For three successive years KLZ has been named by VARIETY as one of the top showmanagement stations of the nation. This is the first time any station has won this distinction three years in a row and KLZ is humbly grateful for this recognition from the Supreme Court of Show Business. It illustrates most vividly the consistency with which KLZ bears down on the showmanagement throttle, exerting enthusiasm, initiative and imagination continuously to find new ways to serve its community. In return, KLZ has earned increasing prestige and popularity both with its listeners and its program sponsors.
This half-million mail response came from a five state area, including Iowa, Minnesota, Nebraska, North Dakota and South Dakota. 78.26 per cent of all WNAX audience mail last year was addressed to a commercial program.

WNAX COMMERCIAL MAIL 1946 .  .  . 405,034

* But there's more to the story. 9 out of every 10 pieces of this commercial mail contained money or orders for items advertised on WNAX.

That's certainly proof that WNAX rings the cash register for its advertisers. If you want more proof, just get in touch with the nearest Katz man.

WNAX is available with KRNT, WMT, or the Mid-States Group. Ask the Katz Agency for rates.

A Cowles Station

WNAX

SIOUX CITY - YANKTON AFFILIATED WITH THE AMERICAN BROADCASTING CO.
The Yankee Weatherman gives his listeners a complete early morning New England weather summary — temperature, tides, winds, storm and road conditions and forecasts for the entire New England Yankee area.

More than 5000 Yankee listeners wrote in for his "Barometer Booklet" offered by the Yankee Weatherman during one week.

Everybody talks about the weather and the Yankee Weatherman from Bangor to Bridgeport.
COCA-COLA Co., New York, currently negotiating through its agency D'Arcy Adv. Co., New York, for its program Spotlight Bands to be sponsored on CBS five daytime quarters-hours weekly and one night half-hour.

ONE OF LARGEST transmitting equipment orders of all time and certainly biggest since war, about to be placed with RCA by International Ladies Garment Workers Union, which has proposed grant in New York, final grants in Los Angeles, St. Louis and Chattanooga, and is applying for Philadelphia and Boston. Firm orders for those already granted and a conditional orders for others would approach $400,000, says Morris Novik, LGWU's radio consultant, and will be RCA all the way.

NEW AT&T troubles may begin when phone strike is settled—possibly this week. Justice Dept. is set to bring antitrust suit asking that telephone company divest itself of wholly owned service and supply subsidiary, Western Electric Corp. Suit probably will be no surprise to AT&T due to Pullman case ruling.

WHILE FORMAL announcement is withhold pending separation from diplomatic service as ambassadorial head of Greek financial mission, Paul A. Porter will become partner in law firm of Thurman Arnold, former trustbuster Assistant Attorney General, and Abe Fortas, former Under Secretary of Interior. Firm is in general practice but former FCC Chairman Porter is expected to specialize in radio and communications. It will be Porter's first venture in private law practice since he left CBS legal counselship in 1942 to enter Government service at F.D.R.'s behest.

FLYING NARBA mission of Conv. Rose H. Hyde and K. Neal McNaughton, chief of FCC's standard allocations section, to Havana, Mexico City and Ottawa [BROADCASTING, April 14] may involve FM considerations, too. Informal conversations have surrounded proposal of CHC that FM power be limited to 20 mw, effective at 500 feet within 250 miles of border.

APPEARENTLY recognizing that skywave interference exists during daytime even though not covered in its engineering standards, FCC may reverse its field on licensing of daytimers on clear channels. Substantiated reports of curtailed clear-channel service by virtue of influx of daytimers could bring approval of Clear Channel Broadcasting Service petition to terminate indiscriminate licensing pending outcome of clear-channel case.

FCC HAS established some sort of precedent by granting Baltimore Sunpapers authority to operate one portable and two mobile relay press stations for ten days in special press service to enable newspapers to cover local news during telephone strike which had rendered large areas of city and environs inaccessible to

**Upcoming**


April 21: North Carolina FM broadcasters to form FMA affiliate, Cherry Hotel, Wilson.

April 21-22: NAB District 13 Meeting, Rice Hotel, Houston.

April 22-23: CCNY Third Annual Conference on Radio & Business, School of Business & Civic Administration, New York.

(Other Upcomings page 96).

**Bullets**

EDWARD S. ROGERS, chairman of board, Sterling Drug Inc., New York, elected 1947 chairman of Brand Names Foundation at annual meeting Friday at Waldorf-Astoria. Other new officers include Frank M. Folsom, executive vice president, RCA Victor Division, named vice chairman; Robert M. Ganger, vice president, Geyer, Newell & Ganger, New York, and Justin Miller, president of NAB, elected to board. Mr. Folsom also elected to executive committee.

INTEREST on $350,000 judgment won last year by Donald Flamm, former owner of WMCA New York, from Edward J. Noble, chairman of ABC board, awarded Mr. Flamm by New York Court of Appeals. Mr. Noble's attorneys reportedly will appeal main verdict to Appellate Division of Supreme Court.

BRISTOL-MYERS Co., New York, announced Friday relinquishing of its Friday night 8:30-9 p.m. time period on NBC as well as Alan Young Program which occupies that time, effective June 6. Young & Rubicam, New York, is agency.

NEW YORK CITY Real Estate Board rejected interim plan devised by Television Broadcasters Assn. for television antenna installations in city.

WESTINGHOUSE-CIO PACT

WESTINGHOUSE ELECTRIC Corp. and CIO United Electrical Workers announced agreement Friday on 15-cent hourly wage increase for 75,000 workers. Discussion of noneconomic issues such as health, welfare and insurance programs will continue through contract year. New contract, subject to ratification by union conference board of locals and membership, effective April 1, 1947, to April 1, 1948.

**Business Briefly**


YANKEN SPORTS • Alles & Fisher, Boston J. A. Cigars, signs J. A. Baseball Review or eight Yankee Network stations, Sunday 7-7:11 p.m. Agency, Lester E. Hawes, Boston.

CONFECTIONS CONTEST • Confection Inc., Chicago, begins nationwide contest in mid-May with radio spots in more than 70 markets for about six weeks. Agency, Schen fend, Huber & Green, Chicago.

**WJZ FIRST QUARTER SHOWS INCREASE OF 13%**

BUSINESS signed by WJZ, New York with local accounts during first three months of 1946 showed increase of 13% in dollar volume over first quarter of 1945. Included in recent new business is Phillips Packing Co.'s sponsorship of The Big Big Show, two television series, one weekly, the other twice-weekly, supervision of Ethyl & Albert by West Disinfecting Co., and sale of Shirley Wolf Show to Unicorn Press. In addition, Louis Sherry Standard Brands, and Industrial Bank of New York have signed to participate in WJZ programs while Eastern Airlines, American Tobacco Co. and Philip Morris using spot.

HIGH COURT MAY GET WINCHELL LIBEL PLEA

WALTER WINCHELL's attorneys expected to file answer in Supreme Court to libel complaint originally filed two years ago by George W. Hartman, former Columbia U. professor, seeking $50,000 damages for alleged libel in Mr. Winchell's Jan. 23, 1944, broadcast. New York Court of Appeals decided last week that defamational remarks read from script are libel and not slander, therefore plaintiff has cause for action.

**CAMPBELL'S SOUP SIGNS**

CAMPBELL SOUP Co., Camden, N. J., June 30 starts sponsoring Double or Nothing five times weekly on CBS; time slot not yet decided (early story page 14). Campbell's five-week half-hour series also starts June 30, reportedly with Bob Crosby Orchestra in one 15-minute segment and Bob Trout in the other. Jack Carson's return for Campbell's in fall deemed unlikely. Agency, Ward Wheelock.

**NAB PROTESTS ZONING BILL**

NAB protested zoning bill (HR-2994) Friday at joint hearing of House and Senate District Subcommittee E (early story page 87). Don Petty, NAB general counsel, argued bill would handicap development of television and FM and facsimile by preventing building of towers in residential areas. Bill would become model for State action, he said.

BROADCASTING • Telecasting
In the heart of the Tennessee Valley, 20 million kilowatt hours doesn’t seem like much electricity—but it’s a lot when you know that IT REPRESENTS JUST THE INDUSTRIAL POWER USED IN THE NASHVILLE AREA DURING ONE MONTH. That power speeded manufacturing, employed thousands and added dollars to buying income in the rich Nashville market. And WSIX can help speed your sales in this area, too. Wide popularity means effective, economical coverage for WSIX.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Lycurgus never rated like this!

Way, way back around 600 B.C., an ancient Greek orator used to talk for hours on end in the Senate of Sparta. His name was Lycurgus, and his Hooper pushed .002.

It's a different story with the modern Spartans living in and around Spartanburg, South Carolina. They have their ears glued to one radio station; the one radio station that delivers programs planned and produced for them: WSPA.

The clincher? The ubiquitous Mr. Hooper has provided us with:

<table>
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<tr>
<th>HOOPER STATION LISTENING INDEX • WINTER, 1947</th>
<th>Spartanburg, South Carolina</th>
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<td>INDEX</td>
<td>SETS IN USE</td>
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<td>8 AM-12 N Mon. thru Fri.</td>
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<td>6 PM-10 PM Sun. thru Sat.</td>
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Right now, WSPA can deliver to you a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

*BMB Daytime Audience
here's ★★★★ Hennessey

...WSYR's irresistible.
profitable—and sponsorable
salesman

★ HENNESSEY IS IRRESISTIBLE:

Sleepyheads wake up and whistle...commuters laugh away their morning fog...daybreakers from Watertown to Watkins get up on the funny side of bed when Frank Hennessey starts his sunrise shenanigans! As WSYR's skylarking Timekeeper of the early-morning hours, he mixes music and musings in a bright way that has brought him over 30,000 letters from listeners in six months.

★ HENNESSEY IS PROFITABLE:

No microphone novice, Frank Hennessey is the airwaves bugler who reached half the G.I.'s in Central Europe via Radio Munich's 200,000 watts. Before the war, he was farm editor of WWL in New Orleans. He's an expert on the buying habits of both farm and city wage-earners. Best of all, he knows the people who hold the billion-dollar purse-strings of WSYR's prosperous 17-county area—and their loyal preference for his products proves it.

★ HENNESSEY IS SPONSORABLE:

Listeners keep asking for more and more of Hennessey's gay patter—so WSYR has built a new 12:30-12:45 P.M. show (with a Pulse rating of 9.1) around this three-star salesman! Here's a prime buy for some market-wise advertiser. (Also, now and then, you might find a 10 or 15-minute strip available on the Timekeeper's morning show.) Typical of WSYR's smart day-long programming, Hennessey is the man who can wake up big Central New York State to your product. Better call us or Headley-Reed about him right away!

*BMB calls it 22.

WSYR
SYRACUSE

570 kc.—5000 watts
Our 25th Year
NBC in Central New York
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations
An Analysis of WTOP

...AGAINST 5 STATIONS IN 1945
...AGAINST 9 STATIONS IN 1946

In every major (and many a minor) market, the total number of radio stations has skyrocketed. As a timebuyer, you undoubtedly have wondered:

1. What impact, if any, do new stations have on listening habits?
2. To what extent are established stations able to retain their ratings?

Here is some pertinent research that reveals how one station—WTOP—in one of America’s greatest markets—Washington, D.C.—fared when the number of radio stations jumped from six to ten within a year.

WTOP enjoyed a 9% larger Hooper rating during an average quarter-hour against nine competing stations than the station had twelve months earlier against five competitors!*

The following six local originations are typical. All were heard when Washington had six broadcasting stations. All still were on the air when ten stations competed for the same D.C. audience. Sponsored by local or national advertisers, they represent six different types of programs:

*Based on a comparison between the Oct.-Nov.
Hooper Supplementary Reports for 1945 and 1946
Oct.-Nov. 1945 Hooper Supplementary Report
Oct.-Nov. 1946 Hooper Supplementary Report
Ratings for Timebuyers

Against twice as much competition, five out of six WTOP originations commanded bigger ratings. And the sixth show had just as large a rating as it had against half as much competition twelve months earlier.

The conclusion is obvious: Good programming—the kind produced by WTOP’s 40-man program department—will always command an ever-increasing and ever-loyal audience. You can get in touch with this audience by getting in touch with WTOP or Radio Sales.

Washington’s only 50,000 watt station, Columbia Owned WTOP

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS.
NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA.
Feature of the Week

A FABULOUS idea popped into Bill Jeffery's head one day. From the listeners' angle, he knew it was sure to build an audience. But from his point of view as commercial manager of WARL Arlington, Va., he was not so sure the idea would find a sponsor. Would an Arlington or nearby Washington radio advertiser be willing to buy time for every half-hour break on the station seven days a week for a novel quiz show?

He approached the man whose firm is probably Washington's largest radio user, Sidney Zlotnick the Furrier. Mr. Zlotnick was willing.

And now over 140 times a week, starting last Monday, WARL broadcasts for Zlotnick's a $5 to 4-minute quiz which consists of an opening sponsor identification (transcribed) followed by a "live" factual question and the answer. Then a name is selected at random from the area telephone directory, the number called, and if the person is listening, hears the answer and can give it on the phone, he or she wins a $2 prize.

If there is no answer, or the person is not listening to the station, money reverts to the jackpot and is added to the prize for the next call.

Program is heard every half-hour from 8 a.m. to station's closing time at local sunset every day except Sunday, when the Zlotnick schedule begins at noon to avoid

(Continued on page 86)

Sellers of Sales

PART-TIME work at KWSC, Washington State College's station, Pullman, Wash., served as springboard into the commercial field for Herb Wixson, currently assistant manager in charge of sales and programs of KMPC Hollywood.

On graduation from college in January 1930, he joined KGA Spokane where he remained until 1938. During this period he served in several capacities — as announcer, entertainer, commercial copy writer, program director, salesman and assistant manager of KGA. He held the latter post for five years before coming to Los Angeles in December 1938, to join Don Lee Broadcasting System as account executive.

He remained with Don Lee for four years. Then he joined KMPC in 1942 as sales manager. One year later — in January 1943 — he became assistant manager in charge of sales and programs. In sales he oversees dealings with 267 sponsors represented by 127 advertising agencies.

Herb doesn't believe in numerology but objectively reports the prominence of the numeral four in his life. First, he was born on the fourth day of the fourth month, 1907, at Rye, C. N. Later on, in life he was married to Helen Hudson on June 4, 1938. His sales staff numbers four and enough fours keep his golf scores in the low 90's. During his four years with KMPC he has managed to increase time sales 500%.

Mr. Wixson's family moved to Idaho and Washington during his childhood. A large part of this time Herb lived on ranches, where he feels a kid can grow up doing things which call for imagination, speed and initiative.

When Herb is not golfing he is usually fishing. On the latter line, he insists that he takes his hat off only to his wife as a trout fisherman.

Has he had any laughs in radio? He recalls a time when as a harried announcer reading a paint commercial with an eye on an upcoming seed spot he gave out with:

"For the finest in paints, stains, enamels and varnishes visit the XYZ Seed Co."
World's Champion CARDINALS...yes, and ST. LOUIS' BROWNS

Whether it's St. Louis' colorful Cardinals or the equally famous Browns, each team has its host of ardent fans. Sports-loving St. Louis is a great baseball town, where boosters of both teams follow the successes of their favorites with loyal devotion.

AMONG ST. LOUIS' OWN

Traditions

Like St. Louis ball teams, KWK maintains its fans' responsiveness by catching and holding loyal listeners; hits home with a battery of programs geared to local interest and runs up impressive ratings. All this is proved, month after month, by Mr. Hooper's "box score."

St. Louis' Own and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
NO. 5—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

IDEAS!

The grizzled veteran above, ladies and gents, is Russel Woodward, our Executive Vice President, talking in his Chicago office with the manager of one of the top-flight stations we represent. But are they discussing their golf, their ailments, or the weather? No; they’re discussing a new program idea which may soon be selling stuff for you. . . . Gathering and passing on such ideas is part of the job all our Colonels do—and do well. Want one now?

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

Franklin 6373 Plaza 5-4130 Cadillac 4255 Sutter 4333 Hollywood 2151 Main 3667

Page 12 • April 21, 1947

BROADCASTING • Telecasting
Durr Charges Colleagues With Laxity

Vigorous Dissent Reveals Breach Within FCC

By RUFUS CRATER

OMR. CLIFFORD J. DURR last week charged his colleagues on the FCC with "laxity in the enforcement of the principles" of the Blue Book and with lowering program standards. In a sharply worded dissenting opinion which revealed the first open breach within the Commission in the question of FCC activities in programming, Mr. Durr noted that the Blue Book "reproached" broadcasters whose program promises go unfulfilled. He added: "It is pertinent to ask whether the statements which the Commission itself has made as to the part it proposes to play in the improvement of broadcast service are likewise to remain in the realm of unfulfilled promises."

He pointed out that the Blue Book was issued more than a year ago (March 7, 1946), and declared: "Yet many renewals have been granted, without a hearing, on the basis of programs which on their face, in my opinion fail to meet any reasonable standards of public service. Since that time only five stations have had their applications for renewal of license set for hearing on program qualifications. Of these five, one license has been subsequently renewed and two are kept in hearing because of the filing of conflicting applications for their frequencies. No renewal application has been denied, and no proposed decision issued looking toward a denial of a renewal."

Commissioner Durr's dissent was from the FCC majority's inclusion of WAAF, WGES, and NBC's WMAQ among the 10 Chicago FM applicants nominated for FM grants [BROADCASTING, March 17]. He concurred in the other proposed grants and in the proposed denial to WATI Chicago.

He objected to the proposed grant to WMAQ on the basis of its commercial programming (86.8% of time between 8 a.m. and 6 p.m. in the "composite week" and 98.3% between 6 and 11 p.m.) and what he considered over-emphasis on dramatic serials (23 in one day of the composite week). He recognized the "excellence of many of the programs" originated on WMAQ, but insisted on better program balance. Nor did he think these considerations should be outweighed by Chicago's importance for network origination, because "the record shows that, in recent years, the company's use of Chicago as a network origination point has been steadily decreasing."

Mr. Durr's objections to WGES involved commercial programming ("for five days a week the solid schedule of commercials is not broken by a single sustaining program") - sale of 31% of commercial time to agencies for re-sale (in programming, "applicant exercises only a veto power over approximately a third of the station's operations"); and the fact that present owners acquired WGES in 1944 for about $100,000 and "took out" $120,000 in profits and salaries the following year while making a net expenditure of $9,161 for talent. He asserted:

Tarmed 'Exploitation'

"This is the accounting which applicant has given of its stewardship of the publicly owned radio channel entrusted to its care for use in the public interest. It is an accounting, not of public service, but of exploitation. It should not be condoned. Certainly it should not be rewarded by a grant of an additional radio channel."

Discussing WAAF, Mr. Durr agreed with the majority that "substantial improvements" have been made in the program service, "upon the advice of counsel ... But he insisted that "advice of counsel" is not "acceptable as a substitute for the imagination and sense of responsibility which should reasonably be expected of every licensee."

He quoted a WAAF official as saying, "We do not think there is a way to protect the AM station. He also quoted a non-AM applicant who withdrew because "it is practically impossible for a newcomer into the field to compete" with FM stations which duplicate programs of their AM affiliates.

Commissioner Durr saw no compelling reason to award all available Chicago FM channels now. He added:

"The grant of the three applications to which I am objecting does not in my opinion contribute in any way to the 'public interest, convenience or necessity.' Such grants do serve to 'protect' the AM facilities of the applicants. But they also foreclose the possibility of later grants to worthy newcomers who are lacking in the financial resources necessary to carry their stations through until sufficient FM receivers are in the hands of the public to permit economically sound operations."

He regarded the Blue Book as (Continued on page 90)

Radio Aids in Texas Disaster Relief

Stations and Networks Speed Assistance, Cover News

RADIO met another public service test with speed and efficiency when one of America's worst peacetime disasters wrecked the Texas port of Corpus Christi last week. Estimates of the number of dead ranged upward from 750, with more than 3,000 injured. The explosion was a signal for radio to move into the picture immediately.

Mr. Harris

Inabled stations and networks not only cooperated to the fullest with Red Cross and other relief agencies, but did an outstanding job helping to bring news of the catastrophe to America and the world. With special authorization from FCC to lend every possible aid, even to carrying emergency messages, broadcasters proved once again what an important medium radio is and how it is especially fitted to serve in times of emergency.

Band Cleared

FCC also issued an order clearing the broadcast band between 3840 and 3860 kc for a special emergency network of amateur stations in the triangular area between Corpus Christi, San Antonio and Beaumont and allotted the 7050 kc frequency for similar emergency use. This action was taken, it was explained, to permit amateur radio operators to aid relatives and friends in the difficult task of communicating with persons in the devastated area. The American Radio Relay League, with the cooperation of FCC regional personnel, organized the emergency.

An aggressive and complete job by an individual station in news coverage and other phases of radio activity in connection with the Texas City disaster was that done by KPRC Houston, 5 kw NBC affiliate. KPRC's manager, Jack Harris, has wide experience in disaster coverage dating back to the early 1937 Ohio-Mississippi River floods when he was an announcer for WSM Nashville [BROADCASTING, Feb. 15, 1937]. Mr. Harris served during the war as chief of the Army's Radio Branch, and for a time was General MacArthur's radio officer. He still acts as consultant on radio for the War Dept.'s Public Information Division.

Mobile Crew Sent

KPRC, according to Mr. Harris, scored a five minute scoop last Wednesday in announcing the explosion of the nitrate-laden French ship. Immediately after receiving word of the explosion KPRC's entire newsroom staff rushed with a mobile crew to Texas City to start describing the disasters. In addition to presenting a series of on-the-scene broadcasts for its own

(Continued on page 95)
Station Break Controversy

NBC Affiliates Organize To Forestall Possible Elimination

DISTURBED OVER signs that NBC plans to "cut down or perhaps altogether eliminate" entire station break announcements, a group of affiliates of that network last week set in motion machinery to establish a formal association "to function autonomously and to provide a nucleus for joint action."

By direction of an organizing committee of five, Harry Bannister, general manager of WWJ Detroit, discharged the invitation to NBC's 106-old affiliates. Other members of the committee, headed by Mr. Bannister, are Dean Fitzer, WDAF Kansas City, Walter Damm WMJ Milwaukee, Nathan Lord, WAVE Louisville, and Ralph Evans, WHO Des Moines [CLOSED Circuits, April 14].

The letter emphasized that there is a decided tendency to foster any opposition to our network management, nor to "organize a rebellion in any sense whatsoever."

Interests Not Identical

"On the contrary, the letter stated, acting with the utmost loyalty to NBC and with every confidence and faith in its future, we still feel that as independent affiliates of NBC there must, of necessity, be many points at which our own interests are not necessarily the interests of our network. This conflict over chain breaks continues just such a point."

Mr. Bannister pointed out that 56 NBC midwestern affiliates met in Chicago March 14 under the chairmanship of John J. Gillin, Jr., WOGA Omaha. It was at this meeting that a resolution, proposed by Mr. Bannister and seconded by Elden Park, WLW Cincinnati, was unanimously carried to appoint a committee to investigate desirability and possibility of forming the voluntary association. These affiliates, Mr. Bannister stated, were apprehensive of the view that the future seems to hold "one crisis after another, and that any of them might be disastrous, all of them are highly important."

Chain Breaks Explained

"Chain breaks were described as time upon which stations rely for such a large part of our community service and station revenue."

At the SPAC meeting in Chicago, the letter stated, high-ranking representatives of NBC indicated repeatedly that they were thinking of a plan which would eliminate hitchhikes and chain breaks, in exchange for an indeterminate rise in rates. Out of Washington and out of New York, recent news dispatches have had similar connotations.

In the midst of the SPAC meeting, the affiliates held their own session and adopted the resolution. Mr. Bannister, in his letter said that the group discussed ways and means by which affiliates "might protect ourselves in this gathering crisis" and that it was suggested that the first step should be the formation of an association of NBC affiliates.

"When the networks have problems which are industrywide," said the letter, "they are quick to cons-ult each other. But neither the SPAC nor the NBC are set up to handle these kinds of matters."

Minutes of the March 14 meeting in Chicago of the 36 affiliates disclosed that following adoption of the resolution looking toward formation of the affiliates' association, Mr. Gillin, as chairman, appointed the organizing committee.

The resolution follows in full:

"IT WAS RESOLVED that the Chairman of the meeting, John J. Gillin, be and he is hereby autorized to appoint a committee of five representatives of NBC affiliated stations to investigate the desirability and possibility of forming a voluntary association of NBC affiliates for the purpose of presenting to the FCC the point of view of the affiliated stations toward the retention of the present rules and regulations relating to station identification and the status of station identification between separate programs; and that such committee be authorized to expend such sums as may be reasonable and necessary in the polling of the other affiliates and in the necesary investigation looking toward the accomplishment of the above purposes, such expenses to be borne by the affiliates here assembled."

Station Break Controversy

ABC Reports Peak Sales of Cooperative Time

ABC's co-op program sales department last week reported 245 new program sales during the first quarter of the year, the number of ABC co-op program sponsors is now at the highest level in the department's history, Murray B. Graham, department supervisor, said.

New sales for March totaled 66, an increase of 28% over the 52 new sales reported for the compa-ny this year. A year ago, the network reported, pointing out that a highly important stimulant to the volume achieved during the initial months of 1947 is ABC's co-op sales awards plan.

Leading ABC co-op programs in new sales reported during the past three months is America's Town Meeting, which reported 76 new sponsors. Among the new ABC programs, Ethel and Albert 22 new sponsors and Dick Tracy 21, while Dixie Campbell and Harry Warner secured five for tier, each having 19 new advertisers.

CBS Nightly Show For Campbell Seen

Clearance of Monday Slot, 7:30-8, Stirs Speculation

REPORT that Campbell Soup had bought the 7:30-8 p.m. period, Mondays through Fridays, on CBS [BROADCASTING, March 31] appeared to be confirmed last week when the network announced that the R. J. Reynolds Bob Hawke Show, currently heard Mondays, 7:30-8 p.m., with a repeat, 10:30-11 p.m., had been dropped from the syndicated show. Mondays, 10:30-11 p.m., effective April 28. Although CBS did not announce a replacement for the vacated period, it looked as if the time being cleared for the soup company. Reynolds agency is William Esty Co, New York.

The Vaughn Monroe Show also appeared on CBS, Saturdays, 7:30-8 p.m. , by the Reynolds Co, through William Esty, with a rebroadcast, 11-11:30 p.m. In equal amount, was heard Saturdays, 8-9 p.m., with a rebroadcast at 12 midnight-12:30 a.m., effective May 3. At the same time the William R. Warner Co, New York, sponsor of the Jess Robbins Show, heard Saturdays, 7:15-7:30 p.m., with a rebroadcast at 12:45-1:15 a.m., moves to Saturdays, 7:45-8 p.m., rebroadcast, 12:30-12:45 a.m. Agency is Kenyon & Eckhardt, New York.

The network did not announce the replacement for the 7:30-7:45 p.m. Saturday spot vacated by Vaughn Monroe.

Effective April 30 CBS shifts its network talks program, currently heard Saturdays, 10-11 p.m., to Wednesdays, 6:15-6:30 p.m., replacing the Word From The Country program which moves to Saturdays, 6:15-6:30 p.m.
Peabody Awards for '46 Announced

These Are the Winners

"Operation Big Muddy," program series of WOW Omaha—Outstanding Regional Public Service. (Picture No. 1, Ray Clark, manager)

"Columbia Workshop," presentation of Columbia Broadcasting System—Outstanding Entertainment in Drama. (No. 2, Davidson Taylor, CBS vice president and director of programs)

"Our Town," continuity of WELL Battle Creek, Mich.—Outstanding Public Community Service. (No. 3, D. E. Jayne, general manager)

"Orchestras of the Nation," NBC program—Outstanding Entertainment in Music. (No. 4, Ernest La Frade, supervisor of series)

William L. Shirer and CBS—Outstanding Reporting and Interpretation of News. (No. 5 Mr. Shirer)

"Meet The Press," Mutual Broadcasting System news program—Special Citation of Honor. (No. 6, Fiorella La Guardia, Tex McCrary and Dorothy Thompson on one broadcast)

"Invitation to Music," CBS presentation—Special Citation of Honor. (No. 7, Bernard Herrman, conductor on most of series)

"Suspense," CBS offering. (No. 9, Actresses Agnes Moorhead on recent show); and "Henry Morgan Show," ABC feature (No. 8, Mr. Morgan)—Special Citations of Honor.

"The Harbor We Seek," sequence of WSB Atlanta—Special Citation of Honor. (No. 10, Brad Crandall, producer, and Jane Sparks)

John Crosby, New York Herald-Tribune radio columnist—Special award for "his outstanding contributions to broadcasting throughout his writings." (No. 11, Mr. Crosby)

"One World or None," Dexter Masters series of WMCA New York—Outstanding Educational Program. (No. 12, Mr. Masters)

"Hiroshima," adaption of John Hersey's account done by ABC and Robert Saudek, director of public service—Special Citation of Honor. (No. 13, Mr. Saudek)

"Books Bring Adventure," to Assn. of Junior Leagues of America's adaptations of books dramatized and transcribed—Special citation of honor. (No. 14, Miss Gloria Chandler, radio consultant for Association).

"Radio Edition of the Weekly Press"—Offering of WHCU Ithaca, N. Y.—Special Citation of Honor. (No. 15, Michael Hanna, general manager)

Annual Honors Conferred
At New York Session
Last Thursday

WILLIAM L. SHIRER, until recently a CBS commentator; WOW Omaha and WELL Battle Creek, Mich., were presented with the major Peabody Awards for 1946 at a luncheon meeting of the New York radio executives club last Thursday.

The awards, among the most respected in radio, were presented to the winners by Edward Weeks, chairman of the Peabody Advisory Board and editor of the Atlantic Monthly, who described broadcasting as the "liveliest of the arts" and warned the industry to avoid the "hardening of the arteries" that now besets the U. S. press.

In presenting the awards, Mr. Weeks said that radio was "a young enough art" to take criticism, an ability of which the press can no longer boast. He said that unlike the press, which regards "anyone who has the opportunity to criticize (it) as a public enemy," radio was even offering some self-criticism.

He praised particularly the address by William S. Paley, chairman of the CBS board, at the NAB convention last October in Chicago as being an indication of radio's willingness to examine itself critically. "The real enemy of radio," he said, "is not the critic but the..." (Continued on page 89)
Drive to 'Sell' Free Economy Planned

AAA Convention Heeds Details of Campaign; BMB Endorsed

AN AMBITIOUS educational campaign to awaken Americans to the need for preserving America's economic system was proposed last week by Mr. J. Walter Smock, vice president of the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The AAAA-ANA project will be presented to the U. S. Chamber of Commerce at its annual meeting in Washington April 28-May 1. The program is based on a report from the Chamber's Subcommittee on Advertising of which Leonard W. Trestler, Washington, is chairman.

The proposal was presented at the 29th annual convention of the AAAA at the Waldorf-Astoria Hotel, New York, by Jack Smock, vice president of Foote, Cone & Belding, Los Angeles, and chairman of one of two groups that have been studying the problem of improving public understanding of our economy.

An early decision reached by the committees, Mr. Smock reported, was that the American people believe in the present system but "are woefully lacking in a knowledge of the basic principles on which our economic system operates."

To correct existing misinformation and to provide wider understanding about America's economy, the committees proposed that three programs, conducted objectively and acceptable to both labor and management, be instituted:

Program 1: The preparation by the Joint ANA-AAAA committee of a presentation to be sold to top management on the "importance of instituting a complete, well-planned and permanent program in each plant and plant city."

