why is this one of the strangest words in the world?

WOR is not a complicated word. It is one of the simplest arrangements of letters in the English alphabet. And yet, WOR is one of the strangest words in the world.

The reason for this is, that though WOR is a simple thing to write and say, its meanings are as numerous as the desires and hopes and thoughts of the millions of listeners who hear it and the hundreds of advertisers who use it from day to day.

WOR is the intimate, informative voice that strips the edge off life’s loneliness for a blind veteran in Camden.

WOR is the power-full station that will prompt thousands of people to buy, and keep on buying, the product of two bright-eyed young manufacturers who have built a small plant out in Lancaster.

WOR is the great reminder to hundreds of thousands of listeners on the Eastern Seaboard that some of America’s greatest corporations are making products better than any they have ever owned, at prices as low as any they have ever paid.

WOR is the comforting plea for a little dog lost; the flash bulletin of a hurricane rolling north, the loved voices of such loyal-listened-to personalites as John Gambling, Martha Deane, Alfred McCann, Uncle Don, Stan Lomax and many, many others.

WOR is these and thousands of other things to millions of people in seven great states.

Small wonder then that WOR need only ask to have its listeners perform near-miracles for WOR sponsors day in and day out, year after year.
Merle H. Ihne, Sr., works in the personnel department of the huge J. I. Case farm implement plant in Rockford, Illinois. He "commutes" from a comfortable, white frame home in the nearby, rural community of Winnebago, where his three youngsters are exposed to country-fresh air and sunshine.

The Ihnes, both farm-reared, are a thorough WLS family. It was at a WLS home talent show eight years ago, that Mr. and Mrs. Ihne first got acquainted. Their second son, John Wesley, is named for our widely-known staff pastor, Dr. John Wesley Holland.

Like many other midwestern families, the Ihnes find not one but many favorite programs on WLS... Dr. Holland's devotional quarter-hour, Rex Allen's western ballads, Dinner Bell Time, the WLS National Barn Dance, Doc Hopkins, Mac and Bob... and, of course, the weather and news.

For twenty-three years, our microphones have been focused on homes and families like this one. Our friendly service and entertainment have made them friends of WLS... the kind of loyal friends and listeners that bring such satisfactory advertising results.

Merle H. Ihne family of Winnebago, Illinois

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.
NAB CONVENTION FACTS

ACTIVITIES center around Convention Hall, Atlantic City, including general sessions, luncheons, the Tuesday night banquet and committee meetings. Exhibits are located on the main arena floor, with a large lounge between the exhibits and the auditorium.

NAB headquarters office is at Room 2, Georgia Ave. side of auditorium, second floor. NAB registration desk and information center is in the lobby. Staff headquarters is in Room D.

Meeting rooms are located around arena floor and balcony. Banquet hall is in balcony.

BROADCASTING's private editorial headquarters is Room 5, second floor, Georgia Ave. side, Convention Hall; additional editorial workrooms at Strand Hotel.

Special clinic sessions scheduled Monday; general sessions to be held Tuesday, Wednesday and Thursday. Old board meets Sunday; new board meets Friday.

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CONVENTION HALL

MONDAY, SEPT. 15
9 a.m.-5 p.m.—Registration, Lobby. Exhibits by NAB Associate Members, Broadcast Equipment, Radio and Television.
9 a.m.—Retail Advertising Clinic, Room 30.
10 a.m.—National Sales Managers Conference; Moderator: William T. White, sales manager, Wilkins Stores, Kansas City. Participants: Myrtle Green, Vice President, WRKO Boston; William B. Brooks, New York; and Robert L. Holman, general manager, Mutoscope, Kansas City. Discussion: Selecting Location for Local Sales Offices.
3:30 p.m.—Program Clinic (Concluded) Room 5, Farm Service Programming; Chairman: R. W. Foraker, WTMJ Milwaukee; John J. Gilmartin, WOW Omaha; H. F. Herrold, WLS Chicago; Layne Prayser, WSPA Fort Worth; discussion; selecting location for local sales offices.

TUESDAY, SEPT. 16
9 a.m.—5 p.m.—Registration and Exhibits.
11:30 a.m.—Radio Convention Committee, Room D.
12 noon—Public Relations Executive Committee and District Chairmen, Room D.
1:30 p.m.—Employer-Employer Relations Executive Committee and District Chairmen, Room D.
2:30 p.m.—Music Advisory Committee, Room D.
12:30-2:30 p.m.—Joint Broadcast Advertising Managers-Markets—Main Arena Ball Room (West), M. C., Bob Rodda, WOR, New York; "How to Build Programs for Sale." Roundtable participants: John W. James, WNB, New York; "Effective Coordination Between Stations and Networks." George M. Bird, WOR, New York; "Technical Regulation of Radio Stations." Ben合金, WOR, New York; "FCC Industry Roundtable." Panelists: J. J. Davis, chairman, FCC and staff.
1:30 p.m.—Program Clinic, Room 21, (Restricted to Stations Managers and Owners), Moderator: Richard F. Doherty, Director, United States Employment Relations Board, Columbus, Ohio; panel participants: Frank W. Finney, national consultant to CBS; Ernest de la Caza, director of personnel, NBC; Harold Rosenthal, general manager, WJZ, New York; Robert E. Sheppard, WOR, New York; Jack Routt, WOR, New York; David Schell, WOR, New York.
2 p.m.—Program Clinic (Concluded) Room 21, (Restricted to Stations Managers and Owners), (Annual Retreat). Moderator: Richard F. Doherty, Director, United States Employment Relations Board, Columbus, Ohio; panel participants: Robert E. Sheppard, WOR, New York; Richard D. Sargent, general manager, K.K.O.K., St. Louis; Robert E. Sheppard, WOR, New York; David Schell, WOR, New York; Earl Hostetler, WOR, New York; Jack Routt, WOR, New York; Jack Routt, WOR, New York.
3 p.m.—Panel Discussion of the American System of Broadcasting—by the All-American Radio Trade with President Manning, N. A. C. as moderator: J. D. Leonard, National Communication Association (chairman); Norman Bogue, WOR, New York, panelists; H. G. Davis, WAB, Kansas City (program director); Thomas D. Con- nolly, general counsel, CBS (sales promotion); Howard B. Prater, convention secretary (chief engineer); William N. Con- nolly, general counsel, CBS (sales promotion).
7 p.m.—Joint Dinner: AAA, ANA, NAB Board of Directors, Surf Room, Ambassa- dor Hotel.

THURSDAY, SEPT. 17
8 a.m.—General Session, Main Arena Floor. Call to Order, Carl Burkland, WDER, WTER, Chairman, Program Committee.
3 p.m.—Panel Discussion of the American System of Broadcasting—by the All-American Radio Trade with President Manning, N. A. C. as moderator: J. D. Leonard, National Communication Association (chairman); Norman Bogue, WOR, New York, panelists; H. G. Davis, WAB, Kansas City (program director); Thomas D. Con- nolly, general counsel, CBS (sales promotion); Howard B. Prater, convention secretary (chief engineer); William N. Con- nolly, general counsel, CBS (sales promotion).
7 p.m.—Joint Dinner: AAA, ANA, NAB Board of Directors, Surf Room, Ambassa- dor Hotel.

SPECIAL CONVENTION EVENTS

MONDAY, SEPT. 15
8 a.m.—Program: Past participants breakfast. Executive Grill, Ambassador Hotel.
5 p.m.—Adjournment (sin die).


(Continued on page 46)
CONCERN EVINCED at FCC over number of stations being sold shortly after or even before their licenses expired. FCC lawyers were watching closely for symptoms of "trafficking." Prices in some cases exceed "good will" that could have been built up, officials say, citing cases in which owner reportedly made over $200,000 profit on sale of year-old 250-watt.

APROPÓS STATIONS sales, question of brokers' activities and brokerage fees has arisen several times in court. FCC lawyers watching on this phase in lookout against trafficking, but officials say no formal inquiry is under way.

CODE argument may develop at NAB convention over fact some stations crowd large numbers of spot announcements into programs to make good showing on logs. Due to FCC Blue Book policy, bunching of announcements permits higher percentage of sustainer. Stations claim FCC itself is responsible for what they concede is unhealthy trend.

MIXUP in "A" and "B" symbols used for FM stations, perhaps stemming from FCC juggling last year, had NAB pública last week if enough stations members could be mustered to produce 25 minimum necessary to qualify for directors-at-large. NAB books showed nearly 100 A stations, less than score of B's. But checkup showed bookkeeping was twisted and officials did not know Friday whether one or two FM directors would be elected.

AMONG NUMEROUS rump, satellite and impromptu sessions during NAB Convention week in Atlantic City will be reunion of Broadcasters Mission to ETO of 1945. So-called VIP's, headed by NAB President Justin Miller, and J. Leonard Reinsch, radio adviser to President Truman, will gather for Wednesday supper at call of international potentate Clair McClough.

DANCER-Fitzgerald-Sample Inc, New York, last week recommended test spot announcement campaign to Standard Brands for its V8 Catsup and V8 Chili Sauce to start as soon as product is distributed nationally.

WHITEHALL PHARMACAL Co., New York, plans spot campaign for Guard's cold tablets in about 20 major markets beginning mid-October. In addition to spots, advertiser will use trailers on Front Page Farrell, Monday through Friday on NBC and ABC on Real Stories Fridays on MBS. Dancer-Fitzgerald-Sample, New York, is agency. Campaign will run throughout cold season.

PAUL D. P. SPEARMAN, Washington attorney and former FCC general counsel, almost became candidate for Senate seat of Theodore G. Bilbo. Urged by Mississippi Democratic leaders to file, Mr. Spearman went home for firsthand look but decided against running. He was bitter political foe of Bilbo.

UPCOMING

Sept. 17-19: CBC Board of Governors meeting, Hotel Palliser, Calgary, Alta.


NBC SUPPORTS NAB CODE, URGES ACTION 'NOW'

NBC became first network publicly to urge support of NAB Code when Niles Trammell, NBC president, told affiliates meeting in Atlantic City Friday that NBC "was in favor of a new code and a new code now."

Earlier Ken R. Dyke, NABC administrative vice president and member of NAB Code Committee, asked affiliates to "give the code your most serious thought." Mr. Dyke said he believed it "important that action be taken at this meeting," referring to NAB convention.

At luncheon meeting of NABC affiliates Kent Cooper, executive director of Associated Press, spoke out for freedom of speech and press unimpaired by government control and said radio and press should "unite" to keep Americans best informed peoples in world.

AVCO RULE INTERPRETED

FCC's AVCO Rule does not "contemplate or countenance" unique considerations which have effect of eliminating possible competition which rule is designed to encourage. So Commission indicated Friday in proposed decision to deny assignment of license of FM station WABW and construction permit for AM station WBW, both Indianapolis, from Associated Broadcasters Inc. to Evansville on the Air Inc. Instead it proposed to grant assignment to competitor, Radio Indianapolis Inc. Evansville, as consideration to Associated which did not wish to give up whole interest in stations, had offered 1350 shares in Curtis Corp., parent firm; loan of personnel and funds to aid operation, and board representation in Curtis and Evansville for Associated.

Weather Warning

DEPT. OF COMMERCE may crack down on stations using musical weather forecasts unless greater caution is used in giving correct reports. Weather Bureau notified such stations of U. S. Criminal Code provisions making per- sons abusing false or counterfeit weather forecasts subject to $500 fine or imprisonment up to 90 days. Bureau also claims sponsorship of such reports is contrary to law. Jack Starr, head of Starr Pro- ductions, Chicago, which produces "Temperature," asked for clarification and was advised Bureau had no objection to broadcast of the enclosed jingles which give only exact official temperature.
Reading from left to right:

E. K. (Joe) Hartenbower—General Manager of KCMO. Formerly Sales Manager of Central Division of ABC, he's one of the big reasons for KCMO's present success.

C. E. Breazeal—Efficient Assistant Manager. With KCMO since 1938, his efforts have been devoted to keeping things running smoothly at KCMO.

Sid Tremble—KCMO Program Director. Ten years of programming, production and announcing are back of his outstanding KCMO programs.

Ken Heady—KCMO Production Director. Former Overseas Production Director for the American Forces Network, his talent and experience contribute much to KCMO programming.

Karl Troeglen—KCMO Technical Director. His 20 years' experience in radio engineering serves well in his job as supervisor of construction on KCMO's 50,000 Watt transmitter.

C. E. Morrill—Manager of Local Sales for KCMO. He has a long record of advertising success including newspaper and outdoor experience.

F. C. Strawny—KCMO Promotion Director. Came to KCMO in 1944 after spending 8 years in sales and promotion of the staff of life—bread. His proficiency is equalled only by his originality.

Power alone isn't enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO's increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.

KCMO - Kansas City, Missouri - Basic ABC for Mid-America. National Representative, John E. Pearson
CONTINUING MEASUREMENT of RADIO LISTENING

For the confidential use of:

Radio Station KXOK
12th and Delmar
St. Louis, Missouri

Possession of this report or of extracts therefrom renders any non-subscriber liable for full subscription cost.

ST. LOUIS, MO.
WINTER-SPRING REPORT
DECEMBER, 1946 thru APRIL, 1947
Central Standard Time

This Report is based on sampling telephone homes within this city using the telephone coincidental method of interviewing. The Station Audience Measurements contained herein, therefore, do not reflect the audience in listening areas "outside".

C. E. HOOPER, INC.
RADIO AUDIENCE MEASUREMENTS
Chicago  New York  Hollywood
Copyright 1947 by C. E. Hooper, Inc.
Thank you Mr. Hooper!

...FOR CONFIRMING KXOK'S SOLUTION TO A PUZZLE

Really, it was no puzzle at all. It was just plain common-sense that if KXOK put an all-star programming line-up to work, KXOK’s total radio audience would increase.

So, months ago, KXOK scheduled features like the RUSH HUGHES SHOW, WEATHERCASTS and TOWN AND COUNTRY, while, at the same time, ABC added stellar network attractions...all designed to build bigger audiences.

The result?

Well, for many months now, KXOK in its advertising has been thanking Mr. Hooper for the excellent Hooperatings received by KXOK. Yet, every intelligent advertiser knows that Mr. Hooper only reflects in his reports what the radio audience likes. And KXOK’s radio audience today is bigger than ever before because people like to listen to KXOK.

Add this ever-increasing audience to the fact that, on the average, KXOK’s rates are as low or lower than any other network station in St. Louis and it’s no puzzle to see why more and more advertisers are putting their OK on KXOK.

Further proof of KXOK’s greater audience is shown in the new 30-County Survey conducted by Edward G. Doody and Company, an independent research organization. In the 30 counties surrounding St. Louis (not including City of St. Louis or St. Louis County), KXOK delivered 22.1% of the listening audience for the entire period of the survey. KXOK ranked either 1st or 2nd during each 15-minute period, as follows:

<table>
<thead>
<tr>
<th>Time</th>
<th>MON. THRU FRI.</th>
<th>SATURDAYS</th>
<th>SUNDAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mornings</td>
<td>95% of time</td>
<td>65% of time</td>
<td></td>
</tr>
<tr>
<td>Afternoons</td>
<td>84% of time</td>
<td>88% of time</td>
<td>67% of time</td>
</tr>
<tr>
<td>Evenings</td>
<td>44% of time</td>
<td>31% of time</td>
<td>19% of time</td>
</tr>
</tbody>
</table>

For complete details on the 30-County Survey, see your “John Blair Man.”
NOW!

50,000 WATTS

THE NEW WJJD

A MARSHALL FIELD STATION REPRESENTED NATIONALLY BY AVERY-KNODEL
In the heart of the Great Southwest's 18 billion dollar market, is OKLAHOMA — rich in resources, industry and commerce. A ranching empire, unexcelled in wealth, the Sooner State's oil and manufacturing payrolls, alone, total $231,162,680 annually. Oklahoma City's only 50,000 watt station — KOMA — blankets the greater portion of this tremendous buying potential with thorough coverage. With its recently increased power, KOMA opens an entirely new avenue of merchandising to advertisers.
The nation over, county fairs are in full swing!
Right now, it's fair time for timebuyers too. It's time of
year when budgets are given that last minute checking to
make sure that the best buys in each market have been made.
Prize exhibit in Memphis radio is WHHM... with its
blossoming Hoopers that shine like a harvest moon over
the Memphis market.
Pick the station that's a prizewinner! Whether it's
spots or programs, you'll find that WHHM delivers...

MORE LISTENERS 'PER DOLLAR IN MEMPHIS

WHHM
THE BLUE RIBBON STATION
MEMPHIS, TENN.
Tulsa and Northeastern Oklahoma, according to Forbes' Survey, comprise the fastest growing market in the Southwest. Tulsa's bank debits in May set the pace for Oklahoma, showing a gain of 26 per cent. Department store sales in the Oil Capital gained 11 per cent over May, 1946. This and other areas of Oklahoma now are experiencing a home building boom which rivals, if not exceeds, that of any other region in the country. Amply serving Northeastern Oklahoma is KTUL, Tulsa's only exclusive Radio Center.
SPEAKING of homes per dollar, the following table compares WGN's June Baker show with the competing women's programs in Chicago. . . . any WGN representative will gladly identify the other programs for you. We believe that radio advertisers today are more interested than ever in finding out what their dollars are doing.

### RELATIVE AUDIENCES OF CHICAGO PARTICIPATING PROGRAMS BASED ON NIELSEN RADIO INDEX CHICAGO AREA REPORT FOR A FULL YEAR — MAY, 1946, THROUGH APRIL, 1947

<table>
<thead>
<tr>
<th></th>
<th>WGN JUNE BAKER</th>
<th>PROGRAM A</th>
<th>PROGRAM B</th>
<th>PROGRAM C</th>
<th>PROGRAM D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aver. Homes per wk.</td>
<td>552,000</td>
<td>275,000</td>
<td>200,000</td>
<td>415,000</td>
<td>335,000</td>
</tr>
<tr>
<td>Cost per week (13 week rate)</td>
<td>$400.00</td>
<td>$366.55</td>
<td>$500.00</td>
<td>$600.00</td>
<td>$283.50</td>
</tr>
<tr>
<td>Homes per dollar</td>
<td>1381</td>
<td>747</td>
<td>400</td>
<td>692</td>
<td>1185</td>
</tr>
</tbody>
</table>

A Clear Channel Station...
Serving the Middle West

MBS

**Chicago II**
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13
Unlucky at cards, Mr. Advertiser?
WHAT of it! You’d probably rather be lucky at love — and you can be. Columbia Pacific’s Your Hope Chest — a Sunday evening participation show for soon-to-be-married couples — has a 6.8 Coast Hooperating.*
And it’s for sale!

