"oh, radio's all right for the other fellow"

good sir, radio is all right for you, too. More than all right when you have something to sell — fast. No matter what. WOR has sold carrots and pianos and books and corsets and turkeys. It can sell your product, too. And fast — at some of the lowest costs-per-thousand homes reached in American radio.

Consider turkey, the kind WOR sold so much of, so quick. The program was brief, 5-days a week. But it tripled the turkey marketer's sales; pulled mail from Maine, North Carolina, Michigan and Canada, not to mention New York, New Haven, Philadelphia and 13 other cities of more than 100,000 people each.

If you have a new product — want to launch it fast; if you have an old product — want to sell it fast, use WOR. Over and again WOR has proved it’s one of the quickest, most economical methods around. If you want to jab the richest collection of markets in the world and see sales soar — use WOR. Our address is...

WOR —that power-full station

at 1440 Broadway, in New York
Jacob Weber and family live at 1423 Dewey Avenue in Evanston, suburban community north of Chicago.

Mr. Weber is a tile setter, and most of his work involves flooring for new store-buildings. One month he may be in Mankato, Minnesota; the next, in Cedar Rapids, Iowa, or Decatur, Illinois. This is why Mrs. Weber tunes every WLS newscast... as she points out, it gives real coverage of the midwestern area and she keeps well-posted on events in the community where her husband is working. He in turn listens to the same broadcasts for information about weather and other factors affecting his family in Evanston.

The Weber family includes four young suburbanites... Gwyneth, who is five and goes to kindergarten; David, age 4; 3-year-old Mary Kathleen, and Baby Madeleine. The youngsters enjoy our "Happy Hank" kid show, and each noon, they all march around the table to the stirring march melodies that always open WLS Dinnerbell Time.

WLS microphones have been beamed on the Webers and families like them for 23 years... maintaining constant alertness to their radio needs... providing service and entertainment that have made all these Midwest families loyal listeners... the kind of listeners who make for dependable advertising results.

FROM ANCIENT ROME to MODERN RADIO

The Legions of Caesar had military might, but they depended on primitive methods for signaling. Flares projecting from stockaded towers relayed messages from post to post.

Today, your message is not restricted to what your customers can see. The antennae towers of WCBM deliver your communication right into homes throughout metropolitan Baltimore. Time buyers know that they can rely on this station for comprehensive coverage and dependable delivery. The modern way to promote your products in this area is to use the facilities of WCBM.

Baltimore’s Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
Upcoming

March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.


April 14: FMA Region 1, Ten Eyck Hotel, Albany, N. Y.

(Other Upcomings page 82)

Bulletins

REAL ISSUE in controversy over William L. Sherrer dismissal from CBS Sunday evening spot is whether network has right to exercise its editorial judgment in substituting Joseph C. Harsh, William S. Paley, CBS board chairman, told Voice of Freedom Committee late Friday. Mr. Paley said Sherrer was not fired; that J. B. Williams Co., sponsor, had not complained about Sherrer; that another assignment was planned for Sherrer (early story page 84).

C. E. HOOPER Inc. proposal to increase interviewing in San Antonio to be submitted following protests of city's outlets. One cancellation received from city as of May 1 but new proposal designed to meet complaints and avert further threatened withdrawals. Hooper proposes to do double interviewing in October and November, repeating in spring, giving total of five reports yearly instead of three.

WENE Endicott-Binghamton, N. Y., joins ABC July 1 as network's 247th affiliate. New station will operate fulltime with 250 w on 1450 kc and be managed by Kieth S. Field.

Business Briefly

RALEIGH RENEWALS • Brown & William- son Tobacco Corp., Louisville (Raleigh), effective April 22 and 25 respectively renews for 52 weeks two NBC programs, Red Skelton Show, Tues. 10:30-11 p.m. and People Are Funny, Fri. 9-9:30 p.m. Agency, Russel M. Seeds Co., Chicago.


CAMPBELL PLANS • Campbell Soup Co., Camden, N. J., completing plans for day and night five-weekly strips and 30-minute weekly period through contacts not named. CBS reportedly to be used exclusively.

GENERAL FOODS TV HOUR • GENERAL FOODS Corp., New York, on April 3 starts weekly telecast on WNET New York, NBC television station, Thurs. 2-8:00 p.m., for 52 weeks. First half-hour will be video version of Juvenile Jury, which company sponsors on Mutual for Gaines dog food. Agency, Benton & Bowles, New York. Sponsor's 8:30-8:45 spot will feature Harriet Van Horne in interviews. Final quarter-hour will be I Love to Eat, starring James Beard, gourmet, on WNBT for year. Beard and Van Horne programs will advertise Birdseye frozen food products. Agency, Young & Rubicam, N. Y.

FAVOR AAAA DISCOUNT • PRELIMINARY reactions to request by American Asn. of Advertising Agencies for establishment of 2% cash discount policy by stations reported to be "very encouraging" by AAAA spokesman. By Friday 16 letters received from eastern stations [BROADCASTING, March 24].

New FM Allocations Are En Route

FCC WILL promulgate new spectrumwide FM allocations in two or three weeks, spacing stations in same area three or four channels apart to eliminate interference problem at source, it was learned authoritively Friday following extraordinary session of FCC and staff.

Giving FM matter top priority following disclosure of results of Syracuse experiments [BROADCASTING, March 17; editorial, March 24] FCC last Thursday and Friday called in Syracuse FM station owners, and promptly decided on reassignment there for test purposes, to eliminate cross-talk which developed under alternate channel operation. Stations notified Friday by telegram of new temporary assignments providing seven and eight-channel separation. WFRL-FM retains present assignment on 98.1 mc. WSYR-FM, which was on 93.5 mc, just two channels removed, shifts to 94.5 mc, seven channels removed, and WAGE-FM, now under construction, was shifted from 93.9 to 96.1 mc, eight channels away from WSYR-FM. Provision made for experimental station on intervening channels to determine how close assignments can be made without interference.

Harry C. Wilder, president of WSYR, called in Friday morning by FCC to discuss results of Syracuse experiments. Wilder could not be reached in Washington for comments, and while no official statement was issued by FCC, it is open secret that engineering department has been working on new allocation plan, to root out source of interference trouble quickly.

Just how realignment will work is problematical. Whether it will be possible to retain same number of available assignments in East and in other markets is matter of geography. Several alternate plans drafted by engineering department under direction of Cyril M. Braun, chief, FM Broadcast Division, presumably to bring about temporary alleviation to accommodate FM stations now building, but on sufficiently broad base to avoid future fundamental changes.

FCC has centered its new study of frequency separation on theory present block-allocation method, wherein stations in same area are just fractional-inch apart on dial, will tend to discourage audience acceptance. By widening separation between stations dialing would be less difficult, and possibly open way for general introduction of push-buttons for FM.

Feeling at FCC is that problem should be coped with promptly, so there will be minimum upsetting of existing operations, and so holders of conditional grants and CPs, now totaling about 1000, can change engineering designs with minimum expense. Stemming from new alignment may be requirement that Class B stations of substantial output be located out of towns to minimize cross-talk possibilities in blanket areas.

Expense of altering existing assignments is dependent upon several factors. Crystal changing to new frequencies isn't major item, but alteration of antennas, and possible location changes (if ordered) may run into substantial sums. It is generally agreed, however, that time to effect changes, even if on temporary basis, is now.
Power alone isn't enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO's increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.
Byron Head PROVES KOIL has an early morning audience, too!

Ever doubt the value of early-morning time? Then here's a prize "doubt-dispeller"—about Byron Head, the early bird who rules the roost in Omaha from 6 to 8 A.M. Facing an "early-morning mike" is often lonely and uninspiring thought Byron at 6:00 A.M. on February 14th.

"Call and let me know you like my show," said Byron casually to his listeners. Immediately, pandemonium broke loose! In 58 minutes, 667 calls recorded; switchboard at saturation point; and calls continued all morning long.

To sum up: KOIL's tremendous morning audience in the Omaha-Council Bluffs area is highly responsive even at the early hour. Let Byron Head make this audience respond for you, too! Call Petry.

CHARLES T. STUART
President & Exec. Director
Ex. Offices—Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives
71.34 percent of KSFO time is MUSIC!

Long time advertisers and new users of KSFO time are cheering our music and mood programming policy . . . because it's paying off in increasing advertising results.

We know “Everyone Likes Music” and our carefully prepared programs are planned for people who are particular about their music whether popular or classical. But equally important is KSFO “Mood Programming” . . . music programs skillfully time-blocked to preserve the mood; keeping dials tuned to 560 for long periods of listening time.

To sell the San Francisco-Oakland Bay Area remember, KSFO music (and mood programming) Pay Off, economically, effectively and constantly. Write KSFO or ask your Universal Radio Sales representative for the “Music Story.”
Again Raytheon presents an item of broadcast equipment that scores a hit with all who see it. Following on the heels of Raytheon's highly successful 250 Watt design, this new 1000 Watt AM transmitter provides the same excellent performance, the same inherent superiorities for higher-powered stations . . . and at surprisingly low cost.

It's an outstanding design . . . perfected after months of careful engineering. Simpler circuits give the all-important dependability that Raytheon transmitters are becoming widely noted for. Exceptional signal quality is achieved through triode type tubes and audio transformers better than were ever before available. Its striking modern beauty catches the eye of visitors—makes it a show-piece.

This Raytheon transmitter commands attention of 1000 Watt station owners and engineers. Before you decide on a transmitter, write or wire for our fully illustrated specification bulletin. Prompt deliveries can be made.

...STUDY THIS NEW, ADVANCED RAYTHEON AM TRANSMITTER

"It's a beauty," says the visitor...

"It's a star performer," says the station engineer...

"It's an excellent investment," says the station-owner.

HERE'S WHAT RAYTHEON OFFERS
Study these RAYTHEON features before you choose any transmitter, for replacement or new installation.

1 Simplified, More Efficient Circuits — A high level modulation system eliminates necessity of complicated and critical adjustment of linear amplifiers and minimizes harmonic distortion. Tube cost low, power consumption considerably lower.

2 Greater Dependability — Modern components, operated at well below their maximum ratings, and simplified circuit design reduce failures to minimum. Designed to withstand overloads—fully resistant to excessive temperatures, high humidity. Performance not impaired by ordinary line voltage fluctuation.

3 High Fidelity Signal — Modern triode type tubes used in all audio stages have an inherently lower distortion level. Specially designed audio transformers reduce distortion still further. The feedback circuit also improves signal quality but is not essential in this simplified circuit.

4 Push-Pull Final Amplifier — A Push-Pull R F final amplifier materially decreases harmonic distortion. Parasitic oscillation in this stage is eliminated and suppressors are not needed.

5 Easy to Operate — Only two stages, the R F Drive Amplifier and Power Amplifier, have to be tuned. A Video type amplifier eliminates complicated tuning of the Buffer stage.

6 Fast, Accurate Tuning — All operational controls are centralized on the front panel; every circuit is completely metered and instantly checked. Low speed motor tuning gives positive micrometer adjustment of the two tuned stages.

7 Easy to Service — Vertical chassis construction and symmetrical mechanical layout make servicing easy. Hinged side panels give access to all cabling and meters. Full height double rear doors give maximum access to wiring and components.

8 Easily Meets All F.C.C. Requirements — Flat frequency response from 30 to 10,000 cycles per second. Noise level — 60 db below 100% modulation. Less than 2 1/2% RMS for 95% modulation.
Your message on KNOW reaches more able-to-buy listeners in the rich Austin market than on any other radio station.

BMB * reports that KNOW has 79 per cent of the daytime audience in Austin and Travis county; 77 per cent of the nighttime audience.

Hooper Station Listening Index ** shows that KNOW is the most listened-to station in Austin—morning, afternoon and evening.

Continued success of clients' campaigns proves that KNOW is an effective, low-cost promotion aid—a station with sellability.

KNOW gives you more dialers per dollar; Austin gives you more dollars per dialer. Write today for further information . . . and for copies of the latest Hooper and BMB reports.

* Study No. 1—1946
** Fall, 1946
Feature of the Week

NEW ENGLANDERS eager to gain a clearer understanding of important issues of the day are turning their dials to Yankee Network stations for two weekly round table discussion broadcasts held under auspices of the newly created Yankee Network Institute. One of the programs, heard Saturday nights from 7 to 7:30, is concerned chiefly with problems having a legal slant and is aired with the cooperation of the American Bar Assn. The other, called the Journal of the Air, features educational and other topics. It is also aired on Saturdays, 2:30-3 p.m.

Linus Travers, executive vice president and general manager of Yankee, inaugurated the Institute with the idea of bringing New England listeners the latest developments in the fields of science, law, art, literature, medicine, welfare and education. Heading the Institute is James S. Powers, educational director for Yankee.

Opening the American Bar Assn. series was a discussion on the topic, "Youthful Offenders Under Operation of Law." This discussion drew favorable comment in the February issue of the Boston Bar Assn.'s Bar Bulletin, which pointed out that as a result of the broadcast one of the participants, Judge John J. Connelly, presiding justice of the Juvenile Court of Boston, had appointed an advisory commission of prominent citizens to assist him with problems of policy.

Among topics discussed on the Institute's subsequent American Bar Assn. broadcasts have been "Women on the Jury," "A World Federation or the United Nations," "Taxing the Family Income."

Success of the Bar Assn. series, still in progress, led to the launching of a second series—this time dealing with educational problems. New series was inaugurated on Feb. 8, when the topic, "Should There Be More State Aid for Education?" was discussed. Question covered such a wide field that it was continued for a second week, with Raymond A. FitzGerald, deputy commissioner of education for Massachusetts, serving as moderator for both broadcasts.

Through the Journal of the Air the Yankee Institute's director, Mr. Powers, presents each week four or five speakers of outstanding qualifications in science, art, law, welfare and other fields. Recently the Institute completed arrangements with the Massachusetts Society of Medical Research to bring prominent physicians and health officials to the air to discuss prevention of disease.

Sellers of Sales

A LAN LOCKHART WALECE, radio director of Needham, Louis and Brorby Inc. Chicago, is one director who believes there is still a good future for radio shows in Chicago, despite the trend of the past decade. Alan has been watching the flight of Chicago-created shows to New York and Hollywood ever since he came to the Windy City in 1935. In those days Chicago originated about 35 daytime serials.

"Everybody in the radio business knows that the dramatic serial was born in Chicago. We all know why it has gradually shifted headquarters to New York and Hollywood over a period of about fifteen years. New York is the theatrical capital of the country. Besides opportunities in movies, Hollywood offers sunshine. So long as talent finds greater opportunity in those two entertainment centers, Chicago will play third fiddle in program origination."

However, Mr. Wallace feels that Chicago can retain and rebuild its reputation as a proving ground for new shows... if initiative to build good shows is used.

"We can have more origination in Chicago within the next five years if we start now to build a few good shows here. We can be of real service to the radio industry in uncovering new talent and providing it an opening opportunity if we can build well."

Needham, Louis and Brorby built two of the leading NBC network shows, Fibber McGee and Molly and The Great Gildersleeve, from scratch in Chicago.

They have moved to Hollywood. Mr. Wallace said, "but we haven't ceased radio activity in Chicago. Last year our agency built one daytime show (Sky King over ABC). In about six months it climbed into third place among children's serials. In addition to the Sky King (Continued on page 74)
WHO gratefully acknowledges its selection for

THE DuPONT AWARD for 1946

"... for outstanding and meritorious service in encouraging, fostering, promoting and developing American ideals of freedom and for loyal and devoted service to the nation and the community. ..."

Gratified and inspired as we are by this great honor, we re-dedicate ourselves to a continuation of the policies, ideals and work that brought the Award to us.

WHO

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager
NO. 2—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

MISSIONARIES!

As old and well-known as radio is, you’d be surprised how many new advertisers and prospects still don’t quite understand about the effectiveness and economy of spot-broadcasting. Hence a big part of our job is educational and explanatory. Here you see Ray Neihengen of our Chicago Office, helping an agency friend to explain spot-broadcasting to a new client. Does this suggest anything to you?

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE     KOB
Baltimore        WGR
BOISE           KDFM
BUFFALO         WGR
CHARLESTON, S.C.       WCES
CINCINNATI     WCKY
COLUMBIA, S.C.       WIS
CORPUS CHRISTI   KBSI
Davenport        WOC
DES MOINES      WHO
DENVER          KYOD
DULUTH-SUPERIOR WDSM
FARGO           WDAY
HOUSTON         KXYZ
INDIANAPOLIS    WISH
KANSAS CITY     KMBZ
LOUISVILLE      WAVF
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK        WMCA
OMAHA           KFAB
PEORIA-TUSCOLA  WMDO-WDJ
PORTLAND, ORE.    KEX
RALEIGH        WPIC
ROANOKE         WDJ
SAN DIEGO       KSJS
ST. LOUIS       KSD
SEATTLE        KIRO
SYRACUSE       WFBL


Page 12 • March 31, 1947
Net Time Sales $325,890,000 in 1946
Rise of 7.2% Over 1945 Shown;
Gross Sales $424,077,000

BROADCAST advertising maintained its unbroken upward trend in 1946, net time sales for the year reaching the all-time record of $325,890,000.

Rate of increase over 1946, when the net was $310,484,046, was 7.2%, compared to the 7.3% 1945 increase over 1944, 26.8% in 1944 over 1943 and 19.6% increase for 1943 over 1942.

Gross time sales in 1946, the “quick figure” used for comparison with other media, are estimated at $424,077,200 compared to $411,547,628 in 1945. The gross figure represents the advertising volume at the one-time card rate, whereas net time sales represent gross billings less frequency and promotional discounts, thus comparing the actual gross receipts for sale of time before deduction of agency commissions.

Other Sources
Broadcast income from sale of talent and similar items, difficult to estimate on a sample basis, is placed at $20,000,000, bringing the grand total of radio’s revenues to about $350,000,000. With another $65,000,000 spent by advertisers for talent and programs on their own account, direct expenditures for radio advertising amounted to approximately $420,000,000.

These figures are based on estimates made by Broadcasting for the 1947 YEARBOOK number, which has gone to press. Broadcasting has compiled annual time sales figures since the first YEARBOOK was issued in 1935, the margin of error averaging less than 2%.

All industry brackets showed increases in net time sales in 1946, following the general 1946 trend. National network volume rose 1.4% during 1946 compared to 0.8% in 1945. This compares with 24% and 19% in 1944 and 1943 respectively. National and regional non-network time sales, or national spot, rose 9.7% over 1945, compared to increases of 7.2%, 24% and 16.4% increases in the three previous years.

Local time sales gained 6.6% in 1946 over 1945 compared to 9%, 29% and 18% in the three previous years. Local business accounts for approximately a third of total net time sales.

Analysis of the figures indicates that most of the available time over large stations has been absorbed and that many local advertisers are unwilling to buy time at large station rates. Gains for all classes of stations except the purely local (not over 2 kw) have not been equal to the national rate of gain for non-network class business.

Stations themselves apparently experienced the same rate of gain as the overall industry except that local stations seem to have contributed most heavily to the percentage increases.

In the non-network field income of 50 kw clear-channel outlets increased only 3.1%. Part-time clear-channel stations with 5 kw to 20 kw power rose 7.7% as did regional and unlinked stations. Part-time stations rose 5.8%. Local unlimited stations increased their non-network time sales by 15% and local part-time stations by 25%.

Though the industry is not yet old enough to yield long series of annual statistics on which conclusive observations may be based, it is believed the ceiling on broadcast time sales is being approached as to the segments of the industry represented by large operations.

While it is not deemed of utmost significance that the national spot market declined by small for two successive years, it is considered worthy of notice that one of those years was the last of the war period and the second was one in which reversion to peacetime distribution planning was substantially completed.

Local time sales, on an industry-wide basis, appear more nearly static than national spot, and gains in local volume apparently arise almost entirely from establishment of new stations and access by others to “fringe” markets—small communities on the border of large population centers, or stations in small communities in rural areas.

Newspaper advertising in 1946 increased 24.3%, according to the Media Records 52-city report, with heaviest gains being 32.3% for classified advertising and 26.4% for retail and 24% for department stores. Magazine volume rose 25% last year. Weeklies showed a 23% gain, monthlies 19%, women’s service magazines 28%, national farm papers 11%.

Gross billings of networks in 1946, showing no substantial change over 1945, revealed automobile volume in an upward trend, with greatest increases in the accessories and trucks group; tires and tubes lost heavily, passenger cars declined slightly.

Confectionary and radio groups showed heavy losses, offset by gains in laundry soaps and housekeeping supplies, supported by drugs and toilet goods. The drug and confectionary and soft drinks was 18%, with radio and phonographs down 35%. Laundry soaps and housekeeping supplies gained about 28%; drugs and toilet goods rose 3% but were applied to sufficiently large bases to offset fairly well the declines in other product classes.

In the drugs and toilet goods group, drugs and remedies them-

(Continued on page 80)

U. S.-Controlled Shortwave Sought

Benton Bill for ‘BBC’ Type Foundation
In Congress

By PETER DENZER

A PROPOSAL that the Government enter the international broadcasting field on a permanent basis while at the same time widening the base of private participation was sent to Congress last Wednesday, embodied in an International Broadcasting Foundation plan developed by Assistant Secretary of State William Benton.

Release of the detailed plan climaxcd more than a year of controversy— which revealed wide differences of opinion in industry, ranging from almost complete support to outright denunciation [BROADCASTING, Feb. 24]. The plan also faced Congressional economy hurdles which already are threatening current State Dept. international broadcasting with severe cuts if not complete elimination of it [BROADCASTING, March 24].

The proposal would create a publicly chartered corporation—wholly owned by the Government—to assume complete responsibility for all American international broadcasting. Management of the Foundation would rest with a 15-man board of trustees, which would include the Secretary of State and one full-time $15,000 operating director whom it would report to the President. The other 13 members would be “distinguished private citizens,” appointed by the President with the advice and consent of the Senate.

Could Accept Gifts

‘Policy and program control would thus be split three ways with thirteen-fifteenth of the board vote controlled by non-gov-

Nor would the Foundation be completely dependent upon tax-

ernment board members, although final approval would rest with Con-

emptum, over international broadcasting and more

(Continued on page 76)

March 31, 1947 • Page 13
FM Group to Seek Removal of AFM Extra Fee Demand

DECIISON to use “every possible means” to overcome the present restrictions of the American Federation of Musicians against simultaneous broadcast of musical programs over AM and FM facilities without extra payment of musician fees was reached Thursday by the NAB FM executive committee.

After a meeting at the Waldorf-Astoria Hotel, New York, the committee announced it had unanimously agreed that AFM restrictions constituted the greatest single obstacle to the growth of FM.

The means which the committee expected to use to change the situation were not disclosed.

Convention Plans
In addition, tentative plans were made for participation in the 1947 NAB convention at Atlantic City in September. It was planned to integrate fully all discussions of FM matters with those of other broadcast operations. A session will also be devoted to special consideration of the various methods of FM operation, i.e., complete duplication with AM, complete segregation, partial duplication and exclusive FM operation. A panel of qualified broadcasters will be selected to discuss these problems.

The committee commended the FM management studies and suggested a further study to develop facts relative to the operating costs of small-market FM stations based on the experience of similar AM operations.

Attending were: Walter J. Daum, WTMJ Milwaukee, chairman; John Shepard 3d, WGRT Boston; Cecil Martin, WBNF-FM Binghampton, N.Y.; Matthew Bonebrake, KOCY-FM Oklahoma City; Gordon Gray, WMIT Winston-Salem, N. C.; John V. L. Hogan, WQXQ New York; Lester Naefger, WELD Columbus, O.; Robert T. Barley, NAB FM director; C. E. Arney Jr., NAB secretary-treasurer. Representing Everett Dillard, KOZY Kansas City and Leonard Asch, WBCA Schenectady were Hudson Eldridge, and Bill Bailey, FAA executive secretary.

Book Critique Program

May Become NBC Co-op

THE BOOK of the Month Club, New York, discontinues sponsorship of its Author Meets the Critic program on WQXR New York Thursdays 9:30-10 p.m., on May 15, and the transcribed repeat broadcast on the same station Sundays 2:30-3 p.m., on May 18 and May 25 begins sponsorship of the show on WNBC New York.

The program will be heard on WNBC on Sunday afternoons, with the exact time period not yet set. The show may go on NBC as a co-op series, it was reported. The program, also heard on MBS Wednesdays 10:30-11 p.m. as a sustaining, will be discontinued on that network on April 2. A program for The Book of the Month Club is Schwab’s & Beauty, New York.

NAB Dist. 1 Meeting

L.AST month the NAB district and area meetings to be scheduled is that of District 1 (New England), which will wind up the nationwide scheduled June 2-3. District Director Paul W. Mooney, WTTI Hartford, has scheduled the meeting at Somersett Hotel, Boston.

Schedule Changes

GENERAL MOTORS CORP., Dayton, Ohio (Frigidaire Division), April 4 switches Hollywood Star Time on CBS from Sat. 8-8:30 p.m. to Thurs. 10:30-11 p.m., as the CBC sustainer. Once Upon a Tune, previously heard Sat. 6:15-6:45 p.m., moves into the time formerly occupied by the Hollywood Star Time show, effective Mar. 29, and a musical program featuring the Chicagoans orchestra fills in the Sat. 6:15-6:45 p.m. period. Agency for Frigidaire is Foote, Cone & Belding, New York.

Elgin TV Spots

ELGIN National Watch Co., Elgin, Ill., will sponsor time signals on WCBS-TV New York preceding and following the Saturday and Sunday telecasts of the Dodgers baseball games during 1947, starting April 26 and ending Sept. 28. Move adds 44 spots to Elgin’s current schedule of two time signals each Sunday evening on the station. Elgin also has renewed for another 13 weeks its Sunday evening video time signals on WNET New York, effective April 6. J. Walter Thompson Co., Chicago, is the Elgin agency.

Bland Prizes

PAN AMERICAN clipper flight around the world, two new automobiles, 25 prizes of $100 each and $1,000 will be given away by Swift & Co. on ABC’s Breakfast Club from March 31 to May 4. The contest is open only to women and requires the completion of a jingle about Lard Land.

THREE TOBACCO FIRMS PLAN SPOT CAMPAIGNS

THE AMERICAN Tobacco Co., Philip Morris and Liggett & Meyers Tobacco Co., all with headquarters in New York, will launch spot campaigns on April 7, April 1 and March 31, respectively.

The “Sportmen’s Quartet,” now featured on the American Tobacco Co.’s Jack Benny Show, will be heard on behalf of Lucky Strike cigarettes on 15-second spot announcements. For the month of April, the program will feature six weeks on more than 900 stations throughout the country with 15 spots a week on each station.

Philip Morris cigarettes will begin their 13-week campaign on April 1 with 150 spots weekly on the following stations: WOR WNBC WJZ WNEW WHN WMCA WINS New York and WAAAT Newark, N.J.

Chesterfield cigarettes spot announcements will be heard in approximately 20 cities.

Agency for American Tobacco is Foote, Cone & Belding, New York, while the Blue Co., New York, handles Philip Morris and Newell-Emett, New York, places the Chesterfield business.

GROUP IN CAMPAIGN AGAINST ALCOHOL ADS

A MOVE to curtail advertisements of alcoholic beverages in radio, newspapers and magazines has been under way since last October by the Baptist Council on Christian Social Progress of the Northern Baptist Convention, New York and New Haven, Conn., it became known last week.

In the case of radio advertisements, the council has prepared packets of cards which can be bought at cost by Baptist pastors or church groups to display on the airwaves among congregations. The packets are made up of nine cards which are broken down into three cards each, printed in different colors. The recipient of the card fills in his name and address and the name of the local station, the network and the name of the alcoholic beverage sponsoring the program on these cards and mails them to the local station on which he heard the offending program, one to the network and the third to the FCC.

BURL IVES PROGRAM TO STAY IN SUMMER PHILCO CORP., Philadelphia, will continue the Burl Ives program heard on MBS Fri. 8-8:15 p.m. through the summer period without interruption while Bing Crosby, star of the Philco program, distributes his program himself.

None of the results of the Bing Crosby program which can be heard on more than 400 stations, believed to be the largest single hour of radio to be assembled for a top radio program.

Philo agency is Hutchins Adv., Philadelphia.

Lipton Renews

THOMAS J. LIPTON Inc., Hoboken, N. J. (Lipton’s tea and noodle soup), effective April 8 for 52 weeks renew its Tuesday 9-9:30 p.m. time period on CBS now featuring the Vez Pop program.

After an eight-week hiatus from May 27 through July 22, the firm will sponsor Arthur Godfrey’s Talent Scouts, currently heard on Tuesdays 9:30-10 p.m., as a CBS sustainer. During the Lipton hiatus the Godfrey show will be heard on a sustaining basis Tuesdays, 9-9:30 p.m. The agency for Lipton is Young & Rubicam, New York.

Miller Named

JUSTIN MILLER, NAB president, named Chairman of Special Advisory Committee on Citizenship by Attorney General Tom C. Clark, last week.
Telephone Strike May Be Averted

**Expect Government Action to Head Off Tieup**

INCREASING indications of government intervention to head off the threatened nationwide telephone strike, scheduled for April 7, were seen as the headline for the walkout drew nearer. Some quarters on Capitol Hill expressed confidence that Congress would act, if necessary, to maintain telephone service by enacting legislation which would permit government seizure of the nation's strike-bound properties.

The emergency remedial measure attracting most attention, however, was a proposal by Chairman Fred A. Hartley Jr. (R.N.J.) of the House Labor Committee to amend the Norris-La Guardia Act, which bans injunctions against unions, to permit the U.S. Attorney General to invoke injunctions against telephone at unions in the event of strikes.

*Stop-Gap* Bill

Rep. Hartley, who said he would submit to his Committee today (Monday) a bill embodying the Norris-La Guardia Act amendment proposal, described the measure as being of the stop-gap variety.

Meanwhile, the Labor Dept. pressed efforts to bring the National Federation of Telephone Workers (composed of 49 unions, 39 of which are involved in the threatened strike) and the telephone companies to terms.

Rep. Hartley said he thought his bill might be ready for House consideration by Wednesday afternoon (April 2) and that it would be withdrawn if the dispute is settled meanwhile.

There was doubt as to whether the strike measure, or any other emergency legislation which might accomlish the same results, even if favorably received, could be enacted before the scheduled date of the strike.