The objectives of the plant program, Mr. Smock said, would be:

1. To correct the economic information and lack of information that exists amongst our workers' minds about profit, production, dividends, etc.
2. To portray Mr. Smock's pride in his job, his feeling of importance and his sense of belonging to the economic system that brings him to give a better appreciation of the benefits of the American economic system brings him.

3. To give him a better understanding of the economic system on which our economic system operates.

Program 2: The development of a "broad, general, product-type advertising campaign on the American economic system." This would be undertaken as soon as Program 1 under the direction of Mr. Smock visualized the campaign as equal in public service importance to any conducted during the war and said it was not improbable that advertisers and media alike could be encouraged to support it widely.

Chairman of the Joint ANA-AAAA committee responsible for preparation of the plan is Howard Chace, director of public relations General Foods Corp.

BMB Endorsed

A Thursday morning research session of the AAAA adopted unanimously a resolution introduced by Linnea Nelson of J. Walter Thompson Co., New York, urging BMB.

(Continued on page 97)

House Group Subpoenas Petrollo

AFM Head Is Ordered Before House Labor Committee

JAMES CAESAR PETRILLO will come to grips with the House Labor Committee as soon as the Supreme Court passes on the Lea Act. Committee Chairman Fred A. Hartley Jr. (R-N.J.) signed the subpoena which was served on Mr. Petrollo at his New York office April 14.

Although the subpoena orders the AFM chief to appear before the Committee on April 29, the effective date was continued until "10 a.m. of the first Monday following the decision of the Supreme Court" by agreement between Mr. Hartley and AFM attorney Henry Kaiser.

Earlier Request

The Committee thus bowed to an earlier request from the union boss that his cross-examination be delayed until the high court can rule on the Petrillo law [BROADCASTING, March 10]. At the same time, however, the state of Illinois set the overtime to clear its calendar of the controversial labor bill (H. R. 3020) passed by the lower chamber late last week [BROADCASTING, April 14].

The AFM probe promises to be one of the most thorough ever conducted into the affairs of a labor union. It was learned that the union intends to hold Mr. Petrollo until it can examine "all the offices of the union and all the books."

It will also highlight the Labor Committee's investigation of union racketeering—aimed to supplement hearings which preceded writing of the so-called "Labor Peace Bill."

The Committee had been concerned with reports that Mr. Petrollo was planning a trip out of the country. This was denied by AFM counsel Henry Kaiser who told BROADCASTING that the musician's union boss was "planning to go abroad to meet some British musicians." He said he had been unable to get reservations for Mr. Petrollo, and that it was unlikely at this late date that the projected trip would be consummated since the AFM annual convention is scheduled for late spring or early summer.

Supreme Court Test

Supreme Court test of the Lea Act is tentatively set for May 5 or 6. The government's brief, which appeals the decision of a Chicago District Court [BROADCASTING, Dec. 9] dismissing charges against the AFM boss, will be made public this week.

Court ruling is not expected to influence the Congressmen's hearing. The Labor Committee is interested primarily in determining whether the Petrollo union has interfered with the development of radio or musical culture, and whether it has denied basic rights to its own members.

AFM elections, allegedly tightly controlled by Mr. Petrollo that membership has no real voice (Continued on page 85)
Miller Exhorts Stations to Editorialize

NAB Area Meeting Takes Up Labor Problems

BROADCASTERS were urged to take editorial stands, despite the ban laid down in the Mayflower case, by NAB President Justin Miller at the April 14-15 meeting of NAB Area C (Districts 19, 12), held at the Muehlebach Hotel, Kansas City. The FCC has indicated it may hold a hearing on possibility of abandoning the Mayflower doctrine.

The prohibition has held down prestige of stations in their communities, Judge Miller said, recalling many complaints from broadcasters.

Over 220 delegates from the two districts attended the area meeting, largest yet held in the series. Another 56 persons attended unofficially.

Resolutions Adopted

Resolutions were adopted calling for revision of the Mayflower doctrine; opposing 2% cash discount; favoring Standard Time legislation; urging support of BMI and commending appointment of Carl Haverlin as president; praising Judge Miller's leadership and commending the NAB staff; thanking Kansas City stations and groups for convention hospitality; favoring labor relations policies based on local and area negotiations, outlawing of the secondary boycott, relieving industry from jurisdictional disputes, and urging support of labor legislation along these lines; commending appointment of Harald Fair as Director of the Program Dept. and the work done by the Special Standards of Practice and Program Executive Committee; commending BMI for contribution made toward standardizing radio as an advertising medium in the minds of advertisers and agencies.

In an off-the-record discussion of labor relations Richard P. Doherty, NAB Director of Employee-Relation, warned that while pending Federal legislation may correct certain abuses and mitigate industry ills, it will not be a panacea for broadcasters' troubles.

He suggested that compulsory arbitration, combined with governmental seizure, offers a solution for strikes while waiting for this legislation. He expressed the belief that this program will inject the Government into operations of business. He asked stations to look for new union policies in contract negotiations.

Editorialize

Edison also noted that the secondary boycott, re- starting in the radio industry, is drawing the attention of many capable persons and thousands of composers who are dependent on this industry, he said, "but we want to hear from the broadcasters about their new ideas in music."

A report on the first BMB survey, including methods, costs, materials published and results was illustrated with color slides by Hugh Feltis, BMI president. His report indicated $9,900,000 in funds remaining as of March 31, of the $1,400,000 subscribed.

Continuation of the BMB was urged by John McLean, advertising manager for Hall brothers, national greeting card concern, who represented ANA, and William B. Davis, (Continued on page 88)

Uniform Time Bill Pushed in Congress

Author Expresses Added Optimism Over Measure's Chances

UNIFORM TIME legislation gained support in Congress last week as Rep. Joseph F. O'Hara (R-Minn.) sought early action on his bill (H. R. 2740) to provide standard time for all commerce. Although Mr. O'Hara told BROADCASTING "only a miracle" would permit the bill to become law before daylight saving time starts going into effect on April 27, he was optimistic over prospects for a favorable hearing before the Interstate & Foreign Commerce Committee.

He declared his proposal would not interfere with urban communities which desire daylight saving for their working schedules, emphasizing that it applies only to "commerce," the regulation of time for radio stations, transportation, etc.

He said if the bill cannot take effect this year it might be amended to be effective next April 1. He asserted that interest in the proposal has never been better and that one network official had indicated network support.

There has been some misunderstanding, he continued, of what the bill would mean. He pointed out that it would continue in force throughout the year the standard time of each time zone. Determination of working hours would be left to each community.

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Net Income of CBS for First Quarter Is $1,498,151; Earnings Equal 87c a Share

Earnings per share for the first quarter of 1947 were 87c compared with 85c last year. Of the net income, $934,595 or 54c per share was realized from broadcasting operations and $563,556 or 33c per share from record manufacturing operations. The net income figures compare with $1,214,075 or 71c per share from broadcasting operations and $248,154 or 14c per share from record manufacturing operations for the corresponding period last year.

Earnings per share were calculated upon the 1,717,352 shares of $250 par value stock outstanding as of March 29, 1947.

Time discount and agency commissions, record returns, allowances and discounts showed a decrease this year from $6,928,434 in 1946 to $6,805,520 in 1947.

KANSAS CITY managers, hosts to NAB Area C at Muehlebach Hotel, were (1 to r): Arthur B. Church, KMBC; Dean Fitzer, WDAL; E. K. Hartenbower, KCMO; Ellis Atteberry, KCKN; Don Davis, WHB.

NAB UPPER LEVEL at Kansas City meeting included (1 to r): William B. Way, KVOK Tulsa, 12th District director; Justin Miller, NAB president; John J. Gillin Jr., WOW Omaha, 10th District director.
FCC Handles Its Hottest FM-TV Case

Free Speech Fight Won
By N. Y. Daily News
In Grants
(See story page 86 for N. Y. TV construction plans)

FCC HANDED DOWN its pro-
posed decisions in the New York
area television and FM cases last
week; and the FCC, in a decision
sufficiently that “a majority” favoring
American Jewish Congress bid to have
the New York Daily News dis-
qualified on grounds of racial bias
in news coverage.

The majority apparently reject-
ed, also, the announced conten-
tions of Conn. Clifford J. Durr
that AJC evidence was "entitled to
weight" and should be considered
adversely to the News "in a com-
petitive proceeding of this kind."

But the precise shades of Com-
mision thinking on the question—
whether the News policy might lead
to a broad policy declaration on
whether newspaper content will or
will not be considered in determining
the eligibility of a newspaper's quali-
fications as a licensee, were not
held for disclosure in "separate opinions"
to be issued "shortly."

Majority Action

The separate opinions, FCC said,
will deal with the majority's action
granting the motion filed by the
News, revoking the license, and the
record. Whether they will be con-
cerned primarily with the mer-
its of the particular charges in
this case or will use the particular
character of a newspaper's quali-
fications as a licensee, or both,
broader statement of policy was not indi-
cated.

The News contended AJC's evi-
dence not only was “unauthenti-
cal, impressionable, and untrust-
ful,” but posed the "most impor-
tant" question of whether FCC
believes it has power "to ap-
prove or disapprove the published
opinions and statements of facts of applicants for broadcast li-
censes, and, in the case of disap-
provial, to deny applications."

In picking through the 17 FM
applicants and proposing to grant
five and deny the 12 others (only
five channels are now available, 11
having been assigned previously
and four being reserved), FCC em-
ployed considerations of "fair dis-
tribution" of radio service between
geographic areas; extent of com-
mmercial programming; plans for
emphasis in particular types of
programming; seeming financial
and other limitations; AM per-
formance; FM promotion plans;
and in one instance effects on com-
petition between two newspaper
applicants.

The decision anticipated grants
to one New York independent
station, one network, one labor
group, one New Jersey AM station,
and one newspaper. They are (fre-
quencies to be assigned later):

WMCA Inc. (WMCA, Independent)—
10 kW effective radiated power, antenna

TELEVISION proposed
grants for the New York
area went to: Bamberger
Broadcasting Corp. (WOR New
York); Bremer Broadcast-
ing Corp. (WAAT Newark, N. J.);
ABC; United Broadcasting Co.,
News Syndicate Co. (New
York Daily News).

FM proposed grants went to:
News Syndicate Co.; WMCA Inc.
(WMCA, Independent—New
York); ABC; Union Broad-
casting Corp. of N. Y.;
North Jersey Broadcasting
Co. (WPAT Paterson,
N. J.).

FCC Seeking AM Data on Cost
Of Building, Revenue, Expense

A NEW FORM for broadcasters to
fill out—a questionnaire on con-
struction costs, revenues, and ex-
penditures of four AM and five
FM stations—was mailed out by FCC last
week to each AM outlet authorized
since Oct. 8, 1945.

The form asks for call letters and
number of AM and FM stations,
to which 20-minute day; and the
number of hours per week in the
FM license. The survey was made
only of Class A stations, but it is
expected that the AM stations will
be treated in the same way.

The form asks also for the station
name, the date of license, the
amount of the license fee, the
amount of the investment, and
the number of employees.

FCC asked that the forms be
returned by April 30, but provided
that "if you have already filed
with the Commission the necessary
information to the Commis-
sion and it would be burdensome
to repeat it here, please do so
individually."

In the request for over-all results,
but not individual station data,
will be made public.

Licensees and permitted were
asked to supply cost and equip-
ment costs or estimates "regard-
less of the present status of your
construction." FM construc-
tion, equipment, and operation
data, FCC said, should be excluded
"insofar as it is possible to do so."

active "limitations" on initial operations
(Mr. Fein, it was noted, proposed
to operate at first with a four-man staff
and a monthly operating budget of
$1,500, while Frequency Broadcasting
planned to operate with nine persons).

The chief differences among the
remaining appli-
cants, FCC proposed grants to
ABC because of the network's "high order of [Hut]
public service" and the
civic activities of its chief
owner, Nathan Straus, and his wife.

Five applicants then remained.
FCC proposed grants to
controlled by labor unions, two
to newspapers, and one by local busi-
nessmen.

Community Interests

The Commission pointed out that the
union applicants, Amalgamated
and Unity, are controlled by
organizations with large
memberships closely associated with
many phases of community life, and that
both plan to operate as "community
radio" rather than "labor" stations;
FCC preferred either of them to
Metropolitan Broadcasting Co.,
the applicant controlled by
businessmen.

Between Amalgamated and Unity,
the latter was preferred primarily because of (1) its FM effort;
(2) plans to include arrangements to secure $700,000
worth of FM receivers for re-sale
to its members without profit, and
(3) its plans to offer up to 51%
control to other local unions and
other civic and community organizations.

FCC also preferred either of
the newspaper applicants, WLIR Inc.
(Also proposed grants to Metropoli-
tan Broadcasting Co., as well as the
Other Applications

FCC next concluded that "the proposals of some of the applicants
are less calculated to serve the
public interest than are others":

(1) Metropolitan Broadcasting
Corp. (WPAT Newark, Channel 11,
and Bremer Broadcasting Corp.
(WAAT Newark), Channel 13. If
made official, the proposed
station will broadcast on seven
channels simultaneously to
New York City since
WCBS-TV, WNBT, and WB
are already in operation there.

(2) Peoples Radio Foundation,
Radio Committee of the Board of
Missions and Church Extension of
the Methodist Episcopal Church,
"New York Metropolitan Broad-
casting Co., because they plan
to "emphasize particular subject
matters of interest to certain groups" (People's Radio, organized by
persons "who believe that labor
has a right to be heard because
do not receive fair treatment
from existing radio stations,
and New York, owned by
National Maritime Union,
would emphasize labor issues,
while the Board of Missions would
dedicate itself to religious
propaganda (Protestantism);
(3) Radio Broadcasting
Corporation, New York, and
Bamberger Broadcasting Corp.,
because of compar-

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Broadcasting • Telecasting
THIS IS WHO’s NIGHTTIME BMB STATION AUDIENCE MAP

18 States Show 10%-100% Audience In 526 Counties

WHO
+ for Iowa PLUS +
DES MOINES . . . 50,000 WATTS

B. J. Palmer, President • J. O. Maland, Manager
Free & Peters, Inc., National Representatives

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Six full time local standard stations and nine daytime AM outlets, all licensed to the FCC. Of the latter, four grants involved local assignment while five are for 1 kW operation. The decisions were given by a board composed of Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Ewell J. Kent.

One of the grants, for Sherman, Tex., went to a company including a dairy farm owner, president and treasurer, Mr. Schmid, Mr. Schmid, and another former assistant manager of sales operations at MBS, has been appointed sales manager, and will be in complete supervision of the network's sales service, contract and estimate functions, reporting directly to Jess Barnes, MBS vice president in charge of sales.

Charles Godwin, MBS manager of station relations since November 1943, will continue in the same position.

Mr. Schmid, who has been vice president in charge of advertising for the past two years, joined the Mutual promotion department in July 1936, following previous associations with Young & Rubicam, New York City, and CBS.

Mr. James began his radio career in 1927 in sales promotion of NBC. He is co-author of The Technique of Market Research and was a founder-member of the American Marketing Society, now the American Marketing Association. Mr. James was recently named to the board of directors of the National Association of Broadcasters.

Miss Graef joined MBS in November 1943, and prior to that was secretary to the general manager of WOR New York and commercial traffic and contract manager of the station.

RDG-NBC Agree

RADIO-DIRECTORS Guild has reached agreement with NBC on its contract, with a specific deal to be offered by end of April. It was reported that the contract will resemble one being completed with CBS, calling for a $90 weekly minimum.

Fifteen More Stations Granted Including Nine Daytime Outlets

FCC Requires Separate Applications For FM or TV Antenna on AM Tower

FCC EMPHASIZED last week that separate applications for changes in an AM antenna must be filed when a proposal involves mounting an FM or television antenna on the standard broadcast tower.

Informal applications separate from the video and FM applications usually will be sufficient, the Commission said, although a formal application may be required "in some cases where a substantial change of structure of a directional antenna system is involved." FCC said numerous applications are pending but involve, do not indicate, combined AM-FM construction, and that some contain contradictory data. Applicants were asked to check their applications now on file to make sure that all pertinent information on combined construction is involved.

The Commission suggested that the same drawing of the antenna be used in applications for all three services, if AM or television antennas are to be placed on the AM tower.

Text of the FCC statement:

"There is a growing amount of confusion among applicants for broadcast facilities which involve the use of combined broadcast facilities, supporting structures for FM and television antennas. Commission rules governing FM and television broadcast stations require applicants to submit separate applications for a change of the standard broadcast tower. The proposal involves placing an FM or television antenna on the standard broadcast tower. Generally, informal applications separate from the FM and television applications may be filed. The present substantial change of structure of a directional antenna system is involved, a situation which may be supplemented and required.

As a consequence of the numerous applications on file involving combined AM and FM antennas, the FCC decided to require separate application. Some of these contain contradictory data. Applicants were asked to check their applications now on file to make sure that all pertinent information on combined construction is involved."

FCC said the new antenna application involves a dairy farm owner, president and treasurer, as well as a farmer, president and vice president. The tower is to be placed 77.3 miles by 100.8 miles from Ft. Wayne, Ind., at the site of the old WWNR tower.

(Continued on page 84)

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(Continued on page 84)
Peaceful

Peace is wonderful in the country. That picture proves it. But as long as you're in the business of buying radio time, you've got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we're glad. Because year after year, W-I-T-H continuous to deliver more listeners-per-dollar-spent than any other station in town.

You'll recall, too, that Baltimore is the 6th largest city in the States . . . this is a 5-station network town.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
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HOW TO USE A HAMMER

Basically, the idea is to drive the nail home with as few strokes as possible.
And, just as basically, the idea is the same in advertising—to drive the sale home with as few dollars as possible.

To achieve this purpose in Memphis and the Mid-South, your best buy is WMC, the NBC station for the rich Mid-South market—America's twentieth wholesale center.

—The station with the billion dollar market area

HIGHER BAND CHANGES ARE PROPOSED BY FCC

PROPOSED CHANGES in frequency service allocations affecting broadcasting, a result of plans to make additional frequencies available for industrial heating and medical diathermy were announced by FCC last week.

Bands affected include:
(1) The 470-890 mc band would be allocated for broadcasting; 470-475 mc for facsimile; 475-500 mc for facsimile, developmental broadcasting and television, and 500-890 mc for television. (The upper limit herefores has been 920 mc. It was the 480-920 mc band which CBS sought unsuccessfully to have allocated for commercial instead of experimental television.)

(2) The 890-940 mc band would be used by broadcasting and fixed services, subject to whatever interference developed from operation of industrial, scientific, and medical devices on 915 mc.

(3) The 940-960 mc band would be used by fixed services: 940-952 mc by FM studio-transmitter links, and 952-960 mc by fixed circuits except common carrier and television STL.

FCC said facsimile assignments could be made progressively upward from 475 mc in any area where the 470-475 mc band is fully utilized. Similarly, television assignments might be made between 475-500 mc wherever no assignments are available between 580 and 920 mc. FM STL assignments might be made between 590 and 940 mc wherever there is sufficient space in the 940-952 mc band. Oral argument will be held on the proposals if sufficient opposition is filed by April 30.

MEETING to formulate national research policies and to plan new agency research projects, four key research men of Foote, Cone & Belding gather in Chicago in first of series of semi-annual conferences. Standing (1 to r): Gordon Buck, Chicago; Sherwood Dodge, New York; and Charles Melvin, Los Angeles. Seated is Harold Webber, vice president and national director of media and research.

KCNA MAKES BOW

Air-Expressed Transmitter
Saves Day in Tucson

SMOOTH one-two play by KCNA Tucson and RCA Victor enabled the new Arizona station to go on the air on schedule April 10 after its transmitter had been air-expressed from Camden, N. J.—reportedly the first time in the history of radio this has been done.

The transmitter was installed atop the KCNA tower 24 hours after it left the RCA plant in Camden. Wayne Sanders, KCNA manager, estimated that more than two weeks of broadcast time was saved by the air shipment.

To make sure that its debut would be flawless-perfect, the KCNA staff had a full week of "dry runs"—rehearsing the entire production schedule for each day's broadcasting, from 7 a.m. to 11 p.m. According to Mr. Sanders it was well worth the extra effort, judging from enthusiastic letters received after their first broadcasts.

ASKS KAKC SALE

SALE of 25% interest in KAKC and KAKC-FM Tulsa, Okla., for $17,500 by Ethel B. (24%) and Robert W. Kellogg (1%) to Sam E. Avey, president and now 50% owner, is sought in an application tendered for filing at FCC. Glenn Condon, vice president, holds other 25%.

SPECIAL performances by such stars as Jack Benny, Edgar Bergen, George Burns and Gracie Allen, Amos 'n' Andy and many others will be available to the public on phonograph records in the near future when Audience Records, New York, will present its first series of comedy albums. Radio stations and juke boxes will not be permitted to play these records.
Men like these helped KENTUCKIANA LEAD THE NATION in agricultural gains

CLARK DELLINGER
Jeffersonville, Indiana
"WORLD CHAMPION FARMER"

This Clark county, Indiana farmer bought a cow on credit in 1918 to start his farm career. Since then he has set 20 State and World records with his Holstein-Friesian dairy cattle. As a "side-line" Clark Dellinger grows corn. In 1939 he equalled the existing state and national records of 180 bushels of corn to the acre. In 1946 he averaged 185.5 bushels per acre on four of the five farms he operates. On the fifth farm he topped 100 bushels to the acre on marginal land that formerly produced a top of 15 bushels.

H. C. BESUDEN
Winchester, Kentucky
"CHAMPION SHEEP RAISER"

Twenty years ago H. C. Besuden was star center on the University of Kentucky basketball team. Sixteen years ago he inherited his farm from his father and set about to improve the productivity of the land. Today every crop is a winning one. He raises tobacco and beef cattle and is a specialist in sheep production. In 1946 he won the International Livestock Exposition's Award for the grand champion carload of lambs. Agricultural Agent Eugene Culton rates him as one of the nation's outstanding sheep breeders.

PAUL SMART
Versailles, Kentucky
"STAR FARMER"

Six years ago this young Kentuckian had six lambs and a tobacco patch on a farm rented by his father. Today he is in partnership with his father and boasts 20 beef cattle, 70 sheep and acres in tobacco, corn, soy beans and lespedeza. What's more, in 1946 he became the second Kentuckian to receive the Star Farmer Award, conferred upon him by the Future Farmers of America. He was one of four young men out of a national membership of 55,000 to receive the award.

IN 1946 KENTUCKY'S FARM PRODUCTION LED THE NATION (base period 1935-44.)

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

Radio Station
WHAS
The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
Television Caravan Will Tour Country

Allied Stores Sponsoring Project With RCA's Cooperation

IN MID-MAY a "Television Caravan" organized by Allied Stores Corp. with the cooperation of RCA will set out on a five-month coast-to-coast tour. Traveling in six specially built General Motors cars, which will transport approximately $100,000 worth of video equipment as well as the tour's personnel, the caravan will visit 22 cities as diversely located as Boston, Tampa, San Antonio and Seattle, affording most of them their first look at television.

"This caravan primarily has been created to bring television to millions of people in the United States who have heard and read lots about television but who have never seen it," Russell A. Brown, Allied vice president, said last week.

The tour also will achieve two other purposes of almost equal importance from the viewpoint of its sponsors. First, it will give to the 22 Allied stores which will provide the caravan headquarters in each city an opportunity to observe at first hand the benefits of and the problems in connection with displaying and demonstrating television. Second, it will give to the seven national advertisers cooperating in the demonstrations a thorough laboratory course in the presentation of television material, especially commercials, of the product demonstration type.

In a typical city the caravan will spend a week in an Allied store, putting on an average of 14 one-hour video shows. In addition to the displays of the cooperating national manufacturers—Westinghouse Electric Corp., Hickok Mfg. Co., B.V.D. Corp., Hoover Co., B. F. Goodrich Co., Sherwin-Williams Co., United States Rubber Co.—three national magazines, Charm, Pie and House Beautiful, are participating in the tour. Charm will present a fashion show which will be changed each month to correspond to the newest styles as shown in the then current issue of the magazine. Pie will demonstrate men's fashions, such as how to tie a necktie properly. House Beautiful will tie in with displays of home furnishings and housewares.

Very good, Mr. BMB. Here are your figures. No wonder time-buyers say North Carolina is the South's Number One State, and WPTF is North Carolina's Number One Salesman.

WPTF CIRCULATION

BMB STATION AUDIENCE: 457,840 FAMILIES

Station Audience Reprint containing complete BMB audience information by counties and measured cities available upon request.
First, to the Advisory Board for the George Foster Peabody Awards:

Your recognition of WOW’s “Operation Big Muddy” broadcasts and film as “outstanding public service” (regional station) will give us added incentive to continue in the public interest.

Second, to all WOW sponsors:

You have a bouquet coming in connection with WOW’s Peabody Award. Your continued confidence in WOW permits us to spend a generous share of our income for worthwhile activities such as “Operation Big Muddy.”

Sincerely

John J. Gillin, Jr.
Pres. & Gen. Mgr.
Radio Station WOW, Inc.
FMA Group Hits 'Hip-Pocket' Licensees

FCC Study Is Sought To Speed Wide FM Service

By EDWIN H. JAMES

VEHEMENCE of condemnation of the "hip-pocket" licensees, who have failed to proceed with construction of FM stations after receiving construction permits or conditional grants from the FCC, was sounded last week by the Region 1 meeting of the FM Assn. at Albany, N. Y.

A resolution passed at the conclusion of the one-day meeting, the first regional assembly to be held by the new association, directed the FMA Board of Directors to urge the immediate review by the FCC of the status of all outstanding CP's and conditional grants for FM facilities "with the objective of establishing as soon as possible a nation-wide FM service."

Urged By Hofheinz

The passage of the resolution followed a luncheon address by Roy Hofheinz, KOFY-FM Houston, the FMA president, who told the more than 200 members and guests of the regional meeting that "we should speak out against groups and individuals who have held CP's or conditional grants on the theory they can be hip-pocket licensees."

Later, the members of Region 1 adopted a resolution commending the FCC for the "expeditious manner" in which the Commission studied the interference arising out of the 400-kc separation and for the speed with which the Commission announced its plan for the reassignment of channels.


"We should call upon the FCC to scrutinize every licensee who has not taken action after being granted a construction permit or conditional grant," said Mr. Hofheinz.

"We should also call upon the FCC to scrutinize every licensee who has not taken action after being granted a construction permit or conditional grant," said Mr. Hofheinz.

The FCC could appropriately say: "Within 30 or 60 days, if we expect concrete evidence of your intention to go on the air."

The time was ripe, Mr. Hofheinz thought, to stimulate lagging licensees to action. As the resolution adopted after his talk, pointed out: "The FCC has been advised that the transmitters for regular FM broadcast operation are immediately available, and (there is) reasonable expectancy of receiver manufacturers that approximately 2½ million FM receivers will be produced during the year."

In his luncheon address, Mr. Hofheinz also complimented the FCC for "its alert action" in issuing a new FM allocation plan (BROADCASTING, April 14), including that the combination of stepped-up equipment production and the timely action of the FCC in cleaning up the FM airways cleared the way for vigorous expansion of FM.

Other speakers addressing the first regional convention of the FMA, which drew a registration of 210 members and guests to the Ten Eyck Hotel in Albany, sounded similarly hopeful notes for FM's future.

W. R. Davidson, sales manager of broadcast equipment, General Electric Co., told a morning session that he foresaw national-wide FM service by the end of 1948.

Reviewing figures which had previously been released jointly by the FMA and the Radio Manufacturers Assn. (BROADCASTING, April 14), Mr. David reported that 710 transmitter units will be delivered by the end of 1947. GE, he said, had already shipped a total of 222 FM transmitters, 52 of them 250 kw, 15 1 kw and 55 3 kw, and will be able to supply 10 kw units "in quantity by late this summer. The GE 3 kw transmitters, which he described as "still a major project," may be ready for delivery in late 1947 or early 1948.

H. C. Bonfig, vice president, Zenith Radio Corp., reported estimates of transmitter production for next year that were also contained in the joint FMA-RMA release, and he pointed out the difficulties of FM set production.

FM manufacturers, he said, were still hampered by part shortages and by problems inherent in the inauguration of production on a new kind of radio.

"The average retail price of FM consoles," Mr. Bonfig said, "will be a temporary virtue in the higher cost, however. FM the audience, for the time being, will be small but devoted. FM broadcasters may sell their audiences as quality magazines now sell their circulation, he pointed out.

Dr. Edwin H. Armstrong, inventor of FM, visualized the future usefulness of "joining up FM stations" for program interchange, a technique with which his Alpine, N. J., station and WBCA Schenectady, 130 miles away, have been using for more than four years.

Mr. Armstrong demonstrated

(Continued on page 38)

Video Stock to Boom in '48 Election

Increased Output Also Predicted At Institute

By BRUCE ROBERTSON

TELEVISION'S "power of persuasiveness" may be the determining factor in the 1948 Presidential election, J. R. Poppele, president of Television Broadcasters Assn., said Monday at the opening luncheon session of the two-day Televis-

ion Institute, held at New York's Commodore Hotel under the auspices of Televi-

sion magazine.

After getting off to a slow start in 1946, video receiver production exceeded 18,000 sets in February of this year and 25,000 sets in March, with estimates for the 1947 total ranging between 300,000 and 400,000 sets, Mr. Poppele reported. With 11 television stations now in operation, 49 construction permits granted and a dozen applications pending, video program service will be within the reach of 40% of the nation's population by campaign time next year, he said.

Equally optimistic statistics were given by Joseph B. Elliott, RCA Victor vice president, who estimated audience at 3,000,000 persons, based on six to eight viewers for each home receiver and an average of 50 for sets in commercial establishments.

Mr. Elliott urged the video broadcasters to put on more daytime programs to aid dealers in demonstrating sets. But he warned that the work of the manufacturers in producing sets can be effectively checked by poor or insufficient programming.

Repeating and amplifying this warning at the Tuesday luncheon session, David P. Lewis, television director of Caples Co., declared that while everything possible has been done to turn out new video sets, "we've done far too little towards putting something good on their screens."

"Dramatic programs, which ought to be our long suit, are running 6% as against 36% for radio and much higher percentages for other entertainment media," he stated. "We have neglected studio production. We haven't trained nearly enough directors and we've given experience

in writing for television to almost no one."

The main responsibility for improving programs belongs to the television broadcasters, who could make a good start by letting in agency people who are eager to learn about television, Mr. Lewis added. "Television isn't going to be a profitable advertising medium until the agencies are solidly behind it, making their various contributions and aggressively selling it to their clients, which they aren't doing today," he said.

Mr. Lewis's argument was vigorously disputed by Harry Ban-

nister, general manager of WWJ Detroit, and its video affiliate, WWD "many of radio's present ills," he declared, "are traceable to program control getting away from the broadcasters. In television we are being very careful to keep

(Continued on page 42)
FOR 23 YEARS
Sponsors' Messages, On KFNF, Have Been Friendly Recommendations From One Good Neighbor To Another.

SHOE MAKER APPLIANCE CO.
SALES AND SERVICE
FRIGIDAIRE - DELCO HEAT - ZENITH RADIOS
DUO-TERM APPLIANCES
SHENANDOAH, IOWA
April 10, 1947

Mr. Frank Stubbs
KFNF, Incorporated
Shenandoah, Iowa

Dear Frank,

We have decided to allocate almost our entire advertising budget for the next twelve months to KFNF.

Our firm 52 week order, calling for 312 broadcasts, is herewith enclosed and additional spot announcement campaigns will be set up during the year - as previously discussed.

Actually, Frank, it is a real relief to us to get this basic campaign set. Our problem is, of course, to do a down-to-earth, solid selling job on quality merchandise among the rural people who make up the mass market for our products.