On each broadcast of Your Hope Chest, four engaged couples tell about their first meeting, their quarrels, his proposal, her acceptance — all the serious and comic occurrences of courtship drawn out by the skilled promptings of Hope Chest’s emcee.

The couple with the most unusual romance gets a hope chest overflowing with hard-to-get home furnishings. The others get handsome housekeeping prizes, too. And there’s a special gift for the husband and wife who send in the best letter describing their own courtship — a second honeymoon with all expenses paid!

Simple? Yes. Popular, too! Listeners up and down the Coast clamour to get on Your Hope Chest. Doctors, lawyers, college professors, butchers and bakers have all asked to compete on the show. They could be your customers — and Your Hope Chest could be your show!

Your Hope Chest is still another example of Columbia Pacific’s proved ability to create programs that please all families — and all of the family. With a CPN program your advertising message can reach more people in more radio homes. Just call us or Radio Sales.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Station</th>
<th>City</th>
<th>Power in Watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>KVO</td>
<td>Los Angeles, Cal.</td>
<td>50,000</td>
<td>KGK</td>
<td>Salt Lake City, Utah</td>
</tr>
<tr>
<td>KOH</td>
<td>Denver, Colo.</td>
<td>1,000</td>
<td>WREX</td>
<td>San Francisco, Calif.</td>
</tr>
<tr>
<td>KJZ</td>
<td>Washington, D. C.</td>
<td>500</td>
<td>WSN</td>
<td>Seattle, Wash.</td>
</tr>
<tr>
<td>KNO</td>
<td>Boston, Mass.</td>
<td>1,000</td>
<td>WWL</td>
<td>New Orleans, La.</td>
</tr>
<tr>
<td>KSU</td>
<td>Kansas City, Mo.</td>
<td>1,000</td>
<td>KOX</td>
<td>Philadelphia, Pa.</td>
</tr>
<tr>
<td>KSB</td>
<td>San Diego, Calif.</td>
<td>500</td>
<td>KOM</td>
<td>New York, N. Y.</td>
</tr>
<tr>
<td>KXT</td>
<td>Charlotte, N. C.</td>
<td>500</td>
<td>WMP</td>
<td>Dallas, Tex.</td>
</tr>
<tr>
<td>KNY</td>
<td>Minneapolis, Minn.</td>
<td>1,000</td>
<td>WRT</td>
<td>Washington, D. C.</td>
</tr>
<tr>
<td>KPS</td>
<td>Kansas City, Mo.</td>
<td>1,000</td>
<td>WWT</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>KMJ</td>
<td>Los Angeles, Cal.</td>
<td>500</td>
<td>WCN</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>KER</td>
<td>Chicago, Ill.</td>
<td>1,000</td>
<td>WSC</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>KKL</td>
<td>Los Angeles, Cal.</td>
<td>500</td>
<td>WEE</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>KTM</td>
<td>Los Angeles, Cal.</td>
<td>500</td>
<td>WIS</td>
<td>Chicago, Ill.</td>
</tr>
<tr>
<td>KXG</td>
<td>Los Angeles, Cal.</td>
<td>500</td>
<td>WDE</td>
<td>New Orleans, La.</td>
</tr>
</tbody>
</table>

(Continued on page 28)
HERE IS IMPORTANT NEWS for you
N. A. B. CONVENTION SEPTEMBER 15 thru 18
ATLANTIC CITY

GATES HAS IMPORTANT DISPLAY OF NEW EQUIPMENT

One of the "don't miss" spots at the National Association of Broadcasters Convention this year is the display of the Gates Radio Company's new line of transmitters and studio equipment.

Both AM and FM equipment are being shown, plus a new line of studio equipment that bids fair to make everyone sit up and take notice. Gates engineers say that it is the easiest equipment to use available today and broadcasters that have been privileged to a preview verify this statement.

Guests attending the Gates display will have the attention of qualified sales and engineering personnel to provide information. Many attractive features

FOR EVERY BROADCAST NEED—DEPEND ON GATES—ALL WAYS

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

BRANCHES—
Eastern Sales Office: 40 Exchange Place, New York 5
Western Sales Office: 1320 N. Highland Ave., Hollywood 38
Canadian Sales: Canadian Marconi Company, Montreal
International distribution overseas by Westinghouse Electric International Company, 40 Wall St., New York 5

25th Anniversary Year
Features of both Type 76-B4 and Type 76-C

- Over-ride facilities for all remote lines. Permits engineer or announcer on remote broadcast to "call in" by over-ride on control room speaker.
- Six-channel mixer.
- Direct talk-back system to any studio and any remote line. Studio speakers and remote lines are interlocked to prevent feed-back.
- Cue feed to remote lines.
- Five spare monitor inputs for monitoring externally produced programs such as networks, other studios, outgoing channels, etc.
- Large VU meter connected to rotary selector switch permits accurate program monitoring. Plate current checking system for all tubes and program channel.
- No lost time due to possible failures of amplifiers or power supplies. Emergency operation may be obtained quickly by means of switches.
- Headphone monitoring across output line, monitor and external source, such as network.
- Recorder feed.
- Low-noise, low-microphonic type-1620 tubes.

In addition...
- The 76-B4 has built-in isolation coils for remote lines and turntable booster amplifiers.
- The 76-C has two turntable cue-circuits normally connected for direct operation through monitoring amplifier. Terminal board connections permit routing turntable cue to external amplifier and speaker, if desired.
- The 76-C has all six pre-amplifier outputs and mixer inputs brought out on terminal boards for routing to external jack panels, echo and reverberation facilities, additional microphone inputs, remote lines, and relay switching.
Consolettes . . .

for AM, FM and TV

Nothing like the 76-B4 and 76-C Consolettes to keep studio programs and rehearsals in motion. Both are flexible and easy to operate. Both provide program quality that meets FM requirements. Both have full facilities for simultaneous auditioning and broadcasting . . . for practically any combination of studios, turntables, or remote lines—AM, FM or TV sound.

Choose the Consolette to Suit Your Station Needs

The Standard 76-B4. This model includes 4 pre-amplifiers. Similar to former RCA 76 series consolettes and known by broadcast engineers the country over, this flexible and versatile audio control system performs all the amplifying, monitoring and control functions of most large and small stations—AM, FM and TV sound.

WHERE IT IS USED

- For two-studio operation . . . with two microphones in each . . . one announce booth microphone, and one control-room microphone.
- For single-studio . . . using four microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables using external booster amplifiers.
- For six remote lines . . . with independent control of each.

The New De Luxe 76-C. Similar to the companion 76-B4 in appearance, this model incorporates two additional pre-amplifiers (six total). Designed for broadcasters by popular request, here is the complete audio control system to meet your special requirements.

WHERE IT IS USED

- For two-studio operation . . . with four microphones in one studio and two in the other, one announce booth microphone, and one control room microphone.
- For single-studio operation . . . using seven microphones, one announce booth microphone, and one control-room microphone.
- For two transcription turntables, each using a booster pre-amplifier in the consolette.
- For four remote lines . . . with independent control of each.

For complete technical information and details on these consolettes . . . both backed by more than 20 years of broadcast engineering experience in this field . . . call your nearest RCA office or write Dept. 19.1.

NOW . . . Switching Systems for RCA Consolettes

Type RCS-1A—Handles the output of as many as five control consolettes. Feeds three outgoing lines. Enables you to monitor studio, network, recording room, remote inputs. Switches these inputs into transmitter or network lines.

Type RCS-3A—For the smaller station requiring only two RCA consolettes. Handles up to four studios and two announce booths. Routes your program to two outgoing lines (AM, FM, or either transmitter and a network line).

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal
<table>
<thead>
<tr>
<th>Call Letters</th>
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<th>Call Letters</th>
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**DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES**

(Continued from page 18)

<table>
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<th>Call Letters</th>
<th>City</th>
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<td>Des Moines, Iowa</td>
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**REGIONAL BROADCASTING STATIONS**

(Continued from page 23)
KGW and Abe Bercovitz have grown up together. When Abe came to the station, some 23 years ago, there were no network programs and the musicians broadcast on a more or less ad lib basis. In 1927 KGW affiliated with NBC and Abe was appointed KGW Musical Director. KGW received its 20-year plaque from NBC this year. Abe observed his 20th anniversary as KGW Musical Director by directing several programs. Maybe KGW should have given him a plaque! If it is true—and it surely is—that a station establishes its personality as much by the quality of its live-talent programs as by its network releases, then Abe Bercovitz has been one of the big elements in KGW's continued progress. Here's to 20 more years of mutual success, Abe!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
BUSES are crowded, streets are jammed. Stores are filled. Business is good! This thriving, typical American city has stepped into the Nation’s spotlight. Two recent surveys show that (1) Peoria is the first Radio Test City, (2) Peoria’s WMBD has the highest bonus audience in the country on the first 15 evening shows.

No. 1 RADIO TEST CITY IN THE UNITED STATES*
Sales and advertising experts choose Peoria as best radio test city. Over twenty years of outstanding service to its clients and community has kept WMBD first in Peoriarea.
*Test Market Survey conducted by Sales Management magazine (June ’47).

TOP BONUS-AUDIENCE DELIVERING STATION*
WMBD delivers larger bonus audiences on the first 15 evening shows than any other station in the country. Every CBS show on WMBD has a Hooper rating higher than the national.

First in Peoriarea
CBS AFFILIATE
Peoria, Illinois

Edgar L. Bill, President • Charles C. Caley, Exec. Vice-Pres. • Free & Peters, National Representatives

5000 WATTS
1947 is far from over. Yet it's already set a record for United Press radio news. New clients have averaged more than a station a day. Reasons are as clear as U. P.'s news style. Some are:
The 26 news roundups a day, blending world and regional reports to local tastes, and running in time with local listening habits . . .
the 23 regular features constantly bettering their own best marks for usage and sponsorship* . . .
the 179 special scripts—and more coming—on topics ranging from food to foreign affairs to fashions. Every one is a bonus-attraction.
U. P.'s new highs in sales are the simple consequence of new highs in service. They dramatize again the theme of U. P.'s success-story: it's foremost because it offers most.

Omaha Furrer Uses Spot Schedule on KOIL for OVER 10 YEARS!

For more than a decade, the Sample Fur Shop of Omaha has been using specifically tailored spots on KOIL to reach a specific group of buyers. And according to L. L. Burkenroad, proprietor of the Sample Fur Shop, these spots “bring results.”

On the air Monday through Saturday at 7:30 A.M., all announcements are spotted in “Coffee Club,” a participating show. There’s a peak women audience at this breakfast hour—housewife, business woman, teen-ager—and they’re all potential buyers of furs.

Yes—tailor-made spots sell for KOIL advertisers and they can sell for you, too. Get your message to the Omaha-Council Bluffs market over KOIL—the station that brings you sales results everyday.

Charles T. Stuart, President and Executive Director
Executive Offices—Stuart Building, Lincoln, Nebraska
W. J. NEWENS, Station Manager

L. L. Burkenroad, (left) Proprietor of Sample Fur Shop and Shirley Brown, Customer.

KOIL
OMAHA COUNCIL BLUFFS

1290 KC  5000 WATTS

Represented by EDWARD PETRY CO., INC.

Published Weekly by Broadcasting Publications, Inc.

IN THIS ISSUE...

See Complete Index on Page 3

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ART KING, Managing Editor
J. Frank Beatty, Rufus Crater, Associate Editors;
Fred Fitzgerald, News Editor; Paul Fulmer,
Asst. to the News Editor, STAFF: Lawrence
Christopher, Peter W. Denner, Jo Mailer, Joseph
M. Sitrick, Mary Gifford; EDITORIAL ASSIST-
ANTS: Yvonne Caldwell, Grace Harboofe, Mary
McCaulley, Doris Sullivan, Eleanor J. Brumbaugh, Secretary to the Publisher.

BUSINESS
MAURY LONG, Business Manager
Bob Brandau, Ad. Production Manager; Harry
Stevens, Eleanor Schaefer, Tom Beck.
AUDITING: B. T. Taishoff, Irving G. Miller,
Viola Sutherland.

CIRCULATION AND READERS’ SERVICE
BERNARD PLATT, Director
Dorothy Young, David Ackerman, Pauline Arnold,
Doris Riddick.

PROMOTION
WINFIELD R. LEVI, Manager
Betty Beckett.

NEW YORK BUREAU
250 Park Ave., Suite 17, Plaza 8-8385
EDITORIAL: Edwin M. Jams, New York Editor;
Florence Small, Irving Marder, Patricia Ryden.
Beek Sabin.
Bette Robert, Senior Associate Editor.
ADVERTISING: S. J. Paul, Advertising Director;
Martin Davison.

CHICAGO BUREAU
360 W. Wacker Drive, Chicago 60606
2800 Park Ave., Suite 17, Plaza 8-8385
EDITORIAL: J. Frank Beatty, News Editor;
Fred Fitzgerald, Paul Fulmer.
ADVERTISING: B. T. Taishoff, Manager.

HOLLYWOOD BUREAU
600 Sunset Boulevard, Suite 28, Hollywood 8181
David Glickman, Manager; Ralph G. Tuchman,
Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. ELgin 5775
James Montague, Manager.

Broadcasting * Magazine was founded in 1931 by
Broadcasting Publications Inc., using the title
Broadcasting * The News Magazine of the Fifth
Rate. Broadcast Advertising * was acquired in
1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office
Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $7.00 PER YEAR, 25c PER COPIE

BROADCASTING * Telecasting
You will find much to interest you deeply at the Collins Radio Company’s booth in the Atlantic City Municipal Auditorium. Here are 1040 square feet of floor space packed full of the most advanced types of broadcast station equipment.

We are showing three transmitters which represent a complete new line ranging from 250 watts to 50 kilowatts, both AM and FM. These are the 20T, 1000 watts AM, the 21B/21L 5/10 kw AM, and the 734A 10 kw FM. Open them, front and rear. Note the orderly arrangement, the excellent workmanship, the big components, and the extreme accessibility.

There are racks of amplifiers, meter panels, equalizers, power supplies, accessories. Everything from a to z.

There are consoles to make an operator’s fingers itch, turntables equipped for recording and playback, remote amplifiers—a complete line of audio equipment.

Note the modern, functional styling which distinguishes each piece of equipment in the entire display. Styling in which a station owner will take pride for years to come.

Come to the Collins booth prepared to stay a while and see it all. Our representatives will do their best to make your visit interesting and profitable.
Old Friends

In Detroit, WWJ is more than a commercial radio station, more than just a source of entertainment for its millions of listeners. It is an old friend whose solicitude for the community's welfare is clearly evinced by WWJ's continued leadership in public service features. Largely due to this 27-year-old friendship, products advertised on WWJ receive greater acceptance by Detroitors. Sales resistance is lowered... sales are increased. That's what makes WWJ the preferred radio medium in America's 4th market!
Feature of the Week

SPECTACULAR experiment of shooting ice pellets into clouds—and producing desired rain—was actively participated in by Jimmy Byrnes, WKY Oklahoma City special events announcer and Lester Tucker, engineer.

The pair took off late last month in a plane equipped with wire recorders and 150 pounds of dry ice. At 19,500 feet the pulverized dry ice was fed into the slipstream through a cockpit window. At that altitude, the general temperature was -20. They did a wire recorded description of the experiment.

When the plane dropped to 6,000 feet it plunged into man-made driving rain so hard some of it trickled through leaks into the cockpit cowlings.

"I'm convinced," said Gerald P. Crawford, head of the local weather bureau, also aboard the plane, that the seeding of dry ice into the rain clouds gave the necessary trigger action to set off the shower."

The WKY news bureau interviewed persons in the area covered by the man-made shower, and all said they had seen the rain falling from the same clouds into which the ice was dropped.

Announcer Byrnes reported the entire operation to WKY listeners in a special broadcast after his return from the airport. News services picked up the story and it was given front page play in papers across the country.

Sellers of Sales

ECONOMIC CRASH of 1929 proved the turning point in the lives of two Robert Americans—and Henry M. Jackson was no exception. But it resulted in a turn for the better for Hank—now of the San Francisco office of J. Walter Thompson Co.

He had been out of college only a short time—having graduated from the U. of California—when he became a bond salesman for an investment house. Came the slump and the bond house closed. Then he joined another investment house. It soon went the way of the first. But Hank was persistent. He sought out and got another bond selling job. But when a total of five investment houses—each of which he had been working in those rugged days closed their doors he decided it was high time to seek another line of endeavor.

For a time he was at a loss—but grabbed the telephone book and rambled through the pages of the classified section. Advertising appealed to him. Here was a business, he thought, that would not crumble entirely, no matter how serious the depression might become. Having a technical knowledge of radio—he owned his own "hamb" station—he chose the broadcasting business, an industry that was commercially less than a decade old, but glowing with prospect to young Hank Jackson.

Hank went to work for KYA in 1930 as a time salesman. One year later he joined KTAB (now KSFO). Bob Roberts was manager of the station at the time. A year later Hank and Roberts entered the advertising agency business as partners in Bob Roberts & Assoc.

After two years in the agency field Hank yearned for the broadcasting business again and joined KFRC's sales force. He soon became sales manager of the station.

When CBS expanded its operations to San Francisco, Hank was appointed Northern Division sales manager for the network, a post he held until 1940. In that year CBS transferred him to Chicago where he was elevated to Western Division sales manager of Radio Sales.

Then came the war—another turning point in most American lives. And Hank was no exception this time, either. He went to Washington in 1942 as chief engineer of the radar branch of the Signal Corps. Later he was commissioned a major and placed in charge of the Washington office of the Armed Forces Radio Service. His task was the procurement of equipment for overseas installation.