A more hopeful prospect was that differences between the union and the telephone companies might yet be resolved in time to prevent a strike. This possibility was not entirely discounted, as the National Federation of Telephone Workers, through its president, J. A. Beirne, announced last Friday that it was modifying its stand with reference to industry-wide bargaining in the current dispute. Earlier, the NFTW had declared it would insist on industry-wide bargaining, and so notified officials of American Telephone and Telegraph Co. This demand was rejected by A. T. & T. Explaining the union's change of heart, NFTW President Beirne asserted that "a system-wide bargaining settlement is the only one that in my opinion would make sense. However, the company has recog-

ized the affiliates and so we will do everything we can locally as well as nationally to settle the dispute."

The 39 unions involved in the dispute represent 287,000 workers, and their demands include a $12 weekly pay increase on a nationwide basis, a union shop, dues checkoff, improved vacations and pensions and shorter automatic promotion schedules.

The NFTW's 49-member policy committee, meeting in Washington last week, changed its tentative plans for an adjournment recess until Monday following Rep. Hartley's announcement of his plans to introduce the Norris-La Guardia Act amending bill and other Capitol Hill developments. The committee is scheduled to consider the Hartley proposal today (Monday), and some observers believed the NFTW would issue a declaration and program which conceivably could end the controversy. In one of its closed sessions March 26 the policy committee was understood to have weighed from all angles the government seizure possibilities and implications.

A three-member, all-powerful committee was named by the policy committee to "act as a committee to explore all avenues which may now be available or may hereafter be suggested for reasonable settlement of the ten national coordinated items." The three-member committee, composed of three NFTW officials—President Beirne, Vice President John J. Moran and John L. Crull, chairman of the Federation's 8-member bargaining committee and Southern regional director—was empowered to meet "with government officials including the President of the United States, management officials, or any public agents or agencies in the interest of determining the method to be used in reaching a settlement."

**Lead Conciliation Efforts**

Leading the conciliation efforts on behalf of the government were John W. Gibson, assistant Secretary of Labor, Conciliation Director Edgar L. Warren and W. E. Chalmers, Conciliation Service program division chief.

The possibility that the strike, if it occurs, would affect radio broadcasting was seen in the announcement on Thursday of a mutual assistance pact between the National Federation of Telephone Workers and the National Assn. of Independent Broadcast Engineers and Technicians.

The pact, arranged by J. J. Moran of the NFTW policy committee and A. T. Powley, president of NABET, contains the following commitments by the radio engineers: "(1) Our members will not strike or elsewhere declare that the telephone company might employ. (2) We will not perform any work not normally done. (3) We will not enter the telephone company property during the strike. (4) We will not pass traffic orders or report trouble."

A spokesman for the New York City local office of the International Brotherhood of Electrical Workers, another major radio engineers' union, said that although no definite orders had been received from the national office, the IBEW expected to cooperate with the telephone unions in every way possible, and still maintain its contracts.

Delays will be experienced in remote broadcasts and some programs might be kept off the air as a result of the pact, according to an NFTW spokesman. The union official predicted that the effect would be especially serious if line difficulties developed and the strike were prolonged.

Mr. Sholis will assume his new duties upon conclusion of the clear channel hearings before the FCC, expected by this fall. He will be a key witness for the clear channel station in that proceeding, which will terminate more than two years of study by the FCC. The issue is whether existing clear channels shall be expanded at night to provide reposition service. Involved in the proceeding also is the recommendation of the 16 member stations in the clear channel group that will be increased from the present maximum of 50,000 watts to 760,000 watts under a plan which would result in some network re-alignment of clear channel stations looking toward maximum coverage nationally.

Mr. Sholis may devote some time to his new duties this summer. This depends upon the clear channel hearing schedule and the completion of a number of technical and economic projects now under way by Col. John H. DeWitt Jr., chief engineering consultant of CCBS, and Louis Gold, Island, chief legal counsel.

In confirming the eventual move of Mr. Sholis to WHAS, Edwin W. Craig, president of WSM Nashville and chairman of CCBS, complimented WHAS in obtaining his services.

"Mr. Sholis, in the years he has..."

(Continued on page 85)

**Sholis to Leave CCBS for WHAS Post**

Succeeds W. Lee Coulson

As General Manager

Of Station

VICTOR SHOLIS, director of the Clear Channel Broadcasting Service since its formation in 1941, will become general manager of WHAS Louisville, 50,000-watt clear channel outlet of the Courier-Journal and the Louisville Times later this year. He succeeds W. Lee Coulson, general manager for the past decade, who has relinquished active direction because of his health and who becomes a member of the board of directors of the new WHAS Inc.

Mr. Coulson, now on the West Coast due to his frail health, has been ill for more than a year. As manager, he will serve in an advisory capacity. He became executive manager of the station in mid-1938, succeeding Crodo Harris, and had served as commercial manager beginning in 1932. Mr. Coulson joined WHAS as a salesman in 1929 after three years with Louisville newspapers.

March 31, 1947 • Page 15
Mr. White's Paper: Sequel to a Sequel

We carry in this issue a review of a book written by Llewellyn White, assistant director of the Commission on Freedom of the Press.

Mr. White's book is, after a fashion, a sequel to a sequel. There was the FCC Blue Book; one of its co-authors, Charles A. Sippmann, then brought out a volume called Radio's Second Chance; and now Mr. White's The American Radio.

As far as some of the context is concerned, you could throw the three of them up the stairs and select the one that landed on the highest step.

But there's a difference in conclusions. The Blue Book reached none; Radio's Second Chance presented some proposals, but they had little practical application and they pointed dangerously down the road of Government operation. Mr. White proposes solutions which he believes are workable and which are not contrived to change our basic system of free broadcasting.

At the very least, he should get "A" for effort.

He wants to see more stations on the air; he wants to hear editorials broadcast; he believes the answer to broadcast coverage lies in more clear channels, with satellites in remote communities; he doesn't care whether it's AM or FM, he holds that signals should be extended into the byways of America to the saturation point—but he maintains that FM provides the quickest device.

Thus it is to see the NAB set high programming standards for member stations to attain, with the membership acceding under compulsion of dismissal. Broadcasters should weed out the advertiser-agency influence in their programming operations.

He is an idealist, and we go along with him. What Mr. White proposes, we would propose. And so would every broadcaster.


New Volume Gives Free Press Report
Commission Headed by Hutchins
Finds Too Few Control Radio
A Free and Responsible Press (U. of Chicago Press, $2)

"A FREE and Responsible Press," one of the five volumes summarizing the findings of the Commission on Freedom of the Press, is principally interesting to broadcasters because it is projected as a study of, and report on, all media of communication.

Says Robert M. Hutchins, U. of Chicago president and chairman of the Commission, in a foreword: "The Commission decided to include within its scope the major agencies of mass communication: radio, newspapers, motion pictures, magazines and books. Wherever the word 'press' is used in the publications of the Commission, it refers to all of these media."

The Commission concludes that freedom of the press is in danger for reasons which it ascribes to the press itself: because it has not voluntarily made adequate provision to reflect the opinions and desires of all of the people and because, on occasions, the press has been anti-society in its approach to society's problems.

The Commission sees communications as the most important public service of all, and views freedom of communications as that which governs all other liberties. Thus it finds a corollary: that radio, like the press, is controlled by too few; despite the efforts of the FCC to limit ownership through duly regulated periods and by other means. With control residing in the hands of the few, as charged, says the Commission, better and more expansive use must be made in the future in the interest of the common good of mass communication for the good of the people.

It projects world-wide radio as one of the great problems of the future, seeing in proper development of this segment of the media an opportunity to bring about mutual understanding between people. It does not believe this should be achieved: by a Government operated or privately operated radio, although it seems to incline toward the former.

The element of the book might prove particularly interesting (and timely) since it is just now, with issuance of this book and "The American Radio"—another Commission study—that William Benton, Assistant Secretary of State, is fighting in Congress for funds to build a Government operated world radio (see story, page 13). Mr. Benton, of course, formerly was vice president of the U. of Chicago and, in this regard, probably will view the product manufactured under the guidance of his old boss, Mr. Hutchins, with great favor.

Named President

HENRY R. TURNBULL, who recently withdrew as partner of Gahagan, Turnbull & Co., New York [Broadcasting, March 17], has joined Booth, Vickery & Schwinn, Baltimore and New York, as assistant publisher. He will continue to be radio advisor to Gov. Thomas E. Dewey of New York, a position he has held since 1942.

Can we teach the listener to like caviar when he prefers black eyed peas? Is it our obligation to change his appetite? Mr. White says it is, and he is trying to paint the genie's abdication to enlighten the world in these fearful times.

Perhaps we are becoming civilized to the point of extinction, as one might sharpen a knife until the blade disappears. We think there is something fundamentally sound in a society where some men love Stella Dallas and find it reassuring.

Radio is a wonderful medium, by far the most wonderful of mankind. But you can't change diapers with it. You can't fycast with it. You can't play marbles with it. There are a lot of things you can't do with it.

Perhaps if Mr. White and his fellow observers would recognize its limitations, as well as its potentials, their words would have more weight. Its limitations are those of humanity, of which great fraternity Mr. White is a member.

KOAJ Wins Award
KOAJ DENVER awarded 1948 GE Merit Award for main- taining most nearly perfect operating record for the year, during which the Mile High NBO owned and operated station lost only four seconds broadcast time due to technical difficulties. KOA is second time winner—first award in 1945 with year's time loss of only 45 seconds.

KETER Wins 3-Year Scramble For 1230 kc at Grand Rapids
FINIS was written last week by FCC to the three-year Ashbacker-Fetter scramble for 1230 kc at Grand Rapids or Muskegon, Mich.

The Commission, in a formal order, granting Benton Broadcasting Co. of Chicago a 1230 kc, 250 w. Grand Rapids a construction permit and license for use of 1230 kc with 250 w.

Comm. C. J. Durr dissented, contending the overlap between WJEF and the Fetter outlet at Kalamazoo, WKOJ, should prohibit a grant under the duopoly rules.

The Commission last week also adopted final decisions for one of the following applications for new standard stations:

Blue Valley Co., Independence, Mo., 1510 kc, 1 kw, daylight time.

KAKE Broadcasting Co., Inc., Wichita, Kan., 1490 kc, 250 w., unlimited time.

Collinson-Wingate Broadcasting Co., Topeka, Kan., 1490 kc, 250 w., unlimited time.

The Commission denied the following competing applications: Air Capital Broadcasting Co., Inc., Topeka, and KCLC Broadcasting Co., Inc., all seeking 1490 kc, 250 w. and unlimited time at Wichita; KTVP Inc., requesting 1400 kc, 250 w. and unlimited hours at Topeka; Emporia Broadcasting Co. Inc., seeking change of frequency for KTSW Emporia, Kan., from 1400 kc to 1490 kc with 250 w. and unlimited hours; and General Broadcasting Co. for 1490 kc, 250 w. and unlimited hours at Independence. WJEF was first authorized in 1944 but the grant was withdrawn by FCC. It was re-aided and referred to "Achter's Decision" of the U. S. Supreme Court, which ruled that FCC must hear all mutually-exclusive applications before making grants.

Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich., had filed for the same facilities at Grand Rapids but was set for hearing at Grand Rapids.

Upon receipt of the SCOTUS decision the Commission placed WJEF on special temporary authority and held comparative hearing on the requests. FCC's proposed decision last fall favored Fetzer over Ashbacker and in February of this year the latter was granted an amendment of application to request 850 kc with 1 kw fulltime, using directional array [Broadcasting, Feb. 24].

This cleared the way for the present final decision.

The final decision in the Wichita, Kan., case, however, incorporating in substance the findings of the proposed decision in that case [Broadcasting, Feb. 12], is now under consideration for issuance.

Blue Valley Co.—Equal partnership of Frank E. Fowler, business manager of Craig Broadcasting Co., Inc., and a business manager of station: Craig B. Eggert, owner of printing firm and one-time manager of former KOIZ Grant City, Mo., who will be general manager, and is associated with Mr. Eggert; Charles Biergert, real estate salesman and former chairman of a number of a motion to set up a radio school and radio communicators' association; Mr. Eggert is a brother of a former partnership.

KAKE Broadcasting Co.—Mark H. Adams, attorney; president; and 11.9% of common stock; Clark A. Luther, now with APF Wichita and formerly with the Charles Biergert firm, vice president; and general manager [22.33%]; Robert B. Dockser, now operating a newspaper in Kansas City, [16.66%]; Charles F. Biergert, general manager of Biergert Oil and Paint business [16.66%]; Charles E. Jones, attorney [5.56%].

Collinson-Wingate Broadcasting Co.—Equal partnership: Thomas Hall Collabor, attorney and minority stockholder and director of Staufier Publishing Co., owner and general manager of KOAZ Grand Rapids and a number of newspapers in Grand Rapids and Wisconsin; Mr. Collinson, manager and sales manager of a Topeka advertising agency.

Page 16  March 31, 1947  Broadcasting  Telecasting
Radio’s Third Chance--With Suggestions

Plan for Future Features Book
By White

NEXT TO writing about war experiences, the most popular subject for authors seems to be American broadcasting.

The third treatment on the subject has emerged from the U. of Chicago Press.

It is entitled The American Radio. Its author is Llewellyn White, working under a $100,000 grant from Publisher Henry Luce (Time, Life, Fortune) and the U. of Chicago to the Commission on Freedom of the Press.

In March 1946 there was the FCC Blue Book.

In April 1946 Radio's Second Chance, by Charles A. Siepmann, former BBC and FCC employe.

And now The American Radio. That makes it a trilogy.

The American Radio is a comprehensive study of American broadcasting. It is replete with information, historical and electronic, on the development of the medium. It covers with admirable thoroughness the growth of radio as an instrument of advertising and entertainment. It reviews in detail the social responsibilities of the medium. By these virtues, it measures well.

Pink, Its Color

But into the unbleached fabric woven by the Commission’s competent research staff, the author has dropped a few pellets of his own peculiar dye.

LLEWELLYN WHITE was born Oct. 3, 1899 in Battle Ground, Ind. Reared in Florida, schooled in that state, in Texas, and in Washington and Kansas. Served overseas in the Kansas Guard in the first World War. Has worked on Chicago American, Kansas City Kansas, San Francisco Examiner, Kansas City Journal, Paris Herald, United Press Paris and Central Europe, Associated Press, New York Herald-Tribune; was assistant managing editor of Literary Digest, National Affairs Editor of Newsweek, Chicago Sun Washington column. In November 1942 joined OWI as chief News and Features Service, Overseas Division. In 1944 acted as special adviser to Elmer Davis. Then joined Commission on Freedom of the Press. In preparing “The American Radio,” he returned to his home town which he had left when he was a boy. He plans to retire to cabin in Maine woods to complete a novel he started two years ago. The novel is the story of the “growth of a small town in terms of people who live in it between two world wars.”

The result is that one peruses the lengthy document through a pink haze. This is not surprising since its author—Mr. White—obtained his principal radio experience as Director of News and Features for the Overseas Division of the War Information during the war. Most observers who examined this operation more than casually, would agree that the War of America spoke out of the left corner of its mouth.

And yet The American Radio, despite the author’s effort to inject his personal opinions into what is supposedly a scientific study, avoids some of the excesses which are evident in the Blue Book and Radio’s Second Chance.

As a matter of fact, in crediting Radio’s Second Chance as a source behind the White says of it: “The [book], while horitory in style and given more to piety than specificity, succeeds in captur- ing the mood of dissatisfaction prevailing in 1946.”

This comes as something of a surprise, since in his acknowledg- ments of credit at the book’s conclusion, Mr. White records: “The Federal Communications Commissioners and their staff, par- ticularly Edward Brecher of the Legal Department, were especially helpful in making the material available.”

Mr. Brecher will be remembered, along with Mr. Siepmann, as an author of the Blue Book. Mr. Bre- cher has left the Commission and is now the general manager of the Metropolitan Broadcasting Co., Washington, D. C. This corpora- tion, with about 75 stockholders, operates Washington and is building an FM outlet in the Capital.

Seven Chapter Prelude

Seven chapters of discourse precede the conclusions reached by Mr. White. The chapters are launched, pursuing the pattern which is fashionable this season in books about radio, with one en- titled, “The Problem.” In this, the author contends—with colbalt logic—that radio has “permanently and inescapably unique characteristics that cannot be changed.” These characteristics, he notes, are cover- age and impact. This being true, he asserts: “Not as a sullen small boy feeding the rod of government regulation, but as a giant who has hasted all rivals for the honor, must radio lead us to a more peace- ful, orderly world.”

There is contained in this chap- ter, as well, a definition of the ob- jectives of the Commission on Freedom of the Press. These objectives, generally, are to encourage an ac- curate and truthful account of the day’s significant events; to empha- size the need for a medium of free exchange of comment, criti- cism, etc.; to seek out a means of projecting across lines of group, region and nation a fair picture of opinions; and to provide an opportun- ity for as many people as possible to obtain the services of printed and spoken media.

Chapter I offers a “yardstick” for measuring radio’s worth. Author White entry into the medium’s difficulty in developing a yardstick which will fairly measure the effective use of the medium in terms of social progress. He says of radio, “This corpora- tion [has] been fashioned entirely out of existing parts...”

Chapter II goes on to review the history of the Federal Communications Commission in terms of the First Amendment.”

The yardstick, one deduces, is calibrated by special instances of programs which the Commission considers as encouraging efforts in be- half of humanity.

Cites Programming

Mr. White cites the public serv- ice programming of the nation’s stations in general terms only at this juncture; but he points principally the tendency which he sees among broadcasters to avoid the scheduling of forum-type programs on controversial issues. If he fails in the titular objective of this sec- tion, he fails completely. For out- (Continued on page 75)

March 31, 1947 • Page 17
Industry Voices Opinion On ‘FM Crisis’

Consensus Indicates Certain Changes Necessary

Publication in the last two issues of Broadcasting of news stories and an editorial on the "drift" problem affecting FM has brought comments from both official and industry sources. Broadcasting has essayed to mirror the facts as its staff has found them. Some of the comments were that we did not go far enough; others that we went overboard.

Having presented the problem, we publish herewith observations of leading figures in FM development sent us without solicitation.

It will be noted that in no instance is existence of the problem ignored. The theme is that there is no "insurmountable" problem; that changes are indicated and that something will be done.

Broadcasting did not state that an "insurmountable" problem existed. The facts were published in the hope that remedial steps promptly would be taken, lest increased investments both by the public and by broadcasters make the problem more difficult of solution. To do otherwise would be to bury one's head in the sand.

* * *

Allocations Wronges Cited by FM Inventor

By Prof. Edwin H. Armstrong, W2XMM, W2XCA, Alpine, N. J.

In Reference to the editorial in your last issue entitled "FM Crisis" and in which you quote a "top radio executive" as cheerfully predicting the "early demise," it seems to me to go back to some ancient principles that appear to have been forgotten.

Everyone is, of course, familiar with the shape of the Alpine tower. Few people know that the tower was designed to carry an additional set of arms at right angles to the present ones so that additional antennas could be erected. The reason for this? Back in 1927 the "top radio executives" had FM nicely "stratjacketed" into one megacycle of space sufficient for five channels only. The only way these five channels could have been successfully operated in the New York area was by locating them geographically in the same place.

It is a matter of record that numerous successful demonstrations were made.

(Continued on page 75)

IN A NUTSHELL . . . . BY E. K. Jett, Commissioner, FCC

There has been publicity to the effect that FM "now is confronted with what could well become a life and death crisis." The story mentions "the tendency of stations and receivers to drift from their assigned channels, causing crosstalk in primary coverage areas." It is true that the existing plan for assigning alternate channels in the same area may require some readjustment I do not feel that there is any insurmountable problem, or any problem at all insofar as transmitter drift is concerned. There are several methods available for correcting the reported deficiencies, but I would prefer not to mention these until the Commission's field engineers have collected more data. The problem is not so serious as many AM interference problems we have dealt with in the past; and I feel confident that a satisfactory solution will be announced at an early date.

Drift of Transmitters Said Not Excessive

By C. R. Runyon Jr., President, Radio Engineering Laboratories Inc.

In an Article headed "FM Crisis," appearing in the March 24 issue of Broadcasting, it is stated that FM transmitters and receivers have a tendency to drift from their assigned channels.

The Federal Communications Commission prescribes the allowable FM transmitter drift under its Rules of Good Engineering Practice. It is probably true that the mid-frequency of a few early homemade transmitters for the new FM band drifted in excess of the rules, but we are certain that transmitters engineered and built by experienced manufacturers never exceed the legal tolerances in this regard. Our own transmitters are operating day in and day out with mid-frequency drifts of less than 600 cycles, and we are informed that the transmitter at Alpine, W2XAE, produces even better performance.

For the benefit of prospective FM Broadcasters who may not be cognizant of the technical facts, we believe that the statement in Broadcasting referred to above should be withdrawn.

Three-Channel FM Separation Needed Says Participant in Test at Syracuse


We have noted with deep interest your editorial "FM Crisis" which appeared in the March 24 issue of Broadcasting and believe that some points require clarification and explanation. Your statements are of particular interest and some concern to us since we participated in the observations and field measurements here in Syracuse of interference between two FM stations spaced two channels apart according to the present allocation and those channels apart as an experimental investigation.

Incidentally, five (5) different makes of FM receivers were used for the above field measurements along with field intensity measuring equipment. It is significant that none of the receivers would successfully separate the two FM stations in certain parts of the city of Syracuse where the signal was very high from one station in comparison with the other. All of the receivers were authentic FM designs using limiter, discriminators, one RF stage and six tuned circuits in the IF. In other words, they were high quality receivers in performance and construction.

Traced to Allocation

At first, this interference was thought to be a problem of receiver selectivity; but the tests made in Syracuse, in our opinion, proved it to be one of allocation. Furthermore, the drift of transmitters and receivers as mentioned in your editorial are factors requiring consideration. The transmitters were direct crystal control, and the receivers were so stable that at no time during the tests did frequency drift or wander.

The present separation of 400 kc between FM stations makes the FM receiver design many times more difficult than a corresponding AM receiver. AM stations in a

(Continued on page 85)

RTPB is Not at Fault Says Panel Chairman

By C. M. Jansky, Jr., Chairman

Panel 5 FM Broadcasting RTPB

The wide circulation enjoyed by your magazine necessitates that I direct your attention to an error in the editorial "FM Crisis" appearing in the March 24 issue. In this editorial you refer to the unsatisfactory interference situation resulting from the Commission's assignment of FM to same city and area to frequencies which are only 400 kilocycles apart, that is, the use of every odd channel in the same location.

You state, "The Radio Technical Planning Board of wartime renown did recommend the present allocations plan, and the FCC did approve it."

Panel's Position

Industry, insofar as it was represented by the Radio Technical Planning Board, had nothing whatever to do with the detailed allocation plan for FM. The recommendation of Panel 5 of the Radio Technical Planning Board on FM broadcasting was concerned with only these issues, namely, (1) the width of channel for FM (2) the number of channels to be assigned this service and (3) the position of the FM band should have in the radio spectrum. After the clean cut disagreement between the Radio Technical Planning Board and the Engineer on the allocation of FM, the Commission did not call upon the Radio Technical Planning Board for any advice whatever with respect to the details of the allocation, except in one instance when I, as Chairman of Panel 5, was asked to have the panel consider whether or not circular polarization should be allowed or standardized upon for FM. Therefore, the responsibility for any mistakes which may have been made with respect to the details of the allocation structure within the 88 to 108 megacycle band do not rest with the Radio Technical Planning Board.

For Understanding

That there may be a true understanding of this situation I would appreciate your giving this letter appropriate publicity in the next issue of your magazine.
Towline

During the war, any ship that came into the port of Baltimore had to have a steel towline over the side—fore and aft—day and night.

That was so tugs, in an emergency, could come up on the water side and tow a ship out of danger in case of pier fires. Or even tow a flaming ship away from the pier.

In radio, Baltimore has another towline . . . it’s for sales that need towing up stream . . . or ahead and away from dangerous competition.

If you read these W-I-T-H ads you know what we’re talking about.

W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

Not a bad harbor to tie up in. Just remember the call letters. They are W-I-T-H, Baltimore. And it’s the 6th largest city in the country.

BROADCASTING • Telecasting

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Tom Tinsley, President • Headley-Reed, National Representatives

March 31, 1947 • Page 19
CCNY Plaque Winners

KGFJ, WFIL, WLW, ABC, Kenyon & Eckhardt Win Top Honors

KGFJ Los Angeles, WFIL Philadelphia, WLW Cincinnati, ABC and Kenyon & Eckhardt have been awarded plaques by the committee on National Radio Awards of the City College of New York. Committee also voted 22 awards of merit and 13 honorable mentions for the winners among the more than 250 entries submitted in this year’s competition, covering the calendar year 1946.

Awards will be presented to the winners by Dr. John Gray Peatman, associate dean, CCNY, chairman of the awards committee, during the college’s third annual Conference on Radio and Business, to be held April 22-23 at the CCNY School of Business and Civic Administration.

Awards were made as follows:

Plaques

( Awarded by classes of competition, regardless of category, plaques are the highest awards and are for outstanding achievement in program creation and/or promotion.)

Kenyon & Eckhardt Inc., New York, for the creation of the most effective direct selling, sponsored program, Canada Dry Sparkle Time—Class: sponsors, advertising agencies and program producers.

WFIL Philadelphia, for the creation of the most effective direct selling, sponsored program, Teenage Age Time—Class: 500,000 w stations.

WGN Chicago, for the creation of the most effective direct selling, sponsored program, Baker’s spotlight—Class: 60,000 w stations.

ABC Western Network, Hollywood, Calif., for the creation of the most effective direct selling, sponsored program, Name Your Music—Class: national radio networks.

ABC New York, for the creation of the most effective direct selling, sponsored program, Henry Morgan Show—Class: regional and intrastate radio networks.

Rich’s Inc., Atlanta, for the creation of the most effective institutional program, Rich’s Radio School—Class: sponsors, advertising agencies and program producers.

WGAR Cleveland, for the creation of the most effective institutional, sponsored program, Footlights Forum—Class: 5-10 kw stations.

KGFJ Los Angeles, for the creation of the most effective public service radio programs, The Law in Your Community and If They Had Lived—Class: 100-250 w stations.

WEEI Boston, for the creation of the most effective public service program, Sea Guidance for Youth—Class: 5-10 kw stations.

ABC New York, for the creation of the most effective public service program, Hiroshima—Class: national radio networks.

Harry S. Goodman, New York, for the creation of the most effective sponsored spot announcements, Weather Forecast Jingles—Class: sponsors, advertising agencies and program producers.

Kenyon & Eckhardt Inc., New York, for the most effective promotion of a sponsored national program, County Fair—Class: sponsors, advertising agencies and program producers.

Barker & Greif, New York, for the most effective promotion of a sponsored regional program, Professor Quiz.

WNHC New Haven, for the most effective over-all station promotion—Class: 100-250 w stations.

KMBC Kansas City, Mo., for the most effective over-all station promotion—Class: 5-10 kw stations.

WLW Cincinnati, for the most effective over-all station promotion—Class: 50-kw stations.

KHTH Houston, for the most effective promotion of a public service program, KHTH Builds a GI House—Class: 100-250 w stations.

KLZ Denver, for the most effective promotion of a public service program, KLZ Farm Reporter—Class: 5-10 kw stations.

WFAN New York, for the most effective promotion of a public service program, Homer K. Saphead

Program—Class: 50-kw stations.

WFIL Philadelphia, for the most effective promotion of a sponsored program, Louis-Wing Flight—Class: 500,000 w stations.

Baker’s Los Angeles, for the most effective promotion of a sponsored program, Philco Radio Time With Bing Crosby—Class: 5-10 kw stations.

ABC New York, for the most effective promotion of a sponsored program, Philco Radio Time With Bing Crosby—Class: national radio networks.

Honorable Mentions

J. M. Mathes Inc., New York, for the creation of an unusually effective direct selling, sponsored program, Hoagy Carmichael Program.

The National Council of the Y. M. C. A., New York, for the creation of an unusually effective institutional program, Children of Babel.

KSD St. Louis, for the creation of an unusually effective public service program, The Cardinal News.

KUOM Minneapolis, for the creation of unusually effective public service programs, KUOM for Kids and School by Air.

WNEW New York, for the creation of an unusually effective public service program, Keep Faith with America.

WTMJ Milwaukee, for the creation of an unusually effective public service program, Cooperation Please.

CBS New York, for the creation of unusually effective public service programs, Operation Cross Roads and The Empty Noose.

Young & Rubicam Inc., New York, for unusually effective promotion of a sponsored national program, You Pop.

WMT Cedar Rapids, Iowa, for the... (Continued on page 72)

1946 Peabody Awards to Be Presented April 17, Hotel Roosevelt, New York

GEORGE FOSTER PEABODY Radio Awards for 1946 will be presented April 17 at New York’s Hotel Roosevelt at a luncheon sponsored by the Radio Executives Club. Dean John E. Drewry, of the University of Georgia Henry W. Grady School of Journalism, who administers the awards, made the announcement upon his return last week from a meeting of the Peabody Awards advisory board in New York.

The NAB assists in administering the awards, which are designed to recognize outstanding performance and public service in a variety of fields of broadcasting. The awards perpetuate the memory of the late George Foster Peabody, benefactor and life trustee of the University of Georgia and former treasurer of the Democratic National Committee. They constitute for radio what the Pulitzer prizes do for the journalistic and literary professions and the "oscars" for the movie industry.

In appreciation of the important role played by the awards radio, the Radio Executives Club, composed of executives of networks and stations, as well as executives of advertising agencies handling radio accounts, asked that the presentations be made at its regular meeting April 17.

Six Classifications

The 1946 Peabody Awards, like those of previous years, will be made in the following classifications:

1. That program or series of programs...

(Continued on page 78)

Industry Support Asked For O’Hara Measure Now In House

INDUSTRY SUPPORT for national-wide, year-round standard time was urged last week by Rep. Joseph P. O’Hara who introduced a bill Monday (HR-2740) to provide standard time for the Capitol. Local clamor for “fast time,” however, resulted in re-introduction of the controversy in the Senate which last Monday passed by an overwhelming vote of 56-17—an enabling bill by Sen. J. Howard McGrath (D-R. I.) to place authority for time-setting decisions with the District Commission.