My experience as a day-in-day out advertiser on KFNF, for the past four years, has thoroughly convinced me that KFNF is the only advertising medium in the area which can do a really complete rural selling job for us.

In fact, in our opinion, the use or non-use of KFNF advertising might well be the difference between success and failure in the Shenandoah regional market, for any advertiser.

Consequently, we regard the enclosed 52 week contract as our best business insurance.

Very truly yours,

Don Shoemaker
SHOE MAKER APPLIANCE CO.

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
Transcription Producer Hits Back

Charges of Some Small Station Operators Declared False

EDITOR, BROADCASTING:
THIS is an open reply to the letters you have received from Messrs. Charles Barham, Jr., of WCHV Charlottesville, Virginia, [BROADCASTING, Feb. 17].—Milton J. Hinlein of KDRD Sedalia, Mo., and other small market stations that usually yell the loudest for good transcription syndicated programs at lower prices—and then become the most mute when the challenge is met. . . .

There are plenty of good transcribed syndicated shows available for use in small markets at prices within any advertiser's budget—at prices so low that any station with an eye to good programming can afford to sign them for use even as sustainers to bolster sagging or inferior program schedules, or simply to build audience for the station for a definite time period. The trouble is that many station managers want producers to pay for the privilege of putting their programs on the station. . . .

Tried Once
To refute Mr. Barham's argument completely, let me point out that five years ago we tried an experiment—offering a group of four successful tested transcribed programs at a package rate of $2.50 per ½-hour show. They were offered to 100 and 250 w stations in markets up to 25,000 population. . . . The stations were “crying” for programs at low prices at that time. But they passed them up, while advertisers and stations in the larger markets were paying anywhere from $10 to $60 per ½-hour show—the same shows.

We subsequently withdrew the offer. Later many of the same small market stations paid our usual minimum rates for these same programs, which was twice, or more than twice, the special package rate. . . .

Again (a year ago) we met the challenge, made up a special package of six of our shows selling successfully at prices based in accord with what they should bring in markets of varying size and on stations of varying power. We reported this to the NAB, and they printed it in NAB Reports. A mailing went to all stations in cities up to 25,000 population. “Sign for any two of these six shows and you earn the special rate.” But the offer was made with the foregone conclusion that the stations would pass them up. Again we were right, and withdrew this offer except to stations now being built. . . .

Program Costs
When Mr. Barham states that a department store in his city does less than a million dollars in business, while a store in Richmond does $16½ million—and bemoans the fact that Mr. Barham's client is asked to spend $30 per program for a ½-hour show costing, perhaps, $1,000 or more per episode to produce while the Richmond store is quoted $72 for the same program—does he ask himself if the price for a set of bedroom furniture costs the same in Charlotteville as it does in Richmond, for the same merchandise? Does the Charlotteville retailer charge only 42% as much (the ratio between program costs) or only 10% of what the Richmond retailer gets, because Charlotteville has only 10% as much population? Doesn't it cost as much to make that merchandise for both cities?

And when Mr. Barham states that station producers have placed their shows beyond the reach of hundreds of small stations we, as the oldest syndicated transcription company in America take issue with such a statement and prove that he is wrong by pointing to the more than 600 stations which we serve—enough of them small market outlets to convince us that we are right.

Does Mr. Barham realize that it takes as much time and effort and money to service a small station as it does one in a major market? That musical performance fees cost as much for a station in a small market as for a station in a metropolitan area? That pressings, too, cost as much for use in small cities as in large ones?

'Sample Seekers'
Is Mr. Barham aware of the fact that many small market stations, more frequently than larger stations, create extra unnecessary expense for transcription producers? That too many of them are notorious "sample seekers"? . . .

No transcription producer expects to sell everybody, any more than stations expect all listeners to tune in every program. But I'd like to see a station operator in the position of a transcription producer.

(Continued on page 68)
WHICH STATION WAS THE FIRST TO INSTALL ACOUSTICALLY TREATED AND SOUND-PROOF STUDIOS?

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

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

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.
April 21, 1947 • Page 29
LET'S SPEND A DAY
with the Boudreaux Family

1. Meet M’sleur Étienne Boudreaux!
"Glad to know you, sir" — says Étienne in perfect English. He still speaks a native “patois” on occasions, but more important—his money talks too!

2. Hypolite, Jacques, Wife Jeanne, and Jimmy
They live in the heart of the rich sugar area near New Orleans—have a prospering seafood industry at their front gate — oil at the “back door.”

5. Before Étienne’s shrimp trawlers depart, crew checks last-minute wind, tide and weather conditions — broadcast by WWL 4 times daily direct from U. S. Weather Bureau. This unique service is welcomed by entire fishing industry.

6. No day complete without “Dawnbusters” —WWL show specially pitched to the 3,486,182 people in WWL-land. Because of proven response, “Dawnbusters” has been sold out for 9 years to participating sponsors.

9. In the afternoon paper . . .
the Boudreaux family sees the WWL ad — telling of the “Biggest Show In Town” for them to enjoy tonight. Again, WWL is winning more listeners for its advertisers.

10. Evening on the bayou . . .
They all look over the WWL schedule that arrived in the mail today. So — when the radio is turned on tonight, it’s likely that the dial will stay just where it’s been all day, 870 — WWL.
3. Five a.m. and...
On goes Papa Boudreaux's radio to "Dixie's Early Edition" — WWL feature filled with important rural news, crop advice, and agricultural tips he wants to hear.

4. Large announcement in morning paper
reminds Mrs. B. of her favorite programs — high-Hooper WWL entertainment. WWL is the only New Orleans station using all forms of consumer media to advertise its advertisers.

7. At the office...
M. Boudreaux listens to an informative review of the markets which affect him — quotations, futures, trends — a WWL broadcast he depends on daily.

8. After school...
11-year-old Jacques responds to WWL's youth programs and herd improvement contest — another WWL promotion for the public good. (Each year WWL presents two registered bulls and a boar for outstanding work with herds).

No wonder... Morning, Noon and Night
Folks turn first to

WWL

The Greatest Selling Power in the South's Greatest City

50,000 Watts —
Clear Channel
CBS
Affiliate

Represented
Nationally by
The Katz Agency, Inc.
With January retail sales in the Salt Lake district up 23% over January 1946, Utah's hundredth year is off to a flying start.

Big things are happening in Utah this year. The year-long centennial celebration is putting people in a spending mood — and they have the money, with a statewide buying income of $3,746 per family. In Salt Lake County, where 39.49% of Utah's people live, the income is $4,705 per family.

KDYL, too, has something to celebrate this year. It's our 25th anniversary. With a quarter-century of broadcasting experience, KDYL is more than ever the popular station — the station most Utahns listen to most!

**TRIBUTE to Atlantic Refining Co. and its agency, N. W. Ayer & Son, will be paid this evening (April 21) by a hundred broadcast stations together with sports announcers, athletic directors, coaches and persons prominent in college and professional sports. The ceremonies will be held in connection with a banquet at the Warwick Hotel, Philadelphia. [BROADCASTING, Mar. 31].

Back of the tribute is the desire of broadcasters and others connected with sports to honor the oil company and its agency for high standards in broadcasting baseball, football and basketball over a period of 11 years.

Trophy will be presented to Robert H. Colley, Atlantic president, by Frank R. Smith, general manager of WWSW Pittsburgh, chairman of the Broadcasters Sports Tribute Committee for the Atlantic Refining Co. Plaque will be awarded Harry A. Batten, president of Ayer, with presentation by John Shepard 3rd, chairman of the board, Yankee Network.

Speakers include many persons prominent in public life. Among those from the broadcast industry who will deliver addresses are Clair McCollough, executive manager, Mason-Dixon Group; A. K. Rowsell, WWSW Pittsburgh; Bill Slater, sports announcer; Louis Nichols, assistant to J. Edgar Hoover, FBI Director, who will discuss radio's opportunity to contribute to the drive to combat juvenile delinquency.

A special network of 65 stations in the Atlantic Refining marketing area on the Eastern Seaboard will carry a half-hour program, 9:30-10 p.m. keyed from WIBG Philadelphia.

Members of the committee, besides Messrs. Smith, McCollough and Shepard, are Edward D. Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; R. C. Madison, WOR New York; William H. McGrath, WRDH Boston; E. S. Whitlock, WRLN Richmond; H. C. Wilder, WSBY Syracuse; Ernest Loveman, WPTZ Philadelphia.
See that intricate mechanism in the photograph? It's a toe-lasting machine... one of many types of shoe-building machinery produced by Boston's United Shoe Machinery Corporation for countless manufacturers.

New England's production of precision machinery keeps growing, growing... as do the pay envelopes of New England craftsmen, who consequently are willing and able to pay more for day-to-day necessities.

*75% of these necessities come from sources outside New England!*

Alert advertisers are getting their share of this purchasing-power, by telling their story over WBZ... the medium that reaches most of New England. NBC Spot Sales can tell you when and where WBZ's 50,000 watts can go to work for you!

**WESTINGHOUSE RADIO STATIONS Inc**

KDKA • WOWO • KEX • KYW • WBZ • WBZA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
Again WMT sponsors the Annual “CLEAN PLOWING CONTEST” to help Iowa Farmers

This traditional contest is one of the most talked-about and best-attended events in the Tall Corn State. Here is one more instance of how public service promotions make WMT your best bet to reach the richest agricultural market in America.

ON HAND to welcome Bill Oliver, former staff announcer of WMBD Peoria, Ill., who joined WGN Chicago staff April 19, are members of the “Peoria Club,” all alumni of WMBD, now with WGN. (1 to r): Ralph Batt, engineer; George Bauer, announcer; Jack Brickhouse, sports announcer; Connie Rivard, Mutual Publicity Dept.; Mr. Oliver; Ed Cooper, announcer, and Lee Elton, engineer.

Newport, Ky., and Columbus, Ind., Now Without Outlets, Get Proposed Grants

PROPOSED DECISIONS anticipating grants for new daytime stations at Newport, Ky., and Columbus, Ind., were adopted by FCC on April 11 and released last Monday.

The Commission proposed to grant the application of Tri-City Broadcasting Co., for a 1-kw daytime outlet on 1110 kc at Newport and to deny Moraine Broadcasters Inc.'s bid for the same facilities at Dayton, Ohio, on the grounds that Dayton has two stations while Newport, a town of 30,000, has none.

The second proposed decision looked toward a grant of Syndicate Theatres Inc.'s application for 1130 kc at Columbus, Ind., with 500 w, daytime only, and denial of Universal Broadcasting Co.'s competing request for the same channel at Indianapolis with 10 kw full-time, using directional antenna. FCC said Universal's proposed operation would violate NARBA by excessive limitation of CMKH GuantanamO Oriente, Cuba, but that in any event Columbus, without a station now, has more need for additional service than Indianapolis, which has five outlets.

Comm. Paul A. Walker was ill and did not participate in the decisions.

Ownership of the companies receiving the proposed grants:

Tri-City Broadcasting Co., Newport—Clarence H. Fleming, general manager and 26% owner of WFKY Frankfort, Ky., owns 56% and is president of Tri-City, and would manage its proposed station. Marshall L. Pence, WFKY commercial manager, owns 5%; he would become general manager of WPRT when Mr. Fleming took over the Newport operation. Other Tri-City owners: Robert B. Henley of Frankfort, Garvie D. Kincaid of Lexington and Aaron L. Ford of Washington, D.C., all attorneys with 21% each; James E. Mulliken and William R. Smith, 3% each.

Syndicate Theatres Inc., Columbus—The company operates nine motion picture theatres in Columbus, Franklin, Eminence, and Wabash, Ind., Trueman T. Rennbush is secretary, treasurer and beneficial owner of all outstanding stock, which is held in equal shares by himself and four nominees: Joseph P. Finneman, president and Grace Handley, William A. Halley, and William H. Dobbs. Syndicate Theatres has a conditional FM grant for Columbus.

Given proposed denials:

Moraine Broadcasters, Dayton, is controlled (96.5%) by Dayton Journal Herald and is headed by Lewis H. Rock, president of the newspaper organization, which he and members of his family control. Frank E. Mason, former NBC war correspondent and president of Fireside Press, New York book publishers, is vice president and owns 0.2% of the radio company.

Universal Broadcasting Co., Indianapolis, includes Frank E. McKinney (22%), ABC, vice president Robert H. Hinckley (20%), and Frank M. McHale (10%), who are associated in AM grantee companies at Terre Haute and Fort Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute. George C. and Wilda Gene Hatch, who have minority interests in KALL Salt Lake City, have 10% each.

U. S. NIGHT PROGRAMS STILL ON TOP IN CANADA

TEN MOST POPULAR evening programs in Canada are all piped in from the United States, according to the March national program ratings issued April 10 by Elliott-Haynes Ltd., Toronto. Programs and ratings are: Charlie McCarthy 42.5, Fibber McGee and Molly 39.3, Radio Theatre 39.3, Ozzie and Harriet 38.3, Fred Allen 31.1, Amos 'n' Andy 28.8, Hildysgarde Show 27.9, Bob Hope 22.9, Album of Familiar Music 21.6, and Take It or Leave It 21.2.

English language daytime Canadian programs for March rated most popular were: Happy Gang (Canadian program) 21.5, Me Perkins 18.8, Pepper Young's Family 17.8, Big Sister 17.6, and Lucy Linton 15.6.

First five evening French language programs in March were: l'Hommage a Napoléon 44.8, le Ralltement du Rire 41.7, Enchantant dans le Vivier 40.9, Talents de Chez Nous 36.3, and Juliette Beliveau 35.6.
IN THE GREAT NORTHEAST

Every night, Monday through Saturday, 6:30-6:45 p.m., there is twin billing in eastern and central New York and western New England! That's when George Miller and Bill Pope get together for the WGY SPORTS RECORD.

A double feature attraction, Miller and Pope, editors of the area's only sports newspaper—"Dorp Sporting News"—offer WGY's 1,045,717 radio families the latest dope in the world of sports from baseball to badminton . . . curling to cricket . . . football to fencing . . . interviews with champs, and on-the-spot reports.

Sponsored two nights weekly, the WGY SPORTS RECORD is now available Monday, Wednesday, Friday and Saturday. It's YOUR opportunity to get in on the last word in sports in the WGY area . . . the first word in male audience appeal! Sign up NOW for this double header before the 1947 baseball season gets under way! Get complete details today on this low cost show from your nearest NBC Spot Sales Office!

50,000 WATTS – NBC AFFILIATE WGY SCHENECTADY, NEW YORK

GENERAL ELECTRIC
RADIO TO CONTRIBUTE
New Edison Foundation Seeks
$450,000 From Industry

RADIO manufacturers, broadcasters and artists have been asked to contribute $450,000 of the $2,500,000 goal in the nationwide campaign for the recently established Thomas Alva Edison Foundation.

Mark Woods, president of ABC heads the radio industry campaign. Individual chairmen serving with him are John L. Ballantine, president of the Philco Corp., for manufacturers; Edgar Kobak, president of MBS, for broadcasters, and Paul Whiteman, orchestra leader, for artists.

Thirty industries associated with Mr. Edison because of his discoveries are participating in the project.

CANADA LISTS CHANGES IN RADIO FREQUENCIES

SEVERAL CHANGES and proposed changes in Canadian radio assignments have been reported by Canada to signatories of the North American Regional Broadcasting Agreement. By frequency, they are as follows:

1150 kc—CKOC Hamilton, Ont., now in operation with 5 kw direction alized (Class III-A station).
1240 kc—New 250 w station (Class IV) authorized at New Liskeard, Ont., and slated to begin operation Nov. 1. Call letters CKRS have been assigned to previously authorized 250 w station at a Computing, Que.
1260 kc—CFRN Edmonton, Alta., now in operation with 5 kw (Class III-A).
1400 kc—New 250-w station (Class IV) authorized at Truro, N. S. and slated to begin operation Nov. 1. Call letters CJFP assigned to 250 w station at Riviere du Loup, Que.
1450 kc—CKOK Penticton, B. C. de tered (see assignment on 1550 kc).
1670 kc—CPOW Owen Sound, Ont., formerly on 1600 kc, now operating at 1470 kc with 1 kw, directionalized a night (Class II-B station).
1750 kc—CKOK Penticton, B. C., formerly on 1650 kc, assigned 1550 kc with 250 w (Class II station).
1800 kc—KCVK Niagara Falls, Ont., operating with 1 kw directionalized a night, changes call letters to CHVC.

Philadelphia Radio Give: Support to Jewish Appeal

PHILADELPHIA radio, being called upon for the first time to perform a public service in behalf of the local Allied Jewish Appeal whose campaign for $10,350,000 was opened last week, responded 100%.

Every one of the nine local stations has scheduled spot announcements and program features in behalf of the Appeal. Jack M. Korn, head of the J. M. Korn Advertising Agency, is chairman of the charity drive’s Press and Radio Committee. Radio’s co-operation in the drive was pledged by the city’s station heads and program directors including: Joseph T. Connolly, WCAU; James A. Begley, KYW; Murray Arnold, WIP; Jack Steck, WPIL; Ed Obrist, WPEN; William Banks, WHAT; Patrick J. Stanton, WDAS; Edward Douglas Hibbs, WTEL and Edward Cleary, WIBG.

Dramatic on-the-spot broadcasts were the order of the day for staff of WJIM Lansing, Mich., when part of the city was inundated by the Grand River in early April floods. Pictured above are: (1 to r) Howard Finch, program director; Phil Molloy, announcer; Alex Uschuk, engineer. Red Cross credited WJIM appeals for food and clothing with doing much to ease suffering.

RADIO CENTER IS OPENED AT SYRACUSE UNIVERSITY
SYRACUSE UNIVERSITY celebrated the opening of its new $100,000 radio center last Sunday (April 13) with a week-long series of special inaugural programs.

According to Kenneth G. Barlett, radio director at Syracuse, the university now has one of the country’s most complete and modern college radio organizations. Syracuse’s radio center consists of a radio workshop designed by Clarence Jacob, CBS chief of studio design, and Radio House, devoted entirely to the instruction of nearly 400 students taking radio courses at the university.

In addition to its campus facilities, Syracuse University now has five other outlets for its programs: WSyr, WFBL and their FM affiliates in the city of Syracuse, and WJIV, a low-power experimental station licensed to GE.

“New England’s Most Powerful Radio Station”

NOW
50,000
WATTS
on
680 KILOCYCLES

DELIVERS OVER 100 MILLIWATTS TO BOSTON, PLUS AN EFFECTIVE SIGNAL FROM MAINE TO RHODE ISLAND

NEW ENGLAND’S BEST RADIO BUY

WEED & CO. NATIONAL REPRESENTATIVES

TRANSMITTER LOCATION 11 AIR MILES FROM BOSTON COMMON

Page 36 • April 21, 1947

Broadcasting • Telecasting
The quality of a diamond can be determined by looking at it through a jeweler’s eyepiece.

Not so simple is the evaluation of quality in the news service you select for your listeners. It must measure up squarely to nine fundamentals. The first six—objectivity, concentration of purpose, manpower, mechanical facilities, speed, accuracy—have already been defined in this magazine. Three more remain...

- **Scope**—an unrelenting effort to report every significant phase of human activity...from the foibles of life to all that is informative and essential.

- **Performance**—a day after day excellence...matured by years of experience.

- **Responsibility**—the active shouldering of rightness and worth-while-ness of keeping people honestly informed.

In any test of news service quality, The Associated Press measures up to these three fundamentals, just as it measures up to the six already named. That is the reason why more of the nation’s public-minded* radio stations have turned to The Associated Press than to any other radio news service.

*Watch this magazine next week for more on this subject.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.
such a program for his audience, on a receiver tuned to WBCA, some 11 miles from Albany. The program, he said was originating in a house in Yonkers, N. Y., sent on a 10 w transmitter across the Hudson to the Alpine station, received and retransmitted there to WBCA, which, situated on a mountaintop, received the Alpine signal and retransmitted it.

Dr. Armstrong said many stations could be linked in a similar rebroadcasting system, and he saw great possibilities in the extension of this kind of service to regional, but not transcontinental, hook-ups.

Hookup Described
At an afternoon session, Everett L. Dillard, president of the Commercial Radio Equipment Co., KOZY Kansas City and WASH Washington, reported on Continental Network (BROADCASTING, April 14), set up among 13 stations to broadcast a program played by the Army Air Forces Symphony.

Mr. Dillard reported that wire circuits had been used to tie in most of the stations in the Continental hookup but that radio relays had been used with some. The purpose of arranging the network, which will function only for the weekly series of AAF concerts, was to "demonstrate to the public, the FCC and the press the full potentialities of FM," he said.

At the luncheon meeting, George E. Sterling, chief engineer-designate of the FCC, explained the new FM allocation plan briefly and he and Cyril S. Braun, chief, FM section, of the FCC, and John Doane, FCC FM engineer, answered questions from the audience.

A panel on FM programming featured Elliott Sanger, WQXQ New York, and Morris Novik, New York radio consultant. Mr. Sanger reported that WQXQ pursued a policy of duplicating programs broadcast by its parent, WQXR, carrying both sustaining and commercial shows, the latter at no extra charge to sponsors.

Mr. Sanger pointed out, however, that he did not intend to suggest that other FM stations associated with AMs follow a similar policy of duplication. "The thing to do is to decide what audience you want and then tailor programs to it," he said.

Mr. Novik was opposed to program duplication. FM stations, he thought, ought to set about the job of "recapturing that part of the audience that no longer listens to radio." Without identifying his sources, Mr. Novik said he thought a considerable number of persons who used to listen no longer do.

In a panel on facsimile, A. J. Eaves, vice-president of Finch Telecommunications, traced the technical history of facsimile development.
HAS THE AUSTIN AUDIENCE

Use KNOW for the most effective promotion of your sales in the rich Austin market. KNOW gets more results because it has more listeners.

KNOW has a daytime BMB\(^*\) of 79 per cent in Austin and Travis County; nighttime 77 per cent. And the latest Hooper report\(^**\) confirms what many wise time-buyers already know—that KNOW is the most listened-to station in Austin . . . morning, afternoon and evening.

If you want to sell Austin, be sure to buy KNOW. Remember, KNOW gives you more dialers per dollar; and 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
\(^**\) Hooper Station Listening Index, Fall, 1946

RADIO STATION

KNOW

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK
WEED & COMPANY, Representatives
New York, Boston, Chicago, Detroit, Hollywood, San Francisco

April 21, 1947 • Page 39
**NEW PROOF THAT KFYR DOMINATES THE UPPER MIDWEST**

Robert S. Conlan recently asked seven percent of the radio homes within a fifty-mile radius of Bismarck, "To what two radio stations do your family listen most often?"

KFYR was listed as one of two most-listened-to-stations by 95.9% of the respondents. Next highest station—24.6%. One more proof that in the Great Upper Midwest, it's KFYR.

Your copy of this latest Conlan survey is waiting for you at the nearest John Blair office... or write for it. And while you're at it, why not ask for your copy of KFYR's BMB Audience Report Reprint, showing both U.S. and Canadian coverage?

*Two responses being received from each family, the total equals 200%.*

**Radio's Model Wives**

Radio’s “Ten Most Perfect Housewives” have been chosen by a committee of judges headed by Jacques Traube, chairman of the Perfect Housewife Institute, Brooklyn, and Mrs. Maggi McNelli, Florence Freeman, Jinx Falkenberg, WBNK; Pegge Fitzgerald, WJZ; Isabelle Weiche, WMA; Dorothy Day, WNBC; Kathy Kilgallen, Martha Deane, Bessie Beatty, WOR. Mrs. Beatty died suddenly April 6.

**FARM RADIO DIRECTORS TO CONVENE APRIL 30**

FARM radio directors from all parts of the country will convene in Washington April 30-May 1 at the Dept. of Agriculture. Kenneth M. Ganen, Assistant Director of Information in charge of the Radio Service, will be in charge of the meeting.

Secretary of Agriculture Clinton P. Anderson will address the farm directors during the second day of the conference. The program includes visits to the Beltsville Research Center and Plant Industry Station on the opening day, with the second day's program scheduled for various educational and administrative briefs. Talks and motion pictures will be followed by an off-the-record discussion of common farm director problems.
NOT JUST "LISTENERS", BUT LOYAL LISTENERS

In this five million population market, you will find folks ready to fight should you suggest that something over WSM is untrue. During the 21 years they've been listening at 650, the integrity of WSM statements has never varied. So listeners act with perfect faith on what they hear over this station.

This fact makes us the one medium which, single-handed, can deliver this market to the sponsors.
The TV Institute

(Continued from page 26)
control in the hands of the station.
Reporting on the status of WWD, Mr. Bannister stated that the image orthicon cameras ordered for June 1946 had been delivered just before Christmas; the transmitter, bought for Dec. 1 delivery, had arrived in April 1947. “The only thing we got on schedule was trouble,” he reported, including under that heading negotiations with engineers, IATSE, ASCAP, film companies and other groups. He estimated that Detroit’s present 2,000 video sets will increase to 20,000 or 30,000 by the end of the year and that the city will have coaxial cable service from New York by the middle of 1948.

Helen Rhoades, program manager, WRGB Schenectady, said that this station’s prewar audience has more than doubled, that WRGB is now broadcasting 14 hours a week, with about one-third of this time devoted to local programming.

Baltimore has three video CP’s, Robert Cochrane of the Baltimore Sun reported. The Sun’s television transmitter will be located atop the O’Sullivan Bldg. in the center of the city. With four race tracks and half a dozen colleges, including Annapolis, as local program sources, the Sun executives had expected to be hooked into the New York-Washington cable as a video network affiliate as soon as the station got on the air, he said, but AT&T informed them that they will not get terminal equipment for some months and that full network service is five to ten years away.

Ernest Walling, manager, WPTZ Philadelphia, said that since last September sets in the Philadelphia area have increased from 800 to 4,000 and concurrently, WPTZ’s program schedule has increased from two to seven days a week.

WRB Chicago also has baseball sold, Capt. W. E. Eddy, its manager, reported, and enough other shows to convince him that television is a commercial operation. Station broadcasts 35 hours a week, he said, with an audience of some 33,000 viewers on more than 2,000 sets, and hopes to begin operating in the black by mid-summer.

Completing the station roundup, Paul Mowrey, television director of ABC, said that this network has CP’s in Chicago, Detroit, Los Angeles and San Francisco, is waiting for one in New York, hopes to have its first station there and then move west. (ABC’s New York grant was announced in Washington almost as Mowrey spoke.)

Of the numerous papers on video programming read during the Institute, none was more enthusiastic than that of Mrs. Clara Burke, a “housewife viewer,” according to the program. She reported herself as having become an avid fan since watching video sports and predicted that television will help, not hurt, gate receipts through increased attendance by women. Her chief criticism was that “a maid didn’t come with her set,” as television is “the worst thief of a housewife’s time since Bell invented the telephone.”

The superiority of remote pickups over studio shows is largely due to the psychological appeal of the phrase, “We take you now to ...” which gives the televiewer at home “the privilege of a free pass to the best seat in the house for the most exclusive event,” according to Worthington Miner, director of television, WCBSTV New York.

Some Are Amateurish

Many amateurish studio programs and commercials may be blamed on their derivation from radio rather than from the visual showmanship of the theatre, movies or space advertising. Chester Kulesza of BBDO said at the Tuesday morning meeting on commercials.

“Radio,” he pointed out, “depends entirely on words, sounds and timing. The listener paints mental pictures from sound and impressions. In television, the picture is already supplied for the viewer, so he doesn’t have to depend upon his imagination. However, the viewer tends to be much more critical of what he sees than what he hears.”

Charles J. Durban, assistant advertising manager, United States Rubber Co. ascribed the failure of many video commercials to measure up to the improved camera work to advertisers and agencies who have not studied the techniques of commercial presentations as the camera crews have studied those of sports coverage.

Reporting on his agency’s experience in producing television programs for Vitalis, Ipana and Reid ice cream, Jose di Donato, television director of Doherty, Clifford & Shenfield, declared that the

WHY NOT T OR V?

Hooper Suggests New Call

—System for Video

A SUGGESTION to simplify the lives of members of both television industry and public, “not to mention the measurer,” was advanced by C. E. Hooper, president of C. E. Hooper Inc., in an address to the Television Institute.

“Why must television identify its stations with the initial letters W and X?” he asked. “Assuming they have not been assigned to some country, why not T or V? If they were followed by two or three other letters, television station identification would be literally as simple as ABC.” J. R. Poppele, president of Television Broadcasters Assn., pledged the support of TRA in the plan.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

Page 42 • April 21, 1947
Hooper says:

WHBF

Delivers the Quad-City Audience!

With four stations NOW operating in this market, the Hooper listening index for January-February shows WHBF's share of the morning audience in the Quad-Cities (Davenport, Iowa, and Rock Island, Moline and East Moline, Ill.) is greater than ALL OTHER STATIONS combined.

WHBF also is FIRST Monday thru Friday . . . also Sunday afternoons; and at night it is a close second.

Here is the New Story (By Hooper):

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*Daytime Station Only.
The Above Index Covers the Four Quad-City Stations.

BASIC ABC for the QUAD-CITIES

WHBF 5000 Watts Full Time

1270 KC

Les Johnson, V.P. and Gen. Mgr. Affiliate of Rock Island Argus
CALLING ALL SIGNALMEN
Army Signal Assn. Soliciting Membership Among Radio Communications and Allied Personnel

NEWLY ORGANIZED Army Signal Assn., which has elected as its president for a two-year term Brig. Gen. David Sarnoff, president of RCA, is extending invitations to radio communications personnel and all other U. S. citizens interested in military communications and photography to join the association and participate in its activities.

The association, a non-profit, non-political organization which maintains national headquarters at 804 17th St., N.W., Washington, D.C., is making plans for its first annual banquet the evening of April 28 at Hotel Pennsylvania, New York, and its first annual meeting and exhibition of military communications and photography equipment at Fort Monmouth, N.J., April 29.

Primary purpose of the association, according to Brig. Gen. S.H. Sherrill (Ret.), its executive secretary, is to safeguard and strengthen our national security. As a part of this overall purpose the organization will seek to preserve and foster the spirit of cooperation and goodwill which marked the wartime relations of the various branches of the armed forces and the personnel of industries—both manufacturing and operating—in the fields of communications, electronics, motion pictures, and photography.

Mr. Spier, producer, and Bob Tallman and Jason James, script writers, and will be accepted by Davidson Taylor, vice president and director of programs for CBS, at a New York dinner this evening.
“Idol Worship”

Idol Worship has always been an influential factor in radio selling. The power of “idols” to move people equals their power to move goods. WWJ, NBC in Detroit and first radio station in the nation, is richly endowed with both local and national favorites who have won the hearts and influenced the buying habits of millions of Detroitors. Hitch your product story to the wealth of stars that attract a host of listeners to WWJ, in America’s 4th largest market... where employment, production, savings and income are hitting peace-time peaks.
available now* on WIP—Philadelphia

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

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

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

House Group Will Investigate Reports Too Many Lawyers Make FCC Topheavy

SIZE OF FCC’s legal staff was questioned last week by Rep. Edward H. Rees (R-Kans.) Chairman of the House Post Office and Civil Service Committee.

Mr. Rees told Broadcasting his group would investigate reports that FCC is topheavy with “high-powered lawyers”—more than are necessary for efficient operation. If legislation is needed, he said, a bill would be written, or recommendations made to the Appropriations Committee, a subcommittee of which is scheduled to look into FCC spending first week in May.

Higher Echelons Filled

“My feeling,” said Mr. Rees, “is that we have too many people occupying supervisory or administrative positions compared with those who are doing the work. There is a tendency, when a re-duction in force is in order, to protect jobs of those in higher echelons while folks in lower grades are dropped.”

Referring specifically to FCC he said it “didn’t seem right that an agency with less than 1,000 employees should require 28 or 30 personnel workers, and one high-powered lawyer for every 10 employees.”