The AFRS was weak in the Far East Area. So the Army sent Hank to India to make a deal with the Indian government to permit the installation of United States broadcasting stations there. After seemingly endless interviews with representatives of 13 different branches of the Indian government he finally accomplished what he set out to do. As
With Regional Advertisers

It's the INTERMOUNTAIN NETWORK 2 to 1

17 Home Town Markets Comprise The New Intermountain Network

* ** *

** * *

* * *

17 Home Town Markets Comprise The New Intermountain Network

** UTILITY **

KALL, Salt Lake City
KIO, Ogden
KOVO, Provo
KOAL, Price
KVNJ, Logan

** IDAHO **

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMM, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

** WYOMING **

KVRS, Rock Springs
KDFN, Casper
KWYQ, Sheridan
KPOW, Powell

** MONTANA **

KBMY, Billings
KEJF, Miles City
XXXX, Great Falls
XXXX, Butte

KALL of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

XXXX, Under Construction

Air-checks prove that regional advertisers (wholesalers, distributors, jobbers, manufacturers) buy the Intermountain Network 2 to 1 over any other station or regional network in the Intermountain Market.

This is proof that those who are close to the market acknowledge that the Intermountain Network is the only radio medium covering all the markets in this vast western area.

** THE INTERMOUNTAIN NETWORK Inc. **

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta
Here's where your ideal transmitter takes shape ... in final assembly operation at the modern Westinghouse plant in Baltimore. Here, the improvements specified by you become reality as skilled workmen assemble finished parts into complete, dependable transmitters. All units are thoroughly tested before delivery.

SERVICE EVERYWHERE.....

Westinghouse has 17 parts warehouses, a staff of service engineers on 24-hour call and 35 maintenance and repair shops conveniently located ... as close as your telephone. Factory trained communications sales engineers in your area are also ready to serve you.

More Information?

These new books will give you a complete picture of the operating advantages built into Westinghouse transmitters. Ask for B-3829 (1 and 3 kw, FM) or B-3850 (10 kw, FM).

Westinghouse

PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

Electronics at Work

1, 3 and 10 kw FM Transmitters
... a truly modern design based on the recommendations of your industry and the years of experience of our own engineers in operating five FM stations.

Now you can throw away the "can opener". You won't need one to get at the tubes—they're all within reach of your finger tips, from the front of the transmitter. This is what you asked for... and get... in all Westinghouse FM transmitters. And here are a few more of those "examples" which help to make your operating and maintenance job easier.

- New 270° meters at eye level.
  (You can see the grid and plate currents in all stages simultaneously.)

- Visible, conventional-type tubes—nothing tricky.
- Fuseless overload protection and excellent shielding, lead covered wire.
  ("De-ion" circuit breakers used throughout.)
- No 1/4-watt receiver resistors.
  (Only heavy-duty resistors are used throughout.)
- Individual voltage regulators for bus voltage and high-voltage rectifier.

This "duo of experience"... yours and ours... assures these features, and more, in all Westinghouse FM transmitters—1, 3, 10, and 50 kw.

Your Westinghouse office will give you more details or you can write to us at P.O. Box 868, Pittsburgh 30, Pa.

See our FM-1 transmitter displayed at the IRE Convention, San Francisco, September 24-26.
Among KFI’s Outstanding Summer Programs Are…

"Premier Performance"  
8:00 p.m. on Tuesday — Leading talent agencies joined KFI in cooperative venture to showcase known and unknown talent in new radio roles. All programs live…Full orchestra.

"Paul Owen"  
6:00 p.m. on Friday — Owen, with a fine tenor voice, cleverly translates current American hits into the language of many nations.

"The Bates Boys"  
7:30 p.m. on Saturday — Russ Stewart and Parley Baer enact the roles of two lovable old brothers who get into all sorts of trouble.

"Music by Mitchell"  
9:00 p.m. on Monday — A clever instrumental trio making light classics a specialty.

"Stairway to the Stars"  
9:00 p.m. on Saturday — Howard Culver in a memorable reading of poetic classics.

"The Wax Museum"  
6:00 p.m. on Thursday — Jerry Lawrence brings back nostalgic memories of yesterday as he spins the best of the old popular platters.

"Presenting Derry Falligant"  
8:00 p.m. on Wednesday — Falligant’s glorious voice against an organ backdrop.

"I Want It"  
8:15 p.m. on Wednesday — Clearing house for buyers and sellers of odd and scarce articles.

"Styles in Music"  
7:00 p.m. on Sunday — Prepared and voiced by Dave Starling. Show features a top band each week with its outstanding recordings and highlights about the organization’s success.

**KFI’S Summer Replacement Shows Broke All Records!**

**NATURALLY,** we’re plenty proud. Some years ago KFI decided that summer replacements could and should build worthwhile audiences. We insisted GOOD PROGRAMS and GOOD PROGRAMMING would command attention, despite the thermometer. Again we have proved it. And this year more conclusively than ever.

KFI’s 1947 summertime listener interest, measured by unsolicited mail response, was by far the greatest in KFI history.

All of which goes to prove that despite summertime “sets in use” figures, KFI’s particular brand of GOOD PROGRAMMING — PLUS 50,000 WATTS — can and does build substantial summer listening and holds its audience for the Fall return of the greatest shows in radio!
Pigs ain't pigs, we say. There are differences even within the litter. Sometimes they're visible, but often you can only tell the result of good breeding by checking the result.

It's the same with our Amperex 892. There is one of those little differences in the grid arm. It's much easier to assemble this by brazing a few parts together, but we know that a braze often offers resistance to the passage of current, sometimes enough resistance to make a big difference.

So we start this grid arm as a solid rod of oxygen-free copper and make it out of one piece, and it takes some mighty fine skill, Amperex skill, to turn that feather-edged seal from the solid. But that Amperex skill in manufacture, plus Amperex skill in design, produces a grid arm that offers the best operating conditions for both DC and RF... just another of the many little differences that make a big difference in the design and construction of the many, many types of tubes that comprise the extensive Amperex line.
Much as the radio industry has tried to spin the facts in, many people still think of spot radio as confined exclusively to announcements. Heavens forfend! Not only are programs of big-time quality available in spot radio, but often these programs have ratings as high as some of the most expensive network shows!

WBAP, Fort Worth-Dallas, for instance has several such excellent local shows. One example is their 6:15 p.m. News, featuring Larry DuPont, writer, newscaster and one of the outstanding personalities in the Southwest. His latest Hooperating is 9.2.*

Extremely popular spot-radio programs like that are to be found on virtually every one of the stations F&P represents. It's Bull's-Eye Radio—for advertisers who want to do the best job for the least money. Do you?

* Hooper Survey, Winter-Spring.

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE: KOB
BEAUMONT: KFDM
BOISE: KDSP
BUFFALO: WGR
CHARLESTON, S. C.: WCSC
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KYOD
DULUTH-SUPERIOR: WDSD
FARGO: WDAY
FT. WORTH-DALLAS: WBAP
HONOLULU-HILO: KGMB-KHBC
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OMAHA: KFAB
PEORIA-TUSCOSA: WMBD-WDZ
PORTLAND, ORE.: KEX
RALEIGH: WPTF
ROANOKE: WDBJ
SAN DIEGO: KSDJ
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WFBF
TERRE HAUTE: WTHI

TELEVISION:
ST. LOUIS: KSD-TV

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street

Broadcasting • Teletcasting
Page 36 • September 15, 1947
Editorializing, Code Top Discussions On Agenda

BY J. FRANK BEATTY

RADIO'S fight for freedom of speech and parity with the press was suddenly catapulted into top place at the NAB's 25th annual convention as the industry gathered at Convention Hall, Atlantic City, with record attendance of 3,000 delegates and observers predicted.

Showing an unexpected sense of radio-timing, the FCC itself raised the issue that is likely to dominate convention sessions. Its action last week in setting Jan. 12 as date for a hearing on the rights of stations to editorialize over their own facilities injected this unexpected controversial question into the agenda. It was a made-to-order action for NAB President Justin Miller, who has made the Mayflower Decision a cause celebre for radio (see editorial page 132 and story, page 39).

Other Critical Subjects

Vying with the right of stations to state their views on public affairs are such critical subjects as the proposed NAB Standards of Practice, commonly referred to as the "code" [BROADCASTING, Sept. 8] and the question of BMB's future. Also high on the agenda are regulatory and management problems, including such matters as proposed legislation, what to do about music, and the questions stemming from the rapid increase in the number of stations. (See convention agenda page 3.)

Advance registration of 1,313 indicated last year's total registration of 1,917 would be surpassed. Total attendance last year of more than 2,900 will be exceeded, judging by the swarms converging on the beach resort at the weekend. The rush of delegates, observers and visitors confronted the NAB headquarters office in Convention Hall with a difficult housing problem. By mid-week NAB had appealed to the Atlantic City Convention Bureau for help, all available space at convention hotels having been filled. The bureau promised to seek space at smaller hotels but pointed out that space was at a premium because of continued warm weather, other conventions and religious holidays.

International flavor is given the meeting by appearance at the opening general session Tuesday morning of two distinguished broadcasters from other countries, Joseph Sedgwick, general counsel of the Canadian Assn. of Broadcasters, and Gear Mestre, vice president of Inter-American Broadcasters Assn. and owner of CMQ Havana, will speak following the keynote address of President Justin Miller.

Judge Miller will preside at his second NAB convention, having taken office in October 1945. His keynote talk will cover the legislative situation, progress of NAB's efforts on behalf of free speech and toward revocation of the Mayflower doctrine against editorializing, provisions of the proposed program and commercial standards and other active topics.

NAB finds itself under close scrutiny from two directions as it assembles for the convention. First, high communications officials from countries all over the world, still meeting in Atlantic City, have their first chance to observe operation of organized broadcasting under the democratic system.

Second, eyes of the advertising and business world are on the convention as it takes up the proposed Standards of Practice. The association has operated without a code for many months, the 1945 standards having been quietly discarded due to fear of antitrust action.

A special committee has been working on a proposed new code since last April and frequent changes have been made from time to time. A final version was to have been submitted to the Board of Directors yesterday (Sept. 14), with release of the document slated for this morning at a news conference. Its provisions will be discussed at the Thursday morning general session, with the new board to discuss the document Friday.

New Model Bill

Proposed new Communications Act, as requested from NAB at hearings before the Senate Interstate & Foreign Commerce Subcommittee, was scheduled to be made public Tuesday afternoon. The measure was drafted by President Miller and General Counsel Don Petty. Heart of its provisions is the proposed new Section 326 [BROADCASTING, May 26, June 2]. This section restricts regulation of broadcasting business activities and forbids censorship as guaranteed by the Constitution.

Starting with last Thursday's meeting of a group of NBC affiliates, the convention proceedings include many related and satellite sessions (see list page 3). These events continued Sunday, including the annual NAB golf tournament for the BROADCASTING trophies.

Added to the agenda last week was a Thursday luncheon address by James F. O'Neill, newly elected national commander of the American Legion. He will discuss juvenile opportunity, communism and freedom of speech. Judge Miller addressed the Legion national convention at San Francisco Oct. 2, 1946. The speech by Mr. O'Neill will be his first since inauguration

(Continued on page 46)

1947 Radio Advertisers by Product Groups—Page 68
Justin Miller Cites Progress of NAB Traces Association Growth in Past 25 Years

President

Justin Miller

This report will reach you at the end of the first quarter-century of annual presidential accounting to the NAB membership. At the same time it marks the second anniversary as your president. Like its predecessors, this report summarizes the work of the individual NAB departments, in your behalf. It is designed to report NAB activities generally, but I hope that in your careful reading of it you will be rewarded by the discovery of specific services now available to you.

The NAB has moved into its new and larger quarters. The move brought welcome relief to your officers and staff from an almost stifling condition of overcrowding which existed at our old address. I can report to you today how that with adequate space and vastly improved working conditions, staff members are conducting our NAB affairs with much greater dispatch and efficiency. Of almost equal importance, though less tangible—your new building provides broadcasting with a national home that is worthy of the dignity and importance of America's greatest medium of mass communication.

This has been reflected in the increasing number of broadcasters who visit us. Additionally, our new facilities make it possible to hold board and committee meetings in our own home instead of in remote hotel rooms. The resulting closer association between NAB members and NAB people is highly desirable. Finally, the new headquarters building offers an added service to NAB members.

We now have enough facilities to offer you an "office away from home" whenever you are in Washington. Phone and message service, and even limited stenographic assistance, are now available.

Perhaps the happiest section of this report has to do with your NAB departments. For the first time since the beginning of the war, every department—so far authorized by your Board of Directors—is as adequately staffed as our budget will allow. I am now able to carry out more adequately the directives and the projects voted by the board, which acts as your policy making body. You will meet each of the staff directors in the ensuing pages of this report as he presents the detail of the work of his department. As you read these pages, I am sure you will share the confidence which I have in these men and my pride in their initiative, resourcefulness, competency and loyalty.

We have made progress in this 25th year. We have come to know and understand each other better; we have learned to emphasize our areas of agreement and to minimize our areas of disagreement and, thereby, we have achieved greater unity against common danger. We have discovered some of our strengths and some of our weaknesses. We have committed ourselves to a program of honest self-evaluation and self-discipline hardly, if ever, approached by any other American industry. And we have begun to fight for the freedoms and rights contemplated in the Constitution of the United States—freedoms and rights of which we are the custodians for the American people.

Secretary-Treasurer

C. E. Arney Sr.

Mr. Arney

Since the report submitted to the membership at the 1946 annual convention covering the period ending Sept. 30, 1946, the association has experienced a most gratifying and healthy increase in membership. This growth, coupled with expanded activities, has been accomplished by enlarged personnel.

On April 1 of this year we moved into our new headquarters building at 1771 N St., N.W. The building was fully remodeled to comply with municipal requirements for commercial occupancy and with the fire protection code of the District.

The former headquarters building at 1760 N St., N.W., has been leased for a five-year period to the Canadian Government and is occupied by that country's Military Mission. The terms of the lease are extremely favorable.

For the first time the plan of area meetings to support the multiplicity of district meetings was tried out. For the most part these area meetings proved satisfactory. Some of the districts elected to have separate meetings and at all of the area and district meetings the NAB staff was adequately represented and every effort was made to give detailed reports to the membership upon our various activities and to ascertain the ideas of the membership as to

(Continued on page 118)
By RUFUS CRATER

A REVIEW of the seven-year-old Mayflower ban on editorializing by programmers who demand by the NAB and industry leaders, and long promised by FCC—was ordered by the Commission last week to start Jan. 12.

Announcement of plans for the hearing injected a new major subject for consideration at the NAB convention opening today (Monday) at Atlantic City. (See story Page 27.)

NAB President Justin Miller, a leader in the fight for repeal of the Mayflower doctrine, voiced "delight" over the announcement. Promising that "the NAB and its members will actively participate in this hearing," he branded the Mayflower edict as "one of the most serious abridgments of free speech" and representative of a "philosophy that is contrary to the principles of the Constitution."

The full Commission will sit for the hearing, which will center on two main issues. As announced by FCC, they are:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.
2. To determine the relationship between any such editorial expression and the affirmative obligation of licensees to present fair and equal presentation of all sides of controversial issues is made over their facilities.

In setting the hearing four months ahead of the broadcast licensees will take into consideration "the importance of the questions presented and the need for extensive preparation." The announcement also apparently was timed to permit a thorough exploration of the subject during the NAB convention. Persons wishing to be heard should notify FCC by Dec. 1, specifying the organization they represent (if any), the subjects they will discuss, and the time required.

A much more important—but not all—of industry opinion thus far publicly expressed has favored abolition of the Mayflower rule that "the broadcaster cannot be an advocate." ABC President Mark Woods has been one of the most outspoken opponents of station editorializing, arguing that broadcasters should serve the public and should present as wide a range of opinion as possible, without establishing any rigid editorial policy.

Denny for Review

On the Commission, Chairman Charles R. Denny has publicly favored re-examination of the Mayflower ban, and Comr. Cliffor D. Jurr has openly advocated a radio "editorial page" provided that equitable time is set aside for opposing views.

But abandonment of the Mayflower rule might have many ramifications. Chairman Denny pointed to some of the possibilities in an impromptu discussion at the NAB convention in Chicago last October.

I think that almost everyone would take the view that if a broadcaster is to be an advocate, in the right sense of the word, he must be able to use the same weapon. Mr. Denny again will speak. Will he repeat that statement? We doubt it, because the record shows that of seven stations cited in the Blue Book, six have received regular license renewals and the seventh awaits hearing on another issue.

But the evil implications of the Blue Book—implications of program censorship—remain. The FCC continues to slip a slide rule in evaluating programs on license renewals. It continues to employ outlaw standards as to what constitutes good programming when control of programming is denied it under law.

NAB President Miller has struck out resolutely in a crusade to remove the Government from the forbidden field of program control. His stand before the Senate Interstate & Foreign Commerce Committee was so direct and revolutionary that he aroused the ire of Committee members. That fact that his opposition was uncompromising and complete; that he was unwilling to equivocate, contributed to the Committee's attitude. He has no apologies to make. An issue as fundamental as freedom of radio, in which are intertwined all of the freedoms, cannot be dealt with in half measures.

There will come before the convention the proposed new Standards of Practice to set up guidelines for station operation. The convention is not called upon to act on the Code. That is reserved for the board of directors, which meets Friday, following convention adjournment.

It's too Late to Procrastinate

ATLANTIC CITY, which calls itself the World's Playground, this week becomes the radio hub of the universe. For besides the NAB Convention, the International Telecommunications Conferences, which have dealt with ponderous but critically significant allocations and regulations since last May, are entering their final phases.

GlaRingly lacking at the ITC sessions has been any real urgency. Most of the 700 odd delegates representing 70 odd nations are military or government men. The last war left too grimly green on their minds to erupt in carnival gaiety. They know too well the part radio plays as a war weapon. Perhaps the "cold war" being waged at the peace conference tables has dampened their spirits.

By sheer coincidence the NAB meets at Atlantic City as the ITC sessions draw to a close. There the delegates of all nations will see American radio in action—radio in the nation where radio was born. It is a free American radio they will witness—free, that is, in contrast to the policy pursued in Europe and by most other nations except those in our own hemisphere.

