, on new methods of measuring audience reaction; James N. Nelson, assistant advertising and promotion director, on fall promotion plans, and Sydney H. Eiges, manager of the press department, on expanding publicity services.

Local in Kenosha, Wis., Preparing for Operation

DEBUT of the new WLIP Kenosha, Wis., is expected within the next 60 days, according to William L. Lipman, owner and operator. Station was granted last July by the FCC to the Kenosha Broadcasting Co. for 250 w daytime only on 1050 kc.

In addition to Mr. Lipman, who served in the Army Medical Corps during the war, and Program Director Richard V. Driscoll, formerly an Army Signal corpsman in Paris with the American Forces Network, a staff of 15 persons will operate the station.

Studios are being constructed in the Kenosha National Bank Bldg., that structure to be topped by the WLIP tower for an overall antenna height of 240 feet.

WHFM, Rochester, N. Y. FM station, reports there is no operator shortage, as picture might indicate. It's merely that Bob Brethen, WHFM engineer, who once was a professional ventriloquist and magician, is trying out his friend Tommy as relief disc spinner. Mr. Brethen still plies his former trade in spare hours.
Murder and mystery shows provide thrilling entertainment for adults, but are not the type of program best suited for the youngsters. That's why we have gone to quite some trouble to rearrange our programming so that all our 

"WHO-DONE-IT" shows* are released after nine o'clock at night. That way the adults can enjoy well-written, exciting mystery dramas, and the kids don't have to hear them. It's another example of our idea of public service.

*"MYSTERY THEATRE" 
"MYSTERY IS MY HOBBY" 
"MR. DISTRICT ATTORNEY"
New mobile studio

RCA image-orthicon cameras, standard equipment for the new truck, rival the human eye in sensitivity—eliminate fading of sports events. Shown above as used by Philco's WPTZ to pick up a Penn game at Franklin Field, Phila.

REMOVABLE, SUITCASE-TYPE CONTROLS

SPEED SPECIAL SETUPS

Where advantageous, all necessary equipment can be easily removed from the truck, carried to program areas, and quickly set up by means of plug-in type connectors.
simplifies *at-the-scene* telecasting

Opens up a wealth of diversified, low-cost program material

Here, in one compact unit, is a complete television "studio on wheels." With it you can move rapidly to the places where local events are taking place and, with minimum effort, pick up and relay the action to your station. Picture quality is comparable to that obtained with studio equipment.

The truck body, designed by RCA engineers to provide maximum convenience and space to operators, is mounted on a standard 1 1/2-ton Chevrolet chassis. It carries everything you need to operate a three-camera chain.

The control desk is at the back of the truck, flanked on three sides with large full-vision windows. These can be darkened by means of draw curtains when desirable.

Monitors, camera controls, a switching unit, and an audio amplifier and mixer are conveniently mounted on an inclined support at the back of the desk; pulse formers, shapers, and power supplies are installed underneath. All units are of the removable, suitcase type.

Shock-mounted lockers provide ample storage space for cameras, tripods, microwave relay, and other gear.

The roof of the truck has been strongly reinforced for use as an operating platform, when needed. Access is via a removable ladder inside the truck and a roof hatch. However, for remote pick-ups the cameras can be operated as far as 500 feet from the vehicle, if desired. Four cable reels, mounted on swinging arms in the rear truck compartment, permit easy unwinding and storage of camera cable. Each has a 200-foot capacity.

Here, we believe, is a real opportunity for diversified programming—a quick, convenient method of making remote pick-ups. It will pay you to include such a unit in your television plans. Write Dept. 95-C.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION

of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

View at left shows suitcase-type units as installed at rear of truck. View at right shows how equipment is set up by WMAL, Washington, D.C., for an indoor pick-up.
Radio Earns Freedom, Says Dewey

Those in Art Vigilant To Protect Rights He Tells AWB

By THOMAS E. DEWEY
Governor of New York

I AM delighted to have this opportunity to greet and to welcome you as members of the Assn. of Women Broadcasters. You have an immense power and responsibility in this country of ours, not only because of the great audiences you collectively address but because you enjoy a right which is very rare in the world today. You can speak freely what is in your minds and in your hearts. Of all the two billion souls in the world our 140 million people in America enjoy a privilege which is almost unique. They can select or reject the programs they will listen to and by the force of their will, and I may add, their buying power, they can influence the kind of program they want.

Radio is free in America because those who work in radio have earned that freedom. It hasn't been easy. During recent years we have had many groups of earnest brethren who want to take over radio and manipulate it for political or economic purposes. But our net-

GOVERNOR DEWEY

works and stations have seen to it that the meddlesome ones have no excuse for joining the other nations of the world in putting the iron control of government over what our people shall hear through the air. Radio has remained free because it has kept its programs free of offense, by serving the right of the public to hear the truth and all shades of opinion.

As a result, every American can listen when he pleases to what he pleases. Our system brings into radio the unlimited imagination and energy of thousands of people who are free to work for better programs, better entertainment, better information and for an informed and free people.

The women broadcasters of our country have made a great contribution to this achievement and one indication of their importance in radio is the growth of your Association. It began in 1942 with 56 members. Today I understand it has more than a thousand. That membership will grow and grow because the number of able and informed women who are gifted in the radio arts is growing rapidly every day.

To a mere male who occasionally tunes in on women broadcasters, it's a little disconcerting, at first, to find earnest comment on a new washing powder or a particular brand of soap all mixed up with comment on the latest world crisis. But, on second thought, it is peculiar fitness in this day and age in bringing the discussion of national and world affairs down to the level of ordinary household affairs. It is fitting that the housewife, as she washes the dishes or feeds the baby, should not only hear music and soap operas, but also keep up to date on the tremendous events which will affect her whole future and that of her children.

For we as a nation have learned the bitter lesson that whether we like it or not, we cannot live apart from the rest of the world. We have learned that the business of keeping a sound, strong, free country, the business of world affairs and the struggle for a lasting peace, is the business of every one of us.

Events of recent years have served notice upon all of us that the troubles and disorders and villainies of an unhappy world can't be excluded even from the most tranquil home by shutting the doors or shutting our ears.

The very fact that we have learned this, though, is good and very important. It is one of the most hopeful aspects of a none-too-cheerful era that the people of America, and especially the women of America, are taking a growing interest in the problems of world economy at home and building of a stable peace in the world. We have all learned that the struggle of freedom against slavery is an ever-continuing one. We win our freedom in a war and then we have to go on re-winning it day by day in peace. But human liberty is the most precious thing on earth. It is worth the daily struggle and none know it so well as the women of our country and those who keep them informed. Our radio broadcasters are entitled to a rich share of the credit for the fact that the American people are the best informed of all.

If in the years ahead we succeed in achieving solutions to the problems of world peace and stability, that outcome will surely be due to a large degree to the great body of informed men and women in this country to whom the women broadcasters have made such a rich contribution.

I am sorry that a 16 to 18-hour working day during the closing weeks of this legislative session prevents me from being with you. But it is a great pleasure to congratulate each of you on the important contribution you are making to the welfare of people and to you all—those from New York State and from all the other states—I am happy to express warm greetings and best wishes for a happy and a memorable conference.

KECK (1 kw, 920 Kc)
ODessa, Tex., Starts

KECK Odessa, Tex., owned and operated by Ben Nedow, furniture manufacturer, is on the air as a daytime outlet with 1 kw on 920 kc. Station, which has Press Assn. affiliation and subscribes to program features of NBC, Teleways, World and Ziv, occupies second floor of Mr. Nedow's Odessa retail furniture store.

General manager of KECK is Jan King, a native Texan, who went to the station from WEDO McKeepas, Pa., which he built and managed. Bill Chambers, formerly with Don Lee-Mutual Hollywood and NBC New York engineering department, is assistant manager and program director.

Chief engineer is James Kimbrell, formerly of KARK Little Rock, and announcers are Frank Allen, formerly of WWL New Orleans, KMOX St. Louis, WHAS Louisville a nd WEMP Milwaukee. Other staff members include: Mike Yorak, assistant engineer; Glenda Huffman, music librarian; Glenn Hill, continuity; Miriam Mendenhall, receptionist; John Vaca, Ron Dunn, Don Hager and Paul Wynn, announcers; James Anderson and Leo W. Knight, salesmen.

KECK is represented nationally by the Howard H. Wilson Co. Station maintains Midland studios in the Crawford Hotel. David Cole is Midland manager and Monte Cole, Midland office manager.
February 18, 1947

Mr. Bill Roberts
K. R. L. D.
Dallas, Texas

Dear Mr. Roberts:

I thought you might be interested in results we are getting from the Cornbread Matinee Program on your Station. In brief, we have never been able to sell at such a low cost on any station. Since we started using Cornbread Matinee our per sale cost, based on the dollar deal, is now 12$. As you know, our maximum cost was figured at 30$ so you can see that we are very well pleased with the results. Heretofore, our lowest sale cost was 15$ on the dollar, back in 1940 before rates were advanced.

The three morning shows that we are carrying with K. R. L. D. have far exceeded our expectations. The cost at present is 1l.3 per dollar sale. This figure is averaged in with catalogue inquiries which gives us a very low inquiry cost.

By comparison, K.R.L.D. has made other Radio Stations seem rather expensive and I am very happy to report that the results obtained this past month on K.R.L.D. were the lowest in our history of operation.

We certainly do appreciate your fine cooperation and the interest that you have taken in our account. We hope to keep K.R.L.D. as our Number 1 Station for many years to come.

Thanking you, I am

Very truly yours

WOLFE NURSERY, INC.

Hugh Wolfe

Hugh Wolfe

THIS LETTER FROM ONE OF TEXAS' LEADING ADVERTISERS TELLS THE STORY
The 629,170 radio homes of the Pacific Northwest are tuned to the XL stations located in the valleys where the people live.

Offices
Box 1956 • Butte, Montana
Symons Building • Spokane, Washington
Orpheum Building • Portland, Oregon

The Walker Company, 551 Fifth Avenue, New York, N.Y.
6381 Hollywood Blvd. • Hollywood 28, Calif.

Merchandisable Area
Bonus Listening Area
NBC and Du Mont Begin Experimenting
On Air With Zoomar Television Lens

NBC AND DU MONT will begin experimental use this week of the Zoomar lens for television, according to Dr. F. C. Back, a research engineer credited with extensive development of the lens. Speaking before the American Television Society in New York on Tuesday, Dr. Back said that the Zoomar lens, an optical device to keep images in focus while the viewer gets the effect of the camera approaching or withdrawing from the subject, will be used on the air in about a month.

In the past, Dr. Back pointed out, it was necessary either to move the camera toward the subject or vice versa, and this required additional personnel to keep the camera in focus. But with this optical device, the desired effect is attained and the focus maintained without moving either the camera or subject. Although Zoomar was first invented 40 years ago, said Dr. Back, it was not practical until now. A short film was shown to demonstrate the use of both types of Zoomar, indoor and outdoor.

A spirited debate took place when film producer Irving Browning declared that television is just wireless movies and almost entirely dependent on films and he further contended that audiences weren't satisfied. He was quickly challenged by NBC's Edward Sobel, who pointed out that the movie industry was in a position to spend more at this time. Dr. Back came to Mr. Sobel's defense, saying that in his opinion television and films were quite different in that movie shots could be retaken for perfection, but television was a split-second operation. Charles A. Alicoate of the Advance Television-Picture Service Inc., the final speaker, said that he thought television will use 80 to 75 percent motion pictures.

Several films were shown to illustrate the use of pictures in radio.

Fulton Lewis, jr.

available* now on
WHBC—Canton, Ohio
17.0 rating

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

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

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

Wire, phone or write immediately for complete information.

*Offered Subject to Prior Sale
Kenneth Collins Named Donahue & Coe Executive

KENNETH COLLINS, former publisher and general manager of the European edition of the New York Herald Tribune, has joined Donahue & Coe, New York, in a senior executive capacity and will assume his new duties on April 1.

From 1925 to 1932, Mr. Collins was with R. H. Macy & Co., New York, as executive vice president and publicity director, and after that was a vice president and a director of Gimbel Bros., New York. He joined the New York Times in 1939 as assistant to the general manager, remaining there until 1941. Prior to the war Mr. Collins was vice president in charge of merchandising for Arthur Kudner, Inc., New York.

During the war Mr. Collins was in charge of procurement for the Eighth, Ninth, Twelfth and Fifteenth Air Forces. In 1946, after his release from the U. S. Army, he arranged for the republication and distribution of the New York Herald Tribune throughout Europe.

THE MAYOR cuts the ribbon that officially opens the new home of WMBR Jacksonville, Fla. Carroll Gardner, station manager, holds the left side of the ribbon; Frank M. King, president of the Florida Broadcasting Co., holds the right side; Mayor C. F. Whitehead holds scissors.

We AM Will Feature Name Personalities

New Virginia Station Engages Billy Repaid, Jerry Strong

PERSONALITIES well known in radio will appear regularly on WEAM, new station scheduled to begin operations in Arlington, Va., on March 31. Station will take the air on 1590 kc as a 1 kw daytime outlet, but has filed application with FCC for 5 kw day and night operation.

"We are approaching the launching of our new station with the feeling that without name talent the competition is too great in the Washington area," Charles Zurhorst, WEAM manager, said last week. With that in mind WEAM has engaged Billy Repaid, former Mutual news commentator, to direct its news presentations, Jerry Strong, (with WINX Washington for the last six years) to handle three-hour morning show Monday-Saturday, and Russ Hodges for a daily transcribed sports feature. Mr. Hodges currently is doing sports broadcasting for the New York Yankees.

Licensee of WEAM is the Arlington-Fairfax Broadcasting Co. J. Maynard Magruder, real estate and insurance man, is president of the corporation; Harold Hernly, an attorney, is secretary; Sam Roth, president of Roth Enterprises Inc., is treasurer.

WEAM's manager, Mr. Zurhorst, is well known in Washington radio. He was formerly director of publicity, promotion and public relations for WOL. Two and a half years ago he opened his own office in the capital as a public relations consultant, and has represented Fulton Lewis Jr., WMT Cedar Rapids, the William B. Dolph radio productions firm, and U. S. Recording Co., Washington.

Assistant to the manager will be W. Wallace Robinson, who has had radio experience at WHOP Hopkinton, Ky., KLCN Blytheville, Ark., and WFIG Sumter, S. C.

Among other WEAM staff members will be Lillian Ruppert, former WOL traffic manager and more recently local sales manager for WOV New York, who will be director of station operations; Richard Washington, who recently completed putting WMUO Berlin, N. H., on the air, chief engineer; and Perry Walders, formerly of WINX and more recently sales manager of WPIK Alexandria, Va., sales manager.

Receives New Antenna

KOAD Omaha has received its eight bay square loop antenna which will replace the station's single bay antenna in about 60 days. New antenna will be supported by a 500-foot tower and is expected to double the station's range with present power input. Antenna was manufactured by the Federal Telephone and Radio Corp.

"I heard it over WIBBW"

The by-word that's the Buy-word in KANSAS

They're a clannish bunch—our farm and small town listeners in Kansas and adjoining states—quick to pass on ideas, information and suggestions that are to their mutual benefit and interest. That's the secret of the long-continued impact of your sales message over WIBBW. "I heard it over WIBBW" is the by-word that carries countless products from friend to friend and neighbor to neighbor. . . . the by-word that's an endorsement of a product's value and dependability. Dealers know it is a buy-word as customers insist on specific brands. YOU hear its echo in gratifying sales records when you use WIBBW.
On March 25th KGW observes its 25th birthday anniversary.

Although this is an occasion for retrospect and satisfaction in a job well done, it is also a time to pledge ourselves to even greater achievements in the future.

For a quarter of a century KGW has served the community well.

Radio has made great forward strides from modest beginnings and KGW has grown with it. There shall be no slackening of our efforts to increase our services in the public interest.

Represented Nationally by Edward Petry & Co.
The QUEEN's audience can be yours, if...

"Queen for a Day"—a new kind of daytime radio program—premiered on Mutual on April 30, 1945. Since then it has been building and holding its audience—because it is a program of glamour, of sure-fire heart-appeal, produced by one of the most experienced, smartest originators of daytime shows.

Since October 1946, "Queen" has been providing a responsive daily audience to Alka-Seltzer; and for a year (December 31, 1945 to December 30, 1946) "Queen" provided a like audience for P. & G.

On December 30, 1946 Alka-Seltzer renewed for another 26 weeks. But—the P. & G. half of the program is now available for sponsorship.

So, the "Queen's" audience is yours, if you act fast. We will be glad to give you all the facts—the rating story, what the sponsors say about the results they have had, the moderate cost, and what "Queen" can do to build more sales for you.

**Mutual Broadcasting System**

**WORLD'S LARGEST NETWORK**

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**Presidency of REL Taken by Runyon**

**Succeeds Srebroff; F. A. Gunther Stays as Vice President**

ACTIVE MANAGEMENT of Radio Engineering Laboratories by C. R. Runyon Jr., majority stockholder, has been announced by REL. Mr. Runyon succeeds Charles Srebroff as president of the company. Mr. Runyon for 25 years was associated with Burns Brothers, one of the nation's largest coal dealers. He was executive vice president of the firm in charge of operations until 1941 when he volunteered his services to naval communication in the radio electrical section of the Bureau of Aeronautics and was commissioned commander. He also served in World War I as a lieutenant in naval communications. He acquired his REL majority stock holdings in 1941.

Mr. Runyon is well known throughout the broadcasting industry for his pioneering in FM. With Dr. Edwin Armstrong, he put the first public FM station on the air in 1933. The station (W-2AG) was located in Mr. Runyon's home in Yonkers and programs were transmitted to an IRE audience in downtown New York in November of that year, marking the initial public demonstration of FM.

Frank A. Gunther, who has been with the company since 1925, will continue as vice president and treasurer. Mr. Gunther is a senior member of IRE, secretary of FMA, and a member of the FMA board of directors.

**Behr Elected Secretary**

Joseph Behr, who has been with REL since 1943 in promotion and sales, has been elected secretary of the company. Previous to joining REL he was for many years with the Dutch Shell Oil Co. as buyer of electronic equipment.

REL last week delivered its first 3 kw transmitter to the Cleveland Board of Education. After ironing out production difficulties, these transmitters will be regularly coming off the line. Last year the company installed 20 1 kw stations.

**CBS Names H. V. Barrett TV Promotion Manager**

**HALSEY V. BARRETT, former business manager of The Army and Navy Bulletin, and a charter member of the American Television Society, has been appointed promotion manager for CBS television.**

Previous to serving with the U.S. Navy, Mr. Barrett spent two years in sales promotion and research with WOR New York, and after that was promotion director of WNEW New York. He then joined Tide Magazine, New York, as assistant in sales to the president and publisher, position which he left to go on active duty with the Navy.

**WORLD'S HIGHEST structure—**

a tower for FM broadcasting—is planned by KRNT Des Moines, owned by Cowles Broadcasting Co. Height of the tower, 280 feet greater than Empire State Bldg. in New York, is illustrated here in comparison with Empire State and Des Moines' Equitable Bldg. KRNT has FCC authorization for FM outlet with effective radiated power of 157 kw.

**WHAR Clarksburg, W. Va. MBS Affiliate, Launched**

WHAR, 250-w fulltime Mutual affiliate, is now on the air at Clarksburg. W. Va., on 1340 kc. Glake Merrill, general manager and principal owner, announces. Mr. Merrill, formerly of Logan, Utah, and recently in the Navy for 39 months, formed a partnership in January 1946, with Andrew H. Kovlan, a radio engineer. Construction of the station was completed under their direction. Station operates under trade name of Mountain State Broadcasting Co.

WHAR's studios, offices and transmitter are located in a new, modernistic building at 2209 E. Pike St., Clarksburg. UP wire service is being used. Operating hours for station are 6:30 a.m.-1:05 a.m. on week days and 7:30 a.m.-1:05 a.m. on Sunday.

Mr. Kovlan is engineer for WHAR, and the remainder of the staff includes: Ruth Parsons, secretary and script writer; Bud Barsa, program director and chief announcer; Gail Thompson, Paul Ellisison, Jesse Spencer and Jimmie Darnall, announcers; Jack Welch, sports announcer; George Blackwell, sales manager; Willard Moore and Joseph Fawley, salesmen.

**Granted FM License**

CKWS Kingston, Ont., has been issued an FM license by the Department of Transport, Ottawa. Station is installing a 250-w RCA transmitter to operate on 96.5 mc. CKWS will use the same programs on FM as on AM at first, and expects to be on the air with the FM transmitter by early summer.
The COMBINATION to GEORGIA

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
Sears Demonstrates Wire Recorder Set in Chicago
PUBLIC DEMONSTRATION of a combination radio phonograph receiver with wire recorder was given last Tuesday in Chicago by Sears Roebuck Co., under whose brand-name (Silvertone) the set is being sold.

The wire recorder combination, believed to be the first of its kind to be made available to the public, will sell for $169.50 with one spool of wire, according to firm.

T. V. Houser, vice president in charge of merchandising for Sears, said the sale of the new recorder is being restricted to the company's retail outlets in Chicago because of limited production at the present time. Newspaper copy placed by Sears emphasizes the value of the wire recorder for home broadcasts, re-recording programs and records.

WCOA-FM PENSACOLA STARTS (ON 92.9 MC)
WCOA-FM, affiliated with WCOA Pensacola, one of the John H. Perry group of stations, is now on the air, operating with 3 kw on Channel 225 (92.9 mc). Temporarily the new FM outlet is broadcasting from six and a half to seven hours daily and, with the exception of one program, is duplicating the programs heard on WCOA.

Pensacola Broadcasting Co., which operates WCOA and WCOA-FM, is planning separate FM operation within 60 days, according to Jack Rathbun, general and sales manager. The plan is to operate the FM outlet on a schedule similar to that of WQXR New York when arrangements have been completed for the separate programming. The station believes that music such as WQXR presents will appeal to pioneer FM set purchasers, Mr. Rathbun says, but he adds that the younger generation is to have at least one hour of popular music too. In addition, when WCOA-FM goes independent it will feature news, local public service programs and on-the-spot recorded shows.

Included in the promotion for WCOA-FM have been a minimum of four spot announcements daily on WCOA, newspaper advertisements, newspaper publicity, a 12-page booklet illustrated with photographs telling about WCOA-FM and weekly schedules of the station's broadcasts which are sent to every FM set owner.

WILK Wilkes-Barre, Pa., On Air as ABC Affiliate
WILK Wilkes-Barre, Pa., is on the air as a full-time ABC affiliate with 250 w on 1450 kc. Directing the new station for Wyoming Valley Broadcasting Co., licensee, are Roy E. Morgan, general manager, and Thomas P. Shelburne, station manager. Company officers include: Dr. I. C. Morgan, president; Harold T. Gray, vice president; Rep. Mitchell Jenkins (R., Pa.), treasurer; Mr. Morgan, secretary. Other directors are Attorney Leon Schwartz, Vernon Wise, Gerald Wise and Mr. Shelburne.

New studios for WILK have been constructed in Wilkes-Barre, and the transmitter is just across the Susquehanna River in Kingston. Station is operating on an 18-hour schedule.

Staff members, in addition to Mr. Morgan and Mr. Shelburne, include: Hal Berg, program director; Chuck Whittier, sports director; Jerry Butler, sales manager; N. J. DeFranco, chief engineer; Betty Blair, women's editor; Bud Brode, Bill Williams and Fred Chapman, announcers; Carl Kneley, Ted French and Paul Evansky, engineers. Also on the staff are Nancy Dolphin, Janet Bell, Molly Willis, Lucille Zitter, John Sobel and Jack Swazy.