The Commission carried 853 employees on its Washington payroll as of July 1, 1946 with a total of 1,345 including field workers.

FCC will be first government agency, he indicated, to be subjected to personnel count. But before such an investigation can be started, the Civil Service Committee must clear its slate of high-priority legislation such as the Post Office bill. It may be late in May, therefore, before the inquiry is initiated.

Mr. Rees emphasized that any investigation he undertakes will be aimed primarily at “effecting more economy, efficiency and streamlineing.”

The personnel scrutiny was part of overall majority effort toward eliminating duplication of government personnel services in independent agencies [CLOSED CURT, April 14]. The move gained impetus from complaints reaching Congressmen of the number of lawyers being carried on the Commission payroll.

Civil Service Committee plans are being watched closely by Chairman Richard B. Wigglesworth (R-Mass.) of the Independent Offices Appropriations Subcommittee. His group is charged with trimming all unnecessary items from FCC’s proposed $7,500,000 1948 budget. He indicated keen interest in the personnel inquiry and complaints on the size of the Commission’s legal staff. FCC has already sent Mr. Wigglesworth’s committee a justification of its proposed budget [BROADCASTING, March 10].

W. E. Johnson to Manage WDEC in Americus, Ga.

W. E. JOHNSON, former program director and commercial manager of WMLT Dublin, Ga., has been named manager of WDEC Americus, Ga., new 250 w station on 1230kc.

W. E. Johnson, formerly of WMLT, has been named chief engineer of WDEC. According to Mr. Johnson, WDEC will go on the air soon after WRBL Columbus, Ga., vacates its assigned frequency.

WTD-FM Now WTRT

CALL LETTERS WTRT for the Toledo FM station formerly known as WTD-FM have been authorized by the FCC. WTRT operates at 97.7 mc. Stanley Speer, president of Unity Corp., which operates WTD and WTRT, has announced that WTRT soon will move into its newly constructed studios. Station director of WTRT is Donald Gehring, former patrolman captain.
WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA

On February 8, KSD-TV brought television to St. Louis—inaugurated a regular, commercial, 26-hour-a-week program schedule of studio shows, remote pick-ups, and films.

RCA equipment already installed includes a temporary 500-watt transmitter, a Super Turnstile antenna, microphones, image-orthicon cameras, television film projectors, console, and monitoring equipment. With a new 5-kw, RCA television transmitter—to be installed shortly—it is estimated that KSD-TV's effective radiated power of 20-kw will blanket 4,300 square miles ... bring television within the reach of approximately 1,461,000 people.

Plans also include the installation of an RCA 10-kw FM transmitter. Simultaneous FM and TV broadcasting from a single antenna will be possible using RCA's recently announced triplexing system. Also on order is a new RCA mobile studio to simplify at-the-scene telecasting and relaying.

The St. Louis Post-Dispatch, owned by the Pulitzer Publishing Co., is one of the many leading newspapers and top broadcasters to select television by RCA. Everything needed to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-D, RCA, Camden, N. J.
WRRZ Takes Air as 1 kw Outlet at Clinton, N. C.

WRRZ Clinton, N. C. went on the air April 8 as a 1 kw daytime ABC affiliate on 880 kc. Station is owned by Tar Heel Broadcasting System Inc., which also operates WRRF and WRFFF-FM. Washington, N. C.

Staff members of WRRZ include: George Waltson, formerly of WRRF, manager; Don Britt, formerly of WSJS Winston-Salem, program director; Herman Jolits, chief engineer; Bob Bowden, engineer; Dick Walsh and Joe Tew, announcers, and Martha Joyce Ross, secretary and receptionist.

WRRZ studios are in Clinton's Butler Bldg. and the transmitter is located a mile and a half from the town. The transmitter is a Gates and the tower a Wincharger. A GE console is being used.

The station has contracted for AF wire service (PA), and is using World Transcription library.

ADVERTISERS have the right to expect a much more comprehensive program of radio research than they are now getting. Archibald M. Crossley, president of Crossley Inc. and a pioneer in radio measurements, told last week's radio luncheon group of the New York section of American Marketing Assn.

"The first essential in that program," he said, "is a true cross-section of individual men and women in the United States of all ages, locations and economic levels. Ratings are not enough, market coverage studies and many more things have got to come, and soon.

"The second essential is a sound approach to the research program in the light of real needs, not high-powered salesmanship, but help to the advertiser. Directly upon the networks the responsibility lies to determine whether their research will be designed to paint the rosier picture for them or the truest picture for the advertisers."

Deploring the current rash of "ratingsitis," Mr. Crossley said that a rating change of tenths of a point or even a full point is not worth getting excited about. He urged that ratings be given "a common sense interpretation."

Touching on projections to total listeners in the United States, Mr. Crossley said that BMB's station information and the Hooper Diary Service are "moves in the right direction" but not "the ultimate in cross-sectioning the nation."

RESULTS!

Increased Earnings!

Having been a salesman for 20 years . . . it is my recommendation that every radio salesman take your course, because it will pay for itself with handsome increased earnings.

Ed Birr
WHB, Kansas City, Mo.

Contracts Count!

Your ideas work when put into actual practice. To date we have secured 2 former advertisers and one new major account, as a result of ideas derived from your sales clinic.

G. Marshall Jordan
Commercial Mgr.
WCAR, Pontiac, Mich.

$30,000 SALES!

Guy Farnsworth, with no previous radio experience except your school, has secured in three weeks more than $30,000 time sales. Your sales training course certainly paid for itself.

Robert M. Beer
Manager
WATG-FM, Ashland, O.

There is still time to register for either school

Jefferson Hotel
DALLAS, TEX.
April 28-29-30

Piedmont Hotel
ATLANTA, GA.
May 26-27-28

Wire or airmail your registration for one of these schools

Radio Sales Training School

Conducted by

THE FRED A. PALMER CO.
702 UNION TRUST BLDG.
CINCINNATI 2, OHIO

WANTS BETTER SURVEYS

Archibald M. Crossley Hits Radio Research Rash, Finds Much Room for Improvement

INDIANA BROADCASTERS GIVING SCHOLARSHIPS

COMPETITION for the first annual radio scholarship awards for Indiana university students was announced last week by George C. Biggar, general manager of WIBC Indianapolis, for the Association of Indiana Broadcasters.

The contest is open to all juniors at Indiana colleges and universities. Awards of $100 each will be made to three students displaying the greatest skill in radio announcing and newscasting, specialty program writing and broadcasting, or original script and continuity writing.

In addition to Mr. Biggar who is chairman, the scholarship committee includes G. F. Albright, WBKV Richmond, Ind., Carl Vadegrift, WOWO Ft. Wayne, and John Carl Jeffery, former manager of WKMO Kokomo.

Judges will be chosen from the executive staffs of Indiana radio stations. Winners will be announced on or before June 7.

Dr. Leigh Named to Head Two-Year Library Survey

DR. ROBERT D. LEIGH, who recently completed his work as director of the Commission on the Freedom of the Press, has been appointed to head a survey proposed by the American Library Assn. Survey to be conducted under auspices of a special committee of the Social Science Research Council.

The Carnegie Corp. of New York, last week granted $175,000 for the project, which will be a two-year study of how well existing public libraries are serving American communities and whether libraries should become future custodians of non-commercial radio, films and television.

Dr. Leigh served during the war as director of the Foreign Broadcast Intelligence Service for the FCC and was the first chairman of the UN's monitoring committee on international radio broadcasts.

Anniversary Dinner

BENTON & BOWLES celebrated its 15 years of incorporation last Monday night with a dinner at the Waldorf-Astoria, New York. A gold watch and a special edition for service to advertising was presented to Atherton W. Hobler, chairman of the agency's board, who joined the organization at the time of its incorporation. Aside from Mr. Hobler, four other agency members were honored at the dinner for 15 years of agency service. They are Charles Faldi, vice president and chief art director; Beneta Coxe, assistant account representative on General Foods; Julie King, in charge of consumer publicity service; and Lillian M. Mappus, media department, contracts and estimates.
WHEN THE CAT CHEWED GRASS
IT WAS A SIGN OF RAIN

Not so many years ago, many farmers as well as other people relied on "sign" to forecast weather . . . when the cat chewed grass or there was a ring around the moon, it was a sign of rain.

Weather is especially important to the farmer . . . today, he is independent of unproved "sign" or even of his newspaper which may reach him a day too late. Today he uses his radio—and in 88 of the 254 counties in Texas, farmers and ranchers depend on WOAI.

Regular weather forecasts and warnings are but one type of the services afforded by WOAI to its huge audience. Daily market quotations keep the farmer and rancher up-to-date on prices . . . such programs as the Farm and Home Hour and the Texas Farm and Home Hour; Farm and Ranch Program; Farm News and various stock show broadcasts inform them of the latest developments in crop raising, the care of stock, farm and ranch legislation and other matters related to this tremendous agricultural industry.

Farmers, ranchers, oilmen and others living some distance from towns depend on WOAI even more than city audiences for entertainment suited to their tastes . . . and for features such as news and news commentaries, also.

WOAI is the only 50,000 watt clear channel broadcasting station serving 88 huge counties in Texas. Its listeners are also its "fans"—and its customers . . . WOAI serves all of them with the best.
PEORIA GOES TO A PARTY

Pioneer radio station WMBD Peoria, CBS outlet for Central Illinois, has an enviable reputation for doing things in a big way. No exception was the spectacular success of the station's final day's activities in a month-long 20th Birthday Celebration.

Some 14,000 persons were the station's guests at the March 22nd Open House and entertainment pictured here. High spot was the personal appearance of Bob Hawk, also celebrating 20 years in radio. $2,400 in prizes was donated by Peoria merchants.

The Biggest Show in Town was indisputably presented by WMBD as the King's Jesters (CBS), Bennett Sisters (CBS), and staff artists supported Hawk. WMBD is sincerely appreciative of the great response accorded its efforts and those of its great guest star, Bob Hawk. The occasion will be remembered. WMBD — Peoria, Illinois
ST PEORIA, ILLINOIS TO SEE BOB HAWK SHOW PRESENTED BY RADIO STATION WMBD AS PART OF 20TH BIRTHDAY PARTY.

ENTHUSIASTIC WINNER of valuable prize embraces Quizmaster Bob Hawk as Master-of-Ceremonies Milton Budd, of WMBD staff, and audience give way to merriment. Two shows packed in well over 11,000 people. Undeniably good time was had by all ... station's domination and popularity conclusively shown.

INTERESTING FEATURE of the show was Miss Irene Kircher's rendition of "St. Louis Blues". Miss Kircher, now a secretary on the WMBD staff, sang the same number on the first musical program broadcast over the station in 1927. Many remembering original broadcast sent fan mail.
Lest You Forget

THE RADIO WRITERS Guild is talking strike against the major networks. Because it looks like a battle of the behemoths — networks against high-salaried craftsmen — there may be little disposition for others in radio to become concerned.

Is it that?

The RWG says it simply wants recognition for freelance writers. It contends that more than half its members earn less than $2,000 per year. What RWG doesn’t state is whether these writers have any other income sources — from magazines, newspapers, motion pictures, or regular jobs.

Lest we get the impression that this is another garden variety labor negotiation, let’s check back. In these columns on Jan. 20 we quoted from Hollywood’s confessional “Communist Infiltration in the United States—Its Nature and How to Combat It.” It was issued by the Chamber of Commerce of the United States.

The passages quoted related to the plan spawned in Hollywood for the formation of an American Authors Authority, as a marketing monopoly which would copyright and lease to users all writings by American authors. It was to begin with scripts for screen and radio and articles for magazines. It would become exclusive agent for successful writers.

“It is obvious that these techniques are similar to those used successfully by Petrillo in forcing musicians to join his union and compelling radio and recording groups to follow his rules,” said the Chamber’s pamphlet.

RWG, along with the Screen Writers Guild was named as among the groups which “overwhelmingly” accepted the plan. RWG’s present insistence that writers be given licensing rights to scripts and material certainly gives substance to this contention.

RWG’s efforts are in the direction of formation of a writers’ ASCAP.

RWG insists upon collective bargaining for freelance writers, the bulk of its membership. Yet there has never been a determination by the NLRB whether freelancers are independent contractors or employees. If independent contractors they cannot bargain collectively. It doesn’t entail much depth to determine the hold RWG would get upon all writers if the freelancers are recognized as employees.

In considering the RWG demands, it is important not to overlook the broader AAA project. The AAA philosophy is toward regimented thinking. That is the cornerstone of Communism. Radio’s use as an instrument of psychological warfare lies too recent in the memory of all of us to be ignored in any development which may be even remotely susceptible of being used to control the thinking of Americans.

BLUE BOOK Petition on the FCC now is on the open. Commissioner Dunn accepts his colleagues’ laxity and failure to fulfill “promises” on program regulation. The fact that the law precludes the FCC from control over programs is blithely ignored. The FCC of course, must bear the burden of internal decisions. Incredibly stems from such mischievous a document as the Blue Book, which Commissioner Dunn now charges, has been bleached.

Station Population

BEFORE the Government economy wave, when questionnaire-itis was endemic, snowstorms of that multigraphed stuff flowed from FCC辖quarterpage-sheets, accountants, and clerks worked overtime. Now, happily, they’re down to mere flurries. The Budget Bureau has seen to that.

An extracurricular shot emanated from the FCC the other day. It seeks information on construction costs, revenues and expenses of standard stations constructed since the end of the war. Without belaboring whether this questionnaire is good or bad, warranted or not, we agree it will yield interesting results.

The questionnaire is simple enough. In addition to investment, revenue and expense data, it carries a column headed: Broadcast Income (or loss).

That parenthetical interrogatory may be prophetic. Since the war’s end, the FCC has authorized upwards of 600 new standard stations; nearly 800 FM stations. It has granted several hundred stations modifications of facilities. It has more than doubled the station population (licensable construction).

Will what the questionnaire returns show? We can merely surmise. There will be certain new stations, in markets which were underserved, that will show reasonable return. There will be others in major markets — daytime particularly — that will show profit. In most cases, it will be found that these stations are operated by experienced broadcasters.

Then, there will be stations, in major and secondary markets alike, that will not be able to use black ink. These will be in markets already adequately served or underserved. Most of them are operated by neophytes in radio.

As new stations, already authorized, take the air, the competition will quicken. FM stations likewise will start in increasing numbers and will acquire audience, for the manufacturers are driving hard on FM distribution. Markets with one or two newspapers will have from two to seven stations.

When it comes to survival, sales ethics usually go out the window. Prices will be cut; rate cards become the asking price. Commercials that ordinarily hit the Web will hit the air. The small network outlets — usually the oldest established stations with the best assignments — will get the cream. And the fringers will fight for the crumbs.

Not a pretty picture. Probably not the picture that will show up in the FCC’s survey.

Only about 150 of the some 600 new AM stations are on the air, while about 200 of the 800 newly authorized FM stations are in operation.

What about a year from now? Still in the realm of surmise, but supported perhaps by the previous activity? There will be many stations on the block. Others will have consolidated. Perhaps an FM network will be under way. But there will be talk of subsides again, as there was before the war, when one station on the AM were in black ink and weekly and small daily newspapers were dying like flies.

There will be more stations making a living, but most of these will be operated by businessmen with the radio knowhow — not necessarily present day owners, but among the new crop of owners who learned the rudiments as engineers, salesmen and operators, or at agencies.

A year from now, we venture, it won’t be necessary to have a survey to get the answer.

BROADCASTING • Telecasting

Our Respects To—

RICHARD POWER DOHERTY

B ACK in the early 20’s a young physicist at Clark U., in Worcester, Mass., dabbled in rocketry. And also in intelligence fields, propulsion and rockets—under the wing of the outstanding authority of that era in those arts, the late Prof. Robert Goddard. The earnest student was Richard F. Doherty, now chairman of employee-employer relations at the NAB.

At the same time Clark U. was famed for its group of sociologists and economists. Student Doherty soon found himself more concerned with human problems than the science of propulsion, a switching of interests that led him into one of the fastest developing arts of this decade—the art of industrial relations.

Probably it was a childhood influence that led to the decision. As a lad Dick had sat across the dinner table from the elder Doherty, hearing a recital of day-by-day labor and management problems at the textile mill in Wilton, N. H., which incidentally was his birthplace (May 6, 1906). As mill foreman, the family head saw both sides of controversies between workers and management.

Though young Doherty’s avid interest in humans and the world they live in led him to magna cum laude at Clark in 1926, he found ample time for sports. A gnarled digit is a souvenir of the time he stopped a baseball in unconventional manner. He ran a fast hundred on the track team, and broad-jumped between heats. In winter he played basketball, college and semi-pro.

Emerging from Clark with an A.B., he went to Brown U. as a graduate fellow in economics, becoming assistant to the director of Brown’s famed Bureau of Business Research. In 1928 Boston U. offered him a post on the faculty of its College of Business Administration.

There he became head of the Economics Dept. and professor of economics fields. Here he found himself consulted frequently on employee relations, especially after the NRA was formed in 1933 by President Roosevelt.

During the turbulent days of the 30’s he served as arbitrator and as panel chairman for many types of labor disputes. Ever since he has been called on as arbitrator, conciliator and mediator of labor-management problems, as well as serving as management consultant to many New England firms.

Out of that combined campus and practical experience developed an idea that marks an epoch in labor relations. The idea crystallized in 1941 in the form of the Industrial Relations

(Continued on page 54)
OREGON...
Fishermen's Paradise

Visit this sports wonderland on your vacation trip this year... and enjoy Oregon's friendly hospitality.

Friendliness is characteristic of Oregon as a state... and of KOIN as a station.

KOIN
A Marshall Field Station
PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
Respects
(Continued from page 58)
Council of Metropolitan Boston. Since its formation he has been executive director, giving up the post to take the NAB employer relations directorship.

The Boston idea, once a daring experiment, now promises to become the pattern for a nationwide series of labor-management councils. The idea is simple. It consists of representatives from industry and labor unions in the Greater Boston area. They seek better understanding; better industrial relations; amicable settlement of disputes without recourse to governmental intervention.

They not only seek these desirable developments; they get them, and all eyes in the industrial and labor world have been watching the success of the undertaking. In the process Mr. Doherty has acquired an intimate and practical knowledge of labor-management problems and operations, and enjoys the confidence of both groups. He has been called in as consultant and speaker in all parts of the country, and has written many articles on the subject, as well as four books.

In 1944 he organized and directed a weekly Radio Forum on WEEI Boston, conducted without script as a candid broadcast of timely and important industrial relations problems. His wartime record included Fuel and Food Administrator, Massachusetts; Deputy Executive Director, State Civilian Defense Council; Chairman, East Coast War Services Conference. Later he became a member of the U.S. Chamber of Commerce national economic policy committee and President Truman’s Labor-Management Conference.

Reduced to their essence, Mr. Doherty’s labor relations ideas are simple. First, he figures management should devote as much thought to human engineering as to production engineering; when they are integrated, a major step has been taken. Second, labor, too, has responsibilities and must recognize management’s rights, as he believes. Perhaps one word—teamwork—based, of course, upon mutual responsibility, best describes the Doherty theory, an analysis that is gaining wide acceptance in the industry.

At NAB Mr. Doherty has developed a complete employment relations service, aided by a staff of specialists familiar with all phases of the subject.

In his trade association work he gets all over the country, which isn’t too bad because traveling is a hobby with him. But his other hobby, photography, was dropped when war work took over all of his time. Not a joiner he belongs to only one club, Boston’s Algonquin Club. He married Dorothea Sullivan, of Belmont, Mass. They have one child, nine-year-old Judith.

MURROW AND SHIRER DEBATE AT LUNCHEON
A SCHEDULED discussion of “Freedom of the News” at the Overseas Club luncheon in New York last Wednesday turned out instead to be an airing of differences between William Shirer, recently resigned CBS commentator, and his former boss, Edward R. Murrow, CBS vice president and director of public affairs.

The “real reason” that CBS accepted his resignation was unknown to Mr. Shirer, the commentator said. “It is true that CBS did offer me some other time on the network...after 11 p.m.?” Mr. Shirer continued.

Mr. Murrow pointed out that Mr. Shirer had a contract with CBS and an independent contract with the sponsor, and when the latter decided not to renew its option on the commentator CBS had to decide: (1) whether to continue Mr. Shirer on a sustaining basis, (2) replace him with another program acceptable to the sponsor or (3) replace him with a man who could duplicate Shirer’s news sources, background, etc., could do a better job.

The decision to switch Mr. Shirer out of the Sunday period was taken to improve the sum total of the CBS news analysis and news broadcasts, said Mr. Murrow.

Radio Club Elects
TORONTO RADIO Executives Club at its annual meeting April 9 elected Spencer Caldwell, trans- mission division manager, All-Canada Radio Facilities, as president. He succeeds James Knox, now of MacLean-Hunter Publications. Other officers elected were Sid Lancaster, Radio Repre- sentatives Ltd., vice president; Ted Rut- ter, statistician of Horace N. Stovin Co., treasurer; Wally Slater, Radio Representatives, Ltd., secretary. William C. Wright, former of the club, who operates a station representative business under his own name, was voted a life member.

Swiss Delegates
FRANZ VON ERNST, Director of the Bern (Switzerland) Bureau of Telecommunications is expected to arrive in New York City April 21. He will be accompanied by Vice Director Gerald E. Gross. They will spend a week in New York and then proceed to Atlantic City to prepare for the International Telecommunications Conference beginning May 15.

Heads European RCA
VICE-ADMIRAL WILLIAM A. GLASSFORD, USN (RET.), has been appointed European manager of RCA with headquarters at London, Brigadier General David Sarnoff, president of RCA, has announced.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR MARKET OF EASTERN CANADA

B.B.M.
5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N.Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN

Page 54 • April 21, 1947

Broadcasting • Telecasting
YOU MIGHT PLAY BILLIARDS FOR A BILLION YEARS*

BUT—you couldn’t "bank" into Western Michigan without WKZO-WJEF!

According to C. E. Hooper, WKZO-WJEF in Grand Rapids-Kalamazoo do a better job in these markets than ALL stations of any other network, combined.

Our daytime figures are comparatively better than at night—but from 6 p.m. to 10 p.m. the Shares of Audience are as follows: WKZO-WJEF, 37.3%... all other CBS, 6.7%... all NBC, 36.9%...

*Playing 24 hours per day, it would take you that long to make all the 63 quadrillion possible shots, in billiards.

To you who know WKZO-WJEF's better programming—and to you who understand the wall of fading that isolates Western Michigan from "outside" stations—these figures will be no surprise. To everyone else, we sincerely say . . . if you investigate, you'll buy WKZO-WJEF.

WKZO
FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF
FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Telecasting

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George Biggar is Named To NAB Code Committee

GEORGE C. BIGGAR, manager of WIBC Indianapolis, has been named to the NAB Special Standards of Practice Committee, now in the process of developing a new code for the association.

NAB has named the following committee chairmen for the 8th District: Program, Worth Kramer, WJR Detroit; Public Relations, Clarence Leib, WGBP Evansville; Small Market Stations, D. E. Jayne, WELL Battle Creek; Employee-Employer Relations, Mr. Biggar; Engineering, Donald A. Burton, WLBC Muncie, Ind.; Sales Managers, Harry W. Betteridge, WWJ Detroit.

RMA Schedules Industrial Relations Seminar In May

THIRD Industrial Relations Seminar will be held May 7-8 by Radio Manufacturers Assn. at the Hotel Pennsylvania, New York, with leaders in the labor relations field scheduled to address the meeting. Presiding will be Glenn W. Thompson, Noblitt-Sparks Industries, chairman of the RMA Committee on Industrial Relations.

Speakers include Dr. M. S. Veitels, director of personnel research and training, Philadelphia Electric Co.; Edgar L. Warren, director, U. S. Conciliation Service; Albert Ramond, president Albert Ramond & Assoc., New York.

H. G. Alexander, formerly with Gates Radio Co., Quincy, Ill., has joined Collins Radio Co., Cedar Rapids, Iowa; opening offices in Omaha, Neb. at 1311 N. 18th St. Telephone: Kentwood 9096. Mr. Alexander will handle sales in Kansas, Nebraska, Colorado, Wyoming, Montana, North and South Dakota.

Michael Elliott, former sales promotion manager of Mustcraft Corp., New York, and more recently general sales manager of Larry Finney Inc., that city, has been named east coast director of Davis Weiss Inc., New York public firm.

Steve de Baun, formerly with N佰's press department, has been appointed publicity director of new RCA showroom which will open soon at 36 West 49th St., New York City.

Virginia Evans, formerly with public staff of MBN Chicago, has joined Public Relations Affiliates, Chicago, as head of women's events department.

Lawrence Phillips, executive vice president of UBO Camp Shows, has joined Allen D. Du Mont Labs., New York, as consultant in management. He will continue with UBO until its dissolution at end of this year. In addition to working with Du Mont.

Fred E. Russell, who has been with Sylvania Electric Products Inc., New York, since 1943, has been appointed controller for central engineering department of Sylvania. He will take charge of general business and accounting of company's research, advance development and metallurgical research laboratories.

L. John Denny, former technical director of ITET's telephone properties in Spain, has been elected vice president of Federal Telephone and Radio Corp., New York, domestic manufacturing affiliate of ITET.

Fred L. Bartlett has been appointed field service representative in Sunbury, Pa., for WABX Home Radio Division. Ralph S. Kersten has been named field service representative in St. Louis, Alfred H. Kuttruff in Chicago, and Harold A. Loring in Atlantic.

William L. Dougherty, former program manager of WPRI Alexandria, Va., and previously special events director of WKSM Youngstown, Ohio, has joined Radio Capitol Services, Washington News Bureau, as chief of radio production division of bureau.

John K. McDonough, former director of Purchases of Colonial Radio Corp., Buffalo, subsidiary of Sylvania Electric Products, has been appointed assistant to vice president in charge of operations of firm. James H. Dray, former assistant to general manager of Sylvania's fixture division, succeeds Mr. McDonough as director of Purchases for Colonial.

William Meyers, former advertising manager of Tele-Tone Radio Corp., New York, has been appointed advertising manager of Thames Radio Corp., Long Island City (electrical indicating instruments).

John Battison, developmental engineer at EMR Service, Kansas City, has returned to development as chief engineer of high frequency transmission section of Federal Telephone and Telegraph Corp.

Ed Dunaway, former chief of Radio Package Features, New Orleans, and Jane McMillen, with New Orleans AP office, have announced their engagement.

Carlton A. Johnson, formerly advertising manager of Rheem Mfg. Co., San Francisco, is opening own San Francisco advertising relations firm. He will continue to handle public relations for Rheem on external basis.

Hummert Radio Features, New York, has been presented War Dept. certificate of appreciation for contributions to War Dept. In rinsing, producing and directing radio shows in support of war effort.

Neil McDonald, executive of Bertie Milligan Publicity & Public Relations Service, Hollywood, is on seven week survey in 40 states to see what radio editors want in the way of news originating from that city.

Commodore Productions, Hollywood packager of radio and transcribed shows, has moved to 1250 North Highland.

WFBC
GREENVILLE
SOUTH CAROLINA
NBC 5000 WATTS DAY OR NIGHT

getting ready to give 'em BOTH BARRELS!

Yes, powerful don'ts 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 Watts Daytime

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

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BROADCASTING • Telecasting
Double Duty! FOR RADIO ADVERTISERS

KTUL
TULSA’S ONLY EXCLUSIVE RADIO CENTER 5,000 WATTS—DAY AND NIGHT

KOAM
OKLAHOMA CITY’S ONLY 50,000 WATT STATION

The Sooner Twins
Represented now by . . .
Avery-Knodel, Inc.

Perfect Coverage in Oklahoma and the Southwest
Richard Hudnut, New York, will introduce a new line of hair preparations this summer on its CBS "Jean Sabin Program." Show now advertised, Du Barry products, Agency, Kenyon & Eckhardt, New York.

PREVIEW FASHIONS, New York (mail order apparel), has appointed Rodgers & Brown, New York, to handle advertising. Radio will be used.


QUENCH Co., Seattle (Quench soft drink), has appointed Max Wilkins, Cole & Weller, that city, to handle advertising. Radio will be used in selected Pacific Northwest markets.

CENTRAL CALIFORNIA BERRY GROWERS Assn., San Francisco (cooperative), has appointed Botsford, Constantine & Gardner, that city, to handle advertising in 11 western states. Radio is currently being used locally and will be expanded to include other areas.

HOEFLER CANDY Co., San Francisco, has appointed Frank Wright National Co., that city, to handle advertising in 11 western states. Radio is currently being used locally and will be expanded to include other areas.

CARDIS MOTORS, Puerto Rican distributors for Chevrolet, Buick and Cadillac motor and Fisher Body trailers, will soon sponsor new program, similar to March-of-Time, dramatizing various localities on the island. Puerto Rico office of McCann-Erickson, handles ad.

NEW YORK UPHOLSTERING Co., Plymouth Park, has appointed Rodgers & Brown, New York, to handle advertising. Firth began half-hour record program Apr. 14, seven times weekly, 1:30-2 p.m., on WILK, Wilkes Barre, Pa.

GEORGE WESTON Ltd., Winnipeg (bread and cakes), has started 17 quarter-hour programs of transcribed now "The Kris Kross," on 13 western Canadian stations. Transcriptions were sold by All-Canada Radio Facilier, Winnipeg.


BLUE RIBBON Corp., Toronto (food products), has started 5 minute transcription "Time to Sing" on western Canadian stations. Agency: Cockfield Brown & Co., Toronto.

MUTUAL LOAN Co., LAGOON AMUSEMENT PARK, and O. C. TANNER (manufacturing jewelers), all of Salt Lake City, have appointed Cooper & Crowe Adv., that city, to handle advertising. All accounts will use radio.

HERSchEL W. McCaLLey, former personnel manager for the X-Ray Division of New Electric Co., Chicago, has been appointed personnel manager of Igelheart Bros., Evansville, Ind., unit of General Foods Corp.


TILFORDS RESTAURANT, Los Angeles, has appointed Atherton & Co., Hollywood, to handle advertising. Radio is being used.


Export Advertising Assn. Annual Meeting April 30
ANNUAL MEETING and elections of the Export Advertising Assn. will be held April 30 at the Belmont-Plaza Hotel, New York. J. B. Powers, president of the association, has been nominated for reelection; Alvin J. Kron, treasurer of the association and executive vice president of Gotham Adv. Co., has been nominated for vice president; Walter R. Bickford, editor of Export Credit and Shipping, is on the list for reelection as secretary, and Paul R. Krumins, president of National Export Adv. Service, as treasurer.

Zobian Switches

TURNTABLE

Guy F. ZWahlen, former commercial manager of WLOK, Lima, Ohio, has joined Frederick W. Ziv Co., Cincinnati, as account executive.

STANToN KRAMER, former special events director of WGN Chicago, has been appointed vice-president in charge of sales in nine western states for Finley Transcriptions Inc., Los Angeles.

NEIL MACDONALD, formerly with art department at Arthur Finley Inc., New York, has been appointed head of art department of Signature Records, New York.

GARRY CARTER, president of Garry Carter Inc., New York, and chairman of Frontier Broadcasting Assn. Toronto, has started new recording plant at Toronto, Canadian Record Processing Corp.

REK-O-KUT Co., New York (recording machines), has produced new transcription and recording equipment for use in transcription and recording studios. Designed specifically to mount various Rek-O-Kut recording heads, cabinet has drop front door with self-contained pockets for holding 100 16-inch records. Outlet and terminal blocks for motor line and pickup are mounted on motor board.