Dislocation of radio schedules and listening was spotlighted in the Senate when Sen. Burnett R. Maybank (D-S.C.) read into the record data collected for him by Chairman Charles R. Denny of the FCC. Sen. Maybank told the Chamber he had requested the information “to see how the entire United States is being upset by the domination of the radio interests of New York to the disadavantage of the farmers...”

Network Confusion

Reported Mr. Denny: “The four national-wide networks had a total of 740 affiliated stations in July 1946. Of these, 194, or 26.5 per cent were located in cities and communities which observed daylight-saving time in 1946. Each of the national networks had some outlets in daylight-saving time areas.

“A total of 965 stations were operating in July 1946. Of these, 270, or 28.2 per cent were located in cities and communities which observed daylight saving time in 1946, while 695, or 72.7 per cent were in communities...”

(Continued on page 77)

BROADCASTING • Telecasting
WHEN LUNCH TIME COMES in Philadelphia, housewives keep one eye on the stove...and the other on the radio, to make sure they don't miss "The Lunch Timers".

In a two-year period, this unique variety show has assembled a tremendous following. Not only within Philadelphia's city limits, but throughout the dozens of counties reached by KYW's powerful signal in Pennsylvania, New Jersey, Maryland and Delaware.

"THE LUNCH TIMERS" is doing a bang-up sales job for a growing number of participating sponsors. There's room for one or two more. NBC Spot Sales can give you the details.

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"THE LUNCH TIMERS" is doing a bang-up sales job for a growing number of participating sponsors. There's room for one or two more. NBC Spot Sales can give you the details.
Kentucky leads the nation in AGRICULTURAL GAINS

CORN AND POTATOES join the march!

KENTUCKY leads the NATION in 1946 agricultural gains!

CORN—UP 37.5%
Kentucky's 1946 corn crop was 37.5% greater than the average yield for 1935-44. The U. S. average gain was 29%.

POTATOES—UP 35%
The Kentucky farmer's potato yield for 1946 was 35% greater than the ten-year average. The U. S. gain was 22%.

AND THAT'S NOT ALL...
Tobacco, livestock, hay, oats, barley, fruits—all enjoyed a greater percentage gain than the national average. They were well above the 1945 total crop which brought the Kentucky farmer $449,139,000.00!

AND REMEMBER...
Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, look to Louisville!

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS
The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
WSM Asks Reversal of Grants Issued For Its Clear Channel

CONTINUING clear-channel stations' fight against FCC's clear-channel licensing policies, WSM Nashville last week filed notice of appeal from non-hearing grants for daytime use of its frequency at Crewe, Va., and Altoona, Pa.

The appeals, to the U. S. Court of Appeals for the District of Columbia, seek reversal of grants to Southern Virginia Broadcasting Corp. (WSVS) and Altoona Broadcasting Co. (WJSW). The former, issued last Sept. 19, is for daytime operation on 660 kc with 1 kw; the latter, dated Sept. 30, is for use of the frequency with 260 w.

Following the line taken in previous appeals by clear-channel stations as a result of daytime grants on their frequencies, WSM con-
tended the grants are unlawful in that they reduce WSM's service area, effecting a "substantial modification" of the station's license without giving WSM a chance to be heard; that they preclude the still-pending clear-channel proceeding, and that they would re-
strict WSM's service with 750 kw if that power is permitted as a result of the clear-channel hear-
ing.

One such appeal has been heard—WJR Detroit's protest against the Oct. 22 grant to Coastal Plains Broadcasting Co. for a new 1-kw daytime station on WJR's 760 kc at Tarboro, N. C.—and several others are pending [Broadcasting, March 10, 17]. A court decision on the WJR case is expected within 30 to 60 days.

The WSM appeals were filed by Louis G. Caldwell, Reed T. Rollo and Kelley B. Griffith of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, counsel for WSM.

WAIT SEEKS TO AMEND ITS FM APPLICATION

WAIT Chicago, only applicant which failed to win FCC approval in the Commission's proposed de-
cision on Chicago FM cases [Broadcasting, March 17], peti-
tioned last week for authority to amend its application to request a "reserved" channel.

It asked that its application be changed to specify Channel 229, 241, or 263, all of which are be-
ing withheld from assignment un-
til after June 30 under the Com-
mision's reservation plan. The station said there are no other pending applications for the re-
served channels, and that it was aware that no action could be taken on its application, if amend-
ed, until after the reservation pe-
riod expires.

A grant of the petition presum-
ably would eliminate demand for oral argument on the proposed de-
cision and clear the way for early Com-
mision action making the proposed grants final. Ten appli-
cants received proposed grants.

WAIT's application was given a proposed denial primarily for pro-
gram reasons.

WHAL, WGRV Ask Sale of Interests

APPROVAL for sale of a quarter interest in WHAL Shelbyville, Tenn., for $15,000 by Robert W. Rounsaville, Tennessee broad-
est, and his acquisition, through a gift, of a half interest in WGRV Greeneville, Tenn., is requested in a pair of applications reported by FCC last week as accepted for filing.

Owner of WBAC Cleveland, Tenn., and 51% owner of WBEJ Elizabethton and WKSF Pulaski, Tenn., Mr. Rounsaville has been general manager of WGRV and WHAL. He has held no interest in WGRV but was responsible for construction and operation of that outlet. The present owners give him half interest as remuneration for his services and as incentive to continue as manager. He also is to continue as general manager of WHAL for a year after approval of sale of his interest in that station.

The three remaining partners in WHAL are J. O. Fly Sr., George F. Fly and Howard P. Smith, who will continue the partnership, doing business as Shelbyville Broadcast-
ing Co., WHAL licensee.

License of WGRV is requested to be assigned to Radio Greene-

ville Inc., a new corporation com-
posed of Mr. Rounsaville as presi-
dent, and 50% owner and the pre-
ent three WGRV owners holding 16% each. The latter are Clyde B. Austin, vice president, C. H. Lyerly and C. B. Burns. James F. Corr is secretary of the new firm. The present equal partners in WGRV are doing business as Greeneville Broadcasting Co.

“Sample” ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis. 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

WHERE'S CASEY?

BROADCASTING • Telecasting

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.
March 31, 1947 • Page 23
AMERICA’S MOST POPULAR RADIO COMEDY TEAM!

15 minute full fun and hilarious pleasantries for you and your industry.

AMERICA’S MOST PROLIFIC

RADIO’S PROMOTE

EASY

AMERICA’S FUNNIEST HUSBAND AND WIFE

Coast-to-coast via transcription for local and regional sponsors "EASY ACES" is hitting new "highs" in ratings and promotion! Teaser spots by Goodie Ace—special Xmas and New Year's spots by Jane Ace—Red Cross and Community Chest plugs by Goodie and Jane—newspaper photos, mats, publicity. Never before such a promotion campaign on any E.T. show. 1040 quarter-hour programs. Write for availabilities.
-able

**ACES**

**TRANSCRIBED SHOW!**

**FRIDERIC W. ZIV COMPANY**

Radio Productions

1529 Madison Road • Cincinnati 6, Ohio

New York • Chicago • Hollywood

**MAILING PIECE**

**THREE-SHEET POSTER**

**TWENTY-FOUR-SHEET POSTER**
30 kc Separation Argued in Briefs

NBC Urges More Study Before Relaxation Of Ruling

THE ARGUMENT over reduced channel-separation requirements for AM stations in the same locality, subject of two days' debate earlier this month [Broadcasting, March 10, 17], was renewed in briefs on file with FCC last week.

Liberty Broadcasting Co., applicant for a new Rochester N. Y. station 30 kc removed from an existing outlet, repeated contentions that 30-kc separation should be permitted so long as the stations' 250-millivolt per meter groundwave contours do not overlap.

NBC reiterated its opposition to unrestricted authorization of 30-kc separation for stations in the same area, contending that "the most significant fact" shown at the hearing "is that more data should be acquired before substantial relaxation is made in the frequency-separation requirements."

If 30-kc separation is to be allowed without further tests, NBC recommended that three "minimum restrictions" be incorporated into the rule: (1) No overlapping of the 25-millivolt contours; (2) revision of the rules to limit the population within the new station's blanket area to 0.5%, rather than 1% of the population within its entire service area; (3) the new station should have "full responsibility" for correcting cross-modulation problems.

WWDC Washington, which cooperated with FCC and WBCC Bethesda, Md. in a test of 30-kc separation in the District of Columbia area, filed a brief asserting that "the facts are insufficient to warrant, a definite conclusion as to the standards which should be adopted." The station listed several factors to be considered by FCC and suggested limitations to accompany any changes permitting 30-kc separation in the same area.

Liberty’s Contention

Liberty Broadcasting's brief, filed by Paul D. P. Spearman, Washington radio attorney and a stockholder in the company, said that "one has to look long and carefully [at the hearing record] even to find an opinion, to say nothing of finding basic facts" in support of a prohibition against 30-kc separation where the 25-millivolt contours do not overlap.

"On the other hand," the brief continued, "the record is replete with the evidence of qualified and experienced engineers" opposing such a prohibition and supporting 30-kc separation if the stations' 250-millivolt contours do not overlap. That evidence, the brief added, "is based upon facts, performance, and recognised scientific and mathematical principles."

WWDC's brief, filed by Thomas N. Dowd, Washington attorney, asserted that the only rule which can be safely applied now is one prohibiting 30-kc separation if the 25-millivolt contours overlap.

The station asked FCC to consider the desirability of similar signal strengths over the same general area in cases of the 30-kc separation; suggested that 30-kc separation be allowed between only two successive stations, and declared that "due to difference in band widths, minimum separations which may be permissible in lower bands will result in undue interference in the upper bands" and that some "sliding differential" should be adopted. A decrease in channel separation will result in more interference than exists at 40 kc, particularly to the "poorest 20% of existing receivers," the station asserted.

The brief for NBC was submitted by Henry Ladner and Gustav B. Margraf, attorneys, and asserted that "the adequacy of protection afforded by the proposed rule"—30 kc separation if the 25-millivolt contours do not cross—"should be ascertained by actual test before the rule is adopted."

Explains Activities

CHARLES W. JACKSON, acting chief of Advertising Liaison, Office of Government Reports, March 20 addressed the class in "Public Relations in the Federal Government" of the Graduate School of the Department of Agriculture. Mr. Jackson explained the functions of the office and reviewed its activities, including work with the major radio networks in broadcasting public service messages.

Spot Series in Southeast

Pilsner Brewing Co., Bronx, N. Y., has appointed Deutsch & Shea, New York, to handle advertising for its beer and ale. A spot campaign on 15 stations in the Southeast is underway.

Covers A Capital Market

The Nashville retail trade area is a 51 county cut right through the heart of middle Tennessee and southern Kentucky. . . With annual retail sales totaling $356,977,000 these counties are truly Tennessee's capital market area . . . And WSIX's coverage concentrates on this rich territory . . . So your sales message will reach a wide audience who have the buying power you need—and who listen regularly to favorite programs broadcast over WSIX!

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.
A NEW VOICE IN CAROLINA

WSPA—South Carolina’s oldest radio station—welcomes WSPA-FM, the first FM station in South Carolina

The paint sparkles on a new transmitter-tower that’s perched on Spartan hill high above Spartanburg, South Carolina. It’s the transmitter of WSPA-FM, first frequency modulation station in the state of South Carolina.

Back in November of 1946, when WSPA-FM first went on the air, the modern Spartans living in and around Spartanburg, South Carolina, parked their dials at 92.1 megacycles. They’ve been listening steadily since. And just the other day, these listenable programs of WSPA-FM reached out farther than ever—for our power jumped to 3000 watts.

But, as we’ve been telling you, that’s the usual story for WSPA. Since 1929, when modern Spartans think of radio (and they listen to it every day), they think of WSPA.

And with results. For right now, WSPA can deliver a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

*BM Daytime audience

CBS STATION FOR SPARTANBURG—GREENVILLE MARKET
SPARTANBURG, SOUTH CAROLINA. REPRESENTED BY HOLLINGBERY. WALTER J. BROWN, VICE PRES. AND GEN’L MGR.
WCMI
gives
needed coverage in Ash-
land, Ky., Ironton, Ohio, Huntington, W. Va., and adjacencies.

WCMI
BMB STATION
AUDIENCE REPORT

- BMB DAYTIME AUDIENCE COVERAGE

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Daytime Audience Families</th>
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<tbody>
<tr>
<td>50-100%</td>
<td>7</td>
<td>36,370</td>
</tr>
<tr>
<td>10-100%</td>
<td>13</td>
<td>39,800</td>
</tr>
</tbody>
</table>

- BMB NIGHTTIME AUDIENCE COVERAGE

<table>
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<tr>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Nighttime Audience Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>50-100%</td>
<td>4</td>
<td>27,880</td>
</tr>
<tr>
<td>10-100%</td>
<td>8</td>
<td>31,510</td>
</tr>
</tbody>
</table>

NOTE: Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

Operators of WBIG
Get News Co. Stock
N. C. Botsig, Co. and Maj. Ridge
Acquire 1,505 Shares

NORTH CAROLINA Broadcasting Co., operator of WBIG Greensboro, and Maj. Edney Ridge, president of the company, have acquired through purchase 1,505 shares of WBIG stock in the Greensboro News Co., publisher of the morning Greensboro Daily News and the afternoon Greensboro Record.

The sale represents 12 2/3% of outstanding stock, which is transferred from Archie Joyner, whose father was one of the founders of the Greensboro News Co., to Major Ridge and the broadcasting company. The transfer assures Major Ridge a place on the newspaper company's board of directors. Sale price was reported to be in the neighborhood of $200,000, although no exact figures were disclosed.

In announcing the sale the newspaper company did not indicate that any further transfer of ownership was in prospect at this time.

Major Ridge has been associated with the North Carolina Broadcasting Co. since 1930 and is director of WBIG. He is a former publisher and part owner of the Greensboro Record, having sold his interest in the paper in 1928.

Arrangements for the sale of WBT Charlotte by CBS to the Jefferson Standard Life Insurance Co. of Greensboro were made by Major Ridge.

U. S. C. of C. MEETS
IN CAPITAL NEXT MONTH

ANNUAL MEETING of U. S. Chamber of Commerce opens in Washington April 28. Keynoting the program will be questions relating to America's position in a world undergoing a fateful period of transition from war to a hoped-for but disputed peace.

"Now Is the Time to Wage Peace" will be the theme of a forum discussion on April 29, with participants including Navy Secretary James E. Forrestal, radio newsmakers Eric Severeid, CBS, Raymond Swing, ABC, Richard Harkness, NBC, and Col. Albert L. Warner, MBS.

General sessions will cover such subjects as technological progress, distribution and sales problems, natural resources, taxes and spending, the farm program, education, the role of government and labor-management relations.

Final session on May 1 will hear an address on "Government's Place in Labor-Management Relations" by Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee.

AMERICAN PRODUCTS CO. INC., Reidsville, N.C. (Swagger, Nu-Shine, Shu-Care), has appointed Justin Finkhouser Advertising Inc., Baltimore and New York, to handle its national advertising.

A QUICK HAND of gin-rummy was enjoyed by Dean Fitzer (I), manager of WDAF Kansas City, and Harry Bannister, manager of of WWJ Detroit, with I. E. (Chick) Showerman, vice president and general manager of NBC Central Division, Chicago, kibitzing, during recent NBC station affiliates banquet in Chicago.

WIBC'S BIGGAR HEADS
INDIANA BROADCASTERS
GEORGE C. BIGGAR, general manager of WIBC Indianapolis, was elected president of the Assn. of Indiana Broadcasters at the group's annual business meeting in Indianapolis March 21. Mr. Biggar succeeds John Carl Jeffery, who resigned March 15 as manager of WMJ Kokomo.

Other Association officials elected at the meeting were: R. R. Baker, general manager of WTRC Elkhart; first vice president; Martin L. Leich, general manager of WBOW Terre Haute, second vice president; Carl Vandagriff, program director of WOWO Fort Wayne, secretary; G. F. Atnight, general manager of WKBV Richmond, treasurer.

The Association voted to admit two new stations to membership, WSUA Bloomington and WBAT Marion. Total membership now stands at 17 stations.

Meeting was held in conjunction with Indiana State High School basketball finals, March 22. The finals were broadcast by 22 Indiana stations and by WIND Chicago and WGRG Louisville.

RUDY VALLEE is writing second book tentatively titled "Twenty Years Before the Mike," which relates personal anecdotes.

600 KC
1000 WATTS

KROD
CUT OUT
cbs el paso

Dorothy Bodecker, Owner
Vil Lawrence, Manager
National Representatives:
Taylor-Rowe-Beard
"STARS ARE ALWAYS SHINING OVER Eastern Iowa VIA WMT"

"INFORMATION PLEASE!"

"WAKE UP AMERICA — WHAT'S THE BEST RADIO BUY IN EASTERN IOWA?"

"THAT'S AN EASY ONE, CLIF — WMT HAS A GREATER POPULATION COVERAGE (1,131,782 PEOPLE) WITHIN ITS 2.5 MV LINE THAN ANY OTHER STATION IN ALL IOWA!"

"AND IF YOU WANT TO LISTEN TO GOOD PROGRAMS LIKE OURS, YOU'VE GOT TO TUNE TO WMT EASTERN IOWA'S EXCLUSIVE CBS OUTLET!"

"WMT delivers more listeners at less cost!"

We don't think Clif Fadiman can "stump the experts" when it comes to buying time in Eastern Iowa. For out here, in the No. 1 market of a great state, WMT stands out like John Kieran quoting from Shakespeare. You see, Iowa offers a spendable, dependable market — not inflated by war — but working in steady industries and on the world's richest farmlands. You reach them both on WMT. Get the facts now — and listen on WMT. Our story is a big one to tell — an important one to hear.

Contact your Katz Agency Man at once.

Member of the MID-STATES GROUP
NEWSPAPER EDITORS PRAISE
WLAC RADIO PROGRAM!

Henry Fleer (pictured above), editor of the Waverly Democrat-Sentinel, is typical of the forty-five Middle Tennessee newspaper editors who use their front page columns to urge readers to listen Sunday mornings at nine o'clock to WLAC's "What's Happening". This show broadcasts news events reported from these papers.

As Editor Fleer writes . . . "it puts Waverly and Humphreys County on the map, so to speak, and everyone interested in his own home town and county should not miss it."

Here's another link of confidence and friendship between WLAC and the market it serves.

WLAC Features Weekly Newspaper
WLAC, 50,000 watt radio station, has started a series of programs that is proving of great interest to listeners in towns within a 75 mile radius--a trend that is typical of the general title "家电"." These broadcasts carry the entire news picture of a small town newspaper, as well as all the events in other towns in the county. WLAC's "What's Happening" is sponsored by the Editor's Association.

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Orientation on BMB Moves Forward

Value and Adaptability To Industry Becomes More Evident

By J. HAROLD RYAN
Chairman, BMB Inc.

ON BEHALF of Broadcast Measurement Bureau I want to thank Broadcasting for having commissioned Audience Surveys Inc. to conduct an opinion poll on BMB, the results of which have appeared in a series of articles under the title last week. I understand the BMB researchers think very highly of the adequacy of the sample used. Our gratitude is also extended to the broadcasters whose thoughtful answers to the questionnaire provided important information on pertinent questions. It is healthy for research organizations to be subjected to such independent scrutiny.

Broadcasting was quick to call attention to the fact that the poll was taken early in January, before advertisers and agencies had received BMB data. Since broadcasters' opinions of BMB will be determined in large part by advertiser-agency use of the material, this fact could play no part in their opinions.

At the time of the opinion poll even the broadcasters had still to receive their Station Audience Reports and the Area and Network Report (which will be distributed in April). For lack of rules governing the presentation of BMB data by subscribers—which were issued the middle of January—BMB subscribers themselves had not made much use of their BMB audience figures at the time of the poll.

More Data Given

Thus, the poll unearthed impartial opinions, expressed just as BMB was about to publish and circulate its data throughout the radio and advertising industries. Since the poll was taken, 150,000 Station Audience Reprints have been distributed, in addition to those which each subscribing station received of its own audience figures. The Area Report has been sent to AAA agencies, ANA advertisers and BMB subscribers. Numerous additional copies have been sold. And the new rules governing the presentation of data by subscribers have prompted many stations to promote their BMB figures in sales promotion literature and trade paper advertising, as every reader of Broadcasting knows.

It would be interesting to compare the opinions to those of the poll to industry opinion six months hence. Many of those who failed to answer specific questions or said "Don't know" would, I am sure, have different answers now. And I am confident they would be favorable. Even some of the negative votes might by then have switched.

Even in early January 61% of the BMB subscribers polled said BMB was giving them what they paid for. But 23% had not yet formulated an opinion. They, the 2% who did not answer the question and even some of the 14% who said "No" might be found in the "Yes" column after they received their Reprints, Area and Network Reports and when they had had an opportunity to use BMB and to note the use advertisers and agencies were making of it.

The poll indicates that the average station had been using more than one type of coverage information prior to BMB and points up the need for a uniform audience measurement, which BMB was organized to provide.

Definition of Coverage

Question 4 was a 3-part question which called for a comparison of BMB with other "coverage" data and the respondent's own opinion as to his station's "performance."

We may perhaps assume that "performance" was intended to refer to the same factor measured by BMB: Families that listen one or more days a week. But how about "coverage"? In many minds that word connotes a station's area of advertising effectiveness. But BMB does not presume that a station is advertising effectively in every county where 10% of the radio families listen to it. BMB simply reports down to that level because it has available reliable information. A station's advertising effectiveness may vary for different kinds of accounts. And a 30% BMB penetration may mean a different degree of advertising effectiveness when it represents the second highest station in the country than when it is surpassed by four other stations.

So the fact that a station's BMB area does not coincide with the station's claimed "coverage" is no condemnation of BMB.

Furthermore, in asking whether BMB accords a station too much or too little "coverage," no distinction is made between number of listener families and number of reported counties. It is quite possible that a respondent who thought BMB reported too many counties may have been disappointed with the number of listener families BMB reported for his home city or county.

Uses for Material

Although mentions of specific uses of the BMB data totaled 200%, indicating that stations plan to use the material in several ways, 14% had found no use for the data in January. Perhaps this ties in with the fact a bare 51% thought BMB was "Good" or "Fair" in explaining the uses of its data.

We had planned an educational campaign last fall but refrained from putting it into effect pending a clarification of the scope within which we could operate. These matters were explained to the NAB board in January. Within certain prescribed limits we are endeavoring to make up this shortcoming, of which we have been well aware.

Although only 14% said BMB had not given them what they paid for, 42% thought the cost was high. Perhaps the discrepancy may be attributed to the fact that few people like to admit they didn't pay plenty for what they got, especially when they know that re-subscriptions will soon be coming up.

In this connection we have revised our subscription scale for Study No. 2 by the addition of more classifications. Thus costs will be more closely attributed and each classification will represent a narrower range of revenue to which that particular subscription fee applies.

The question on the frequency with which the BMB measurement should be made was particularly interesting in view of our own previous decision on the matter. When we decided not to make a study in 1947, preferring to analyze our first study thoroughly before embarking on the second, we recognized the widespread desire for annual surveys borne out by the poll's 59% vote for surveys at least once a year. Another 27% thought the survey should be made every two years. This will be the interval between the first and second surveys.

Basis for Evaluation

The tentative character of broadcaster's opinions applies particularly to questions concerning BMB's operations. Broadcasters could be expected to evaluate the method of reporting BMB data to stations when they had received only their Station Audience Reports. But we did recognize the justification of subscribers' desire for maps which showed the BMB penetration in each county, and are now preparing such maps.

Part of our 1947 research activities will be concerned with the Reports. We intend to query advertisers, agencies and broadcasters after they have had an opportunity to work with the Reports. We intend to find out whether we have presented the information they want in the way they can best use it.

The same applies to broadcasters' opinions on BMB's research formula. Facts on which to base an informed opinion just don't exist as yet, and in January even fewer facts were known and they were known only to a few technically-minded researchers.

It is to obtain facts on which to (Continued on page 52)

OFFICIATING at ground breaking ceremony for projected $3,000,000 Don Lee Broadcasting System building at Vine and Fountain Sts., Hollywood, Calif., on March 19 was Lewis Allen Weiss (holding shovel), vice president and general manager of Don Lee. The building which is expected to be completed within a year, will house FM, video and standard radio facilities and will serve as Western headquarters for MBS. Besides executive offices, there will be eight large studios, four of them for audiences, and six smaller studios suitable for newscasts.

CHAIRMAN of BMB Inc. and spearhead of the Bureau's drive, Mr. Ryan points out that many of the uncertainties about BMB in the industry's mind during the recent BROADCASTING TRENDS survey (BROADCASTING, March 24) 21 have already been dispelled. Mr. Ryan, who is executive vice president and treasurer of Fort Industry Co., was an interim president of the NAB and during World War II was assistant director of censorship set up the broadcasting division of that agency.

March 31, 1947 • Page 31
CONTROL CONSOLE contains controls for both the transmitter and audio channels. Every major function of the transmitter is at the engineer’s finger tips or within easy viewing distance.

The finest transmitter RCA has ever built...now available from stock
the new 50-kw AM, type BTA-50F

- Postwar member of a famous line
- RCA 50's are now in use or on order at 22 of the nation's 50-kw AM stations
- Today, six of the country's top broadcasters are installing this new 50-kw transmitter
COMPACT FLOOR PLAN—EASY INSTALLATION. Arrangement of equipment units has been carefully planned to save floor space and assure maximum operating convenience. When desired, all equipment may be installed on one floor. Interwiring is carried in built-in ducts at top of units.

EXCITER section (rear view) contains two crystal oscillators (Type UL-4392) with a relay switching system to change from regular to spare. Low-power stages are in front of unit, high-power in rear.

RECTIFIER, reached through interlocked side door, uses type 857B tubes in three-phase, full-wave circuit. A spare tube, always up to operating temperature, can be switched into any tube position. Non-inflammable capacitors. Stepless starting.

MODULATOR uses the RCA-developed Class "B" circuit. Stabilized audio feedback uses no r-f rectifier—requires no adjustment whatever. Two type 9C22 single-phase, filament, forced-air-cooled triodes modulate the output carrier 100% with an audio input of +10 dbm. Spare tube (center position) can be quickly connected in place of either modulator tube.
The RCA BTA-50F Transmitter shown on these pages is not a "revolutionary" design. Quite the contrary, it is a design which has gradually evolved through six stages over a period of twenty years.

In 1927 RCA engineers designed and installed for WEA the first fifty-kilowatt broadcast transmitter. That transmitter was RCA's Type 50-A. Another 50-A was installed the following year at WENR. In 1929 RCA engineers brought out a new design—the 50-B—incorporating many new features. Among other things, the 50-B was the first high-power transmitter to use mercury-vapor rectifiers. This transmitter was so good that it swept the field. All told, seventeen 50-B's were installed. More than half of them are still in operation after 18 years of service.

In following years the same group of RCA engineers designed, first the 50-C, then the 50-D and the 50-E, and now—the BTA-50F. Each design improved on previous designs—new features were added. The outstanding success of these transmitters is attested by the fact that during the whole twenty-year period "RCA 50's" have been the undisputed first choice of 50-kw broadcasters. Today "RCA 50's" are used or on order by 22 of America's 50-kw stations (operating and authorized).

What does this mean for the station buying a 50-kw transmitter today? It means the best assurance of minimum time off the air and minimum maintenance cost. (Any 50-kw operator will testify that these are the two most important points to consider.) Accessibility and operating convenience are very important in this respect because they reduce (a) time lost for replacements and (b) labor required in operation and upkeep. Ask your chief engineer—he knows!
Net Time Sales
(Continued from page 13)

Net time sales have declined only once during the period, dropping 0.6% in 1938 due to a dip in local advertising that year. This, in turn, paralleled a drop in retail and service establishment sales, fields from which local radio obtains much support.

Gain in Radio Homes

Number of radio homes in 1935 was 24,600,000 compared to 34,-
000,000 in 1945, with nearly 97% of homes now estimated to have
receivers. As the number of radio homes was rising 38.6% in the 11
years, number of stations increased 52.6% and time sales 288.1%.

With the growth of broadcast advertise-
ing has occurred a trend to-
ward ever-increasing dispersion of
the radio dollar among stations as
against networks; among smaller
stations as compared to large ones,
and among hitherto less developed
radio areas.

Greatest growth has been fastest in the
Southern, Mountain and West
North Central States. This is

FM Primer

MARTIN DEANE WICKETT, program consultant, has been retained by FM
Assn. Inc. to draft an FM programming primer. The primer will be released to
Association members at the Albany, N. Y., conference April 14. Mr. Wickett re-
signed recently as program director of WTOP Washing-
ton to enter the program con-
sulting field. He continues to
produce, on a freelance basis,
shows on the CBS outlet.

KFYO will drive your advertising dollar into lucrative channels...

because KFYO is the LEAD STATION in this rich market 

a market with a $167,892,000 effective buying incomem!

Grain, Dairy, Wholesale and Retail Distribution,
Oil, Poultry, and Cotton mean money on
the potent South Plains of Texas

Represented by
TAYLOR-HOWE-SNOWDEN
Radio Sales
Affiliated with
AMERICAN BROADCASTING COMPANY

Page 36 • March 31, 1947

BROADCASTING • Telecasting
THE HOOPER CLIMBED
3 to 5 to 8
IN THREE MONTHS AT 2 P.M.

That's the story so far of "Shoppin' Fun" with Lonny Starr on WFBR—an 8.1 Hooper in 3 short months.

Produced and perfected by WFBR's Program Department, "Shoppin' Fun" had to be really good to earn an 8.1 Hooper—a local show with a rating any national show would envy.

Following WFBR's Club 1300, it is again evidence that WFBR is radio in Baltimore—a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
How one man on five broadcasts rallied two states to help survivors of school bus tragedy

1. During the Christmas week, grim tragedy struck Silverstreet—a small country town a few miles from Newberry, S.C. A school bus stalled on a railway crossing...was smashed by a speeding express train. Twelve children were killed instantaneously. Ten more youngsters were carried out of the twisted wreckage seriously injured.

4. Thanks to these contributions, a chartered plane winged one child 300 miles for an operation by a world-famed surgeon...the nine other injured youngsters received the finest medical treatment...and funeral expenses were taken care of for the grief-stricken parents.