FEATURING for first time top radio stars instead of movie stars, "Silver Theatre," will be summer replacement for "Adventures of Ozzie and Harriet," Sunday by Sunday, June 15. "Silver Theatre" is the only in the country from New York. Show is sponsored by International Silver Co., New York, through Young & Rubicam, that city.
Once upon a time there were two lads in the Midwest who weren’t interested in basketball. Their names, it seems, were La Salle and Marquette. Nothing much has been heard of them lately. But since their time, practically everybody in the Midwest has become a basketball fan. Thousands watch the games regularly. Hundreds of thousands (you count ’em) who can’t get to the games, listen to them... on Fort Wayne’s WOWO.

Fort Wayne, you see, is something of a basketball capital. It’s the home of the “Zollner Pistons,” world’s champion pro outfit, whose games are broadcast over WOWO. And there’s a lot of other fast ball played in this area... high school, college, and professional. Not to mention football and baseball in their seasons. WOWO covers a big segment of this sports scene, to the delight of a widespread audience. Further to delight this audience, WOWO keeps a full quota of sports reporters and commentators who savvy the game and the listeners.

WOWO sports chief is Hilliard Gates, whose name is a household word in a staggering number of homes in cities, towns; and farm country.

... and a word on sales
Perhaps we should add that several regional advertisers, who know whereof they speak, have spoken for the sponsorship of a hefty percent of WOWO’s sports coverage. But there’s room for a few more customers who want a ready-made and eager audience in this rich Midwest market.

Ask the man from NBC Spot Sales.
Violins look pretty much alike—at first glance. If you examine a little closer you can tell a genuine Stradivarius. It's worth it because only the skill of Stradivari himself could create such a perfect symmetry, the transparent ruby finish and the magnificent tone.

Of course we are not violin makers, but we admire talent and excellence. We are proud of our successful 14 year performance record, of our freedom from constant change in sales personnel and of our consistent adherence to the same principles of operation. These things have given stability to our business and security to the stations we represent.
Another Truman Hit

THOSE subject to FCC regulatory processes wonder about the political significance of the appointment of Commodore Edward M. Webster, former Coast Guard communications chief, as the seventh member of that Commission. There isn’t any.

Mr. Webster is an engineer with broad executive and military experience. He is an independent, politically. As a native of veteless Washington, he has never had occasion to declare himself.

Mr. Webster is a prototype of Commissioner E. K. Jett. Like Mr. Jett, he had served in Naval communications (the Coast Guard is part of the Navy in wartime, the Treasury in peacetime). He had served as an assistant chief engineer of the FCC before the last war, working under Mr. Jett, then chief engineer. While he has never handled broadcast engineering, he knows technical radio as few men do, and he knows Government.

The FCC’s proper function is regulation of the technical aspects of the mass radio media, with more stringent control over the common carriers. Our complaint is that the Commission seeks to apply common carrier concepts to the broadcast services.

Even though Mr. Webster has had no direct connection with broadcast services, we predict it won’t be long before he’s thoroughly conversant with them. He has the technical foundation, he is intelligent, he is a hard worker, and he has integrity. He will make a good running mate for Commissioner Jett, particularly, it should be noted, too, that Chairman Denny (who urged President Truman to appoint Mr. Webster) and Mr. Jett have been voting together on most controversial broadcast matters these days.

We applaud the appointment.

Record for All

"RADIO’S RECORD," presentation of the achievements of American broadcasting compiled in dramatic fashion by Dorothy Lewis of NAB and Frances Wilder of CBS, won a highly deserved ovation from the hundreds who witnessed its unveiling March 8 at the annual luncheon of the Assn. of Women Broadcasters of NAB.

Starting with a quotation from Brig. Gen. David Sarnoff, RCA president, that “in America the richest man cannot buy for himself what the poorest man gets free by radio,” the presentation, page by page and field by field, reports on Radio Record. Item: News. “Democracy cannot survive where the people are uninformed. . . . World news in a half second, national and local, reaches 87% of the USA.” Item: Music. “Radio has made good music appreciated because radio has made good music familiar.” Item: Sports. “45,266 people paid $1,925,665 to see the Louis-Conn fight . . . 61,000,000 listened to it free.” Item: Comedy. “Laughter is the public interest.”

But an audience of hundreds is not enough for this vivid report of, for and by American broadcasters. BROADCASTING suggests to the NAB that “Radio’s Record” be reproduced two ways—a four-color form for use by local broadcasters at news conferences of groups in their own communities; second as booklets for general distribution.

Page 50 • March 17, 1947
As mariners place confidence in—and are guided by—a beam of light, radio listeners in America’s Third Largest Market place confidence in—and are guided by—the beam of sound they know as WCAU.

This confidence, built upon twenty-five years of broadcasting good entertainment, purposeful community service and prestige advertising can be your guide in charting a successful course in the great WCAU coverage area.

WCAU
50,000 WATTS * CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION
respects
(continued from page 50)

Station managers, but Wilton Cobb is adamant. He simply doesn't approve of the policy.

A few years ago when Wesleyan College of Macon added a radio department, the WMAZ management equipped a studio on the school's campus. For the past four years, WMAZ has turned its facilities over to the students one day a week to give them practical experience in writing copy, announcing, newscasting, reporting, and producing shows.

Mr. Cobb was born in Eastman, Ga., Sept. 26, 1902. He went through a four-year course at Eastman High School in three years, and was graduated with honors. From Eastman High he went to Georgia Tech to study electrical engineering. After one term he transferred to Emory U., and after one month there returned to Georgia Tech where he majored in Commerce for two years.

The little depression of 1921-22 wiped out his country banker father, so Wilton Cobb left school and started teaching the fifth through eleventh grades in a two-room school in Dodge County. There seem to be few jobs he hasn't tried. While in high school he worked after classes as a soda jerker, and as an operator for a movie theatre. He left school teaching to become a substitute rural letter carrier. Next he worked in a cotton gin and warehouse, writing seed check and cotton receipts.

For a year he was bookkeeper for the Dodge County Lumber Co. Then he entered Mercer U. for one year. While at Mercer he worked as a Fuller brush salesman in the afternoons, but spent more time in the city room of the Macon Telegraph than he did ringing door bells. He finally landed a job in reporting and after two years pounding news beats, he was promoted to sports editor.

Next he joined the staff of the Macon Chamber of Commerce which led him into radio. He is married to the former Elizabeth Barfield of Macon. His main hobby is photography, and he is called an expert.

Video Conference

ONE-DAY television technical conference will be held in Cincinnati on May 3 under sponsorship of the Cincinnati section of the Institute of Radio Engineers. Included among demonstrations will be that of the Crosley Broadcasting Corp., video transmitter, which will be in operation on Channel 4 for the duration of the conference. Inquiries concerning the conference are being handled by E. J. H. Bussard, Crosley Corp., 1729 Arlington St., Cincinnati.

N. L. O'Brien to Manage New Pittsfield Station

APPOINTMENT of Norbert L. O'Brien as station manager and Lucien E. Dumont as program director of WBGK Pittsfield, Mass., has been announced by Western Massachusetts Broadcasting Corp., owners of WBEC, Station, which will be affiliated with ABC, plans to go on the air late in March on 1490 ke with 100 w fulltime.

Before joining WBEC Mr. O'Brien was with the Gannett radio division from 1932 to 1945 as vice president and general manager of WESC Elmira, commercial manager and assistant manager of WTHT Hartford, and representative for Gannett radio stations in the office of J. P. McKinney & Son, New York. More recently he was with WCPB Boston.

Mr. Dumont was an announcer at WHEB Portsmouth, N. H., and later was at WCOP, where he has served as chief announcer for the past year and a half.

Principals in Western Massachusetts Broadcasting Corp. are Lawrence K. and Donald B. Miller, owners of the Eagle Publishing Co., which publishes the Berkshire Evening Eagle [Broadcasting, Oct. 14, 1949].

NAB'S FM COMMITTEE TO MEET IN NEW YORK

PROGRAM of activity for the NAB's FM Dept. will be drawn up by the association's 1947 FM Executive Committee, which will hold its first meeting March 27 at the Waldorf-Astoria, New York.

Committee chairman is Walter J. Damm, WTMJ-FM Milwaukee.

No formal agenda has been prepared for the meeting, since it will be of an organizational nature, but discussion is expected to cover the gamut of current FM problems, including technical and business questions.

Other committee members are: Gordon Gray, WMTX-WCTC, Poughkeepsie; John Shephard 3d, Yankee Network; John V. L. Hogan, WQXQ New York; Leonard L. Asch, WBCA Schenectady; Lester Naegler, WELD Columbus; Everett Dillard, KOZY Kansas City; Clarence Leich, WMLL Evansville, Ind.; Cecil Masten, WNBF-FM Binghamton; Matthew Bonehart, KOCI-FM Oklahoma City. Board liaison members are Wayne Coy, WINX-FM Washington, and Martin Campbell, KERA-FM Dallas.

CBC Board Meet

CBC BOARD OF GOVERNORS meeting is being held at Ottawa March 24-26, at which it is expected budget for forthcoming fiscal year 1947-48, will be discussed, as well as recommendations for renewal of independent station licenses on April 1.
YOU MAY SWIM
292 MILES, NON-STOP*

BUT—YOU CAN’T FLOAT INTO WESTERN MICHIGAN
WITHOUT WKZO-WJEF!

Here are some figures (Hooper figures, incidentally) that have opened a good many eyes, recently. We hope they’ll do the same for you!

From 12 noon to 6 p.m., Mondays through Fridays, WKZO-WJEF have a 37.4% Share of Audience in Grand Rapids-Kalamazoo. ALL other CBS stations combined have 11.7%—ALL NBC have 27.3%—ALL ABC have 13.8%—ALL MBS have 6.4%!

In other words, you could use every other station heard in Western Michigan—and still miss over a third of your afternoon audience (and our morning and evening figures come out the same way)!

Ask for the complete Hooper Report—from us, or from Avery-Knode, Inc. Or, for that matter, just ask any advertiser who has ever done a top-notch job in Western Michigan...

* John V. Sigmund of St. Louis did it in 1940—in 89 hours, 42 minutes.
HERBERT F. ZIMMERMAN has been appointed office manager for Neenah, Louis and Broddy, Chicago. He joined agency in 1941 as service man in art department.

JOHN RAVENEL, free-lance writer and AAF veteran, has joined McCann-Erickson, Chicago, as writer in radio department.

NORMAN WINTER, formerly with American Cancer Society, has joined Poore, Cone & Sedlitz, New York, as director of television and commercial motion pictures.

DOUGLAS ROBBINS, formerly with MacManus, John & Adams, Baltimore, Md., has joined production department of Brook, Smith, French & Donnace, Detroit.

STEWARD BARROUR, formerly of BBDO, New York, has joined copy writing staff of LeRoche & Ellis, New York.

HOWARD KORMAN, former vice president in charge of merchandising and promotion at McCann-Erickson, New York, has joined Donahue & Coe, New York, as merchandising director.

TED BYRON, formerly with motion picture bureau of N. W. Ayer & Son, New York, has been commissioned on freelance basis by recruiting service of the U.S. Army to do a new series of films. Arrangements made through the agency.

FRED JONES, copy writer formerly with Louis and San Francisco, has joined San Francisco office of Routhrauff & Ryan.

EDWIN JOHNSON, formerly with D'Arcy Adv., New York, where he was in charge of Coca-Cola "Spotlight Band" show, and prior to that with MBS and ABC, has been appointed manager of newly opened office of Powell & Thumber Assoc. in Empire State Bldg., New York.

CAROLINE ADAMS, formerly with office of John D. Rockefeller Jr., has joined foreign department of McCann-Erickson Inc.

N. J. (Bert) CAVANAGH has resigned as chief timebuyer of Roche, Hyams & Cleary, Chicago, following 11 years with agency.

F. W. RYAN Jr., president of Routhrauff & Ryan, New York, representing Yale Club, last week won National Squash Tennis Championship at Columbia Club.

ALEXANDER EWING, former assistant to advertising manager of Sheffield Farms, New York, and RERNEA ARMOLD, former art director of Fred Stern Studios, New York, have joined Manning Adv., New York, as account executives.

Maj. JUNKIN, Adv. Chicago, founded 1905, has changed name to GORDON BEST Co. No changes have taken place in structure or operation of company.

ELS WAGNER, formerly credit manager of Superior Optical Co., Los Angeles, has joined Davis-Hood & Los Angeles, as office manager.

INZ BURKE, new to advertising, has joined Atherton & Co., Hollywood, as account executive.


HEINRICH SYRELLING, Inc., of Western Agency, Seattle, has joined BBDO Los Angeles as account executive.

SIDNEY W. KAHN, production manager of Base-Luckoff, Hollywood, and Bobbe Scheffman were married Mar. 9.

RICHARD K. BELLAMY, manager of publicity department at Bender & Bowles, New York, is the father of a girl.

DONALD C. LONGYEAR has joined research department of Brooke, Smith, French & Donnace, New York.

U. S. Shortwave Network To Cover Moscow Parley

THE WORLD will hear about the Council of Foreign Ministers' meeting in Moscow from the Voice of America—speaking in 25 languages through the global shortwave network operated by the State Department's Office of International Information and Cultural Affairs.

A special daily brief report is being filed from Moscow by David Penn, the "Voice's" correspondent, to be integrated with editorial comment from newspapers throughout the United States for programming from the 25 language desks of the Department's radio studios in New York.

Tyler, Tex., Gets FM

FM AFFILIATE of KGKB Tyler, Tex., is now on the air, operating on channel 280 (103.9 mc). KGKB-FM is owned and operated by James G. Ulmer and James G. Ulmer Jr., a partnership. At present it is broadcasting on a temporary basis atop the Tyler Commercial College Bldg. Station is using a 250-watt GE exciter unit, and it has for future permanent use a Western Electric 8-bay antenna.

2 Vice Presidents Named by Advertising Council

ALLAN M. WILSON, assistant to the president of the Advertising Council in Washington, D.C., and George F. Ludlam, radio director of the Council in New York, have been appointed vice presidents of the organization.

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Miss Butler's resignation has been announced by Mr. Waldie of Waldie Turner & Co., New York. She has resigned to join Associated with Behel of Chicago, as production manager.

HOWARD SCHREIBER, formerly with CBS Radio Sales, has joined radio staff of Lennen & Mitchell.

DUANE JONES Co., New York, has acquired several floors of office space at 11 East 52nd St., and has moved its research, radio and accounts departments there. Agency's headquarters is located at 570 Lexington Ave.

JEAN LAWLESS, formerly with Compton Adv., New York, has joined Buhlman, Stouffer, Coldwell & Bayes, New York, as time buyer.

LESTER WITT, former assistant production manager of Ruthrauff & Ryan, Chicago, has joined W. W. Garrison & Co., Chicago, as production manager.

ERNEST A. HOLMES, member of research staff of McCann-Erickson, has been transferred from New York office to head agency's Chicago research department.

PROCTOR M. FISKE, vice-president of Behel and Walde and Briggs, Chicago, has resigned to become vice president of Schnell-Mills Inc., Chicago. ARTHUR KANARSKE, associated with Behel and Walde and Briggs since 1941 was named vice president to succeed Mr. Fiske.

HERBERT F. ZIMMERMAN has been appointed office manager for Neenah, Louis and Broddy, Chicago. He joined agency in 1941 as service man in art department.

JOHN RAVENEL, free-lance writer and AAF veteran, has joined McCann-Erickson, Chicago, as writer in radio department.

NORMAN WINTER, formerly with American Cancer Society, has joined Poore, Cone & Sedlitz, New York, as director of television and commercial motion pictures.

DOUGLAS ROBBINS, formerly with MacManus, John & Adams, Baltimore, Md., has joined production department of Brook, Smith, French & Donnace, Detroit.

STEWARD BARROUR, formerly of BBDO, New York, has joined copy writing staff of LeRoche & Ellis, New York.

HOWARD KORMAN, former vice president in charge of merchandising and promotion at McCann-Erickson, New York, has joined Donahue & Coe, New York, as merchandising director.

TED BYRON, formerly with motion picture bureau of N. W. Ayer & Son, New York, has been commissioned on freelance basis by recruiting service of the U.S. Army to do a new series of films. Arrangements made through the agency.

FRED JONES, copy writer formerly with Louis and San Francisco, has joined San Francisco office of Routhrauff & Ryan.

EDWIN JOHNSON, formerly with D'Arcy Adv., New York, where he was in charge of Coca-Cola "Spotlight Band" show, and prior to that with MBS and ABC, has been appointed manager of newly opened office of Powell & Thumber Assoc. in Empire State Bldg, New York.

CAROLINE ADAMS, formerly with office of John D. Rockefeller Jr., has joined foreign department of McCann-Erickson Inc.

N. J. (Bert) CAVANAGH has resigned as chief timebuyer of Roche, Hyams & Cleary, Chicago, following 11 years with agency.

F. W. RYAN Jr., president of Routhrauff & Ryan, New York, representing Yale Club, last week won National Squash Tennis Championship at Columbia Club.

ALEXANDER EWING, former assistant to advertising manager of Sheffield Farms, New York, and RERNEA ARMOLD, former art director of Fred Stern Studios, New York, have joined Manning Adv., New York, as account executives.

Maj. JUNKIN, Adv. Chicago, founded 1905, has changed name to GORDON BEST Co. No changes have taken place in structure or operation of company.

ELS WAGNER, formerly credit manager of Superior Optical Co., Los Angeles, has joined Davis-Hood & Los Angeles, as office manager.

INZ BURKE, new to advertising, has joined Atherton & Co., Hollywood, as account executive.


HEINRICH SYRELLING, Inc., of Western Agency, Seattle, has joined BBDO Los Angeles as account executive.

SIDNEY W. KAHN, production manager of Base-Luckoff, Hollywood, and Bobbe Scheffman were married Mar. 9.

RICHARD K. BELLAMY, manager of publicity department at Bender & Bowles, New York, is the father of a girl.

DONALD C. LONGYEAR has joined research department of Brooke, Smith, French & Donnace, New York.

U. S. Shortwave Network To Cover Moscow Parley

THE WORLD will hear about the Council of Foreign Ministers' meeting in Moscow from the Voice of America—speaking in 25 languages through the global shortwave network operated by the State Department's Office of International Information and Cultural Affairs.

A special daily brief report is being filed from Moscow by David Penn, the "Voice's" correspondent, to be integrated with editorial comment from newspapers throughout the United States for programming from the 25 language desks of the Department's radio studios in New York.

Tyler, Tex., Gets FM

FM AFFILIATE of KGKB Tyler, Tex., is now on the air, operating on channel 280 (103.9 mc). KGKB-FM is owned and operated by James G. Ulmer and James G. Ulmer Jr., a partnership. At present it is broadcasting on a temporary basis atop the Tyler Commercial College Bldg. Station is using a 250-watt GE exciter unit, and it has for future permanent use a Western Electric 8-bay antenna.

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The Station that gets
FAN MAIL
from other radio stations

That's one way to identify WHHM, the station with the most
listeners per dollar in Memphis.

Several things lead us to the conclusion we've made a better
than average sized splash in Memphis radio.

One is the number of letters, wires and phone calls from other
radio stations asking, in effect: "How Did You Do It?"

Another is the robust Hooper ratings we've garnered against
network rivals in Memphis.

Our advertisers lead us to the conclusion we're bringing in
results . . . judged at the cash register, if nowhere else. Memphis mer-
chants count results and that's what they get on WHHM.

Represented by
FORJOE & CO.

WHHM
MEMPHIS, TENNESSEE

INDEPENDENT—BUT NOT ALOOF
The text is from a newspaper article dated March 17, 1947, discussing various radio and television appointments and changes in the industry. It includes information about new appointments, promotions, and departures of radio announcers and programmers, as well as the announcement of a demonstration program and a color video show. The text is too long to reproduce here in full, but it provides a snapshot of the entertainment industry at the time, highlighting changes in leadership and programming. This information would be useful for understanding the historical context of radio and television during the mid-20th century.
Don’t believe all you hear about Pacific Coast Radio!

Rumors are flying about the buying markets on the Pacific Coast...rumors that could easily leave an impression which is entirely incorrect. It has been said that people living outside certain major counties of the Pacific Coast account for nearly half of the retail sales. That is true. But it confuses county boundary lines with metropolitan districts adequately covered by radio signals. For example: San Francisco County alone accounts for only 41.5% of the total retail sales in the San Francisco metropolitan district. Get the point?

Here are the facts: In eleven Metropolitan Districts on the Pacific Coast are 70.5% of population

72.6% of retail sales
73.5% of radio homes
77.6% of effective buying income

ABC Pacific Coast covers these markets, plus eight others—from within.

ABC Pacific Coast actually reaches:

94.6% of the Coast daytime listeners
92.5% of the night-time listeners (primary areas)

Test your program on ABC Pacific! You’ll be amazed at the extraordinarily effective selling job this network will do for you.

(remember: all seven of ABC Spot Sales’ keys to America’s leading markets are under one roof...one contact for your convenience.)

Sales Keys to
America’s 7 Great Markets...

spot sales division

ABC American Broadcasting Company

new york 25 west 42nd st.
chicago civic opera bldg.
san francisco 125 monterey st.
los angeles 1640 highland ave.
detroit strod bldg.

March 17, 1947 • Page 57
FM TUNER SET ($69.95)
TO BE ON MARKET SOON
APPROXIMATELY 1,000 new "plug-in" FM tuner sets will be off the assembly production line and ready for dealers by early April, according to officials of Packard-Bell Co., Los Angeles. Fifty of the sets were scheduled to be in the hands of distributors in Western states this week for dealer demonstrations and tests.
Selling at $69.95 each, the first sets have no cabinets, but are designed with suspension shelf for the record compartment for console models of radio-phonograph combinations. Size is 6 inches high, 9 inches wide and 10 inches deep.
On radio-phonographs, Packard-Bell officials explained, the phonograph plug is removed and plugged into the tuner, then the tuner cord is plugged into phonograph socket on the set. On other radios the FM tuner is attached in the same way by first installing an inexpensive phonograph plug and socket in the sets.
Commenting on the new FM tuner unit, Howard D. Thomas Jr., executive vice president and general manager of Packard-Bell, said: "Many communities do not have FM broadcasting facilities yet and in other spots where FM stations are operating, reception beyond a limited range is quite unsatisfactory. Also, while the public may not be aware of it, FM reception is unsatisfactory in certain locations which are close to the broadcasting stations. We feel that in order to protect our customers, our good name and the future of FM broadcasting, it is unwise to immediately offer FM as an integral part of our higher priced units, when we know that certain purchasers may be unhappy with the results."

WKAT Assignment
APPLICATION was reported filed with FCC last week for assignment of license of WKAT Miami Beach, Fla., from A. Frank Katzentine as individual to WKAT Inc., new corporation in which he is sole stockholder, WKAT operates on 1860 kc with 1 kw.

NEIL CLINE, former assistant manager of WHAS Louisville, has been appointed commercial manager of KTIM Shreveport, La. Mr. Cline also is the father of Twins, Jane and Ed Lee, born March 9.
HAAN J. TYLER, account executive of KPI Los Angeles, has been named sales manager, effective April 1. He succeeds GEORGE WHITNEY, who resigned to become partner and Los Angeles manager of Harrington & Buckley Adv. San Francisco [BROADCASTING, Feb. 10]. Mr. Tyler previously was sales manager of KFPG San Francisco and former Los Angeles manager of Free & Peters Inc.