WBTM DANVILLE, VIRGINIA
The Voice of the Rich Piedmont Region*
(SON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

* BMI says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Always on the nose

—with split-second timing at 33.3 rpm

The way to a listener's pocketbook is through his ears. Give him the last full note of every record...a natural unhurried ending to every story on the program—and you'll keep him in a receptive mood for your spot commercials.

But cut his entertainment short; or mar its quality with speedups or slowdowns to compensate for faulty drive timing—and you'll never get his pocketbook open.

Professional recording and playback require precision timing. In maintaining broadcasting schedules, where seconds count, you're offered the positive Fairchild direct-from-the-center turntable drive, shown above. Rim or belt driven tables cannot duplicate Fairchild's split-second timing. The 33.3 rpm speed is obtained through a gear-and-worm reduction of its 1,800 rpm synchronous motor speed. The 78 rpm speed is obtained through a precision friction-ball-race stepup.

Fairchild's precision timing is available on Transcription Turntables, Studio Recorders and Portable Recorders designed in close collaboration with AM and FM broadcast and recording engineers to meet and exceed very exacting professional requirements for lateral recording on acetate or wax masters at 33.3 and 78 rpm. For complete information—including prompt delivery—address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

Fairchild CAMERA AND INSTRUMENT CORPORATION

BROADCASTING • Telecasting

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NEW
WJHP LISTENERS
AT THE BEACHES...

WJHP'S NEW 5000 WATT TRANSMITTER puts your message through to an ever-increasing audience in the YEAR ROUND market of greater Northeast Florida.

Take the Jacksonville Beaches, where the summer season is already in full swing! WJHP reaches all of these free-spenders, in addition to the increased population of permanent residents. Why not take advantage of this bonus listenership?

In Florida's Greatest YEAR ROUND Market

Buy

WJHP MUTUAL

Jacksonville, Florida
5000 WATTS

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

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DANIEL M. GORDON, media manager of Buchrafi & Ryan, New York, has been elected vice president and media director of agency.


BARRON R. PROCTOR, with Lennen & Mitchell, New York, since 1943, has been elected treasurer and a director of agency.

ERWIN SPITZER, formerly of Morton Freud Adv., New York, and HENRY L. NORMAN, formerly of inmate Adv., have formed new agency, Lexington Adv. at 280 Madison Ave., New York. HENRY H. HAUP, executive assistant to vice president in charge of western offices of BBDO, and KEITH RIMBALL, vice president of BBDO, have been elected to agency's board of directors.

JIM MCGARRY, of BBDO, New York, radio publicity department, in the father of a girl, Shelia Maureen, born April 15.

RICHARD L. HIXSON, production manager of Marion & W. Welborn & Assoc., Los Angeles, has shifted to B. W. Webster Adv., that city, in similar capacity.

LYLE GUNDERSON, formerly with J. Walter Thompson Co., and J. R. Per- shall Adv., Chicago, has joined H. W. Kaylor & Sons Adv., Chicago, as production manager.

SAMUEL BERMAN, formerly of advertising staff of Philadelphia Record, has joined May Adv., Philadelphia.

E. T. NERIA, of J. Walter Thompson Co., Chicago, has been appointed president of newly-formed Adv. Agency Production Men's Club of Chicago. Other officers are VAUGHAN G. BILL BLACKETT & Co., vice-president; FRED R. WULP, of Rent, Hurst & McDonald Inc., treasurer and HENRY OBERST, of Young & Rubicam, secretary.

WILLIAM J. GREEN, formerly in charge of production at WQNI, Richmond, Va., Adv., ad- vised that 60, 45th St., New York, has joined Knollin Adv., San Francisco.

HOWARD BERNARD SHAW, formerly with Interstate Department Stores Inc., Illinios, has joined New York office of Walter Wright & Weller.

FREDERIC APT, formerly with Comp- ton Adv., New York, and more recently with Forjoe & Co., and Donald Cooke Inc., has joined media department of Benton & Bowles, New York.

ARTHUR N. ROSKING Jr., has resigned as executive vice president of Baker & Roskig, New York. Agency's name and organization remains unchanged.

KAY TURNIN, formerly with promotion department of ABC Chicago, has joined Schoenfeld, Ruben & Green, Chicago, as assistant to E. J. HUBER.

JOAN BOOGAR, junior account executive of Smith Bull & McCrery Adv., Hollywood, has resigned to become as- sociate, to general manager of Ice Follies of 1947.

JOHN HANSEN, account executive of Knollin Adv., San Francisco, has shifted to agency's Los Angeles office in similar capacity.

HARRINGTON & BUCKLEY Adv., San Francisco, has changed name to Har- rington, Whitney & Hurst Inc. EUGENE E. HARRINGTON is president, with PETER HUBERT vice president and San Francisco resident manager. GEORGE WHITNEY is vice president and resident manager of Los Angeles offices [BROADCASTING, March 24].


HARRY RAUCH, Young & Rubicam, New York, radio publicity director, April 15 was guest lecturer of Publicity and Adv. Society of City College of New York.

AL HELFER, former announcer and narrator on NBC and NBC programs, and previously sportscaster at WLW, Cincinnati, joins Walter Eshelnic Adv., Cincinnati, as an account executive, effective May 2.

SAM PETERSON, who has been with Buch- rafl & Ryan, Hollywood, since 1943, has been elected a vice president of agency.

JACK CARSON, with W. Ayr & Son, New York, for 10 years, has joined Lennen & Mitchell, New York, as an account executive, and will handle Lennen & Mitchell, New York.

MERRITT E. WILLEY, former account executive of Tulter Co., Los Angeles, has joined Harry J. Wendland Adv., that city.

REINERS, former advertising manager of Roux Inc., New York, and JACOB R. HORN, former advertising director of Allied Studios Inc., Kensington, N. Y., have joined Davis & Co., Los Angeles.

ervals, former head of own publicity firm, Pierer Assoc., New York, has been appointed director of Morris-Nowell, New York.

STANLEY SCHNELLER, former direc- tor of advertising for international divi- sion of TWA Airlines, is to war, account executive with Beaumont & Hohman, Kansas City.

WILLIAM H. HINES, former member of board of directors and copy director of Goodwill &Silva, New York, and prior to that assistant account executive with Wetterau, Barton & Good, New York, has joined Eisenwetter, Wetterau & Baker, New York, as an account executive.

Aid Delinquency Fight
NATIONWIDE support is develop- ing for the campaign against ju- venile delinquency started in March by NAB President Justin Miller [BROADCASTING, March 24], with some 300 stations already pledged to take part in local drives. Work- ing at the community level, sta- tions are bringing together local groups to coordinate their efforts. In a second letter to stations Judge Miller included a detailed list of suggestions and asked that stations keep in touch with NAB on local developments.

Oldsmobile
Pacific Telephone
& Telegraph
Ralston-Purina
Reckitt Drug Co.
Rit Dye
Saturday Evening Post
Simson Company

"Ever since WFDF Flint started broad- casting the 'Court of Miss- ing Heirs', Father keeps reviving our ancestors."
IMPORTANT FACTS GATHERED FROM ONE OF THE LARGEST LOCAL SURVEYS IN RADIO RESEARCH HISTORY

WTMJ evening programs deliver lion's share of listeners

The survey of greater Milwaukee listening habits, covering over 74,000 completed calls, proves that WTMJ gives advertisers a substantial bonus over national averages.

Look at these facts. Here are a few typical WTMJ nighttime ratings.

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Day</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-1:30 PM</td>
<td>RCA Victor Show</td>
<td>Sunday</td>
<td>17.9</td>
</tr>
<tr>
<td>1:30-2:00 PM</td>
<td>Harvest of Stars</td>
<td>Sunday</td>
<td>17.6</td>
</tr>
<tr>
<td>2:00-2:30 PM</td>
<td>Shaefier Parade</td>
<td>Sunday</td>
<td>14.9</td>
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<tr>
<td>6:30-7:00 PM</td>
<td>Fitch Bandwagon</td>
<td>Sunday</td>
<td>27.5</td>
</tr>
<tr>
<td>7:00-7:30 PM</td>
<td>Cavalcade of America</td>
<td>Monday</td>
<td>18.4</td>
</tr>
<tr>
<td>7:30-8:00 PM</td>
<td>Voice of Firestone</td>
<td>Monday</td>
<td>15.8</td>
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<tr>
<td>7:30-8:00 PM</td>
<td>Date with Judy</td>
<td>Tuesday</td>
<td>23.6</td>
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<tr>
<td>9:00-9:30 PM</td>
<td>The Fabulous Dr. Tweedy</td>
<td>Wednesday</td>
<td>15.8</td>
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<tr>
<td>9:00-9:30 PM</td>
<td>Abbott &amp; Costello</td>
<td>Thursday</td>
<td>24.7</td>
</tr>
<tr>
<td>8:00-8:30 PM</td>
<td>People Are Funny</td>
<td>Friday</td>
<td>19.7</td>
</tr>
<tr>
<td>7:00-7:30 PM</td>
<td>Life of Riley</td>
<td>Saturday</td>
<td>32.7</td>
</tr>
<tr>
<td>7:30-8:00 PM</td>
<td>Truth or Consequences</td>
<td>Saturday</td>
<td>30.4</td>
</tr>
</tbody>
</table>

By every measure, by every test WTMJ delivers most of the listeners... most of the time, morning, noon and night. WTMJ gives advertisers more listeners per dollar, hour after hour, every day of the week.

The coincidental survey proves that between 7 A.M. and 10:30 P.M. 47.6% of the sets in use are tuned to WTMJ. This is 220% more listeners than the second Milwaukee station and more than 900% greater than the third Milwaukee station.

For full information on WTMJ availabilities, contact Petry. See how you can have greater audiences and greater results for your Milwaukee advertisers.

Milwaukee Journal FM Station, WTMJ-FM, the first FM station west of the Alleghenies continues to deliver an ever increasing share of the Milwaukee radio audiences. Late 1947 or early '48 will see WTMJ-TV, Milwaukee Journal Television Station, take to the air with commercial programs. WTMJ-TV has been developing television program techniques, on an experimental basis, since 1945.

THE MILWAUKEE JOURNAL STATION
BASIC NBC
NATIONAL REPRESENTATIVE, EDWARD PETRY & CO., INC.
BROADCASTING • TELECASTING

April 21, 1947 • Page 61
EXPANDING Intermountain Network operations will be in charge of this trio (1 to 7): Stan Farnsworth, farm program director, who held similar post at KBI, Salt Lake City before taking present job; Arch M. Madsen, general manager, formerly assistant to manager at KBI, and previously manager at KID Idaho Falls and KOVO Provo; Craig Rogers, program director, formerly of KALL and KSDL Salt Lake City.

JACK SULSER, staff announcer of WHBF Rock Island, Ill., and student of Aquinas College, has been selected to attend International Relations Conference at Butler U., Indianapolis.

JERRY HENDRIKSEN, member of staff orchestra of WDDY Minneapolis, leaves for Norway next month on concert tour with Minneapolis Norway chorus.

MEL FEIN has joined announcing staff of WFNC Fayetteville, N. C.

EARL LEWIS, formerly with KWWK Shreveport, La., and WHNC Henderson, N. C., has joined announcing staff of WLOW Norfolk, Va.

ROBERT B. JONES Jr., station relations manager, KBL Central Broadcasting Co., San Antonio, has been named program manager. J. B. L. SMITH, Jr., has been named program director.

LARRY RONAN, free-lance writer, has joined CBS Hollywood continuity staff.

EVERETT MITCHELL, m. c. of NBC "National Farm and Home Hour," will address seventh annual Career Conference of St. Louis Council of Mothers, Okla., April 24.

ALICE BOX, ABC Western division literary rights chief, and Kenneth Ramsay have announced their engagement. Wedding is scheduled for August.

FRANK SINATRA, star of his own CBS program, will be chairman of Hollywood Bowl benefits for Catholic Youth Organizations.

LARRY FROMMER, of production department of WOL Washington, has been named production manager. WILIAM DORSON has been appointed WOLcontinuity chief.

ROLLIN C. SMITH, former announcer at WSAZ Huntington, W. Va., has joined staff of WEIN Nashville, Tenn., as operations manager.

JACK McCAY, former announcer of WOAI San Antonio, has joined KNX Hollywood staff in similar capacity.

MEL WILLIAMSON has been assigned director of "Family Theatre." MBS-Dan Lee series, with JOHN R. CONNOR as executive assistant.

HUGH B. MICHIESON has joined announcing staff of KNX Hollywood, Calif.

MARGUERITE FOSSE replaces FELIX FERN as assistant to WILLIAM E. SIEBER, Hollywood producer of CBS "Suspense" series. Announcement was made earlier this month. Miss Fosse will devote full time to radio acting.

KEN GIBLEN, program director of KMPC Hollywood, has been named to Ingelow, Calif., Country Club board of directors.

BILL HAWORTH, announcer of Don Pardo program, has resigned as program director of WORC Hollywood, is the father of a girl, Stephanie.


GEORGE DAWSON, announcer at WPTF Raleigh, N. C., has been named communications supervisor, succeeding BILL STAUBER, resigned.

BOB MULHELLAND, record m. c. at WORC Detroit, will feature in the full page personality story with pictures in June issue of Radio Mirror magazine.

LARRY MENKIN, freelance radio writer, has joined United Nations U. S. radio liaison staff on a special assignment.

FRANK FOGGELL has been appointed program editor of CECO Hamilton, Ont.

BERT LBIN, assistant program director of KWWK Washington, has been appointed publicly chairman for observance of "I am an American" day in Washington, May 18.

PEGGY L. MAYER, writer of MBS "Don Leopold" program, and WALTER J. BURKE. John McGraw II, director of NBC's "Let's Get to Order" show, were married April 16.

C. G. BERNIER, program director of KNNX Hollywood, and director of program chairman of Inglewood Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Inglewood Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has been appointed chairman of Rotary Club, has 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WELL

gratefully acknowledges its selection
for the

PEABODY AWARD
FOR 1946

"For Outstanding Public Service by a Local Station"

WELL, Battle Creek's radio station, and The Enquirer and News, the daily newspaper, operating under the same ownership, have for 20 years devoted themselves to a policy of cooperation in community interest.

THE PEABODY AWARD FOR 1946 results from joint effort in a series of programs called "Our Town".

From this union of radio and the press was gained opportunity, facilities and strength to show community leadership beyond what either might have been able to do alone.

THE PEABODY AWARD gives encouragement to continue this joint effort.

With grateful acknowledgment to the citizens of the community whose cooperation made "Our Town" possible, we pledge ourselves to continue this dedication of radio and the press to the public good.

WELL
Battle Creek • Michigan

AMERICAN BROADCASTING CO.

BROADCASTING • Te lecast ing

MICHIGAN RADIO NETWORK

April 21, 1947 • Page 63
Entertaining 1/2 Hour Radio Bible Quiz
Has 6 Years of TESTED Family Appeal

If you seek a half-hour feature of real worth, challenging to the radio audience, wholesome, unique in the quiz field, QUZISPIRATION meets all requirements. Dale Crowley, renowned Radio Minister, author of the program, demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge.

QUZISPIRATION has been acclaimed by radio listeners, Congressmen, religious leaders—and just plain folks who enjoy good entertainment. It is adapted to public service programming—or for sponsorship by an alert advertiser.

With 6 years of mounting popularity in the Nation's Capital, QUZISPIRATION is a tested, proved program, good-humored, non-sectarian.

FACTS ABOUT QUZISPIRATION:
- Unrehearsed contest between competing groups selected from churches, colleges, Congress, youths, adult Bible classes, the general public.
- Questions, based on the Bible, are selected each week from hundreds sent in by listeners, only factual questions, free of controversy, are used.

FOR COMPLETE DETAILS—AND AN AUDITION TRANSCRIPTION—WRITE
DALE CROWLEY PRODUCTIONS
BOX ONE WASHINGTON, D. C.
More Broadcasting Stations...

...for more years...

...have used more

Presto 6 N's than any

other recorder

RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.

Walter P. Downs, Ltd., in Canada

World's largest manufacturer of instantaneous sound recording equipment and discs
Transcriptions
(Continued from page 65)

H OLLIS Swayne, production manager of WOL, Washington, has been named manager of special events at WOL and Mutual Network in Wash-

ington.

BOB WIDMARK, formerly of WSUI Iowa City, has joined news staff of WMV Cedar Rapids.

E. B. CANEL, former director of Latin-American programs for NBC's International Division, joins WNEH San Juan, Puerto Rico, affiliate of NBC's Pan-

American Network, effective May 1. In addition to duties at WNEH, he will be spokesperson for NBC in Puerto Rico.


NORMAN THOMAS SIMPSON, formerly with Compton Adv., New York, has joined WWOD Lynchburg, Va., as sports announcer.

TONY DONALD, record m.c. and newscaster formerly with WCAP Aubur-

nus, now with WAYU, New York, has added radio announcing to his television assignments with The Living Room Show. He is the station's sales manager, responsible for sales over the entire New York area.

ROBERT SELTZER, WBZ, Boston, has been moved to CBS News, New York.

The excellent ratings of the WABC New York station have been attributed to the station's strong sales effort under the guidance of廠

a new management team.

The station's sales staff, which has been strengthened in recent months, has been instrumental in increasing revenue and expanding the station's audience.

AARON S. BLOOM, Treasurer and Director, Commercial Department, Kasper-Gordon Inc.

ROBERT S. FRENCH, former program director of WABC, New York, has joined WIXF Montgomery, Ala., and has been elected charter member of Capitol Correspondents Assn. of Montgomery.

Ralph Ramos, veteran Ohio and Texas newspaperman, has joined news staff of KFMB Beaumont, Tex.

Red Barber, CBS director of sports, has presented a plaque to Adv. Men's Post No. 209 of American Legion, New York.

Bob Ufer, sports director of WPAG Ann Arbor, Mich., is the father of a twin, Patella Sr., and his wife, Jean.

John Strunen has joined news depart-

ment of WCAI Chippewa, Ohio.

Francis C. McColl, manager of operations of NBC network department, and John MacVane, NBC UN reporter, have been awarded citations from Secretary of War Robert P. Patterson for service as war correspondents.

F. Gene Abrams, formerly with newspa-

pers in Norfolk, Va., has joined WNOX Nashville, as news editor.

Ernest Pratt, member of Southwestern Horse Breeders' Assoc., has joined KBEA San Antonio, Texas, as farm director.

Robert W. BROWN, ABC New York news editor, has been named Sigma Delta Chi, professional journalistic fra-

ternity, to serve as Judge in national winner in radio news writing division, one of 10 annual journalism awards given in recognition of outstanding work done in 1960.

New York U. has invited CBS to nominate two students and one alternate from its staff for a group of full tuition evening scholarships offered annually by the university to employees of private and government organizations in the metropolitan area.

Serving California's
TWO GREAT MARKETS
KYA ▶ KLAC
SAN FRANCISCO ▶ LOS ANGELES
Represented by
ADAM J. YOUNG JR., INC.
NEW YORK ▶ CHICAGO
BROADCASTING ▶ Telecasting
... Why not begin now to SELL THE TRUTH about Radio?

THE TRUTH about Radio adds up to a far better, brighter, keener sales story than the industry has ever used. FACTS are its cutting edge.

The truth about Radio is vitally needed now—

—By ADVERTISERS AND AGENCIES, as they battle tough post-war competition.

—By PROGRAM PRODUCERS, as they seek to build shows that will sell more goods per radio dollar.

—By SELLERS OF TIME AND TALENT, as they face sharply increasing competition from other media.

And in answer to their need—a true advertising and marketing measurement of Radio is now ready for their use. It's the businessman's measurement—NRI "CUMULATIVE-COMMERCIAL AUDIENCE."

Think what this new yardstick makes available for the first time:

I. It measures the great Radio Audience hitherto uncounted—the 83% of homes lying beyond the reach of the 33-city coincidental phone rating. (This includes the entire market for products.)

II. It measures the "Cumulative Audience" reached by a series of broadcasts. This is the market coverage of the sponsor's program. (See chart). Only this cumulative measurement can reveal to the advertiser what portion of his market is covered adequately—and what portion is left wide open for unopposed advance by competitors. Only by intelligent, aggressive use of this cumulative measurement can the sellers of Radio avoid short-changing their medium in media competition.

III. NRI "CUMULATIVE-COMMERCIAL AUDIENCE" reports, for the first time in Radio history, the number of homes hearing each program's commercial messages for (a) each individual broadcast, and (b) each series of successive broadcasts. (Note chart).

Thus, the SELLER of Radio has a new, keen-edged sales tool not available to competing media.

And the BUYER of Radio knows—for the first time—what portion of his total market is being reached with his sales messages.

Thus, NRI frees Radio from the costly limitations of the 33-city coincidental phone ratings—which could never measure (a) audience size, (b) market coverage (cumulative audience), or (c) audience reached by commercials—all vitally needed if the true and larger values of Radio in reaching markets are to be made clear.

But NRI "CUMULATIVE-COMMERCIAL AUDIENCE" is only one of the many other exclusive truth-revealing features of NRI service. Let us show you how each can help make more money out of Radio.

<table>
<thead>
<tr>
<th>COINCIDENTAL RATING</th>
<th>NIELSEN RADIO INDEX (Accurate electronic data from homes of all types)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited to phone homes in 33 large cities</td>
<td>Average Audience</td>
</tr>
<tr>
<td>Not a measure of Audience Size</td>
<td>26.2</td>
</tr>
<tr>
<td>10.0</td>
<td>11.5</td>
</tr>
</tbody>
</table>

NIELSEN RADIO INDEX—A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, and time selling of Radio.

2101 HOWARD STREET CHICAGO

A. C. NIELSEN COMPANY 500 FIFTH AVENUE NEW YORK

BROADCASTING • Telecasting April 21, 1947 • Page 67
Accurate indication of station performance with the new G-E FM Station Monitor, simplified station control with the new G-E Control Console — here are important General Electric contributions designed to help keep your station performance at top efficiency. For the facts about these important units — call your G-E broadcast sales engineer or write to Electronics Department, General Electric Company, Syracuse 1, N. Y.

With the NEW G-E FM STATION MONITOR TYPE BM-1-A

Better station operation begins with accurate measurements. General Electric, pioneer designer of FM monitors, announces the BM-1-A — the new FM monitor that meets all FCC requirements for measuring all FM transmitter functions.

- Center frequency indicator. Direct-reading instrument measures carrier frequency over +3000 c-p-s range, with or without modulation.
- Modulation indicator. Two-scale, direct-reading instrument shows frequency swing. Percentage scale, 0 to 133 percent. Decibel scale, -20 to +3 dB range.
- High-fidelity audio monitor. Two volts output into 600-ohm balanced line. Frequency characteristic follows standard de-emphasis curve within +0.5 db between 50 and 15,000 cps.
- Over-modulation flasher. Front panel control adjustable to indicate peaks exceeding any value between 50 and 120 per cent modulation.
- Transmitter "proof-of-performance". 20-volt high impedance audio output with less than 0.25 per cent distortion and noise level approximately 75 db below full modulation level. Will operate commercial distortion meters for FCC tests.
- R-f input level indicator. Approximately 1.0 watt in 50-ohm line, with indicator to show correct level.
- Illuminated meter scales.
- Easy-to-get-at. Hinged front panel provides ready accessibility.
- Ready to operate. Connect it to your transmitter. Plug it into your 115-volt, a-c line.
- FCC approved.

For your FM Carrier.

General Electric FM Station Monitor type BM-1-A as mounted in Audio Rack FA-8-A
at a glance!

WITH THE **NEW G-E DESK-TOP CONTROL CONSOLE TYPE BC-3-A**

Flexible and compact, equipped with every mixing and switching facility required by the modern broadcast station—FM or AM—the new G-E Control Console centralizes all major station functions under instantaneous finger-tip control.

- Control provisions for 2 local turntables and 2 microphones.
- Mixer circuits connect either microphone with either turntable.
- 8-position, push-button control for audio monitoring.
- Illuminated VU meter.
- Jacks for (1) "proof-of-performance runs", (2) transfer-line switching to control-room rack, and (3) routing of measurements.
- Line transfer switch makes it possible to use telephone line for order wire service—without equalization.
- Monitor amplifier and speaker transfer switch.
- Master gain control in 0.5-db steps.

- Input connections for two audio lines.
- 4 heavy-duty switches for tower lights, sleet melters, lightning trip circuits, carrier alarm, etc.
- High degree of flexibility to meet operational requirements. Accessible terminal board.
- Two-tone, blue-gray cabinet with sloping panel, only 12 inches high, 40 inches long.
- Full visibility of controls and transmitter.
- Easy-to-get-at. Designed with piano-hinged front panel.
- Economical and easy to install.

**G-E High-Fidelity Audio Facilities**

Write for the complete data on General Electric's new line of high-fidelity units—pre-amplifiers, program-amplifiers, line and isolation amplifiers, monitor and loudspeakers. Dwell on performance and appearance. Flexible, convenient, reliable. Yet at a price every station can afford.

Have you placed your order yet?
Western Electric
271B
OUTPUT SWITCHING PANEL
handles dispatching operations for 6 studios, 4 outgoing lines.

This key type Output Switching Panel provides facilities for dispatching programs from as many as six studios over four output circuits. Any studio can be connected simultaneously to a combination of two, three or four outgoing circuits to separate destinations. A capacity for four different groups of shows at the same time is available when each line is fed from a separate studio. Simultaneous connection of more than one studio to a line is prevented.

Program Routes Can Be "Pre-set!" With the 271B you can pre-select or "pre-set" studio to line connections for the program period scheduled to follow. Duplicate banks of selector keys are provided so that while one is in use for transmission, the other can be "pre-set" for an instant change-over by a master switch at the proper time.

RMA Standard Impedances
This Output Switching Panel has RMA Standard input and output impedances of 600 ohms for operations with standard amplifiers and line equipment. All circuits are properly compensated and terminated to eliminate channel change or noise due to switching operations. Input to output attenuation is constant at 24 db for all connections.

Ask your local Graybar Broadcast Representative for complete details, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTERS—

THE MAGIC OF A NEW MARKET

More than 200,000 Southern Californians now have their own "local" radio station for the first time.

The Voice of Pomona Valley

BROADCASTING • Telecasting

Page 70 • April 21, 1947
Ann Adam Homesteaders
L. J. Applegath and Son Limited
The Bell Telephone Company of Canada Limited
Bromo-Seltzer Limited
W. K. Buckley Limited
Bulova Watch Company Limited
Canada Packers Limited
Canada Starch Company Limited
Carter Products Inc.
The Dr. A. W. Chase Medicine Company Limited
Coulter Brothers
Dodds Medicine Co. Limited
The T. Eaton Company
Elias Rogers Limited

THESE ADVERTISERS CAME TO CFRB IN 1936...

Foster-Dack Limited
G. T. Fulford Company
The Globe and Mail
Goodyear Tire & Rubber Company Limited
Grove Laboratories Inc.
Herman Fur Company
Household Finance Corporation
Imperial Tobacco Sales Company of Canada Ltd.
Jack Fraser Limited
J. W. Johnson Limited
The Knox Company
Lorie Limited
Mason’s Remedies Limited
McCormicks Limited
McCurdy & McCurdy Limited
Midland Chamber of Commerce
Miles Laboratories Limited
National Drug and Chemical Company of Canada Limited
The Pinex Company
Procter and Gamble Company of Canada Limited
Royal Canadian Tobacco Company
St. Lawrence Starch Company Limited

Today,
they’re still satisfied sponsors

Nineteen thirty-six... to nineteen forty-seven
... two years after World War II ... these
were not easy years for Canadian business!
More significant then, that over all these years
advertisers have found it pays to reach
and go on reaching CFRB’s audience. Your
product, too, will find a wider market
through Ontario’s favourite station.

CFRB
TORONTO

Planning now for another twenty years!

REPRESENTATIVES:

UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Ltd.
FCC Actions
(Continued from page 70)

Decisions Concluded:

ing with association of Westheirng Inc. for new station 980 kHz kW w. D- and station of Viking Bcstg. Co., same facilties.

Charles R. LaMar Jr., Morgan City, La.—Denied for being applicant to use old man trans. for auxiliary purpose with 1 kW DA-3 and authority to determine operating power by direct measurement of ant. power.

AM—1590 kHz

Westwater, Conn.—License to use will be assigned to change trans. location and make changes in DA-3.

FM—Unassigned

Balboa Radio Corp, San Diego, Calif.—CP new AM station 950 kHz DA—DN—AMENDED: to change trans. location and make changes in DA-3.

CFM Reise, Lake—CP change frequency from 1360 to 1410 kHz, increase 250 w. to 1 kW, install new DA-3 and change trans. location.—AMENDED: to change power from 1 to 1.5 kW, 5 kW-D and make changes in DA-3.

AM—550 kHz


AM—1270 kHz


Transfer of Control

WSPA-FM Spartanburg, S. C.—Voluntary transfer of control from A. B. Taylor—Secretary to Surety Bcstg. Co. (910 shares of common stock—10%).

License for CP

WESC Greenville, S. C.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KMLB Monroe, La,—CP which authorized auxiliary trans., on 1440 kHz DA-1—AMENDED: to change trans. site.

License for CP

WHSU and WDSU-FM New Orleans, La.—License for period ending Oct. 14, 1947, as modified, and for period ending Oct. 14, 1948, as modified, of condition for change of location and change of time.

License for AP


FM—Unassigned

The Mesilla Bcstg. Co., Las Cruces, N. M.—CP new AM station 1450 kHz 250 w. DA-1—AMENDED: to change trans. type, and re-charge stockholders.

License for AM

WMOH Hamilton, Ohio—CP change stockholders, and make changes by direct measurement of ant. power.

Modification of CP

WWOD Lynchburg, Va.—CP which authorized new AM station, change trans. type.

License Renewal

News—Press Pub. Co., Area of Santa Barbara, Calif.—Renewal remote pickup stations KCQI KQOD.

APPLICATION DISMISSED

FM—43.9 mc

International Union, United Automob. Aircraft and Agricultural Implement Workers of America (UAW-CIO), Unit 1172, for CP new FM station on 45.9 mc. DISMISSED per petition dated April 7, 1947.

(Continued on page 71)
Andrew Co. begins its second decade of service to the broadcasting industry

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

ANDREW CO.
363 EAST 75th STREET • CHICAGO 19
Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
Kansas City, geographically the center of the United States, has long been known as the "Heart of America." Around this sturdy, pulsing heart of the nation, lies the rich and expanding industrial and agricultural area—Mid-America.

The expanding radio coverage of KCMO made possible with 50,000 Watts daytime, 10,000 Watts nighttime (nearing completion) will carry your sales story far beyond the boundaries of Greater Kansas City—into EXPANDING MID-AMERICA.
RADIO STATION

WHP

HARRISBURG

CENTRAL PENNSYLVANIA'S MOST POWERFUL
ADVERTISING MEDIUM

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

The Bolling Company, Inc.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE JULY 1, 1947
N. fo in reparation Yor and Bur au Sta eng TE' beo

This help

LOTTY, Z

N. MONT LABS, Ashtabula, technical

NEW SIGMON, A.

is developed

JOHNPOLL

assistant of WICA

has resigned from

KXJ Brockville, formerly

In- stantaneous

appropriate service to

ALLEN R. Du MONT LABS, Passaic, N. J., has a bulletin containing

detailed data on its type 280 cathode-

ray oscillograph, which is designed for
television-studio facility and transmitter
installation. The process means for determining duration and
shape of various waveforms contained
in composite television signal and
character of picture signal in con-

junction with transmission.