The rest of the world regards America as a land of opulence and plenty, of light-hearted, carefree people who have succeeded in spite of themselves. The communications men of these other nations have had little to be awakened. While there will be frills on the fringes of the NAB sessions, American broadcasters are more realistic now than in the prewar era. They, too, have lived through war experiences. They have heard about radio's vaunted freedom in the United States and have wondered whether it can survive if the gnawing away at its roots, in the form of blue books, indiscriminate licensing without regard to engineering standards, use of the lifted eyebrow technique, and artificial limitation of facilities, is to continue.

Just eleven months ago broadcasters met in Chicago at their first "peacetime" convention in a half dozen years. Then, as now, the Blue Book was the cause celebre. They were told then by Chairman Charles R. Denny that the "Blue Book would be bleached." Mr. Denny again will speak. Will he repeat that statement? We doubt it, because the record shows that of seven stations cited in the Blue Book, six have received regular license renewals and the seventh awaits hearing on another issue.

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There will come before the convention the proposed new Standards of Practice to set up guidelines for station operation. The convention is not called upon to act on the Code. That is reserved for the board of directors, which meets Friday, following convention adjournment.

It's not necessary here to dissect the Code or to impugn broadcasters to support it as now written. It is incumbent upon radio to undertake self-regulation. Otherwise the standard of the Code will not be the yardstick of decency. It will intensify the task of withstanding legislative pressures and regulatory abuses will become more difficult. A quarter-century ago the movies were confronted with a somewhat similar problem and did nothing about it. There are now state boards of review.

There should be full and uninhibited discussion of the proposed code. We think the NAB erred when it decided against advance distribution of the code (Radio, Nov. 24), more than any other medium, should stand for open covenants, openly arrived at. There is no medium more sensitive to public reactions than radio. There is no medium more intimate or more warmly regarded by the people than radio, despite beatings of the vocal minorities, the uplifters, the do-gooders, and subsersive elements with sinister motives.

We should like to see the convention discuss the Code freely and openly. We should like to see it modified, if need be, but not weakened. We should like to see the convention resolve in favor of immediate promulgation.

That accomplished, the legislative task at the next session of Congress in January would be greatly simplified.
Shift Convention Sites, Managers Urge

Autumn Is Favored For Annual NAB Meetings

ANNUAL conventions of NAB should be held in a different place every year, in the opinion of a vast majority of station managers, according to responses to the ninth questionnaire in the Broadcasting Trends series.

More managers favor autumn conventions than any other season, with spring ranking second, the survey shows. Under new NAB procedure future conventions are to be held in the spring, with area and district meetings in the autumn months.

The four-day continuous meeting agenda of NAB should be left as it is, 38% of managers feel. The choice was not decisive, however, as 35% indicated they favored independent departmental meetings in the same week.

A representative cross-section of the managers of commercial AM stations was polled in July. Forty-five per cent of managers believe there are too many conventions, with 42% believing the number is about right, according to replies to other questions on the subject of conventions (Broadcasting, Sept. 1).

Results of the latest survey follow:

"Should the NAB annual convention be:"

<table>
<thead>
<tr>
<th>Choice</th>
<th>% of all respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>held as a general four day continuous meeting</td>
<td>38%</td>
</tr>
<tr>
<td>divided into independent departmental meetings (for top management, programming, sales, engineering, etc.)</td>
<td>36%</td>
</tr>
<tr>
<td>divided into independent departmental meetings (for top management, programming, sales, engineering, etc.), held at different times throughout the year</td>
<td>18%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
<tr>
<td>Indefinite or no answer</td>
<td>6%</td>
</tr>
</tbody>
</table>

TOTAL 100%

TABLE I

Rising Radio Costs Seen as Boomerang

THE WORLD'S biggest radio spender last week warned that if radio costs continue to rise advertisers will be forced to reduce spending. Neil H. McElroy, vice president and general manager, Procter & Gamble Co., cited this fact when he told a meeting of the NAB affiliates in Atlantic City last Friday that because time and talent costs have risen while average listening has declined, the cost per listener has sharply increased.

He said that, when radio costs are no longer competitive with other media there will be no choice but to shift, continuing that increased expense to sponsors was one of several factors which "tend to dim" radio's future as an "economic salesman of mass-used products."

Also particularly cited by Mr. McElroy was the lack of organized effort to meet destructive criticism against the industry. Such was bound to weaken radio's stand and power as an advertising medium.

Charles G. Mortimer Jr., vice president in charge of marketing, General Foods Corp., and chairman of the Advertising Council, told the gathering such criticism needs to be "offset by action and not by protest of virtue."

Sigurd S. Larmorn, president, Young & Rubicam, said networks must take leadership in correcting program conditions which provoke public criticism. He cited specifically: Lack of program balance, persistent violation of aesthetic proprieties of restraint and social decorum, and advertising excesses.

TABLE II

TABLE III

AFM Defers Action on FM Duplication

Little Hope Seen After Network-Pettrillo Meeting

By FRED SAMPLE

DECISION by the AFM Executive Board on duplication of network music on FM affiliates will not be made for at least two weeks, James C. Pettrillo, AFM president, told Broadcasting Thursday as the board wound up its four-day meeting.

When the decision is reached, he will notify the committee of network broadcasters by telegram, just as he did after their first meeting, he said [Broadcasting, Aug. 26].

Network officials met with Mr. Pettrillo and the board in Chicago Sept. 8. The 3 ½-hour session produced no positive results.

The AFM president's statement was construed as an indication that he will continue his ban against dual broadcasting. The board has full power to override any action he may take. Mr. Pettrillo declared, adding that it would not have delayed announcement of a decision had it been disposed to accede to the broadcasters' requests for right to duplicate.

After the Monday meeting Mark Woods, president of ABC told Broadcasting the network hoped to negotiate with AFM next Jan. 31, when musicians' contracts expire, on a basis that would provide blanket coverage for FM, television and recorded music on motion picture film for television transmission.

Mr. Woods said such a contract would be in effect for a five-year period to protect both the broadcaster and the musician from uncertainty in the future. He told Mr. Pettrillo at the conclusion of the meeting that, in his opinion, FM should be permitted to carry AM network music because under "identical situations" FM stations are permitted to broadcast transcribed programs and recorded music on which union fees have already been paid.

Mr. Woods further said he could see no difference between a recorded program played from the FM station and a recorded co-op (and ABC is currently leading the field in this type of programming) which originated from a network station. The network, he pointed out, maintained large staffs of musicians and paid for many sustaining programs as a service to its affiliates and should be permitted to provide music to its FM affiliates without cost.

The network executives—Messrs. Woods, Frank Schreiber, general manager of WGN Chicago; Frank E. Mullen, executive vice president of NBC; Frank K. White, vice president and treasurer of CBS; Robert D. Swezy, vice president and general manager of MBS—outlined their Monday arguments in favor of dual-broadcasting, summed up by their closing statement that the Pettrillo ban "was retarding..."
FM's Rapid Growth Stressed by Walker

FCC Official Speaks At First Annual FMA Meet

PAUL A. WALKER, vice chairman of the FCC, told the FMA Assn. Friday night at its first annual convention that a year from now FM will have approximated the growth of AM in its first 25 years. In a speech prepared for delivery at a banquet at the Hotel Roosevelt in New York Friday night that the Commission will contribute to development of the medium by "continued insistence...that those who hold construction permits shall start construction without delay or forfeit their permits."

"We have no room for the dog in the manger," he declared.

To AM broadcasters "well able" to meet competition who have not yet applied, he gave this warning: "In many communities all the Class B or wide-coverage channels are already gone. Move with the times. Don't stall yourselves into oblivion."

Comr. Walker said he considered it "unthinkable that something constructive cannot be done" to solve the AM-FM duplication controversy between the networks and James C. Petrillo's American Federation of Musicians "in the very near future." The duplication of AM programs on FM "will be a substantial aid to FM," he declared, but emphasized that the whole future of FM does not turn on it.

The AM-FM chairman's address was carried over the 27 FM stations of the Continental Network, whose operation he viewed as "a thrilling manifestation of the enterprise, the boldness and the imagination with which the industry has found another means of developing FM." Success of this network, he said, opens "vast possibilities" for other regional and national FM networks, and adds "tremendous stimulus" to FM in the coming year.

Other developments indicating next year will be a "banner year," he said, include:

1. The trickle of transmitting equipment is changing to a highly encouraging volume.
2. FM receivers are "rapidly increasing in number," prices are going down, and low-priced converters are appearing on the market. The AM market is "becoming saturated." Though only 600,000 AM sets have been built this year, compared to 15,000,000 AM receivers, he said, "as that enormous productive capacity swings to FM, we can see why the future for the FM receiver is so bright.

3. Public acceptance of FM thus far has been largely without benefit of live music, which he hoped would become available soon through AM-FM duplication.

Comr. Walker spoke in the absence of FCC Chairman Charles R. Denny, who was unable to attend. On behalf of the Commission he offered "heartiest congratulations" to FMA "for the magnificent way in which you have fostered the growth of FM." The association's first annual convention, he said, "heralds a new deal for the American radio listeners" and "spotlights the fact that American radio is moving closer and closer to the happy day when staticless, electrical noise, station interference, fading and low fidelity will be as passé as the horseless, the high-wheel bicycle, the handbar moustache and the cigar store Indian."

Balcom Talk

FM, together with television, offers the greatest incentive to radio set production today and the best prospective market, Mr. Balcom, president of Radio Manufacturers Assn., stated at the banquet. He pointed, however, to the practical problems involved in educating listeners and dealers.

Constructive advertising or promotion approach to the dealer will produce more beneficial results than a pugnacious attitude, he suggested to FM stations, recalling dealer friction over the "don't buy a radio unless it's an FM" campaign a year ago.

Mr. Balcom noted that listeners must be able to tune in their favorite programs via FM, just as they do the great programs on AM stations, before they will be willing to make any abrupt change in listening habits. He suggested stations should not rely too heavily on technical superiority of FM without providing attractive programs.

While FM sets are still more costly to make, he predicted that intense competition will bring lower manufacturing costs. But if all plants suddenly made nothing but FM sets, Mr. Balcom told the banquet audience, it would take four or five years to saturate the United States with receivers on AM stations, before they will be willing to make any abrupt change in listening habits. He suggested stations should not rely too heavily on technical superiority of FM without providing attractive programs. As radio more and more realizes the importance of performing an outstanding public service, national advertisers by and large are also increasing their consciousness that we should communicate to the public the relationships in our own self-enlightened interest.

Together we shall go forward to a new and even more promising chapter in the story of a modern and potent method of communication.

ANA's Message to NAB Dlegates

By PAUL B. WEST

President, Assn. of National Advertisers
Vice Chairman, BMB

The NEXT DECADE for radio as a public service instrumentality promises to excel its proud if somewhat stormy past.

Similarly radio can—if it will—still offer very substantial profit opportunities to the advertiser who possesses real imagination and ingenuity. Under certain circumstances it is not inconceivable that radio can continue to yield the same kind of return per dollar invested that it did during its bananal stage.

Radio is becoming an increasingly competitive advertising medium today. Many more stations are seeking to attract the sponsor's dollar. At the same time other media, many of them relatively new—from customer house organs with circulation in the millions to commercial firms—are vying for a larger slice of the advertising appropriation before consciousness and boards of directors of advertising.

So in order to assist advertisers in realizing radio's maximum potentialities and to enable sponsors as a group to bear their collective responsibilities, A.N.A. some time ago began to set up a Radio Council. The need for such unit was urged by A.N.A. members, both large and small, network and spot users.

The Council is an integral part of our organization, although, for the time being, relatively unimportant.

Without fanfare we have gotten into high gear. The Council is now a functioning mechanism. Under the leadership of A. N. Halverstadt, Director of Media and Research of The Procter & Gamble Co., the operation is directed by a Committee composed of ten sponsors selected for their grasp and knowledge of radio.

The Council is primarily a study group. Its efforts are devoted to analyses of—

(1) Research of all types—attitudes, station and program audience measurement, sponsor identification, sales effectiveness and so on.

(2) Technical questions relating to minimum term contracts with various talent organizations. 

(3) Questions on which collaboration is asked by other organizations, including, among others, NAB, AAAA, the Broadcasters Advisory Council, and Radio Executives Clubs.

(4) Legislation or Government regulation which might stifle creative ingenuity.

(5) Development of television, FM, and facsimile.

From these studies and deliberations the following needs are becoming apparent if radio is to achieve its greatest possibilities in the future—

(1) The continuation of benchmark statistics at periodic intervals on station audience listening (BMB), with additional refinements.

(2) The need for a variety of yardsticks of program audience listening, in the establishment and supervision of which advertisers collectively should have a voice.

(3) The need for equitable limitation of time, frequency and character of commercials across the nation, to prevent discrimination to network, national spot and local station advertisers, which, while curbing abuses, would allow necessary flexibility in programming.

(4) Constructive resistance to Government regimentation of radio by means of sound self-improvement and self-regulation based on periodic checks of public opinion and attitudes of special groups, with due regard for the preferences and objections of minorities.

(5) Minimum talent fees which while fair are not inequitable nor so high as to standardize rewards and thus stifle the development of top artists worthy of consideration for network and transcribed shows.

As radio more and more realizes the importance of performing an outstanding public service, national advertisers by and large are also increasing their consciousness that we should communicate to the public the relationships in our own self-enlightened interest.

Together we shall go forward to a new and even more promising chapter in the story of a modern and potent method of communication.

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New Equipment Shown in NAB Exhibit

LARGEST display of broadcast equipment ever assembled under one roof is on exhibition in the Atlantic City Convention Hall. Covering two-thirds of an acre, the display presents a diversified line of transmitters, monitors, microphones, antennas and other equipment, besides the products shown by program, transcription and allied firms.

Transmitters range from low-power items to 50-kw equipment, including for the first time high-power FM transmitters. Latest types of AM transmitters are on exhibition, along with television and facsimile equipment.

Display of Receivers

New feature of the 1947 convention is a display of receiving sets in the lounge, between the convention auditorium and the broadcast equipment display. In the receiver exhibition a number of leading manufacturers are showing their new models; some have never before been displayed.

In charge of organizing and staging the exhibition, which ranks among the major events of the kind in American industry, was Arthur C. Stringer, director of NAB's Dept. of Special Services. Vast facilities of the hall permit an exhibition many times the size of that staged at the Palmer House, Chicago, during the 1946 convention.

Many of the booths represent months of planning. As usual, the serious displays are augmented by novelties and ingenius gadgets. The novelties range from attractive models to a lapel button stunts in which wearers of "quality" and "showmanship" buttons, upon meeting, are entitled to an appropriate reward.

Display space was made available only to associate members of NAB, with the exception of the receiving set display. Associate members were assessed on a square-foot basis for their booths; receiver manufacturers are showing products at NAB's invitation.

Following are brief descriptions of most of the booths, as made available to Broadcasting by the exhibitors in advance of the convention:

**Alden Products Co.**

ALDEN PRODUCTS CO. is ready with molds, tools, jigs, and fixtures to produce a 41" Facsimile Recorder for home use. This recorder is on display in several packages such as night tables and chairside recorders. In addition, an 18" Bulletin recorder is available and is operating in the lobby of the Claridge Hotel.

Programs from WPEN-FM, the "Philadelphia Bulletin's" station are recorded from local facsimile programs as well as special broadcasts.

**Amperex Electronic Corp.**

AMPEREX is showing a representative line of transmitting, rectifier and special purpose tube for application over the whole range of present-day frequencies, as well as tubes for industrial and special applications.

Among the new items in this booth are their vacuum condensers, designed for high-power applications at frequencies up to 10 mc. Also to be shown and described are the new processes for improved cooling of air radiation tubes developed in the Amperex laboratories. Amperex is stressing the engineering and design of its tubes, especially those design factors and manufacturing techniques which are intended to provide more efficient and longer tube life.

**Andrew Co.**

COAXIAL CABLE and antenna equipment for the broadcaster's

(Continued on page 44)
WILL GIVE YOU A COMPLETE PICTURE OF RADIO IN IOWA!

Now you can know the listening habits of Iowa people so well that you can instantly tell what stations are preferred in each county as well as in the State as a whole!

Now you can know what percentage of Iowa people prefer each station heard in the State—how many hours are spent with “listened-to-most” stations as compared with “heard-regularly” stations—what stations are preferred for Newscasts and Farm Programs. Now you can know what percentage of the total Iowa audience listens to the radio, at any quarter-hour period of the day—with figures broken down by stations and counties.

These and many other vital facts are covered in the 1947 Iowa Radio Audience Survey, by Dr. F. L. Whan of the University of Wichita. This invaluable work is based on interviews representing one of every 73 radio homes in Iowa. It is a MUST for every executive interested in Iowa advertising and merchandising.

A copy is yours for the asking. Use the coupon TODAY!

THE 1947 IOWA RADIO AUDIENCE SURVEY COVERS:
Station Preferences in Iowa
News Preferences
Farm Program Preferences
Public Attitude Toward Transcriptions vs. Live Broadcasts
Analysis of Audience by Time Periods
Program Preferences
Program Material Preferences

This authoritative Study contains many maps and charts—breakdowns by age, sex, place of residence, etc. It will be the most valuable book in your radio file. Write for your copy NOW!

WHO for Iowa PLUS!
Free & Peters, Inc., National Representatives

Station WHO
914 Walnut Street
Des Moines 7, Iowa
Gentlemen: Please send me, without obligation, my FREE copy of the 1947 Iowa Radio Audience Survey.

Name ...........................................
Company ....................................
Street ........................................
City ........................................... State ............

F T A L Y N E W S M A I L

SEPTEMBER 15, 1947 • Page 43
Over 100 Station, Promotion Managers Attend CBS Clinic

MORE THAN 100 station managers and promotion managers of CBS affiliates attended the network's first Promotion Managers Clinic held Monday, Tuesday and Wednesday of last week at New York headquarters and the Hotel Pierre, according to Thomas D. Connolly, the network's director of program promotion.

The featured speaker at Monday's luncheon session was Lowell Thomas, whose news program sponsored by Procter and Gamble will be heard on CBS starting Sept. 29.