DON CLEVELAND, formerly with sales department of Atlantic Redlining Co. and International Harvester, has joined sales staff of WELM Elmira, N. Y.
MAURICE MITCHELL, sales manager of WTOP Washington, March 13, addressed Women's Ad Club, that city, on his predictions of things to come in radio.
DAVE FORBYTHE, JOHN MILLS and SAM SIEGEL have joined sales staff of KRRK Phoenix, Ariz.
ED COONEY, account executive of KOHL Billings, Mont., has been named chairman of Butte County Red Cross campaign.
RICHARD H. WEILL, AAF veteran, has joined WAYS Charlotte, N. C., as sales manager.
DON FAIRBAIRN, former farm commentator, war correspondent and producer of CBC, has been appointed chief sales representative in CBC commercial division at Toronto.
WILLIAM CAMPBELL has been named auditor for Southwest Network with headquarters in Austin, Tex.
TOM DOLAN, former New York ABC traffic manager, has been named to head Chicago office of The Walker Co.

Resumes Operation
WABD New York, Du Mont video station, which has been off the air while its new antenna was being installed and tested, resumed limited operations last week with a schedule of remote pickups and test patterns. Remote included two evenings of boxing and one of wrestling, all from Jamaica Arena, and the pick-up of the President's address to Congress on Wednesday.

SONOCRAFT
DISC—TAPE—WIRE
for IMMEDIATE DELIVERY!

REPRESENTING:
PRESTO Recording Corp.
Ad-Tec Recording Corp.
Brush Development Co.
RECORDING EQUIPMENT
RECORD BLANKS

SONOCRAFT CO., Inc.
45 West 45th St., New York 19, N. Y.
Bryan 9-8997
Here's how they rate  8 to 8-

NETWORK STATION “A” . 4.5
WNEW ........ 3.7
NETWORK STATION “B” . 3.6
NETWORK STATION “C” . 3.4
NETWORK STATION “D” . 3.2

8 A.M.-8 P.M. Mon.-Sat. February PULSE

More than ever... New York's No. 1 Buy

WNEW

Represented by John Blair Co.

1130 ON YOUR DIAL

24 HOURS A DAY
KANSAS
CITY
IS
A
KOZY
MARKET
PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

Page 60 • March 17, 1947

MARKET
KANSAS
CITY

ROBERT N. PYOR, head of advertising and promotion for WCAU Philadelphia, has been named director of station's newly revised promotion, advertising, education and publicity department. RUTH WEIR MILLER, former faculty member of Radio Institute for Teachers at WTOP Washington, has been named assistant to Mr. Pyor in educational field; PATRICIA CURRY named assistant in advertising and promotion.

JOHN ZANE, announcer at WLOG Logan, W. Va., has been appointed promotion director.

JOHN RIDDLE, former Oklahoma newspaperman, has joined WFAA-KGEO-Dallas as promotion director.

HARRY SATURE, public relations director of CHUM Toronto, has resigned.

FRED A. SILVIA, WLAB Lawrence, Mass., public relations director, has been appointed to direct radio and press program in connection with observance of centennial of founding of city, during week of April 13.

JACK STELLING, former announcer with WZKO Kalamazoo, Mich., has been appointed director of publicity and promotion for Fetzer Broadcasting Co., owner of WZKO and WJEF Grand Rapids.

Postal Card Series

SERIES of three postal cards have been distributed as advanced promotion for WZAY Coral Gables, Fla., new 250 w station on 1600 kc which started broadcasting March 10. First card, printed on black background, announced "Something new this year!"; followed by "danger" card, on orange background, warning "Don't overlook independent WZAY." Last of series is card on green "go ahead" background, featuring inscription, "Drawwefor WZAY-More for your radio dollar.

Movie Trailers

AGREEMENT for trailer flashing call letters of KRUX Phoenix on screen at beginning of each performance has been completed by station with Paramount, Nace Theatres of Arizona. John D. Morgan, KRUX manager, expects to reach an audience of approximately 400,000 weekly through this arrangement.

Ted Husing Album

ALBUM featuring "Ted Husing's Bandstand" program on WHN New York, Mon. through Sat. 10-12 a.m., is latest promotion piece of WHN. Special program schedule is presented, along with illustrations of personalities heard on show, and promotion for "Bandstand" since it began four months ago. Back cover of folder bears slogan "Husing Wins 'Em When He Spins 'Em."

Progress Folder

SECOND in series of folders "Rome Wasn't Built in a Day—nor are radio stations!" is being distributed by KMBG Kansas City. Three-color piece shows "what one man's station has done to justify greater responsibilities in tomorrow's broadcasting."

Nestle's Blotter

BLOTTER calling attention to new spot campaign on WPAE Pittsburgh, being conducted by Nestle's Milk Products Inc. (Nestea and evaporated milk), is being distributed to merchants in that area.

Sport Sales

EMPHASIZING sales effectiveness of sport broadcasts conducted by Bump Holley, sportscaster of WHZ Boston, two color folder is being distributed by that station. Titled "Play's the Thing in New England," folder presents pictorial illustrations of sport events and incriptions: "Make a pitch with Holley over WHZ...it's a season pass for any sponsor."

WGL Album

PICTORIAL review of television, FM, AM and radio is featured in new album being distributed by WGL Fort Wayne, Ind. Some of albums are being mailed to advertisers, agencies and listeners. Cover presents inscription "Going forward with radio."

WSFA Edition

WEEKLY newspaper: In Spartanburg, S. C., The Tots, Tribute devoted its Feb. 21 issue to WSFA and WFBA-FM that city. Issue features activities of stations on Feb. 17 when WSFA celebrated its 17th anniversary and WSFA-FM increased power to 5,000 w. (BROADCASTING Feb. 24). Pictures of visiting personalities, station personnel and studios are presented together with articles reviewing stations' progress.

Card Making

COLORFUL postcards are being distributed to housewives as promotion for WESC Greenville, S. C., new 5,000 w station operating on 600 kc. Card bears inscription "Weep no more my lady!" and announces music and new programs of interest to housewives aired on WESC, "660 In Dixie," 2-6 p.m. daily. Three thousand cards are being mailed.

WEAF Featured

FEATURED in February issue of "Weekly" by George P. Curley, publishing of Northwestern U., Evanston, Ill., gives review of activities at WEAF Evanston, FM station which went on air Feb. 1, (BROADCASTING Feb. 8). Story is centered around university students who are training at new station. Full page of pictures of various station activities is included with article.

Farm Poster

COLORFUL poster at main entrance of Sears-Booher Farm Store, Canton, Ohio, calls attention to store's "Farm Newsmen" program, which is being held at noon over WABC Canton. Station's farm editor Dick Morris posts daily market report on bulletin board, which is located between post office. Reverse side of bulletin board is used as "trading post" where customers may list items they wish to buy or sell.

Cards to Grocers

POSTCARD-BOX of Nabisco-Exclusive Biscuit Co.'s sponsorship of 7-48 a.m. portion of "Marty's Party," Monday-Friday, on WHBC Canton. Box also features "Power Picketing" bags, which are welcome to make requests for records, which are mailed for free to Nabisco Shredded Wheat."

Power Increase

ANNOUNCEMENT of forthcoming increase of power to 50,000 w by WLAB Lawrence. Mass., is being printed in red ink on corner of all station's outgoing envelopes. Phrasing reads: "50,000 w on or about April 1." Cards also will be mailed out showing cluster of seasonal flowers with caption, "Spring is bringing more than Jamaica to New England. It's here on the way with the new 50,000 w WLAB and it will bloom from Portland, Maine, to Newport, R. I."

Jazz Scholarship

WOV New York is conducting preliminary sessions of its second annual jazz piano scholarship contest from 8 to 10 p.m., March 17, 18, 19. Station reports that two entries received last year as it had last year when scholarship series was inaugurated.

Parisian's

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 21 W. 47th Street

PHILADELPHIA'S
No.1 Sport Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIRE BOXING

10,000 Watts-WIBG
The clock on the studio wall and the important warning signal below it are two ever-present reminders on which radio broadcasting depends.

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

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

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

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

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

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

they speak for themselves audiodiscs
KO-KOMO LIKES WKMO SHOW
250-w Station Proves What Can Be Done
With Local Audience Participation

WKMO Kokomo's audience participation show, Kokomo Kafe, launched last July 1 as a summer replacement program, has proved that a 250-w station can accomplish in building a well-listened-to local program. The show became so popular that the WKMO management soon moved it into a permanent spot, 9:30-9:50 every weekday morning. First broadcast from WKMO's main studio, the program later was moved to Kokomo's Public Service Co., auditorium to accommodate the crowds. An average of 200 people attend daily, the station management reports.

Kokomo Kafe features audience songs, games, quizzes, interviews, a vocalist and a pianist. Local merchants and national manufacturers award prizes in return for courtesy mention on the program, and a Kokomo concern early last fall began serving free coffee and refreshments to those taking part in the show. Participants receive membership cards in the form of meal tickets.

A short comedy routine between Sid Collins, m.c. and quizmaster, and Frank Gregory, announcer and promotion director, opens the show, which is produced by Mr. Gregory. Usually there are five contestants, who are allowed to choose their own set of questions and prizes in the form of "menus" which are in keeping with the make-believe "Kafe" theme. Libby Evans, of WKMO traffic department, doubles on the program, also uses the "Kafe" theme to work her housewife commercials into the format. Ideal atmosphere is provided by the Public Service Co. auditorium stage, which is built in the form of a modern kitchen.

On the guest-time portion of the program the m.c. rides about the "Kafe" on a buscat and conducts short interviews, with emphasis on local news events and questions pertaining domestic life. The variety touch is provided by Betty Benson, former Ray Herbeck vocalist, and by Morrie Turnpaugh, who serves as Miss Benson's companion and does specialty numbers.

Personal appearances in Kokomo and surrounding cities have aided in building a large listening audience. Future plans for the show include a daily cooking school tie-up, with diplomas issued to graduates, and a telephone quiz which makes listeners eligible for prizes.

OTIS G. GASTON, formerly with KRLD Dallas, Tex., has joined WKZO Kalamazoo, Mich., as news editor and news-caster.

YOU may obtain a free copy of Mr. Hurd's series by writing our nearest office.

How to Increase Sales Through Better Media Selection

BY ARTHUR HURD
Director of Media Research
Radio Sales Bureau Co.

A new study of sales mediaselection, conducted in December, 1946, with issue of

Sales MANAGEMENT

Sales MANAGEMENT subscribers—the sales executives of national advertisers—have kept our Reader Interest Department working overtime supplying them with reprints of our recent series, "How to Increase Sales Through Better Media Selection," by Arthur Hurd, Director of Media Research for the J. Walter Thompson Company.

And the orders are still pouring in—more than ten weeks after the appearance of the last article in this series!

We're not surprised. We expected it. Here's why:

With the return of a Buyer's Market, sales executives of national advertisers are more than ever deeply concerned with the problem of media selection. It is their responsibility to evaluate and pass on all advertising in terms of sales results per dollar spent . . . to coordinate media selection with their sales objectives in the local markets of the nation.

For help in this problem, as with all phases of the sales program, sales officials turn almost as one to SALES MANAGEMENT—the nation's only sales magazine.

Here is the time and the place to catch these men regularly with your advertising message—when they're reading SALES MANAGEMENT for guidance in their job of decisively speaking the First Word on Markets and The Last Word on Media.
CBS EFFECTS CHANGES IN DEPARTMENT SETUP

BUILDING OPERATIONS activities of the CBS Construction and Building Operations Dept., New York, have been redesignated as the Building Operations Division and transferred to the Operations Dept., Frank White, CBS vice president and treasurer, announced last week. In addition, the Construction and Building Operations Dept. has been re-designated as the Construction Dept.

Henry Grossman, former director of technical operations, has been appointed assistant director of operations, and will supervise both the Building Operations Division and the Technical Operations Division. The latter division is under the direction of R. G. Thompson, manager of technical operations.

Walter Pierson, former Sound Effects Division manager, has been named manager of building operations.

Other changes in titles effective with this transfer are C. R. Jacobs, formerly acting director of construction and building operations, now director of construction and Davidson Vorhes, former assistant manager of Sound Effects Division, now manager of the Division.

Stromberg-Carlson’s Net

In 1946 Totaled $802,910

STROMBERG-CARLSON Co. had a net income of $802,910, after taxes and reconversion expenses, for the year ending Dec. 31, 1946, according to a report released last week by Dr. Ray H. Manson, president. Payment of dividends on preferred stock amounted to $105,989, leaving a balance equal to $62,998 a share on outstanding common stock. Last year the figures were $278,862 for net income and $2.51 a share for common. The company’s radio stations, WHAM Rochester and its FM affiliate, WHFR, showed net earnings, before taxes, of $342,240.

Indicative of the peak proportion radio production has attained, Stromberg-Carlson manufactured three times as many receiving sets in 1946 as in any previous year. Dr. Manson pointed out that in the FM field his company anticipated a demand for receiving sets that will take years to satisfy. Further, he said, television stations are being installed at such a rate that by the end of the year most of the larger cities will be served with video and Stromberg-Carlson expects to start delivery of new design receivers in late summer.

WE Dividend

A DIVIDEND of 75 cents per share on its common stock was declared by the Western Electric Co. board of directors last week in New York. The dividend is payable on March 31, 1947 to stock of record at the close of business on March 25, 1947.

Men who know Equipment best, know LINGO STANDS FOR PEAK PERFORMANCE! LOW MAINTENANCE! INSURED STABILITY!

ONLY LINGO OFFERS THESE BIG "6" EXTRAS AT NO EXTRA COST!

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

OUR ENGINEERING DIVISION IS AT YOUR SERVICE!

Write today for advice on such pertinent problems as proper radiator height, ground systems, performance expectations, etc. In writing indicate location, power and frequency proposed.

LINGO Vertical Tubular Steel RADIATORS

John E. Lingo & Son, Inc.
Est. 1897
Camden, N.J.

March 17, 1947 • Page 63
SOUTH CAROLINA

WFBC

SOUTH CAROLINA

5000 WATTS DAY OR NIGHT

REACHING 92,588

Radio Homes in

13 Rich Counties

THE WFBC MARKET

IS YOUR BEST BUY

IN SOUTH CAROLINA

RETAIL FOOD SALES

$28,133,000

Page 64 • March 17, 1947

Line Amplifiers .................. 106A
Pre-mixing Amplifiers .......... 120C
Monitor Amplifier ............... 131A
Monitor and Audition .......... 124A
Main Amplifiers ................ 132A
Program Operated Level Governing Amplifier .......... 1126C

Western Electric AMPLIFIERS for every broadcast need

All 13 of the amplifiers listed below were designed by Bell Telephone Laboratories. All 13 are dependable performers—outstanding in efficiency and quality. For full information, write Graybar Electric Co., 421 Lexington Ave., New York 17, N. Y. or...

ASK YOUR LOCAL

Graybar

BROADCAST REPRESENTATIVE
CLASSOPHONE
THE NEW PATENTED METHOD FOR
STORING • PROTECTING • CLASSIFYING
Your Phonograph Records . . . for INSTANT Use!

Read the full story in the Special Edition of "BMI Music Memo" (Feb. 25, 1946), how CLASSOPHONE Pockets save time, work and records in one of the large radio studio libraries, WOR, New York.

Classophone Pockets form snug individual compartments, each holding one record in perfectly upright position, forever preventing warping.

Each record occupies its own numbered Classophone Pocket, never in contact with other records, eliminating scratching and chipping.

Classophone Pockets are hinged at the base, firmly anchored in the cabinet into which they are built, suitable for 10" or 12" records. You flip the numbered Pocket forward to withdraw a record; you flip it back in position when you replace record.

Build Any Type Cabinet For Classophone Pockets . . . From our FREE Plans
Any handy man or carpenter can build the kind of cabinet most suitable for your purpose from the simple plans furnished to purchasers of Classophone Pocket units.

RADIO STATIONS Now Solve Record Problems with CLASSOPHONE

WMAX, Macon, Ga.
WBAX, Wilkes-Barre, Pa.
KQV, Pittsburgh, Pa.
KRBC, Abilene, Texas
WDAK, Columbus, Ga.
WEEO, McKeesport, Pa.
WGRT, Atlanta, Ga.
WIBC, Indianapolis, Ind.
WLAW, Muscle Shoals, Ala.
WPROM, Providence, R. I.
WISH, Indianapolis, Ind.
Station Mayrink Veiga, Rio de Janeiro

CLASSOPHONE, Inc., 62-78 Steinway St., Long Island City 5, N. Y.

Other Users of CLASSOPHONE

Arturo Toscanini
Atlanta University, Atlanta, Ga.
Boy Scouts of America, New York, N. Y.
Erie Public Museum, Erie, Pa.
Harriman High School, Harriman, Tenn.
Oberlin College, Oberlin, Ohio
Pan American Union, Washington, D. C.
Board of Education, Los Angeles, Calif.
American Society of Composers, Authors & Publishers, New York, N. Y.
U. S. Naval Air Station, Pensacola, Fla.
West High School, Green Bay, Wis.
Bowling Green State University, Bowling Green, Ky.
Palisades Interstate Park Commission, New Jersey
Pembroke State College, Pembroke, N. C.
20th Century Fox Films, West Technical High School, Cleveland, O.

FREE Let us know the number of records you wish to house and protect, the expansion you wish to provide for, and we will send you promptly the size of cabinet and number of Classophone Pocket units you need and other details.

Fill out this coupon and mail TODAY.

CLASSOPHONE, Inc.
62-78 Steinway St., Long Island City 5, N. Y.

We now have . . . . . . records we wish to care for. We want to provide accommodations for . . . . records. Without cost or obligations, please let us know how many Classophone Pockets we need and what size cabinet we need build.

Name

Firm

Address

City

Zone

March 17, 1947 • Page 65
THEATRE audience quiz program, titled "Krazy Kwik," March 17 begins on WGN, Chicago. Sponsored by Bulova Watch. The program, from one of the city's leading watch manufacturers, is to be broadcast daily during the week, 7:30-8 p.m. Format is modelled after the successful "Krazy Kwiz" format of WOR, New York. The program is produced by John B. Peddie. It will be heard on WGN, Chicago, WCAU, Philadelphia, and WBIW, Evansville, Ind. It is to be broadcast through the Mutual Broadcasting System to subscribing stations.

**DISCUSSION**

With the permanent sale of the Columbia Broadcasting System to RCA, the new corporation is expected to take over the operation of all CBS radio and television stations, beginning March 16. The sale is expected to be completed within the next few weeks.

**School Programs**

**DRAMATIC**

New presentations of conditions of infants in New York public schools March 22 and 23 at 2 and 8 p.m. at 2:15 p.m. at the school. Sponsored by the U.S. Department of Health, Education, and Welfare, the series is to be broadcast on WICU, New York, and WQAM, Miami. The series, "Children and Their Health," is to feature a discussion of the results of the survey of conditions of infants in New York public schools.

**Modern Newspaper**

Based on inner workings of modern newspapers, "On Special Assignment" begins March 17 on WGN, Chicago, 1:15-1:45 p.m. (CST), sponsored by Chicago Tribune. The program will be broadcast over the Tribune's network of newspapers, including the Chicago Tribune, The Associated Press, The Chicago Sun-Times, and The Chicago Daily News. The program will feature interviews with editors and publishers, as well as discussions of the various aspects of the newspaper industry.

**Sportsmen's News**

FULTON, N.Y. - "On Special Assignment" begins March 17 on WGN, Chicago, 1:15-1:45 p.m. (CST), sponsored by Chicago Tribune. The program will be broadcast over the Tribune's network of newspapers, including the Chicago Tribune, The Associated Press, The Chicago Sun-Times, and The Chicago Daily News. The program will feature interviews with editors and publishers, as well as discussions of the various aspects of the newspaper industry.

**Civic Discussion**

OFFICIAL from each of Norfolk, Va., municipal service departments is invited to present a monthly program on WLOH, Norfolk, Va. The series, "Community Service Mensa," is to be broadcast on WLOH, Norfolk, Va. The series is to feature discussions of community service programs and activities, with a focus on providing service to the community.

**Use of Library**

Designed to acquaint public with facilities and services offered by Tampa, Fla., public libraries, the program is to be broadcast on WLOH, Norfolk, Va. The series is to feature discussions of the various aspects of the library system and library services, with a focus on providing service to the community.

**Science Questions**

Questions on modern science topics, new series, five questions presented each Wednesday 12:05-12:15 p.m. on WMAL, Washington, 12:05-12:15 p.m. on WMAL, Washington. The series is to feature discussions of the various aspects of modern science, with a focus on providing service to the community.

**Mystery Dramas**

Mystery dramas series, "Mystery at Midnight," a series of 12 one-act plays presented each Sunday 12:05-12:15 p.m. on WMAL, Washington. The series is to feature discussions of the various aspects of mystery dramas, with a focus on providing service to the community.

**Student News**

HIGH SCHOOL students are to be presented each Monday 11:30-12 noon on WMAL, Washington, 11:30-12 noon on WMAL, Washington. The series is to feature discussions of the various aspects of high school education, with a focus on providing service to the community.

**Vocal Talent**

EASTON, Pa. - "On Special Assignment" begins March 17 on WGN, Chicago, 1:15-1:45 p.m. (CST), sponsored by Chicago Tribune. The program will be broadcast over the Tribune's network of newspapers, including the Chicago Tribune, The Associated Press, The Chicago Sun-Times, and The Chicago Daily News. The program will feature interviews with editors and publishers, as well as discussions of the various aspects of the newspaper industry.

**COLUMBUS TIME IS BULOVA WATCH TIME**

Central Ohio folks have been setting their watches by Bulova Watch time for eleven years - and each year has shown a Bulova Watch sales gain.

**ASK JOHN BLAIR IN COLUMBUS, OHIO IT'S COVERED WITH CENTRAL OHIO AT 163-550 WINS FAMILIES IN CENTRAL OHIO
FOR HIS WORK in rebuilding Radio Brussels Felix Bonvouloir (r), chief engineer of Rochester's new WRNY, received the Croix de Guerre avec Palme and the Ordre de la Couronne avec Palme from the Belgian Government. Here Mr. Bonvouloir, who was with psychological warfare division of SHAEF, receives congratulations from WRNY manager, Lester W. Lindow, former Army lieutenant colonel who did radio public relations work in the ETO.

Adds Remote Studio
NEW REMOTE studio for WPNJ Philadelphia has been constructed in the recently opened Evening Bulletin Homeowners' Center in downtown Philadelphia. Plans are being made to broadcast a daily variety show from the new studio. The station also has moved its sales and advertising offices into a new office suite in the studio building, 1528 Walnut St.

Benny Replacement
POSSIBLE summer replacement currently being considered by Foote, Cone & Belding, New York, for the Jack Benny show is one featuring Mr. and Mrs. Ronald Colman. Show is sponsored by American Tobacco Co., New York. The agency also is considering another type of program aside from the one with the Colman show. A definite decision is expected to be made early part of next week.

New Santa Maria, Calif., FM Station Is Launched
KRJ/M, the Santa Maria Daily Times FM station at Santa Maria, Calif., was scheduled to take the air last Saturday, with a large visual audience witnessing the inaugural broadcast in the Veterans' Memorial Auditorium. A Class A outlet, KRJ/M is owned and operated by Robert K. and S. C. Hancek, co-publishers of the Times. They are jointly managing the station, which is operating on Channel 992 (104.3 mc) with effective radiated power of 336 w. Present schedule provides for daily broadcasts from 12 noon to 10 p. m., but the owners state they are planning a full broadcast day in the near future.

Station's transmitter - studio building, completed Jan. 15, is of modern functional design with large picture windows framing the lobby and office sections. Transmitter, antenna, control and speech equipment are General Electric.

William R. Rich, formerly news and special event manager of WQY-WGFM Schenectady, is KRJ/M's program director. Kent B. Young, recently with KHJ Los Angeles and a veteran FM engineer, is chief engineer.