Remote Pickup

SHORTAGE of telephone lines into outlying districts of Indiana-
apolis has resulted in unique ar-
rangement between local tele-
phone linesmen and WIBC In-
dianapolis. Each Sunday morn-
ing, for WIBC remote pickup
from Indianapolis Eichle Chris-

terian Church, line man, with

con- sent of a property proprietor and

two-party-line subscribers, climbs
to top of neighborhood phone
tall, cuts out subscribers’ phones
and hooks up broadcast line to
teach. When he hears crowd be-
ing to go, he returns
to service to subscribers.

STEVE-NS-ARNOLD Co., Boston, Mass.,
has developed new Millibec Relay Type 162 having multiple windings of operating coil and holding-in coil. Type 162 is an ultra high speed
oscillograph, has operating time of one millisecond or

less. It is assembled in standard metal
radio tube container and operation is
mechanical and non-electronic. Con-
tact rating is 110 volts DC one-half
ampere.

STERLING silver pocket pieces,
shown in foreground inset, are
presented to staff of KSFO San Francisco by Alfred Towne, (1)
engineer-in-charge, for efficiency
during 1946. In the receiving line
next to Mr. Towne are: (1 to r)
Tom Lewis, Roald Dedricken, Ray
Holtz, Charles Mentz and Na-
thaniel Fauthorne. Also honored
but not shown here: Arnold Teeter,
Harold Walsh, Wilbur Comer.

WIP EARMARKS $300,000 FOR EXPANSION WORK

PLANS for a $300,000 expansion program were announced last week by WIP Philadelphia through its

president and general manager,
Benedict Gimbel Jr.

Scheduled for construction are five new studios, one of them an underground unit more than 200,

and a stage and dressing rooms

for large studio productions. Also
to be built are a new master con-

trol room with the latest multi-

channel equipment.

Mr. McDaniel disclosed that the

parent station, KGBS, is already
operating on its new half-wave
antenna at 1240 ke with 250 watts
power, unlimited time.

He said the new antenna is a

330-foot Winchener tower with a

45-foot mast mounted on top
giving an overall AM radiation of

Cook. The mast will be used as

mounting for the four GE FM

bays.
BIGGEST NEWS IN AM!

It's Federal's New Triodes for 50 KW Transmitters—
with THORIATED TUNGSTEN FILAMENTS!

LOWER FILAMENT POWER

LOWER HUM LEVEL

LONGER LIFE

Here's the big advance in tubes for 50KW stations! Even for that output, you now get thoriated tungsten filaments in Federal's new 9C28 and 9C30 — to give greater electron emission with less filament power, longer service life, stable and improved performance.

Rated conservatively, these Federal tubes have the electrical and structural design to withstand overloads. Months of actual field tests demonstrate their exceptional durability. Both the 9C28 and 9C30 are water cooled for maximum output. Alternate types (9C29 and 9C31), with air cooling, are also available. In a pair of either type you'll find new operating economy and low tube costs.

Federal's 38 years of tube engineering and manufacture show up once more in this latest "first". No wonder Federal tubes have consistently set the standards for performance in AM broadcast service. We'll be glad to send you more data on these tubes. Write department K409.

Federal Telephone and Radio Corporation

PARTIAL TECHNICAL DATA

<table>
<thead>
<tr>
<th>9C28</th>
<th>9C30</th>
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<tbody>
<tr>
<td>Filament voltage</td>
<td>15 v.</td>
</tr>
<tr>
<td>Filament current</td>
<td>135 amp.</td>
</tr>
</tbody>
</table>

Maximum Ratings

- Plate Voltage: 12,000 v. 15,000 v.
- Plate Current: 10 amp. 8 amp.
- Plate Input: 100 kw. 120 kw.
- Plate Dissipation: 40 kw. 40 kw.
WALTER DUNN, former ABC promotion department staff writer for 27 years, has been appointed promotion manager of WZM, serving Chicago.

DELPINE CARPENTER, re- signed. Prior to joining ABC, Mr. Dunn was southern promotion representative for Metromedia and advertising director of Paramount-Richards Theatres, New Orleans.

TOM RUCKER, former promotion director of WYK Oklahoma City, and in charge of promotion for The Daily Oklahoman, has joined KMBW Kansas City, MO., as director of promotion.

He succeeds E. P. SHURK, who has resigned to become promotion director of Free & Peters, national sales representative firm, which serves KMBW.

DONALD A. GOTTZ, formerly with A. C. Nielsen Co., Chicago, has joined sales promotion staff of WGN Chicago.

BERTA RIOS, formerly with KSF San Francisco, and time buyer for Garfield, that city, has joined KZMW San Mateo as sales promotion manager.

PAUL RITENHOUSE, manager of the souvenir sales department, is the father of a girl, Barbara Ellen.

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Garden Script

SHERIES of 25-minute scripts titled "Your Garden" is being distributed to client stations by UP Radio. Annual spring series is written by Lee Hennity, UP Radio farm editor in Washington.

Baseball Promotion

COMPLETE schedules of 1984 games of the Chicago White Sox are being distributed by KOH Reno, Nev., and KERB Kerk, Omaha, Clear, McCamy Broadcastin- g Co., stations. Schedule is printed on folder in shape of a baseball. KOH will sell call and in its Sox ball club and KERB broadcasts games of Kerk in California. Both of these stations are conducting contest to select best toys for games. Winner of each contest will receive a uniform, provided by local sponsors, and his parents will be given season passes to home games. Prize will also be awarded to 15 top contestants.

WBAA Anniversary

IN OBSERVANCE of 25th anniversary this month of WBAA Lafayette, Ind., offspring of Purdue U., the March issue of unnumbered publications department, was devoted entirely to station news.

Publication reviewed presentation of 25-year history of WBAE, article on "These who have served" and status of station's activities in fields of agriculture, home economics, music and sports.

Joint Promotion

POSTCARDS have been mailed to all listeners of Glenn Gray, WQW Wash- ington, calling attention to "Good Morning Music" program, heard, on WQWQ Washington, daily, from 7 to 9 a.m., in which Glenn shares sponsorship. Cards depict man yawning and getting out of bed with pay note floating around him. Telephone number of Glenn company also is included on card, and firm reports that many calls have reached them asking "What's on WQWQ now?" that they have asked station to supply complete week's program listing to an- swer customers' questions.

WBAW Coverage

REPORT on coverage of WBAW Clarksville, V, Va., has been issued in form of promotion sheet being mailed to the trade. Headed "Will you call them when you tell them-over your 'good neighbor' station WBAW," sheet states that 98 new accounts were added by station in February, "proof that WBAW is reaching the buying public." Statistics on population of areas served by station also are presented.

Power Faceacre Promotion

COMMERCIAL camera is increase in power from 250 w to 1 kw, WLDJ Jacksonvil, Ill., has published a 24- page promotional booklet to be distrib- uted among its listeners and adver- tisers. Cover letter is written by man in advertising department and script is cut to a minimum. Cover is done in black and white.

KYVO Activities

SYNDICATED column of activities at KYVO Tulsa, Okla., is being published available to leading weekly newspapers in KYVO area. Gethioborn, of station's promotion staff, writes column in which he gives tips of buying public.

---

WIBC Applies the Brakes to Lawbreakers

"Traffic Court," a new program of authentic courtroom drama heard each Monday and Thursday (7:15-7:30 p.m.) over WIBC, is helping local safety officials crack down on lawbreakers. For full effect, actual cases tried in Municipal Court are preserved for re-broadcasting through the electronic ears of the WIBC wire recorder—only instrument of its kind owned by an Indianapolis station. Enthusiastically endorsed by the local chapter of National Safety Council, Police Department and Chamber of Commerce, "Traffic Court" is typical of the spirited public service features which help make WIBC Indianapolis' fastest growing radio station. Ask your John Blair Man for details.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

1070 KC 5000 WATTS BASIC MUTUAL

THE INDIANAPOLIS NEWS STATION

Page 78 • April 21, 1947
EVERYWHERE... it's audiodiscs

Everywhere, when quality is important, AUDIODISCS are preferred over all other recording blanks combined.

This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

For AUDIODISCS are manufactured by a patented precision-machine process which assures uniform results, and AUDIODISC recording lacquer is produced in our own plant from a formula developed by our research engineers. The manufacturing process is thus fully controlled from raw materials to the finished disc.

Praise of AUDIODISCS comes from everywhere, not only from all fields of recording, but from every type of climate. In arctic cold or the heat and humidity of the tropics, AUDIODISCS are consistently dependable.

There is an AUDIODISC designed for every recording need. See your local distributor or write:

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

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

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

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
<th>Specialization</th>
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<tbody>
<tr>
<td>JANJSKY &amp; BAILEY</td>
<td>Executive Offices National Press Building Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington, D. C. Adams 2414</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>P.O. Box 337 GARDEN CITY, N.Y.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>RING &amp; CLARK 85 Years Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C.</td>
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<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
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<td>JOHN J. GAVITT</td>
<td>RING &amp; CLARK 85 Years Experience in Radio Engineering MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C.</td>
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<td>HAROLD B. ROTHROCK</td>
<td>1908 EYE ST., N.W. NATIONAL 0196 WASHINGTON, D. C.</td>
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<tr>
<td>GARO W. RAY</td>
<td>981 BROAD STREET PHONE 5-2055 BRIDGEPORT, CONNECTICUT</td>
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<tr>
<td>UNIVERSITY RESEARCH LABORATORIES</td>
<td>A. E. TOWNE AND STAFF One Nob Hill Circle, San Francisco 2, Calif. Telephone: DOuglas 5380</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>830 GREGG STREET Phone 7342 COLUMBIA, SOUTH CAROLINA</td>
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<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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<td>PAUL GODLEY CO.</td>
<td>LABS: GREAT NOTCH, N. J. LITTLE FALLS 4-1000</td>
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<td>GEORGE C. DAVIS</td>
<td>501-505 Munsey Bldg. — District 8456 Washington 4, D. C.</td>
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<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Building, Washington 4, D. C. Telephone National 7757</td>
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<tr>
<td>FRANK H. McINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477 WASHINGTON, D. C.</td>
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<td>LENT &amp; POAST</td>
<td>1319 F ST., N.W. DISTRICT 4127 WASHINGTON, D. C.</td>
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<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W. Washington, D. C. Adams 3711</td>
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<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W. REPUBLIC 1951 WASHINGTON, D. C.</td>
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<td>JOHN CREUTZ</td>
<td>311 BOND BLDG. REPUBLIC 2151 WASHINGTON, D. C.</td>
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<td>BARCLAY &amp; SAXON</td>
<td>Radio Engineering Consultants 2915 Red River Phone 2-5055 Austin, Texas</td>
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</table>
FCC Actions
(Continued from page 76)

Decisions Cont.: MDIG Dethan, Ala.—Granted mod. CP, which authorized new AM station, to change type trans.
WHRJ Lenoir, N. C.—Granted CP to make changes in trans. equipment.
KRTV Mankato, Minn.—Granted license to cover CP which authorized new AM station, 1600 kc 250 w. unil. and for change of studio location; cond.
KVOE Santa Ana, Calif.—Granted license to cover CP which authorized change frequency to 1640 kc, increase power to 1 kw and new trans.
WHUN Huntington, W. Va.—Granted license to cover CP which authorized new station, 1400 kc 250 w unil.
WBGT Grand Forks, N. D.—Granted license to cover CP which authorized new station, 1240 kc 250 w unil.
KRDO Colorado Springs, Colo.—Granted license to cover CP which authorized new station, 1460 kc 250 w unil.
WYNE Brooklyn, N. Y.—Granted CP, for extension of completion date from 5-3-47 to 6 mo.
KRFM Fresno, Calif.—Granted mod. CP which authorized new FM station for extension of commencement date to 4-27-47 and completion date to 11-4-47.
WXNO Hollywood, Fla.—Granted mod. CP, which authorized new station, for approval of ant., to change type trans., for approval of trans. location and to specify studio location.
KOUM Columbus, Ohio.—Granted license to cover CP which authorized new station, 1500 kw 250 w unil. and to specify studio location.
WPGG Atlanta, Ga.—Granted license to cover CP which authorized station, 1500 kw 250 w unil. and to specify studio location.
WJDM Port Huron, Mich.—Granted CP to make changes in ant. and for extension of completion of CP; cond.
WWNC Asheville, N. C.—Granted mod. CP, for extension of completion date to 2-20-47.
Allen B. DuMont Labs, Inc. Portable- Mobile, Area of Washington, D. C.—Granted CP’s for 2 new experimental TV relay stations to be used for experimental TV station WTTO.
Allen B. DuMont Labs, Inc. Portable-Mobile, Area of Washington, N. Y.—Granted CP’s for 2 new experimental TV relay stations to be used with commercial TV station WABD.
KBOZ Orlando, Fla.—Granted license to cover CP which authorized new station, 1590 kc 250 w unil.
WJOR Bangor, Me.—Granted license to cover CP which authorized new station, 1130 kc to 1160 kc 250 w unil. and cond.
WBKB Knoxville, Tenn.—Granted mod. CP which authorized new AM station, for approval of ant. and approval of trans. location, cond.
WRIA Cauquis, P. R.—Granted mod. CP, which authorized new AM station, for approval of ant., to change trans. location and to change type trans.
KXEO El Centro, Calif.—Granted mod. CP, for extension of completion date 3-5-47.
KNOX Knoxville, Tenn.—Granted mod. CP which authorized new station, for approval of ant., trans. and location.
ARK Yuma, Ariz.—Granted mod. CP which authorized new station, for approval of ant., trans. and for approval of trans. location.
WEML Elmiria, N. Y.—Granted mod. CP which authorized new station, for approval of ant., change type trans., for approval of trans. location, and to specify studio location.
WZC Knoxville, Tenn.—Granted mod. CP to change type trans., and to change name of applicant from E. L. Roberts to W. E. Roberts 7384 Cocoa Valley Bosq. Co.
April 15 Applications . . .

ACCEPTED FOR FILING

License for CP
KCNB Tucson, Ariz.—License to cover CP, as mod., which authorized new AM station and for change of studio location and to authorize operating power by direct measurement of ant. power.
FM—Unassigned
Alhambra Bosq. Inc. Alhambra, Calif.—CP mod., which authorized new AM station and for change of type location and to authorize operating power by direct measurement of ant. power.
FM—Unassigned
San Fernando Valley Bosq. Co., San Fernando, Calif.—CP new (class A) FM station on frequency 871 kW and ant. height above average terrain 413 ft.
Modification of CP
KUBA Yuba City, Calif.—Mod. CP which authorized new AM station, to change type trans., install DA-DN and new studio location.
WTUX Wilmington, Del.—License for CP to cover as mod., which authorized new AM station and to authorize operating power by direct measurement of ant. power.
WLOF Orlando, Fla.—Voluntary transfer of control of licensee corporation from Hazelwood Inc. to Wm. Joe Sears & Walter W. Shiels (18.75% of stockholders).
Okefenokee Bosq. Co. Waycross, Ga.—CP new AM station 910 kc 500 w. (class B) DA-DN and change trans. location.
WCNT Central Ill.—CP change frequency from 1210 to 1250 kc, operation from D to unil., increase 1 kw-D to 1 kw-D and 500 w and WENTZ, License to cover CP, as mod., which authorized new AM station, and for change in DA and to delete amendment filed Feb. 29, 26 in its entirety.
FM—Unassigned
Command Industries, Oak Park, Ill.—CP new (class A) FM station on frequency to be assigned by FCC and ERP.
AM–250 kw
KDFN Shenandoah, Iowa—CP increase 500 w-N to 1 kw-D to 5 kw-D, install new trans. type and Ant. & change new location. AMENDED to change power from 500 w to 1 kw and 500 w-N to 1 kw-D using non-directional for both DN.
AM–1480 kw
KANS Wichita, Kan.—CP change frequency from 1210 to 1250 kc, increase 1 kw to 5 kw, change type trans. and DA-DN and change trans. location.
AM–1250 kw
Kola Bosq. Co. Ojouans, La.—CP new AM station 1230 kc 250 w unil. AMENDED to change name of owner to KOLA Broadcast Co. (co-partner- ship of) owned of O. M. and E. Jones, James O. Jones and Mrs. Sarah Stewart Jones to KOLA Bosq. Co. partnership composed of Hugh O. Jones, Wm. E. Jones and Mrs. Sarah Stewart Jones.
FM—Unassigned
KRMZ Shreveport, La.—CP new FM station (class B) on frequency to be assigned by FCC. ERP 8 kw and ant. height above average terrain 255.84 ft.
Modification of CP
WOCM Metairie, La.—CP, as mod., which authorized increase in power and installation of new trans. and for extension of installation of new trans. and for extension of new AM station.
FM—Unassigned
American Quarz Labs. Inc., Camden, N. J.—CP new (class A) FM station on frequency to be assigned by FCC. ERP 1 kw and ant. height above average terrain 75.8 ft.
Modification of CP
WONO Oneonta, N. Y.—CP, which authorized new AM station at new location and of trans. and station location.
License for CP
WYSK Asheville, N. C.—License to cover CP, as mod., which authorized new AM station and to determine operating power by direct measurement of ant. power.
WRZK Clinton, N. C.—License to cover CP, as mod., which authorized new AM station and to determine operating power by direct measurement of ant. power.
Modification of CP
WILX North Wilkesboro, N. C.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.
WSR’s Cleveland Heights, Ohio.—CP which authorized new AM station, for approval of ant. for approval of trans. location and to specify studio location.

(Continued on page 82)
new FM ant. on top, for extension of commission.

FM—101.3 mc

News Pub. Co., Rehoboth, Ga.—new (class B) FM station on channel 267, 101.3 mc. ERP 365 kW. AM—Antenna

WKMO Kokomo, Ind.—CP install new vertical ant. and move FM ant. on top of AM tower. Modification of CP

WLAW-FM Lawrence, Mass.—Mod. CP which authorized new FM station, to change change commencement and completion dates.

FM—Unassigned

Lincoln Bestg. Co., Detroit, Mich.—new (class A) FM station on channel 250. To be assigned by FCC and ERP 10 kW. AM—Antenna

KMBK Kansas City—Mod. CP which authorized new FM station, to change change commencement and completion dates.

WPNF-FM Burlington, N. C.—Mod. CP which authorized new FM station, to make changes in application.

WHIM Providence, R. I.—Mod. CP, as mod. which authorized new FM station, to change type trans. and make changes in vertical 130 kc.

AM—1240 kc

WWON Woonsocket, R. I.—CP install new trans.

License Renewal

WBLR Balkan Route, La.—License renewal AM station.

WHA Madison, Wis.—Same

WWOE Cleveland—Same but for non-commercial educational station.

KUSC Los Angeles—Mod. CP, as mod. which authorized new educational FM station, for extension of commission date.

AM—1240 kc

Coast Counties Bcstg. Sallins, Calif.—CP new station 1340 250 w. Contingent upon KJHUB being granted change of frequency for AM 1170 kc.

AM—1170 kc

Peach State Bestg. Co., Macon, Ga.—New station 1160 1 kw D. AMENDED to change 1180 to 1170 kc.

Modification of CP

WTOM Bloomington, Ind.—Mod. CP, as mod. which authorized new station, to increase power from 100 to 250 w and extension of commencement and completion dates.

WOLF Syracuse, N. Y.—Mod. CP, as mod. which authorized new station, to change vertical ant. and change in ground system, for extension of commencement and completion dates.

WJMO Cleveland—Mod. CP, which authorized new station, to change type trans., to make changes in vertical ant. and change trans. and studio locations.

WRWN Warren, Ohio—Mod. CP which authorized new station, to increase vertical ant., to make changes in vertical, and to change trans. and studio locations. Modification of CP

WSAN-FM Alliance, Ohio—Mod. CP which authorized new FM station, for extension of completion date.

AM—1450 kc

Community Service Bestg. Co., Erie, Pa.—CP new station 1320 5 kw DA untl. AMENDED to modify DA.

AM—1340 kc

WKRR Oil City, Pa.—CP install new vertical ant. mount FM ant. on top of tower and change trans. and studio locations.

AM—1000 kc


Modification of CP

WLVA-FM Lynchburg, Va.—Mod. CP, which authorized new FM station, for extension of completion dates.

KVAN Vancouver, Wash.—Mod. CP which authorized change frequency, increase vertical ant., new tower, and new change station, to change type trans. and change trans. type.

FM—Unassigned

New Pub. Co., Clarksvllle, W. Va.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 8.2 kw.

APPLICATION DISMISSED

FM—Unassigned

Radio Austin Inc., Austin, Minn.—CP new (class A) FM station on channel 1550 kc. To be assigned by FCC, ERP 350 and ant. height above average terrain 158 ft. DISMISSED April 4, per petition dated March 28.

APPLICATIONS RETURNED

FM—Unassigned

Birney Imes Jr., Columbus, Miss.—CP new (metropolitan) FM station on frequency to be assigned by FCC. CP returned April 14, incomplete.

FM—Unassigned

Birney Imes Jr., Columbus, Miss.—CP new FM station on frequency to be assigned by FCC, ERP 350 w and ant. height above average terrain 250 w.

AM—94.1 mc

Martinville Bestg. Co., Inc., Martinville, Ind.—Mod. CP, which authorized new station (class B) on channel 231, 94.1 mc. ERP 4.44 kw return to change Applicant's Attorney April 15, program analysis not submitted.

World—45.7 mc

World Pub. Co. and Tulsa Tribune Co., Tulsa, Okla.—CP new FM station on 65.7 mc. DISMISSED April 4, request for attorney.

FM—Unassigned

Huntsville Bestg. Co., Huntsville, Ala.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 1.2 kw. RETURNED to Applicant's Attorney April 16, program analysis not submitted.

TENDERED FOR FILING

( Since Feb. 7)

Modification of License

WCKZ near Dunn, N. C.—Mod. license change hour of operation from D to limited hours, operating on 780 kc 1 kw.

AM—780 kc

Blue Ridge Broadcasting Co., Inc., Seneca, S. C.—CP new station 780 250 w D. AMENDED to be owned by WOAL.

Pure Bred Bestg. Co., Richmond, Ky.—CP new station 1550 250 w untl.

Assignment of License

WRFR Annawan, Ill.—Consent to assignment of license to George Bestg. Co.

Modification of CP

WHQH-AM Macon, Ga.—Mod. CP to change DA using 10 kw untl. DA-DN. WRNN Warren, Ohio.—Mod. CP for changes DA-N using 5 kw untl. DA-DN.

Hearings Before FCC . . .

APRIL 21

AM—Hearing


AM—Hearing

S. H. Patterson, Topeka, Kan.—Cp 1440 kc 5 kw DA untl.

KVAL Atchison, Kan.—Cp 1470 kc 1 kw untl.

APRIL 23

Oral Argument

Present: Barsa and Klaw.

Belot Bestg. Co., Beloit, Wis.—CP 1400 kc 100 w untl.

The Eg Bestg. Co., Elgin, Ill.—Same but 250 w.

Village Bestg. Co., Oak Park, Ill.—Same.

Vinent C. Cofey, Elgin, Ill.—Same but DA.

Commonwealth Bestg. Corp., Danville, Ky.—Cp 1230 kc 100 w untl.

Danville Bestg. Co., Danville, Ky.—Same but 250 w.

Report B-322

Mid-America Bestg. Corp., Louisville, Ky.—CP 1060 kc 1000 w ERP 3 kw D. AMENDED to move DA N 5 kw D untl.

Kentucky Bestg. Corp., Inc., Albany, Ind.—CP 1080 kc 1 kw N-5 kw D DA-DN.

Jackson Bestg. Co., Jackson, Tenn.—Cp 940 kc 100 w.

Hub City Bestg. Co., Jackson, Tenn.—Same.

George Arthur Smith, Jackson, Tenn.—Same.

Report B-337

Dorrance D. Roderick, Pueblo, Colo.—Cp 1350 qw.

Pueblo Radio Co., Inc., Pueblo, Colo.—Same.

REVIEW LIMING AMPLIFIER DESCRIBED BY GE EXPERT

A NEW DEVICE which reportedly eliminates an old bugaboo of broadcast engineers — low intensities of voices and music — was described last week in Atlanta, Ga., by Laurence M. Means, a General Electric engineer.

Known as limiting amplifier circuit for broadband transmitters, the new device will also serve to increase station coverage, according to Mr. Means. He explained its operation at a session of the Broadcasting Engineers Conference sponsored by the Georgia School of Technology and the Atlanta section of the Institute of Radio Engineers.

Mr. Means cited the limiting amplifier automatically anticipates the increase in volume in known technically as "peaks", which occur toofleetingly for manual adjustment. The program is delayed electrically, whereupon the weather automatically readjusts the sound intensity to proper value, he explained.

Mr. Means pointed out that at present radio stations decrease their power during such periods to make the distortions less audible. He declared that this would be unnecessary with the limiting amplifier and thus full power could be maintained constantly.

BWMA Mansefield, Ohio, has been commended by the local Fire Prevention Committee for activities of its firemen helping Mansfield win the grand award in National Fire Wals Contest, for its fire prevention work in 1946.
Peabody Awards  
(Continued from page 16)  
man who doesn't listen to the radio"

Mr. Weeks had some suggestions for broadcasting. "Avoid hardening of the arteries," he said. "Be wary of old poems. Repetition is the pernicious anemia of radio. Be willing to gamble. You expect the public to gamble 2 or 3 billion dollars on receiving sets in the next five years. How much are you willing to gamble for the public?" Mr. Shirer, who was present to receive his award, made no speech of acceptance but confined himself to a simple expression of thanks.

John J. Gillin Jr., president and general manager of WOW, accepted the award for outstanding public service by a regional station, and Dan E. Jayne, general manager of WELLS, accepted the award for outstanding public service by a local station.

Other winners of the awards and the executives who accepted them were:

Other Winners
For outstanding entertainment in drama, The Columbus Workshop, accepted by Davidson Taylor, CBS vice president and director of programs.

For outstanding entertainment in music, the NBC Orchestras of the Nation, accepted by Niles Trammell, president of NBC.

For outstanding educational program, WMCA New York, accepted by Nathan Straus, president of the station.

Special citations were presented to:

WSB Atlanta, accepted by Brad Crandall Jr., director of the program series The Harbor We Seek. J. Leonard Reinsch, managing director of WSB and radio adviser to President Truman, delivered an off-the-record talk on the President's schedule after presentation of the award.


MBS and its Meet the Press, accepted by Martha Rountree, producer of the show.

Henry Morgan, star of the ABC

Henry Morgan Show, accepted by Mr. Morgan.

CBS and its mystery program, Suspense, accepted by Mr. Taylor.

CBS and its Invitation to Music, accepted by Mr. Taylor.

Robert Saudek, ABC director of public affairs, and ABC for the special broadcasts of Hiroshima, a New Yorker magazine story by John Hersey, accepted by Mr. Saudek.

Junior Leagues of America for their transcribed series, Books Bring Adventure, accepted by Mrs. J. King Hoyt, vice president of the Assn. of Junior Leagues.

John Crosby, radio critic of the New York Herald Tribune, accepted by Mr. Crosby.

Winners of the awards and citations were introduced by John E. Drewry, dean of the Henry W. Grady School of Journalism of the University of Georgia, which jointly administers the Peabody Awards with the NAB.

WGPA-FM Launched
WGPA-FM Bethlehem, Pa., owned by Bethlehem Globe Publishing Co., began broadcasting operations April 10. First broadcast was a remote from a Lions Club district meeting at a Bethlehem hotel. The station, is operating 7 a.m.-11 p.m. with effective radiated power of 10 kw at 94.7 me.

J. ALBERT WOLL RESIGNS TO JOIN PADWAY FIRM
J. ALBERT WOLL, U. S. District Attorney who initiated government suit against James Caesar Petrillo, resigned last week to become the partner of AFM legal counsel Joseph Padway.

Mr. Woll is the son of American Federation of Labor vice president, Mathew Woll. His role as government prosecutor against the AFM chief was strongly protested last year in Congress and by broadcasters, on the grounds of probob bias on the basis of his father's union affiliation.

Another AFM counsel, Henry Kaiser, told Broadcasting that Mr. Woll "will probably won't join the staff" until after the Petrillo case is decided by the Supreme Court.

KXOK IS FORCED OFF AIR BRIEFLY BY CUT CABLES
KXOK St. Louis was forced off the air momentarily shortly after 5 p.m. April 13 when telephone cables linking the station with its transmitter 14 miles away were cut.

Engineers at the transmitter quickly filled in with paper graph records. Meanwhile, the KXOK studio staff was transcribing ABC network shows and rushing the discs to the transmitter at half-hour intervals. The transcribed programs were broadcast one hour later than usual.

Station's engineers worked through the night preparing a short wave relay transmitter and normal operations were resumed at sign-on time next morning. Programs were shortwave to the transmitter and then broadcast. Operations of KXOK-FM were not affected.

Because telephone workers were still out on strike the work repairing the KXOK cable was done by supervisory employees of the Southwestern Bell Telephone Co. The repairs were completed by 12:15 p.m. last Monday, according to the station.

Hedges Nominated
WILLIAM S. HEDGES, NBC vice president in charge of planning and development, last week was nominated, without opposition, for the presidency of the New York Radio Executives Club. Others proposed for office, without opposition, by the Club's nominating committee were: For vice president, Regina Schuebel, radio director, Duane Jones Co.; for secretary, Louise (Pat) Spalding, manager of the radio traffic department of J. Walter Thompson Co. and for treasurer, Ralph N. Well, general manager of WOV New York.

Petrillo
(Continued from page 16)  
in union affairs, are due for close scrutiny. The union welfare fund—which would be banned under the proposed Hartley bill—is also due for a check, together with all AFM finances.

Meanwhile, whether or not the Supreme Court rules against the Lea Act, the future freedom of AFM to impose "featherbedding" on radio stations appeared to depend on the fate of the Hartley bill which bans the practice. The bill was passed by a three-to-one vote in the House last Thursday—apparently strength enough to override an expected Presidential veto. A much "softer" labor bill was in preparation in the Senate where there is considerable sentiment against legislation tending to "restrict" or "penalize" unions.

About Transcription Turntables—

Demands of new turntables for both AM and FM have been so great that Gates has set up production schedule for 600 complete transcription equipments during the next 150 days. By complete is meant in the many forms that broadcasters want them from chassis only to elaborate cabinet and desk models.

Broadcasters now ordering the popular CB-7 or CB-10 models for lateral, vertical, or universal vertical-lateral operation will be pleasantly surprised at the excellent delivery.

Gates Radio Company
Quincy, Illinois, U. S. A.
**Expenditures of $2,350,000 Anticipated By Four Successful Television Applicants**

**(Story on N. Y. Television Grants on page 18)**

CONSTRUCTION COSTS exceeding $2,350,000 are anticipated by the four New York-New Jersey applicants given proposed television grants by FCC last week.

None expects sales in its first year of operation to yield more than 50% of the year's operating costs.

ABC, which also received a proposed FM grant for New York, "considers the new grants as the keystone of its prospective nationwide television and FM networks," said President Mark Woods, pointing out that ABC already has video grants or proposed grants for Detroit, Chicago, Los Angeles, and San Francisco.

He said that "in both television and FM, ABC has done intensive research and with the receipt of these new grants plans to present to the public the greatest in public service, news and entertainment programs."

No Announcement Made

The network is withholding announcement of specific construction plans pending finality of the proposed grant, but its application to FCC contemplated construction costs of $922,170; first year's operating expenses of $2,005,955 (including more than $1,300,000 for programming) and first year's revenue of $934,700.

WOR anticipated expenditures of about $650,000 for video transmitter, studios and equipment, and officials said it would start construction "very shortly." Transmitter will be atop 444 Madison Ave., also the transmitter site of WBAM, its FM affiliate. First studios probably will be at 1889 W 8th at 1440 Broadway.

WOR expects the first year's operating costs to approximate $4,175,004 (about half in programs and talent), with net time sales around $335,000, according to its application.