5. "Nobody approached Grady Cole," editorialized the Newberry Observer. "Out of the bigness of his heart, he voluntarily gave his services. Thanks to the appealing broadcasts given by him on WBT, the people of this community have been given a new understanding of the conscience and the power of a great radio station."
2. In Charlotte, N. C.—90 miles away—Grady Cole, two-time Variety Award winner, read the story in the WBT News Room. Shocked by the neighbor community's catastrophe, WBT's Farm Editor immediately phoned the Managing Editor of the Newberry Observer, arranged a joint campaign to help bereaved Silverstreet.

3. During five broadcasts of his Farm Hour (5:00 to 8:00 a.m.), Grady Cole, who receives a thousand letters a week, talked about the accident. "Our neighbors need our financial help. Let's make sure they get it." Within two weeks, donations totaled more than $4,000.

6. Helping 22 of the half-million families in WBT-territory is in itself a small incident. Yet it typifies the manner in which a famous Farm Editor and a "great radio station" gather industrial workers and farmers of two states into one family.

Here is more eloquent evidence that WBT has the power to shape the living (and buying) habits of its millions of listeners.
Primary and secondary coverage areas of WDBJ, the Pioneer Radio Station of Roanoke and Southwest Virginia, have a combined population of more than 850,000—nearly 150,000 radio homes!

Here is a fast growing region of tremendous natural resources, a receptive audience and ready buying power—an audience which overwhelmingly prefers its radio entertainment from WDBJ.

ASK FREE & PETERS!
Niles Trammel (right), President of NBC, presents KGW Manager H. Quenton Cox with a plaque commemorating 20 years of affiliation with NBC.

On April 5, 1927 KGW became an affiliate of NBC, beginning an association that for 20 years has provided the great KGW audience with the best in radio programs. KGW’s NBC affiliation brought Portland its first network broadcasts. During the past 20 years KGW has increased in power from 2500 to 5000 watts, has twice moved to larger quarters, and has more than doubled its personnel. KGW brought the Northwest its first Frequency Modulation station—KGW-FM. These are only a representative few of KGW’s forward strides.

KGW is planning even greater things for the future. Let KGW’s GREAT selling power tell your story.

Represented Nationally by Edward Petry and Co.
White Book
(Continued from page 40)

that there is a sprawling territory between Manhattan and Beverly Hills, inhabited principally by people—few of whom live in cabins.

It overlooks, likewise, that the broadcasters who serve these people are crouching so low behind sheafs of paper-work from the FCC that they couldn't even sight a cabin if they lived in the foothills of the Blue Ridge mountains.

Mr. White's next two chapters, "Marconl's Marvel" and "Radio to Riches," treat eloquently the historic development of the medium. This area of the work is well done, and for the most part presents a carefully compiled compendium of broadcast lore. To the novice entering the field, it would be a good handbook.

In a succeeding chapter, "Toward Self Regulation," Mr. White views the panorama of broadcasting growth through the years—from the day in 1922 when David Sarnoff, president of RCA, saw it essentially as a "public service" to the day 20 years later when Mark Woods, president of ABC, said: "We are selling time for one specific reason, and that is to sell goods."

Compares NAB to ANPA
Mr. White compares the NAB, in its efforts toward self-regulation, to the American Newspaper Publishers Assn., and it is evident in the manner of his comparison that this is about the most onerous allegory he can summon.

"Until the broadcasters get it through their heads that the price they would have to pay for needing politicians into abolishing the very mild form of government regulation that now exists would be public revulsion and a very much more severe form of regulation ultimately," says the author, "until they show some signs of recognizing that public apathy is not the same thing as public approval, and that sending a very pleasant lady around the country is no substitute for prying deeply into the unrealized citizen-needs as well as the surface tastes of listeners. . . . Until the NAB devises a way to write a courageous affirmative Code that cannot be nullified by advertising men or flouted with impunity by 'bad' broadcasters. . . . Codes and presidents are likely to come and go without effecting much change."

(Note: "The pleasant lady" apparently is meant to be Dorothy Lewis, Coordinator of Listener Activity, NAB).

Mr. White sees as "The Light That Failed" the gradual mouldering of attempts by educational institutions to progress in radio. He exorcizes universities for not taking leadership in radio's use.

In retrospect, he sees the Government as having passed through four stages in regulation of radio: the laissez-faire era; the traffic control era; the cleanup era; the trust-busting era. And he sees regulation now in the "public service" era.

He holds hope for FM. And for television. He expresses a desire for more stations to provide wider selection in programming for the listener. He believes, after studying the FCC allocation-wise, is on the right track, but must do more. He would like to see, by the evidence of his conclusions although one is puzzled by his promises, the growth of broadcasting as a system of free enterprise.

Mr. White riffs the pages of the Blue Book in his study. He authors it (as well as the celebrated Mayflower Case in the matter of editorializing on the air) contravenes the First Amendment to the Constitution. He qualifies this viewpoint somewhat:

"The author sincerely believes, after mature reflection, that the Mayflower Decision contravenes the First Amendment. He also believes that strict enforcement of the machinery for examining applicants for license outlined in the Blue Book would contravene the First Amendment." He urges that the Court tests in both cases.

He terms as "lighthearted" the dismissal of the Blue Book by Chairman Charles R. Denny at the 1946 NAB convention when the chairman made his "red herring" speech. "If it [the Blue Book] is important enough to merit last-ditch FCC support, it is important enough to go to the Supreme Court. . . ."

And to this, Mr. White adds: "But, even if the matter of constitutionality is cleared up, there remains the question of whether any but the listeners are in a position to judge the adequacy of the program service they are receiving. The Commission's tendency, in the Blue Book, to reduce program standards to one rule for all, [ratio of commercial to sustaining, network to local, transcribed to live, news read off a press association teleprinter to press association dispatches with a few words changed here and there] does not seem to the author to argue for the FCC's peculiar fitness for the task; nor does the fact that seven men cannot possibly know the tastes and needs of sixty million."

It's a studious and thorough job, The American Radio. It is a multiplication table of facts and figures obscured in certain places by the doodles of the mathematician. Like its fellow-volumes in the trilogy—the Blue Book and Radio's Second Chance—it should be read by broadcasters, and by those who live by broadcasting.

It is better written than either of the others and it at least endeavors to distill a solution that will impair in no way the freedom of the people for whom all of these authors profess to be special pleaders.
I Hope the Guernseys
Don't Milk E. B. Weiss

A Few Thoughts on the Rising Cost of Advertising

by Edgar Kobak
President, Mutual Broadcasting System

E. B. Weiss is now a cow farmer: but he recently wrote a "damnably long" letter (his words) to several hundred top advertising executives, in which he criticized the rising cost of advertising.

I agree with Weiss—in theory. But he was pretty sweeping and there are a few points which I, as a "radio station farmer," feel should be clarified. I'm going to try to do this—in the same spirit of helpfulness to the advertisers who must pay the bills.

Weiss says that "everything conspires to force the break-even point of business" still higher. How true! So business turns to advertising for the selling power needed for the volume necessary for a profit. Good! "And what," Weiss asks, "do you find? You find the buying power of the advertising dollar is hitting a new low!"

Well, all I can say is that media, too, have suffered because "everything has conspired to force up their break-even point."

And that includes the networks. But this isn't principally what I want to develop.

The point I want to make is that there is one coast-to-coast network where the buying power of the advertising dollar is still high—higher, in fact than the other three webs.

Weiss next quotes a P. L. survey showing that the "great middle class" of advertisers are cutting schedules. In other words, tapering off the selling power they need to get the volume necessary for a profit. Because, says E. B., they just can't find the money; and he follows this up with the challenge "Yet the major media continue to move rates up."

I can't answer for other media, but this network I know about has, for the past two years, worked hard to keep rates down—has, in fact, reduced the rate of 83 of its stations to the tune of $1,614.00 per evening hour. So the result is that today the cost per 1000 radio homes (Full Network, evening half-hour, maximum discounts, 52 week basis) is 33.4 cents as against 31.9 cents in January 1945. An increase of only a cent and a half—and this despite a rising break-even point.

But this isn't all: since January 1945 this network has introduced the Full Network Package Plan which (a) enables the advertiser to earn maximum discounts and (b) gives him, free, all the new stations added to the network during the life of his advertising contract. In one not exceptional case, an advertiser received over $16,064.53 worth of station time under this plan. That, E. B., I submit is in contrast to your statement that "dominant media have no intention of lowering rates."

Weiss' next point is that advertisers are buying "purchasing power" and purchasing power has gone down. The answer, it seems to me, is—concentrate your advertising in the markets where the buying power is highest. Now this network I've been talking about covers 93.5% of the buying power of the 1035 "high-buying power" counties; and 94.2% of the 750 top drug sales counties; and 94.5% of the 750 top food sales counties. Yes, the major portion (87%) of this network's coverage is concentrated where there is high buying power.

This network has strengthened its cover-
THE SECOND FIVE MONTHS OF WCKY

In April 1946, WCKY inaugurated Audy music and news 7 days a week. Now look...

Second five months of WCKY in April 1946, inaugurated Audy music and news 7 days a week.

Daytime, Monday thru Oct. thru Feb. 1946

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<th>Sets in use</th>
<th>WCKY</th>
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Daytime, Monday thru Oct. thru Feb. 1947

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Evening, Monday thru Oct. thru Feb. 1946

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Evening, Monday thru Oct. thru Feb. 1947

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Nighttime 8:00 P

WCKY presents its famous mailpulling Jan appeal. This program has a lo.

Mail on WCKY Jamboree Program

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<td>156,462 pieces</td>
<td>385,176 pieces</td>
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Whether it's daytime, evening or nig

Invest your ad !

WC

The L. B.

Fifty thousand wa!

Call Free & Peter!
INDEPENDENT BLOCK PROGRAMMING

ence Appealing Block Programming of
You have seen the story on the
at the Hooper Study on the
F BLOCK PROGRAMMING

RIDAY, 8:00 AM TO 6:00 PM

WCKY IS EXCEEDED IN DAYTIME AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”. WCKY HAS INCREASED ITS SHARE OF THE AUDIENCE IN CINCINNATI 63% IN 1947 OVER 1946.

RIDAY, 6:00 PM TO 8:00 PM

WCKY IS EXCEEDED IN EVENING AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION “C”. WCKY INCREASED ITS SHARE OF THE CINCINNATI AUDIENCE 36% IN 1947 OVER 1946.

TO 12 MIDNIGHT

boree program with rural and small town
al listening audience in WCKY’s
ning Area of 13 States.

WCKY INCREASED THE MAIL PULL OF THE JAMBOREE 61% IN 1947 OVER 1946.

IT, WCKY IS THE BEST BUY IN CINCINNATI.
OLLARS WCKY’s-ly!

KY

Wilson Station

TS OF SELLING POWER

For Availabilities
Benton Plan Threat

AMERICAN radio, and others who believe in our free institutions, cannot afford to stand by and permit Assistant Secretary of State Benton’s plan for an American BBC in international broadcasting take form. Anything that smacks of the BBC-type of state-owned communications cannot be justified save in a national emergency. Even during the last war, Government kept its hands off, except in the shortwave field, and for psychological warfare ends.

Scarcity of shortwave channels? Certainly. And there’s scarcity of standard broadcast channels, and of channels for television; indeed a scarcity prevails for what was to have been the limitless FM bands. So it’s a matter of degree. If the most heavily used one is in the shortwave field, why not eventually in these others for domestic use?

The premise is scarcity of channels and need for world-wide shortwave broadcasts beam in 25 languages. Thus the State Dept. actually 故意地 承认 the concept of the shortwave bands. It would become a junior FCC and also, through the proposed Foundation, would handle the programming.

We are not at war. Government operation of private communications cannot be justified save in a national emergency. Even during the last war, Government kept its hands off, except in the shortwave field, and for psychological warfare ends.

Scarcity of shortwave channels? Certainly. And there’s scarcity of standard broadcast channels, and of channels for television; indeed a scarcity prevails for what was to have been the limitless FM bands. So it’s a matter of degree. If the most heavily used one is in the shortwave field, why not eventually in these others for domestic use?

Let the Benton elephant get his snout under the radio tent and you’ve given the Government-ownership proponents their greatest impetus. We don’t imply that Mr. Benton has that in mind; conversely we believe he would vigorously oppose it. But history, logic and trends of the times can’t be ignored.

Shortwave broadcasts should continue. Can’t the Government operate one on the privately owned stations? Since private operation invariably is more efficient and less expensive than Government, the taxpayers would benefit through diversion of appropriations sought for the Foundation to a budget for purchase of time at bulk rates.

No one by temperament and training could be better qualified than Mr. Benton to administer such an undertaking. A pioneer advertising man in radio (Benton & Bowles) he has had vast experience in time-buying and could be relied upon to spend his client’s money with care and effectiveness.

It was private enterprise that made American broadcasting the efficient, vibrant, living instrumentality it is. It was state-control that has rendered BBC an innocuous, political, dull-as-dish-water system, for which the listener, if he listens, shells out his pound per year as a license fee. If all the world now is our backyard, why gamble when the answer is so evident?

The Benton plan is a dangerous step backward. In 1904, the FCC was created to consolidate and coordinate communications of the State Dept., ICC and other Governmental agencies, because communications is interstate and international commerce. To give any part of communications control back to another agency is to undo what Congress accomplished nearly 14 years ago.

Page 46 • March 31, 1947

Tale of Retailing

THE annual Broadcasting Yearbook index summarized in this issue, (page 13) with its revelation that radio’s net totaled $325,800,000 in 1946, brings out a series of significant trends. More important, it provides a basis for thought on what has happened to radio advertising in the past and a basis for future planning.

The heart of the problem, of course, is this: How is broadcasting to invest its total business to support established outlets along with the new stations that are taking the air?

One answer is found by analyzing the 1946 figures. They show that local stations constitute 80 to 90 per cent of the increase in time sales last year.

These stations are building their business by tapping the richest potential in the business structure—retail advertising. Armed with sales ammunition provided by such clinical evidence as the Jaoke retail report, stations are going after a $300,000,000 advertising fund—the difference between the $400,000,000 that retailers spend in newspapers and the $100,000,000 they spend for radio time.

On top of that fund—advertising dollars now actually in existence—is the untapped advertising potential provided by established stores that haven’t learned how to use mass media, and new enterprises. Thousands of stores must be taught to advertise.

Looking over postwar business and industrial progress, the student of selling sees vast new enterprises soon to enter the American scene. With their development will arise new sales opportunities.

Then it’s up to the medium to deliver—a requirement that offers no fears to those who know the sales impact of broadcasting upon $5,000,000 homes.

Post- Marked

ONE OF THE WORLD’S most widely quoted newspapers, and a journal which has not hesitated to hit hard at radio even though it owns WINX, published an editorial March 24 which can bring great solace to broadcasters. The Washington Post, referring to a pioneering broadcast by NBC, MBS and ABC when time-sales contracts took in a Congressional committee session, said: “... there are times when Congress and its committee proceedings ought to be heard. The selection of these occasions should be left, we think, to private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take notebooks and pencils. Radio merely broadens the base of the public forum. The Congress members are free to hear if they are able to go to Capitol Hill in person.”

That is enlightened journalism and demonstrates an attitude toward radio which could be emulated profitably by the press of the nation. We salute The Washington Post.

Our Respects To—

CORNWELL JACKSON

P ERIPATETIC is a meaningful word applied to Cornwell Jackson, vice president in charge of J. Walter Thompson Co.’s Hollywood office. Raised in hotels, he attended 17 grammar schools in three states before graduation from Ralph Waldo Emerson, St. Louis, the home he has mostly been away from.

Mr. Jackson is in charge of a staff of 42 persons who handle radio talent costing more than $2,000,000 annually. Shows he supervises include CBS Lux Radio Theatre (Lever Bros.), CBS Ford Show starring Dinah Shore (Ford, Mercury and Lincoln dealers), NBC Edgar Bergen-Cherch & McCarthy of the Show (Standard Brands) and NBC One Man’s Family (Standard Brands). In addition he has charge of the annual Thanksgiving and Christmas shows sponsored by Elgin National Watch Co.

Although he has adopted California, he is a native Missourian, born in St. Louis Jan. 17, 1902. For some reason his family moved away a lot and the young Jackson—"Corney" to his friends—attended 17 schools.

His first job was with a phonograph firm in Troy, Ohio, as salesman. Father Jackson had mapped out a sales career for his son, which the younger Jackson was eager to swap for a journalism degree from the U. of Missouri. When a stallmate occurred in the family, Corney Jackson struck out for the West.

Arriving in Los Angeles with $5 cash, he discovered that a trunk of books expressed to him from Ohio had arrived—with $4.99 due on them. So a job was vital. He got one, selling in the order department of a produce firm.

Shortly after his arrival his mother and brother joined him. When his mother died in 1924, Corney Jackson decided to return East. He landed in Boston—in another selling job. This time he sold furnaces.

Mr. Jackson walked over most of New England, he says, doing house-to-house canvassing for the furnace firm. No, he did not have to carry samples.

After a while he tired of the furnaces and hied himself to New York for a job as sales coordinator with Standard Home Utilities, an appliance firm. He joined the company in December 1927. By January 1929 he had become assistant to the head of the company.

But around the time of the market crash, Standard Home Utilities was liquidated, and for five months Mr. Jackson coasted. He re-
Most of the millions who enjoy Peter Paul's confections first heard of Mounds, Charcoal Gum and Peter Paul's Almond Joy on locally produced Spot Radio Programs. It's a true advertising success that started small... then grew and grew. Today Peter Paul's News Programs are heard on carefully selected radio stations that blanket the entire country... around the clock... the year around. Their own carefully devised testing formula has proved it pays.

Have you thoroughly considered Spot Broadcasting in the advertising plans you're making now? Do you know how economically you can buy a going program with a pre-tested audience on a top station? Then ask your John Blair man. He knows.
Respects
(Continued from page 48)
turned to the West Coast in June of 1929, and although he couldn’t take dictation, he got a job as secretary to the writer and historian, Rupert Hughes. He was in the job for five years.

When Mr. Hughes was signed as m.c. of a radio program for Camel cigarettes, Mr. Jackson got his first close-up of radio. It was also through Rupert Hughes that Mr. Jackson got to know of the Berg-Allenberg talent service firm in Beverly Hills. Eventually he joined its literary department, serving as West Coast representative for several major publishing firms.

While with Berg-Allenberg he also created a radio department dealing in the microphone careers of such men as Clark Gable, Edward Arnold and Frank Morgan.

His first break with selling came in August 1942 when he took war leave from Berg-Allenberg to become a copy chief of the Hollywood office of the OWI domestic radio bureau. When V-J Day came in August 1945, he resigned from OWI to resume his civilian career. In September 1945 he joined J. Walter Thompson in his present capacity.

GOP Serenade

REPUBLICAN elephant serenaded the Democratic donkey on a political broadcast over KINY Juneau this month, the station management reports. Alvin J. Peterson, defeated in last fall’s race for the post of Alaskan territorial delegate to Congress, was addressing GOP members over KINY when Announcer Don Pegues noted that Mr. Peterson was concluding his talk ahead of schedule, leaving a gap to be filled in before the next program. The announcer picked up the handset and hurriedly put it on the turntable to fill the air.

He is one of those rare Californian bachelors. He is president of the Los Angeles Tennis Club where he can be seen playing at least twice a week. Starting with the game at 32, he has become one of the better club players of Los Angeles. Baseball is his major spectator interest.

GWP Transfer

VOLUNTARY assignment of the construction permit of WPIT Lamesa, Tex., from Riley Orlan Parker, sole owner, to Lamesa Broadcasting Co., a partnership composed of Mr. Parker (51%), R. A. Woodson (25%) and K. S. Ashby (24%), is requested in an application accepted for filing last week by FCC. Purpose is to secure added assistance in construction of the new station, Mr. Parker stated in his application. All will contribute funds to partnership equal to respective interests. Mr. Parker will be reimbursed by the partnership for his interest in the station, given as $300 miscellaneous and $2,000 equipment down payment. Mr. Ashby is to be general manager.

Ray, former vice president and director of WTMA, now general manager of WPIT Pittsburgh, formerly WPIT-FM, is to be named manager of WPIT-WBGE Atlanta.

Mr. Shouse Mr. Cosgrove

FIVE NEW DIRECTORS NAMED TO AVCO BOARD

FIVE new directors were named to the board and final approval was given to changing the company name to Avco Manufacturing Corp., at a meeting of The Aviation Corp.'s stockholders in Wilmington, Del., on Tuesday.

The new directors are R. C. Cosgrove, vice president in charge of sales and general manager of the Crosley Division; Carl H. Kindl, vice president in charge of manufacturing; J. H. Oppenheim, vice president in charge of the New Idea Division; James D. Shouse, president of the corporation's wholly-owned subsidiary, Crosley Broadcasting Corp.; and Harry Woodhead, president of Consolidated Vultee Aircraft Corp., an associated company.
COLORADO RADIO CORP.

announces the appointment, effective April 1st, 1947, of

FREE & PETERS, INC.

As National Representatives of

KVOD

The Voice of Denver

DENVER, COLORADO
5,000 WATTS
630 KC

An affiliate of the American Broadcasting Company
Low-Cost TV Station Developed

Films and Live Programs Can Be Telecast on Du Mont Package

IN A MOVE to take television out of the million dollar class, Allen B. Du Mont Labs. last week announced the development of a new low-cost video station which it expects to market at an overall price of less than $90,000.

Essentially the Du Mont package is built around the use of image orthicon cameras for telecasting film as well as live programs, enabling the video broadcaster to set up shop without either a special film studio or a master control room. Estimates that through this novel application of the image orthicon a station's equipment costs can be cut in half for a moderate station, which would normally cost about $180,000, according to Du Mont figures, or reduced 64% for the more elaborate station costing upwards of $250,000.

Elimination of the film projection room will reduce operating costs as well as the capital investment. Herbert E. Taylor, director of transmitting equipment sales for Du Mont, said he pointed out that "a Du Mont-equipped station in a city of approximately 100,000 population will, for the first time, find it possible to operate with only one studio, one control room and a transmitter plus antenna, with a reduction in operating cost of greater than 35%.

The new programming system consists of a translucent rear projection screen, a special prism, a special 16-mm projector operating at 30 frames per second instead of the conventional 24 frames, and standard field image orthicon cameras. To operate, the projector is mounted together with the special prism in the rear of the translucent screen, with the camera moved directly in front of the screen and focussed on the projected image. The projector-prism-screen combination either can be mounted in a portable frame or built into the wall between the main studio and the projection room.

Unusually Sensitive

Because of the image orthicon's unusual sensitivity, it can televise the projected image at normal room illumination, according to Leonard F. Cramer, Du Mont executive vice president, who said that extensive tests of government and other films available for television had found only 20% technically satisfactory for television previously while with the new system more than 80% can be used satisfactorily.

Another advantage of the new film system cited by Mr. Cramer is its ability to provide satisfactory reproduction and retransmission of "Teletranscriptions," which is Du Mont's trademarked name for films made automatically off the screen of a television receiver while a live program is being received from studio or field. Arguing that "early television networks will be built almost entirely on syndicated films," Mr. Cramer said, "Through the use of Teletranscriptions an advertiser producing his show in New York can have a recording made for syndication to television stations throughout the country or for re-showing as the receiver audience grows... the entire development should greatly improve the quality of television programs both technically and program-wise for the reason that an advertiser will be able to amortize the cost of his original production over a period of several years and in addition will have a permanent record of his production which can be used for promotional, sales, study and other uses."

FRANK BINGHAM, Hollywood announcer on CBS "Joan Davis Show," plays a similar role in MOM films, "The Huckles."

74 Finish Technical TV Course for CBS Employees

SPECIAL technical television course given for CBS employees by New York U. under the joint auspices of CBS and the International Brotherhood of Electrical Workers, with CBS paying the costs, held its "commencement" March 26 in the CBS studio building. There were 74 graduates.

Course, started in February 1945 and completed last month, was divided into three sections, each lasting from 22 to 30 weeks. Irving F. Ritter, assistant professor of mathematics, headed the section on "Mathematics Used in Radio and Television"; Warren M. Huttie, assistant professor of electrical engineering, headed the section on "Radio Engineering," and George E. Anner, assistant professor of electrical engineering, headed the section on "Television Engineering."

Course concluded with a special series of six lectures on recent color television developments, given by CBS video department.

VIDEO PROMOTION by WTMJ-TV at the annual Home Show in Milwaukee Auditorium included a complete display unit of the Milwaukee Journal. Cameras in middle of stages were focused on crowds while the images of the televised persons were shown back on receiver screens. Four television receivers and two cameras were used. In addition, six other video receivers, placed in department store exhibits at the Show, picked up from the Journal's central booth. The Journal distributed a pamphlet listing questions and answers on AM, FM and television.

Page 50  *  March 31, 1947
15 HOME TOWN MARKETS
COMPRISE THE NEW
INTERMOUNTAIN NETWORK

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

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

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

MONTANA
KBMY, Billings
KRJF, Miles City

Concentrated Coverage
where the people live!

The West is sparsely populated. Within 5% of the land area live
95% of the people in Utah, Idaho, Montana and Wyoming.
Accordingly, the Intermountain Network stations are located
where the people LIVE—giving you CONCENTRATED COVERAGE
of 15 home town markets totaling more than a million people.
Robert Sherman, former copy chief and radio director of Rueben W. Ryan, New York, has joined Johnson Adv., San Francisco, in similar capacity. M. F. Tarpey, formerly with L. C. Cole Adv., San Francisco, has been account executive. John Milligan has been named head of Johnson's merchandising department.

F. K. Reim, account supervisor on Whitehall Pharmacal Co. at Danesco-Fitzgerald-Sample, New York, has been appointed executive manager of agency's New York headquarters.


Wallace H. Goldsmith II, former Havana branch manager of McCann-Erickson, New York, joined Intercontinental-Pettingill & Fenton, New York, as executive assistant to Arthur Presnall, vice president in charge of agency's international division.

Sally Anne Currie, former copywriter at Scruza, Vandervoort & Barlough, New York, has joined copy staff of Anderson, Davis & Platto, New York.

Justin Bankhouse & Assoc., Baltimore, has changed name to Justin F. Bankhouse Adv., with no change in ownership or management. Agency also has opened a New York office, located at 9 East 46th Street.

HeLEN T. Hirst, head of media department of James Thomas Chirurg Co., New York, and Warren L. Huckleve, vice president in charge of art, have been elected to agency's board of directors.

Adam F. Ely & Assoc., Buffalo, N. Y., has been elected to Affiliated Adv. Agencies Network.


Edward A. Niecey, formerly with Talkers department of a New York station, has joined Dancer-Fitzgerald-Sample, New York, as business manager. Following George A. Bolas, who was recently appointed executive of agency.

Arthur E. Wilson, account executive with Erwin, Wasey & Co., New York, for 13 years, has been appointed a vice president of agency.

Herbert S. Hauser, former account executive at Weis & Gerbell, New York, has joined Green-Brooke, New York, in same capacity.

Bergi Roe, business manager of radio department of Roy S. Durstine Inc., New York, and Robert C. Wood, of WOR New York, were married March 3.

F. Douglas Williams, former independent opinion writer and presently in U. S. Army reserve branch, has been appointed vice president of research of Fred Rudge Adv., New York.

Maxine Adamson has joined M. Andre Adv., Los Angeles, as account executive.


Barbara B. Conner, formerly with radio departments of Young & Rubicam, and Rusbruff & Ryan, New York, has joined Hevessey Adv., Albany, N. Y., as radio director.

Linnea Wilson, head of J. Walter Thompson Co.'s time buying department, March 24 spoke on radio advertising before advertising course of Baltimore Ad Club.

James F. Egant, former vice president and copy supervisor of Lennox & Mitchell, New York, has joined Kastor, Farrell, Chenley and Clifford, that city, in same capacity.

W. Elmer Ether, has resigned as treasurer of Ellington & Co., New York, effective April 1, to devote time to public accounting and tax work.


Joe Rockhold, actor, writer and producer formerly with WLS Chicago, and WLV Cincinnati, has joined Powell Adv., Detroit, as vice president in charge of radio production.

Adolph W. Wennland, head of Adolph Wennland & Assoc., Los Angeles, has been elected board chairman of Encino-Callerny Theatre.

Roger Loomis has joined Tufts Co., Los Angeles, as account executive.

Robert Lee, Los Angeles manager of Buchanan & Co., has resigned to become advertising sales manager of Leo J. Meyburg Co., Los Angeles, California distributors of RCA Victor television and radio sets, household appliances.

Tom Smith, former retail advertising manager of Philadelphia Record, has joined Aitken-Kynetti Co., Philadelphia.

Joseph McLaughlin, former political writer for Philadelphia Record, has joined Laburnum-Hanson Adv., Philadelphia.

Carl Maye, former account executive of Henry H. Birling Inc., Los Angeles, has joined Davis-Hood & Assoc., that city, in similar capacity.

Johnny Cohorn, former radio director of Los Angeles Mutual Ad Co., Los Angeles, has joined Allied Adv., that city, as account executive.

Stuart Heinemann, account executive of allied Adv., Los Angeles, has been appointed president and general manager.

Frank J. Carter, former Los Angeles manager of Grant Adv., has joined Patino National Adv., Seattle, as account executive.

Samuel Harper Jr., vice president in charge of research and director of

In the great metropolitan market of Washington, the F.A. (as usual) is the HOUSEWIFE— the real buyer. And her buying power is well above average when several of her household are employed by Uncle Sam or private business—and contributing to the budget she spends. ARE YOU getting your share of her budget?

BMB Orientation

(Continued from page 31)

base judgments with respect to the BMB research formula that the Bureau's technical research committee is currently working on a program of analytical and experimental research. The first results from a portion of this research have only recently been published, the BMB sample study evaluation study conducted by an outside, independent research organization, Alfred Politz Research. This study was made to determine (1) whether the original BMB sample was adequate and (2) whether those who answered the BMB ballot were representative of the entire sample. Politz found that those who answered the ballot provided almost the same station audience figures as would have been obtained if all radio families had been surveyed.

Revisions Being Made

We are conducting many other analytical studies, and in addition, technical committee is currently working on additional questions might be asked without reducing the percentage of replies or the care and completeness with which the ballots are filled in. The follow-up tests are being made to assure the highest possible return and to reduce follow-up costs. In short, BMB is itself trying to find the answers to many of the questions BROADCASTING asked.

These answers will assure a refined and improved Study No. 2 in 1948.
The way rivermen gauge depth of Memphis harbor is to watch the U. S. gauge on the bluffs... Sales gauging is not so simple.