KBUR Manager Honored
G. B. McDermott, general manager of KBUR Burlington, Iowa, has been named Burlington's No. 1 citizen for 1946. His selection, made by a secret committee after nominations had been sent in by residents of the community, was announced at a dinner given by the American Business Club. D. D. Stonehocker, dean of Burlington Junior College, who made the announcement, declared that "service is its own press agent" and cited Mr. McDermott for his promotion of radio in Burlington, his leadership in the infantile paralysis campaign, his contributions to youth activities and his work as chairman of a drive for financial support of a Burlington hospital.

BBM Toronto, has announced that in June all member stations will receive free copies of BBM maps of all member stations as well as 10 copies of each of their own maps.

In the Public Interest
WHEN recent heavy snows blocked roads and closed schools in Western New York WRNY Rochester came up with an idea that proved to be popular with mothers—an essay contest for children from 8 to 17. Ten prizes were awarded for essays on "How the Snowstorm Affected Me." Announcements of the contest were made on WRNY's early morning program, The Clock Watcher, by the show's manager, Irving Edwards. Public reaction to the idea was excellent, according to Lester W. Lindow, WRNY general manager, who reports that one farm wife called to say she had kept her 11-year-old busy all morning working on his essay.

Educational Responsibilities
IN AN effort to point out to the State Legislature its responsibilities to West Virginia U., WCHS Charleston, W. Va., is presenting a series of five 15-minute daily programs at 6:30 a.m., based on discussions and observations of a WCHS staff member during a visit to the university campus. Station contacts each member of State Legislature, urging him to listen to the programs. Following the broadcast, each delegate is sent a copy of the script. WCHS also is running notices in local newspapers regarding the series.

Fire Flash
WHEN a lumber yard fire in Scranton, Pa., resulted in a deluge of telephone calls which taxed the central office of Bell Telephone Co. almost beyond capacity, supervisors on duty called WGBI, that city's request that a flash announcement be made notifying people of the community as to the location of the fire and need for relaxation of calling load. John O. Beam, district manager of Bell Telephone Co. of Pennsylvania, in a letter of commendation to WGBI, stated that "the firm work following the radio spot the central office load dropped over 50%, and within 20 minutes was a normal operation."

WMT Plowing Contest
WMT Cedar Rapids has announced that its second annual National Clean Plowing Contest will be held on a farm near Stanwood, Iowa, on April 25. Station will offer more than $1,200 in prizes to winners. WMT originated the contest last year to help combat the European corn borer, which cost Iowa farmers $25,000,000 in 1946. Cooperating with the station in staging the contest are the Cedar County Farm Bureau, Iowa Extension Service, Iowa Dept. of Agriculture and U. S. Dept. of Agriculture.

COUSIN KATEY

Says:

Dear Cousin:

Down here at KTSF we always aim to please. 'Course, this time of year we also might be aimin' at a lazy rancher who's just waked up after a long winter's nap. You know, Cousin, ranchers are just like people in some ways—that is, they seem to wake up on a g ripping. Seems to me they'd be最好是 if they'd wake up with a smile. Maybe they oughta hear Fred Bennett's "Band Wag on" every afternoon. They'd not only have a ranting good time, but they could also warm themselves around a cactus and tinkle themselves to death. Gee, Cuz, there sure is lots of talk already about the Fiesta and the Battle of Flowers next month. You sure ought to try and be down here for that. Everybody is gonna dress up in frontier style, wearin' boots and bandanas and cowboy shirts 'n' stuff. Believe me, it's goin' to be some doin's. Well, guess I better run along now. Tell all my friends howdy for me and tell 'em if they want a double barrel message that will hit both San Antonio and South Texas (just like that double barrel I'm aimin' above)—well, Cousin, we are modest, but it's still the old reliable KTSF. Just ask any of my cousins at the Taylor-Howe-Snowden offices. So long now . . . Love and kisses . . .

KTSF SAN ANTONIO

SAYS:

500 ON THE DIAL—5000 WATTS I.A.

AFFILIATED WITH

CBS

TAYLOR - HOWE - SNOWDEN

March 17, 1947 • Page 67
NAB District 3 Meeting

DISTRICT 3 of NAB will hold its annual meeting May 26-27 at the Lord Baltimore Hotel, Baltimore, NAB announced last week. The district comprises Pennsylvania, Delaware and Maryland. George D. Coleman, WQI Scranton, is district director. The district does not participate in the NAB area meeting plan, which originally was designed to combine some of the district meetings to cut down the travel burden of the NAB headquarters staff and permit attendance of more association executives. All districts and areas have now set meeting dates except District 1 (New England).

Army Week Material

IN PREPARATION for Army Week, April 6-12, the Radio Section of the War Dept. Public Relations Division has issued a booklet for use as script source material, in addition to numerous spot announcements concerning the Army's peace time accomplishments. Together with a letter from Maj. Gen. F. L. Parks, Army Public Relations chief, the booklet and announcements packet were sent to every station in the country. Recorded messages of Army Week are available to Gen. Dwight Eisenhower, Chief of Staff, and by Chief of Chaplains Maj. Gen. Luther D. Miller will soon be sent to stations through the NAB.

CLASSROOM RADIO

200,000 Philadelphia Pupils

Hear Programs Each Week

RADIO has become the fourth "R" in education in Philadelphia. Every week nearly 200,000 pupils in most of the city's public schools hear radio programs as part of their regular classroom activities. This has developed over four years, and since the appointment of a full-time staff of five teachers which prepares and arranges scripts and radio curriculum. The program is directed by Miss Gertrude A. Golden, a district superintendent of schools, from the radio office in the Board of Education Bldg.

Most of Philadelphia's radio stations cooperate, and there are now a total of 18 educational-information programs a week, totaling five hours of scheduled in-school listening, for classes from the first to 12th grades. Subjects include current events, literature, music, school science and social studies. Besides the radio stations, such agencies as the Free Library, Philadelphia Zoo, Academy of Natural Sciences, Franklin Institute and the University Museum cooperate by supplying materials and research facilities.

Record Promotion

ARTISTS who record for Majestic records are featured on two-colored audio cards being distributed by WPEN Philadelphia. Cards promote program "Let's build radio" an eight-week plan on WPEN by J. J. Pocock, local distributor.

The Fountainhead of Modern Tube Development is RCA

RCA Television Tubes

RCA television tube achievements make modern electronic television practical. Look to this continued leadership to bring you the finest and most advanced tubes that money can buy...like the RCA-2P32 Image Orthicon for outdoor operations...or the RCA-6D21 Twin Power Tetrode for television transmitters.

For every application, whether it's program pick-up, transmitter, or monitor service, there's an RCA television tube to meet your needs...Kinescopes, Iconoscopes, Orichons, Monoscopes, Transmitting Tubes.

For more information on RCA tubes for all television broadcast services, write RCA, Sales Division, Section P-35C, Harrison, New Jersey.
Radio-Press Cooperation

Joint Hollywood Project Helps Put 'Dimes' Drive Over Top

By JACK O'MARA
Promotion Manager, ABC Western Division

ANY SUCCESSFUL special event promotion in a community depends upon close cooperation between press and radio. The prevailing idea that Southern California radio and newspapers have a standing feud impossible to overcome took a factual setback recently when ABC Western Division and KECA, its affiliate, combined talents with Hollywood Citizen-News to stage a spectacular "Ribbon of Dimes" campaign for the National Infantile Paralysis Fund.

Novel stunt of "paving" Hollywood's best known thoroughfare—Vine St.—with a mile of ten cent pieces, Scotch-taped onto a moving scarlet ribbon was originated by William Davidson, KECA program manager. The daily newspaper was contacted through Harlan G. Palmer, Jr., assistant to the publisher, who endorsed the idea—and the campaign was on.

Stretching over a period of only eight days, the combination and cooperation of radio and press made the "Ribbon" stunt a great success. After initial meeting with various members from the station, network and newspaper, a systematic program was arranged in which ABC and KECA set up five different radio programs especially for the stunt and also started spot announcements over the air at all available times. Coordinating with this move, Hollywood Citizen-News broke advance stories written by its staff reporters. In addition, the newspaper was fed features and facts from publicity departments of network and station.

Frances Scully, network Hollywood reporter, was named "mistress of ceremonies" for the Ribbon. And she, along with network and station publicity departments, lined up top names from stage, screen and radio, as well as local officials, to participate in day's activities.

During campaign 150 spot announcements were used on KECA; three large ads were bought by network in the newspaper; 36 window cards were placed in key locations in Vine St. stores; stories, including straight news, features, totalling 311 inches, appeared regularly in the Citizen-News on pages one, two and three. Similar stories appeared in station and network publicity releases daily. Our press department rounded up photographers for the various celebrities participating in the stunt. The newspaper published a total of 20 of these pictures. They varied from a single to three- color in the Others in a six photo column spread.

Advance stories were issued daily concerning mechanics of the stunt, as well as about special radio shows and stars who would participate. Daily telephonic communications were maintained between various departments of the network and station and the newspaper. Both mediums also contacted outside interests for assistance.

On Job 6 a.m.-Midnight

With start of the event on Thursday, Jan. 25, representatives from the station, network and newspaper were on the scene from 6 a.m. to 12 midnight. An hourly report was made from the scene to newspaper and network with "play-by-play" account recorded on news broadcasts and at all other available spots. Although only scheduled to reach a mile, the ribbon ran way over expectations in both distance and amount. Citizens and celebrities joined hands to place a total of 92,000 dimes on the scarlet streamer, with reporters from both the paper and the network as well as photographers getting features and pictures as they happened throughout the day.

Complete staff of volunteers from AVWS and American Legion Auxiliary assisted day and night in collecting the dimes, placing them on the ribbon as it unwrapped up and down Vine St. Hollywood police department also cooperated by standing guard over the "dimes de-tour" as well as organizing crowds for the special "on-the-street" broadcasts.

Clade Scott, manager of KECA, speaking for the radio side of the campaign, stated that "it was an outstanding example of very successful newspaper and radio cooperation."

TIDE is the Leader

TIDE carries more pages of radio station and network advertising than any other general advertising publication.

And no wonder: TIDE carries more pages of radio station and network advertising than any other general advertising publication!

To get these important buyers interested in your facilities, advertise consistently in TIDE— the LEADER among general advertising publications in radio station and network advertising!

TIDE, The News magazine of Advertising, Marketing and Public Relations
232 MADISON AVENUE, NEW YORK 16, N. Y.

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232 MADISON AVENUE, NEW YORK 16, N. Y.
FCC Actions
(Continued from page 68)

Applications Cont.

AM—1080 kc
McLean County Bestc., Bloomington, Ill.—New AM station 1080 kc 250 W D.

AM—1140 kc
Donald W. Howe, Ware, Mass.—New AM station 1140 kc 250 W D.

AM—1150 kc
KFIJ Klamath Falls, Ore.—Change assignment from 1240 kc 100 W to 1150 kc 1 kw, install new trans. and DA-N and change trans. site—AMENDED: modify DA pattern.

Meshey’s Inc., Great Falls, Mont.—New AM station 1150 kc 5 kw DA-N unlimited—AMENDED: change DA pattern.

KRSL Salina, Kan.—Increase 1 kw to 5 kw, install new trans. and DA-N and change trans. site—AMENDED: modify DA pattern.

AM—1210 kc

Hickory HiJi Bestc., Thomas, Ga.—New AM station 1250 kc 250 W unlimited.

WCNT Centralia, Ill.—Change assignment from 1210 kc 1 kw D to 1250 kc 1 kw-D 500 W, install DA-N—AMENDED: change DA pattern.

AM—1270 kc
WJOL Florence, Ala.—Change assignment from 1290 kc 500 W to 1280 kc 1 kw-1 with new DA-N unlimited.

Andrew G. Haley, Palisades, Calif.—New AM station 1300 kc 500 W D.

AM—1320 kc
WXK Columbia, S. C.—Change assignment from 1490 kc 1500 W D to 1490 kc 1 kw-1 unlimited, install new trans. and DA-N—AMENDED: change power to 500 W unlimited, install new DA-N.

Modification of CP

WCNR Covina, Calif.—Mod. CP new FM station, to change type trans. ERPl 7.7 kw, sp. height average above terrain to 240 ft, make changes ant. and change station. filed for consolidated trans. by station.

WHB Kansas City—Mod. CP change assignment to increase 5 kw-D to 5 kw-N 10 kw-D make changes DA-D pattern (800 w).

KWAS-TV Louisville, Ky.—Mod. CP new commercial TV station for extension completion date.

KSD-TV St. Louis—Mod. CP new commercial TV station for extension completion date.

License Renewal

Applications for renewal of AM li.

WFXL Florences, Ala.—Consent to assignment of CP from Eugene E. Stone to American Bestc., Inc.

AM—1340 kc

AM—1350 kc
WKAT Miami Beach, Fla.—Consent to assignment of license to William H. Paterson by WKAT Inc.

AM—1360 kc
WSAU and WSAU-Mt. Wausau, Wis.—Consent to assignment of license and CP of WSAU and CP of WSAU-Mt. Wausau by Southern Bestc., Inc. to the Journal Co.

Modification of CP

KSD St. Louis—Mod. CP makes changes in DA, operating on 550 kw 5 kw unlimited.

AM—1400 kc
WRAL Raleigh, N. C.—Denied application for renewal of AM station 1400 kc 250 W unlimited to 620 kc 1 kw-5 N 5 kw-D unlimited.

AM—1230 kc
Commission announced adoption of order directing proceedings on renewal application of WTOL Toledo, Ohio, be reopened and that application of Pub-

March 11 Applications...

ACCEPTED FOR FILING

AM—600 kc
KROD El Paso, Texas—Change assignment from 500 w 1-1 N-D to 5 kw-DN unlimited, install new trans. and DA-N, change trans. site.

WABC Rochester, N. Y.—CP new AM station 1350 kc 250 W unlimited—AMENDED: request 850 kc 1 kw-DN unlimited, change type trans., change DA-N pattern.

AM—890 kc
WBCT Brockton, Mass.—CP mount FM antenna.

Steel City Bestc., Corp., Gary, Ind.—

AM—1150 kc
AM station 1060 kc 1 kw D.

AM—1230 kc
Hilding V. Neren, Merrill, Wis.—CP new AM station 1350 kc 1 kw unlimited.

AM—1240 kc
WFOY St. Augustine, Fla.—Voluntary transfer control from Glenn Manning Jr., Ed Norton and Frank King to J. C. Bell.

Michigan Music Network Inc., Jackson, Mich.—Mod. CP new AM station 1340 kc 1 kw unlimited.

AM—1340 kc
Tri-State Bestc., Evansville, Ind.—

KWY AP new AM station 1260 kc 5 kw unlimited—AMENDED: re-opened and application for consolidated trans. by station.

AM—1360 kc
Lockport Union-Sun and Journal Inc.

AM—1400 kc
West Easton, Pa.—CP install new trans.

WHGB Harrisburg, Pa., Same.

KVIN Coeur D’Alene, Idaho—CP Increase 1 kw-DN unlimited, install new trans. and DA-DN, change studio and trans. sites.

AM—1450 kc

AM—1460 kc
KORE Eugene, Ore.—CP change 1450 kc 250 W unlimited to 1 kw-DN unlimited, install new trans.—AMENDED: request 1450 kc 1 kw-DN unlimited, DA-DN, change trans. site.

California Bestc., Santa Monica, Calif.—CP new AM station 1450 kc 250 W unlimited—AMENDED: request 1450 kc 250 W unlimited.

AM—1470 kc
KDFN Casper, Wyo.—CP install new trans.

"Have to - play - WFDF Flint - tonight."

MULTI-BARRELS

---

Yes, powerful don’s are going down Texas way...

Yes, powerful don’s are going down Texas way...

for KPAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

5,000 Watts

7,000 Watts

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

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

K PAC

Mutual Broadcasting System

Page 72 • March 17, 1947

BROADCASTING • Telecasting
AM—1590 kc. WXXL Peoria, Ill.—License to cover CP new AM station; authority to determine operation by direct measurement of ant. power.

Remote Pickup
Western Conn., Bestg. Co., Stamford, Conn.—License to cover CP new remote pickup station, WCTO.
FM—103.3 uc. Thomas C. Holston, Lebanon, La.—Passed CP new FM station on 104.5 or 105.5 mc;—AMENDED: change name from Thomas C. Holston to Radio Louisiana FM and Television Inc.; request 103.5 mc.
FM—109.1 uc. Luster, Mo.—Passed CP new FM station on 109.5 mc;—AMENDED: change name from Luster, Mo. to Lost Winds Broadcasting.

Grant proceedings.
FM—107.7 mc. Granted petition requesting that application be denied for FM station in consolidated proceeding with applications in Dockets 7425-7427 inclusive. Applicant for class B FM stations in Atlanta area, presently set April 7, Atlanta.

FM stations

The FCC: Granted conditional approval for five class B FM outlets, two in lieu of previous applications. (See story this issue.)

TV—66-72 mc
Southern Radio and Television Equipment Co., Miami, Fla.—Granted CP new commercial TV station 66-72 mc (channel 36), power 1.5 kw, sur. 0.7 kw, ant. 340 ft.

FCC Amendments
The action regarding following applications was amended by FCC Feb. 17 as amended to read as follows:
The Outlet Co., Providence, R. I.—Granted extension of completion date of commercial TV station for 6 month period.
KSTP St. Paul, Minn.—Same.
Raythen Manufacturing Co. Inc., Waltham, Mass.—Same.

DOCKET CASE ACTIONS (By the Commission)
AM—1450 kc
Paul Brake, Miami Beach, Fla.—Announced final decision granting applications for AM station 1490 kc 250 w.
Everglades Bestg. Co., Miami Beach, Fla.—Denied application new AM station 1450 kc 250 w.

March 12 Applications...

ACCETP FOR FILING AM—1090 kc

(Continued on page 77)
Kron Urges Use of Radio To Reach Latin America

"RADIO has emerged as the major advertising medium in Latin America," according to Arthur Kron, executive vice president of Gotham Advertising Co. Speaking before the American Marketing Assn. in New York on Wednesday, Mr. Kron said that since about 50% of the Latin American people are illiterate, radio was the best way to reach a mass audience.

Having just completed an extensive tour of South America, Mr. Kron was able to report firsthand that most of the people do listen to radio even though many don't own sets. This is accomplished by the placement of loudspeakers in prominent public places, and even along the streets in some countries. In contrast to this, 98.3% of Buenos Aires residents own sets, and only 8.3% of these sets are inoperative.

"The weakest points in South American radio," said Mr. Kron "are talent and production, but they are definitely on the upswing."

Mr. Kron paid a special tribute to the shortwave stations in this country, "the message they've carried," he said, "has done tremendous good for the U. S."

### NBC-UCLA Institute

START of fifth annual NBC-UCLA Radio Institute has been set for June 23, according to Jennings Pierce, network's west coast manager of public service and station relations. Six-weeks course will feature as instructors Art Bearley, NBC Hollywood studio and field engineer; Frank A. Berend, Western Division sales manager; Mr. Pierce; syndicated writer-director; Andrew Love, network director; John C. Swazey, manager of news and special events for the network; chief announcer; William Sener, USC director of radio; David Nowinson, staff writer of KFI Los Angeles; Henry Russell, network's western musical director.

### AAAA Chapter Elects

CARL K. TESTER, vice president and general manager of Philip J. Meany Co., Los Angeles, was elected chairman of Southern California chapter of American Assn. of Advertising Agencies at meeting held Mar. 6. He succeeds Wayne Tiss, vice president of BBDO, Hollywood. Robert Lee, Los Angeles manager of Buchanan & Co., was reelected vice chairman, with Alfred Rooney, general manager of Dan B. Miner Co., Los Angeles, secretary-treasurer. Elected to board of governors was Elliott E. Potter, superintendent of advertising service for Young & Rubicam Inc., Hollywood. Gay Little, president of Little & Co., Los Angeles, also serves on board.

### LONDON LETTER—By William Pingrey

**BBC Is Accused of Falling Down On Responsibility in Coal Crisis**

DESPITE voluntary cuts in service—the broadcasting monopoly was considered an essential power consumer—the BBC has been accused of failing to use its medium to bring critical issues of the fuel crisis to the nation.

"Through sheer lack of imagination the BBC has done a bad job during the crisis," declared Benn Levy, Labor M. P., in a speech charging the BBC with carrying its program of impartiality to extreme.

Frederick Laws, radio columnist, wrote in the News Chronicle: "It seems to me that we were in sufficient of a mess to justify the use of radio for vigorous and vulgar propaganda. The old game of balancing views is irrelevant."

Criticalizing the Government more than the BBC, W. E. Williams wrote in the Sunday Observer: "In a week so momentous in Home as well as in Foreign Affairs cabinet minister availed himself of the opportunity to bring critical issues to our firesides, and in an hour of destiny our tongue-tied Government was content to leave its policies to be paraphrased in official communiques."

BBC's "cultural" network, the Third Program, one of the voluntary casualties of the national power famine in February, has been returned to the air.

It was the first suspended service to be restored. Still off was the entire television service, while the other two broadcasting networks, the Home and Light Programs, were still combined until 6 p. m. and silent during five hours. It took the fuel crisis to demonstrate the popularity of the highbrow Third Program, which specializes in drama and classical music, leaving the quiz shows, swing and mass appeal programs to the other networks. Although the Third's audience is the smallest, its audience is vocal and the press, echoed by parliament, was quick to criticize the suspension.

The British television audience is steadily rising in numbers.

The Government Postoffice, in charge of radio licensing, reported that the census in January showed 3,750 more licenses for television receivers than in December. The total sets licensed in the United Kingdom is 11,200.

Total of radio receiving licenses in force at the end of January was 10,691,900. There were 290 prosecutions during January for operating receivers without license.

### Carter Poems Published

EDGAR T. CARTER, a member of the KUJ Walla Walla, Wash., staff since 1937, has published a book of his poems under the title, "Papa Goose Rhymes." In addition to serving on KUJ's technical staff, Mr. Carter conducts a week-day program (Ed Carter Time, 7:30-7:45 a. m.) on which he features his poems. His new volume was published by the Exposition Press, New York.

### Coffin Leaves CBS

TRIS COFFIN, CBS newscaster, resigned from the network last Saturday to devote more time to freelance writing. He has articles scheduled for publication in forthcoming issues of the Saturday Evening Post, Coronet, Junior Bar-nard and Salute. His book, Missouri Compromise, is scheduled for publication May 5. Published by Little, Brown & Co., the book is a personalized account of the first two years of the Truman administration. Mr. Coffin lately has been heard on Washington Diary, Tues., Thurs., Sat., 6:15 p. m., and on Report From Washington, Fri. 6:15 p. m. He plans to return to radio sometime in the future.

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

PROOF that radio can sell even lawnmowers in Maine just after a blizzard has come from WTVL Waterville, Me. R. D. Hall, owner and manager of Hall-Blake Co. hardware store, wrote to C. D. Brown, WTVL president, saying: “It thought we would mention lawnmowers on your Oaklandsummer sale just to see what happened, first out of curiosity, and second because we had just received a shipment of 36 lawnmowers. Over half of them have been sold.” The incident has encouraged Mr. Hall so much that he has ordered three “Weather Forecast Jingles” a day for his store. He also owns.

Henry Succeeds Goad

RADIO CORRESPONDENTS Association last Tuesday elected Bill Henry, CBS New York, as president of the association, succeeding Rex Goad, Washington manager of Transradio Press. Albert Warner, Mutual’s Washington news bureau chief, succeeded Henry as CBS Washington news bureau head, as vice president. Mr. Warner’s position of secretary has been filled by Elmer Davis, ABC commentator. Succeeding Ray Henley, CBS newsman, as treasurer is NBC Washington director of news and special events, Bill McAndrew. F. W. (Pete) Tully, Yankee network correspondent, was elected member-at-large on the executive committee.