Gittinger Sounds Keynote

Earlier in the day William C. Gittinger, CBS vice president in charge of sales, sounded the clinic's keynote by outlining the network's fall commercial program schedule. Davidson Taylor, CBS vice president and director of public affairs, told of plans for expanding the network's coverage of domestic news.

- William Fineshriber, CBS assistant director of broadcasts, ended the morning sessions with a talk on entertainment package shows. He declared that a CBS survey has shown there is little difference in radio tastes between rural and urban listeners.

- At the second day's sessions Howard P. Abrahams, of the National Retail Dry Goods Assn., explained how radio stations and local department stores could co-operate to the best advantage of both parties. "Show stores how to use radio to support other media, to bolster newspaper, display, direct mail ... Help the stores and your own interests," he declared.

Edward R. Murrow, CBS news analyst, spoke at a luncheon at the Pierre on Wednesday, Sept. 10, final day of clinic. Mr. Murrow, speaking extemporaneously, told of plans for his new program series scheduled to begin Sept. 29.
One of the handiest bits of advice ever offered is the old movie caution: “Look for the nearest exit.” And some of the recent bad fires proved the need for fire escapes in modern buildings.

A long look around in Baltimore radio time buying is pretty good advice, too.

For down here it’s the hard-working, successful independent that’s the escape for products that aren’t moving as they should.

It is W-I-T-H, the successful independent in Baltimore, that delivers more listeners-per-dollar-spent than any other station in this 5-station town.

The boys who buy time for the smart appropriations know that to be a fact.

How about you? Is W-I-T-H on your radio time budget? It should be!

Tom Tinsley, President  Headley-Reed, National Representatives

September 15, 1947  Page 45
Freedom

(Continued from page 37)

Freedom

(Continued from page 37)
a fortnight ago at the New York Legion convention.

A spacious lounge has been provided, covering an area of a quarter-acre. It is furnished attractively with blue-green and chrome pieces sufficient to seat enormous numbers. The entire lounge is carpeted.

Serving delegates and visitors is the official NAB Information and Service center, in the center of the lounge between exhibits and the auditorium itself. The center is located at the heart of convention traffic. Six telephone booths have been provided for incoming telephone calls.

A number of the exhibitors have telephones in their booths. These will have outside connections and separate numbers. Persons desiring to make outside calls can use the regular Convention Hall booths located at the boardwalk entrance.

On display in the lounge are the latest model receiving sets, including standard, AM-FM, television, and combinations in console and table types. The receiver display is separate from the main equipment exhibit (see page 42).

Resolutions will come up as the last item on the convention agenda. Chairman of the Resolutions Committee is John E. Fetter, WKZO Kalamazoo; Harold Wheelahan, WSMB New Orleans; Harry Bannister, WWJ Detroit; Craig Lawrence, WTOP Boston; G. Bennett Larson, WPEN Philadelphia; R. H. Howel, KFJX Grand Junction, Colo.; Cecil Mason, WNBF Binghamton, N. Y.

Election of new directors at-large, including two FM directors, is scheduled for 11:30 Wednesday morning. Final decision on technical phases of the election was expected from the board following its Sunday meeting. For the first time in some years networks will not be represented on the board unless by guest observers. Two directors each will be elected for small, medium and large stations.

Members of the Elections Committee are: Frank King, WMBR Jacksonville, chairman; Ken Church, WIBC Indianapolis; Dietrich Dirks, KTRI Sioux City, Ia.; Charles H. Crutchfield, WBT Charlotte; Leonard Kapner, WCAE Pittsburgh.

Four specialized clinics and a joint clinic are scheduled Monday, along with committee meetings. The clinics cover advertising, engineering, programming and employee relations, with a combined advertising-programming luncheon. They will operate all day, with exception of the employee relations session which starts in the afternoon. All are open but the last-named, which is confined to station managers and owners.

A feature of the programming clinic, titled "Use of Music," presents an enlarged list of speakers.

Panel chairman will be Merritt E. Tompkins, president, American Music Publishers. Harold Fair, Program Dept. director, announced the complete list includes Paul Whiteman, ABC musical director, who will discuss music for the younger generation; Sidney Kaye, BMI general counsel, discussing performance rights from the viewpoint of the program producer; Norman Goutier, musical director, NBC Thesaurus, speaking on the use of classical and popular music. Harrison Kerr, executive secretary of the American Composer's Alliance, also will speak.

Four press relations representatives from the networks are assisting the regular NAB information staff, headed by Charles E. Batson, information chief, and James Dawson, his assistant. The network newsmen are Jack Pacey, ABC; Clarence Worden, CBS; Francis X. Zuzulo, MBS, and Joe Dine, NBC.

Official Program

(Continued from page 3)

6:30 p.m.—Daytime Petitioners Assn., Embassy Room, Ambassador Hotel.

Thursday, Sept. 18
8:30 a.m.—AAA Operations Committee, breakfast, Executive Grill, Ambassador Hotel.
6 p.m.—BMF Board dinner, meeting, Surf Room, Ambassador Hotel.

TOMATO JUICE BAR

Campbell's S. D. Gregory Sets Up Convention Spot

UNIQUE innovation at the NAB Convention will be a tomato juice bar by courtesy of the Campbell Soup Co., sponsors of Corliss Archer on CBS and other radio spot presentations. Campbell will hold forth at Ritz-Carlton Hotel, under the direction of S. D. Gregory, advertising department.

P. S.—Mr. Gregory until a few months ago was radio advertising director of Schenley Distilling Corp. and at past conventions was interested in promoting commodities for which tomato juice was an antidote.
Another Yankee Success Story

Recently, Lehigh Navigation Coal Company offered to Yankee Network listeners a booklet entitled "The Story of the Barometer."

The offer was made through the "Yankee Weather Man," whose 7:00 A.M. weather forecast for all New England, is broadcast over The Yankee Network's 24 home-town stations.

More than 5000 requests for the booklet were received as a result of four announcements at 7:00 A.M.

People of New England are naturally alert to weather forecasts, but to reach them quickly throughout New England — when the information is most useful — requires local stations. People listen to their local stations — and the only way you can get enough of them for complete coverage of New England is through The Yankee Network.

Lehigh Navigation Coal Company has just renewed its contract with Yankee for another year. It is hanging on to that 7:00 A.M. spot over the entire network for just one reason — results.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.
BROADCASTING • Telecasting

Represented Nationally by EDWARD PETRY & CO., INC.

September 15, 1947 • Page 47
HOW WELL DO YOU KNOW YOUR MARKETS?

A TIMELY MARKET QUIZ FOR SALES-MINDED EXECUTIVES

The Per Capita Effective Buying Income of the Memphis Market is:

1. 10% below the National Average?
2. 5% below the National Average?
3. Equal to the National Average?
4. 16% above the National Average?

ANSWER:
The people in this two-billion dollar market have an Effective Buying Income that is 16% above the National Average! For maximum effective coverage at least cost, let WMC tell your story to the 684,460 families in this rich market.

WMC
"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by
The COMMERCIAL APPEAL
National Representatives
The BRANHAM COMPANY

AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

WMC-FM . . . The first FM broadcasting station in Memphis and the Mid-South

FCC to Review (Continued from page 44)

should editorialize, though all should have the right to do so. NAB President Miller, for example, has taken the position that editorial periods need not be mandatory but that radio's right to express its own views should be as clear as that of the press.

FCC's order calling the hearing, dated Sept. 5 and announced last Monday, came at a time when the Commission had pending a petition from Cornell U.'s WHCU Ithaca, asking FCC to pass upon that station's right to air its own opinions on a particular local question [Broadcasting, July 7]. The Commission did not refer to that petition, preferring to make a general review open to the entire industry rather than use an individual station's request, involving a purely local question, as basis for the overall re-examination.

Text of FCC's order:

ORDER
At a session of the Federal Communications Commission held at Washington, D. C., on the 5th day of September, 1947;

WHEREAS, The Commission on January 16, 1941, issued an opinion in the matter of the Mayflower Broadcasting Corporation, 8 FCC 338, which dealt with the policy thereafter followed by that licensee in broadcasting "editorials from time to time urging the election of various candidates for political office or supporting one side or another of various questions in public controversy and any other editorial expression," and,

WHEREAS, Since the adoption of the above opinion there has been widespread discussion concerning the exact meaning of the opinion, its application to particular situations, and the desirability or undesirability of having a general policy concerning editorializing by broadcast licensees; and

WHEREAS, These questions are substantial and of such great importance and wide concern as to warrant the holding of a general hearing concerning the entire subject matter of editorializing by broadcast licensees;

WHEREAS, Because of the importance of the questions presented, the Commission is aware that extensive preparation will be required and is, therefore, desirous of scheduling the hearing at a time when all the parties can be fully prepared;

NOW, THEREFORE, IT IS ORDERED, that a hearing be held before the Commission en banc beginning on the 12th day of January, 1948, on the following issues:

1. To determine whether the expression of editorial opinions by broadcast station licensees on matters of public interest and controversy is consistent with their obligation to operate their stations in the public interest.

2. To determine the relationship between any such editorial expression and the affirmative obligation of the licensees to insure that a fair and equal presentation of all sides of controversial issues is made over their facilities.

Any interested person desiring to participate in this hearing should file with the Commission, in triplicate, on or before Dec. 1, 1947, a notice of appearance, setting forth the name of the person or persons who will testify, the organization represented, if any, the topics concerning which the witnesses will testify, and the approximate time required for the presentation.

RCA, 20th Century Sign TV Screen Research Pact

JOINT PROGRAM OF research on large-screen television contracted for by RCA and 20th Century-Fox Film Corp. in a contract signed last week [CLOSED CIRCUIT, Sept. 8] will be carried out at the motion picture company's Movietone Newreel studios in New York. Otherwise the agreement is practically identical with the RCA-Warner Bros. contract signed in July calling for cooperative large-screen, video research to be conducted at Warner's studios, Burbank, Calif.

RCA will begin delivering the large-screen video elements to 20th Century-Fox early in the fall and also will supply engineering personnel and technical and research information for the project, which will be supervised by Earl S. Sponable, technical director of the motion picture company and who was intimately associated with the first recording of sound on film.

Don't just advertise SELL with

WREN
FIRST IN TOPEKA KANSAS

More Topeka listeners are tuned to WREN more daytime quarter-hours than to any other station!

SOON—5000 watts night-time too, covering eastern Kansas from TOPEKA.

Represented by Geo. P. Hollingsbery Co.

It will soon be 630 in Savannah
ON TARGET

Good timing is as essential in selling as in polo. Weed's nationwide organization is fully aware of the importance of proper timing in all elements that influence the buying of radio time.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD

Convention Address—Ritz-Carlton Hotel, Atlantic City

September 15, 1947 • Page 49
Atlanta Affiliation Dispute Nears End in District Court

PRELIMINARY BATTLE over WGST Atlanta's charges that CBS and the George B. Storer stations violated antitrust laws in the projected switch of WGST's CBS affiliation to WAGA Atlanta, a Storer outlet, was nearing an end in U.S. District Court in Atlanta Friday morning.

Paul A. Porter and James Lawrence Fly, ex-FCC chairman pitted against each other in the court fight, were slated to make their final arguments following completion of the defense presentation Friday. Evidence for plaintiff was completed early Thursday. Mr. Porter represents the state-owned WGST while Mr. Fly appeared with attorneys for WAGA and counsel for CBS.

WGST is seeking to enjoin WAGA from affiliating with Columbia. A temporary injunction was issued in June, pending full hearing. [BROADCASTING, June 30]. WGST, claiming that loss of affiliation would cause it severe financial losses, charges the network cancelled WGST's contract in order to complete a three-way deal which would give CBS the affiliation of three Storer (Fort Industry) stations—WAGA, WWVA Wheeling, WGBS Miami.

At one point Judge E. Marvin Underwood, hearing the case, interjected that "it seems to me this contract was entered into in a prohibited area." Mr. Fly insisted there was no violation of the law, evoking prompt disagreement from Mr. Porter.

Regardless of the district court's decision, an appeal is considered certain.

Porter, Fly Speak

The hearing opened Wednesday.

Mr. Porter told Judge Underwood in a brief opening statement that CBS ignored 17 years of business association and broke off affiliation with WGST in order to consummate a three-way arrangement which would give CBS the affiliation of the 50-kw WWVA Wheeling. He insisted the change was not made on the merits of the facilities.

Mr. Fly, answering for WAGA and Mr. Storer, replied that the transaction was a "simple, routine contract," that there is no monopoly and no conspiracy, and that the defendants have made every effort to help WGST gain another affiliation.

Daniel MacDougald, attorney speaking for CBS, insisted that "it is an easy thing to select a customer is not a one-way street." He noted that ABC added an affiliate in Pittsburgh, 38 miles from WWVA, while the Wheeling station was an ABC affiliate, and that this addition caused WWVA a net loss of $5 to six thousand dollars a month.

Mr. Storer introduced 24 affidavits supporting his charges.

WGST General Manager John Fulton contended in one that 29% of WGST's 1946-47 gross revenue came from CBS, and that of the year's profit of $55,769, that $3,696—half from the network approximated 61%.

Mr. Fulton's affidavit quoted CBS officials as saying they were forced into the position of affiliating with WAGA and WGBS because of their desire to add WWVA. He emphasized that no other network affiliation is available to the state-owned WGST.

In another affidavit, John Norton, ABC vice president, said Mr. Storer was sought out by CBS for the WWVA affiliation. He said he made every effort to retain the station as an American affiliate. He reviewed discussions with WGST and also with Clark Howell of WCON Atlanta, which led to WCON's affiliation with ABC effective Dec. 15, 1947.

Storer Affidavit

Case for the defense was opened by William C. Fitts, law partner of Mr. Fly, in a statement reviewing industry operation and the relationship between networks and affiliates. He emphasized that the same programs would still be available to Atlanta listeners under the projected CBS affiliation change. He introduced an affidavit by Mr. Storer reviewing Fort Industry's station ownership and declaring that obviously no monopoly is involved in Atlanta or elsewhere.

Mr. Storer noted that affiliation contracts of WAGA, WGBS and WWVA—all with ABC—expired June 15, 1947, and so were given "immediate" consideration in the 1946 review of affiliations. He said the company felt that CBS had offered better program service and "provided substantially larger revenue for each station." The company figured CBS affiliation would increase WWVA's annual revenue by $75,000 annually, and those of WGBS and WAGA by $50,000 each.

Mr. Storer said he discussed a CBS affiliation for WGBS with network officials in the fall of 1946, and also asked the network to consider affiliation for WWVA. Tentative agreement on terms was reached, and CBS offered contracts covering both stations. He said he and J. Harold Ryan, Fort Industry vice president, subsequently decided to seek a CBS affiliation for WAGA. He said network officials told them "CBS would offer us an affiliation contract for WAGA conditioned upon our ability to prove that the coverage and listening area of WAGA was substantially as good as and as desirable as those of WGST."

Akerberg Affidavit

An affidavit of Herb V. Akerberg, CBS vice president in charge of station relations, was read by Mr. MacDougald, but was interrupted at one point by Judge Underwood who suggested that CBS may have entered into an illegal contract when it withdrew affiliation from WGST and granted option to WAGA.

The Judge noted that a station may not contract for network service earlier than six months in advance of expiration of its existing commitment. The defense countered that CBS exercised the legal option of cancelling with one year's notice from Dec. 15, 1946.

Grants for three new AM stations—two regionals and a local—were set aside by FCC in actions announced last week. Further consideration was ordered in each case.

They were the grants issued earlier this year:


BATTLE CREEK, ELYRIA GET PROPOSED GRANTS

AUTHORIZATIONS for a second AM station at Battle Creek, Mich., and the first for Elyria, Ohio, were anticipated by FCC last Thursday in a proposed decision on three 930-kc applications.

Commission proposed to grant the applications of Michigan Broadcasting Co. for 930 kc with 1 kw fulltime at Battle Creek and of Elyrion-Lorain Broadcasting Co. for the same facilities at Elyria. Competing applications of WLAB Grant Rapids for authority to move from 1340 to 930 kc and boost power from 250 w to 1 kw was given a proposed denial.

Proposed grantees:

Michigan Broadcasting Co., Battle Creek (proposed grant)—Robert E. Kheel; Lorain Broadcasting Co., Elyria (proposed grant)—Robert Harman Holmes and David Novus Holmes.

Four Station Grants Are Made As FCC Sets Aside 3 Others

GRANTS for four new stations and improved facilities for an existing outlet were authorized or proposed in two decisions handed down by FCC last week, which in separate actions three prior grants were set aside and one application for a change of frequency was proposed to be denied.

Programming was a major factor in two decisions handed down by FCC last Monday.

In a final decision, the Commission reversed its original proposal for the bidding application of Cur-Nan Co. for a 250-w fulltime station at Brockton, Mass. Cur-Nan's two

Johnston Broadcasting Co., licensee of WJLD Batesville, competing for 850 kc for a new Birmingham station.

Grants for three new AM stations were proposed by FCC in decisions issued Sept. 10, including one in the long-pending 680-kc proceeding involving applicants for Bayonne, Lancaster, Philadelphia and Rochester.

The decisions proposed to:

1. Grant the application of Lomar Broadcasting Co. for a new station at Lancaster, Pa., on 680 kc with 5 kw day and 1 kw night. Deny the applications of the following for the same frequency: (a) WCBM Baltimore, to increase 412,000 net profit the year from $247,440 to $258,600; WCBM-FM Richmond, Va., to give 90 kw day and 2 kw night. The station is "unique" about the addition of WCAE as an ABC affiliate in Pittsburgh due to resulting losses of network income. Fort Industry, according to Mr. Storer, had decided to seek CBS affiliations for "any one or all of our stations then affiliated with ABC. He said the company felt that CBS then offered better program service and "provided substantially larger revenue for each station." The company figured CBS affiliation would increase WWVA's annual revenue by $75,000 annually, and those of WGBS and WAGA by $50,000 each.