**Time To Gauge Sales**

Wouldn't it be a good idea to realign sales sights now... take a gauge of present and future prospects for immediate sales? We suggest Memphis as an ideal market in which to change your thinking... for WHHM has changed the radio... and marketing picture... of the Mid-South's largest city.

**WHHM Offers**

More listeners per dollar in Memphis
An audience that can't seem to stop listening
An advertising advantage that builds repeat sales

So whether you gauge sales by the cash register or by how many nice people you meet daily, use WHHM.

Represented by FORJOE & CO.

WHHM
THE MID-SOUTH'S 24 HOUR STATION
MEMPHIS, TENNESSEE

BROADCASTING • Telecasting
Sponsors

Serving Public Interest
In Colorado for 21 Years
GRAND JUNCTION
920 KC 1000 WATTS

Advisory Council Group Begins Work
Kobak Unable to Reveal Nature Of Talks at First Meeting

THE ORGANIZATIONAL committee appointed by industry leaders to formulate a plan for a broadcasters' advisory council [BROADCASTING, March 10] last week began deliberations which Chairman Jerome J. Kobak, MBS president, estimated would take a month to complete.

Mr. Kobak reported that only about half of the committee members were present at the first meeting and that the discussion had been "general." He said he did not know when the next meeting would be held, but he thought the committee would complete its work within a month.

The nature of the discussion at the committee's first meeting was a closely guarded secret. It was understood that committee members had protested that "too much publicity," much of it of a sensational turn—had been given to the formation of the council already. Until the committee's recommendations are completed, the members felt it would be advisable to discuss their work publicly.

RING CROSBY is "tentatively" scheduled to make two transcriptions during visit to ABC Chicago, network has announced. He will arrive April 8 to transcribe his Philco program with The Quiz and will make second transcription with Hank Greenberg.

Network Accounts

Renewal Accounts
BELL TELEPHONE SYSTEM, New York, Apr. 1 renew for 52 weeks "The Telephone Hour" on NBC, Mon. 9-10:30 p.m. Agency: N. W. Ayer & Son, N. Y.

Network Changes
GENERAL MOTORS Corp., Dayton, Ohio (Franchise Division), April 1 switches "Hollywood Star Time" on ABC, Mon. 10-11 p.m. from Chicago, to Kansas City, Kansas, May 2.

McCALL-FRONTENAC OIL Co., Montreal (oil and gasoline), March 12 replaced Eddie Bracken show on Dominion network stations, Sun. 3-4:30 p.m., with Tony Martin show. Agency: Ronalds Adv., Montreal.

OUR EDITORIAL PROJECTS FOR 1947
1. Improved financing for schools.
2. Development improved water supply.
3. Support for youth recreational center.
4. Establishment of city planning commission.
5. Improved program of public health.

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by
Headley-Reed Company
ON THE BALL!

Yes, the Holy Cross Basketball Team was definitely “on the ball” this season. Worcester people followed its progress through the games played right in their own city—in Boston—and finally at the NCAA Tournament in Madison Square Garden. WNEB was “on the ball” too, broadcasting the games right through the season—locally, from Boston and from New York.

In Worcester, these games are pretty important. That’s why they’re a part of WNEB’s programming—and that’s why Worcester people are listening to WNEB—the only local station in a 3-network city.

Need we point out that it’s one good reason why WNEB has the 2nd largest share of audience for total rated time periods in the January-February Hooper index? In 6 weeks, WNEB attained 2nd place . . . in 10 weeks, it was more firmly entrenched—and gaining all the way. WNEB’s low rates make it a buy smart advertisers should know about. Why not ask our representatives for facts and figures?

WNEB

WORCESTER    MASSACHUSETTS

NEW ENGLAND'S THIRD LARGEST CITY

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

March 31, 1947 • Page 55
A radio station is only as good as the market in which it is located. WRRF is located in Washington, North Carolina, in heart of Eastern North Carolina's Bright Leaf Tobacco Belt. This region is recognized as one of the most fertile and wealthy agricultural regions in the nation.

It is a market of 600,000 persons with a better than average per capita income that increases every year. WRRF reaches this "as good as gold" market through 67,000 radio homes. These listeners depend upon WRRF for national programming over the ABC Network. Local advertisers in Eastern North Carolina have long realized that they get the best returns from their advertising dollars when they are used on WRRF.

Write us today for complete information on the wealthy Eastern North Carolina Market.

LEROY EDWIN STRUBLE, of promotion department of KOY, Phoenix, has been named director of promotions and publicity, Bill Slack created by resignation of DICK CANADA more than eight months ago.

YVONNE ROBERTS, of continuity department of WIZE Springfield, Ohio, has transferred to station's promotion department.

IVOR KENWAY, ABC director of advertising in promotion, March 25 discussed radio promotion in address to Pittsburg Radio & Television Club, also visited ABC stations in Toledo, Detroit and Chicago, returning to New York March 31.

LOU BROTT, publicity director of WOL Washington, has been chosen to head the market in which it returns. This is the heart of the market in which it is located.

NEW YORK

National Radio Representatives
New York • Chicago • Los Angeles

FOR JOE & CO.

WASHINGTON, NORTH CAROLINA

TAR HEEL

BROADCASTING SYSTEM, INC.

Page 56 • March 31, 1947

Bradford Becomes U. S. C. of C.'s Executive Vp

RALPH BRADFORD, named executive vice-president of U. S. Chamber of Commerce March 24, will expand his activities in the fields of broad policy and public relations. Mr. Bradford had been general manager of the Chamber since 1942 after steady advancement from his first post as assistant departmental manager in 1929.

The title of manager now goes to Arch Booth, for the past four years assistant to Mr. Bradford. Mr. Booth will be in charge of the management and operations of the Chamber internally and in the field.

Mr. Bradford's elevation was made upon recommendation of the president and executive committee. His new title is regarded as being more nearly commensurate with his executive responsibilities and the over-all public relations and policy character of his work.

Cherry Blossom Promoter

LEO J. PAULIN, president of Leo J. Paulin & Assoc. Inc., independent Washington radio producers, has been named publicist chairman for the Capital's 1947 Cherry Blossom Festival. The appointment was made by the District of Columbia board of commissioners. The festival is being held this year for the first time since 1941 and is tentatively scheduled for the week-end of April 12-13.

Time Buyers' Booklet

FIRST COLUMNS of booklets titled "What Time Buyers Want To Know" have been distributed to stations throughout Canada by William Wright, station representative, Toronto. Booklet is designed to reflect thinking of those who purchase radio time in Canada. First booklet is by Ray Avery, director of independent radio group of Ronalds Ad. Toronto.

WBG Weekly

PROGRAM schedule for WBG Greensboro, N. C., is issued weekly in form of a four-page news sheet. Front and back pages of four-page booklet are devoted to radio news and personalities. Each week's program schedule presented on inside pages.

FOR ERY

BANKFIELD

E. U.

ask Jerry

Rodman Radio Station - KERO-Bakersfield, Calif.

BOOKLET 2019

BROADCASTING • Telecasting

3600 POINTS

920 KC

5000 WATS

ABC NETWORK

WRRF

IN THE HEART OF THE BRIGHT LEAF TOBACCO BELT

NOW 5000 WATS

920 KC

5000 WATS

ABC NETWORK

Promotion

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FOR ERY

BANKFIELD

E. U.

ask Jerry

Rodman Radio Station - KERO-Bakersfield, Calif.
BEST COVERAGE
IN
CANADA'S BEST MARKET

Ontario has 40.9% of Canada's retail sales

CFRB's share of the Ontario radio audience

<table>
<thead>
<tr>
<th>Daytime</th>
<th>Night-time</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBM Report 1944</td>
<td>491,004</td>
</tr>
<tr>
<td>BBM Report 1946</td>
<td>496,400</td>
</tr>
</tbody>
</table>

And StillGrowing!

Since beginning operation in 1926, CFRB's share of the Ontario radio audience has increased steadily. Today, this station reaches an even greater number of radio homes than ever before. These latest figures published by the Bureau of Broadcast Measurement prove this conclusively... prove that CFRB delivers more listeners than any other Toronto station.

This factual evidence of growing coverage is your guarantee that CFRB offers the best radio advertising buy in this area... Canada's richest market... reaching the highest percentage of Ontario radio homes. And this record is one the station is pledged to maintain. Watch its progress in the next twenty years!

CFRB
ONTARIO'S FAVOURITE RADIO STATION!

TORONTO
The Best Buy in Central Iowa

A Promotion-minded Station

Returning Your Program with
- Car Cards
- Direct Mail
- Movie Trailers
- Displays
- Magazines
- Newspapers
- On the Air Promotion

Response Rated Shows Are Exclusive On KSO

of Sun Country Broadcasting Co., Phoenix.

KGFJ Hollywood says it is finding homes for three of every five women veterans interviewed on its weekly 15-minute house hunting program jointly sponsored by Los Angeles AWES. L. r. to. R.: Esther assorted producer, m. c. of show; Dale Van Oudry Jr., producer and m. c. of show; Thelma Kirchner, station manager.

KQV to 5 kw

KQV Pittsburgh (Allegheny Broadcasting Corp.), now operating with 1 kw, is scheduled to become a 5 kw outlet April 13. New equipment, including everything from studios to 350-ft. towers, has been installed, the KQV management announced. The station, which is on 1410 kc, plans to increase its rates slightly when the power increase becomes effective. Weed & Co. is KQV’s representative.

KQV Pittsburgh

50,000 WATS

Represented By The Granham Co.
FRANK and ANNE HUMMERT

ON THE OCCASION OF THE FIRST PERFORMANCE

MONDAY, MARCH 31st

— OF —

"KATIE'S DAUGHTER"

THE LATEST ADDITION TO AN IMPRESSIVE ROSTER OF EIGHTEEN
NETWORK DRAMATIC AND MUSICAL HUMMERT PRODUCTIONS

- American Album of Familiar Music
d American Melody Hour
- Manhattan Merry-Go-Round
- Waltz Time
- Backstage Wife
- David Harum
- Front Page Farrell
- Just Plain Bill
- Lora Lawton
- Lorenzo Jones
- Mr. Keen, Tracer of Lost Persons

AIR FEATURES, Inc.
Program Coordinators

FEATURED RADIO PROGRAMS, Inc.
Sales Representatives

"KATIE'S DAUGHTER" will be heard over NBC Mondays thru Fridays
10:00 to 10:15 A.M. E.S.T.

Sponsored by the MANHATTAN SOAP CO., through their agency DUANE JONES CO., Inc.
March 21 Decisions...

BY THE COMMISSION

Transfer of Control


License Extensions

Adopted extended licenses of all international broadcast stations to June 20 or first day in which their operations are not controlled by State Dep'ts of International for Rev- olution and Cultural Affairs or other Gov- ernments, whichever date is earlier. Order is without prejudice to licensees filing for own programming of up to 25% of stations' time, as provided by law.

Frequency Allocation

Adopted frequency service-allocation to non-Government fixed and mobile services. Docket 12162-152 and 20-40 mem- bers (Docket 6651). Details FCC Pub- lic Notices 3544 and 3529.

BY COMMISION EN BANC

Petition Granted

West Central Best Co., Peoria, Ill.—Granted application for additional FM fre- quencies at Peoria, and added channels to Peoria general area, au- thorized conditional grant of Class B FM station to West Central Best Co., and cancelled oral argument scheduled for March 21 in consolidated proceedings.

Petition Denied

WDEL Wilmington, Del.—Denied petition requesting reconsideration of Com- mission's action in granting for hearing its FM application and for granting of same without hearing.

AM—1210 kc

Anson Radio and Best Co., Wades- boro, New Hampshire—Granted new AM station 1210 kc 1 kW D; engineering conditions.

AM—920 kc

Paso Best Co., El Paso, Tex.—Granted CP new AM station 920 kc 1 kW D; engineering conditions.

Assignment of License

WHAS Louisville, Ky.—Granted as- signment of license from Courier Jour- nal and Times Co. to WHAS Inc., new corporation wholly owned by Ballantyne.

Petition Granted

KVA San Francisco—Granted petition requesting severance of hearing record re its application and applications of KCMF and San Mateo Bests, from hearing record re C. Thomas Patton and Pittsburg Best Co. as record ordered closed.

AM—740 kc

Jose E. del Valle, Santurce, P. R.—Adopted order granting petition to remove hearing docket and grant application for new station 740 kc 10 kW unlim. and to condition that app- licant file application for mod. of CP specified at hearing, design which requires radiation in direction of CMN Cama- queta, Cuba, 200 mb/m in vertical plane from equivalent: 311 ft.

License Renewal

KCMJ Palm Springs, Calif.—Granted reauthorization of license for period ending Feb. 1, 1950.

WGBF Sevile, Ind.—Granted re- newal of license for period ending Nov. 1, 1948.

SSA Denied

WJMR New Orleans, La.—Denied application for special service authoriza- tion to operate on 980 kc at night for period of 90 days.

March 21 Decisions...

BY THE COMMISSION

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Assignment of License

WHAS Louisville, Ky.—Granted as- signment of license from Courier Jour- nal and Times Co. to WHAS Inc., new corporation wholly owned by Ballantyne.

Petition Granted

KVA San Francisco—Granted petition requesting severance of hearing record re its application and applications of KCMF and San Mateo Bests, from hearing record re C. Thomas Patton and Pittsburg Best Co. as record ordered closed.

AM—740 kc

Jose E. del Valle, Santurce, P. R.—Adopted order granting petition to remove hearing docket and grant application for new station 740 kc 10 kW unlim. and to condition that app- licant file application for mod. of CP specified at hearing, design which requires radiation in direction of CMN Cama- queta, Cuba, 200 mb/m in vertical plane from equivalent: 311 ft.

License Renewal

KCMJ Palm Springs, Calif.—Granted reauthorization of license for period ending Feb. 1, 1950.

WGBF Sevile, Ind.—Granted re- newal of license for period ending Nov. 1, 1948.

SSA Denied

WJMR New Orleans, La.—Denied application for special service authoriza- tion to operate on 980 kc at night for period of 90 days.
RMA Campaign Plans Approved
To Promote Sale of Receivers

GEARED to produce 20,000,000 radio sets in 1947, Radio Manufacturers Assn. last week started a campaign to promote their sale. Plans for the campaign, submitted by Fred Eldean Org., New York, were approved by the Set Promotion Subcommittee of the RMA Advertising Committee.

Details of the drive will be handled by the Eldean agency, which will key its promotion to the family theme. Need for a console type of radio-phonograph for all-family use will be stressed, along with suggestion that individual members of the family have their own sets.

New Slogan
Family situations will be dramatized, such as installation of sets in the kitchen, recreation room and other spots. A new slogan will be devised to supplement the present one, “A Radio in Every Room—A Radio for Every Purpose.” The market will be approached in terms of people, opening many merchandising angles and directing attention from price appeal.

Among promotion measures will be individual manufacturer promotion, material for retailers, films and talks, material for guidance of salesmen, tie-ins with national advertisers, publicity for newspapers, magazines and broadcast stations. Other tie-ins will cover thought leaders, including educators, clergymen and others. Plans are being considered for a special event as a hook for the campaign.

The campaign will be developed with National Radio Week Oct. 26-Nov. 1 as the high point. RMA and NAB will start joint planning for the annual event, with a more extensive letter contest for the public being considered. W. B. McGill, Westinghouse Radio Stations advertising manager, is chairman of RMA’s radio week committee. Other members are John Gilligan, Philco Corp., and David Catheart, RCA Victor Division.


Richard Hopper, formerly with UP in Denver and later UP bureau man-ager in Cheyenne, Wyo., has joined KLO, Denver, news department.

H. Ennis Jones Jr., Army veteran, has joined news staff of WPIL and WPIL-FM Philadelphia.

Charles Humes, former Camden, N. J., newspaperman, has joined news staff of WIP Philadelphia.

Dick Benson, member of news staff of WIZE Springfield, Ohio, has been named station’s news editor.

Everett Holles, news editor of WBMB Chicago, March 22 and 23 ad- dressed 15th annual High School Conference on International Affairs in Oak Park.

John K. Chapell, chief of news bureau at KROW Oakland, Calif., has been selected to present series of 13 lectures titled “The International Pattern” at San Mateo Junior College.

Michael Giraudo, formerly of CKNW New Westminster, B. C., has been ap-pointed news editor of WAV Port Al- bert, B. C.

Ecce Bivis, formerly with Tulsa Tribune, Tulsa, Okla., has joined newsgathering staff of KTUL that city.

Philip Alamps, ABC farm news ed-itor, is the father of a boy, James Phillip.
WERE PRINTED BY
BROADCASTING IN 1946

... MORE NEWS OF ALL RADIO — AM, FM, TELEVISION AND FACSIMILE — THAN ALL OTHER PUBLICATIONS COMBINED.

That's why agencies and advertisers who placed upwards of $300,000,000 network and national spot voted BROADCASTING "the most reliable and authentic radio news publication."

* Average 1946 circulation x number.
of news pages x 52 weeks.

BROADCASTING
The Weekly Newsmagazine of Radio

NATIONAL PRESS BLDG. • WASHINGTON 4, D. C.
The Fountainhead of Modern Tube Development is RCA
FCC Correction

In March 18 FCC applications reported by WRG and WTVS for commercial stations were amended to delete the word "Radio" from their names. The Filmore KFRA, BFRA and WUSJ were also amended to delete the word "Radio." The Filmore KFRA, BFRA and WUSJ are now called KFRA, BFRA and WUSJ respectively.

March 19, 1967

New Stations: AM, FM, Affiliates, Independents

An opportunity to obtain outstanding advertising rates.

Program promotion:

A new and unique approach which provides a staff of commercial radio experts through on-the-scene promotion. We develop, write and produce programs that sell. All forms of radio promotions and public service announcements are used to build annual audience. We present you the most professional services available.

Our representatives will visit your station by appointment.

Kansas City Market

We have

Bent over backwards

Sales Manager

Standing on our heads at

NOW IT'S YOURS

Write for
availability and rates

O. R. Wright, Sales Mgr.
Porter Bldg., K. C., Mo.


March 31, 1947 • Page 65
Alertness Rewarded

MINIATURE gold KSFO microphone is being presented to Dave Kees, special events technician of the San Francisco station, as a reward for preventing a blackout of KSFO's broadcast of San Francisco's St. Patrick's Day parade. Like the fairy tale young man who saved Holland by holding his finger in the hole in the dyke, Mr. Kees held two broken wires together for 22 minutes after an over-enthusiastic spectator broke through police lines, stumbled on a curb, fell against KSFO's station wagon and grabbed at a telephone line, pulling it apart. Engineer Kees quickly retrieved the broken ends and held them together until the end of the broadcast.

WPAG Increases Power, Starts FM Broadcasting

WPAG Ann Arbor, Mich., has increased its power from 250 w to 1 kw, Edward F. Baughn, vice president and general manager of the station, announced last week. Station, which has been on the air for 18 months, operates on 1050 kc.

Mr. Baughn announced also that WPAG has completed installation of its FM transmitters and that nightly FM broadcasts are being presented. Station's FM affiliate uses the call letters WPAG-FM.

WPAG is owned by Waukena Broadcasting Co. Inc. Since its beginning it has been under the supervision of Mr. Baughn, long associated with radio.

Mr. Baughn

VLQK Lima, Ohio. March 12 received certificate of exceptional merit for outstanding performance from U. S. Navy Bureau of Naval Personnel.

WPAG The Voice of Kansas in Topeka

IT'S A HABIT!

For 20 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

WIBW The Voice of Kansas in Topeka

BROADCASTING • Telecasting
FCC Actions
(Continued from page 65)

Applications Cont.

geles—CP new AM station 680 kc 100 w
D.
AM—1340 kc
The Montana Network, Missoula, Mont.—CP new AM station 1340 kc 250 w unil.
Modification of License

WFCI Providence, R. I.—Mod. of lic- ence to change location of main studios from Pawtucket to Providence, and to reopen main studios in Pawtucket; would be continued as auxiliary studios.

March 26 Decisions

Docket Case Action

Commission announced adoption of proposed decision looking to grant of application of Gulf Bistg, Co. Inc., for new station in Mobile, Ala., on 1440 kc 250 w unil; and denial of application of Burton Bistg, Co., 1440 kc 250 w unil., and application of Mobile Bistg, Co., 1250 kc 3 wka w w DA, both, requesting new stations in Mobile.

March 26 Applications

ACCEPTED FOR FILING

Modification of CP

WKBX Mobile Ala.—Mod. CP, as modified, which authorized new AM station, for extension of completion date.

WFEA-FM Montgomery, Ala.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

KFXA Fort Smith, Ark.—Mod. CP, as modified, which authorized new AM station to change hours operation from 12 to 24, power from 1 kw to 1 kw DN, install DA-DN, AMENDED: to modify DA-DN.

KCOL Calexico, Calif.—Mod. CP, as modified, which authorized new AM station, for extension of completion date.

KGOV Grass Valley, Calif.—Mod. CP which authorized new AM station, for approval of annual to change in trans. equipment and for approval of trans. and studio location.

KRJM Santa Maria, Calif.—License to cover CP, as modified, which authorized new FM station.

WMKW-FM Meriden, Conn.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WCLE Clearwater, Fla.—Mod. CP, as modified, which authorized new AM station, to change type trans.

License for CP

WCLE Clearwater, Fla.—License to cover CP, as modified, which authorized new AM and for change in studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPDQ-FM Jacksonville, Fla.—Mod. CP which authorized new FM station, for extension of completion date.

WMAM-FM—Marion, Ga.—Mod. CP, as modified, which authorized new AM station, to change type trans., for extension of commencement and completion date.

WWGZ Tifton, Ga.—Mod. CP which authorized new AM station, to make changes in vertical ant.

WRRC-FM Toccoa, Ga.—Mod. CP which authorized new FM station, for extension of completion date.

WKY Evansville, Ind.—Mod. CP which authorized new AM station, for approval of ant., to change type trans., to mount FM ant. on top of AM tower and for approval of trans. and studio location.

KTRY Sioux City, Iowa—CP changed 1450 kc to 1470 kc, 250 w to 5 kw, install new trans. and DA-DN and change trans. location. AMENDED: to modify DA-DN.

AM—1470 kc

KXAK Atchison, Kan.—CP changed 1450 kc to 1470 kc, 250 w to 1 kw, make changes in trans. equipment and install DA-DN, AMENDED: to modify DA pattern.

Modification of CP

KIMV Hudsonville, Mich.—CP which authorized new FM station, to change studio location, make changes in ant. system and change commencement and completion dates.

KRMID Shreveport, La.—CP changed 1340 kc to 1500 kc, increase 250 w to 1 kw 5 kw w DA, install new trans. and change trans. location.

AM—1470 kc

The Lewiston-Auburn Bistg. Corp., Lewiston, Me.—CP new AM station 1470 kc 500 w unil. AMENDED: re change DA-DN.

AM—1430 kc

The Capital Bistg. of Annapolis, Md.—CP new AM station 1430 kc 500 w unil. DA-DN AMENDED: to modify DA.

AM—1430 kc

WSSL Jackson, Miss.—Mod. CP which authorized change in frequency, in trans. power, install new trans. and DA and trans. and change location, for extension of completion date.

AM—1250 kc

WSKB McComb, Miss.—CP changed 1250 kc to 1270 kc, increase 250 w to 1 kw 500 w w DA-DN, install new trans. and change trans. and location.

Modification of CP

WBNY-FM Buffalo, N. Y.—Mod. CP which authorized new FM station, for extension of completion date.

Modification of License

WGLN Glenn Falls, N. Y.—Mod. of lic- ence, increase 100 kw to 250 kw (1250 kc).

AM—850 kc

WIBC Inc., Rochester, N. Y.—CP new AM station 950 kc 1 kw unil. AMENDED: to modify DA-DN.

Assignment of License

WKBK Mentorville, N. C.—Volun- tary assignment of CP to Radio Rens- ellschaft Inc.

Modification of CP

KSEQ Durant, Okla.—Mod. CP which authorized new AM station, to change frequency from 1340 kc to 1360 kc, hour from 6 to 2, new DA-DN, DA-DN to 360 kc 2 kw 1 kw 670 kc, extension and completion.

AM—970 kc

KAKC Tulsa, Okla.—CP change frequency from 1520 to 970 kc, hours from D to w unil. 1 kw, install DA-DN.

Modification of CP

WWPA Chester, Pa.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans., and for approval of trans. and studio loca- tions.

WJLE Lewiston, Pa.—Mod. CP which authorized new AM station, location, install new vertical ant. and new FM ant. mounted on top and ground sys- tem, for extension of completion date.

WFIL Philadelphia—Mod. CP, as modified, which authorized increase in power, installation of new trans. and change in trans. location, for extension of completion date.

WNIQ Uniontown, Pa.—Mod. CP which authorized new FM station for extension of commencement and completion dates.

AM—940 kc

Puerto Rico Communications Authority, Municipality of Río Piedras, P. R.—CP for new AM station 1450 kc 250 w unil. DA—AMENDED: to change DA pattern.

Assignment of License

WHAL Shelbyville, Tenn.—Voluntary transfer of control of permittee corp. to George F. Fly and Howard F. Smith, partnership d/b as Shelbyville Bistg. Co.

Modification of CP

KWRI Birmingh. Tex.—Mod. CP which authorized new AM station, for approval of trans. location and to specify studio location.

WSVS Crewe, Va.—Mod. CP, as modified, which authorized new AM station, to change type trans.

WKKW-FM Wheeling, W. Va.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1380 kc

Beloit Better, Inc.—Caledcott, Wis.—CP new AM station 1380 kc 1 kw D—AMENDED: to change type trans. power 500 w.

Assignment of License

WIMP Medford, Wis.—Voluntary assign- ment of license to Dairyland’s Boring Service Inc.

License Renewal

KSQL Silver City, N. Mex.—License re- newal AM station.

KCHC Fort Worth, Tex.—Same.

KOZY Kansas City—Same for FM sta- tion.

Voluntary Transfer


Modification of CP

KGFT Grantville, Ky.—Mod. CP which authorized new AM station, for approval of trans. and for approval of trans. location.

KMPC Los Angeles—Mod. CP, as modified, which authorized increase in power, installation of new trans. and change in trans. location, for extension of completion date.

KAGH Pasadena, Calif.—Mod. CP which authorized new FM station, to change studio location trans. site, ERP to 300 w, ant. height, make changes in ant. system and change completion date. AMENDED: to make changes in ant. system.

WAXPC Pasadena, Calif.—Mod. CP, as modified, which authorized new experimen- tal television station, for extension of completion date.

AM—1260 kc

San Fernando Valley Bistg. Co., San Fernando, Calif.—CP new AM station 1260 kc 1 kw unil. DA—AMENDED: re officers, directors and stockholders.

Modification of CP

KKGW Vallejo, Calif.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans., and for approval of trans. and studio locations.

KRLN Canon City, Colo.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans., and for approval of trans. location.

AM—1450 kc

Mercado Bistg. Co., Greeley, Colo.—CP new AM station 1450 kc 250 w unil.—AMENDED: re directors and stockholders.

Modification of CP

WKJY New Haven, Conn.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans.
WEJC Joins IBS

TELPHONE QUIZ show titled "Nickies' Telephone Quizmaster" is new 15-minute show on WHBC Canton, Ohio. Aired Mon. through Fri. 3-4:30 a.m., show is sponsored by Nickies Bakery Inc., N. Paris, Ohio. Quizmaster makes two phone calls daily in quest of correct answer to $10 question of the day. Answer to question is posted in advance on bread racks in Nickies Bakery retail outlets in Canton and surrounding cities and on retail delivery trucks. If question goes unanswered, sum is added to following day’s prize.

Video Drama

STUDENT performance of 15th century drama, "Everyman," at Fordham U., New York, March 22 was broadcast on WNBT, NBC New York television station as station’s first remote pickup of dramatic performance. Drama, with cast of 22 students, was re-staged especially for television from Fordham U. Theatre.

"Behind the Scenes"

TO ACQURY listeners and some of little-known jobs necessary to produce radio program series titled "Behind the Scenes at KLZ" has been started on KLZ Denver. Show also is in observance of station’s 25th anniversary this month, and features facts concerning today’s operations with historical background. In 1922, staff members of various departments are interviewed on broadcast, giving review of their duties.

Advertising Series

RADIAL program for promotion of understanding and good will toward advertising began Wednesday, Mar. 19 over WXYZ Detroit, with first in series of six programs. First discussion titled "How Does Advertising Conform to the American Way of Life?—Or Does It?" featured Charles McCaghren, assistant president of Cunningham drug chain and Edythe Fern Melrose, local radio personality.

"Musique" RECORD quiz show, sponsored by Philadelphia Daily News, is new Saturday noon feature on WIP Philadelphia. Conducted by Murray Arnold, station program director, using air name of "Jazzy," show titled "Musique" gives audience chance to win prizes by guessing titles of songs, names of vocalists or names of popular songs played. One hundred listeners are invited to studio each week and contestants selected from audience.

Theatre Quiz

THEATRE quiz show, titled "Do People Know Everything," was presented over KGBS Harlingen, Tex. Originating from local theatres, questionnaires from contestants and audience are used. Questions submitted by contestants and blanks obtained at stores dealing in Kiss-Mike Cream of Wheat sponsor’s product. Big bulky prizes are given each week to winners of special feature of show called "You Must Take Home." show.

Greenhouse Tour

TOUR through various sections of Baker’s greenhouse, Utica, N.Y., grower of World’s Largest Celery, was broadcast over WGBB NYC, hour program on WGAT Utica. Tom Harvey, station program director, toured the greenhouse, describing in detail, the growth of an orchid from germination to blooming.

Local News

LOCAL new coverage and musical selections reflective of New York scene are presented on new series starting March 29 on WHBC New York. Title of program is "Fleming Show," program is aired Mon. through Fri. 9-11:30 a.m. and features Jim Fleming, former war correspondent for CBS and Newsweek Magazine. Format of series consists of interviews with famous or interesting personalities as well as spot coverage of local news stories, with 50% of show devoted to musical selections related to situations in program or reflective of New York scene.