Network Accounts

Renewal Accounts

SEEMAN BROS., New York. March 3 renewed for 19 weeks “The Dragnet Detective Mysteries” on MBS, 8-50 and 8:30-9:00 p.m.

BONSON ART METAL WORKS, Newark, N. J., Feb. 28 renewed for 52 weeks “The Whistler” for 5-6:00 p.m. on WOR, New York.

QUAKER OATS Co., Chicago. Mar. 2 renewed for 52 weeks “Those Websters” on MBS, 5:30-6:00 p.m.

WILLIAMSON CANDY CO., Chicago. Mar. 2 renewed for 52 weeks “Detective Mysteries” on MBS, 4:30-5:00 p.m.

Network Changes

HOUSEHOLD FINANCE Corp. Chicago, Mar. 2 replaced by “That’s Pinnick Fan” on CBS, 9:00 p.m.

Harvey Dinkins’ hayfield favored comments in his “News and Views” on the Piedmont Farm Program, broadcast daily over WSJS, exerts a powerful influence on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwestern Virginia, another reason why WSJS sells the Piedmont!
AN AMERICAN girl who formerly worked in radio, is now living in England, and listening to the BBC. Excerpts from her comments on the BBC, written to a station manager in a large U. S. city, follow:

"When I first came over here, I was all set to find BBC infinitely superior to U. S. radio; I expected to hear good programs without benefit of advertisements almost continuously. I expected to hear intelligent presentation of intelligent programs and BBC had a head start because I was enthusiastically prejudiced. Did I get any of the things I expected?"

"I did not."

"At this point I yearn for U. S. radio, complete with advertising, because with a little diligent search I could always find something I wanted to hear...I personally think they [productions of the Third Program] are unbearably stuffy. They run snotty talks on subjects such as 'Chaucer's Linguistics,' "The Painter Versus the Writer," "The Work of Shaw and His Contemporaries," etc. Being a classic music fan, I am pleased with some of their attempts in this direction."

"And a word about British comedy. I must in all fairness say that this seems to get a hilarious welcome from the average listener and more especially the studio audience. It seems to me that the British comedian's main technique is that employed by has-been comedians [in the States] who can't forget their old vaudeville days, and who insist on vociferously hollering out their corny gags in a fast delivery that implies they are simultaneously doing little dance steps and wearing funny hats."

"They have just caught onto the quiz program, too, and the air abounds with these, also a few amateur hours, which indeed are strenuously amateur. [But] if it suits the listener here I have no right to kick...Incidentally, Armed Forces Radio Service is still doing wonderful work over here. I listened to the news from AFN [American Forces Network] Munich last night and found out a lot I wouldn't otherwise have known..."

PHOTOGRAPHER covering annual convention of Assn. of Women Broadcasters at Hotel Roosevelt, New York, found this group in a happy mood. Clockwise, starting with smiling lady nearest camera, are: Neil Dougherty, WSTC Stamford, Conn., Dist. 1 AWB chairman; Gertrude Grover, WICU Ithaca, N. Y., Dist. 2 chairman; Mildred Bailey, WCOP Boston, vp of AWB; Norma Richards, WSPD Toledo, AWB treasurer; Elizabeth Hart WMAQ Chicago, AWB vp; Nancy Grey, WTMJ Milwaukee, Dist 9 chairman; Anne Hayes, KCMO Kansas City, Mo., Dist. 10 chairman; Alma Kittel, WJZ New York, AWB president; Dorothy Lewis, vp of AWB and coordinator of listener activity, NAB; Louise Hill Howe, KSL Salt Lake City, Dist. 14 chairman; Julie Bennell WKY Oklahoma City, Dist. 12 chairman; Violet Short, KTS San Antonio, Dist. 13 chairman; Kay Winer, WKBO Harrisburg, Pa., Dist. 3 chairman; Ruth Crane, WMAL Washington, Dist. 4 chairman.

Canadians’ Taste Still Turns to U. S. Programs

FIRST NINE most popular English-language evening programs in Canada originated in the United States, the February Elliott-Haynes report issued March 10 at Toronto shows. Charlie McCarty continues to lead with a rating of February up to 43.1, followed by Fibber McGee and Molly with 39.3, Radio Theatre 38.9, Fred Allen 32.5, Adventures of Ozzie and Harriet 30.0, Amos 'n Andy 28.7, Album of Familiar Music 22.2, Take It or Leave It 22.2, Bob Hope 21.6, and NHL Hockey 21.3 (Canadian program).

Five leading English-language daytime programs in February were Ma Perkins 19.8, Happy Gang 19.7 (Canadian program), Pepper Young's Family 18.1, Big Brother 17.7, and Dr. Kildare 16.1.

FUN CLUB POPULAR

KMYR Issues 5,000 Member Cards to Denver Youth

SINCE KMYR Denver inaugurated its Fun Club in 1945 as a juvenile delinquency prevention measure the station has issued more than 5,000 membership cards to Denver's underprivileged children, according to Albert G. Meyer, station manager, who originated the idea. The Fun Club was started by Mr. Meyer through his youth radio program, Meet the Boys in the Band.

Major purpose is to help the youngsters have a good time. Every other month KMYR engages the city auditorium and gives a dance for Fun Club members. Other forms of fun provided by the station include free picnics at Denver's amusement parks, stereo shows for Fun Club members and special theatre shows.
Applications

WHYN-FM Holyoke, Mass.—Mod. CP new AM station change assignment and completion dates.

KMOO Kansas City, Mo.—Mod. CP as mod. change assignment, for extension completion date (10 k). WKU Ashbury Park, N. J.—Mod. CP new FM station change trans. sit. and alt. height above average terrain to 225 ft., changes ant. system and change commencement and completion dates.

KWBR Santa Fe, N. Mex.—Mod. CP change assignment etc., for extension completion date.

WFAR Alliance, Ohio—Mod. CP as mod. new FM station to change type tran. ERFP to 1 k.

KGY Pittsburgh—Mod. CP as mod. increase power etc., for extension completion date.

WLSC Lancaster, S. C.—Mod. CP new FM station change commencement and completion dates.

KTRM Beaumont, Tex.—Mod. CP new AM station for approval ant., change type and approval of new trans. and studio sites (990 k).

KCPN Fort Worth, Tex.—Mod. CP new commercial TV station change commencement type tran., change ERP to vis. 16.33 kw aur. 8.73 ft., make change in system changes and extend commencement and completion dates.

KOMO-FM Seattle—Mod. CP as mod. new FM station change commencement and completion dates.

WMAA-FM Madison, Wis.—Mod. CP new noncommercial educational station for extension completion date.

License Renewal

Applications for license renewal of remote pickup stations filed for: KASD KAOY KAZB KAZQ KBBG KJCR KKAM KWRR NWAQ WQ XIW WQBP WQAQ KEEI WEJC WJWQ WERE WERQ WWRU WJRU WBRB WJYJ WMTQ WNTY WQDI WYDI WQDQ WQDW WQKX WQDK WQQR WQBR.

FM—Unassigned

WFDR Bear Lake, Mich.—Grant new FM station, frequency to be assigned by FCC, ERFP 105 k.

Nichols & Warinner Inc., Long Beach, Calif.—CP new class A FM station, frequency to be assigned by FCC, ERFP 1100 k.

Radio New Rochelle Inc., New Rochelle, N. Y.—CP new class A FM station, frequency to be assigned by FCC, ERFP 1 k.

Radio New Rochelle Inc., New Rochelle, N. Y.—CP new class A FM station, frequency to be assigned by FCC, ERFP 2.06 kw—AMENDED: to change ERP to 1 kw.

TV—Experimental

Sherron Metallic Corp., Brooklyn—CP for reinstatement of CP new experimental TV station (WZDK) on frequency to be assigned by FCC, ERFP 10 kw, vis. 10 kw, peak emission aur. A3.

APPLICATION DISMISSED

Iowa City Bestg. Co., Iowa City—CP new FM station reinstatement dismissed—petition of applicant Febr. 21.

March 13 Decisions...

BY COMMISSION EN BANC

AM—920 k

WBWB Burlington, N. C.—Granted CP increase 1 kw to 5 kw, operating D on 900 kw, make changes ant. and grant change type trans.; engineering cond.

AM—1050 k

XRMY Miami, Fla.—Grant changes vertical ant., increase 250 kw to 1 kw, change type trans.

Northwestern Ind. Radio Co., Valparaiso, Ind., and Steel City Bestg. Co., Gary, Ind.—Designated for consolidated hearing new applications for new FM stations: Northwestern, 1080 kw 250 D; Steel City, 1080 kw 1 kw D.

WDEI Wilmington, Del.—Granted petitions for reconsideration directed against FCC Oct. 31, 1946, action granting without hearing application of Suburban Bestg. Corp. for new AM station at Upper Ferry, Pk., 170 kw D.

Ordered said grant set aside and application set aside for hearing at WDEI, majority present.

AM—1230 k


AM—1260 k


AM—1390 k

Kirkville Bestg. Co., Kirkville, Mo.—Designated for hearing application for new AM station 1390 kw 250 kw; ordered that Audrain Bestg. Corp., Kirkville, Mo., be required to permit hearing at Kirkville, Mo.

AM—1440 k


AM—1510 k


Petition Denied

WCKY Cincinnati—Adopted memorand—

unopposed application for renewal of license pending. Changes issued on application of Patrick Joseph Station, Philadelphia, pending determination upon appeal which is pending before the B.C. Court of Appeals for D. C.

H. George McKee, Portland, Ore.—Denied petition and supplement thereto, requesting FCC to reconsider Dec. 30, 1946 action designating applicant for hearing, and grant same without hearing.

Petitions Dismissed

KRTSA St. Antonio, Tex.—Dismissed petitions requesting withdrawal of petitions D-7, Dec. 24, 1946, directed against new grant of CP to KCBS and conditional grant to petitioner for power increase.

March 13 Applications...

ACCEPTED FOR FILING

AM—730 k


AM—930 k


AM—1020 k

AIken-Augusta Bestg. Co., AIken, S. C.—CP new AM station 1020 kw 1 kw D.
FCC Actions

Applications Cont.: 

PCG, ERP 20 kw. ant. height above average terrain 500 ft. 

TV—Experimental 

The Pultizer Pub. Co., St. Louis—License to cover CP new experimental TV station (WKBG). 

Crosley Bestg. Corp., Cincinnati—License to cover CP as mod. new experimental TV station (WKBG). 

APPLICATIONS RETURNED 

AM—590 kc 

Harold G. Bishop, Harrisburg, Pa.—New AM station 1390 kc—RETURNED: by letter March 10, incomplete engineering data. 

AM—1390 kc 

Albert J. Meyer, Riverton, Wyo.—CP new AM station 1390 kc—RETURNED: March 7, no engineering data on Form 304. 

Modification of License 

Peach Bowl Bestg. Folsom City, Calif.—Mod. license to change 1400 kc 300 w to 1500 kc 1 kw, install new trans. DA-N—RETURNED: March 7, incomplete. 

TENDERED FOR FILING (Since Feb. 7) 

AM—1280 kc 

WOV New York—Consent to transfer of control from Arde Bulova to Harry D. Hesselt. 

AM—1310 kc 

WMNH Dearborn, Mich.—CP change 1340 kc to 1210 kc unl. N-A, change site. 

AM—1330 kc 

KPH and E.M.A. Radio Wichita, Kan.—Consent to transfer of control from Victory Mlock Estate to Wichita Eagle Inc. (CP for KPH-FM). 

AM—1370 kc 

WPAB Peoria, Ill.—Consent to transfer of control from Miguel Boltero Palermo (deceased) to Mrs. Maria M. Porrata Doria, Carlos Clavell, Juan A. Wishing, Rafael Lopez Zapeta, Alfonso Olmeda, Mrs. Crusa Teresa Bigay, Mrs. Dalvy Bigay, Angel Lopez Vasques and Inocaida Bigay Vda. Saltero, as judicial administrator of the estate of Miguel Salto Palermo. 

Modification of CP 

WMBR Jacksonville, Fla.—Mod. CP change DA, install FM ant. using 5 kw unl. DA-N (1460 kc). 

KGY Pittsburgh—Mod. CP for approval DA-D. 5 kw-D. unl. DA-DN (1450 kc). 

Chattahoochee Bestg. Columbus, Ga.—Mod. CP for approval DA at new site using 1 kw unl. DA-DN (1450 kc). 

Hearings Before FCC . . . 

MARCH 17-18—10 A.M. 

AM—Hearing 

The Concho Valley Bestg. Co., San Angelo, Tex.—CP 1400 kc 250 w unl. 

Runnels County Bestg. Co., Ballinger, Tex.—Same. 

To be held Room 207, Post Office Bldg., San Angelo, March 17; City Hall auditorium, Ballinger, March 18. 

AM—Hearing 

Wydandale Bestg. Co., Wyandotte, Mich.—CP 1310 kc 250 w D. 

Wydandale News Co., Wyandotte, Mich.—Same. 

Suburban Bestg. Dearborn, Mich.—CP 1310 kc 1 kw D. 

To be held in council chamber, City Hall, Wyandotte. 

MARCH 18-19—10 A.M. 

AM—Hearing 

Gifford Phillips, Denver, Colo.—CP 1450 kc 250 w unl. 

Morocco Bestg. Co., Greeley, Colo.—Same. 

To be held in Court Room A City and County Bldg., Denver, March 18; City Hall, Greeley, March 19. 

MARCH 20-21—10 A.M. 

License Renewal 

WHLS Port Huron, Mich.—License renewal. 

Study Single Union For Actors - Artists 

AFRA New York Local Eyes Move To Unite With Other Groups 

A RESOLUTION proposing a merger of AFRA with three branches of the Assn. of Actors and Artists of America into a single union is on the agenda of an AFRA membership meeting to be held in New York next Thursday, March 20. 

The resolution suggests that "AFRA take the leadership and set up committee to urge and promote the adoption of the amalgamation" of the various unions. 

The Association at present includes AFRA, Actors Equity, American Guild of Variety Artists, Chorus Equity, Hebrew Actors Union, Hebrew Chorus Union, Hungarian Actors and Artists, Italian Actors and Artists, Screen Actors Guild and Brother Artists Assn. 

Advocates of the merger argue that one big union would mean cheaper individual membership dues, as well as greater unity and strength wherein a single cardholder could work interchangeably for any of the currently separated divisions. 

Notwithstanding the interest aroused by the proposal it is not expected that the resolution, if adopted, will result in an early formation of a united front. 

Radio Promotion Plans To Be Discussed Mar. 25 

PROMOTION plans for the radio-in-every-room drive of Radio Manufacturers Assn. will be considered by the RMA Advertising Committee at a meeting to be held March 25 in the Roosevelt Hotel, New York. The Fred Eidean Organization, recently appointed to carry on the $2,000 drive, will submit its programs. 

The committee also will take up plans for National Radio Week Oct. 27, in which NAB will cooperate. John S. Garceau, Farnsworth Television & Radio Corp., is chairman of the committee. E. R. Taylor, Zenith Radio Co., heads the set drive.
FM Antennas

(Continued from page 18)

rather than an engineering question so long as the Commission doesn't deviate from its standards.

FCC engineers who met with the committee explained that the Commission has no top limit on antennas so long as Civil Aeronautics Administration has no objection. FCC rules specify that Class IV stations must have antennas at least 150 feet high unless they can show a 75 millivolt-per-meter signal strength at one mile for 250 watts.

Most Under 200 ft.

Most quarter-wave antennas are under 200 feet. Economy has been the dominant reason for this practice. A few stations now use half-wave antennas, and a few others have one-third wave, but they are a small minority.

Use of half-wave antennas not only will strengthen signals of existing stations in their coverage areas, and be suitable for FM radiation as well in case of joint AM-FM operation, but will reduce interference except at certain specified distances far outside primary areas. Extent of this interference problem, should large numbers of stations desire to change to half-wave antennas, might be a matter for engineering study.

Proposal that all stations be compelled to adopt half-wave antennas was turned down by Panel 4, Radio Technical Planning Board, during the war because of interference predicted at certain distances. The panel was concerned with interference that would be caused if every station went to half-wave and opposed compulsory Commission action. Economic factors entered into the panel's consideration and its adverse recommendation is not considered an indictment of half-wave antennas.

Subject Discussed Fully

The tower question occupied much of the committee's meeting last week. Members reiterated past criticism of CAA for its delay in clearing tower sites and asked the NAB headquarters staff to suggest to CAA and FCC that the agencies cooperate to clear up some of the present confusion.

The committee proposed that FCC and CAA cooperate in preparing a series of elevation maps for use by broadcasters in selecting available sites for towers. Early meeting with the two agencies is planned. Also to be discussed will be the proposal that set standards governing location of towers, cover such factors as airports and lighting.

Committee members noted that confusion exists on the lighting of towers whose height is less than surrounding structures.

NAB was asked by the committee to reevaluate its Engineering Dept., which has been inactive since James L. Middlebrooks resigned last autumn as engineering director to join ABC. The committee favored a two-man engineering department, with the director handling administrative and policy matters as well as attending engineering conferences and an assistant handling day-to-day engineering matters. NAB is expected to name an engineering director in the near future.

Project to develop complete NAB technical standards for transmissions and recordings for broadcast purposes will be revived. The movement originally was started some years ago by Lynn C. Smeby, engineering consultant, while NAB engineering director.

Sixteen items were standardized by NAB, and approved by its board, before the war halted the project. These standards have been widely accepted. Their purpose is to provide uniform high quality results from transcriptions regardless of who makes the transcription or manufactures the equipment.

The NAB board, at its August meeting in Estes Park, Colo., last summer, endorsed revival of the project. The industry committee, consisting of nearly 80 interested parties, will be revived to complete the study and establish all necessary standards.

The committee went one step further by proposing that the problem be approached from an international viewpoint because of the growing exchange of recorded programs among nations.

An addition to the NAB Engineering Handbook dealing with acoustical studio standards was recommended by the committee, which also proposed that a chart be included to show the resilience of antenna components. The committee suggested that encouragement be given several doctors study on mutual impedances of vertical radials in directional antenna systems.

Attending the committee meeting were: Orrin Towner, WHAS Louisville, chairman; James Ebel, WMBD-Peoria; Ross H. Beville, WWDC Washington; Roland C. Hale, WCOP Boston; Oscar Hirsch, WKBW-Cairo, III.; Royal V. Howard, KSFO San Francisco; G. Porter Houston, WCEM-Baltimore; Earle M. Johnson, MBS. T. A. M. Craven, Cowles stations, attended as board liaison member. Representing NAB were Executive Vice President A. D. Willard Jr. and Secretary-Treasurer C. E. A. Arney Jr. Appearing as committee guests were Howard S. Frazier and Lynne C. Smeby, former NAB engineering directors.

Attending the luncheon meeting were these FCC guests: Cal. Ebel, chief engineer; George P. Adair, chief engineer; John A. Willoughby, assistant chief engineer for broadcasting; James E. Barr, C. M. Braun and Curtis Plummer, from Engineering Dept.

Down Mexico Way

WHEN PRESIDENT Truman broke precedent a fortnight ago with his visit to Mexico, he also established a radio "first" by making a major radio address from Mexico City. Here J. Leonard Reinsch (1), radio advisor to the President and managing director of the Cox stations, is talking over arrangements with Emilio Azcarraga, president of XEW and XEQ Mexico City, that nation's leading broadcaster, who collaborated in the arrangements. Mr. Reinsch is featured in an illustrated article in the current issue of the Mexican magazine Olga! He returned to the States with the President and supervised his radio address on Greece last Wednesday.

'Flush' Brings Rush

DEULGE OF LETTERS from the listening audience trying to guess the identification of "'Hush" on the Truth or Consequences show on CBS has been so great that Ralph Edwards, m. c. of the show, has had to hire an extra staff of 80 people to read the more than 300,000 letters received so far. The show is sponsored by Procter & Gamble (Duco) through Compton Adv., New York.

MORNING, NOON AND NIGHT

WIOD DOMINATES

THIS MARKET

C. E. HOOPER STATION LISTENING INDEX

MIAMI, FLORIDA

DECEMBER 1946 - JANUARY 1947

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WIOD Station B Station C Station D Others

Mondays thru Fridays 6:00 AM to 12:00 Noon

35.1 34.6 8.8 17.6 3.9

Mondays thru Fridays 12:00 Noon to 6:00 PM

37.7 18.7 9.4 30.6 3.6

Sundays thru Saturdays 6:00 PM to 12:00 Noon

43.2 17.0 11.0 28.5 0.3

Sunday Afternoon 12:00 Noon to 6:00 PM

45.7 19.2 10.5 22.8 1.8

NATIONAL REPRESENTATIVES

GEORGE P. HOLLINGER CO.

SOUTHEAST REPRESENTATIVE

HARRY E. CUMMINGS

JAMES M. LEAGUE, General Manager

5,000 WATTS • 610 KC • NBC

March 17, 1947 • Page 79
Burde, McVane, Gaeth, Gaithra to Receive Headliner Medals of Merit

FOUR RADIO correspondents are among the 15 men and two women who will receive Headliner Medals of Merit for journalistic achievement during 1946 at the annual convention of theHeadliners in Atlantic City on June 14.

Arthur Gaeth, MBS, will receive the medal for the outstanding foreign broadcast of 1946, his "excellent and dramatic on-the-spot coverage of the Nuremberg executions."

John Galbraith of ABC's San Francisco affiliate, KGO, will receive the medal for the outstanding news broadcast of last year, his "excellent on-the-spot account of the Alcatraz prison riot."

The medal of merit for the outstanding assigned radio reporting achievement of 1946 will go to Winston Burde of CBS for his broadcast from the Bilbo hearing in Jackson, Miss.

The medal for outstanding coverage of a continued major news story will be awarded to John McVain of not all homes in "a community reporting of the UN meetings."

Hooper Set to Use New Diary System

Seid to Provide Better Picture in Telephone-Scarce Areas

C. E. HOOPER INC. announced last week that it is prepared to use its much publicized diary system in compiling future station listening indexes.

A primary purpose of the system, according to the announcement, is to produce a more accurate picture in areas where telephone have been inadequate. To date, there have been five main limitations on the effectiveness of the index, the announcement said. These were: (1) It sampled telephone homes, not all homes in "a community;" (2) it was restricted in use to communities where the telephone home population was adequate for sampling; (3) it developed no station audience information on listening before 8 a.m. or after 10 p.m.; (4) its use was restricted to urban areas, and was not applicable to small towns or communities; (5) it was comparatively expensive for the more remote communities.

Under the revised system, however, the following factors prevail: (1) All homes are sampled—the telephone barrier having been cleared completely; (2) no community is too sparse in population to support a measurement; (3) listening is measured by two-hour periods (one hour if desired) from 6 a.m. to midnight; (4) any type of population unit may be measured (city, town, county, rural); (5) the cost for reports on smaller or more remote communities, previously the most expensive to produce, has dropped to two-thirds that of the more restricted telephone-based station listener index.

Strotz

(Continued from page 10)

Harry, of course, got his start with Eddie Cantor as one of radio's first stooges.

Here then, are 10 successful shows which star people who have come up within the ranks of radio itself. Three of these shows have already hit the rarefied Hooper atmosphere—where the Hopes and Fibbers have been riding high for, lo, these many years.

As for the so-called "unhealthy" situation of those same familiar names bobbing up in the top 15, it is an old habit of the American public to stick by its favorites. Babe Ruth, in addition to being the leading hitter in baseball for many years, would probably still get a large share of the votes if the fans were to choose their favorite player. Clark Gable has a habit of getting into the list of top 10 box-office stars every year; and Alfred Lunt and Lynn Fontanne, along with Katherine Cornell and Helen Hayes, have had their way with theatre-goers for a long time, too.