Mr. Storer said he discussed a CBS affiliation for WGBS with network officials in the fall of 1946, and also asked the network to consider affiliation for WWVA. Tentative agreement on terms was reached, he said, and CBS offered contracts covering both stations. He said he and J. Harold Ryan, Fort Industry vice president, subsequently decided to seek a CBS affiliation for WAGA. He said network officials told them "CBS would offer us an affiliation contract for WAGA conditioned upon our ability to prove that the coverage and listening area of WAGA was substantially as good as and as desirable as those of WGST."

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The Judge noted that a station may not contract for network service earlier than six months in advance of expiration of its existing commitment. The defense countered that CBS exercised the legal option of cancelling with one year's notice from Dec. 15, 1946.

Grants for three new AM stations—two regionals and a local—were set aside by FCC in actions announced last week. Further consideration was ordered in each case.

They were the grants issued earlier this year:

These Are the Men Who Run T.H.S. Radio Sales INC.

O. L. "Ted" Taylor
President

Alex Keese
Vice President & General Manager

Clyde Melville
Vice President
Dallas

Tom Peterson
Vice President & Assistant General Manager
Chicago

John D. "Jack" Allison
Vice President
New York

J. S. "Jim" Ayers
Manager - Atlanta

Wib Eickelberg
Los Angeles

Hub Keenan
San Francisco

TAYLOR-HOWE-SNOWDEN Radio Sales, INC.
SALES OFFICES: New York - Chicago - Dallas - Los Angeles - San Francisco - Atlanta
These Are the Men Who Run T.H.S. Radio Sales Inc.

O. L. "Ted" Taylor
President

Alex Keese
Vice President & General Manager

Clyde Melville
Vice President
Dallas

Tom Peterson
Vice President & Assistant General Manager
Chicago

John D. "Jack" Allison
Vice President
New York

J. S. "Jim" Ayers
Manager - Atlanta

Wib Eickelberg
Los Angeles

Hub Keenan
San Francisco

TAYLOR-HOWE-SNOWDEN Radio Sales, INC.

SALES OFFICES: New York - Chicago - Dallas - Los Angeles - San Francisco - Atlanta

BROADCASTING - Telecasting

September 15, 1947 - Page 55
SOUND-PROVED ABE BURROWS...

He's famous for making the great laughmakers themselves laugh most, at Hollywood's funniest private parties. He's long been the entertainer's favorite performer, the comedian's funniest comic, the wit's sharpest wit!

And for years, Abe Burrows has also been one of radio's great comedy-writers, heading up Duffy's Tavern's stable of script-writers and gagsters; writing his sharp-edge, sparkling comedy for Joan Davis, Dinah Shore and others.

*This summer we sat him down to a coast-to-coast microphone, and proved something else about him... in sound!*

For Burrows is now revealing to millions what the great comedians have always known: that no one can get as many laughs out of a Burrows song as Burrows; no one can get the laughs out of his lines that he himself does.

Listen to him any Saturday night on CBS at 10:30 EDT and you'll hear what they mean.

Burrows (as one critic affectionately put it) "has a voice like a bullfrog with a sore throat." But it's just the voice for the comedy and songs that have made him famous: "The Girl with the Three Blue Eyes" or "O, hurry, Mr. Hurricane, and blow my lover back to me," and dozens of others.

Without exception, the critics have called it *the best comedy-satire of our time*, in any medium, anywhere. (See The Saturday Evening Post, Time, Newsweek, Variety, John Crosby, Jack Gould or any of the others.)

*As writer, composer and in front of a mike, Burrows proves, week after week, he's one of today's great comedy buys; top-talented comedy, at fifteen-minute time and talent costs.*

If you want to laugh, hear him. If you want to smile, buy him.

**A CBS PACKAGE PROGRAM**
Ad Council Message to NAB Delegates

By CHARLES G. MORTIMER Jr.
Chairman of the Advertising Council,
Vice President in Charge of Marketing, General Foods Corp.,
New York

IT'S NO SECRET that in 1941 advertising—including radio advertising—was not exactly one of the American public's first loves.

Perhaps the most serious charge leveled at advertising was that it was selfish, that it concerned itself solely with selling products, overlooking its possibilities as an instrument for advancing the public welfare.

To be frank, I don't believe advertising had any good answer to that charge. Ironically, the advertising business, though skilled at influencing the public, had often been maladroit and shortsighted in its own public relations.

Today, however, advertising is considerably less open to this type of criticism. We still have a long way to go. But we've seen the light.

The new trend started during the war. American business—through the Advertising Council—did a superb job of enlisting the public's support of war drives. Business and media contributed more than a billion dollars worth of time and space to such drives as those for war bonds, the USO, and victory gardens. I don't need to dwell here on what wonders this accomplished. You remember the advertising. And you remember the response.

Fortunately, business continued its public welfare advertising after V-J Day. In radio and other media, business today is grappling with urgent peacetime matters: The school teacher crisis, highway safety, Army pres-

tige; U. S. Savings Bonds, group prejudice, and others.

Each month business contributes, through its non-profit Advertising Council, millions of dollars worth of space and time to these projects. Through the Council's radio operation alone, broadcasters present information and appeals on public problems to countless Americans in every corner of the nation. Not haphazardly, not sporadically, but in organized, systematic campaigns, with messages every day in the year, morning, afternoon and night, often on the biggest, most popular, most expensive network shows.

By continuing and expanding this work, businessmen and the Council hope that the day will come when the public looks on advertising not only as an essential cog in our system of free enterprise, but also as an alert, enlightened force for public good.

One fear, however, is that too many advertisers don't realize how very much the Advertising Council can mean to them. Actually, the Council's radio operation is one of the most potent instruments American business has ever had for building prestige and good will.

Another fear is that owners of radio stations and networks in spite of the many hours of broadcast time they themselves have devoted to public service messages still may not be fully aware of what this operation can mean to them. They can afford to be grateful for it. For when an advertiser devotes part of his radio expenditure to the Council's messages, he's not only establishing good will for his own company; he's also doing a great deal to win the public's friendship for the radio stations and networks themselves.

In the coming year, the Council will need the support—both moral and financial—of everyone in radio, in advertising and in business. We have a wonderful opportunity. It's really a three-way opportunity—to serve the public, to disarm critics of radio and advertising, and to build solid, lasting good will for American business.

Quite a goal, isn't it? But I'm convinced we can reach it if all of us never forget just one thing. And that's this:

The best public service is always the best public relations!

7.9% Population Rise
Reported by U.S. Census
THE POPULATION of the U.S. has gained 7.9% in seven years, according to report last week by the U.S. Census Bureau, which stated that last April the population totaled 143,511,000, including 1,250,000 in the armed forces.

CIVILIAN population, estimated at 142,061,000, represented a gain of 10,302,000 or about 7.9% for the seven years since 1940. A 24.7% increase (3,427,000), the largest, was indicated in the West while the least increase, 2.7% (1,107,-000), was reported for the South. City population has increased from 74,242,000 to about 83,860,000 or up 12.7% since 1940, the report showed.

G. E. Hooper Station Listening Index**
(From the June-July, 1947, Report)

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<th></th>
<th>WSGN</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D*</th>
<th>Station E</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday thru Friday MORNING 8 A.M. to 12:00 Noon</td>
<td>38.5</td>
<td>31.2</td>
<td>17.3</td>
<td>7.3</td>
<td>3.2</td>
<td>2.5</td>
</tr>
<tr>
<td>Monday thru Friday AFTERNOON 12:00 Noon to 6:00 P.M.</td>
<td>32.6</td>
<td>22.0</td>
<td>27.3</td>
<td>9.8</td>
<td>4.1</td>
<td>3.8</td>
</tr>
<tr>
<td>Sunday thru Saturday EVENING 6:00 to 10:00 P.M.</td>
<td>36.9</td>
<td>27.4</td>
<td>28.4</td>
<td>2.5</td>
<td></td>
<td>2.3</td>
</tr>
</tbody>
</table>

Every Day More and More People Get the WSGN Habit

*Station D operates day time only. **For Metropolitan Birmingham

Page 58 • September 15, 1947

BROADCASTING • Telecasting
WSIX—personal salesman for this market area

WSIX can be your personal salesman in the rich middle Tennessee Market. No need to route this salesman—just set up a regular schedule to sell the radio families in this area—and get your share of the 356 million dollars spent in retail stores. That's a market worth selling and WSIX can give you the effective, economical coverage you need!

Write for convenient tabulation of market data

AMERICAN • MUTUAL
5000 WATTS • 980 KC

National Representative: THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
AFM Defers
(Continued from page 40)
the growth of FM to a point that many prospective applicants, and a few operators, have abandoned plans to provide FM service to American listeners."

No Audience Increase
Mr. Mullen termed the conference "promising" and indicated later that NBC "might be interested" in negotiating a contract that would cover points outlined by Mr. Woods, but that the network would never consider additional payments for duplication because "an FM listener to a network program is just the same as an AM listener."

He said that no increase in size of audience was possible under duplicate broadcasting and that the network or the station had and seemed likely to continue to pay the burden of increased costs for such broadcasts.

Mr. Petrillo listened to the network executives without interruption and on conclusion of their arguments launched a vicious indictment of FM stations and their official association, the FMA. Referring to them as "radio bums," he wanted to know why over 100 FM stations say to him, "I gotta license. I'm not going to employ musicians. You can go to hell."

He said that over 1,200 AM stations employed no musicians; that these stations and the union never negotiated; that until 1941 he had never resorted to calling a strike, but that broadcasters still felt he was treating them unfairly.

The chains have done a good job for these stations—giving the public good music, he continued, but charged the little stations always complain against him. They run to Congressmen Nixon (R-Calif.) of the investigating committee and "scream bloody murder that I'm forcing them to pay for music." Why shouldn't they pay? he asked.

Effects of New Law
He told the group that a Rochester station had "dared" him to call a strike Feb. 1 (expiration date of the AFM contract) and said it would discharge as many musicians as it wanted to. That's the kind of treatment we get from people who make money off musicians—just because of the Taft-Hartley Act, he charged.

Mr. Petrillo described the present network and individual station contracts as a "mistake" and said had he been able to predict the growth of network radio at the time the contracts were originally drafted (1937), he would never have signed them.

"Why should a musician get the same money for playing on 400 stations as he does on one?" he asked.

He admitted the union had lost considerable strength because of the Taft-Hartley Act and then shouted, "Now you ask me to feed free music to FM operators," of whom he spoke derisively.

He said the board "might consider" some sort of a package deal but did not amplify his ideas. He thanked them for their detailed discussion of the technical aspects of FM and promised an early answer to their request.

As the meeting broke up Mr. Woods asked if it were possible to discuss the problem further at the next meeting of the board. Mr. Petrillo said he would be in New York Sept. 12 and would be glad to meet with him at that time.

It was expected that any recommendations by the executive board would automatically be passed on to Mr. Petrillo with power to act, as in the past. Board members themselves were far from enthusiastic about any merger of AM-FM music and several expressed their objections.

NAB Music Advisory Unit Holds Talks With ASCAP
THE NAB Joint Music Advisory Committee met for continuing discussions with ASCAP last week in the ASCAP board room in New York. The broadcasters' delegation was headed by Ted Strebart, WOR New York, and included: Walter Haas, WORC Hartford; Robert Mason, WMNN Marion, Ohio; Joseph A. McDonald, ABC vice president and general attorney; Don Petty, NAB general counsel; John Sheerer, Yankee Networks; Ed Soubomy, NBC counsel; Ed Yocum, KGHL Bil- lings, Mont.

ASCAP was represented by Gustav Schirmer, appearing for Deems Taylor, president; Louis D. Frohlich, ASCAP general counsel, and other officials and legal advisers. It was understood that business transacted was routine.

San Bernardino City has consistently maintained 7th place in the nation's retail sales per capita during 1947. Now, the new KFXM, conservatively 8 times more powerful, blankets entire San Bernardino Valley, one of California's richest agricultural markets.

Signal is important; listeners more so. For instance: at the Hooperated time period for Spring 1947 KFXM pulled an average of 33.5% of the audience. This, on its old power and frequency. Now, KFXM, with 4 times the power and 8 times the coverage, will sell the entire San Bernardino Valley at a cost under any other station.

Write for our Hooper
Compare the ratings
Measure the costs

* City Index, Sales Management

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KFXM - KFXM - FM
San Bernardino, California
1000 WATTS • 590 KC
DON LEE • MBS
JOHN BLAIR, Representative

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BROADCASTING • Telecasting
We cover the Baltimore Market because we cater to Baltimore's million.

Advertiser and Listener alike are our mutual friends.

JOHN ELMER
President

GEORGE H. ROEDER
General Manager
Continental Pioneers FM Networking

By EVERETT L. DILLARD
General Manager
Commercial Radio Equipment Co.

"THIS is FM, the Continental Network!"

With these words on the evening of March 26, 1947, the first demonstration program by the Continental Network was concluded. No AM station had carried the program, no AM-FM duplication was involved. Here was something new, something different—an exclusively all FM Network broadcasting.

On that first broadcast, Maj. George S. Howard, conductor, and his Army Air Force Band Concert Orchestra playing from the Dept. of Interior Auditorium in Washington, presented the first of a then-planned series of seven official presentations of the AAF over this new FM network.

First Sponsor

That was seven months ago. The objective of the first broadcast was to demonstrate what FM could do. All operation was on a sustaining basis; no commercialism was planned. The Continental FM Network has since grown to 27 stations and now has its first commercial sponsor. More than 60 FM Stations, not now affiliated with

Regional Hookups

Less Complex Than AM Networks, and Less Costly

Continental, have expressed in writing their desire to participate in its future operations.

Stromberg-Carlson is Continental's first advertiser. The sponsor has engaged the Rochester Civic Orchestra for its new Treasury of Music Continental FM Network presentation. Stanley H. Manson, manager of Advertising and Publicity of the 63-year-old Stromberg-Carlson firm, says arrangements have been made with Arthur See, executive director of the Rochester Civic Music Organization, for half-hour weekly programs. Guy F. Harrison and Dr. Paul White conduct the popular 50-piece group. The show originates from WHFM, Stromberg-Carlson owned FM outlet in Rochester and Continental FM affiliate, and is presented over the entire 27-station network. The series began Friday, Sept. 12 at 8:30 p.m. and will be heard each Friday at this time for 16 weeks until the end of the year.

But I am getting ahead of my story. Let's go back to that first broadcast on March 26.

No fanfare, no advance publicity had been released, but many surprised and delighted FM listeners who happened to tune in, heard for the first time the feeling and thrill of the musicians and singers "presence" in their own living room. One listener wrote, "I am anxious to learn more about the Continental Network about which no one I know has ever heard."

Strange it must have been to these listeners, hearing one of the finest, most realistic "live" programs ever sent out over a network of which neither they or their friends had ever heard. But to those who first conceived the idea of Continental, it was even a more unusual story. None of the participating stations, or even the management of WASH, the originating station, had known of Continental more than two weeks before this first network broadcast. The first broadcast was conceived, planned, lines ordered, and placed on the air in that short time. Prior to that, no one had ever heard about Continental FM Network!

It is pertinent that FM networking on a regional basis is considerably more complex than a similar AM hookup—and much less costly. AM networks must depend almost entirely upon public carriers for inter-city service, while FM networks can provide much of the inter-city service themselves by the rebroadcasting of one station to the other, the member stations providing the necessary link between cities.

Then and Now

To illustrate the flexibility and practicability of these FM link circuits, a comparison between the first and the latest of Continental's broadcasts is most interesting. In March during the first broadcast only one station, WBCA Schenectady received its program by FM relay, a direct pick-up from W2MN at Alpine.

The first network service to four stations was accomplished using about 220 miles of wire circuits, and 129 miles of radio relay. Today, five months later, 27 stations (counting W2XMN-W2XEA as one station) participate in the programming over 375 miles of inter-city telephone circuits are used, while the radio relay circuits traverse more than 1400 miles. Eight stations are served by wire, 19 stations by FM radio link circuits. Thus, the average distance between stations connected by FM relay links is comparable to that existing in telephone circuits connected by common carrier.

In addition to the lower operating costs of the FM relay system, there is another and quite important feature which it provides, namely that a frequency range of 15,000 cycles/second can be handled, whereas the existing frequency limitation of readily available inter-city telephone wire circuits is topped at about 8,000 cycles.

Full 15,000-cycle inter-city wire services for most areas served by Continental have been promised in about one year after a firm order has been placed by the network. If full 15,000 cycles for inter-city wire services are eventually to be used by Continental, it is obvious that the demand therefore must be

AMONG those who have been active in nursing FM from its swaddling clothes days, Everett Dillard has shown his faith in the medium by operating two of the early FM stations—KOZY Kansas City and WASH Washington. As developer of Continental Network he has shown that FM hookups can be set up on short notice at modest cost. Continental carried its first sponsored broadcast last Friday, instigated by the FM stations themselves.

Television enjoys a peculiar competitive advantage of utilizing for its own networking operations without charge, the two-way coaxial circuits between Washington, D. C. and New York City, this operation being considered as experimental. Meanwhile, coaxial circuit systems are being rushed to completion throughout the country in anticipation of the need for television's use thereof. FM networking does not enjoy this privilege.

Inter-city 15,000-cycle circuits and quotations in connection therewith are on "an approximate" quotation basis. No tariff rates have yet been approved for the type of line circuits which will permit FM stations to operate with the full flexibility of which FM is capable.

Improvement Noted

While 8,000 cycles is not quite double the frequency range of the ordinary 4,500-cycle network line, the vast improvement of quality transmitted has been noticed and commented upon by all who have heard Continental's programs.

There is reason to believe that eventually extending the frequency range to 15,000 cycles will further noticeably improve the quality of the broadcast.

Although Continental is the first postwar FM networking operation (Continued on page 64)
The Station for GOOD SPORTS

ALL BROWNS GAMES BROADCAST
BY BOB NEAL

WGAR now tops its summer season of Cleveland Indians baseball broadcasts with another exclusive sports series—the play-by-play accounts of ALL Cleveland Browns football games.

PAUL BROWN TALKS FOOTBALL

In addition to WGAR's complete sports coverage throughout the week, the popular Cleveland Browns coach brings inside stories to WGAR listeners every Thursday.

THE COLLEGE GAME OF THE WEEK BROADCAST
BY VAN PATRICK

A play-by-play description of the outstanding college game of each week directly from the playing field, every Saturday.