Fire Coverage by Air

WHEN fire broke out in three business establishments in Findlay, Ohio, WTOD Toledo sent Todd Branson, news and special events director, cover fire from the air. Mr. Branson loaded the nearby airport’s airplane onto the recorder aboard plane and circled area of fire rescue notes on air picture. Aircraft landing at Findlay’s airport, wire recorder was set up in store near fire, and Mr. Branson recorded accurate transmission of scene, including interview with corner store’s desk clerk in fog. Tape was flown back to Toledo and aired from WTOD studios.

Luncheon Music

CONTINUOUS program of luncheon music was started March 24 as 1-2 p.m. feature on WPT-PM Chicago. Program started broadcasting seven hours daily, 9 a.m. to 5 p.m., instead of previous schedule which allowed for an hour’s break, being off air from 1-2 p.m. Addition of noon hour broadcast was suggested by need of various civic organizations interested in having music during noon meetings. Present plans include placing of FM receiver sets, by dealers and distributors, in clubs and private dining rooms throughout city in which civic club luncheons are held.

Midget Transmitter

BROADCAST from a transmitter no larger than a lipstick tube was heard on March 29 on CBS “Adventures in Science.” C. D. Brando, of Dayton, O., and D. C. Brunetti, of National Bureau of Standards, was guest of Watson Davis, CBS science editor. Dr. Brunetti has special FCC license for broadcasting experimental with the midget sender. He was to demonstrate scientific developments of midget transmitter along with pocket-sized receiver.

Request by Numbers

UNIQUE record request program, titled "Hear Mr. Meek's Record," is new feature on WPDQ Jacksonville, Fla. Listeners choose a number from 1 to 1,000, and Bob Adams, m. of s. show, pulls corresponding record from special 250-song catalog. Listeners never know what they are requesting until they contact Bob Adams know what will be played next.

"Mystery Shopper"

IDENTIFICATION of mystery shopper is theme of five-minute program, titled "The Mystery Shopper," heard weekly over GCW Moncun, N. B. Sponsored by J. P. Morgan & Co., program features description of some of the store’s special weekly sales. Listener, who identifies self from details given, receives $10 in merchandise.

Civic Feature

WEEKLY five-minute report, titled "Know Your Milwaukee Public Schools Better," is being aired Mon. 3:30 p.m. on WISX, Milwaukee, Milwaukee. Designed as public service program, special program with scope of special service offered by public school system, program is supervised by Dr. William Lammers, assistant superintendent of schools.

Homemakers’ News

HINTS for shoppers and tips on new aids to homemakers are presented on new series over WIXL. Concord, N. H. Listeners are exhorted Mon. through Fri. 11:30 a.m. Show is sponsored by cooperative basis and features Fred and Roberta Wood, WIXL’s 20-year club prizes to listeners suggesting best titles for new show.

IN CANADA

WINNIPEG

is a "MUST" buy

Men Who Know

530 Kc. CKBK
SKW 5000

Representative - WEDD & CO.

BROADCASTING • Telecasting
FCC Actions

(Continued from page 67)

Applications Cont.

trans. and for approval of trans. locations.

WROD Daytona Beach, Fla.—Mod. CP
examined for renewal of license, for approval of ant., to change type of trans., and for approval of trans. and studio locations.

WATK Miami Beach, Fla.—Voluntary assignment of CP and license to WATK Inc.

AM—1400 kc
WGCY Albany, Ga.—CP to install new trans. and vertical ant. and to change trans. location.

AM—1480 kc
DeKalb Radio Studios, DeKalb, Ill.—CP for new AM station 1360 kc 250 w, AM-XMW to change to new location.

Assignment of CP

KGBC Evansville, Ind.—Mod. of location

Modification of License

WGBF Evansville, Ind.—Mod. of license to allow trans. and studio location.

Modification of CP

WASK Lafayette, Ind.—Mod. CP, as modified, which authorized installation of new vertical ant. and change in trans. location, for extension of commencement and completion dates.

WTJC Tell City, Ind.—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. and studio location to specify studio location.

Modification of CP

KJSG St. Louis, Mo.—Mod. CP which authorized increase in power, installation of new trans. and DA-N and change of trans. location, to make changes in DA system.

Modification of CP

KCRJ Bridgeton, N. J.—Mod. CP which authorized installation of new vertical ant. with FM ant. mounted on top and move trans., for extension of completion date.

Transfer of Control

WHLI Hempstead, N. Y.—Voluntary assignment of CP to AM Broadcasting Corp.

Modification of CP

WLYT Liberty, N. Y.—Mod. CP which authorized new AM station, for approval of ant., for approval of trans. location, and to change trans. location.

Assignment of License

WHLI New York.—Voluntary transfer of control of license to William Arbe for deeds Arbe to Harry D. Henshaw.

Modification of CP

WPAS Springfield, Ill.—Mod. CP which authorized installation of new tower and change trans. location, for extension of compliance date.

License for CP

WJSL Altoona, Pa.—Mod. license to cover CP, as modified, which authorized new AM station and new location, and to permit operating power by direct measurement of ant. power.

Modification of CP

WRAM Clarksburg, W. Va.—Mod. CP which authorized new AM station, for approval of ant. and trans. location.

APPLICATION DISMISSED

AM—1490 kc
Shamokin Visions, Inc., Shamokin, Pa.—CP for new AM station 1490 kc 250 w.

DOCKET CASE ACTIONS

AM—1450 kc
Commission announced proposed decision of 3rd. Circuit, and grant of application of Plymouth County Bcast. Co. for new AM station at Brockton, Mass., on 1450 kc 250 w unli.; conditioned to change to 1490 kc 250 w.

By Commission En Banc

AM—890 kc

AM—860 kc

AM—1460 kc
Reno Newspapers Inc., Reno, Nev.—Granted CP new AM station 1460 kc 250 w; engineering cond.

AM—1290 kc
Community Battery Service Co., Providence, R. I.—Granted CP new AM station 1290 kc 25 w; engineering cond.

AM—1600 kc
Northern Indiana Bcast. Inc., Michigan City, Ind.—Granted CP new AM station 1420 kc 1 kw; D; engineering cond. (Com. Durr voted for hearing.)

ARCO

Assignment of CP

KOPR Butte, Mont.—Granted consent to involuntary assignment of CP from partnership composed of Frank C. Carman, David G. Smith, Jack G. Carman and Grant Welsh to d/b/c CP, Inc. to Max C. Carman.

Assignment of License

WLEW Richmond, Va.—Granted consent to involuntary assignment of CP from partnership composed of Thomas G. Crain, Jr., to Lee Borg Corp., as assigned to Thomas G. Crain, Jr., from Patricia McComb and Irwin G. Abelson.

WAVE Wooster, Ohio.—Granted consent to assignment of license from partnership composed of John C.Ξ. Lunsford, Jr., to P. L. Lunsford.

Transfer of Control

WACE Chicago, Ill.—Granted consent to involuntary assignment of CP and license from partnership composed of CP Bcast. Co. to William Edwin Richardson, Ukiah, Calif., for new AM station 1400 kc 250 w; engineering cond. (Continued from page 80)
FOOD & DRUG advertisers are making 1947 media plans

They are among the many whose sales executives are now evaluating local markets and media with the guidance of SALES MANAGEMENT's recent series, "How to Increase Sales Through Better Media Selection," by Arthur Hurd of the J. Walter Thompson Company.

A study of the food and drug companies represented by the SALES MANAGEMENT advertisers who have ordered reprints of this study.

Wilbur Suchard, Chocolate Company  
Whitehall Pharmaceutical Company  
Sunshine Biscuits, Inc.  
Lehn & Fink Pharmaceutical Corporation  
Standard Brands  
Colgate-Palmolive-Peet Company  
Rutten Pumice Company  
Midco & Robbins  
National Biscuit Company  
General Mills, Inc.  
Plough Sales Corporation  
The Bonden Company  
The Andrew Jergens Company  
Calif. Prune & Apricot Growers Ass'n.  
Merrill & Co.  
Armour & Company  
The Proctor & Gamble Distributing Co.  
Warren Sales Company  
The Norwich Pharmacal Company  
Minnesota Valley Canning Company  
Mountain Valley Dairy Company  
Wagner Baking Corp.  
The Sweets Company of America, Inc.

In the grocery products field, sales alone, SALES MANAGEMENT has 598 individual executive subscribers in 237 companies which spend nearly 200 million dollars a year to advertise food and allied lines.

Your one sure path to the sales executives of the fields is a consistent advertising campaign in SALES MANAGEMENT—the only sales magazine.

(Face us for your free copy of Mr. Hurd's series)

**FCC Actions (Continued from page 69)**

**Decisions Cont.:**

out prejudice to withholding after decision has been rendered with respect to application to change frequency of Granite Bay Bstg. Co., Calif.  

been disposed of, application of Long Beach Bstg. Co. for new AM station 1460 kc 250 w un. Bstg.

**FM—Conditional Grants**

**KWTS**- Shreveport, La.—Authorized conditional grant for class B FM station to subject further review and approval of engineering details.  

**KBAL**- San Antonio, Tex.—Authorized conditional grant for class A FM station (in lieu of class B application) to be issued Oct. 25, 1947, for further review and approval of engineering details.  

**WDFN**- Des Moines, Iowa—Authorized conditional grant for new class B FM station subject to further review and approval of engineering details.

**Enid Radiophone Co., Enid, Okla.—Same.**

**Medford Printing Co., Medford, Ore.—** Authorized conditional grant for class B FM station (in lieu of class A application) to be issued Oct. 25, 1947, for further review and approval of engineering details.

**KXOD**—Spokane, Inc., Butler, Pa.—Authorized conditional grant for class A FM station subject to further review and approval of engineering details.

**FM—CPs Granted**

FCC authorized CPs, conditionally for 11 FM stations of which three CPs are in the preliminary stages (see page 78). Commission also authorized CPs for five noncommercial educational FM stations (see story page 74).

**FM—CP Canceled**

The Evergreen Bstg. Corp., Seattle, Wash.—Commission granted canceled CP for new class B FM station because company not willing to discontinue all broadcast operations.

**Television Rules Waived**

Upon reconsideration request by Television Broadcasters Assn. for waiver of portion of Black and white TV rules Commission further extended to June 30.

**BY THE SECRETARY**

**KUIN** Grant Pass, Ore.—Granted CP make changes in license for class A station, 50 kc AM, to top of AM tower.

**WICL**- Watertown, N.Y.—Authorized CP make changes in license for class A station 1340 kc 250 w un.  

**WLEX**- Lexington, Ky.—Granted CP for new FM station which authorized for new license 1340 kc 250 w un.  

**WNLX**—Lexington, N.K.—Granted CP for new FM station which authorized for new license 1340 kc 250 w un.

**WJCG**—Greensburg, Ky.—Granted CP to cover new class B FM station which authorized for operation with 6 kw.

**WLCX**—Williamsport, Pa.—Granted CP to cover new class C FM station which authorized for operation with 2 kw 10 kw.

**KCTV**—Childrens, Tex.—Granted CP which authorized for change to class D station, 75 kw.

**WWBX**—Vineyard, N.J.—Granted CP to cover new class D station 1390 kc 1 kw D for change of location and ownership.

**KWSD**—Mt. Shasta, Calif.—Granted CP which authorized for change to class D station 1390 kc 1 kw D and for change of location and ownership.

**KVQG**—Casper, Wyo.—Granted CP which authorized for change to class D station 1390 kc 1 kw D and for change of location and ownership.

**WGZ**—Vineyard, N.J.—Granted CP to cover new class D station 1390 kc 1 kw W for change of location and ownership.

**WKBW**—Buffalo, N.Y.—Granted CP to cover new class D station 1390 kc 1 kw W for change of location and ownership.

**WWGW**—San Francisco, Calif.—Granted CP which authorized for changes in location, and operation with 1 kw.

**WHJG**—Harrisburg, Pa.—Granted CP install new trans.

**WWBW**—Indianapolis—Granted CP which authorized new station for extension of completion date to 8-31-47.

**WMMC**—Minneapolis, Minn.—Authorized CP which authorized new station for extension of completion date to 8-31-47.

**WXIR**—West Palm Beach, Fla.—Granted CP to authorize new class D station and change of frequency 1390 kc 2 kw U for change of location and ownership.

**KWVO**—Des Moines, Iowa.—Authorized CP to cover new class D station and change of frequency 1390 kc 1 kw W for change of location and ownership.

**WKXW**—Lawton, Okla.—Granted CP for extension of completion date to 8-31-47.

**WGCB**—Great Bend, Kan.—Granted CP to change trans. type and for extension of completion date to 8-31-47.

**WFAA**—Dallas, Tex.—Granted CP to cover new class D station and change of frequency 1390 kc 1 kw W for change of location and ownership.

**KWJO**—Atlanta, Ga.—Granted CP to install new trans. and change of frequency 1390 kc 1 kw W for change of location and ownership.

**WMBH**—Joplin, Mo.—Granted CP to make changes in vertical antenna.

**KPIX**—San Francisco, Calif.—Authorized CP to make changes in vertical antenna.

**KXKL**—Great Falls, Mont.—License to cover new CP which authorized for changes in AM station and authority to determine operating power by direct measurement of ant. power.

**WDNC—FM**—Durham, N.C.—Authorized CP which authorized new station, for extension of completion date.

**WGRB**—Goldens, Pa.—Installed new CP and make changes in vertical antenna.

**WDC**—Kentucky, Ohio.—Authorized CP which authorized new station, for extension of completion date.

**AM—1400 kc**

**WHB**—Chicago, Ill.—Authorized CP which authorized new station, for extension of completion date.

**KWHW**—Altus, Okla.—Authorized CP, as modified, which authorized new AM station.

**AM—1424 kc**

**WVOK**—Newark, N.J.—Authorized CP.

**AM—1590 kc**

**WMC**—Memphis, Tenn.—Authorized CP to modify CP which authorized new AM station, for change of location.

**KXLY**—Alpine, Wash.—License to cover new CP, as modified, which authorized new AM station, for determination operating power by direct measurement of ant. power.

**AM—1949 kc**

**WKKO**—Kinston, N.C.—Authorized CP.

**AM—1995 kc**

**WCTM**—Greenvale, N.Y.—Authorized CP to make changes in AM station.

**KXCV**—Cleveland, Ohio.—Authorized CP to make changes in AM station.

**KXLO**—Minneapolis, Minn.—Authorized CP to make changes in AM station.

**AM—2000 kc**

**WDT**—Beaufort, S.C.—Authorized CP to make changes in AM station.

**KXCF**—Corpus Christi, Tex.—Authorized CP to make changes in AM station.

**AM—2000 kc**

**WDDM**—Minneapolis, Minn.—Authorized CP to make changes in AM station.

**AM—2040 kc**

**WDLJ**—Jacksonville, Fla.—Authorized CP to make changes in AM station.

**KXFL**—Ft. Worth, Texas.—Authorized CP to make changes in AM station.

**AM—2070 kc**

**WMT**—Moline, Ill.—Authorized CP to make changes in AM station.

**KXFO**—Ft. Myers, Fla.—Authorized CP to make changes in AM station.

**AM—2095 kc**

**WDM**—Duluth, Minn.—Authorized CP to make changes in AM station.

**AM—2105 kc**

**WDM**—Duluth, Minn.—Authorized CP to make changes in AM station.

**AM—2140 kc**

**WMMB**—Joplin, Mo.—Authorized CP to make changes in AM station.

**AM—2145 kc**
FCC Asked to Reconsider and Approve Sale of WTMV to Evansville on Air

The John F. Burns family petitioned FCC last week to reconsider and approve their $220,000 sale of WTMV (AM) to Evansville on the Air Inc. without a hearing.

WTMV, a 250-watt station outlet on 1490 kc., is owned by William W. Burns, his mother, Penrose Burns, his father, William F. Burns Jr., and his brother, W. F. Burns Jr. The family also owns WOSH Oshkosh.

The petition noted that the Burns family bought WTMV in 1945 for $105,000. They had planned to have W. F. Burns Jr., then in armed service, take over the operation when he returned. On that basis, it was noted, Evansville on the Air's first offer was rejected. But when the younger Burns returned, unable to find living accommodations in East St. Louis and expressed a preference for St. Paul, his former home, the petition said they decided to negotiate with the Evansville group.

In response to the Commission's call for information on the John Burns family's investments in the station since they acquired it, the petition said there has been no need for "substantial" capital improvements but that material changes had been made in programming. These included complete change in the handling of newscasts; emphasis on sustaining broadcasts for local non-profit organizations, and inauguration of numerous remote broadcasts.

Operating Costs

Operating expenses averaged $11,700 a month when WTMV was bought in 1945, the petition asserted.

Further Hearing

Western Best. Atascocita, Modesto, Calif.-CP 1340 5 kc. 1 kw. Pacifica Foundation, Richmond, Calif.-CP 710 1 kw. DB.

Further Hearing

Southern Illinois Best. Co., Inc., Centralia, Ill.-CP 1630 1 kw. UE.

Alton Best. Co., Alton, Ill.-CP 1410 1 kw. UE.

Metropolitan Best. Co., Belleville, Ill.-CP 1430 1 kw. UE.

WIL St. Louis-CP 1430 5 kw. UE.

APRIL 2-3 10 A.M. AM-Hearing

Sawyer Tube Co., Bloomington, Ind.-CP 1340 250 w. Radion Bedford Inc., Ind.-Amb.

Same. To be held in City Council Chamber.

APRIL 3 10 A.M. AM-Hearing

KGB Tyler, Tex.-CP 690 1 kc. 5-N w. 15 kw. UE.

KGF Coffeyville, Kan.-CP 690 1 kc. 5-N w. 15 kw. UE.

REED Dorado, Ariz.-CP 990 1 kc. 1 kw. UE.

KABC San Antonio and ETC St. Joseph, Mo.

APRIL 4 10 A.M. AM-Hearing

Standard Tobacco Co. Inc., Mayville, Ky.-CP 1240 250 w. UE.

Respondents: WINN Louisville, Ky., and WCGO Cincinnati.

Further Hearing

WKBQ Sacramento, Calif.-CP 1060 10 kw. DB.

C. Thomas Patton, Oakland, Calif.-CP 1060 10 kw.

KVSF San Mateo, Calif.-CP 1260 1 kw. 5 kw. UE.

进一步 hearing

WDEL Wilmington, Del.-For FM facilities.

Wilmington Tri-State Best. Co., Inc., Wilmington, Del.-For FM facilities.

To be held Room 213 Federal Bldg., Wilmington.

Further Hearing

C. Thomas Patton, Oakland, Calif.-CP 1010 10 kw. DB.

Pittsburgh Best. Corp., Pittsburgh, Calif.-CP 990 1 kw. 5 kw. UE.

KXW San Mateo, Calif.-CP 1260 1 kw. 5 kw. UE.

MARCH 31-APRIL 10 A.M. AM-Hearing

James A. Oso, Lake Charles, La.-CP 1290 10 w. DB.

Kula Best. Co., Opolousa, La.-CP 1290 250 w. UE.


To be held Federal Court Room, Lake Charles, March 31 and Federal Court Room, Opolousa, April 1.

MARCH 31-APRIL 2 10 A.M. AM-Hearing


Abe Lapides, Pontiac, Mich.-CP 830 1 kw. D.

Woodward Best. Corp., Detroit-CP 840 5 kc. 5 kw. D.

To be held Supreme's Room, County Court House, Hillsdale, March 31; Pontiac, April 1; and Room 830 Federal Bldg., Detroit, April 2.

APRIL 2 10 A.M. AM-Hearing

Midland Best. Co., Concordia, Kan.-CP 550 1 kw. D.

Fred James Best. Co., Television Co., Oklahoma City-CP 550 1 kw. 5 kw. UE.

Respondent: KCBS Midland, Tex.

Innen: TERTSA San Antonio and KDSO St. Louis.

FEDERAL TRADE COMMISSION announced last week establishment of an Office of Compliance, under the General Counsel, to supervise and coordinate all compliance and enforcement matters. Establishment of the office was result of long-need to keep closer track of compliance with cease and desist orders issued by the FTC and Clayton Acts. The office will coordinate the work of reviewing reports of complaints with orders and pre- pare cases for recovery of civil penalties and for contempt proceedings in Federal Courts when actions of advertisers are delayed.

Joseph S. Wright, formerly trial attorney on Commission staff, was designated Assistant General Counsel in charge of the office.

TV Waiver

FURTHER WAIVER of television's 28-hour rule, to June 30, was announced by FCC last Thursday. The action, taken on a request by Television Broadcasters' Association, waives Sec. 3.661(a) of the television rules requiring video stations to operate at Night two hours daily and 28 hours weekly.

Set Up New Office

WASHINGTON, D.C. (AP) - The Federal Trade Commission has decided to set up a new office to handle complaints against television broadcasters, who have been accused of violating the Commission's orders.

The new office is to be headed by a special assistant, who will be appointed by the FTC.
Bars, Grills Using Video Sets Exempt From Amusement Tax, New Ruling Says

A RULING that restaurants, bars and other establishments which have installed television sets for the entertainment of their patrons are not subject to the 20% amusement tax was issued last week by Joseph Nunn, U. S. Commissioner of Internal Revenue. This reverses an earlier interpretation of the Federal Internal Revenue Code, which had held television sets in public places as coming under the "cabaret entertainment" classification and so subject to the tax.

New ruling follows action taken by Television Broadcasters Assn. to free television of the handicap which the tax would have imposed. Bars and grills have been among the most avid purchasers of video receivers, particularly the large-screen sets, providing set makers not only with a good immediate market for their products but also with an excellent means of demonstrating television reception to fans and others who may be influenced thereby to purchase home receivers.

As soon as the proposed application of the cabaret tax to television was announced, TBA President J. R. Poppele, vice president and chief engineer of Bamberger Broadcasting Corp., operator of WOR New York and currently con- structing a video station in Washington, met with Commissioner Nunn to present their views. He followed up his visit with a letter (Broadcasting, March 24). Last week the Commissioner wrote Mr. Poppele a letter whose final paragraph read:

"As a result of a thorough review of the circumstances under which television sets are operated and of the nature of the entertainment afforded by them, the Bureau has reached the conclusion that the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render such places subject to the tax imposed by Section 1700 of the Code as amended unless other entertainment is furnished or dancing privileges are provided."

ASCAP Dinner

BROADCASTERS were well represented at the head table of the annual ASCAP dinner last Thurs- day, accounting for half of the honored guests and giving rise to numerous comments on the change in radio-ASCAP relations in the past few years.

Radio's representatives included: Justin Miller, NAB president; Brig. Gen. David Barnoff, RCA president; Edward J. Noble, ABC board chairman; Edgar Kabot, MBS president; John Shepard, Stathis Network president; Theodore Stirling, WOR president; A. L. Askby, NRC vice president; Joseph A. McKim, ABC vice president; Joseph H. Beam, CBS vice president; Robert D. C. Incey, MBS vice president; Justin F. Brauner, CBS general attorney, and M. H. Ayresworth, business consultant and former president of NBC, whom Donna Taylor, ASCAP President, intro- duced as "old man radio, himself."

Truman on Air Apr. 21

PRESIDENT Harry S. Truman will be heard on all four networks April 21, 1:45-2 p. m., when he addresses the annual Associated Press luncheon to be held at the Waldorf Astoria Hotel, New York.

CCNY Awards

(Continued from page 20)

unusually effective promotion of a public service radio program, Traffic Jam in the Cornfields.

WING Dayton, Ohio, for unusually effective over-all station promotion.

WNBC New York, for unusually effective over-all station promotion.

KKOX St. Louis, for unusually effective promotion of a sponsored program, Rush Hughes Program.

Awards committee, in addition to CIP, an ASCAP, included the following radio editors of the advertising and amusement press: Paul Ackerman, Billboard; Victor Dailaire, Printers Ink; E. W. Davenport, Salt Lake City; Harry Koehler, Sponsor; Lawrence M. Hughes, Advertising Age; Bruce Robertson, Broadcasting; M. H. Shapiro, Radio Daily.

Peabody Awards

(Continued from page 20)

grams inaugurated and broadcast during 1946 by a regional station (above 1 kw) which made an outstanding contribution to the welfare of the community or region the station serves.

2. That program or series of programs inaugurated and broad- cast during 1946 by a local station (1 kw or under) which made an outstanding contribution to the welfare of the community the station serves.

3. Outstanding reporting and interpretation of the news.

4. Outstanding entertainment in drama.

5. Outstanding entertainment in music.

6. Outstanding educational pro- gram.

7. Outstanding children's program.

In connection with the Peabody Awards, listening post committees are set up each year throughout the United States under the leader- ship of Mrs. Dorothy Lewis, coordi- nator of listener activity for NAB. Recommendations of these committees are made to the Peabody Awards national advisory board. Members of this board include:


PUTTING the facts on the table is Niles Trammell (r), NBC president with Dr. and Mrs. Ray H. Manson at the NBC stations meeting held at the Waldorf-Astoria in New York. Mr. Manson, Stromberg-Carlson-owned station representative, wasata. WHAM, Stromberg-Carlson-owned Rochester station.

Legislative Mill


H. R. 2568—Identical with S. 738 (above) expected to be approved by House District Committee for floor action first week in April. Sponsored by Rep. Everett M. Dirksen (R-Ill.).

Utah Enacts New libel law enacted in Utah exempts broadcast stations from liability unless malice is shown. Stations may require complete copy of addresses or scripts prior to broadcast. Stations are not relieved of liability if anyone from the station prepared the broadcast, in which case the person uttering the remarks would not be liable. A similar bill passed by the Idaho Legislature was vetoed by Gov. C. A. Robins.

A QUESTION OF MUSIC • QUIZ PARTNERS, INC.

WTAG Scores Big Hit

With Quiz Shows of Network Calibre Keyed for Local Appeal

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

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

No wonder WTAG programs pay big dividends to advertisers, this $300,000,000 high income* market, 70% of these shows available for participation. "Food purchases 53% above national average.

*Average daily audience.

Paul H. Raymer Co., National Sales Representatives

WTAG WORCESTER

WORCESTER

Affiliated with the Worcester Telegram-Gazette

Page 72 • March 31, 1947

Broadcasting • Telecasting
Utility Taxing Bill In Indiana Opposed
Spread of Concept Is Feared; Free Speech Threat Seen

ACTION to prevent spread of a uniform tax law in which radio and television stations are classified as public utilities is developing with passage of a bill by the Indiana General Assembly. The bill is modeled on a uniform measure proposed by the American Bar Assn. Indiana is believed to be the first state to pass it.

Though the measure specifically states that broadcast and TV stations are classified as public utilities only for tax purposes, Indiana broadcasters say it may be the real step in state governments to impose public utility controls on the industry.

Is FCC License Taxable?

The Indiana tax bill was given power to assess property, "real and personal including all rights, franchises and privileges" and to "prevent spread of same to other states.

This raises the question whether a station's FCC license, an extremely valuable intangible, or network affiliation agreement will be assessed.

Possible suppression of freedom of speech through the tax power also is involved in the measure.

Another angle involves distribution of tax funds among governmental units, since stations frequently have studios in one county and transmitter in another, paying property taxes already in both counties.

Even more important, many broadcasters fear, is the danger that growth of the public utility concept will lead to eventual control over rate structures as well as program material.

NABET's Negotiations With NBC, ABC Dropped

NEGOTIATIONS with NBC and ABC have been suspended indefinitely by the National Assn. of Independent Broadcast Engineers and Technicians in order that its committee may report back to members the details of the past three weeks' negotiations, it was announced on Thursday by the union.

The last counter proposal from the networks for a 5% across-the-board wage raise was refused by NABET.

Negotiations are continuing, however, with WOR New York, which last Wednesday offered a salary increase of 7 1/2%. This offer, according to the union, is being considered.

Current contract expires May 1.

TV and Fax for UN

TELEVISION AND FACSIMILE will be "built in" features of UN headquarters in New York City, according to the chief UN architect, Wallace K. Harrison.

Best Guess

POOL held at ABC's Central Division to pick Hooper of Margaret Truman's debut with Detroit Symphony Orchestra March 16 was won by Florence Capter, secretary of sales department. Prospect one ballot off with the $199.75 kitty after members of ABC staff, agency men, local radio editors, columnists and others had kicked in at 25c a throw. Actual Chicago rating on the program was 18.02. Florence's guess: 18.0.

Armstrong

(Continued from page 18) Transactions were made in 1940 with a 40 and a 5 kw transmitter operating at Alpine on adjacent channels. With one blank channel in between the problem is located in, and the other out of, town. Under these conditions interference will occur, not, as is implied in your editorial, throughout the service range of the station, but in some relatively small area around each of the two stations, the most important of which, of course, is around the station in town.

By building more selectivity into the receivers, these interference areas can be progressively reduced to any desired value, all of course at greater expense to the listener. But the question arises: "Who is it that wants to penalize the listener in this way?"

According to your story, there was one FM station in Syracuse giving excellent service. There were 97 additional channels to choose from, any one of which would have reduced the interference problems to negligible proportions, yet not one of them were chosen. Why not?

It is my understanding that applications have been made for six stations in Syracuse that it is proposed to assign them to alternate channels. This will, of course, result in all of the listeners' local stations being bunched within a half-inch or so on the dial. Now assuming that the cross-talk problem is eliminated, it can be technically by locating all stations in the same geographical location, how can I explain how the listener is to select the station he wants by any process other than beginning at one end and counting the stations as he goes through them? Certainly no receiver on the high band will hold its calibrations accurately enough to enable the listener to make his selection by the dial. And what would happen if one of the stations were off the air?

The answers to these questions will be awaited with much interest, as will also the names of the "top radio executives" who so cheerfully predict the early demise of FM. That came very close to happening when the FM band was shifted upward. For a year FM's fate hung in the balance. But it is off dead center now and it will take more than a stability problem to kill it. That will merely cost the listener more money.

Taylor Given Time

NBC is giving its 15-minute public service program space next Friday (10:45-11:00 p.m.) to Sen. Glen H. Taylor (D-Idaho) to comment on President Harry Truman's Greek-Turkish economic relief plan. Sen. Taylor had complained on the floor of the Senate last Wednesday that refusal of Foreign Relations Committee Chairman Walter F. George (R-Mich.) to permit NBC and MBS to broadcast all hearings on the Greek-Turkish proposed program has resulted in a "one-sided presentation" of an important public issue. Sen. Vandenberg replied that refusal had been necessary because of cramped quarters in the hearing room.