Don't blame radio for the Hooper situation. Blame the listening public. And don't worry about new talent. As long as there are top-Hooper shows, there will be top-stropping players, ever one of whom would like a show of his own. And most of them is good enough to have one!
separate the signals up to a 1,000-to-1 ratio.

Similar difficulties have been reported
between stations operating 400 kc apart in Chicago and also in
New Orleans.

John H. DeWitt, a pioneer in
high-frequency propagation
who built the "first commercial
FM station" (WSM Nashville), now
consulting engineer for Clear Channel Broadcating Service, which
has followed FM operations closely in
the cities where clear channel stations have FM outlets (11 of the 16
CCBS stations have FM affiliates
now in operation), expressed belief
that two "blank" channels
would be necessary between stations in
the same city and that 800-kc sepa-
ration (three blank channels)
would be desirable. Receivers, he
said, "just aren't selective enough"
by separation of 400-kc separation
in the same city.

Set Production

Thus far, FM set production
has been concentrated on more ex-
pensive FM-AM console combinations
(of 51,318 FM receivers produced in
January, 5,004 were table models).
When sets of a less expensive
price are modelled, it was feared,
the natural result in FM as
well as AM is that selectivity
becomes less acute. For that reason
it was thought that the problem of
separating stations 100 kc apart
(one blank channel) would become
greater as more low-priced sets
reach the market.

One manufacturer declared
that "there has been an FM re-
ceiver made yet that worked per-
fetly."

It has been pointed out, too,
that the present policy of assigning
FM stations with only one blank
channel between them serves to rob
their audiences of their identity with lis-
teners. AM assignments ordinarily
give a much greater separation on
the dial, observers noted, asserting
that many listeners have com-
plained that they are unable to
know which of two stations they
are tuning insofar as stations 400
kc apart in the same city are
concerned.

Another factor given important
consideration is that most of the
FM stations now on the air are in
"interim operation" on less than
their authorized power. The bearing
that this may have on ultimate inter-
ference problems was in dispute,
however. Some authorities felt that
interference between stations sepa-
rated by a single blank channel
would be reduced when higher power
is attained. Others, however, felt
the situation would be considerably
aggravated.

William Henry, CBS Washington
news analyst, now in Hollywood, March
5, was conferred honorary degree by
Occidental College.

In every section of the nation
there is one station that is rec-
ognized as the leader. In Eastern
North Carolina, heart of the rich Bright Leaf Tobacco
belt, that station is WRFR.

WRFR is the regional sta-
tion of a wealthy and growing
market of 600,000 population.
The Clear Channel, radiat-
ing from its home in Wash-
ington, N. C., includes many
small prosperous towns sur-
rounded by one of the most
fertile agricultural belts in the
nation.

Last year's tobacco crop
alone brought $375,000,000,000
into this market. This market is
a sube economy soundly
based on agriculture. Its in-
crease in buying power is due
to higher prices for its pre-
mium products and increased yields brought about by scien-
tific farming methods.

If you want to reach this "as
good as gold" market ... in-
vest your advertising dollar in
WRFR. Write us today for our
new informative booklet.

Affiliated With
ABC NETWORK

 nell Heel
Broadcasting System
WASHINGTON, NORTH CAROLINA
National Representatives
FORZIO & CO.
New York · Los Angeles · Chicago

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Zenith
(Continued from page 80)

would like to see greatly expanded.

Already there has been a certain amount of consultation between the State Dept. and seven licensees to form the transmitters to the Government for Voice of America programs [Broadcasting, Feb. 24]. Greatest opposition to Government internationalism, has come from World Wide Broadcasting Foundation, licensee of WRUL, WRUR Boston, the other licensees, which do not include Zenith, concede to varying degrees a need for Government participation in international radio, with the greatest accord going so far as "general agreement" with Mr. Benton's theses.

The Foundation plan provides for a 15-man board of trustees, including a seat for the Secretary of State. The State Dept. feels its participation is necessary in any international broadcasting because of the critical policy nature of information programs to foreign countries. There are three points without it is said, to completely government-free international broadcasting:

- Technical problems and need for coordination imposed by a narrow short-wave spectrum; high-cost, low-revenue factors limiting volume commercial broadcasting; and necessity for a certain minimum uniformity of program policy for the benefit of foreign listeners not equipped to understand the native diversity of domestic American programs.

Diversity Views Differ

This very diversity, Mr. McDonald contended, would prevent foreign listeners from attaching the propaganda label to our broadcasts. "There could be no better way of demonstrating to other peoples the real meaning of American free enterprise and freedom of speech than by giving them an opportunity to hear the tremendous variety of radio programs that are aired each day over our major networks," he declared.

"What a revelation it would be to countless impoverished millions to hear commercial announcers vying with each other to sell more soap, candy, automobiles, radios, watches, cigarettes, etc. And what a demonstration of democracy in action it would be to have people of the world hear our opposing American presidential candidates tear into each other over the radio, and then hear the election results, and learn that the loser continued to enjoy life and freedom," he continued.

Mr. McDonald pointed out that despite criticism of American radio it has demonstrated its capacity to build audiences in the home, but all abroad, in a manner unique to this nation.

He concluded that "the best way, as well as the most American way," of reaching a foreign audience is through permitting our short-wave stations to sell time to advertisers. "That will automatically bring to American international broadcasting the best audience-building brains of the country, and give to the rest of the world the great ... talent that has made radio so popular in America. Under the acid spur of commercial results, broadcasters will develop new techniques of audience building in foreign lands that will transcend the best efforts possible for a known Government agency."

If, after such a course is adopted, and the Government still feels it must officially enter into "the international war of words" Mr. McDonald predicted there would be an "enormous and receptive audience waiting for its programs from privately-owned stations."

Eades Made RCA-Victor's Southern Area Manager

ELMER P. EADES, former acting regional manager of the Southern regional office of the RCA-Victor division, RCA, Atlanta, Ga., has been appointed regional manager of the office. He succeeds L. Rodenberger, who has been named renewal sales manager of the RCA Tube Dept., Harrison, N. J.

Mr. Eades joined RCA in 1932 as a record specialist and in 1937 became a package goods salesman covering the Atlanta region. In

WMPS Covers Fire

WMPS MEMPHIS aired four live broadcasts from the scene of a $500,000 early morning fire that destroyed a four-story drug store building in downtown Memphis March 6. In presenting the broadcasts—at 6:30 a.m., 7:15 a.m., 7:55 a.m. and 8:40 a.m.—WMPS engineers made use of a loop which had been used the previous night for a movie premiere. No AC power was available, but a battery amplifier was pressed into service.

Station Operation Course at Denver

Four-Year Training Plan to Begin

Four-YEAR course in small station operation will be started this spring by the U. of Denver, working in cooperation with a committee of Colorado broadcasters headed by Hugh B. Terry, KLZ Denver, a member of the NAB board. The course will be offered in both the College of Business Administration and College of Arts and Sciences.

First two years will be devoted to usual instruction in either of the two colleges, supplemented by exploratory studies in industry structure. The next two years will include professional courses in announcing, journalism, continuity writing, production, sales and advertising, radio law, engineering, management.

The idea of providing a course concentrated on the small station field was based on the committee belief that the greatest industry expansion lies in that direction. Plans will be screened by the committee to point out weaknesses and special talents, and to encourage specialization.

Committee members besides Mr. Terry are Rex Howell, KFXJ Grand Junction, Colo., chairman of the NAB District 14 Small Market Stations Committee; Clarence Moore, KOA Denver; Phillips, Advertising Agency; Vincent W. Corbett, KVOD Denver; Ben Bezoff, KMYR Denver; Paul Godt, KFEL Denver; Gifford Phillips, KGHP Pueblo; Jack Todd, SBOL Boulder, director, Rocky Mountain Radio Council; R. Russell Porter, coordinator of radio, U. of Denver.

1942 he transferred to RCA's Camden plant as an expediter in war contract service, returning to Atlanta in 1943 as a record field representative and after serving as setting regional manager the following year.

WHFP Rock Island, Ill., March 5 received certificate of appreciation from Veterans Administration, for recognition of station's services to war veterans.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Peer Intern'l.

MY ADOBE HACIENDA

On Transcriptions: Thesaurus, Novatime Trio; M. W. Andrew, Sunshine Girls; Associated, Hank D'Amico; World, Eddy Howard.

On Records: Eddy Howard, Majestic; Billy Williams, Victor; Kenny Baker, Decca; Jack Mclean, Coast; Coifman, R. S.; Enterprise; T. Price, Hapwell, Cohn, Hammondars, Mars; Bobby True Trio, Mercury; Frankie Carle, Columbia; Dinning Sisters, Capitol; Art Kassel, Vogue.
ARThUR L. BRIGHT, 54, president and general manager of KHQ Spokane and prominent in Spokane radio for two decades, died late in the night of March 8 following an illness of more than a month. It had been believed he was well on the road to recovery, but complications set in two days before his death.

Funeral services were held March 11 at the Cathedral of St. John’s and Bishop Edward M. Cross officiating.

Mr. Bright was born in New York City in 1893. He went to Spokane in 1914, becoming a junior officer in the Spokane & Eastern Trust Co. Later he spent a brief period in the manufacturing and distributing business in Detroit.

In 1924 he returned to Spokane to become vice president of the First National Fore Co., remaining in that business until 1928 when he joined the late Thomas W. Symons in operating KFPS Spokane. At first he was commercial manager, later becoming vice president and general manager as well as one-third owner. He sold his interest in February 1945.

When the Spokane Chronicle Co. took over KHQ March 1, 1946, purchasing it from Louis Wasmer for approximately $1,296,000, Mr. Bright became president and gen-

BAHA’I
The World View

The modern world is plagued by two major, economic sins—the sin of capitalism and the sin of communism.

In two different ways they have denied and betrayed the basic spiritual principles of human brotherhood—capitalism by its indifference to the moral rights and human dignity of its members, and communism by its substitution of state power for voluntary cooperation.

Where is the middle ground bringing together economic doctrine and moral truth? What is the possible area of agreement and accord between these two extremes which have divided the world into apparently hostile social philosophies?

On Industrial Justice

For the answer to these vital, present-day questions we suggest that you read the teachings of the Baha’i World Faith on industrial justice. They define the true nature of government, industrialist, worker and the general public in relation to the current worldwide, social-economic tension.

Write for a complimentary copy of “On Industrial Justice,” sent with an outline of Baha’i teachings for your personal file.

BAHA’I PUBLIC RELATIONS

536 Sheridan Road, Wilmette, Illinois

WOR's Time Sales Record in '46 Best in 25 Years

All-time 25-year record was set by WOR New York in 1946, when 377 advertisers bought time on the station to sell more than 500 products, R. C. Maddux, WOR Vice president in charge of sales, announced last week.

Mr. Maddux pointed out that food products, with General Foods topping the field, led all other advertisers in time bought on WOR last year and listed the next four major purchases in order: drugs and pharmaceuticals, soaps and household supplies, amusements, and confections and beverages.

Young & Rubicam was in first place in amount of business billed, with Duane Jones and BBDO in second and third places, respectively. The remaining 10 leading agencies in order of sales were: Rutherfurd & Ryan, Erwin Wasey, Federal Advertising, Arthur Rosenberg, Al Paul Lefton, Charles W. Hoyt and Arthur Meyerhoff.

WTOL Must Wait
For New Hearing

Rival Applicant Files for Its 1230 kc Facility

WTOL Toledo, which faced a Blue Book renewal hearing Jan. 10, must now wait an FCC hearing on the mutually exclusive application of Public Service Broadcasters Inc. for its 250 w. 1230 kc facility in the Ohio city.

Hearing records were ordered consolidated Thursday by the Commission. WTOL’s Blue Book renewal application was heard by the Commission en banc [BROADCASTING, Jan. 13]. The station at that time cited its revised program service, conforming to Blue Book requirements, in asking license renewal. Now the Commission will consider the WTOL renewal and the Public Service application jointly in reaching a decision.

Public Service applied Dec. 17 for the WTOL facility, promising to do a better community service job than WTOL. President and treasurer is Lowell Baldwin, 90% formerly in the laundry business; Mary E. Baldwin and Mary E. Baldwin each have 5%.

The FCC’s order recalled that the Public Service application was filed more than 20 days before the scheduled date of the WTOL renewal hearing. The Commission’s action followed claim by WBAL Baltimore, another Blue Book renewal applicant, that it was receiving prejudicial treatment in having its application consolidated with the mutually exclusive application of Public Service Radio Corp. Baltimore, while WTOL was allowed to go to hearing separate from the applicant seeking its facility.

Best Children's Program Idea Will Bring $1,000

Establishment of the Robert Maxwell Award, a prize of $1,000 for the best idea or concept for a new program sponsored or maintained by the National Baha'I Children's Program, was announced last week by Josette Frank, staff advisor to the children’s book and radio committee of the Child Study Assn. of America, New York.

The award, named for Robert Maxwell, creator and producer of several current juvenile programs, guarantees, in addition to the cash, broadcast by the MBS and commercial royalties in the event the winning program is either commercially sponsored or maintained as a network sustaining feature. All entries must be submitted to the Association.

The board of judges for the award will be Edgar Kobak, MBS president; Mrs. Eleanor Roosevelt, chairman of the Human Rights Commission of the U. S. Economic and Social Council; Helen Hayes, stage, screen and radio actress; and Mrs. Mary Fisher Langmuir, president of the Child Study Assn.
Radio As Freedom's Agent Stressed

World Hears President's Message on Helping Greece, Turkey

PRESIDENT TRUMAN underscored heavily the part "controlled" radio and press play in the imposition of undemocratic ideologies as he asked Congress to authorize $400,000,000 worth of relief assistance to Greece and Turkey in an historic message to a joint session of Senate and House on March 12.

In an urgent plea for the United States to assume world leadership so free peoples will not be taken over by Communist-led extremists, the President said most nations today are faced with a choice between "alternative" ways of life.

"One way of life is based upon the will of the majority, and is distinguished by free institutions, representative government, free elections, guarantee of individual liberty, freedom of speech and religion, and freedom from political oppression.

"The second way of life," he continued, "is imposed upon the will of a minority forcibly imposed upon the majority. It relies upon terror and oppression, a controlled press and radio, fixed elections, and the suppression of personal freedoms."

The President's message, anticipated as one of the most important post-war policy declarations yet made, earned a Hooperating of 19.3, the same registered when he spoke at Baylor U., Waco, Tex., March 2.

The special Hooperating taken for CBS reported an audience of 9,995,000 adults with the share of listeners set at 93.2.

Full text of the message was translated into eight languages and broadcast to Europe, Soviet Russia and the Far East by the Voice of America, operated by the Office of International Information and Cultural Affairs of the State Dept. "Live" broadcasts also were transmitted over OIC facilities to Europe and the Middle East through a relay at Algiers, while the President's voice continued to be heard on rebroadcasts all over the world for 24 hours after actual presentation of the address. Summaries of the speech were carried in all 25 of the Voice's languages.

Speech Telecast

The speech also was telecast from the House Chamber—the third time television cameras have been trained on such proceedings and the second time a presidential message has been transmitted for video.

First Congressional reaction was mixed but there was universal recognition that the United States is embarking, as the President said, upon a "serious course." Earlier consultation between the President and Congressional foreign policy leaders led to the assumption that there would be broad and searching discussion on Capitol Hill of all the executive requests, which included proposals that American civilian and military personnel be assigned not only to supervise the administration of the proposed relief but to train Greek and Turkish soldiers.

State Dept. sources told BROADCASTING that the Chief Executive's message "might" lend weight to OIC requests for $25,000,000 to carry on and expand informational programs, including Voice of America.

These sources feel that if U. S. money is to be pumped into Greece and Turkey it must be "insured" by more effective use of mass communications media to compete with Russian propaganda. Whatever plans the U. S. makes to present its aims to the world are strictly limited, they declared, by the budget.

Economic support for countries threatened by the Soviet circle of influence, OIC sources said, "will certainly not do the job implied by the President's message." They declared that if the line against Communism is to be held, more intense efforts will have to be made to compete with Soviet propaganda which is particularly effective wherever internal organizations—extreme leftist political parties—carry the Russian line.

Hammond, Ind., Denial Upheld by Appeals Court

FCC DENIAL of a grant to Calumet Broadcasting Corp. for a new station at Hammond, Ind., was upheld by the District of Columbia U. S. Court of Appeals on March 10. Denial climaxcd a long fight by Calumet persons in an FCC action March 8, 1946 when the Commission ruled that the Corporation's principal stockholders had displayed evasiveness and lack of candor in reporting stock ownership and financial qualifications.

The Court's decision referred to a Supreme Court ruling that the FCC is empowered "to deny an application, as not in the public interest, convenience and necessity, because of deception practiced upon the Commission by stockholders and officers of the applicant."

Principal stockholders were listed as Dr. George F. Courrier and Miss Doris Keane (Mrs. William M. Keane Jr.), formerly of WWAE and WHIP, Hammond, Ind.

The case was argued before Justices C. J. Groner, Wilbur K. Miller and J. Prettyman. Decision was written by Judge Prettyman who said, in part: "We think the conduct of the officers of the applicant . . . clearly disclosed their willingness to deceive the Commission. Moreover, the concealment, or failure to disclose, was of material facts . . . They were within the proper scope of and pertinent to the inquiry of the Commission."

Leiss in New Post

F. J. LEISS, formerly of the media department of Foote, Cone & Belden, Chicago, has joined Roche, Williams & Cleary, Chicago, as time buyer. Mr. J. (Bert) Cavanagh resigned three weeks ago as chief timebuyer following 11 years with the agency. Mr. Cavanagh has not yet announced his future plans.
Contract for WWJ 

Engineers Signed

Series of Union Strike Threats Fail to Materialize

A NEW contract providing pay increases for engineers at WWJ Detroit was signed last week by representatives of NABET and the station Sunday, March 9, after a series of strike threats by the union had failed to materialize. Contract raises the top pay of engineers from $90 a week (after six-years’ service, as provided in old contract) to $103.50.

The agreement was reached after several months of negotiations during which two issues were at stake: the pay boost and jurisdiction over the television camera. NABET originally demanded a 25% pay increase for the WWJ engineers.

Tentative understanding was reached with reference to jurisdiction, but negotiations bogged down over the salary demands, and NABET finally served WWJ with notice of intention to strike within 30 days. A Federal conciliator arrived on the scene the day before the strike deadline was reached and succeeded in enticing a renewal of negotiations. The strike deadline passed while negotiations were in progress.

WWJ officials report that after several days of further talks an agreement was reached under which the station promised a 15% pay increase. Agreement provided for the maximum of $103.50 a week and gave the engineers jurisdiction “from the camera back,” subject to verification with International Alliance of Theatrical Stage Employees, which also claimed jurisdiction over the camera. To satisfy IATSE as well as NABET, the agreement provided for a division of jurisdiction.

This agreement, according to WWJ officials, was accepted by NABET on behalf of the station engineers on Jan. 29, but while the deal with IATSE was still being worked out a new set of demands was served on WWJ by NABET on March 6. These new demands ignored the Jan. 29 agreement and demanded a scale providing for a top weekly salary of $115. Further, NABET warned that unless the demands were met a strike of WWJ engineers would be called at 10 a.m. two days later (March 8).

Again the Federal conciliator stepped in, suggesting a compromise top figure of $108, but WWJ stood pat, refusing to go higher than the $103.50 agreed upon Jan. 29. The March 8 strike deadline passed without a strike, and there were reports, WWJ officials said, that a strike would be called at 10 p.m. March 9. But the strike failed to materialize, and at 4:30 p.m. that day (March 9) the NABET agreed to sign the contract provisionally agreed to, providing that WWJ would consent to re-negotiate at the expiration of a year. WWJ had offered to do this during the negotiations, so the differences were resolved.

6 Bay Area Independents Face AFRA Strike Threat

AFRA members of six independently owned stations in San Francisco and Oakland took a strike vote on March 7 and 8 and almost unanimously elected to desert the microphone if current negotiations with the owners bogged down hopelessly.

AFRA has been negotiating with the owners since last Dec. 16 for a new contract for announcers at KSFO KWA KGBS and KSAN in San Francisco and KROW and KLX in Oakland. It is asking a substantial increase in the basic salary of announcers, establishment of fees for commercial programs and premium pay for announcers who do supervisory, newscast preparation or production work.

Average salary for the announcers at the six stations is $55 weekly. AFRA is asking for increases ranging to $80-$90 weekly. According to both William Gavin, AFRA’s bargaining chief, and William Hanrahan, Employers Council representative for the owners, proposed commercial fee system is principal stumbling block in the negotiations.

An appeal has been made to the U. S. Conciliation Service of the Dept. of Labor, which agreed to send a representative.

Technicians Given Increases in Pay

AFTER THREE months of negotiations, agreement was reached in San Francisco March 11 between IBEW and operators of eight Bay Area independent stations for a new contract for radio technicians and combination men. New contract is retroactive to Jan. 1, 1947 and will be in force for 18 months. Stations affected include KSFO KYA KGBS and KSAN San Francisco, KRE Berkeley and KLX KROW and KWBK Oakland.

Technical men will benefit by 20 to 30% pay increases, more vacation and holiday advantages, according to M. L. Larsen, business manager of IBEW. Mr. Larsen said the following scales would be in effect at the stations: KSFO—$85 weekly with an additional $5 increase Oct. 1; KWA—$80 weekly with a $7.50 increase Oct. 1; KSOF and KSAN—$45 weekly with a $5 increase Oct. 1; KLX KROW KGBS and KWBK—$75 weekly with a $5 increase Oct. 1. Combinations on KGBS KWBK KRE and KSAN were awarded an additional $12 weekly.

Technicians on seven of the stations were granted two weeks’ annual vacation with pay and double time for seven holidays a year. KSFO technicians were given three weeks’ vacation with pay.

Another contract clause provides that the technicians shall not be called on any job of less than four hours and shall receive a minimum of 50 cents extra fee for any completed trip in which equipment is moved.

Representing the stations in the negotiations were William Hanrahan of the San Francisco Employers Council and Phil Lasky, KSFO general manager.

AFRA Ratifies Agreement With KMOX KXOK KWK

AGREEMENTS with three St. Louis stations—KMOX KXOK KWK—were ratified by St. Louis AFRA local March 12 just five minutes before the midnight strike deadline. Negotiations between the union and management of the stations [Broadcasting, March 10] had continued until late afternoon of the 12th.

Under terms of the settlement announcers are to be paid a base minimum of $80 a week, $25 above the previous minimum. They had demanded $85. Actors and singers are granted a 35% increase, the amount originally demanded by the union.

Announcers will be given a 10% increase in fees for special work outside their regular schedules. New announcers employed by the three stations are to be paid a minimum of $70 their first year and $75 the second year.

New contract is to run for two years, but the union has the privilege of reopening wage negotiations after one year.

Work on our new transmitter nears completion. It won’t be long before

WLAW

LAWRENCE, MASS.

becomes

New England’s

BEST radio buy

with

50,000 WATTS

NATIONAL REPRESENTATIVES

WEED & CO.

INVEST YOUR AD DOLLAR

WCKY

50,000 WATTS OF SALES POWER

L.B. Wilson

S-ly

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Fish, Furniture and a
Spartan Philosopher

Charlie Hammond has been selling
on WSPA for the past 15 years.
Mostly he talks about fish. Charlie
and his cronies are great fishermen,
and listeners seem to like the fish
stories Charlie brings back from his
trips, for the sponsor's sales have
soared over 400% since Charlie
began to philosophize about fish.