CLEVELAND'S FRIENDLY STATION

WGAR

NOW 50,000 WATTS

Edward Petry & Company, National Representatives
Audio Devices is continually receiving letters from broadcasting stations and recording studios giving unsolicited commendations on Audiodiscs. These come from all sizes of studios and from all climates in the United States and abroad. A few excerpts from typical letters recently received follow:

"AUDIODISCS have proven their worth at our station. We are for them one hundred percent." ... A 5,000 WATTER

"It may be of interest to you to know that for a long time we tried all makes of transcription blanks and long ago decided to use nothing but AUDIODISCS. We find them most satisfactory." ... A 1,000 WATTER

"It will interest you to know that we use only AUDIODISCS." ... A 10,000 WATTER

"We use AUDIODISCS exclusively and find them everything your research engineers have claimed." ... A RECORDING STUDIO

"We have found AUDIODISCS superior to any other disc tested, and consequently we have been using AUDIODISCS exclusively for quite some time." ... A 5,000 WATTER

"We have been users of AUDIODISCS since they were first produced by your company and have always found them satisfactory." ... A 50,000 WATTER

A 5,000 WATTER

"We use AUDIODISCS exclusively when they are available. It is our experience that there is less drying effect in this climate, as well as less static trouble with AUDIODISCS than with other brands." ... A 5,000 WATTER

"In passing, I might say that we use Audio Red Label exclusively. AUDIODISCS are our favorite. We have found them to be uniformly satisfactory." ... A 1,000 WATTER

"Of all discs we have tried, AUDIODISCS are our standard and whenever supreme quality of reproduction of instantaneous recording is desired, it's AUDIODISCS for us." ... A RECORDING STUDIO

"We use AUDIODISCS exclusively and have been doing so for many years. After exhaustive tests we have found them hard to beat and we are pleased to mention this fact at this time." ... A 5,000 WATTER

"Our station has used AUDIODISCS practically exclusively since their introduction about ten years ago. Our recording engineers appreciate their high uniform quality." ... A 50,000 WATTER

"We have never used any other than AUDIODISCS except for a few times during the war when AUDIODISCS were not available." ... A 250 WATTER

They speak for themselves: Audiodiscs

Audio Devices, Inc., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 4th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.
Stationery
(Continued from page 100)

which have had such drives in recent months. A small test campaign is currently on in nine markets for Sports Afield. McGraw-Hill Publishing Co. is starting a fall campaign this month for its technical publications in about 15 markets.
William H. Wise & Co., which has had wide-spread radio drives for a number of its books, is currently using only KFWB Hollywood, on which it sponsors six segments of the Martin Bell Program. Jos. Dixon Crucible Co. is using one-minute spots two to six times a week on eight stations for Ticonderoga pencils.
Ten newspapers sponsor the ABC broadcasts of America's Town Meeting of the Air in their cities; another dozen sponsor Mutual's Meet the Press and 14 more use other network co-op shows for local advertising, as do a couple of printing establishments. Many other newspapers throughout the country use local radio time, often in a cooperative deal with the station whereby time on the air is exchanged for space in the paper's advertising sections.

XXII—Travel Mediums Represented

AMERICAN EXPRESS Co., which on Oct. 1 starts sponsoring Voz Pop on ABC as a Wednesday evening half-hour to advertise American Express travelers' checks, keeps this category of business in the network line-up. American Transit Assn., group of local transportation organizations throughout the country, has dropped network advertising, at least temporarily with the end of its year on Mutual last July.
Other travel advertising on the air is mainly a matter of special campaigns for certain facilities at certain times, such as the summer campaign of National Airlines on two New York City stations. Announcements stressed the low hotel rates in effect in Miami during the summer, offered listeners a list of Miami hotels and their rates, mentioned almost incidentally that National Airlines is a good way to get from New York to Miami and back. When Miami hotel rates went up on Labor Day the campaign ended and National is now rearranging its musical transcription spot schedule which started in June on 17 East Coast stations. TWA is using spots, in 14 stations and American Airlines currently has ten spots a day in three markets.

New York Central R.R. sponsors five to ten spots a week on 17 stations from New England to the mid-west. The Milwaukee Road used spots in June to introduce its new Olympian Hiawatha between Chicago and Seattle and the Wisconsin & Michigan S.S. Co. took summer spots on eight lakeside stations to advertise the Milwaukee Clipper. A number of hotels and travel services use radio locally, including five who sponsor network co-op shows locally.
Most consistent travel advertiser is Pacific Greyhound Co., whose sponsorship of Romance of the Highways on 42 western stations is in its eleventh year.

XXIII—Beer Wine Makers Are Active

WITH hard liquor advertising absent from the air, through a voluntary ban by distillers as well as general radio policy, wines and beer account for most of the alcoholic beverage advertising in radio, estimated to total more than $5,000,000 a year for beers and ales, with perhaps another $25,000,000 for wines. Few beers have national distribution; only one is numbered among this year's network clients. Wines also are generally larger users of spot radio in selected markets than of the national networks.
Locally and regionally, however, brewers are active users of radio for their products, their advertising ranging from announcements to sponsorship of play-by-play broadcasts of baseball and football games and other sporting events. This fall, for example, Acme Breweries of San Francisco is sponsoring all games of the 49ers professional football team. Rainier Brewing Co., also of San Francisco, which last summer had spots on 17 West Coast stations, is now making plans for sponsorship of the 1948 baseball season of the Pacific Coast League with about 20 stations to be used. Te-cate Importers of Los Angeles currently sponsors Sam Baltzer's sports newscasts in that city.

Midwest Football

Goebel Brewing Co. sponsors play-by-play broadcasts of the Detroit Lions pro football team on a hookup of 10 Michigan stations. Atlantic Brewing Co. plugs its beer with similar broadcasts in Chicago of that city's Chicago Cardinals pro football team. Another Chicago brewer, Keeley Brewing Co., has added the home games of the Chicago Rockets football team to its schedule of sports telecasts on WBBR, Chicago video station. Scores of other brewers have been reported as recent radio users, some on a year-round basis, others concentrating their radio advertising in the summer months when beer consumption is naturally at its highest. More than 40 brewers sponsor network co-op shows, largely news and sports commentaries. Some of these campaigns were wide-spread, like that of Terre Haute Brewing Co. using a 36-city schedule that included baseball broadcasting in Evansville and Indianapolis and a few announcement schedules but was chiefly quarter-hour broadcasts three to ten times a week.

Jackson Brewing Co. advertised Jax Beer on 23 stations, chiefly 16-minute programs. Ruppert Brewery used spots and five, ten and 16-minute programs on 24 stations along the East Coast; G. Krueger Brewing Co. used daily quarter-hour on 14 stations in the South Atlantic region. Ken-Win Co. in August ran a test campaign for Pilfer Beer including more than 1,000 announcements on 19 stations in Northern California, planned to add others.
In the spring it looked as if wine advertising might disappear from the air altogether. Cresta Blanca and Petri wine network programs (Continued on page 105)
WLAC EXPLORES NEW MARKETS AT HOME

Nashville manufacturers are modernizing their customer-approach through supporting dealers with WLAC trade-area advertising. The Nashville Manufacturers whose trade-marks are shown here are sponsoring a total of 20 programs and 78 announcements per week on Nashville's 50,000 Watt CBS station...WLAC.
Soaps

(Continued from page 98)
sales drives.

A new network program in this category, featuring Dorothy Kil-
gallen as the Voice of Broadway and Hollywood, starts Sept. 18 on ABC as a Thursday morning quarter-hour, sponsored by Drack-
ett Co. for Drano and Windex. Lever Brothers Co. is bringing Amos & Andy back to NBC for Rinso, Tuesday, 9-9:30 p.m., and Bob Hope returns to the same net-
work in the following half-hour for the same company, again adver-
tising Perspecten.

Others Not Listed

Other network advertisers of soaps and cleansers not listed in the table include Armour & Co., sponsoring Hint Hunt on CBS Monday through Friday at 4-4:25 p.m., the first 15 minutes for Chiffon flakes, the last ten for meats; Pacific Coast Baxor Co., with The Selleff on ABC Friday, 9:30-9:55 p.m.; and Paactor Co., sponsoring Kate Smith's midday broadcasts on 58 stations in the West, as well as House Party twice weekly on a CBS western hook; Chemicals Inc., for Vanco, and Simoniz Co. for its floor polish, each sponsors a weekly quarter-
hour of Meet the Guests on CBS Pacific stations; Purex Corp. has Sunday evening summary on Don Lee for its liquid bleach; Los Angeles Soap Co. sponsors Frank Hemingway three times a week on ABC Pacific's breakfast news, also three days a week on Don Lee, and Knox Manning's news-
casts five a week on CBS Pacific, plus local news shows and announcements in special markets.

XX—Sports Budgets Low

CONSIDERING the amount of time radio stations and networks devote to sports coverage it is sur-
prising that the makers of sporting goods are not more prominent among radio advertisers and that the only regular network account in this field, Revere Camera Co., is not a maker of sporting goods in the strictest sense and sponsors not sports but a musical program.

Wilson Sporting Goods Co. again this year used a full Mutual net-
work of 450 stations for its one-
time sponsorship of the All-Star football game in late August from Soldiers Field, Chicago. The Detroit Lions, professional football team, used more than 100 spots in a two-
week September campaign for sea-
son tickets to its games. H. Wenzel Tent & Duck Co. during the sum-
er ran its annual spot campaign for its water bags, using one-
nminute announcements three to five times a week on 170 stations in about 40 states.

Local sporting goods stores ac-
count for 23 of the local sponsors of Mutual co-op show, Fishing and Hunting Club of the Air, in markets where this program does not advertise Mail Pouch tobacco. Two sportmen's clubs also sponsor this program locally; three sporting goods stores and one camera shop sponsor other network co-op shows.

end of the summer drives for in-
secticides such as Gulf Spray and Stanco and others which had heavy spot schedules through the warm weather months. Campaigns for Oakite and Parsons Ammonia in New England earlier this year have been dropped and both compa-

nies report no radio plans at this time.

Despite the aggressive competi-
tive advertising of the soap com-
panies, the average citizen still gets considerably less soap than he did before the war, according to the second quarter report of Rosenfield, manager, Assn. of American Soap & Glycerine Pro-
ducers, based on reports to the Assn. of 70 manufacturers.

Sales of other than liquid soaps for the half-year were 8.5% larger than the same period of 1946, totalling 1,321,365,000 pounds. For the second quarter the total was 449,864,000 pounds, which just about matched the same quarter of 1939, while the population has mounted from 129 to 143 million persons, basis on the Department of Agriculture's conclusion of a drop in the amount of available soap per capita. Rela-
tively smaller, liquid soap deliv-
eries totaled 1,386,000 gallons for the six months, down 15.4% from 1946.

XXI—Publishers Increase

WITH gross network billings of $3,827,316 for the first half, sta-
tionery and publishing adver-
tising on the national networks show a decline, tabulating the total of $6,277,626 by a comfortable margin. In addition to the firms listed in the table, Christian Sci-
ence Publishing Society sponsors The Christian Science Monitor Views the News for a weekly quar-
ter-hour on ABC and this fall Onslow Corp. is using a CBS 15-minute program, Lee Adams, for its magazine, compensating to some extent for the loss of the Parker Pen shows on that net-
work the first part of the year.

Generally, magazines are rather spotty users of spot radio, embarking on extensive but short-lived campaigns which employ a lot of spots on a lot of stations for a few days to advertise a special article in the current issue and then drop off again. Look, Newsweek and Holiday are among magazines

(Continued on page 102)
What one man's station has done to justify greater responsibilities in tomorrow's broadcasting

Arthur B. Church
With a lifetime devoted to broadcasting, KMBC's founder and president has been active in industry development as well as leadership of over 100 organized stations.

Now—7th Oldest CBS Affiliate
When the Columbia Broadcasting System was established in 1927, KMBC was among the original stations formulating the new network. More than 20 years of continuous service as a basic affiliate!

Brush Creek Follies
Down through the years KMBC has been a great proving ground for some of radio's brightest stars today. Its well known barn dance is now in its 11th successful season of Saturday night stands.

Best in Sports Coverage
"Sporting News" says it's so! Sam Molen was named in 1946 the middlewest's top sports commentator. No matter the competition, you'll find KMBC's "Voice of Authority in Sports" giving it the old one-two!

Graduate Home Economist
June Martin "cooks" constantly for a wealth of appreciative homemakers. Along with conducting the KMBC's "Happy Kitchen," the originating daily remote from the Kansas City local terminal as a "Food Scout."

Nation's Top Awards...
Four separate phases of KMBC's operation received national distinction in 1946. For the third time since 1939, KMBC received the Variety Award—the most recent for knowing best how to run a radio station.

Kmbc Service Farms
With the Heart of America 49% rural, KMBC news has been half-heard about its programming. Under the expert direction of Phil Evans, KMBC Service Farms serves as a vital developmental need to rural listeners.

Top Flight News Department
Under the able direction of Erle Smith, formerly a metropolitan newspaper editor, KMBC's news department, with both A.P. and U.P. wire services, makes headlines. All newsmen are Journalism graduates.

Contributing to a "Happy Home"
Caroline Ellis, originator of living dialogue in radio, starred in the network's woman commentator with a daily quarter-hour of home-spun philosophy.

EXCLUSIVE MARKETCASTS
For the eighth consecutive year, KMBC (with Bob Riley as full-time marketcaster) holds exclusive rights to broadcasting official market reports direct from the world's largest livestock building.

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Radios

(Continued from page 94)

 Manufacturers are entering this vision to scratch the surface of the radio market. More and more set manufacturers are entering this field and the number will increase no doubt until all set producers are making video as well as radio receivers. This production can be expected to increase for several years as television service spreads.

"While servicing the broadcast-industry is still the principal business of radio manufacturers, many new radio services are making increasing demands for their products. These include the expansion of radio communication services for taxicabs, trains, trucks, and busses, growing demands for school sound system equipment and accessories, and the varied uses of electronic and radar devices by aircraft, ships, and industry. The projected citizens' radio communication service, once inaugurated, will open another huge market for radio manufacturers.

"Radio manufacturers are spending money for promotion and advertising this year than ever before in the history of the industry. Indicative of this expansion is the fact that RCA has the largest budget for sales promotion in 1946. In its 23 years existence. More than $70,000 is being spent by RCA to promote multiple set ownership—a radio for everyone—and thereby to increase radio listening through our radio-in-every-room campaign and the National Radio Week Observation, Oct. 26-Nov. 1. under the joint sponsorship of RCA and NAB."

Mr. Geddes' comment about radio set makers spending more for advertising this year than ever before for the further comment that they are not spending it in radio. The industry that by all rules of logic has to be one of the largest users of time on the air is actually one of the poorest. Two companies account for all the network advertising placed by this class and, to make the point even stronger, of the pair owns the network on which its radio campaign is broadcast.

To summarize the network situation for the record, RCA and Philco Corp. spent a combined total of $910,337 for network time during the first half of 1947, which if continued at that rate will just about equal the 1946 total of $1,196,038 and fall far beyond the 1945 gross of $3,541,958. Stromberg-Carlson Co. last week, concurrently with the opening of the FM Assn. convention in New York, started Treasure of Music on the continental network, book-up of some 22 FM stations in the Eastern U. S., as a regular Friday night half-hour for the company's FM receivers. Bendix distributors are reported to be buying time for the transcribed program, Real Moments of Romance, on about 300 stations for Bendix radios.

Local radio and music dealers sponsor network co-op shows on eight stations, indicating some but not much local business for radio in this class. In New York, Transvision Inc. is using 100 spots a week on WLIB for its television kits, from which the buyer can assemble his own video set. A number of television distributors are also buying time, largely for sporting events, on video stations in their communities.

XVIII—Shoe Billings Show Increase

WITH gross network billings totaling nearly a quarter of a million dollars for the first six months of 1947, by the end of this year shoe and leather goods advertising on the networks should be well ahead of last year's total of $228,650.

Outside of networks, Goodyear Tire & Rubber Co. sponsors one to five station breaks a week on 84 stations for its shoe products and O'Sullivan Rubber Corp. has been advertising its rubber heels with five announcements a week on about 100 stations, while the Cat's Paw Rubber Co. is including spot radio in a $200,000 fall campaign (also including transportation advertising and outdoor) for its brand of rubber heels. International Shoe Co. is using participations and announcements for Conformal Shoes.

Shoe stores and repair shops also use some local station time, with 14 such companies included in the sponsors of network co-op shows.

XIX—New Products in Radio Soap Picture

PROCTOR & GAMBLE Co., whose gross billings for network time for the first six months of 1947 exceeded $8,000,000, devoted some $5,000,000 of that total to its laundry soaps and cleansers, accounting for almost exactly half the total network billings for this group, in which 14 companies sponsored 925 programs on national networks and four on Pacific Coast hookups. Group total of 10 million for the half compares favorably with last year's 12-month total of 174 million and if it continues at the same rate will top that by 14% for the full year of 1947. In addition to its present scheduling, P & G is planning to use radio for the most recent addition to its soap family, Tide, with a later afternoon serial appropriately titled Riding Tide, figuring prominently in the plans. The company is also continuing its use of transcriptions of its network serial programs on stations in about 20 cities to bolster up or fill in gaps in its network coverage, as well as announcements in about 60 markets. From time to time, P & G also uses intensive local radio campaigns in individual cities in connection with the introduction of new products or other special (Continued on page 100)
Available From T. S. I.
Each With
Distinctive Appeal

Here are six important sponsorship opportunities, six superbly produced series of transcribed programs, six shows with a record of outstanding sales successes.

If you are searching for something "different," consider one of these programs. A variety of moods and appeals are offered, with at least one perfectly suited to carry your promotion efforts.

Each of these T. S. I. shows is skillfully and professionally produced. Talent is not only featured by top-ranking vocalists and entertainers, but announcers, artists, and conductors. Names of well known throughout the world.

Information Available
You are urged to write for information on the shows in which you are interested. T. S. I. will be pleased to send you full details including technical and descriptive facts, backgrounds of various artists, sales records, etc.