PHILIP WHITTEN DIES WHILE ON PLANE TRIP

PHILIP WHITTEN, general sales manager of Tobacco Network Inc. since Oct. 1, 1945, who previously served at different times as account executive of MBS, CBS and the old Blue Network (ABC), died of a heart attack March 21 on a plane flight from Charlotte, N. C., to New York, his home. He was 53 years old.

A graduate of Amherst College, Mr. Whitten joined CBS as account executive in 1930. He left three years later to become sales manager of WINS New York, and still later took a similar post with WHN New York. In 1937 he opened his own advertising agency in New York, re-entering the network business in 1942 as account executive of the old Blue Network. He became account executive of MBS in 1944, and remained in that post until he was named general sales manager of Tobacco Network.

Mr. Whitten is survived by his wife, Barbara Maurel, singer; a son; two daughters; a brother, and two sisters.

WANTED!

CLEVELAND'S CHIEF STATION is wanted by smart advertisers. Why? Because, for many months WJW has stolen the morning Hooper in Cleveland.

Now—WJW's afternoon performance warrants great attention. The day-long captivation of more dialers per dollar than any other Cleveland station intensifies the advertiser's demand for WJW and the capture of large profits in Ohio's richest market.
Spring Meeting of ANA Will Be Held Chicago, April 7-9

SPRING MEETING of the Assn. of National Advertisers, patterned on what ANA members consider the most pressing problems facing them today, will be held April 7, 8 and 9 at Chicago's Hotel Drake with approximately 300 in attendance, it was announced Thursday by William N. Connolly, advertising manager, C. Johnson & Son Inc., and chairman of the association's program committee.

The first morning, April 7, a panel of experts will present their findings on the developments and uses of market research. Members of the panel include Robert B. Brown, vice president, Bristol-Myers Co. and vice chairman of ANA, as chairman; Lyman Hill, Serval Inc.; Frank Mansfield, Sylvania Electric Products, and Richard Crisp of S. C. Johnson & Son Inc.

The afternoon session April 7 will center around the subject of Sellers of Sales

(Continued from page 10)

(Derby Foods) network show, the agency has two local shows, Melody Lane and Hi-Time (Wieboldt's Department Stores).

Born in Owensville, Ind., Aug. 29, 1902, Alan graduated from Earlham College Richmond, taught public speaking and English at Friend U. for two years, attended the U. of Chicago one summer, then went to Yale for two years to study in the Yale Theatre under George P. Baker.

Aspiring to be a stage director, Alan joined the Little Theatre of Duluth. In 1932 he moved to Waterbury, Conn., where he directed plays for the Civic Theatre and worked part time as an announcer at WBRY (then WIXBS). "Those were the days when you closed the station at 1 a.m. and opened it 4 a.m.,” Alan recalls.

Alan’s next move was to New York where he joined the producing firm of Potter & Haight. After several seasons he went with Herman Shumlin as stage manager of “Sweet Mystery of Life.” One afternoon he heard from a friend who was seeking a director for Orphan Annie, Chicago-originated show. Alan accepted the offer, packed his "long haul" bag for the last time, and moved to Chicago in October 1935. In the ten years that followed he directed and supervised a dozen daytime dramatic serials originating in Chicago.

In June 1945 Alan moved over to Needham, Louis and Brorby, where he was radio director. He was married to Esther Henby of Greenfield, Ind., in 1926. They have two children, David, 15, and Stuart, 10. His hobbies include squash, dancing, flycasting, curling (a Scottish game originated in 1552) and convivial conversation.

100 STATIONS TO FETE ATLANTIC REFINING CO.
MORE THAN 100 radio stations which have carried football and baseball broadcasts sponsored by Atlantic Refining Co. will show their appreciation of the company’s consistent efforts to maintain a high standard of broadcasting at a banquet to be held at Philadelphia's Warwick Hotel April 21. This announcement was made today by Frank R. Smith, general manager of WWSW Pittsburgh and chairman of the Sports Broadcasters' Committee, who said a trophy would be presented to executives of Atlantic. Representatives of the N. W. Ayer & Son advertising agency also will be honored guests.

Attending the banquet will be executives of stations operating in Ohio, Illinois and Indiana.

CP's for Five New Educational FM's

CONSTRUCTION PERMITS were granted last week by FCC for five new non-commercial educational FM stations. Six non-commercial educational FM outlets are now licensed by the Commission and 23 are under construction. In addition 16 applications in this category are pending.

Last week's five grants were made to a city school system, a state college, two state universities and a school for adult education. The grantees and respective facilities assigned (power given is effective radiated power and antenna height is height above average terrain):

Board of Education, Toledo—Channel 215, 90.8 mc, 800 w, 260 ft.
Pennsylvania State College, State College—Channel 216, 90.8 mc, 35 kw, 395 ft.
U. of Indiana, Bloomington—Channel 215, 90.8 mc, 45 kw, 500 ft.
U. of Alabama, Tuscaloosa—Channel 219, 91.7 mc, 142 kw, 520 ft.

5000 WATTS
WORLD'S MOST MEMORABLE BATTLE
WAY OUT BETTER GUARANTEED.

NBC IN RICHMOND, VA.

BROADCASTING • Telecasting
White Proposals
(Continued from page 17)
will be allowed to use the airways to perpetrate palpable fraud;
Create an adequate clearing house for praiseworthy and especially successful new program ventures, so that those broadcasters who are honestly seeking to improve their service will have the benefit of all the brains and imagination in the industry;
Explore the possibilities for multiple programming from a single station, with a view to serving neglected areas and minority tastes more adequately.
With the same aim in view, juggle their programs so as to place more of those designed for general public education and for minority tastes in the better listening periods;
Experiment, experiment, experiment; the public is expected to gamble two or three billion dollars on new AM, FM and television receiving sets within the next five years; surely, the broadcasters should do some gambling on better, fresher, more varied fare.
On Overall Relations
To the broadcasters, that they:
Stop trying to rationalize on accidental and unnatural relationship, steel themselves against the reflex cries of anguish from those who habitually cry before they are hurt, and take the first long step toward that “freedom of the press” for which they clamor; adoption of the practice of offering time, for the advertising of commercial goods and services; only on the basis of time-periods, limited to 120 consecutive seconds, between programs, the programs to be developed entirely by the broadcasters and to have no topical or other connection, except for the coincidence of time sequence, with any advertising matter.
Take the initiative in cooperating with the FCC to bring about an early court test of the constitutionality of the Mayflower Decision and the Blue Book;
Stop dreaming of a day when there will be no governmental regulation of radio;
Stop championing the First Amendment by invoking every time the FCC issues a routine ruling;
Follow the lead of FCC Chairman Denny and NAB President Miller toward harmonious cooperation between the industry and the FCC.
To the FCC, that it:
Either amend the Mayflower Regulation to permit broadcasters to air their partisan views in condition that they provide equal time for an answer, or enforce it in an instance which will insure its speedy review by the courts as to constitutionality;
To the FCC, that it:
Draft a “Code of Standards” calling for the immediate establish-ment of an arm’s-length relationship between broadcasters and advertisers, indenting such portions and basic principles of the FCC Blue Book as appear to the better broadcasters to be reasonable and workable, and pointing the way toward improving techniques in the handling of discussion of controversial public issues and in the presentation of useful information generally;
Prepare to publicize, thoroughly and impartially, flagrant individual departures from the Code;
To the Department of Justice, the FCC and the Congress, that they:
Take whatever steps are necessary to insure that the NAB has the proper legal sanction under the antitrust and other laws for the above;
To the Congress, that it:
Recognize that the recent congressional election results in no way constituted a popular mandate to make punitive expeditions against executive agencies where no evidence of inefficiency or willful wrongdoing exists;
Examine the FCC with a view to discovering how to support it more adequately in terms of adequate funds and personnel and unflagging congressional support of its proper quasi-judicial functions against improper pressures, including those of its own members;
To the newspaper and magazine press, that it:
Support the broadcasters in their quest for equal constitutional freedom provided that the broadcasters meanwhile qualify themselves for such guarantees by securing their freedom from advertisers;
Devote at least as much emphasis to honest, constructive criticism of radio as a medium for entertainment and public information as they now devote to honest, constructive criticism of the theater, books, and motion pictures;
To all who may be interested in the improvement of radio, that they:
Explore the possibilities of greater listener participation in the evaluation of radio fare.

NAB Group to Start Rewriting Code;
Program Executive Committee Meetings
GROUNDWORK for the long-range task of writing a new set of Standards of Practice covering broadcasting will be laid today (March 31) at a meeting of the NAB Special Standards of Practice Committee, to be held at the Waldorf-Astoria, New York.
Directing the committee’s code-writing undertaking will be Robert D. Sweeney, MBS vice president and general manager, recently named by President Justin Miller to serve as committee chairman.
Movie Experience
Preliminary code details were to be reviewed Sunday, prior to the meeting, by the chairman and key NAB headquarters officials including Judge Miller; C. E. Arney Jr., secretary-treasurer, and Don Petty, general counsel. They will go over a series of reports and memo-
randa.

The antitrust angle of code writing offers some of the most difficult problems facing the committee, which is expected to draw up enforcement technique.

The code problem is expected to be among subjects facing the NAB Program Executive Committee which meets at the Waldorf-Astoria Tuesday and Wednesday with Merle S. Jones, WOL Washington, as chairman. Harold Fair, recently named to head NAB’s new Program Dept., will take part in the meeting though he is not expected to take his desk in Washington until mid-April.

FIRST OSCAR air performance of Best Years of Our Lives was carried recently by CBS This Is Hollywood (Camay). Together after show were: (1 to r): Frank Woodruff, producer; Hedda Hopper, program m.c.; Harold Russell, armless veteran who appeared in radio version as well as screen play; Karl Schullinger, West Coast manager of Pedlar & Ryan, agency servicing account; Gil Ralston, director of night-time radio, Procter & Gamble Co., Cincinnati.

BROADCASTING • Telecasting

KFMB
sells
SAN DIEGO

KFMB is San Diego’s exclusive ABC station. Followers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

As Utah celebrates its century of historic progress, KDFL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDFL
SALT LAKE CITY
UTAH'S NBC STATION
National Representative
JOHN BLAIR & CO.

March 31, 1947 • Page 75
Shortwave Proposal
(Continued from page 18)
participation by private organizations which might operate within or without the confines of the foundation itself. He told a “background” news conference last Tuesday that the Foundation would “as an outside operation” improve programs, secure greater talent, result in more cooperation by private groups, and put the “risk-taking” back in programming for overseas listeners.

State Dept. programming, he explained, “is the most conservative that you can find in any media of communications today.” This is necessarily so, he said since the “Voice of America” is recognized as the voice of the United States Government and must be so completely neutral in color that it “loses zest” in the process of refinement.

Authority To License

If the proposed bill became law in its present form the Foundation would be established with whatever funds the State Dept. had available for international broadcasting at the time of approval. Control of international shortwave frequencies would be transferred from the FCC to the Foundation. It was learned that FCC has already agreed to release its authority over the frequencies concerned. IBF would become in effect not only a broadcasting agency, but a licensing authority for whatever groups or organizations wished to conduct their own international broadcasting operations. The proposed bill provides, in this instance, that the Foundation “may permit a group or organization owning international broadcasting facilities the use of designated international radio frequencies available to the Foundation in order to permit such a group or organization to broadcast internationally by shortwave; provided, however, that the Foundation finds that the international broadcasting programs of such a group or organization are in the public interest with due regard to the foreign policy of the United States and the necessity for adequate world wide coverage . . . .”

Operating personnel of the Foundation would not be subject to civil service laws, and salaries would be set independently of any government standards. This provision is designed to attract talent not generally available to the government.

Accompanying the draft of the proposed bill was a memorandum from Mr. Benton to Secretary of State George C. Marshall, dated March 1, in which the Assistant Secretary’s major arguments for IBF were propounded.

The memo explained that the “disparity” between the volume of domestic and international broadcasting is due to the fact that the latter is not profitable. There have been financial rewards for enterprise in domestic broadcasting.

TWO TOP personalities on WCBS New York, Margaret Arlen (l) and John Reed King (r), go over terms of new long-term contracts with Arthur Hull Hayes, WCBS general manager. Miss Arlen is heard on her own program, Mon.-Sat., 8:45-9 a.m., and Mr. King is m.e. of "Misuse Goes A-Shoppin'," Mon.-Sat., 8:30-8:45 a.m., but no financial returns for the enterprise and expense involved in international broadcasting—and little prospect if any for the future, said the memo.

Quotes Gen. Sarnoff

Mr. Benton quoted Brig. Gen. David Sarnoff, RCA president, as having estimated in 1948 that international interest in peace time would require “at the start not less than $15,000,000 or $20,000,000 a year for international radio activities, as well as unification of purpose and policy.”

Mr. Benton also stressed shortage of available frequencies as “so acute that a single entity must coordinate our international broadcasting to get most effective use of those frequencies to which the U.S. does have access.”

He dramatized crucial nature of the frequency shortage by pointing out that whereas 88 wavelengths are now being used by the State Dept.—many of them having been pre-empted during the war—the U.S. had registered priority on only 19 frequencies before the war. He predicted that the “already overworked” number of frequencies now used by the U.S. will be contested at the International Telecommunications Conference in May through demands from other countries and services, and that “those allocated to the United States will almost surely be inadequate for our needs.”

Capitol Hill Cool

Reception of the plan on Capitol Hill was cool, with future action apparently to be determined largely by treatment given to this year’s money requests for current State Dept. international broadcasting [Broadcasting, March 24]. The mixed domestic-international aspects of the proposal resulted in some confusion on the Hill as to which committees have primary jurisdiction over it.

Sen. Arthur H. Vandenberg (R-Mich.) as Senate president pro tem referred the bill to the Interstate and Foreign Commerce Committee, noting that “inasmuch as the bill has to do primarily with the creation of a domestic corporation dealing with the subject of radio broadcasting internationally, it seems . . . that the radio phase overrides whatever the international character of broadcasting involves . . . .”

On the House side, however, the bill was referred to the Foreign Affairs Committee—a choice permitted by the very international nature of the bill mentioned by Sen. Vandenberg.

Hearings Planned

Both House and Senate committees plan extensive hearings on the Foundation proposal, although committee sources expressed doubt that crowded schedules would permit its consideration until toward the end of this year’s session.

First industry reaction, meanwhile, found the same divergency, of viewpoint evidenced in a previousRadio Broadcasting Conference [Broadcasting, Feb. 24].

Walter Lemmon, president of World Wide Broadcasting Foundation, blantly denounced the plan as striking at “the very basis of freedom of expression and freedom to listen . . . .” while James D. Shouse, president of Crosby Broadcasting Corp., expressed himself “in entire agreement with the proposal . . . .”

Declared Mr. Lemmon “If adopted, it (International Broadcasting Foundation) would arbitrarily put out of existence all American enterprise in the field of international broadcasting, both now and in the future.”

“It is difficult to believe that the Congress . . . will foster such a form of monopoly, which might prevent Americans from speaking freely and without censorship directly to peoples of other countries over the radio.”

Mr. Shouse said he does not believe “government advice on international broadcasting in any way constitutes a threat to American system of broadcasting.” He stated belief that “our government should at all times be supported and should never be denied the right to disseminate the views of our government and its policies through the medium of international shortwave radio,” adding that “the real threat to the American system of broadcasting comes from without and not from within.”

NAB recommended acceptance of the State Dept. proposal as the “most practical” means to reach the peoples of the world at the present time by broadcasting. Mr. Shouse urged “further explorations by both industry and the government . . . into the possibility of conducting international radio in a manner which is more in harmony with the free system of American domestic broadcasting.”

getting ready to give 'em BOTH BARRELS!

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

5,000 | 1,000
Watts | Watts
Daytime | Nighttime

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

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

KPAC
Mutual Broadcasting System

BROADCASTING  Telecasting

Page 76  March 31, 1947
New Fulltime For Mobile In Proposed Ruling

A GRANT to Gulf Broadcasting Co. for a new 250-watt fulltime station on 1330 kHz is being proposed for Mobile, Ala., the city's fifth outlet, was anticipated by FCC last week in a proposed decision on three Mobile applications involving 1940 and 1330 kc.

The two other applications, mutually exclusive with the Gulf request, were given proposed denials. They are filed by bunker Broadcasting Co. (for 1340 kc, 250 w), and Mobile Broadcasting Co. (1330 kc, 5 kw day, 1 kw night).

In making its choice, FCC noted that Mobile Broadcasting's proposed operation would violate NARBA by increasing the nighttime limitation to XEFX Merida Yucatan, Mexico, to a point "clearly excessive." Program plans, diversified ownership, and experience of the owners contributed to the choice of Gulf over Burton.

Gulf's Qualifications

Gulf Broadcasting, it was pointed out, is owned by eight Mobile residents and two non-residents. The local group represents "diverse business, professional and community interests." All stockholders will be directors "to afford them opportunity to participate in the station's affairs." The non-resident stockholders — Ernest D. Black Jr., brothers, step-sons of Melvin Metzger, who have 4.3% each which was given them by the elder Metzgers. Mr. Metzger would be assistant manager of the station.

Mobile Broadcasting is a partnership of Sam J. Rippe, owner of Bl. J. Rippe & Co. and associated with other Mobile businesses including Gulf Coast Tobacco & Jewelry Co. and Bar Realty Co., and Joseph T. Glaubner, former professor of engineering with technical experience at several stations including WBSU New Orleans and WFMJ Lecturer, and now owner of Commer- cial Appliance Co. at Mobile. Mr. Rippe has no more than one-third interest in Mobile Broadcasting; Mr. Gardberg, one-third.

No Replacement

LESLEE ATKASS S., vice president and general manager CBS Washington, D.C., said no replacement would be made for Ralph Hatcher, CBS midwest station relations manager, transferred last week to New York to head newly formed CBS co-op sales office.

Regular Fax Service Planned For Fall

FACSIMILE Experiments initiated by John S. Knight, editor and publisher of The Miami Herald, have borne out his prediction [BROADCASTING, March 3] that although the novel reproduction device is not ready to displace daily newspapers it is usable as a supplement to regular editions.

Success of the experiments — carried on over a two week period during which more than 50,000 people witnessed transmissions — now provide the basis for further development work which, it is planned, will lead to introduction of regular facsimile transmission as a Herald feature next fall.

Mr. Knight declared that facsimile has proved to be "a radical departure in dissemination of printed news and one which promises a better informed public. The time lag which has attended conventional newspaper publishing for generations is eradicated by facsimile. That cannot help but bode a new chapter in human relations."

Tax Exempts Radio

SALES tax measure passed last week by the Maryland General Assembly exempts advertising time and space from the 2% im- post. The measure was sponsored by the state administration. Other exemptions include sales of food for home use, communication media for vehicles (already taxed), certain agricultural items and amusement tickets.

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BROADCASTING • Telecasting

March 31, 1947 • Page 77
AFRA INDUSTRY-UNION
GROUP MEMBERS NAMED

MEMBERS representing the American Federation of Radio
Workers on the industry-union committee
established in the AFRA net-
work contract [Broadcasting, February 3] were appointed last
week by the talent union.

They are George Heller, AFRA
national executive secretary;
Claude McCue, executive secretary
of the Los Angeles local; Raymond
A. Jones, national assistant execu-
tive secretary; Frank Reeli, execu-
tive secretary of the Boston local;
Jesse Messitte, executive secretary
of the Washington local, and Clay-
ton Collyer, House Jamison and
Alex McKee, members of the AFRA
national board.

The industry representation on
the committee has not yet been
descibed. According to the provisions
of the AFRA-network contract,
four members were to be appointed
by networks and four by the NAB
for the industry at large. At a
San Francisco meeting of the NAB
board last January, however, per-
mission to make the appointments
was denied Justin Miller, president
of NAB. Judge Miller was instruc-
ted to appoint a committee to in-
vestigate the matter and report
its findings to the NAB board in
May.

CONSENT was given by FCC last
week to five station transfers of
which only two involve money con-
siderations.

WACE Chicopee, Mass. (730 kc,
1 kw day), was granted transfer
of control from David J. Hayes and
John S. Begley to Mr. Begley
through issuance of 200 shares to
the new majority owner for a
cash consideration of $5,500 and
the cancellation of a note for $16,-
500 owed by the station to Mr.
Begley. Pair previously had been
equal owners. Mr. Begley after
transfer holds 66 2/3% interest.

KIOX Bay City, Tex. (1110 kc,
1 kw day), was granted assign-
ment of construction permit from
a partnership composed of J. A.
Clements, T. C. Dodd and John
George Long to a new partner-
ship composed of Messrs. Dodd
and Long and Harry L. Riedling.
Mr. Clements sells his one-
sixth interest to Mr. Reading for
$6,200. The new partner is tax
accountant for Mr. Long, half
owner of KIOX, who also oper-
ates KSAM Huntsville and KVIC
Victoria, Tex.

WRRN Warren, Ohio (1400 kc,
250 w), was authorized to assign
license from Frank T. Nied and
Perry H. Stevens doing business as
Nied & Stevens to a corporation
under the same name and com-
pared of the same individuals.

WLEE Richmond, Va. (1450 kc,
250 w), was granted license as-
ignment from Thomas Garland
Tinsley Jr., sole owner, to Lee
Broadcasting Corp., owned by Mr.
Tinsley and of which his wife,
Patricia McCord Tinsley, and WLEE
Station Manager Irving G.
Alboff also are members.

Involuntary assignment of con-
struction permit of KOPR Butte,
Mont. (550 kc 1 kw), was granted
by the Commission from Frank
E. Reiman, who operates KLVH
L. Powers and Grant R. Wrathall
doing business as Montana Broad-
casting & Television Co. to Messrs.
Carmen, Smith and Wrathall and
Clements, doing business as Copper
Broadcasting Co.

 Conditional Grants For 6 FM Stations

CONDITIONAL GRANTS for six
FM stations and construction per-
mits for 11, including three issued
in lieu of previous conditions,
were authorized by FCC last Thurs-
day.

The Commission also issued grants
for five new noncommercial
FM and noncommercial stations (see story
page 74).

At the same time FCC approved
the request of Evergreen Broad-
casting Corp., licensee of KEVR
Seattle, to cancel its construction permit for a Class B FM sta-
tion "because the corporation in-
tends to discontinue all broadcast
operations." A. W. Talbot, Ever-
green owner, has asked FCC to
approve his $190,000 sale of KEVR
to Western Waves Inc., which has
a Seattle FM grant [Broadcasting, Feb. 24].

All construction permits and all
but one of the conditional grants
went to AM licensees or permittees.
The one newcomer was Eagle Print-
ning Co., publisher of the Butler
(1450 kc 80 w) authorized to assign
license from Frank T. Nied and
Perry H. Stevens doing business as
Nied & Stevens to a corporation
under the same name and com-
pared of the same individuals.

Two of the conditional grants were
issued to specify a different
class of station than that provided
in earlier grants. W. A. Wynne,
licensee of WEED Rocky Mount,
N. C., received a grant for a Class
A station in lieu of the Class B
authorized in October 1945, and
Medford Printing Co. (KYZJ Med-
ford, Ore.) was given a grant for a
Class A instead of the Class B
authorization issued in January.

Comr. Clifford J. Durr voted
against the Class A grant to
WEED.

Others given conditionals were
KYBS Shreveport; WHIT New
Bern, N. C., and KCRC Enid, Okla.,
all for Class B affiliates. All con-
ditionals are subject to further re-
view and approval of engineering
details.

Construction permits were issued
as follows (power given is effective
radiated power; antenna height,
height above average terrain). AM
affiliation, unless apparent from
listing of the FM call letters, is,
shown in parentheses.

Golden Empire Broadcasting Co.
(EKVC), Redding, Calif.—Class A,
investing (as unit of biscuit) $2000
FM license to the show "Mr.
Raymond".

WIOD-FM, Isle of Dreams Broad-
casting Corp., Miami—Class B; 97.5
mc (Channel 248); 54 kw; 500 feet.

(WGAA), Cedartown—Class B; 101.7
mc (Channel 289); 5 kw; 1015 feet.

Perkins Bros. Co. (KSD), Sioux City,
Iowa—Class B; 105 kw (Channel 274); 290 kw; 515 feet.

Philo Radio Corp. (KAKF), Tulsa,
Okla.—Class B; 94.9 mc (Channel 235); 3.4 kw; 285 feet.

KKL Broadcasters (KXL), Portland,
Ore.—Class B; 96.3 mc (Channel 253); 9.9 kw; 950 feet.

WAKL Broadcasters (KLUP), Oak-
sterdam, Tex.—Class B; 101.5 mc (Channel 287); 9.5 kw; 210 feet.

A & M College of Texas (WTAW),
College Station, Tex.—Class B; 94.5
mc (Channel 251); 100 kw; 415 feet.

WBWA-FM Shenandoah Valley Broad-
casting Corp., Harrisonburg, Va.—Class B; 94.3 mc (Channel 232); 36 kw; 1940 feet.

WIBA-FM Badger Broadcasting Co.
Madison, Wis.—Class B; 103.9
mc (Channel 269); 200 kw; 700 feet.

WCLO-AM/WCLO-FM Printing Co.
Janesville, Wisc.—Class B; 100.9 mc (Channel 265); 30 kw; 300 feet.

(*) In lieu of previous conditions.

TV Weather Cartoons

BOTANY WORSTED Mills Co.,
Passaic, N. J., one of television's
deductible taxpayers, on April 8
announced its weather forecast cartoons for 13 weeks on WNBT New
York. Agency is Alfred J. Silverstein-
Bert Goldsmith Inc. Borden Co.,
New York, sponsored the feature
film, Swiss Family Robinson, on
WNBT March 29 as the second in
a series of experimental video
shows for Lady Borden ice cream.
First was a live dramatic program
The Florist's Shop, Kenyon & Eck-
hard, New York, is placing the
series.
3 Sharing Outlets Favor FCC Plan

Pennsylvania-New Jersey Changes Opposed
By 2 Others

THREE of the five share-time stations affected by FCC's show-cause order in the New Jersey-Pennsylvania proceeding last week supported the assignment changes proposed by the Commission. Two opposed the proposal.

Spokesmen for the stations—WCAM Camden, WCAP Asbury Park, and WHAT Philadelphia in support of the proposed changes, and WTNJ Trenton and WTEL Philadelphia in opposition—expressed their views during a two-day hearing on the show-cause order, issued early last month [Broadcasting, Feb. 10].

Illegality Charged

Meanwhile, as the hearing opened Tuesday, charges of illegality were made by two attorneys against the order, which consolidated the already-heard Camden-Philadelphia 800-820 kc cases with the WCAP-WCAM-WTNJ renewal applications, already decided, and added Valley Broadcasting Corp.'s new station application for Allentown, Pa., to the proceeding.

Arthur Schroeder, counsel for Ranulf Compton, who won a proposed decision for a new Camden 1-kw daytime station on 800 kc in the 800-820 kc cases, claimed the show-cause order and its proposed changes of frequencies "in effect would result in a denial" of the Compton application even though the record in the case has been closed and a proposed decision issued finding Mr. Compton qualified.

Mr. Schroeder's charges amplified an earlier petition in which he noted that six applications in the proceeding—the renewal and modification requests of WCAP WCAP- and WTNJ—were first heard Dec. 21, 1940. "With the additional complications which the Commission has injected in its order to show cause, it may well establish a record for extended proceedings," the petition declared.

It also objected to comparative consideration with the Allentown application on grounds that the latter was filed four days after the hearing record was closed, while FCC rules say new applications will not be consolidated with existing cases unless filed at least 20 days before hearing starts.

Paul M. Segal, attorney for Compton Broadcasting Co. in the proceeding in which Mr. Compton won a proposed grant, called the show-cause order a "nullity" and objected to the presentation of evidence by the Allentown applicant. He was overruled by Comr. Rosel H. Hyde, presiding officer.

Mr. Segal also filed a petition against the show-cause order, claiming it violated the Communications Act and was not supported by "any findings of fact whatsoever."

Contingent on Two Renewals

To this petition and the one filed by Mr. Schroeder, WHAT Philadelphia, the third applicant in the 800-820 kc cases, replied that the Commission was within its rights in issuing the show-cause order and that none of the applicants would be deprived of a fair hearing. WHAT's answer was filed by John W. Howes, Esq., counsel for KCLP Philadelphia.

The frequency lineup proposed by the Commission would be contingent upon renewal of the WCAP and WTNJ licenses. WCAP adopted a proposed decision in October, 1945, and a supplemental proposed decision last September anticipating denial of renewal to WTNJ and denial to WCAM unless it divests itself of a time contract the Commission found objectionable. The decision has not been made final.

If WTNJ and WCAM licenses are renewed, FCC's order suggested the following assignment changes:

- WCAP from 1310 kc with 500 w (sharing with WCAP and WTNJ), to 1340 kc with 250 w fulltime.
- WCAM from 1310 kc with 500 w (sharing with WCAP and WTNJ), to 1350 kc with 250 w daytime only.
- WTNJ from 1310 kc with 500 w (sharing with WTNJ and WCAM), to 1350 kc with 250 w fulltime.
- WTEL from 1340 kc with 100 w (sharing with WTAG), to 800 kc with 1 kw daytime only.

Mr. Segal's application for WTNJ and WTEL is part of a larger renewal which includes 1310 kc. He noted that the FCC's order suggested that his license to operate would be reduced from 250 w fulltime to 1 kw daytime.

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Help Wanted

Wanted—Announcer-engineer for progressive radio station. Must have 150 watt and FM license at $5000.00 per week. Box 993, BROADCASTING.

Commercial manager, capable all-round man, to assist manager new kilowatt station in Rocky Mountain region. Excellent opportunity. Must have full particulars in first letter. Write Box 17, BROADCASTING.

Announcers with ambition wishing to develop a radio personality. Opportunity to grow with popular new station. Details in first letter. Write Box 19, BROADCASTING.

Wanted—Approximately June 1st, chief engineer, manager, and full-time technical and broadcasting background, salary reasonable. Immediate employment. Photograph. Box 62, BROADCASTING.

Wanted—Time salesman, 15% commis- sion drawing account. East coast. Box 63, BROADCASTING.

New 10 kw station midwest city 100,000 population wants applications for all staff positions except manager and chief engineer. Send complete details and minimum salary requirements. Box 64, BROADCASTING.

Commercial manager wanted for new station. Will have complete control over station for first four months. Located midwest town of 10,000. Write Box 77, BROADCASTING. Chief engineer, man with practical and theory background, commercial experience. Will be independent of time. Good salary. Box 73, BROADCASTING.