WSPA
Spartanburg, South Carolina
500 watts day and night, 950 Kc. Rep. by Hollingsby
CBS Stations for the SPARTANBURG-GREENVILLE Market

ABC AND AFFILIATES were represented at the regular quarterly meeting of the Stations Planning
and Advisory Committee, held Feb. 25 in New York [BROADCASTING, March 3] by (1 to r seated): Harold
Hough, KGKO Fort Worth; Mark Woods, ABC president; Roger W. Clipp general manager of WFIL Phila-
delphia, who was elected chairman of the committee at the meeting; Edward J. Noble, chairman of the
board of ABC; Jack Gross, KFMB San Diego, Calif.; E. K. Hartenbower, KCMA Kansas City, Mo. Standing
(l to r) are: Ernest Lee Jahnke Jr., manager of the Eastern Division of ABC's Stations Dept.; Robert E.
Kintner, ABC executive vice-president; J. P. Williams, WING Dayton; Frank Carman, KUTA Salt Lake City;
John H. Norton Jr., ABC vice-president in charge of stations; Robert R. Feagin, WPDX Jacksonville, Fla.;
Fred Weber, WDSU New Orleans; and E. R. Borroff, vice-president in charge of ABC's Central Division.

Five AM Stations, Two Increases
In Power Are Granted by Commission

FIVE NEW standard stations and
power increases to KALB Alex-
andria, La., and WBBB Burling-
ton, N. C., were approved by the
FCC last week.

New station grants go to: Piqua,
Ohio, The Miami County Broadcast-
ing Co., 1570 kw, 250 w, daytime;
Parnell, Va., Mrs. Carla Burnham
Keys, 870 kw, 1 kw, daytime; San
Anselmo, Calif., Radio Sanger Co.,
900 kw, 1 kw, daytime; San Angelo,
Tex., Westex Broadcasting Co.,
1930 kw, 250 w, unlimited time;
Grand Forks, N. D., Community Radio
Corp., 1400 kw, 250 w, unlimited time.
All are conditional re engi-
neering details or other data.

KALB was granted power in-
crease to 5 kw to local sunset, us-
ing 1 kw night, on 550 kc direc-
tional. WBBB boosts power to 8
kw. Station operates daytime on
920 kc.

Heading Miami County Broad-
casting Co. as president and 39.6%
owner is Richard E. Hunt, former
sales education with WAD Indiana, Pa.
A Marine veteran, he previously
had been with WIZE Springfield,
Ohio, and WCAR Pontiac, Mich.
Gordon E. Donahue, Pa., is
vice president and holds 18.8%. By-
ron F. London, secretary-treasurer
and 31.7% owner, has been WAD
engineer. He is Army veteran.
Others interested are Forest E.
Stone, 11.1%, and J. Cameron Dun-
gan, 1.5%, both of Troy, Ohio.

Mrs. Carla Burnham Keys is
president of Johnson City Enter-
prises Inc., theatre group owner,
and vice president of Summers
Hardware and Supply Co.

Radio Sanger Co. is a co-partners-
ship composed of E. L. Barr, Barr
Packaging Co; Elmer Rheingans,
Sanger Fruit Growers; Estey H.
Walton, attorney, and Jake Rhein-
gans, Merced Motor Sales, rancher.
The Westex Broadcasting Co.
application had previously been set
for consolidated hearing with ap-
plications of Abilene and Citizens'
Broadcasting Co. Present action
involved grant by Commission of
the Westex petition for severance
and grant. Westex is an equal part-
nership composed of the follow-
ing: Ingham S. Roberts, assistant
manager of KBWD Brownwood,
Tex., and 15% owner of Valley
Broadcasting Co., permittee at Mc-
Allen, Tex., who will be general
manager of both the San Angelo
and McAllen outlets; Joe N. Weath-
ery, Brownwood auto dealer; B. F.
Bluhdworth, in outdoor advertising
field in Brownwood and Abilene; J.
Edward Johnson, Brownwood attor-
ney; Travis E. Baker, San Angelo
attorney; Armistead D. Rust, San
Angelo rancher.

Stockholders of Community Ra-
dio Corp. are: Carroll E. Day,
president, attorney; Don Whitman,
vice president, manager of J. C.
Penney Co. store; Leonard Eg-
strom, secretary, secretary of
YMCA; Arthur Tweet, treasurer,
merchant; Elroy Schroeder, direc-
tor, superintendent of schools;
Adolph Lund, implement dealer,
and Dalton E. Nelson, student. All
are local residents and each holds
14.29% interest. Mr. Nelson had
Armed Forces Radio Service ex-
perience while in the Army.

Newsmen to Florida
NEWSMEN representing the four
major networks accompanied
President Truman to Key West,
Fla., last Wednesday during the
President's brief vacation trip.
They had originally been sched-
uled to go along on a Caribbean
cruise, which was cancelled be-
cause of the situation in Greece
[BROADCASTING, March 10]. The
President flew to Key West imme-
diately after his address to Con-
gress Wednesday noon (see story
page 84). Making the trip to Key
West were: Bryan, Wash.; ABC;
John Adams, CBS; Bill Hill-
man, MBS; Bjorn Bjornson, NBC.

COOK'S PITTSBURGH APPLICATION ALTERED
AN AMENDMENT to the Pitts-
burgh AM application of Richard
J. Cook, publisher of the Pittsburgh
Bulletin Index, was filed with the
FCC last week, showing a number
of prominent sportsmen and busi-
nessmen associated with Mr. Cook
in the new-station bid.
The application requests 1470 kc
with 5 kw fulltime. The amendment,
filed by the Washington law firm
of Welch & Mott, changes the name
of the applicant from Mr. Cook as
an individual to United Broadcast-
cing Corp., of which he is president
and 12% stockholder.

Other stockholders are John H.
Harris, owner of the Pittsburgh
Hornets (professional hockey
team), Iron Men (basketball), and
other interests, 12½% and vice
president; Austin E. Sigler, owner
of Allied Asphalt Co., 12½% and
secretary-treasurer; Tom Johnson,
25% owner of the Pittsburgh Pi-
rates (baseball team), 12½%;
Carol Mulvihill, attorney and
president of Pennsylvania State
YMCA, 12½%; Daniel C. and
Michael H. Parish, in construc-
tion equipment and supply busi-
ness, 12½% each, H. S., N. K.
Parker, investments, 6.25% each.

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FMA First Regional Meeting Slated April 14 for Albany

FIRST regional meeting of FM Assn., promotion agency organized in January to build up public acceptance of FM, will be held April 14 when the association's Region 1 convenes at the Ten Eyck Hotel, Albany, N. Y.

In charge of arrangements for the meeting, which is expected to set the pattern for similar gatherings in all parts of the country, is Leonard L. Asch, WBCA Schenectady, temporary chairman of a special committee. Region 1 covers New England, New York, New Jersey and Pennsylvania.

All-day meeting starting at 10 a. m. is planned, according to Bill Bailey, FMA executive director. The agenda is not yet complete, but tentative plans call for a roundtable discussion of techniques. A program sponsored by the committee will be a center of a controversy based on FCC one-channel separation as well as quality of FM receiving sets.

Another panel will cover FM advertising problems, with top agency and advertising executives slated to participate. H. C. Bonfig, Zenith Radio Co., will be a featured speaker.

The day's program will include a luncheon meeting, but present plans do not call for a dinner. The region will elect a permanent chairman.


WWJ Engages Watson

LOREN L. WATSON JR., who celebrated his 14th year in radio last August, has been named publicity and public relations manager of WWJ Detroit. Before assuming his new post, Mr. Watson had been sports editor and continuity chief of WWJ-Radio Detroit and had been doing free lancing in Michigan.

RMA Plans Survey of Manufacturers To Find FM Set, Transmitter Plans

SURVEY of set and transmitter manufacturers will be undertaken by Radio Manufacturers Assn. to find out as closely as possible the potential output of FM equipment in 1945.

Spurred by wide variance in predictions made by manufacturers, RMA has sent a questionnaire designed to produce the true production picture. Request for accurate information was made by FM Assn. president, Roy Hofheinz, in first proposing formation of an FMA-RMA liaison committee. FMA sought to encourage production of FM receivers, especially low-cost table models.

Results of the questionnaire will be studied at a meeting in New York March 28 by RMA's liaison group, headed by Larry F. Hardy, RMA president, and Roy Hofheinz, chairman. The group will prepare a report. Estimates on FM set production have ranged from 2,000,000 to 5,000,000. Current production ranges from 10,000 to 15,000 per week.

Members of the RMA committee, besides Chairman Hardy, are Ben Abrams, Emerson Radio & Phonograph Corp.; H. C. Bonfig, Zenith Radio Corp.; E. A. Nichols, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co., chairman, RMA Transmitter Division; Ray C. Crosgrove, Crosley Radio Corp., RMA president, ex-officio member.

RMA manufacturers last year received orders for $26,476,087 in transmitter and studio equipment from broadcasters, delivering $6,491,067 of this amount during the period. Over half of transmitter orders, dollarwise, were for AM, with the rest divided between FM and television.

AM transmitting equipment comprised three-fifths of the total deliveries dollarwise, with television deliveries exceeding FM.

Orders for transmitting equipment in 1946 totaled: AM, $10,- 480,072; FM, $4,753,689; television, $740,899; relays and miscellaneous, $10,515.

Transmitter deliveries were: AM, $2,401,303; FM, $752,858; television, $846,141.

Studio equipment orders were: AM and FM, $4,372,514; television, $709,712. Sales were: AM and FM, $1,784,060; television, $722,127.

Total export orders amounted to $1,463,162; sales, $1,288,850.
Help Wanted

Program director, capable all-round man for new station. Radio experience, station, outdoor country; small city; $325 month start. Box 366, BROADCASTING.

Network affiliate, southwest city of 12,000. 2,500 watt AM station. Full license April. Congenial surroundings; living salary city dollars. Box 297, BROADCASTING.

Production manager-announcer. Opening in central Florida. Must have substantial knowledge of central Florida station. Good base plus plus. Box 343, BROADCASTING.

Top-flight announcer, $225.00. Program director-Chicago, Illinois. Must be experienced. Write complete details including audition disc, Box 938, BROADCASTING.

Texas station will train veteran in sales, advertising; send details to Box 946, BROADCASTING.

Staff being recruited for new fulltime station in Texas. Excellent opportunity, living salary. Send complete details of job opportunity for talented person in Box 342, Fayetteville, N. C.

Wanted—Announcer-engineer for progressive, new southern station. $50.00. Must be experienced in the state of Texas. Box 250, WASHINGTON, D. C. area. WPIK, Indiana.

Wanted—Chief engineer for new 250 watt radio station. Give references; past experience. Box 297, BROADCASTING.


Wanted—Engineer for new station in Oklahoma. Must have at least five years experience. Audition recording and picture of present work. Box 367, Los Angeles, California.

Wanted-Announcer-engineer for progressive, new southern station. $50.00. Must be experienced in the state of Texas. Box 250, WASHINGTON, D. C. area. WPIK, Indiana.

Top-flight announcer, starting $50.00 plus talent fee. Experience and full information desired. Advantage assured if you qualify, personal, interview required. WAIM, Anderson, South Carolina.

Experienced commercial man, exceptional salary and commission, professional local in Texas. WAIR, Anderson, South Carolina.

Wanted—Combination announcer and advertising writer for new station. Must have news and country experience. Box 357, Fluorville, Ohio.

Desired—Experienced radio man to manage Kinston Broadcasting Company, complete facilities. Education and full information to radio as to experience. Write complete details to Box 132, Wilshire, California.

Wanted. Announcer with disc jockey background. Deep resonant voice preferred. Must be thoroughly experienced with ability to sell his audience. Excellent opportunity for man willing to grow with live-wire organization. Send photo, complete details of salary required. WPIL, Huntington, West Virginia.

Applications being considered for WWOS, new station. Attention May. Chief engineer, manager, commercial, sales, broadcasting experience, starting salary, include photo. WPIL, Huntington, West Virginia.

KULA Honolulu, 10 kw. ABC affiliate accepting applications for license technician and sales manager. Excellent opportunity, advanced. Single men preferred. Stare April 1st or July 1st. First airmail letter. P. O. Box 1476, Honolulu, H. T.

Announcer with first class license, $67.50 for 40 hours to right man. ABC affiliate—one of best stations in southern coast. Wire Manager, KFLW, Klamath Falls, Oregon.

Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station KJMO, Han- nibal, Missouri.

Help Wanted (Cont’d)

Combination announcer-operator. First phone, good voice, knowledge of transmitters and amplifiers, excellent stage personality essential. Must be a married person. Live in the vicinity of Hollywood. Box 397, BROADCASTING.

News editor-announcer, 5 kw Ohio. CBS affiliate needs a news specialist, college graduate, present experience preferred. Box 247, WASHINGTON, D. C.

Announcer-Engineer. WPLH, Wilmington, Delaware. Immediate openings. New station. Salary. Write complete details including confidential information, Box 990, BROADCASTING.

Wanted—Announcer-Engineer for progressive, new southern station. $50.00. Must be experienced in the state of Texas. Box 250, WASHINGTON, D. C. area. WPIK, Indiana.

Wanted—Announcer with disc jockey background. Deep resonant voice preferred. Must be thoroughly experienced with ability to sell his audience. Excellent opportunity for man willing to grow with live-wire organization. Send photo, complete details of salary required. WPIL, Huntington, West Virginia.

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Continuity writer wanted. Mostly commercial spots and programs; all types. Send complete details including samples of work, references and salary expected to Radio Station KJMO, Hannibal, Missouri.

Situations Wanted

Dependable and experienced announcer available for your staff. Ready to as- semble new station or station in poor conditions. Must be able to handle all phases of radio operation. Box 296, BROADCASTING.

Chief engineer—Outstanding broadcast engineer with 20 years experience specializing in electronics, circuit design and making change on advice of physician, desire to be located in some important southern city. Complete references. BOX 976, BROADCASTING.

Transmitter engineer, 1st, 2nd, 3rd, 4th; Morse code, experienced, desired for new station, with adequate training. Any loca- tion. Box 976, BROADCASTING.

Wanted—Announcer, $75.00. Need announcer for progressive, new station, early in April. Can you work? Write complete details including confidential information, Box 990, BROADCASTING.

Announcer—27, experienced, disc jockey ad. sale ability. Desires opening in Chicago, New York City, Boston, with adequate training. Any loca- tion. Box 980, BROADCASTING.

Announcer—required. Complete references. Network and station experience, all areas, $240.00. Box 980, BROADCASTING.

Wanted—Announcer, $90.00. Need announcer for progressive, new station, early in April. Can you work? Write complete details including confidential information, Box 990, BROADCASTING.

Announcer. —We are interested in an experienced man with good voice projection. Must be able to cover three programs a day. Must have adequate experience. Box 979, BROADCASTING.

Announced—Announcer and sales manager for new station. Must have 3 years experience. Good opportu- nity with N. T. State NBC affiliate, salary position in a city of one hundred thousand with progressive NBC station. Send complete details and pictures to Box 89, BROADCASTING.

Will, Wilmington, Delaware. Imme- diate openings announcers, continuity writers and studio clerks. Draw complete details, application, and radio experience, refer- ence work. Box 16, BROADCASTING.

Newspaper—Announcement editor—Now working. Desire change. Own a weekly, colorful, commercially ac- ceptable. Salary, $250.00. Write or call. Box 984, BROADCASTING.

Announcer seeks permanent position with progressive station, six years ex- perience, including one and one half years with shift WSB NBC basic sta- tion. Thorough knowledge of all phases of broadcasting, especially experience in net- work presentations, sports, news and drama. Complete references, single and available. Box 987, BROADCASTING.

Wanted—Announcer—very experienced, warm reference. Box 988, BROADCASTING.

Station manager. Handles programs and sales, Get. you on the air. Box 989, BROADCASTING.

Engineer, 1st phone, Honor grad RCA Institute. Will travel. Box 990, BROADCASTING.

Lisa, exp. in maintenance, control and repair of broadcast equipment and single, ambitious worker. Box 991, BROADCASTING.

Four years of general radio experience, including one and one half years with station in the Southwest. Excellent reference, single and available. Box 992, BROADCASTING.

Employed E.E. graduate, Veteran, 12 years experience, new opportunity, construction and experience and ability. Box 999, BROADCASTING.


Situations Wanted (Cont’d)

Announcer, veteran, 20, single, wants Richard to open the door to a radio job. Will go anywhere there is an op- portunity to learn. Box 3, BROADCAST-ING.

Announcer with phonic license. Over- seas, 12.5 hour (average $60—$70. week- ly). Transportation paid. Hired after 2 years satisfactory service. (Chibis) Offer thru R.R., Personnel Serv- ice, Box 8, Manhattan, New York.


Situations Wanted (Cont’d)

Box 969, BROADCASTING draw- ing account paid. Automobile necessary. Give full details and outline of experience in first letter.

TRANSCRIPTION SALESMAN WANTED


World Broadcasting System, Inc. 711 Fifth Avenue New York, New York

PRESTIGE, SHOWMANSHIP, BILLING FOR YOUR STATION—Civilly active veteran, now managing network affiliate, offers you thorough radio background and contacts around- all station operation abilities. Confidential correspondence invited with interested parties offering long-term opportunities. Box 13, BROADCASTING.

• For Sale—New... Calliers 300G 250 watt AM in orig- inal crates. 2 sets tubes. Never un- packed. New manufacturer’s guaran- tee. $2,000.00. Box 599, BROAD- CASTING.

COMMERICAL MANAGER wanted for established new network. Excellent opportunity in excellent midwest market. Pay commensurate with experience. Send details of experience, references and picture. Box 968, BROADCASTING.
RCA-Victor Acquires New Hollywood Headquarters

UNDER long-term lease, RCA-Victor has taken over first two floors constituting front of Otto K. Olesen Bldg. at 1558 N. Vine St., Hollywood, and will occupy the space at present. Plans are under way to develop.

Film and disc recording departments as well as executive and sales personnel will be housed in the new headquarters, according to Hal R. Merritt, general manager.

Structure will be renamed RCA Building, with firm occupying total of 12,000 square feet of space. Otto K. Olesen Co., film and radio school desires position on front of building, which is occupied by NBC.

For Sale (Cont'd)

One Western Electric Model 301-B transmitter with 450 T.Hz in the final amplifier grid modulated. Needs plate transformer, speaker, 10×10×11-inch meter multiplier for volt meter and antenna for this station. Passport 996 was converted from 100 to 250-watt and was taken out of service about the 1st of July. Excellent condition. Make offer F.O.B. WPFR, Savannah, Georgia.

Western Electric 210B 100-250 watt transmitter complete with 2 102A 800 antenna coupling units. 3 sets used tubes. Just removed from service as we have increased to 1000 watts. Good condition. Price $2,000.00. FCC 9774.

For sale — Late model General Electric wire microphone with extras and complete setup, complete turnkey station ready. Price $400.00. Complete and in good operating condition.

For sale — One 150 watt transmitter, complete with 1800 ohm cathode, 600 watt output. Complete and in good condition. Price $250.00.

Wanted to buy — 500 watt transmitter, complete.

Wanted — One 500 watt transmitter, complete with 1000 watt output. Price $250.00.

Miscellaneous

Wanted — One 300-400 watt amplifier.

For sale — RCA 203 A frequency monitor — range 1500—60 M.C. Complete with tubes and crystal for 33.5 M.C. operation. Includes two Crystal receivers, 990, BROADCASTING.

For sale — RCA 300 A frequency monitor — range 150—60 M.C. Complete with tubes and crystal for 33.5 M.C. operation. Includes two Crystal receivers, 897, BROADCASTING.

For sale — RCA 103 A frequency monitor — range 150—60 M.C. Complete with tubes and crystal for 33.5 M.C. operation. Includes two Crystal receivers, 900, BROADCASTING.

Ten Conditional FM Grants, Five CPs Authorized by FCC

TEN CONDITIONAL FM grants and five conditional permits were authorized last week by FCC. Four of the conditions and the one of the CPs go to applicants who presently have no station interests.

The class B conditional grants go to Valley Broadcasting Co., Lanett, Ala.; Turlock Broadcasting Group, Turlock, Calif., and KTMS Santa Barbara, Calif. Valley desires a license to serve WRLD West Point, Ga. The KTMS authorization is in lieu of previous class B facilities.

The class B conditional grants to Mr. and Mrs. M.P. Hoy, St. Michael, Minn.; Mr. and Mrs. A.C. Murrell, New Orleans, La.; Mr. and Mrs. E. Stone, Los Angeles, Calif.; Mr. and Mrs. E. consultation, Muncie, Ind., and Mr. and Mrs. D. M. Crockett, New York, N.Y.; and to Mr. and Mrs. J. W. Dunkel, Wabash, Ind., in lieu of previous conditions.

For Air N. D. Games

NOTRE DAME'S 1947 football games will be aired by WJW Cleveland under sponsorship of Bond Clothing Co., which plans to open its modernized new location in the Clifton Building next November. WJW Sports Director Jim Dudley will present the play-by-play broadcasts. Mr. Dudley will also do the Detroit Lions games.
Blue Book Rules Chicago FM Grants

Proposed Decision Would Give Stations to 10 Applicants

PINNING its choice squarely on Blue Book programming principles, the FCC last week issued its proposed decision in the Chicago FM cases, anticipating grants to 10 applicants and denial to the eleventh, WAIT.

The Commission also concluded that power and antenna height exceeding 20 kW at 500 feet would serve public interest in Chicago because "the metropolitan district extends for a distance of 65 miles along the shore of Lake Michigan and the trade area is unusually extensive so that 20 kW 500 feet will serve less than the average which has been recognized." To spell out that WAIT's programs, which its proposal says the station would duplicate, are less likely than the other applicants' to "meet the needs of the population to be served," the decision proposed to deny the WAIT application and to assign the 10 now-available Chicago Class B channels as follows (power is effective radiated power and antenna height is above average terrain; applicants' other Chicago stations, if any, are listed in parentheses):

Amalgamated Broadcasting System—94.5 mc (Channel 233); 19 kW; antenna height 520 feet. American Broadcasting Co. (WENR)—95.7 mc (No. 239); 15 kW; 595 feet. Balaban & Katz Corp. (WBKB-TV)—95.3 mc (No. 257); 17 kW antenna 565 feet. Chicago Federation of Labor (WCFL)—94.1 mc (No. 231); 22 kW; 575 feet. Drovers Journal Publishing Co. (WAAP)—96.0 mc (No. 246); 12.5 kW; 600 feet. UAW-CIO Broadcasting Corp. of Illinois—97.3 mc (No. 247); 20 kW; 500 feet.

The proposed grant to Balaban & Katz, a subsidiary of Paramount Pictures Inc., left the way open for "further inquiry" if the pending anti-trust suit against Paramount, involving alleged monopolization of television programming, is decided adversely to the defendants.

FCC said Comr. Clifford J. Durr concurred in the proposal to deny the WAIT application but would issue a separate memorandum opinion on his views that "some of the other applicants should also be denied."

The decision explained the selection of proposed grantees as follows:

The Commission has carefully compared the respective qualifications and program proposals of the 11 applicants for Chicago Class B and has determined which of these applicants will contribute to the public interest, convenience, and necessity.

Upon such comparative consideration the Commission has found optimized the proposal of Gene T. Dyer et al., d/b/a Radio Station WAIT, to be least calculated to meet the needs of the listening public in the Chicago area. This applicant proposes to duplicate completely the program schedule of Station WAIT, which schedule indicates a high percentage of commercialism, almost no sustaining public service programs, no sustaining religious broadcasts, a minimum of local live programs with the accompanying excessive use of record and transcriptions, and the deviation of considerable time to the broadcasting of horse-racing information.