President Irving R. Rosenhaus of WAAT Newark said "granting of New Jersey's first television license... inaugurates a new era in communications in New Jersey and opens up an entirely new vista of entertainment and information for residents of the densely populated North Jersey metropolitan area." He promised wide variety of video programs including sports; forums from New Jersey colleges, universities and secondary schools; audience participation shows and dramatic presentations; news, cartoons, and other features on film.

WAAT's application envisioned a $211,679 construction expenditure, first year's operating costs of about $562,198 ($562,198 in programming) and gross revenues of $100,000.

New York Daily News, which also was nominated for an FM grant, issued no statement immediately on its plans. It had told FCC, however, that video construction costs would total about $575,000 and that it would spend around $562,198 on the first year's operations (over $320,700 for programs). The News ventured no estimate of first year's revenues, but told FCC it would be willing to operate the station for at least three years irrespective of profit.

All four applicants plan an initial operation of at least 28 hours a week.

King to Hollywood

FRANK KING, former account executive of N. W. Ayer & Sons, Detroit, has been appointed assistant sales manager KNX Hollywood and CBS Pacific Network. Announcement made by Donald W. Reeb, CBS Western division vice president. Mr. King headed AFRS New York office during the war as an Army captain.

Miller Warns of Federal Infringement on Freedom

NAB headquarters executives addressed three business clubs in Kansas City during the Area C meeting held April 14-15. President Justin Miller, speaking before the Advertising and Sales Executive Club discussed radio's public service activities and warned against governmental infringement of basic freedoms.

A. D. Willard Jr., executive vice president, said newspapers and movies will come under censorship now imposed on broadcasting unless legislation is passed or court action is taken. He spoke before the Kansas City Chamber of Commerce. Frank E. Pellegrin, Director of Broadcast Advertising, told the Mercury Club of radio's value as an advertising medium.
Residents Denounce D. C. Tower Erection
Video, FM, AM Antennas Stir Ire Of Capital Citizens

PROTESTS against erection of television, FM and AM antennas in capital residential areas were aired before a joint Senate-House committee last week by Washing-
ton citizens.

Protests came in the form of support for a bill (HR 2994) introduced April 9 [Broadcasting, April 14] by Rep. Sid Simpson (R-III.) regulating "installation of radio or television transmitting an-
tennae, masts, or other structures in the District of Columbia."

George A. Corbin, legislative chairman of the Major Park Citi-
zen's Assoc. criticized both tele-
vision companies and District Com-
misssioners for having failed to act in the interest of a "majority" of home-owners in not restricting areas where antennas can be erected.

Called Safety Hazard
He declared that such installa-
tions were a safety hazard in resi-
dential zones. In addition, he as-
serted, these antennas also depre-
ciate property value.

Corporate Counsel Vernon West, testifying for the Commissi-
ioners, declared property owners are adequately protected by current zoning laws dating from 1910.

W. Curtis Plummer, chief of FCC's Television Engineering Di-
vision, told the Committee that from "the technical point of view" height requirement for TV trans-
mitters was essential. He explained that a video transmitter, to be most effective should be located in the densest population area. He indicated, that to move transmitters to the fringe of the city, as suggested by the citizen's group, would move many video sets into "shadow areas," since best reception is in "line of sight" from the trans-
mitter.

He pointed out that Washington, unlike New York, has no high build-
ings so that towers must be erected on hills to be most effective. Most high points in the District are loc-
ated in park or residential areas.

A similar bill was introduced last year, but was shelved after hear-

Broadcasting Meets Emergency
In Tornado-Destayed Regions

RADIO FACILITIES were used extensively when one of the South-
west's worst tornadoes ripped through the Texas-Oklahoma Pan-
handle area on the night of April 9. Radio helped fill the gap caused by complete breakdown of other means of communication in some parts of the area and partial break-
downs in others. The medium also was used effectively for appeals to bring food, clothing and medical supplies quickly into the stricken area. Radio's news coverage of the tornado likewise was outstanding.

KVOT Tulsa Newscaster Bud Jackson was preparing to sign off his 10-10:15 p.m. newscast April 9 when Night News Editor Manton Marris, relayed a telephone report on the tornado. Mr. Jackson ad-
libbed the news flash, promised further details as quickly as they became available. KVOT inter-
rupted all programs to give listen-
ers news of the tornado as reports came in, and, like other stations, aired pleas from the Red Cross for sup-
plies in the form of food, clothing, bedding and medical supplies.

Oklahoma City stations flashed reports of the disaster the night of April 9. WKY and KOMA dis-
patched news men to the devasted areas for on-the-spot reports. WKY the following morning fed a pickup to the entire NBC network. Station remained alerted, airing bulletins, Red Cross and medical announcements, along with other public service news.

Wednesday night P. A. Sugg, WKY general manager, and Paul Hood, newly appointed promotion director, raced to stricken areas in the WKY mobile unit. Mr. Sugg, Mr. Hood, Ed Lemons, WKY farm director, Gene White, special events, and H. J. Lovell, chief engi-
eer, broadcast eye-witness stories of the tragedy throughout the night and the following day.

Jerry Marx of the KOMA Okla-
ahoma City news staff was plugged in on the AT&T test board when the first emergency call came through from the Woodward area, and heard the first eye-witness ac-
count of the disaster, according to the station. KOMA's Ben Holmes was dispatched to the disaster scene and later was placed in charge of medical supplies distribution. Bob Eastman, station news director, flew to the scene to report a full eye-witness account.

KFBI Wichita, Kan., learning of the storm firsthand from a Wich-
a -bound airplane that flew over the tornado, scored a scoop with its bulletins, according to General Manager Robert K. Lindsay. KFBI rushed a wire-recorder to the disaster and later rebroadcast a graphic description.

Coverage by KFDA
KFDA Amarillo, Tex., at 1:30 a. m. on April 10 gave an eye-

KENT Shreveport, La., operat-
ing with 1000 w daytime and 5000 w night on 1550 kc, joins MBS July 1.

WPAK Charleston, S. C., operat-
ing with 1000 w daytime on 730 kc, joins MBS Apr. 30. The station is owned and operated by the Charleston Broadcasters.

THREE MORE AFFILIATES TO JOIN MUTUAL SOON
MBS last week announced the add-
tion of three new affiliates, bring-
ning the total number of Mutual network stations to 413.

WKJG Fort Wayne, Ind., operat-
ing on 1380 kc with 5000 w, and owned and operated by the Northeastern Indiana Broadcast-
ing Co., joins MBS July 1.

KENT Shreveport, La., operat-
ing with 10000 w daytime and 5000 w night on 1550 kc, joins Aug. 1.

WPAK Charleston, S. C., operat-
ing with 1000 w daytime on 730 kc, joins MBS Apr. 30. The station is owned and operated by the Charleston Broadcasters.

I sn't it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

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NAB-Kansas City

(Continued from page 17)

Hill of Compton Adv., Kansas City, representing AAAAA.

Mr. McLean quoted the April 9 ANA resolution supporting BMB as an "absolute necessity," adding "it gives you broadcasters what you need to sell time to advertisers like me."

In questions from the floor Arthur B. Church, KMBC Kansas City, asked if subscription rates for the projected March 1945, BMB survey might be reduced with more stations participating and with higher incomes increasing the rate unless adjustments are made. Mr. Feltis said a reduction in the rate could reasonably be expected. He said experience gained in the first survey would reduce the costs of subsequent ones.

Two small station owners protested the BMB rate charges as favoring the larger stations. One of them, Ben Sanders, KCID Spencer, Ia., said his small volume of national business did not justify the fee.

Hoyt Andres, WKY Oklahoma City, 12th District Program Managers chairman, urged stations to check carefully all copy and procedures submitted to them, especially on public discussion matters. He warned that Communists' endeavor to advance their doctrine through "fancy title associations" without the association's knowledge, was reducing the BMB study.

Edmund J. Linehan, KSO Des Moines, successor to Eugene Flaherty, KSCI Sioux City, 1a., said 19th District program manager, asked station in his district to pass along programming matters to the committee.

CORNERED in the Muehlebach during NAB Area C meeting in Kansas City were (seated, 1 to r): Frank Stube, KFPN Shenandoah, Ia.; Verl Bratton, WREX La Crosse, Wis.; Al Hartley, KSBW Kansas City; Richard P. Doherty, NAB; Owen Saddler, Howard O. Peterson, KMA Shenandoah. Standing, Phil Hoffman, KRTN Des Moines; Gus Brandborg, KYVO Tulsa; P. A. Buggs, WKY Oklahoma City; William Wyse, KBWB Hutchinson, Kan.; John Taylor, KYVO Tulsa; John Schilling, WB Kansas City.

Mr. Fair outlined activities of the new Program Dept. Immediate problem, he said, is development of new standards of practice and explained that two subcommittees are working out recommendations for the Special Standards of Practice Committee May 12-15. Mr. Fair said agencies and advertisers as well as broadcasters are. The Program Dept. will

study news, music, agricultural and copyright matters, he said, with periodic reports going to stations on departmental activity.

At the small market stations meeting Mr. Pelegren asked stations to send in facts on use of radio for institutional and public service purposes by local factories and industries. He advised small stations not to refer to themselves as "peanut wholesalers," explaining that stations and their managers are becoming important community elements. He said station operators are acquiring the prestige formerly held by the local newspaper editor.
AREA C ATTENDERS at Kansas City NAB meeting included (seated, 1 to r): Harry Burke, KFAB Omaha; George Higgins, KSO Des Moines; James Reese, Reese Adv. Co., Kansas City; Robert Lindsey, KFBY Wichita; Ben Sanders, KIOO Spencer, Ia. Standing, John Blair, John Blair & Co.; Hugh M. Felits, BMB; John McLean, Hall Brothers, Kansas City; Robert D. Enoch, O. L. (Ted) Taylor, KTOK Oklahoma City; and Buryl Lottigridge of WOC Davenport, Iowa.

NAB’s Area C News Clinic Largest Held

17 Station Managers and News Editors Participate

LARGEST news clinic yet held in NAB’s 18-month series was led by William B. Quarton, WMT Cedar Rapids, Iowa, with 119 station managers and news editors of Area C (Districts 10, 19) taking part, Wednesday at Hotel Mushelebach, Kansas City (see area story, page 17). Mr. Quarton and Arthur C. Stringer, NAB Director of Special Services, covered all phases of the news problem.

Results of a study of audience reaction to newscasts were reviewed by Dr. Arthur M. Barnes, U. of Iowa. The study showed that highest comprehension of newscasts occurs at 125 words per minute, lowest at 25 words. National news dominates postwar newscasts, it was found, taking up an average of 52.4% of all the news time on quarter-hour programs, followed by regional news, foreign news, feature stories and weather.

Commercial time on sponsored newscasts averaged 14.9% of time, with 96% of sponsored newscasts having an internal commercial. Out of 10 newscasts, six will feature the same lead, it was found.

William Ray, news and special events director of WMAQ Chicago and NBC Central Division, described a daily wire-recorded noon feature and its rise to third place among all WMAQ newscasts.

Soren H. Munkhof, WOW Omaha, lauded the work of the rewrite man who must sift 100,000 words daily to prepare 12,000-20,000 words for the air. Jack Shelly, WHO Des Moines, told of advantages of a system of regional correspondents. Phil Evans, KMBC Kansas City farm editor, said farm news must be prepared by experts or farmers will not listen.

Hoyt Andres, WKY Oklahoma City, said wire and local news should be blended to attract the station’s particular audience. Wayne Cribb, WHMO Hannibal, Mo., said every newscast should contain as much local news as can be obtained.

Ken Miller, KVOO Tulsa, said even the smallest station must have at least one experienced newsmen responsible solely to management for judgment of news value, preparation of broadcasts and department operation.

Buryl Lottigridge, WOC Davenport, Iowa, noted the trend toward primary importance of local news and writing local significance into stories.

TRUMAN NAMES DENNY CONFERENCE CHAIRMAN

PRESIDENT TRUMAN last Wednesday appointed FCC Chairman Charles R. Denny, Jr., to be chairman of the International Telepotentiary Telecommunication Conference, and Assistant Secretary of State for Public Affairs, William Benton was chosen to head the High Frequency Broadcasting Conference.

“These three conferences,” said the State Dept. announcement, “are being convened by the government of the United States in view of the extreme urgency of resolving many telecommunication problems resulting from the dislocations of the war and the rapid advancements in the telecommunication art.”

WFRP Seeks to Transfer Its License to New Firm

APPLICATION was filed with the FCC last week by WFRP Savannah, Ga., requesting assignment of license to a new corporation in which the owners, Frank R. Pidcock Sr. and James M. Wilder, plus Station Manager Edward N. Palen, are officers and stockholders. Reasons given were to strengthen the WFRP organization and to secure Mr. Palen’s service. WFRP operates with 250 w on 1280 kc.

Name of the assignor partnership, Georgia Broadcasting Co., also is the name of the assignee corporation.

Messrs. Pidcock and Wilder, are president and vice president respectively of the new firm while Mr. Palen is secretary-treasurer. Mr. Pidcock will hold 80.5% interest and Mr. Wilder 24.75%. Remaining 24.75% interest will be held by Mr. Palen, who was named general manager in January (BROADCASTING, March 27). He formerly was program manager of WJW Cleveland.

CCBS TO CREATE POST OF ASSISTANT DIRECTOR

CLEAR CHANNEL Broadcasting Service, holding its first full-scale meeting since its session during the NAB Convention last October, last week voted to create the position of assistant to the director and authorized the executive committee to fill the post.

The assistant director would serve in the Washington office under Director Victor A. Sholis.

The group also approved several recommendations of the executive committee for an expanded program of activities. The meeting took place last Tuesday in Chicago.

Present were:

Edwin W. Craig, WBZ Boston, Clear Channel president; George H. Houston, WBAP Ft. Worth, treasurer; A. M. Herman, WHAS, John M. Guller Jr., WXD Atlanta; Hugh A. L. Half, WAQI San Antonio; Lute Baker, WHAS Louisville; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Harry Warner and R. M. Pierce, WLB Detroit; William Pay, WHAM Rochester; George Lewis, WCAU Philadelphia; DeWitt Martin and James Rockwell, WJZ Cincinnati; W. H. Stummeville and J. O. Bloom, WJW Columbus; J. B. Conley, KDKA Pittsburgh; Raymond Collins, WPAA Dallas; Glenn Snyder, WLS Chicago; Paul A. Corbett, WHOB Des Moines; and, from Washington, D. C., Victor A. Sholis, CCBS director, John H. Dew Jr., engineering consultant, and Reed T. Bolio, of the law firm of Kirkland, Fleming, Green, Martin & Ellis. Mr. Bolio represented Louis G. Caldwell, CCBS counsel.

KSFO Music Pays Off!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why KSFO's 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President
Represented by Universal Radio Sales

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Durr

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a "definite promise . . . that the Commission will lend its full share of responsibility for improving program service by the diligent exercise of its licensing power in the fulfillment of its "statutory responsibility for the public interest," and declared that, "having clearly recognized that responsibility, we should not now retreat from it."

Mr. Durr conceded that FCC "should not act lightly in taking broadcast licensees off the air, or in subjecting them to the cost and inconvenience of hearings on the renewal of their licenses." But he contended FCC's "primary responsibility is for the public interest" and "it should not permit an excessive concern with the financial interests of the broadcasters to overshadow its concern for the listening public." He continued:

"Moreover, it seems to me that the proposed decision in this proceeding involves more than mere laxity in the enforcement of the principles of the Commission's Report [Blue Book]. The standards themselves are being lowered. . . . "As I have previously pointed out, under the Communications Act the use of these new frequencies can be licensed only upon a finding that the public interest, convenience or necessity will be served thereby. The 'public interest' in broadcasting of necessity lies in programming, for that is the only phase of broadcasting which is of concern to the public as distinguished from the broadcasters themselves."

"In finding that the grant of the applications is in the public interest, the Commission necessarily must find that the program service proposed meets the standards of public interest. The minimum standards laid down in this proceeding therefore become the maximum standards which the Commission will have the right to demand of any applicant or licensee, because it must treat all alike."

"Thus, by its grant in these cases, the Commission has substituted the program standards of Station WGES for the principles of the Commission's Report. I do not think this is fair either to the public or to able and conscientious broadcasters who have a high sense of public responsibility and who set high standards for their own operations but must meet the competition of stations applying the low standards upon which the Commission now has set its stamp of approval."

Meanwhile, in another forum and on another subject Commissioner Durr last Thursday, speaking in New York at the annual luncheon of the Associated Church Press and the National Religious Publicity Council, questioned the means which can be employed to carry out President Truman's order directing the removal of "disloyal" employees and officials from government. He said:

"Certainly they should be [removed], if we can surely identify them. But what is the test of disloyalty? Can it be ascertained by men's beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, political parties or factions, with loyalty to country? . . .

"Who are to be the judges of a person's loyalty or disloyalty? And if beliefs are the test, how can the judges avoid making their own particular beliefs the standard? . . . Can men be fairly tried when their right to face the accusers, and to be fully advised of the nature and cause of the charges against them, depend upon the 'discretion' of those who accuse them?"

Will Influence Spread

Speaking on "Freedom and Fear," he asked: "If our freedoms are in fact endangered, do we endanger them even more by the employment of the Executive Order?"

He said the Executive Order banning disloyal employees applies only to those in government. "But will the example of government stop with government itself?" he asked.

In a New York talk Tuesday, on WQXR's What's on Your Mind? forum, Commissioner Durr said radio in the U. S. has been successful in a business sense but has not done so well as it could in other phases. He said "we should concern ourselves with the freedom of 160,000,000 American people rather than to rob the freedom of broadcasters arbitrarily to run their own stations in any way they see fit, without regard to listeners and their needs."

"It is a real pleasure since the Blue Book was issued radio has improved—that stations are putting more emphasis on public service programs and are carrying more good network sustaining programs in place of local shows of questionable value."

Mr. Durr appeared with Carl Haverlin, president of Broadcast Music Inc.; John V. L. Henley, radio inventor and president of WQXR, and Albert N. Williams, radio editor of the Saturday Review of Literature, in discussion of the question, "Is Our System of Broadcasting a Success?" Alice Peltzlarge was moderator.

With his contention that the advice and intelligence of advertisers are more important to station owners than the audience, Mr. Williams drew the fire of Messrs. Haverlin and Hogan who said owners must take first consideration of the audience because without an audience they could not attract advertisers.

LET'S HAVE UNIFORM TIME

all year 'round

Once and for all you can eliminate switching local shows to accommodate time change. Regardless of your time zone, the Mosby Plan can save this twice yearly costly headache.

Allocate a definite portion of each hour to the network—the first, second and fourth quarters. The third quarter hour belongs to the affiliate. Then, no matter what changes are made in network time, local shows remain constant. Network programs flow around your time like water around a pebble in a stream. Regardless of time zone, local accounts are assured of their favorite spots the year round.

Let's give it a try.

The Art Mosby Stations

KGVO

Missoula

Montana

5000 W Day—1000 W Night

CB5

250 Watts

Represented by WEED & COMPANY

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Sale of Clarksville Local is Approved

WJZM, KPET and WFIN Requests Authorized by FCC

SALE of WJZM (1400 kc, 250 w) and WJZM-FM Clarksville, Tenn., by Owners William Kleeman to Elmer T. Campbell and John Perry Sheftall, for $95,000 cash or $100,000 payable over a six-year period, was approved by FCC last Thursday.

Mr. Campbell, who will own 60%, is B. F. Goodrich Co.'s Washington D. C. manager. Mr. Sheftall, who will have 40%, is a real estate broker. Mr. Kleeman, mayor of Clarksville and half owner of the Coca Cola Bottling Co. there, said he wished to relinquish WJZM to devote more attention to his other business interests [Broadcasting, Feb. 10].

The Commission also approved assignment of construction permit for KPET Lamesa, Tex. (650 kc, 250 w, day only) by Riley Orlean Parker to Lamas Broadcasting Co. in which he owns 51% interest. His associates are K. S. Ashby (24%), who will be station manager, and R. A. Woodson (25%). Mr. Parker will be reimbursed for initial investments approximating $2,800 and the three partners will divide income in proportion to their ownership interests [Broadcasting, March 31].

Meanwhile, FCC gave its consent to the application for assignment of license of WFIN Findlay, Ohio (1330 kc, 1 kw day only) and construction permit for WFIN-FM from the late Fred R. Hover to his widow, Helen Hover administratrix of his estate.

AFA Ad Drive

PUBLIC relations campaign conducted by the Advertising Federation of America, designed to promote a better understanding of advertising, is being supported by over 500 stations, according to AFA. The stations are carrying announcements explaining what advertising can mean to America. Material is available at the Federation, 330 W. 42d St., New York 18.

IN CANADA

WINNIPEG is a "MUST" buy

Men Who Know

630 KCS.

select

NOW SKW

REPRESENTATIVE - WEED & CO.

BROADCASTING • Telecasting
Denny Loses Case
TWO authorities on radio law—Charles R. Denny and William A. Roberts—represented contesting citizen groups before the District of Columbia Public Utilities Commission. Mr. Denny, chairman of the FCC, argued before the nine-member panel that the Wesley Heights bus line should be moved. Mr. Roberts, of the law firm of Robert & McInnes, argued for a group opposing any change in the route.

The commission ruled in favor of Mr. Roberts’ position.

3 Rivals Seek Dismissal Of WDAS FM Application
REQUESTS that WDAS Philadelphia’s FM application be dismissed or put into FCC’s pending files in view of the proposed sale of the station have been filed with the Commission by three rival FM applicants.

The pleas followed the request of William Goldman Theatres, which bought WDAS for $485,000 from Alexander W. Dannenbaum and Cecil L. Naumburg subject to FCC approval [BROADCASTING, March 31], asking that the WDAS FM bid either be granted or the hearing re-opened to permit the proposed purchaser to present evidence.

Applicants WHAT Philadelphia, Franklin Broadcasting Corp., and Unity Broadcasting Corp. contended Goldman Theatres is not yet owner of the station, and that it could have but failed to appear in the hearing before the record was closed. Fifth Philadelphia FM applicant is Patrick Joseph Stanton, WDAS general manager. Four channels are available.

Truman on Networks
PRESIDENT TRUMAN will be heard on networks today (April 21) as he addresses the Associated Press lunch in New York at 2 p.m.

2 Class A, 15 Class B FM Grants Are Tendered FCC Approval
CONDITONAL grants for two Class A and 15 Class B FM stations were authorized last Thursday by the FCC. Construction permits were awarded for two Class A and 15 Class B stations. All of the Class A grants and five of the Class B were in lieu of previous conditions.

In seven instances new Class B channels were added to areas receiving conditional grants. No specific channels were assigned, pending final decision on the proposed Class B FM reallocation plan [BROADCASTING, April 14]. All of the conditional grants are subject to further review and approval of engineering details. There also are conditions with issuance of the CP.

The grants were made by a board composed of Chairman Charles R. Denny and Comr. Ray C. Wakefield and Ewell K. Jett.

Class B conditional grants
Pueblo, Col.—Rocky Mountain Broadcasting Co. Principals: Walter Hurst, owner, Hunt Pontikes, president; Carl Walter and Martin Walter Jr., operators of Walter Broadcasting Co., general manager and treasurer, respectively; A. G. Chamberlain, First Federal Savings and Loan Co., secretary. Each 20% interest.


Ashville, N. C.—Asheville Independent Times Co. Licenses WYNC. Channel 231 allocated to ashville.


Florence, S. C.—George M. Hughes, president and owner, Hughes Transportation Corp.; head of Hughes Motors, Charleston, and Florence.

Knoville, Tenn.—Scripto-Howard Radio Co. Inc. Licensee WNOK. Channel 256 allocated to knoville.

Knoeville, Tenn.—W incidents Licensee WNHL. Austin, Tex.—Frontier Broadcasting Co. Licensee KNWJ.

Fort Worth, Tex.—Tarrant Broadcasting Co. Licensee KKBD. Channel 258 allocated to Lubbock.

Odessa, Tex.—Odessa County Broadcasting Co. Licensee KERK. Channel 258 allocated to Odessa.

San Antonio—Alamo Broadcasting Co. Licensee KASC. Channels 234 and 254 allocated to San Antonio.

Waco, Tex.—Frontier Broadcasting Co. Licensee WAGQ.

The following were authorized construction permits:

KPI-PM Earle C. Anthony Inc (KPI), Los Angeles, Calif.—Class B; 265 kw: 2560 ft. WONS-FM The Yankee Network Inc. (WONS), Hartford, Conn.—Class B; 12 kw: 660 ft.

WDRC-FM WDR Inc. (WDRC), Hartford, Conn.—Class B; 7 kw: 720 ft. (*) Rockford Broadcasters Inc. (WROK), Rockford, Ill.—Class B; 44 kw; 3750 ft.

Minneapolis Broadcasting Co. Inc. (WCCO), Minneapolis, Minn.—Class B; 545 kw: 620 ft. (*) WFMJ-PM Strohmberg Co. (WHAM), Rochester, N. Y.—Class B; 50 kw: 350 ft.

WSRS Keystone Printing Service Inc., Wayne, Pa.—Class B; 2 kw; 305 ft. (*) WMMH-PM Moody Co., Youngstown, Ohio.—Class A; 1 kw; 150 ft. (*) WHFM-FM Stromberg Carlson Co. (WHAM), Rochester, N. Y.—Class B; 50 kw: 350 ft.

We Have Become a Quadrant*

According to Webster Quadrant is a "Natural"

For the natural way to reach a larger portion of the Memphis buyer’s market—at lower cost—choose WHBQ. Call at once for choice availabilities. CALL

WHBQ broadcasts More Commercial Programs at a week sponsored by Memphis Advertising in any other station.

—Memphis advertisers know Mem. is where they buy

WHBQ Broadcasts

MEMPHIS

N. Y. + Chicago + Hollywood

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(*) In lieu of previous conditions.
GE'S NEW ELECTRONICS PLANT IS IN OPERATION

GENERAL ELECTRIC's huge, $26,000,000 electronics manufacturing plant at Syracuse, N.Y., was taken into production April 15 with the first movement of transmitter assembly lines to the new building.

Ground for the project, known as Electrasite, was broken in September, 1945. The transmitter building will be the first to be occupied; according to GE, all units will be in operation by the end of the year. Entire completion will be by May 31.

Emerson Cuts Price

EMERSON Radio and Phonograph Corp. last week made retail price reductions ranging from $3 to $20 on nine radio and phonograph models previously selling above $50, in a move designed to help bring component and production costs and retail prices down to a level more consistent with the nation's economic needs, according to Benjamin Abrams, president of the company.

They Say...

PUBLIC RELATIONS means making people like your station enough to listen to it always. Every station has a different public relations program. Your public relations program has to be tailored-made to your own particular needs.

How can a station be a part of the community, and be noticed? Well, it can go places every member of the community would like to go. It's our idea that radio doesn't get out enough—that it is afraid to leave the studio. We must get the public feeling we are honored to receive them, and we try to make the big people feel we are at home with them.

Louis A. Breault, program-director of ERIC Beaumont, Tex. ($850-independent) and public relations chairman for 13th district of NAB, speaking at annual radio conference at the L. A. Stockton on "What Is Meant by Station Public Relations?"

* * *

SEE by Broadcasting [April 7] Mary Ellis, engineering and foreign language, opposes "radio editorializing." Isn't Winchell on that network? Am I to understand Mr. Woods regards "editorializing" as fitting and proper for the networks but undone for individual stations? Winchell would say—"huuh!!" Which is most likely to "always present both sides of a controversial issue"—the network commentator or the individual station operator who must live with the listeners he serves?

J. C. Rothwell, KYVW Littlefield, Tex.

Maestro Honored

IN ADDITION to the one world award of a round-the-world flight to F. H. La Guardia as 1947 winner for press and radio, the one world committee has voted a special music award to Arturo Toscanini, conductor of the NBC Symphony. Citation reads: "For the splendid way in which for many weeks he has dedicated his outstanding musicianship to the advancement of the cause of freedom and resistance to oppression, following the highest traditions of the arts."

STATION DIARY PLAN
DEVELOPED BY HOOPER

C. E. HOOPER Inc. has announced a station participation plan to underwrite "Area Hooperings" in the diary report of family listening. If confined to city limits, with 500 diaries distributed proportionately to sample all types of homes, cost will be $1,000 for single station subscriber, $1,000 more for each additional subscriber. If distribution area of the diaries is expanded to cover listening outside as well as inside city limits, base cost remains at $1,000, but is increased by $1,500 for each additional subscriber.

The plan was presented to station managers of the NAB 10th and 12th Districts April 15 prior to the opening of the Area C meeting in Kansas City by Ward Dorrill, Hooper vice president.

Amateurs to Aid UN

FORMAL APPROVAL of plan to have amateur radio operators to transmit free weekly, biweekly or daily bulletins about United Nations activities, took place last Thursday afternoon in UN ceremony at UN general headquarters at Lake Success, N.Y. Jointly announcing approval were George W. Bailey, president of International Amateur Radio Union and the American Radio Relay League, and Benjamin A. Cohen, assistant secretary-general of UN in charge of information. The plan, proposed by Brig. Gen. Frank E. Stoner, UN's new chief communications engineer and former assistant Chief Signal Officer, also was said to have received support of FCC Chairman Charles R. Denny Jr., FCC Commissioner E. K. Jett and Assistant Secretary of State William Benton.

WCOL in New Home

WCOL, 250-w ABC affiliate at Columbus, Ohio, has moved from 33 N. High St. to its new three-story building at Broad and Young Sts. Station reports, a formal opening and dedication is planned soon.

Democrats Defend Jefferson Day Time

DEMOCRATS last Friday picked up GOP challenge for equal radio campaign rights. Giel Sullivan, executive director of the Democratic National Committee, took issue with the Republican's opposite number, Carroll Reece, who had charged Democratic pressure on the networks to accept Jefferson Day Dinner broadcasts.

Mr. Sullivan's views were stated in letters to three major networks which carried the Jefferson Day speech on April 5. The letters were addressed to: Mark Woods, President, Radio Networks; Elliott, President, NBC; and Edgar Kobak, President and General Manager, MBS.

In commenting on the GOP criticisms of the networks, Mr. Sullivan praised the "news judgment" of the networks. He denied Mr. Reece's charge that radio had been "pressured" into the President's address [Broadcasting, April 14].

"The fact was," he wrote, "that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech.

"Text of Mr. Sullivan's letter follows:

"Recently, Carroll Reece, Chairman of the Republican National Committee, wrote you in protest against the use of free time on radio networks for the coverage of President Truman's Jefferson Day message to the nation. Mr. Reece's charge that radio had been "pressured" into the President's address [Broadcasting, April 14] is false. "The fact was," he wrote, "that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech."

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FEDERATION OF KANSAS STATIONS IS PLANNED

FORMATION of a State group to be known as the Kansas Assn. of Broadcasters was undertaken April 15 during the NAB Area C meeting at the Muehlebach Hotel, Kansas City. William B. Way, KVCO Tulsa, 12th District Director, presided at the meeting.

Clark Luther, sales manager representative of the 12th District and manager of KAKE Wichita, outlined plans of the State organizations. A committee was appointed to study organization details. Members are Robert Laubenbayer, KSAL Salina; Verl Bratton, WREN Lawrence, and Wendell Elliott, KAPM Toppeville. NAB President Justil Miller attended the meeting.
St. Louis Radio Stations Expand News Coverage During Strike of Pressmen

NEWS DEPARTMENTS of St. Louis radio stations stepped up their news coverage during the strike of American Federation of Labor pressmen on the city's three daily newspapers—Post Dispatch, Star-Times, and Globe-Democrat—last week. The strike, which forced the papers to suspend publication, began Sunday, April 13, when the pressmen's union rejected an approximate $4 a week wage increase offer, and ended Wednesday when the pressmen received a second strongly worded back-to-work order from the union's international president.