Complete staff including salesmen, news, special events play-by-play announcing of football, etc. By San Francisco Bay area station. Must be experienced in selling, radio, traffic, and programming. Full time work, fast on typewriter, steady worker. Complete details and salary. Write Box 79, BROADCASTING.

Operators that can announce! Write Box 80, Personnel Service, 413, Philadelphia.

Situations Wanted (Cont'd)

Administrative assistant with knowledge traffic, relation sales, ET ser- vice, correspondence and other business procedures. Has been employed for a long time in the newspaper business, building, publishing, satisfied client. Has worked in management, program sales. Prefer entertainment salary plus overriding commission. Box 57, BROADCASTING.

Help Wanted (Cont'd)

Announcer—News and music, must have live in N. Y. State ABC affiliate. Must have self-contained equipment for opportunity with N. Y. State ABC affiliate. Must have self-contained equipment for position with top opportunity. Write full particulars. Box 7, BROADCASTING.

Fine opportunity for young trained announcer manager seeks an able and energetic man to have complete responsi- bility for TV station. One of nation's most progressive TV stations. Must have experience in TV and radio, including network and local commercials. Excellent educational background. Must be adept at training. Rush transcripts, photo, qualifications and photo, to Box 14, Michigan.

WANTED—Commercial manager. Capable all progressive, wants position with opportunity. Must have thorough experience in radio sales, or traffic. Salary competitive. Box 89, BROADCASTING.

WANTED: Commercial manager,capable, 1 month's experience, may have job. References required. Send resume to Box 90, BROADCASTING.

HELP WANTED.
Situated Wanted (Cont'd)

Manager—plus! Exceptional ability and personality. Reputation for turning red stations into profit making stations. Must be a winner! Personal telephone and cable. Personnel Service, Box 413, Philadelphia.

Manager—Experienced, top leadership in the field. 4 year's experience in full scale management. Excellent reputation in present capacity. Desires a change. Refer. Box 193, BROADCASTING.

Announcer—Top Radio New York experience. Married. Details and disc on request. Box 52, BROADCASTING.

Announcer—Excellent resume for position. Excellentcommercial experience. Disc available. Box 89, BROADCASTING.

First class engineer. Experience with 250 watt and 5 kw stations as well as complete replacement with 5 kw in the Midwest. Box 81, BROADCASTING.

Announcer—Dramatic. Long experience in dramatic and news radio. Disc on request. Box 28, BROADCASTING.

Station manager, producer-director, college, married. Box 78, BROADCASTING.

Announcer. Experienced. edit, write, broadcast. College, married. Box 78, BROADCASTING.

Experienced announcer. Excellent writing ability, network or station experience. Disc available. Box 98, BROADCASTING.

Harold W. Cassill Quids Radio; Buys Iowa Paper

HAROLD W. CASSILL, general manager, KWIJ, Des Moines, Iowa, announced recently, that he had purchased the WQCM, Piqua, Ohio and WQNY, Newburgh, N. Y., stations, subject to FCC approval. Mr. Cassill, who is already affiliated with the WKIP, Piqua-and WQNY, Newburgh, has resigned effective May 1. Mr. Cassill recently purchased a newspaper in Wyandotte, Kansas, and plans to devote all his interests to that operation.

Edward A. Chapple, director of the two stations, has appointed George M. Kinney, a veteran of World War II, as assistant manager of the Cassill. Mr. Bingham has been affiliated with WKIP-WQNY since 1940.

For Sale (Cont'd)

For sale, immediate delivery, in perfect working order, ANA Tuning Frequency monitor, type 475B and SBA 250 magnetron. 15 kw output, with 10 kw and 5 kw power. Both units. Box 800, BROADCASTING.

For sale, 15 kw insulated self-supporting Blaw-Knox tower. Includes nmo, 975,000.00. From B. Wilkinson-DEL. Also 12 kw insulated twin table recording equipment, brand new at 950.00. From W. M. Smith, Service Company, Louisville, Kentucky. Box 808, S. A. City.

For sale or trade, handsome Radio Engineering Lab, Inc. Type 443-432 megacycles frequency converter. Can be adapted for use on 30.7 megacycles output, and could be increased to 88 to 108 megacycles. WIXAR, Wt. Concord Avenue, Cambridge, Mass.

For sale: Immediate delivery, new 250 watt transmitter, approved and accepted by FCC. Due to change from 250 to 500 watts. Price $1850. Phone: Eastern Shore Broadcasting Company, Preston, Maryland.

For sale: Immediate delivery 1 kw 304-A WE transmitter with spare tubes just removed from service. Power is 650%. Price $4500. Price includes a 1 kw WE amplifier. Radio Station KFVYD, Los Angeles.

For sale: 12 inch window tower. 180-MHz. Includes Lightning arrester, gas tube, wire guy insulators and base insulators. Also lightening rods. Price now stored Sioux City, Iowa. Immediate delivery. Price $1000.00. Box 85, BROADCASTING.

WANTED TO BUY

Wanted to buy—a 250 watt network affiliate. Box 897, BROADCASTING.

Wanted—Top Remote Control Engineering. Prefer network affiliate. Box 66, BROADCASTING.

Wanted—Battery operated or combination remote amplifier, 2 or more inputs. Send full description and price. Box 56, BROADCASTING.

WANTED—Equipment for 250 watt station. Box 90, BROADCASTING.

WANTED: Transistorized 500 Mc Elec wire recorder in good condition. Box 68, BROADCASTING.

Miscellaneous

Frequency monitor service: We service all standard makes of station monitors including the Collins, Hewlett-Packard, and Western Electric. High quality quartz crystals for quartz crystal frequency monitors. 10% or better accepted station frequency measurements. Over a decade of experience and satisfied clientele. Eelco Electronic Company, Temple, Texas.

9's and all other components repaired. Prompt and efficient service. Broadcast Service Company, 334 Arcade Bldg., St. Louis, Mo.

FOR SELLING

FOR SALE RADIO STATIONS

California

250 watt independent located in one of the west's most beautiful and scenic spots. A fine property offering an excellent small market where estimated individual incomes exceed $120,000,000.00. Good opportunity for increased power and larger profits. The right qualified buyer can acquire this station for $75,000,000.00 and live in an unparalled climate near mountain streams and the sea.

BLACKBURN-HAMILTON COMPANY

Radio Station Brokers

San Francisco

Ray V. Hamilton

325 Meeting Street

Exbrook 5672

Washington, D. C.

Telephone: McLean 1-9710

New York

1011 New Ave. Building

National 7405

"BRINGING YOU PRODUCTION NEWS FROM AL BUFFINGTON"

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS "QUIZ OF TWO CITIES"

2104 North Charles St.

Baltimore 18, Md.

SHOWS GEARED FOR SELLING

March 31, 1947 • Page 81
WGYN, WNYC-FM, WBAM Take Channel Changes to Next March

NEW TEMPORARY channel plans were voluntarily accepted last week by three New York FM stations in a move to avoid any interference with aviation instruments landing systems in that area (Broadcasting, March 24).

The stations, their regular assignments, and the frequencies on which they will operate until March 1, 1948, were reported as follows:

WGYN—On Channel 241 (96.1 mc), will move to No. 251 (98.1 mc).

WNYC-FM—On No. 237 (95.3 mc), will move to No. 231 (94.1 mc).

WBAM—Assigned No. 243 (96.5 mc), the station is conducting propagation tests and will not go on its regular channel until March 1, 1948.

Transition to the new temporary assignments is expected to require six to eight weeks. In the meantime, the stations have agreed to go off the air temporarily whenever requested by airport authorities. March 1 was set as termination date for the shift because by that time the airlines are expected to have completed installation of equipment which will eliminate interference.

Whether the stations put on new channels will return to the vacated assignments after March 1, it was indicated, will depend to a great extent on the stations' wishes.

The temporary measure was agreed upon last Monday in a meeting called by FCC and attended by representatives of the stations involved, Civil Aeronautics Administration, FM Assn., and aviation and aviation radio interests. The three stations already had offered to shift to temporary frequencies.

Representatives of Aeronautical Radio Inc. thanked the stations for their cooperation. It was agreed that aviation interests would pay up to $400 per station to meet the expenses of making the changes. The cost was expected to approximate $325 or $350 per station.

FCC, announcing the changes, said:

"In other than the New York area, interference can be avoided by appropriate selection of Instrument Landing and FM frequencies, giving consideration to geographical separation. This need for correlation will disappear on March 1, 1948, with the installation of adequate aircraft receivers..." The Commission appreciates the cooperative attitude in which this problem has been approached by all concerned. It wishes to emphasize that in no sense is the interference charged to improper operation of FM stations or failure in the engineering on the part of the aviation interests. The receiver used on the aircraft was designed to meet a particular military need and was installed aboard commercial aircraft because it was the only receiver in existence available in quantities to make possible the use of Instrument Landing Systems."

Durante-Moore Parting

BREAKUP of the CBS Durante-Moore team following the June 27 broadcast of their show was announced March 26. N. W. Ayer & Son, is agency handling account.

Research Meeting

NAB Research Committee will meet April 24 at the Waldorf-Astoria, New York, with Carl J. Burkland, WTOP Washington, presiding as chairman. Other members are H. M. Beville Jr., NBC New York; Dietrich Dirks, KTRI St. Louis; Howard F. Evans, WJZ New York; E. P. James, MBS; William T. Lane, WAGE Syracuse; Charles P. Scott, KTKC Dallas; C. J. Tully, WJAC Johnstown, Pa.; and Ed C. Wilson, CBS; Earl W. Winger, WDOD Chattanooga. Board liaison members are Frank Stanton, CBS, and J. Harold Ryan, WSPD Toledo.

All-Day Programs Are Urged for FM

FULLTIME programming of FM stations to provide set owners with all-day service and give dealers a sales weapon was urged at the annual banquet of Kentucky Broadcasters Assn. Friday evening by Bill Bailey, executive director of FM Assn. The banquet concluded the first day of a scheduled two-day meeting of the Kentucky broadcasters, headed by President J. E. Wilson, Nunn stations.

On the Saturday agenda were a short business session and a closed meeting of members. M. L. Peace, WFKY Frankfort, was to assume office as a director, replacing Peter Cline, formerly of WLEX Lexington.

The FM program proposal, according to Mr. Bailey, provides for station cooperation in cities having more than one station with one taking a morning period, another the afternoon and another the night on a rotation basis. He urged FM broadcasters to develop new program ideas and to take advantage of new talent to provide true competition in programming.

Noting that a Collier's survey indicated 33% of the people don't know what FM means, he said FDA had taken on a "tough assignment" in educating the public on FM's advantages. He advised FM stations to stress noise-free staticless reception rather than the high-fidelity 15,000 cycle range.
Announcers at Six Win Pay Boosts As Short Strike Ends

THE SHORT-LIVED strike of AFRA announcers and free-lance radio artists against stations KSFO and KYA in San Francisco terminated Friday night, March 21, when the radio union accepted a compromise proposal offered by the station operators. The strike lasted a little less than three days.

Six independent stations in San Francisco and Oakland are affected by the new contract agreement, which had been in dispute since last Dec. 16. The announcers and artists were granted salary increases ranging from 25 to 30% and other concessions.

The strike against KYA and KSFO was called March 19 at 6 a.m. when final efforts to settle the dispute bogged down hopelessly. AFRA considered calling a strike against the remaining four independents, but changed those plans when it appeared possible the station operators would offer a compromise proposal.

KSFO went back on the air at 7:30 p.m. (PST), March 21 and KYA at 8:42 p.m. (PST). When acceptance of the new offer by the employees was made known by AFRA officials, the technicians, members of IBEW, who had refused to cross the AFRA picket lines during the strike, construed the offer as settlement and went back to work before the strike was technically over. Both stations found they had technicians on the job immediately, but no announcers, so office personnel was recruited to handle the microphones until the announcers could be called on the job.

Under the provisions of the new contract, which is for 18 months, announcers and artists will be given the salary increases retroactive to March 1.

Fees Request Dropped

According to William Gavin, acting business manager of the local chapter of AFRA, the union’s request for commercial fees for announcers working on sponsored programs was dropped during the negotiations. However, announcers who also operate the recording machines were granted a 10% extra fee for that chore.

William J. Hanrahan, of the San Francisco Employers Council, represented the station owners in the negotiations.

Mr. Gavin stated that under the new contract KSFO announcers will be boosted from $60 a week to $77.50; KYA raised its announcers from $55 weekly to $75; KFBS from $55 to $72.50; KLYX from $55 to $72.50 plus 10% extra for playing recordings; KSAN from $50 to $67.50. All scales will be automatically raised $2.50 on Oct. 1, 1947.

Spokesmen for AFRA stated that other contract agreements included a guarantee by management that there would be no discrimination against the strikers. The new contract expires June 30, 1948, which is the expiration date of the IBEW contract, recently consummated.

S. CALIFORNIA AGENCY GROUP ELECTS FENWICK
DAVID R. FENWICK, executive vice president of Dunn-Fenwick & Co., Los Angeles agency, has been elected president of newly organized Southern California Advertising Agencies Assn. J. W. Eccleston Jr., head of J. W. Eccleston Jr. Adv., has been made vice president, with Larry Raymond of Larry Raymond Co. continuing as secretary-treasurer.


Taylor to GE

RESIGNATION of Edward R. Taylor, as sales promotion and advertising director of Zenith Radio Corp., Chicago, has resulted in the company decision to separate completely its sales promotion and advertising departments. Mr. Taylor resigned to join the Hotpoint Division of General Electric. He resigned as chairman of the RMA Set Promotion Subcommittee.

The new departments at Zenith will be headed by David H. Grigsby and William E. Macke, formerly assistants to Mr. Taylor.

State Dept. Radio To Send to Greece

HIGH PRIORITY for the addition of Greek to the State Department's 25-language "Voice of America" international broadcast pattern has been established to provide the Hellenic peoples with "straight" news from the United States to complete with Soviet-inspired propaganda.

Assistant Secretary of State William Benton announced last week that the Greek program—a 15-minute daily newscast to begin with—is expected to be ready for transmission in a week to ten days. The Greek program will be followed as soon as feasible with similar programs in Turkish and Arabic. It was generally accepted that the three new languages are being added to the present 25-language pattern to implement pending new American economic commitments in the Mediterranean.

The comparative speed with which the International Broadcasting Division hopes to be able to establish its Greek program was due to plans to recruit many of the Greek language experts used by the wartime information services, it was learned. IBR sources said they did not expect to encountering personnel difficulties such as delayed setting up the Russian language program.

NAB Headquarters Staff Moves Offices

IN WASHINGTON to Renovated Building

NAB is now operating from its palatial new building at 1771 N St. in Northwest Washington. Last Saturday (March 29) was moving day for the association and furniture was transferred across the street from the former site at 1750 N St.

Major work of rehabilitating the structure for trade association use was completed last week. The entire building has been overhauled from attic to cellar at a cost believed to be more than $50,000. Since the building cost approximately $225,000 to purchase last summer, the entire structure including furnishings represents an investment of well over $300,000.

Based on plans drawn by James L. Middlebrooks, former NAB engineering director, the remodeling has converted the four-story structure from a town house to an efficient and modern office building. The undertaking took months longer than originally estimated because of material shortages and governmental red tape. Originally the structure was erected as a town house by William P. Eno, inventor of the traffic light.

New telephone number of NAB is Decatur 9300.

LETS STOP

Network Time

Station Option Time

TIME-CHANGE HEADACHES!

Why is it necessary twice yearly to juggle local shows to accommodate network time changes?

Why not allocate a definite portion of each and every hour to network programs; a definite portion to local programs? Call the first "network time"; the second "station option time". Say, for instance, the third quarter of each hour belongs to the affiliate; the remainder to network. Then, no matter what changes are made in network time, your shows are unaffected. Network shows flow around your local time like traffic around the cop on the beat. Simple enough, isn’t it?

Then, too, your best local accounts are assured constant time periods.
Proposed Grant for Brockton, Mass., 1450 kc Goes to Plymouth Broadcasting

PROGRAM BALANCE—diversity of service and commercial-sustaining ratio—constituted basis for proposed decision announced last week by FCC favoring Plymouth County Broadcasting Co.'s application for a new local standard station at Brockton, Mass., over the mutually-exclusive requests of Bay State Beacon Inc. and Cur-Nan Co. FCC's proposed decision would deny the latter two applications.

The facilities proposed to be awarded Plymouth County Broadcasting are 1450 kc with 250 w fulltime.

Ownership of Applicants

The three applicants are composed as follows: Plymouth County Broadcasting Co.—Edmund J. Campbell, president and principal stockholder; 150 shares (40%); 4-year deputy district attorney for Southeastern District of Massachusetts, who will continue his law practice and devote himself to station; James P. Roberts, G. Clark, Jr., treasurer and director, and attorney who will work some time to station; Willis E. Davis, Jr., director (20%), who has left from a newspaper business and real estate businesses and now owns New Moon Cafe which he is to sell to take up duties as station’s fulltime salesman; Mark L. McAdam, director, who will pay for his stock through technical services; H. Boot Miligore, who will be stockholder and manager until his resignation from the commission for WKBR Manchester, N. H., of which he is president and to which he will devote most of his time.

Bay State Beacon Inc.—Clarence A. McLaughlin Jr., president and owner of shares (25%), and general manager, who was an attorney until Army service; his brother, Hugh W. McLaughlin, went as his assistant in England and returned to his radio experience; Frederick M. Ford, director (8%), who also has some radio experience and who did radio work as Navy public relations officer; Robert H. Folsom, treasurer, and client (34%), and Edmund F. Thomas, director, were both of whom are attorneys and who will devote most of their time.

Cur-Nan Co.—Joseph F. Curran, president of shares (98) and 98 of 100 common shares subscribed, director of Eastern Massachusetts Mutual Life Insurance Co., and Charlestown Cooperative Bank and stockholders; William Mass, owner of storage warehouse firm, who proposed to devote considerable time to station without pay; Matthew J. Noonan, vice president and secretary, was a proposed general manager, subscriber to one common share and who will receive 39 shares from Joseph T. Curran for services (20); Charles T. Curran, treasurer, who will subscribe to one common share and to one share from his father, Joseph T.

Replacing of Shiner Leads to Protests

CHARGES, counter-charges, and denials flew in New York radio circles last week after CBS commentator William Shiner announced on his March 23 broadcast that he was being replaced on his March 30 program, because of his liberal views. Declaring he was dropped on short notice and without explanation from his sponsor, J. B. Williams Co., soap manufacturer, or CBS, Mr. Shiner said that since his Hooper rating was high he could only assume he was being "gagged."

Shiner Gets Offers

Edward R. Murrow, CBS vice president and director of public affairs, announced Mr. Shiner was being replaced on the 5:45 p.m. Sunday spot by Joseph C. Harsch, Washington news analyst. Mr. Murrow stated that "the decision to replace Mr. Shiner was not dictated by the sponsor or the advertisements, but is the result of a policy in the selection of Mr. Harsch as his substitute." As of Friday morning J. B. Williams Co., had not decided whether it would sponsor Mr. Harsch, but it is believed the decision might come from a meeting with CBS and J. Walter Thompson Co., the agency.

Meantime, offers came to Mr. Shiner. Nathan Straus, president of WMCA New York, offered to carry his weekly broadcasts at the same time. He queried other cities, presumably with a view toward a regional hook-up, and reportedly had heard from at least 12 stations. According to an authoritative source, Mr. Shiner had offers from two other networks.

The Voice of Freedom Committee was to meet with CBS Board Chairman William S. Paley Friday afternoon. The committee also planned a mass meeting for April with Orson Welles as chief speaker. A Freedom of the Air Committee notified CBS it planned to peak CBS studios. Writer John Gunther wired a vigorous protest. Senator Glen H. Taylor (D-Idaho) wrote Mr. Paley in protest.

Seven AM Outlets Get FCC Approval

Four Daytime-Only Stations Are Included in Grants

GRANTS for seven new AM stations, four of them daytime-only stations, were issued by FCC last Thursday.

The authorisations provide for a 1-kw daytime station at Michigan City, Ind.; a 500-w daytime station at Bakersfield, Calif.; 250-w fulltime stations at Ukiah, Calif., Reno, Nev., and Mayaguez, P. R.; and 250-w daytime stations at Southern Fines, N. C. and North Adams, Mass.

Reno Newspapers Inc., associated with the Spiegel newspaper interests, received the Reno grant. The Spiegel group is connected with KPBO Charleston, KZON Monterey, Calif., and WGY Newbu.

They Say...

"ONLY as listeners and broadcasters continue their relationship as partners can broadcasting fulfill its destiny in the public interest."

Dorothy Lewis, NAB coordinator of listener activity, in speech before combined Twelfth Women's Clubs, March 27.

"IN ITS recommendations with regard to radio, the Hutchins commission (Commission on Freedom of Press, see story page 16) says, 'Radio cannot become a responsible agent of communications as long as its programming is controlled by advertisers.' ... A good many people in radio will agree that there are excesses with regard to commercials which should be curbed. ... Most radio recognizes its responsibility and, like the press, requires the freedom to express its view."

James L. Warner, WOL Mutual commentator, discussing a published study of American agencies of mass communication by the Commission on Freedom of the Press.

To Manage WFRC

W. E. (BILL) WILLIAMS, for the past five years manager of WJZM Clarksville, Tenn., April 1 will become manager of WFRC, new 1-kw day and night station at Reidsville, N. C. H. T. Williams, president of Piedmont Caroling Broadcasting Co., operators of WFRC, made the announcement.
FM Interference to Be Cured
By Reassignments, Says Jett

FM INTERFERENCE, being man-made can be cured by man. Commission E. K. Jett told the Wash-
ington Advertising Club luncheon at the Statler Hotel last Tuesday at a panel discussion on "FM as an Advertising Medium." AM in-
terference, he continued, doesn't yield to man-made devices.
Commissioner Jett, a guest at the luncheon, said he has "every con-
fidence that we can solve any FM problems in a short time." He ad-
dressed that this process will require some readjustment of assignments.
Mr. Jett's observations came in re-
sponse to a question addressed to him from the audience.
The panel was conducted by Bill Bailey, executive director of FM Assn. Panel members were Leonard
L. Asch, WBQA, Schenectady; Roy
Hopkins, KOPY-FM Houston, FMA president; Hugh D. Lavery, ac-
count executive, McCann-Erick-
son, New York, giving the agency viewpoint on FM; Everett Dillard Fairchild, vice president and owner of WASH (FM) Washington and
KOZY Kansas City. WASH broad-
cast the proceedings and provided background music prior to the panel.

Guests at the luncheon included Stuart L. Bailey, of Jansky & Bailey; Hudson Eldridge, manager of WASH; Sol Taishoff, editor and publisher of BROADCASTING; Harvey Dawson, manager, Cana-
dian Assn. of Broadcasters; Doug-
las Scott, CAB director of broad-
cast advertising.

Brown Resigns KOMA;
Succeeded by Bernard

World-Wide Radio Network Proposed

THE FUNDAMENTAL impor-
tance of radio in international communications, particularly in reaching the world's millions of illiterates for whom programs must be carefully prepared, was stressed last week at a section on press and radio held at a four-
day Philadelphia meeting of the United States Commission for the United Nations Educational and Cultural Organization.

Section on press and radio, meet-
in under the chairmanship of Justin Miller, NAB president, and Bar-
clay Acheson of Curtis Publish-
ing Co., representing the Na-
tional Newspapers Assn., also was attended by representatives of civic and community organizations throughout the country who met concurrently in Philadelphia in a special UNESCO conference.

Group recommended to the Na-
tional Commissions that "a com-
mittee of experts be set up to con-
sider proposals for an inter-
national radio network," with a second expert committee organized "to advise on the supply of pro-
gram material for broadcasting facili-
ties given to UNESCO by the broadcasting companies."

Much of the meeting was focused on the question of working out the free flow of commu-
nications, with the group adopt-
ing recommendations that UNESCO be requested to explore at once "the need for the use of radio and the press in education," and that "the holding of an interna-
tional conference on freedom of information and removal of obsta-
cles to the free flow of informa-
tion be made one of the foremost objectives of UNESCO."

Leaders in the discussion in-
cluded Sterling Fisher, assistant public service counselor of NBC; Robert Hudson, CBS director of

Mr. Bernard

The resignation of Kenyon Brown, vice president and general man-
ger of KOMA Oklahoma City and appointment of Joe V. Bern-
ard, national sales manager, as his successor was announced Fri-
day by John Griffin, president of KOMA Inc. and of KTUL Tulsa.
Mr. Brown, who has managed the station for the past five years, will relinquish his post May 1.
He has not announced future plans.
He was recently reelected to the CBS stations advisory committee and supervised the installation of KOMA’s new 50,000 w transmitter.
Mr. Bernard, who joined KOMA two years ago upon his release from the Navy, first was director of sales and this February was elevated to national sales manager of both KOMA and KTUL.
He formerly was sales manager of KOCY and on the sales staff of WKY Oklahoma City.
Both KOMA and KTUL, which is directed by John Esau, vice president and general manager, effective April 1 will be represented nationally by Avery-Knodel Inc.
9 NEW AM CPs GRANTED; 8 FOR 1 KW DAY
(Earlier AM grants on page 84)

FCC FRIDAY granted nine new AM stations, all on daytime assignment; eight with 1 kw, one 250 w. Six of new outlets are on clear channels, three on regional. At same time the Commission granted license to Green Bristol, Va., from 1 kw to 5 kw on 960 kc.

Ownership of new permits and assignments granted follow:

Coral Gables, Fla.—Peninsula Broadcasting Corp., 1 kw, day only; Principals: R. A. Newton, president; L. A. Newton, vice-president, sales manager; and A. H. Smith, Jr., general manager.

Tyler, Tex.—Rose Capital Broadcasting Co., 1250 kc, 1 kw, day only; Principals: H. C. Harrington, president; M. H. Harrington, treasurer; S. H. Harrington, secretary; and T. V. Harrington, attorney, 3%, plus. Granted March 20.

Oklahoma City, Okla.—Oak Cliff, Tex.—Trinity Broadcasting Corp., 1190 kc, 1 kw, day only; Principals: H. L. Tucker, president; H. L. Brown, Jr., manager, and C. E. Vernet, vice-president and general manager; one 250 kw, 1 kw, day only; Principals: Simon Casso, president; Francis O. Casso, vice-president; James O. Casso, general manager; Robert Vander Mey, vice-president, sales manager; Harold Lincoln, treasurer; H. L. Tucker, secretary; and M. A. Casso, attorney.

Milwaukee, Wis.—Six of new 1 kw are in Milwaukee, to be transmitted on existing frequencies by WBCF, WLBX, WICM and WSMV. WDEL, operated by J. B. Jacobs, will be added to the above mentioned group of stations.

GRANTED; DENIED; EXTENDED; EXTENSION

WOKO STA EXTENDED; 28 GIVEN TEMPORARIES

EXTENSION to April 30 of special temporary authority for operation by WOKO Albany, N.Y., granted March 16. Granted pending for amendment and reconsideration of license renewal application; also pending Van Curler Broadcasting Corp., petition for reconsideration of grant of its application for WOKO facilities. WOKO denied renewal because of hidden ownership [BROADCASTING, March 24].

Same time FCC renewed KODY North Platte, Nebr., granted March 16, and extended following on temporary license to July 1, 1947: KABC KXXO KSDL KVNU WCTA WDEG WRAW WPWB WBTL WBEK WIBO WJQI WTSB WING WKBW WNOE WOGG (aux.) WPWR WJTL WTEL WXAO WFDU WXXXT WXIVJ WXFO WXAGG W9XMB WXXED.

FCC TO CONSOLIDATE SCATTERED OFFICES

SEVERAL of FCC’s scattered Washington offices to be moved to new quarters in Temporo Bldg. No. 1 starting early in April. Commission has been told to vacate 13,000 square feet on first floor of New Post Office Bldg. for P.O. Dept. use, and change will affect over 200 employees. Some other offices also will transfer to Tempo. 1. Skated for early transfer are Safety & Special Services Branch, Engineer- ing Dept.; Safety & Special Services Division, Law Dept.; Field Engineering & Monitoring Division (including part now at 601 Pennsylvania Ave., N.W.); Technical Information (now at 1819 F St. N.W.); units of Frequency Service Allocation Division; Commercial License Section; Amateur License Section (now at 316 F St. N.E.).

HALEY GETS KAGH 100%

ANDREW G. HALEY, Washington radio attorney and 60% owner of new KAGH (FM) Pasadena, Calif., acquiring full ownership. Consideration is return of investments made by partners: Tom Olsen, owner KGY Olympia, Wa.; W. H. King, 24%; H. P. H. Fike, California Tech professor (10%); William J. Donahue, license attorney (5%). KAGH due to go on air within month.

NEW RETAIL SUBCOMMITTEE MEMBERS NAMED BY NAB


Subcommittee will study methods of developing retail radio advertising; work closely with NRDGA and other retail associations, as well as retail trade journals; study and recommend plan to establish permanent retail research foundation in NAB.

GEORGE E. STERLING, FCC chief engineer-elect, will address Region 1 meeting of FM Assn. April 14 at Ten Eyck Hotel, Albany.

Closed Circuit
(Continued from page 4)
PUBLIC SERVICE...

Like the good neighbor it is, broadcasting has contributed its facilities and energies, many times beyond the call of duty, to become a great force for good in the public interest. Kansas City once held national distinction for the safety of its streets. When traffic toll increased in 1946 by 55% over the previous year, KMBC stepped forward with a "Save a Life" campaign which is accredited with the reduction of deaths on a ratio of twelve to one.

— KMBC of Kansas City
Great honors bring greater responsibilities.

Great honor has come to WKY within recent weeks with the awarding in quick succession of both the $1,000 Alfred I. du Pont Award in recognition of distinguished and meritorious public service and a Variety Showmanagement Award for expanding radio's social usefulness.

With these honors have come the greater responsibilities which a leader must assume.

For WKY this will be routine. Being the longtime leader in Oklahoma and acting like a leader long ago stamped WKY on the minds of listeners as a great social force... and on the minds of sponsors as a great selling force.

WKY Oklahoma City

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY, THE DAILY OKLAHOMA, OKLAHOMA CITY TIMES, THE OKLAHOMAN
PUBLISHED IN OKLAHOMA CITY DAILY AND SUNDAY - STAFFED BY THE STAFF OF THE OKLAHOMAN

5500

5/100