An examination of the program log for Sunday, either during the composite two-week period at which application is made, failed to show that any program is devoted to religious programs and that no time has been set aside for the airing of religious services on a sustaining basis from the churches of established faiths in the Chicago area. The weekday programs appear to be a succession of programs consisting of recordings of popular dance music interspersed with a large number of spot announcements. Comparing this type of program with that proposed by the other applicants leads the Commission to conclude that WAIT's program does not in any measurable degree, and is unlikely to meet the needs of the population to be served.

FCC also noted that it is studying an existing time agreement between the station and the Christian Catholic Church of Zion, Ill., former owner. "Although this relationship ordinarily would be an important consideration in a decision of this type, the Commission said, we need not pass on this question at this time since we proposed to deny the application on other grounds.

In choosing the 10 for proposed grants, the Commission said it "carefully weighed the qualifications and proposals of some of the applicants," and added:

We believe that Drovers Journal Publishing Company's proposal for Chicago area. Five of these already have been assigned and three have been withheld from assignment until July 1 on radio channel reservation policy. Originally there were 19 applicants for the 10 channels. Seven withdrew before the hearing last June and one, Lincoln-Belmont and Myers Broadcasting Co., withdrew after the hearing.

Of the Chicago proposed grantees, two currently have no radio stations: Amalgamated Broadcasting System and WENR. Both are affiliated with labor unions. Amalgamated, a wholly owned subsidiary of Amalgamated Clothing Workers of America, had received a conditional FM grant for Rochester and applied for New York and Philadelphia, but later secured dismissal of all three. The UAW-CIO group in Illinois is one of several organised by the International Union, United Auto Workers, in connection with FM applications for Detroit, where it has a conditional grant. It also has grants in Flint and Cleveland, and for AM at Detroit.

Commercial Video Permit Granted Southern Radio

The FCC last week issued its 53rd commercial television construction permit to Southern Radio and Television Corp., Miami, Fla., to construct a video station to serve that city. Six commercial TV outlets are now licensed. Nine applications are pending and six currently are in hearing, according to FCC.

Facilities authorized for the Miami station are channel 4, 66-72 mc, visual power of 1.57 kw and aural power of 786 w. Antenna height is 340 ft. Power is 340 kw of Coral Gables, Fla., in radio 11 years, is president and 66% owner of Southern Radio and Television. He is to be general manager. Ed war M. Claghton, in real estate and investments, is vice president and 32% owner. Edward J. Nelson, Miami attorney, is secretary-treasurer, holding 32%. Firm has no other radio interests.

PIECES

March 24: Joint NAB ASCAP and By-Laws Revision Committee, Statler Hotel, Washington.
March 27: NAB Annual Meeting and Dinner, Hutt-Carilton Hotel, New York.
April 10: Joint NAB ASCAP and Program Executive Committee, Waldorf-Astoria, New York.
April 11: NAB Joint Meeting (Districts 10, 11, Muehlebach Hotel, Kansas City, Mo., April 12: NAB District 13 Meeting, Statler Hotel, Chicago.
April 12: NAB District 13 Meeting, Statler Hotel, Chicago.
April 28-29: NAB Area 6 Meeting (District 4, 7, Hotel Roanoke, Roanoke, Va.)
Communist Inferences Haunting Los Angeles 1540 kc Hearings

CONTINUED influences of Communist affiliation and sympathy involving the Hollywood Community Radio Group were involved in recent FCC hearings for 1540 kc resumed in Los Angeles last week, with Robert Hudson, FCC western regional counsel, presiding.

Consolidated Proceedings commenced the week of Dec. 16 and were adjourned to March 10. The hearing closed in Los Angeles March 13, but engineering phases are yet to be presented in Washington March 24.

AM applicants involved, in addition to HC RG, are the Huntington Broadcasting Co., Coast Radio Broadcasting Corp. and San Gabriel Valley Broadcasting Co. FM applications are being sought by Pacific Radio Corp. and HCRG.

Presentation of HCRG largely was aimed at negating allegations made by California State Senator Jack B. Tenney during the first week of the hearings [Broadcasting, Dec. 30]. Longing to various organizations previously characterized as "Communist front" were offered with their statements of aim and purpose. Harold Mott representing Huntington (licensee which had subpoenaed Sen. Tenney) sought to minimize such testimony as statements and reports of Sen. Tenney.

Probes Political Views

When Alvin Wilder, president of HC RG, was returned to the stand for presentation of basic testimony relative to financing, Mr. Mott availed himself of the opportunity to further probe the West Coast commentator's political beliefs. Mr. Mott succeeded in having Mr. Wilder affirm that he had been critical of British imperialism in Greece but not in Yugoslavia. He further affirmed that the existing political scene supported Mihailovich against Tito, although he had backed the former against Hitler.

Finally, Mr. Wilder offered "any and all" of his script library to the FCC for its examination.

In building its case for a station license, HCRG introduced a survey of programming content covering the week of Feb. 8-16, prepared by Luyelen Doscher, social psychologist graduate student of UCLA. Survey tried to establish by comparison that the existing programming of 15 Los Angeles area stations do not serve as well as proposed HCRG schedule would.

Andrew Haley, counsel for San Gabriel Valley Broadcasting Co. (Monrovia), sought to descredit the survey as the product of an inexperienced analyst with no previous professional experience in radio measurement. Similarly, he sought to shake the foundation of Miss Doscher's method of research.

Other HCRG witnesses were primarily stockholders and/or directors, including Oscar S. Pattis, president of Beneficial Standard Life Ins. Co.; E. H. Mitchell, chairman of the board of same company; John Cromwell, movie director; Jack Berman, George H. Campbell, Randal MacDougall, John T. McPernan, and Pauline Lauber Finn.

Coast Radio and Huntington Broadcasting Co. had earlier completed presentations. San Gabriel Valley Broadcasting Co. had done likewise, save for minor elements relative to individual financial statements of Herbert Herzenberg, William J. Omer and Alexander Lewis, proposed station owners.

Pacific Broadcasting Co., licensee of newly authorized San Francisco FM station, represented itself as an organization of 257 stockholders. Witnesses were C. A. Gibson, president with 37.9% control; Bertram Pringle, vice president, 7.56%; Patricia Gibson, vice president and secretary, 4.42%; W. J. Meyerink, secretary, 1.21%; Walter T. Selsted, chief engineer, 2.42%.

Estimated cost of construction was $58,050, with monthly operating cost of $6,010.

Relative to its FM application, HCRG was asked for declaration of intent in event of AM denied. Mr. Wilder declared, on authority of informal questioning of the board of directors, they would build an FM station if AM were denied.

Schwellenbach Advises House Labor Group To Wait for Lea Act Decision

LABOR SECRETARY Lewis B. Schwellenbach advised the House Labor Committee last Tuesday to wait until the Supreme Court acts upon the Lea Act to see whether such labor abuses as featherbedding can be rectified by legislation.

As Broadcasting went to press the Committee was attempting to wind up its hearings preliminary to acting upon a mass of testimony gathered for evidence in the preparation of labor legislation.

Secretary Schwellenbach told the committee that most of the bills now before it would increase, rather than curb, industrial strife and warned specifically against banning existing closed shop contract provisions.

Congress, he said, has two problems to meet: it must attempt to produce legislation which will result in "minimization of industrial unrest"; and do something to meet labor abuses.

"I think the committee could very well wait the time when the Supreme Court passes on the so-called Petriello bill and after that time determine what sort of action to take . . ." he declared.

The Labor Secretary acknowledged the role taken by Communists in the domination of some labor unions and declared that wherever there is a cohesive group of Communists within a union they "usually dominate it."

He suggested therefore that Communists be excluded from any kind of public office and denied the right in addition to hold office in unions.

Committee Chairman Fred A. Harlow (N.Y.) promised to introduce legislation to outlaw the Communist party in the United States.

The Committee was bluntly criticized Thursday by Mrs. Nixon, Washington representative of the United Electrical, Radio and Machine Workers of America (CIO).

Mr. Nixon declared that "all" labor legislation being considered is "injurious to the employees of industry and backed by powerful employer interests . . . pressing for the adoption of measures that would drastically weaken labor's bargaining power . . ." The committee in turn criticized Mr. Nixon for coming before with a "disrespectful and belligerent" attitude. The UE covers workers in industries including radio, radar, scientific equipment, optical goods, machine tools and office and store machines and has over 600,000 members.

KALL announcers are ready for Utah's Centennial Pageants in July which will feature bearded parodists dressed in pioneer garb. Shown are: Announcer Jim Hanlett (l), Chief Announcer Vern Bruggeman (c), Program Director Al Collins.

GE's 1946 Net Up

FIFTY-FIFTH ANNUAL report and yearbook of the General Electric Co., Schenectady, N. Y., just off the press, reveals that the firm's net income available for dividends to stockholders for 1946 was $433,039,589, a 24% increase from the previous year. President Charles E. Wilson announced that this is equivalent to $1.49 a share of common stock, compared with $55,560,000 or $1.96 a share for 1945. In 1946, Mr. Wilson said, net sales billed to customers amounted to $769,078,216, a total 48% less than in 1945.

STANDARD RADIO TRANSCRIPTION SERVICES, Hollywood, Calif., has moved to new offices at 140 North La Brea.
KSTP Sale
(Continued from page 20)

the Avco loan became due he would need only $187,000 which could be raised by bank or other loans.

Mr. Hubbard disclosed that he had an opportunity to borrow the purchase price from NBC but decided not to follow through in transaction after talks with FCC Chairman Charles R. Denny. At Mr. Denny's request he recited their conversation in detail. It was pointed out that they would have to carry certain rights which in effect would give the network a seventh station, and that Mr. Denny voted in the CBS-KGW case against allowing CBS to extend its ownership to include an additional outlet.

Mr. Denny also noted that at the time of the conversation no KSTP applications had been pending before the FCC. He was corroborated by Paul D. P. Spearman, attorney for KSTP and Mr. Hubbard, who said the conversation occurred two or three weeks before the proceedings developed.

It was also disclosed that the estates had an offer of $825,000 from the Broidy interests, part owners of WTCN Minneapolis. That offer was withdrawn when it was matched by Mr. Hubbard, who has an option for first-refusal on the stock held by the Estates.

Testimony brought out that if Avco bought the 75% from Mr. Hubbard he would receive, in addition to the $1,200,000, three-fourths of the Broidy group's share of the remaining 25% to go to KSTP. He said the claims, for 1942 through 1944, involve "not a big amount." If Avco exercised its option and Mr. Hubbard subsequently declined to sell his 25% interest, Avco would have "first refusal" of his stock.

Owned by Estates

The stock involved is currently owned by the estates of Lynott J. Shields (50%) and Frank M. Brown (50%), and the word was Avco had already offered $825,000 which was the price the trustees of the estates were willing to accept, and that he then went to Avco and discussed the possibility of a loan.

He said the trustees were aware, before they signed the sales agreement, that he might give Avco an option to buy the stock at a higher price, but that they did not know the exact figure although the contract with the estates, the option with Avco, and a letter from the estates giving up any right to an interest in possible additional profit and salary increases which Mr. Hubbard might get by re-sale were all signed in the same room at the same time. He told Chairman Denny that he didn't know which was signed first.

Extensive program data on KSTP operations, for the "confidential" week" set by the Commission and also for each week from which a day was selected for the comptest, was presented by Kenneth M. Hance, KSTP vice-presi-

dent and treasurer, and by Paul A. Peter, of Frazier & Peter, radio management consultants. Mr. Hance stated that it had been proposed to Mr. Hubbard that, "under certain circumstances," he serve as a consultant at a "substantial" salary.

Hance contended approval of the transfer to Mr. Hubbard, in view of Mr. Hubbard's option to Avco, would be the "first step" toward approval of a transfer to Avco. Avco spokesman earlier had waived the right to claim that FCC's consent to transfer to Mr. Hubbard would carry implications of approval of re-transfer to Avco. The question was first raised by Comr. Jett.

Mr. Burger said the group would be willing, in view of the Commission's duopoly rules, to accept a grant on condition that the Winton brothers, who have about 3%, each in the group, dispose of their respective 9.76% interests in WLOL.

Both applicants put on engineering witnesses to show no appreciable overlap in service between KSTP and any stations owned or partly owned by Avco or members of the local group (except in the case of WLOL). The report was made.

Decca Sales Doubled

ANNUAL REPORT released to stockholders last Thursday disclosed that the sales net and profit of Decca Records Inc., in 1946 rose to the highest level in the company's history. Net sales for 1946 totaled $30,675,381 compared with $15,709,930 for 1945. Net profit for the year after all deductions was $1,944,538, equivalent to $2.50 a share on the 776,650 shares outstanding at the close of 1946. This compares with net profit of $899,620, equivalent to $1.70 a share on the 383,325 shares outstanding at the end of that year.

Benten
(Continued from page 20)
other problems involved in international voice broadcasting . . . which so distinguish it from domestic broadcasting.

He expressed hope that the proposed Foundation will receive detailed consideration by Congress and that "final Congressional action will provide a set-up which will give to Commander McDonald and me to the radio industry what we are all seeking: a Voice of America overseas that is truly representative of our American life, that projects fully and faithfully our broadcasting culture as well as our American economic system and that is controlled by distinguished representatives of the American people in the interest of all the people in their deep concern for the peace and security of the world."

He declared that Commander McDonald "shows lack of familiarity with certain aspects of the problem" in attempting to compare "international broadcasting with the publication of newspapers and magazines." Mr. McDonald had stated it is "no more reason for the government to own and operate radio stations than there is for to publish newspapers and magazines."

"As a matter of fact," answered Mr. Benten, "the government does publish one magazine for distribution abroad, the magazine America in Russian, This is the only magazine from the United States which the Russian government will allow to circulate in Russia. The other ten or twelve magazines which were published by the OWI (Office of War Information) and the OIAA (Office of Inter-American Affairs) I discontinued shortly after I joined the government."

He concluded that if international broadcasting had been similarly approached, "we might have been very little international voice broadcasting from the United States—nothing remotely comparable to the needs . . . ."

Video Activities in U. S. Described Via Shortwave

U. S. TELEVISION activities were described for shortwave listeners in Latin America, the Caribbean area and the European continent in a series of transcribed broadcasts arranged by the U. S. State Department for March 15-16.

Will Baltin, secretary-treasurer of the Television Broadcasters Assn., and Ben Feiner Jr., acting director of WCBS-TV New York, New York, who described the television outlook in this country and current video operations in a forum conducted by Ben Wilbur of the Special Events Unit, International Office of Information and Cultural Affairs, State Dept.
were kindly disposed towards him.

Chairman White, who is the Commodore's son, attended virtually, according to 15, 1946, of the National Federation of American Shipping, Inc., he said, will necessitate winding up of certain affairs which will require several weeks.

This delay, however, will not impair the FCC's work, since it has functioned with six commissioners since the retirement from office in February, 1946, of former Chairman Porter. Moreover, Commodore Webster is conversant with all of the FCC's activities other than broadcasting. It is expected he will probably bear the brunt of the increased national security work in aviation, safety of life and other non-broadcasting activities.

More than likely Commodore Webster will be named a delegate to the Atlantic City Conference along with Commissioner Denny and Commissioner Jett. The work will not be strange to him, because he has attended virtually every international conference since 1925 either for the Coast Guard or FCC. His work with the Federation had much to do with preparations for the Atlantic City sessions and as a member of the FCC it will empower him to transform the conference work "as usual" to the official-regulatory aspect.

Mr. Webster has not yet selected his staff which will include a confidential assistant in the $5,000 class, a secretary, and an assistant secretary. He will occupy the suite of offices used by Mr. Denny prior to his assumption of the acting chairmanship.

Norton Gets State Dept. Telecommunications Post

TELECOMMUNICATION problems in the State Dept. will receive more policy-level attention through nomination by President Truman of an additional Assistant Secretary of State for Telecommunications Activities, Aviation and Shipping.

Selected for the post was Garri- son Norton, who had been serving the Department as director of the Office of Transport and Communications. He was later appointed to Under-Secretary of State for Economic Relations.

KMAC Spots Down From 2,200 Weekly To 600, FCC Told at Renewal Hearing

KMAC, holding license-renewal hearing for KMAC San Antonio on Blue Book program issues, was told by Howard W. Davis, licensee, that a large volume of comments had been instituted, and that many of them pre-dated the Blue Book.

As pointed out in KMAC's petition for renewal without hearing, which the Commission denied [BROADCASTING, Dec. 23], KMAC witnesses noted that the number of spot announcements had been cut from 2,215 during the first week of January 1945 to less than 600 now.

Approximately half of the former 2,200 spots weekly, officials said, were placed on a Mexican program which was discontinued prior to the March 7, 1946 issuance of the Blue Book, which cited KMAC particularly for its use of spot announcements. During the last week before the Mexican program was discontinued, it was pointed out, the number of spots dropped to around 1,100.

It was also noted that KMAC is maintaining an approximately 50-50 ratio of commercial-va- sustained time; that there has been a considerable increase in live talent and public service program- ming, and that the number of public service spots also has increased.

Witnesses in addition to Mr. Davis and Tony Bezar, program directors, also included some 15 local civic leaders who testified to the co-op- eration they had received from KMAC in connection with civic projects. These witnesses included Maury Maverick, former Congress- man.

KMAC has pledged that it will not use double spot announcements; will not carry more than three spots in any 14-minute period, and that, as it has done for several months, it will limit at least 80% of its spots to 60 words or less.

The hearing was held before James Cunningham, FCC examiner, with Walter Emory as Commission counsel. Clair L. Stout of the Wash- ington Bureau of Airmen and James & Albertson represented KMAC.

Negotiations Open Between IBEW, CBS

THE INTERNATIONAL Brotherhood of Electrical Workers (AFL) has demanded a contractual provision prohibiting CBS from feeding programs to affiliates disputing with the IBEW, as the union opened negotiations with the network.

The provision, similar to one de- manded a fortnight ago of NBC and ABC by the National Assn. of Broadcast Engineering and Technicians [BROADCASTING, March 10], was patterned after that proposed by the American Federation of Radio Artists [BROADCASTING, March 3] with major networks several months ago [BROADCASTING, Sept. 30, 1946].

The current IBEW-CBS contract expires March 31, that between NABET and NBC, ABC and WOR May 1.

Although the precise demands of IBEW and NABET were not known, it was understood that consider- able similarity existed between them. Officials of both unions were known to have conferred in New York and to have agreed to a broad basis of parity in con- tracts which they were seeking.

The conference between officials of the rival unions was interpreted in some quarters as possibly por- tending future rapprochements that might lead eventually to merger. IBEW officials, however, scoffed at this possibility.

Evidence that some coordination already existed, however, was plain in the similarity of certain con- tractual points which both unions were demanding.

Hawaii Outlet Starts

KOMI Maui, Hawaii, went on the air yesterday (March 16), operat- ing on 550 kHz with 1 kw power fulltime. The station is an affiliate of Mutual, through KHON Hono- lulu. It is owned by Maui Publishing Co., which is headed by Ezra Crane.

Telephone Workers Are Set to Strike

INDEPENDENT UNIONS claim- ing to represent more than 100,000 telephone workers, including Long Lines employees, voted last week for a general strike in downtown New York and New Jersey on April 7. Meeting at the American Union of Telephone Workers local head- quarters in New York City, repre- sentatives of 13 unions from various Bell and Western Electric offices and plants voted unanimous agreement on the strike question, a union spokesman reported.

George Morschough, of Local 1 AUTW, was named temporary chairman of a New York City central strike committee which, in cooperation with New Jersey groups, will handle details such as picket lines and strikers’ publici-

ty. Negotiations with management have been proceeding intermittently for some time, but according to a union spokesman no agreement is likely to be reached, and the strike probably will take place as scheduled.

Plans are underway for instal- lation of teleplex facilities in each local union office so that if the projected nation-wide walkout of 400,000 telephone employees becomes

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TWIN CITY GROUP OFFERS TO WITHDRAW KSTP BID

LAST-MINUTE offer made Friday by St. Paul-Minneapolis group to withdraw $325,000 bid for 75% of KSTP St. Paul if Aviation Corp. will release Stanley E. Hubbard, 25% owner and original bidder for remaining stock, from options which would cause him to acquire 75% from Mr. Hubbard for $1,200,000.

Offer made by Fontaine Bradley, attorney for local group, as FCC completed hearing on transfer case (earlier story page 20). Group had contended main purpose of its application was to keep KSTP control in local hands.

Possibility that member of group bidding against Mr. Hubbard for KSTP may also be associated with firm linked with WTCN Minneapolis, in virtually same service area, suggested by FCC Assistant General Counsel Vernon L. Wilkinzon.

Question, yet to be answered, is whether Globe Oil & Refining Co. with which I. A. O'Shaughnessy is associated is Globe Oil & Refining Co. of Delaware, which FCC records show as owner of 380 of 344 preferred shares of Northwest Publications, half owner WTCN.

Mr. Wilkinzon also brought out that Mr. O'Shaughnessy, member of group bidding for KSTP, did not himself sign transfer application but wired authority to attorney to sign for him.

Mr. Wilkinzon said Commission would take judicial notice of requirements regarding sworn applications and noted that in previous case FCC required a grante to dispose of preferred stock in another station as condition of grant, to avoid duopoly implications. Spokesmen for St. Paul group previously testified any member, if found "unsatisfactory" by FCC for any reason, would withdraw from group, or, if duopoly was issue, would give up one or other of holdings.

William F. Johns Sr., one of 24 individuals who with Thomas Hamm Brewing Co. matched Mr. Hubbard's $325,000 offer for station, was questioned Monday by FCC about experience in radio, particularly during 1934-42 period in presidency and other executive posts of WTCN. At one point Comr. E. K. Jett advised Mr. Johns he had not appeared to be "too responsive" to questions and that record was not "too clear" regarding his qualifications to be KSTP general manager, as local bidders plan.

Referring to claims of local group that Mr. Hubbard's plans to acquire 75% of KSTP for $325,000 and possibly re-sell 75% to Avco for $1,200,000 involve "traffic fing in stations," Paul D. P. Spearman, Mr. Hubbard's attorney, brought out that Johns family bought WTMV E. St. Louis in 1945 for $100,000 and now have application to sell for $320,000.

WTOL GIVEN FM GRANT

WTOL Toledo, whose license renewal application has been set for hearing in conjunction with application of Public Service Broadcasters Inc. requesting its facilities (see story page 83), Friday was awarded conditional grant for class B FM outlet. Action severed FM application from consolidated proceeding and authorized conditional grant, subject to further review and approval of engineering details.
First Love of Detroiters, when it comes to radio stations, is WWJ, first radio station in the nation. Lovers of fine music... lovers of comedy, of news, of everything entertaining, turn their thoughts and tune their radios first to WWJ, NBC in Detroit. It is this steadfast devotion by people who spend time listening to WWJ, and spend millions buying WWJ-advertised products that has made WWJ the most forceful radio-selling voice in Detroit—banner market of the nation for 1947.
WKY gratefully acknowledges this significant honor, not for itself alone, but for the 54 other radio stations in the United States and Alaska and the 16 state health departments which have joined with WKY in the battle against venereal disease, a service in the interest of public health for which the award was made by the Alfred I. DuPont Radio Awards Foundation. The $1,000 award will be assigned to a local health agency for the furtherance of the war against this social menace.

**Award-Winning Program Series Available**

To radio stations which have not yet joined the fight against venereal disease, WKY renews its offer to supply at actual cost of recording, the powerful, dramatic series which deals vigorously and realistically with VD, yet in such good taste that they will be welcome in your listeners’ homes. Write for details and result stories to WKY, Oklahoma City.