KMOX, CBS St. Louis outlet, devoted approximately twice as much time as usual to local news on all of its major newscasts during the strike. In addition, the station aired frequent news bulletins and listings of news programs. One additional newsmen was assigned to cover St. Louis County and another to the city.

Statistical Coverage

KWK, Mutual outlet, added three newscasts to its daily schedule and covered more thoroughly statistical items such as births and the stock market. Station also implemented its local special events coverage.

KXOK, owned by the Star-Times Publishing Co. and affiliated with ABC, canceled several programs to offer a maximum of news coverage. The Star-Times worked closely with KXOK's news staff in providing local, national and foreign coverage, the station management reports. Radio edition of the Star-Times included comics, feature stories and obituaries in addition to straight news.

With the addition of special broadcasts and expansion of some of its regular news periods, KSD, the Post-Dispatch station affiliated with NBC, presented four hours and 25 minutes of news in one 24-hour period during the strike. In one evening period from 5:30 a. m. to 12:15 p. m. KSD newsmen turned out a total of 24,000 words. Station's reporters were on the job around the clock covering all points of likely news developments. Special bulletins were aired from time to time. All stories written by the Post-Dispatch staff were turned over to KSD newsroom for radio processing. Twice a day 16-minute periods were given over to reading of death notices. In the evening a half hour period was devoted to a review of news, editorials and features, presented by Post-Dispatch staff members.

Coverage by WEW, St. Louis U. station, included newscasts every half hour from 6-8 a.m. and hourly from 8 a.m. until signoff time, with news roundups at 8 a.m., 12 noon and 5:15 p.m. Station also interrupted programs to present news flashes.

KX LW Clayton, Mo. (St. Louis County), which has a regular policy of heavy local news coverage — newscasts on the hour every hour with four minutes of local news and a 30-second summary of national news—felt that no additional coverage was necessary during the newspaper strike, Guy Runnion, station's general manager, reported.

FCC To Defer Some FM Case Decisions Pending Adoption of Class B Changes

FCC WILL DEFER decisions in certain FM hearing cases pending adoption of proposed changes in its Class B FM allocation plan, the Commission announced last week.

The deferral involves some 47 applications from areas of Cleveland-Akron, Dayton-Springfield, and Mansfield, Ohio; Providence, R. I.; Atlanta, Ga.; Springfield, Mass.; San Diego, Calif.; Indianapolis and Baltimore.

Changes proposed in the allocation plan [BROADCASTING, April 14] would not provide added channels for Boston, Philadelphia, Los Angeles or Bridgeport, Conn., so decisions in the hearings on application for these areas will not be affected, FCC stated.

In the areas affected by the deferred-decision policy FCC reported that enough Class B FM channels would be available in all but two cases under the proposed re-allocation to permit grants to all pending applicants found qualified.

Of the exceptions, Cleveland-Akron and Baltimore, it was said that at least some more applicants should be considered. Hearings already have been held in all of these areas.

Subtracting one of each five channels in an area for the FCC reservation plan for future applicants, and channels for presently authorized (operating, under construction or conditionally granted) stations in certain areas, the proposed channel availabilities and existing requests are: Cleveland-Akron, 11 requests for nine channels; Dayton-Springfield, six for six; Indianapolis, five for seven; Providence, six for six; Atlanta, six for six; Mansfield, three for three; Baltimore, three for two; San Diego, two for two; Springfield, Mass., three for four.

Legislative Mill

S. 265—To prohibit radio and other advertising of "alcoholic beverages." Hearing before Senate Interstate & Foreign Commerce Committee scheduled May 12. Introduced by Sen. Ar- thur Capper Jan. 17. Violation of proposed law would bring fines from $100 to $1,000 and imprisonment from six months to one year.

H. R. 2984—Introduced April 9 by Rep. Sid Simpson (R-III) to "regulate the installation of radio or television transmitting antennas, masts or other structures in the District of Columbia." Hearings held before joint House-Senate Committee April 17 and 18. No action scheduled.
Help Wanted

Completely experienced, experienced
newscaster needed. Most progressive
crew, complete independence. Needs
sound thinking man who seeks perma-
nent, well paid, well established station
knowing will share that success. Per-
nce and growth are assured. Apply or
send RT, photo, complete details to Will
Brutin, WQAT, Moline, Ill.

Wanted—Time salesman, 15% commis-
sion. Establishes own territory. 

WANTED IMMEDIATELY

Assistant sales manager with knowledge
station relations, ET services, traffic, 
commercials. Must have previous

Situations Wanted

Assistant sales manager with knowledge
station relations, ET services, traffic, 
commercials. Must have previous

New local station scheduled to open in
midwest, needs station director, program
engineers, transmitter operators, account
secretary. Apply by letter including re-
cent photo or snapshot, XXLO, Lewis-
ville, Ill. Expected salary $600.

Announcer with first phone $60 weekly to
start. ABC affiliate, KENO, Las Vegas, 
Nevada. Box 250, BROADCASTING.

Wanted—Experienced time salesman for WSB
5000 watt CBS affiliate. Give complete
background in first letter. Box 255, BROADCASTING.

Combiner writer who can grind out quality
broadcasts. Send sample copy and platter. 

Frank McIntyre, KILX, Twin Falls,Idaho.

Announcer—Newspaper or radio. Must know
control board operation. Write Box 199, BROAD-
CASTING.

Announcer-program director. Young, relia-
ble, familiar with operation of small
station. Prefer personal contact. 

Edward, 228, Pennsylvania St., Columbus, Ohio.

Opportunity Announcer. Trained all radio phases. 

Attractive station, 5000 watt class, can grow,
must have some experience. Must

WANTED IMMEDIATELY

(2) 6-D Presto Recording
machines, with 1/4" cutting
head.

(1) 85-E amplifier

(1) Four-channel mixer, custom
built

Variable condensers

Assorted microphones and
cable

Portland trailer mobile unit 
with 2 new pre-war tires

National Recording 
Corporation

188 W. Randolph St.,
Chicago 1, Ill.

Attention local on the air
radio station, send ad
immediately.

CASH—No bargaining if price right for
control or minority interest in AM or FM stations.

Attention all stations radius 250 miles
Chicago. Versatile and talented
announcer needed for off-station work. 

Announce events, fill in for sick personnel. 

All offers considered. Vet., 21, single.
Wanted to work in radio or TV. 

For your choice, (1) experienced general
news announcer for ABC network. 

Send resume, photo, qualifications, and reference letter to Mr. Major, 

Director of Castings, 909-40, Harry
Rosenfeld, 320 S. Central Park 

Avenue, Chicago 24, Illinois.

ABC network. Give complete credentials.

Station manager or sales manager. 

Successful record 17 years in radio. Excellent 

knowledge of news, commercials, 

ratings, sales. Will work for a gain.

First references. Veteran, Box 231, BROADCASTING.

Versatile, Heads-up announcer with one
year experience behind him, currently
employed at 250, feels he is ready for 

larger opportunity. University graduate, 

look no further. If you're a regional 

man, better get in touch. Box 235, BROADCASTING.

Producer-director, thoroughly experi-
enced directing, writing, casting, tele-
vision. Age 24. Wishes interesting both
station or agency. Free lance. Staff

work. Hard worker with commercial

background. References. Highest references.

Veteran, Box 231, BROADCASTING.

WANTED: Head--3. Give complete

background in first letter. Box 235, 

BROADCASTING.

Opportunity Announcer. Trained all radio phases. 

Attractive station, 5000 watt class, can grow, 

must have some experience. Must

WANTED IMMEDIATELY

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(1) 85-E amplifier

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Variable condensers

Assorted microphones and
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Portland trailer mobile unit 
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station or agency. Free lance. Staff

work. Hard worker with commercial

background. References. Highest references.

Veteran, Box 231, BROADCASTING.
Texas Disaster

\(Continued \text{ from page 19}\)

listeners, KPRC had fed to NBC by Thursday noon 12-on-the-spot descriptions of the tragedy.

The same station claimed the distinction of having been the first to report the deaths of two men who were wounded at hospitals in Galveston, Houston, Pasadena and other nearby towns. KPRC first undertook this job on its own, Mr. Harris said, and later combined its efforts with those of the Houston Post, with which it is affiliated. Broadcasts over NBC of interviews with Texas Governor Beau Bratton and Gen. Jonathan Wainwright originated at KPRC.

From another Houston station, KHTH, came similar reports of an outstanding public service job. Ted Hills, KHTH manager, said the city police and the Texas Highway Patrol used the station as an unofficial traffic control outlet, warning thrill seekers not to attempt to go to Texas City and directing official relief vehicles to the proper roads to gain swift access to the stricken area.

"Literally thousands of appeals for news about missing persons were broadcast for distresses, some as far afield as Washington, D. C."

Mr. Hills

said.

Station was still devoting full time to the disaster 30 hours after the original explosion. All commercial and executive offices were closed (Wednesday and Thursday), and the station operated on a 24-hour-a-day basis.

High Flyer Explosion

One of the subsequent explosions was heard by many KHTH listeners far from the scene of the disaster. To the west, in the town of Kaplan, was giving an on-the-scene broadcast from Texas City when..." (Continued from previous page)

\section*{Debate Radio Ills}

\textbf{Bruno Shaw Hits 'Control Of Air by Sponsors'.}


"The advertising agencies and the sponsors have assumed full control of a medium," Mr. Shaw declared. "Networks and stations must design their own programs, free from advertising pressure and in competition with other stations. This would do away with agency or sponsor control, which is unquestionably 'what is wrong with radio today,' he said.

"Certainty must be advertising. But stations should handle that as the newspapers do," Mr. Shaw added.

was engaged for the trip, and Monte Kleban, program and production manager of WOAi, and Jerry Lee, of the station's special events department, made the trip to Texas City, arriving back in New York WOAI studios at 6:07 p.m., eight minutes before broadcast time. Script for their eye-witness de- scription of the disaster was pre- pared by Bruno Shaw and M. R. Le- ban from notes made while flying over the devastated area. The story they presented on News of the World was so graphic that Inter- national News Service picked it up and issued it as a color-release on the explosion. All four networks flew correspondents from New York, Chicago and Washington, D. C., to Texas City, on April 16, and set up lines in the city, almost immediately after the first explosions.

Arthur Gaeth, MBS correspond- ent, Walter Mahler, MBS affiliate KLUF Galveston, broadcast a description from the scene at 10 a.m. on April 17. Another MBS broadcast was an

\section*{Unusual Offer}

National radio station repre- sentative organization with years of aggressive development. Large list of stations, including major networks, under contract.

Good opportunity for right parties. For details and financing consult

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D.C.
SAN FRANCISCO
1101 New Hampshire Ave.
23rd Street
Nation 7405
Exhrist 5072

April 21, 1947 • Page 95
BAY STATE BEACON, whose application for a new Brockton, Mass., station was given a proposed denial by FCC largely because of the extent of time it would offer for service [Broad- casting, March 31], told the Commission last week that its plans contemplate "fine local programs" and that fine programs "take money.

Bay State asserted: A sponsor who buys time contributes funds directly to the production of programs. To the extent, therefore, that sponsors can be induced to buy time scheduled by the independent station for that time, the funds available for the production of that program are enhanced.

It was pointed out that Bay State committed itself to broadcast regular feature and program of specific types and quantities "whether or not any of such programs are sponsored." The company contended that "with reference to any one program it is impossible to say categorically that sponsorship is appropriate or inappropriate without knowing who the sponsor is, what he is to say, and what the content of the program may be."

Bay State's arguments were contained in a brief accompanying ex- ceptions to FCC's proposed denial of the application [Broadcasting Apr. 7]. The exceptions and brief were filed by Philip J. Hennessey of the Washington law firm of Segal, Smith & Hennessey.

Three Applicants

The proposed grant in the case, involving three applications for 1450 kc., went to Plymouth County Broadcasting Co. Bay State noted that Plymouth proposed 60%) commercial and 40% sustaining time. Contended by arbitrariness limiting the quantity of programs the station will be allowed to sponsor at 60%, without reference to the content of the individual programs, the kind of advertising announcements involved and other fac- tors which, in the propriety and good taste, the Plymouth County Broad- casting Co. is establishing an irrational and arbitrary standard. A large portion of the money it can have available to produce the "fine local programs" of the FCC's requirement is to be used for the production of commercial time.

Exceptions to the proposed decision also were filed by Cur-Nan Co., third applicant in the proceeding. Cur-Nan noted that FCC preferred Plymouth to Cur-Nan largely because the Cur-Nan stockholders are Brockton residents while Cur-Nan's live in nearby Brookline and Milton.

"What the proposed decision . . . does is to give the entrepreneurs, not because of their poten- tialities to serve the public, but

FARM Editor Layne Beatty and engineer Leonard Saye of WBAP Ft. Worth, journeyed south of the border into Mexico to report on afoot-and-mouth disease in U. S. officials called to prevent the spread of foot-and-mouth disease.

Equipped with a wire recorder, the WBAP staffers interviewed American and Mexican members of the Foot and Mouth Disease Control Commission and also prepared a 14-minute pickup short- waved from XEWW Mexico City for ABC's American Farmer program. The latter venture failed in transmission, however.

From Mexico City the two went to the state of Queretaro where a severe foot-and-mouth epidemic began, reported and made additional wire recordings, highlighted by the sound of gunfire in the background as diseased cattle were destroyed. Menas. Beatty and Saye flew back to Ft. Worth April 8.

WKOX at Framingham, To Make First Broadcast

STAFF composed entirely of former servicemen own and operate WKOX Framingham, Mass., which begins broadcasting today (April 21) with 1000 w daytime on 1190 kc.

Licensee is the Suburban Broad- casting Co., a partnership made up of Richard E. Adams, James H. Shoemaker and Albert And- erson. Mr. Adams, former Lt. Comdr., USNR, is station mana- ger; Mr. Shoemaker, Jr., SNE, is commercial manager; Mr. An- derson is a former Navy pilot.

Lee Emmerich, formerly with NBC International Division and ads manager of WBB-17 pills is production di- rector and chief announcer. G. Ellis Mott, another former Navy lieutenant, is production manager and promotion director. Frank Bartol, formerly with WDEL and WHDH Boston and an ex-Army man, is chief engineer.

WKOX's women's director is Leslie Congdon Galbraith, formerly on the WBZ Boston region network and women's commentator for CBS, NBC and MBS. Announc- ing staff includes Stanley R. Berry, formerly with AFRN; William A. Stewart, former Boston freelancer. Programme engineer is William F. Kelly and William Y. Baker.

simply because they live in Brock- ton," Cur-Nan argued. It noted that Plymouth's program plans were prepared by a man who "lives as far or farther from Brockton than any of the Cur-Nan group," and claimed Cur-Nan is in a posi- tion to program more in the public interest. Cur-Nan's proposal was for a station at Loudonville. The Petitioners are Attorneys Joseph L. Rausch, Washington, and Leon Kowal, Boston.

COMMERCIALS are the subject of this discussion between A. W. Hubler (1), board chairman of Ben- ton & Bowles, and Lyman Bryson, executive-councilor on public affairs. Talk took place on the CBS Time for Reason—About Radio series. Mr. Hubler said he believes pro- grams and commercials can both be improved—in good taste and effectiveness.

WTCB FLINT WILL BEGIN OPERATIONS APRIL 27

With appointment of Russell Ed- sall as sales director rounding out its selection of key staff men, WTCB Flint, Michigan is set to begin station operation April 27 as basic NBC supplementary. Lead-off spot at 7 p.m. has been relegated to Jack Benny program.

Station will operate on 600 kc with operating power of 1000 watts by day and 500 watts by night. Only other commercial outlet in city is WFDF, an ABC affiliate. G. W. Trendle and H. Allen Campbell, owners of WTTC, have been associated since 1933 with Mr. Edsall, who takes over his duties April 21. When Mr. Trendle and Mr. Campbell sold their original station, WXYZ, to the ABC network, they began shopping around for other station sites, eventually securing a permit in Flint.

Station owners are also major stockholders of both The Lone Ranger and The Green Hornet productions, which are aired on the rival station in Flint.

CBS Plea For a New Trial

In Stanley Case is Denied

JUDGE Roy Rhodes of Los An- geles Superior Court on April 18 denied a motion by CBS for a new trial in action which awarded Jack Stanley, program package, $35,000 for misappropriation of his program idea.

The network plans to take the case next before the Appellate Court, it was reported. CBS con- tended that the jury's verdict was excessive and not sustained by evidence. Judge Rhodes ruled, how- ever, that ample evidence had been introduced to support Mr. Stan- ley's claim that his original radio program, Private Eyes, which had been misappropriated by CBS in a series of 50 Pacific Network broadcasts known as Hollywood Preview.

In the original trial Mr. Stan- ley valued his program at $100,000, contending its worth had been de- stroyed by unauthorized use.

BROADCASTING • Telecasting
Radio's Strike Role
LEADERS of opposing parties in the nationwide telephone strike, which ended last week as negotiation efforts continued fruitless. Secretary of Labor Lewis B. Schwellenbach used facilities of the ABC network Thursday night in an appeal to the public to demand an end of the strike. The following evening Joseph A. Bierne, president of the National Federation of Telephone Workers, replied to the Secretary of Labor on ABC, 8:15-8:30 p.m.

was heard in a five minute on-the-scene pickup from Texas City and during the 11:11-11:16 p.m. ABC News of Tomorrow broadcast Mr. Edmunds was heard again interviewing a doctor in charge of Red Cross work who is being threat-ened also was heard that evening from 8:30-8:45 p.m., interviewing the mayor of Texas City.

Mr. Washington correspondent, Tria Coffin, who flew down to Texas City on the night of April 16, was heard the following morning at 8 a.m., with an eye-witness account of the ruins of Texas City and was heard again at 7 and 11 p.m.

Libel Law Enacted
COLORADO legislation relieving broadcast stations from responsibility in certain cases involving libel was signed by the Governor of Colorado and is now law. The bill specifies that stations are not liable for defamatory statements made during a broadcast unless they have failed to exercise due care to prevent broadcast of the statements. The law relieves stations of liability for defamatory remarks by political candidates whose statements are not defamatory. Libel censorship is prohibited by law.

D. C. COURT TO HEAR WBAL'S FCC CHARGES
FCC's MOTIONS to convene a special three-judge court to hear WBAL Baltimore's charges against the law was also heard to dismiss the complaint [Broadcasting, April 7] will be heard before Associate Justice James M. Proc-tor in U. S. District Court for the District of Columbia this morn-ing (Monday).

Whether the motions will or will not be fully argued at the same session, attorneys said, will depend on the Court's deciding the motions. While the motions the Court hopes to rid itself of the preliminary injunction which As-soociate Justice T. Alan Golds-borough granted to WBAL in the same court on Feb. 19 prohibiting, pending litigation, further FCC action on WBAL's renewal application and Drew Pearson and Robert Brown's competing bid for the Baltimore clear-channel station's 10,000 kw, 50 kw facilities [Broadcasting, Feb. 24].

AAA (Continued from page 16)

to continue to "conduct regular nationwide audience measurements," and expressing belief that advertising agencies "will make extensive use of BMB material to increase the effectiveness of radio advertising and further the welfare of radio broadcasting." The resolution went on to express the AAA's appreciation to the broadcasters for their support and financing of BMB and pledged continued confidence of the AAA.

The resolution, which was passed after Carlos Franco, Young & Rubicam, and D. E. Robinson, of La Roche & Ellis had reviewed BMB's accomplishments to date, received added support from J. C. Cornelius, of BBDO, newly elected chairman of AAA, who said, "BMB is not only important, it is necessary."

Announcement was made at an earlier session of a new plan where-fore by regional councils and chapters of the AAA will sponsor annual examinations to attract and screen high-calibre young people for advertising.

James H. S. Ellis of the Kudner Agency, New York, and chairman of the Committee on Education & Training for Advertising, explained details of the plan. The first aptitude tests will be given June 7, with knowledge tests fol-low ing June 14.

Another member of the commit-teee, Wesley Ecoff, of Ecoff & James, Philadelphia, reported on a trial examination held in Philadelphia which covered the basic types of activity that comprise the agency business. Assistant Director Whitney, execu- tive director of the personnel lab-oratory, explained how the tests were developed and how they are graded.

State Dept. Radio Control Is Changed
Shortwave Broadcasting Under Commercial Committee
JURISDICTION of the House Inte-grated & Foreign Commerce Committee over international broadcasting was affirmed last Thursday when the State Dept's. Interna-tional Radio Affairs Committee was referred from the Foreign Affairs Committee to the Commerce Group.

Chairman Charles A. Wolver-ton (R-N. J.) requested the report of the Foreign Affairs Committee Committee Chairman Charles A. Eaton (R-N. J.) told BROAD-CASTING that he would be "re- lieved" if such a request were made. Representative Eaton said his committee is already overbur-dened with high-priority legis-la-tion including the International Refugees Broadcasting Plan and the Greek-Turkish loan proposal.

The move to bring international broadcasting under the Commerce Committee appeared certain in April [Broadcasting, April 7] when Chairman Wolverton introduced a resolution to investigate the FCC.

The resolution, it was pointed out at that time, would give the com-mittee's authority over "interstate or foreign communication of en-ergy by radio."

First definition of proper com-mittee authority on broadcasting matters had come from Senate pro tem Arthur H. Van-den-berg (R-Mich.) who ruled in the Senate that the proposal's ra-diating effect on the network's foreign policy aspects. On the Senate side the proposal was referred to the powerful Interstate & Foreign Commerce Committee under Sen. Wallace H. White, Jr. (R-Me.).

PRESIDENT OF MEXICO'S VISIT WILL BE COVERED
MEXICAN PRESIDENT Miguel Aleman will be covered thoroughly by radio when he arrives in the United States to return President Truman's recent visit to Mexico.

Representatives of the four net-works met with State Dept. officials at Wednesday to discuss details of the coverage. First broadcast will be made at National Airport in Washington, and will be fol-lowed by nine others including President Aleman's address to a joint session of Congress on May 1.

N. Y. Child Labor Law
EMPLOYMENT of children under 16 in radio or television broadcasting, except in church or school exhibits or on amateur programs, is forbidden under a new law signed by Governor Dewey of New York. County Boards of Educa-tion decide the performance is not harmful. The law also affects the-atre, circus and motion picture pro-"
At Deadline...

FCC REVERSES DISMISSAL, ORDERS D. C. HEARING

FCC REVERSED its March 20 dismissal of Foundation Co. of Washington's application for 5-kw fulltime station in District of Columbia on 580 kc, 10 kc above WQWW Washington, and called for hearing. WQWW was party to proceedings. Commission's order offered no explanation, but officials said reversal was to assure proper procedure. March 20 dismissal [Broadcasting, March 24], came after U. S. Court of Appeals for D. C. upheld FCC's refusal to set WQWW grant aside at request of Foundation.

Officials said Foundation application then should have been set for hearing, not dismissed. Action vacating dismissal was taken April 4 and announced April 18 (Friday). Foundation owners include Elmer Pratt (president), Washington communications attorney, and Fred K. Marks (vice-president), former majority owner of WINX Washington.

KFJB SALE APPROVED

CONSENT given by FCC Friday to sale of KFJB Marshalltown, Ia., for $75,000 from present owners to Times-Republican Printing Co., publisher daily Times-Republican.

John Ruan, Robert Root, Joseph Rosenfeld and Kenneth Dunham, four sellers, have interest in Independent Broadcasting Co., Des Moines AM applicant, and have FM permit for that city [Broadcasting, Feb. 24].

AFIL asked FCC Friday to recommend to Congress that Western Union be taken over by "(a) the AT&T System, or (b) the Government."

Legality Questions Stymie Bar Proposal

QUESTIONS of legality of FCC's temporary AM expediting plan were raised by Federal Communications Bar Assn. committees on proposal to recommend "reasonable" extension of plan beyond May 1 deadline if necessary.

Elsewhere, proceedings were in motion which might precipitate court test of expediting procedure.

PCBA Executive and Practice & Procedure committees did vote to ask FCC to consider Line 1 (simpler) and Line 2 (harder) applications together according to channel, instead of present practice of considering Line 2's alone. Committee members split 3-3 on proposed resolution favoring reasonable extension (not over 30 days) of May 1 deadline if Commission unable to process expediting procedure's workload by then. Dissenters were said to feel recommendation would concede legality of expediting plan even though both resolutions specifically disclaim such concession.

PCBA President Reed T. Rollo tried to call new meeting with more committee members present to consider extension resolution again, but said Friday afternoon he was unsuccessful in arranging one before he and other Bar officials are slated to meet Tuesday with Commission authorities. Lacking further action, only first resolution will be presented. Leonard H. Marks is chairman of Practice & Procedure Committee which helped draft resolutions.

Meanwhile, court test of expediting plan's legality seen as possible result of WERC Erie, Pa., petition to have its application to change from regular AM to FM, granted in Feb. 7, solidated with Community Broadcasting Co.'s application for 1330 kc at Erie, filed before Feb. 7. Under expediting plan, applications filed before Feb. 7 are processed (until May 1), and referred to any filed after Feb. 7.

WERC application and petition, handled by Arthur W. Scharfeld of Washington firm of Loucks & Scharfeld without mention of expediting procedure, were not filed to provoke court test and developments may preclude one. It was noted WERC was ordered by FCC two days before Feb. 7 deadline to show cause why it should not move to 1450 kc; that this order was based on WLEU Erie petition on file since Dec. 21, 1945, and that issuance of show-cause order Feb. 6 gave WERC no chance to apply for new channel of its own choice before Feb. 7 deadline.

These factors, it was pointed out, may be contested by FCC as entitling WERC to consolidated hearing with other 1380 kc applicants. Also, possibility of court test presumably would be eliminated if FCC failed to act upon Community application before resuming normal licensing.

Commission authorities say authority for expediting plan is implied in Supreme Court's famed Ashbacker-Fetzer decision, by references to fact there was then no "cut-off date" for filing applications mutually exclusive with those on file.

BOB HOPE TOPS LIST IN NEW HOOPER REPORT

BOB HOPE topped first 15 programs in April 15 Hooperatings report. Average evening sets-in-use of 30.2 down 2.3 from last report and up 1.5 from year ago. Average evening rating 10.4, .36 from last report and up 0.5 from a year ago.

Average available homes 78.4, down 1.9 from last report, down 1.1 from year ago. Current total sponsored hour index 69% compared to 72% last report, 75% year ago.

First 15 evening programs were:


Average daytime sets-in-use 17.6, down 1.6 from last report and up 1.2 from year ago. Average day rating 4.8, down 0.4 from last report and up 0.4 from year ago.

Top 10 weekday programs: Ma Perkins (CBS) 8.2, Potosi Tales Life 7.8, When a Girl Marries 7.7, Andy, Andy, Andy 7.6, Kate Smith Speaks 7.3, Young Widder Brown 7.2, Big Day Committee 7.1, Peggy Young's Family 6.6, Romance of Helen Trent 6.6, Breakfast in Hollywood (FOX) 6.6.

MAY DAY PROTEST

PROTEST sent to FCC Friday by United May Day Committee of New York on refusal of time by St. Alex MBS, and several New York independent stations. Committee had requested free time to publicize parade.

R. D. FOSTER, president and general manager, KWTO Springfield, Mo., seriously ill of stomach ailment.

GLENN SNYDER, general manager WLS Chicago, reported in excellent condition after operation for gall bladder condition.

8 FULLTIME AM OUTLETS AUTHORIZED BY FCC

EIGHT new fulltime standard stations authorized. West Coast stations granted improved assignments, some with frequency shifts. Sampson Broadcasting Co., permittee of WJKD Clinton, N. C., given permission to withdraw. Applicant feels that becoming "grantor" to Clinton (WRBB) community unable to support two stations.


New AM grants are:


Assisted changes granted: KNAK Salt Lake City, change 1400 kc to 1280 kc, 250 w, unlimited; change 1230 kc to 1390 kc, 250 w, unlimited. WWXX Portland, Oregon, change 1340 kc to 1210 kc, 250 w, 2 kw, WWXX Peoria, Ill., change 1580 kc to 1550 kc, 1 kw, 1 kw day to 1 kw fulltime. WZKL Sun City, Calif., change 1300 kc, 1 kw, 1 kw day to 500 w-night, 1 kw-day operating on 1950 kc, 1 kw, 1 kw-night. WJCA Joseph, N. C., change 1580 kc to 1590 kc, 1 kw-day to 1 kw fulltime; directional. WOFL Pensacola, Fla., change 500 w-night 1 kw-localsubset to 5 kw fulltime, operating on 1270 kc, directional. WPON Ponce, P. R., change 1 kw to 5 kw, operating on 1370 kc.

LICENSE RENEWALS

LICENSE RENEWALS announced by FCC Friday for WSOO Sauk Sta. Marie, Mich., to Feb. 1, 1949, and for following to May 1, 1950: WBN KXXL KSAL KEKF KFSG KBMC KOIN KRRV KSWO KTMS TKW KVAH KVEC WBBR WDRK WDAY WGMN WRNL WLPN WQNN WRNL Renewals included auxiliaries of KBMC WDBJ WGST WPEN WQAN WRNL.

Closed Circuit

(Continued from page 4)

rapid communications. Arrangements were handled with FCC inspector by Donald Withycomb, Sunpappers' director of radio. Sunpappers hold FM and television CP's and are applicants for AM station.

PARAMOUNT's desire to be free to have its own television station in New York is not strengthened by news that, by mid-May, all of its Du Mont holdings at a sacrifice, as three bidders have already learned. Unless offers get much better, little prospect of movie company pulling out of Du Mont by mid-May, end of 60-day period granted by FCC.

PROPOSED STANDARDS for commercial facsimile to be submitted by FCC with approval of Federal Radio Mfrs. Association committee working in collaboration with principal facsimile inventors and manufacturers.

FCC Friday adopted memorandum opinion and order denying petition of KFI Los Angeles for reconsideration of Feb. 20 grant of special service authorization to WOI Ames, Iowa, for 1 kw operation from 6 a.m. to local sunrise.
The Nation's Station acknowledges, with thanks,

the dual honors bestowed upon us by the 1946 Committee

on National Radio Awards of The City College of New York.

It is gratifying to receive national recognition for our

all-over station promotion since sound promotion always

has been an important function in our station

operation. WLW's promotional activities are basic

and twofold: to keep our audience informed of

our efforts to provide them with the best in radio

service and programming—to keep advertisers

and agencies informed of our efforts

to provide them with an honest,

resultful advertising medium.
Frequency-Modulation radio reception is virtually free from natural static—even thunderstorms do not interrupt.

**FM Radio—another world in listening pleasure!**

It's as though the orchestra were right in the room with you—and the room suspended in the silence of space. When you listen to music over RCA Victor FM, you hear FM at its finest.

Natural static interference ordinarily caused by thunderstorms does not mar FM radio reception. You are in a world of utter quiet where you hear only the lifelike music. Moreover, you enjoy the same perfect reception day or night.

The vast experience, research and skills at RCA Laboratories, such as aided in the development of RCA Victor FM, are constantly applied to all RCA products, so that each one is always at the top of its field—in design, engineering and results.

So when you buy anything bearing the RCA or RCA Victor name—whether it's a radio (standard, or FM, or both), television receiver, Victrola radio-phonograph, phonograph record or radio tube, you know you are getting one of the finest science has achieved.


Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.

With the new RCA Victor AM-FM sets you'll hear FM radio—and standard AM radio too, at their finest. At present there are more than 150 FM broadcasting transmitters; more than 560 FM stations have been authorized by the FCC. Ask your RCA Victor dealer to show you the fine new Crestwood series of Victrola AM-FM radio-phonographs.