Write or telephone today or, if you prefer, send in the coupon below.

Emile Cote's Wings of Song offers tradition in American choral music, and the Serenaders. Six superb mixed voices blended to produce thrilling 15 minute renditions of the best from Tin Pan Alley, moviedom, and musical comedy.
There has always been only one Singin' Sam. His unforgettable songs, sung to a superb vocal and instrumental accompaniment, have produced outstanding sales successes. 15 minute programs with universal appeal.

A five-man novelty band different because it combines a laugh riot with true musical talent. Each member has a truly fine voice and is an accomplished musician. A “folksy” 15 minute program with big-time appeal.

The best loved melodies that linger in everyone’s heart... beautifully framed by poems of Romance. An outstanding 5 minute show featuring Lawrence Salerno, Irene Verner and other top ranking talent.

Curley Bradley, a real cowpoke with a sterling voice, brings you his unmatched song stories of the West. 5 minute, tuneful tours through the land of stampedes, sagebrush, and sourdoughs.

Send for details... WRITE or PHONE
first
in power
and results
50,000 watts
WJR
Michigan's greatest advertising medium

C.B.S.
The Goodwill Station, Inc., Fisher Bldg., Detroit

G. A. Richards
Pres.

Harry Wismer
Asst. to the Pres.

Owen F. Uriddle
V. P. and Gen. Mgr.

Represented by
Petry

Broadcasting • Telecasting
September 15, 1947 • Page 95
Oil & Lubricants
(Continued from page 92)

sorption of Alex Drier, Monday through Friday, and Lloyd Burlingham, Saturday, for a morning quarter-hour on NBC. Richfield Oil Corp. is dropping its twice-weekly sponsorship of Arthur Hale’s newscasts on Mutual but has renewed Richfield Reporter on an eight-station NBC West Coast hookup. Also on the coast, Standard Oil of California sponsors two institutional programs on NBC, the Standard Hour on Sunday evening and Standard School Broadcasts on Thursday morning, in addition to spots and programs in major markets throughout the west. Signal Oil Co. sponsors The Whistle on a CBS Pacific network on Monday, 8-9:30 p.m. Seaside Oil Co. has expanded the list of Don Lee stations carrying its Gas Again program on Tuesday and Thursday afternoons.

Easo Marketers, veteran sponsor of news programs, is sponsoring 20 to 25 five, ten and 15-minute newscasts a week on some 40 stations, plus 12 to 18 weather reports a week on 11 more stations. Easo will also have this fall sponsor broadcasts of the U. of Arkansas football games on eight Arkansas stations. Other spot users include Pennzoil Co., which has been using a weekly quarter-hour on 22 stations, and Phillips Petroleum, using programs, chiefly quarter-hours three to seven times a week, on 29 stations.

In the solid fuel fields, Delaware, Lackawanna & Western Coal Co. on Sept. 7 brought The Shadow back to its late Sunday afternoon half-hour on Mutual for its eleventh consecutive winter season in the interest of Blue Coal. Hudson Coal Co. has the D&H Miners on a 13-station NBC network for a Sunday morning quarter-hour and in New England Lehigh Coal & Navigation Co. sponsors a five-minute weather report six mornings a week on 23 Yankee network stations. Philadelphia & Reading Coal & Iron Co. has had announcements and five, ten and 15-minute programs twice to six times a week on 15 eastern stations, while Carter Coal Co. sponsored weekly half-hours on a dozen midwestern stations.

XIII—Farm Machinery Off

MACHINERY and farm equipment advertisers, faced with $901,074 worth of network time in 1946, will fall considerably under that total this year, with only $211,916 spent in January-through-June, according to Publishers Information Bureau figures for both periods. Only network advertiser listed for this year is Allis Chalmers, sponsoring NBC’s Saturday afternoon National Farm & Home Hour. (International Harvester Co., sponsor of the Sunday afternoon Harvest of Stars on NBC, which might be considered as belonging in this category, is classified as automotive advertising, as IH trucks get the main plugs on that show.)

There is little spot and local radio advertising in this field. Six local farm equipment companies sponsor network co-op shows and that’s about all of this type of advertising that the records reveal, although there undoubtedly are other local companies on the air with locally built programs.

XV—Lone Paint Buyer Boosts Radio

BENJAMIN MOORE & Co., sole network advertiser in the paint category, in the first half of 1947 topped by a few thousand dollars the total of $57,283 rolled up by this class of network business in the entire year of 1946. This does not mean, however, that the year’s billings for network time will exceed $100,000, for each year the Moore company sponsors a spring campaign for its paints; and when spring is over so is the campaign for another year.

Regionally, W. P. Fuller Co. is using a five-minute newscast six evenings a week on a CBS West Coast hookup in a year-round campaign for paints and glass. Armco Steel Co. is using participations on two Los Angeles stations for its plastic wall and furniture coating. Martin Rosenberger Paper Co., sponsors spots on nine stations, each three to 12 times a week. Network co-op shows are sponsored by 41 local advertisers in this field.

An unusual campaign for painting and decorating was that put on last spring by the New York local of the Brotherhood of Painters, Decorators and Paper Hangers. For a week in June this union conducted a spot campaign on four New York City stations reminding landlords (and their tenants) that the law requires redecoration at fixed intervals, urging that the work be done during the slack season when plenty of workmen were available.

Despite this lack of radio advertising, the paint industry is at the highest peak in its entire history, according to Ernest T. Trigg, president, National Paint, Varnish & Lacquer Assn. “Moreover,” Mr. Trigg declared, “the paint industry faces a strong future, predicated upon economic necessities which must be provided—deferred housing and other construction and maintenance, automobiles, railroad rolling stock, refrigerators and other piled-up needs.”

“For June 1947, manufacturers’ paint sales, as reported to the Bureau of the Census, were 40.2 per cent above June 1946, and for the first six months of 1947 were 41.8 per cent above the first six months of 1946. Demand continues ahead of production.”

The chief present handicap in the paint industry is shortage of some important materials, but this condition is progressively easing. For example, the linseed oil supply is no longer cause for acute anxiety. General high cost of living may temporarily retard purchasing in some directions, but nevertheless, all the paint that can now be made with available materials is being sold.

“Sales prospects for the remainder of 1947 are excellent and indicate a continuance of demand in excess of production. It seems to be a conservative estimate that the volume of paint business, barring any severe general business collapse, probably will exceed a billion dollars a year for at least several years to come.”

“A shortsighted view might seem to indicate that there is relatively small necessity of advertising paint to sell it, but progressive, far-sighted manufacturers are maintaining their advertising to maintain and promote paint consciousness as sound business policy, while the paint industry as a whole is engaged in the financing of a cooperative advertising campaign.” Mr. Trigg declared. It looks as though a strong radio presentation to the paint manufacturers is overdue.

XIV—OFFICE EQUIPMENT

NETWORK records kept by Publishers Information Bureau show no expenditures for this kind of business during the first half of 1947, nor for 1946, for that matter. Pens, pencils, inks and the like are classed as stationery and included in Class 21.

XV—Radio Set Sales Up

“The business outlook for the radio manufacturing industry is extremely good despite the troubles some manufacturers have encountered in recent months as a result of the return to normal peacetime competition,” Bond Geddes, executive vice president of RMA, reported to Broadcasting.

“Radio set production this year probably will exceed the 15 million record established last year,” he stated, “and certainly will bring a much larger dollar return due to the greater proportional output of consoles and radio-phonograph (Continued on page 92)
Put WMT on your schedule for complete coverage of sales-rich Eastern Iowa's "twin markets"

WMTland includes three and one-half million people with the highest per capita income in the U.S.A. Here's the picture at a glance:

**Rural**
- One-fourth of all grade "A" U.S. farmland is in WMTland.
- 93.2% of Iowa's farms have radios—more than any other state.
- WMT News Service includes 40 correspondents in addition to wire services.
- WMT's Farm Programs are favorite Iowa listening.

**Urban**
- Nearly half of Iowa's income comes from steady industries.
- Iowa ranks 16th in manufacturing among all U.S. states.
- 178 new Iowa manufacturing plants have been built since VJ-Day alone.
- WMT is Eastern Iowa's only CBS station.

The "station of the stars"—the favorite of the twin markets—has a greater population coverage within its 2.5 MV. line than any other station in Iowa.

See your Katz representative now for details on the twin markets.

---

**WMT**

*Cedar Rapids*

**BASIC COLUMBIA NETWORK**

600 Kilocycles  5000 Watts  Day and Night

Member Mid-States Group

The Station Built by Loyal Listenership! ... Now in our 25th year
Jewelry
(Continued from page 80)
Co., pioneer user of time signals, which the company currently uses on approximately 250 stations. John H. Ballard, Bulova president, told the company’s stockholders at their annual meeting that 1947 is proving an exceptionally good year for their company, which has accordingly expanded its capacity.

Longines-Wittnauer Watch Co. is another major user of network radio, continuing the half-hour symphonic transcribed programs, Longines Symphonette, up to five times a week on 128 stations. Waltham Watch Co. in June began using from 19 to 70 announcements in Boston, New York, Washington and Cincinnati. Hamilton Watch Co. is itself using no radio but some of its dealers are doing so independently. More than 40 local jewelry companies sponsor network cooperative programs indicative of the local volume in this field.

Aside from watches, International Silver Co., in addition to continuing its Sunday night program on CBS for its table silver, this fall begins an adaptation of this same series in French on a number of stations in eastern Canada. Elgin American Co. will be back again this autumn with its usual pre-Christmas campaign for its compacts and cigarette cases. Company last year used transcribed programs in selected major markets, this year will use evening chain breaks and daytime announcements in 38 cities.

While no other fall plans have been announced for jewelry, silverware or watches, it may be expected that other companies in this field will use radio to promote their products as Christmas gifts.

XII—Oil, Gas Billings Remain Unchanged

JUDGED by network billings, the lubricants and fuel category, largely gasoline and motor oil, is going along at just about its 1946 rate, with slightly better than three million dollars for the first half of 1947 as against slightly less than six and three-quarters million for the full year of 1946. And, with the Victor Borgs Show going off NBC the end of June without a replacement, the second half is likely to be somewhat under the first.

Demand High
William R. Boyd Jr., president, American Petroleum Institute, told Broadcasting that the present demand for petroleum products is “at the highest level in history, an unprecedented increase over previous years. Indications,” he stated, “are that this high level of demand for oil and natural gas not only will continue, but will increase.” Pointing out that “the industry is constantly engaged in research to obtain new sources of liquid fuels and lubricants as well as the continuing search for new oil fields throughout the world,” Mr. Boyd expressed confidence in the ability of the petroleum industry to continue to meet the demands of the American public for its products.

“Our present need is for new facilities,” he stated. “Toward that end the industry has earmarked an expenditure of four billion dollars for expansion this year and next. “The industry is completely aware of its responsibility to keep the public informed of its actions, its problems and its products,” he asserted. “Every avenue of reaching the public must be employed to disseminate that information. Radio has played a great part in the past in so doing and has been widely used by the industry. I am confident that situation will continue.”

Early fall indications are that Mr. Boyd’s confidence is not misplaced. Atlantic Refining Co., winding up a summer of sponsoring baseball on more than 40 stations in the company’s area of distribution along the Atlantic coast, is looking forward to the biggest line-up of college, professional and high school football play-by-play broadcasting in the company’s history, covering the eastern part of the country from New England to Florida and Ohio.

Football for Standard of Indiana.
In the midwest Standard Oil of Indiana is likewise going in for football this fall, sponsoring all games of the state universities of Michigan, Iowa, Nebraska and Colorado and the away-from-home games of the U. of Minnesota on a major station in each area. Company will also sponsor a “game of the week” series in St. Louis and the full regular season of the Chicago Bears professional team on three stations.

The Wathama Division of Socony-Vacuum for the 19th consecutive year will broadcast the games of the Green Bay Packers pro team on WMJT Milwaukee, in addition to its daily Sports Flash programs. Shell Oil Co. is also sponsoring college football broadcasts in three midwestern markets, Chicago, Cedar Rapids and St. Louis. Shell is also continuing its 15 and 15-minute sports and news programs six times weekly on 35 stations.

On the west coast General Petroleum Corp. on Sept. 24 will start Sam Hally Football Roundup on a 49-station Don Lee network. Tidewater Associated Oil Co. continues its amateur sports broadcasts on the coast, as well as the weekly half-hour Boston Blackie broadcasts on nine midwestern stations and announcements on a tenth. Two oil companies, Mid-Continent Petroleum Corp. and Geffil Oil Co., have joined forces with Pennsylvania Rubber Co. for a three-way sponsorship of the Joe Boland sports program on WSJT South Bend, Ind.

Texaco
On the national networks, Texas Co. will bring the Metropolitan Opera broadcasts back to ABC each Saturday afternoon during the New York opera season, in addition to continuing Tony Martin on CBS. American Oil Co. continues its Professor Quo Saturday night series on ABC, Sun Oil also continues its Monday-through-Friday news programs on NBC, on Sept. 29, replacing Lowell Thomas with Ray Henle, Felix Morley and Ned Brooks. Skelly Oil Co. maintains its sponsors.

(Continued on page 84)
Radio is barely past its twenty-fifth birthday. Relatively few can claim 18 years' experience in the broadcasting industry... and darned few can boast of 18 years with the same station.

But that's the history of Eldon A Park, whose only full-time employer during his thirty-eight years has been WLW.

He's in a rut, you say? Then consider: In his 18 years with The Nation's Station, Eldon has come up from part-time office boy to Vice-President in Charge of Programs... with administrative responsibility for the million dollars a year WLW spends on programming.

As everyone who knows him will testify, there's no secret behind the success of this "Horatio Alger of Crosley Square" other than conscientious hard work and vigorous enthusiasm for the job.

One tenet Park lives by, however, has served him well... "encourage new talent—never give newcomers the brushoff." Because as he looks back over the long roster of radio stars who began their careers at WLW, he's convinced there's plenty more where they came from.

Under Park’s supervision, and with the able assistance of Chet Herman and Milton Wiener, the WLW Program Department is a smoothly-functioning organization comprised of scores of writers, producers, directors, musicians, announcers, and talent of all types. It is more than adequately equipped to turn out anything from a spot announcement to a full hour of musical-variety... and do it in the professional manner which has won the station many top national awards for program excellence—has built and retained one of the largest, most-loyal audiences in the world.
X—Furniture Firms Increasing Radio Use

NETWORK advertising for the first six months of 1947 indicates little change from last year's level, showing $2,310,056 for the six-month period against approximately $2,900,000 for the full year of 1946. Outlook for the remainder of the year is better, however, since General Electric has renewed network radio this fall by sponsoring Fred Waring on NBC Mon., 10:10-11 p.m., and Willie Piper on ABC, Thurs., 9:30-9 p.m., both in the interests of the GE lamp division. For its appliance and merchandising division GE has arranged to resume full sponsorship, Dec. 1 of House Party five afternoon half-hours a week on CBS. Company sponsored this show from 1945 until last January, since then it has been a CBS co-op program.

Appliance Sales Good

Leading network advertisers in this group are in the electrical appliance field, which seems natural as the electrical industry this year is setting new production and sales records. According to figures compiled by the National Electrical Manufacturers Assn. from reports made to NEMA by leading companies in the industry, unit sales of 19 makers of electric ranges totaled 473,057 for the first half of 1947 as against 185,018 for the like period of 1946, more than the full 1946 sales of 388,162 units. Electric water heaters, with 29 companies reporting, totaled 397,049 unit sales in Jan.-June 1947, compared with 138,885 in the same six months of 1946. Electric refrigerators for homes had unit sales of 1,477,191 in the first half of 1947, up from 872,868 in the same part of 1946. The Vacuum Cleaner Manufacturers Assn. reported 1,831,840 units for the first half of 1947, 80% of the entire total sales and 10% better than the full year of 1941, best prewar year of this industry. Similarly the American Washer & Ironer Manufacturers Assn. reported an output of 1,764,690 washers in the first six months of this year, compared with 2,023,981 for the full year of 1946 and with 1,959,887 for the full year of 1941, last prewar year. The Dept. of Commerce estimates total sales of electrical wholesalers during the first half of 1947 at $1,841,000,000, as compared with $702,000,000 for the like part of 1946 and $1,963,000,000 for the full year of 1946.

In addition to the network advertisers shown on the accompanying table, Ronson Art Metal Works sponsors Twenty Questions on Mutual, Saturday, 8:30-3 p.m., for its table lighters. Sealy Mattress Co. sponsors Alvin Wilder for a Tuesday evening quarter-hour on an ABC West Coast network. McMahon Furniture Stores uses Knox Manning for a noontime quarter-hour Monday through Friday on a CBS Pacific hookup. National Pressure Cooker Co. advertises with Meet the Missus on CBS Pacific and Mountain stations.

In the spot radio field, Southern Spring Bed Co. has placed a 15-minute transmitted program, Moon Dreams, twice weekly on 90 Southern stations. Esmond Mills uses five-minute programs, five times a week, on 11 stations for its baby blankets. Westinghouse, in addition to its ABC program, is sponsoring Kate Smith's co-op show on Mutual on 13 stations, Tappan Gas Range Co. has a musical recorded program for use on a dealer tie-in basis.

Revere Copper & Brass Co., which in August discontinued its institutional series, Exploring the Unknown, after several years on Mutual, is planning to return to radio in the late fall or winter with a direct selling campaign for its new line of kitchen ware. Originally considering a network daytime program, company lately has switched its plans and will probably use spots, participating shows and co-op programs.

But, like the clothing and dry goods category, a large part of furniture and household equipment advertising takes place at the local level. More than 130 local furniture and electrical appliance dealers sponsor network co-op shows in their communities. Countless others use local radio with syndicated transcription or locally built programs.

UNDER INSPECTION goes new equipment to be used by WLTW, Crosley television station in Cincinnati which early next year will supplant W8XCT, experimental station now in operation. Crosley also has permits for video outlets in Dayton and Columbus. Looking things over are (1 to r): J. R. Duncan, acting television manager; James D Shouse, president, Crosley Broadcasting Corp., and Phil Konkle, supervisor of installation.

<table>
<thead>
<tr>
<th>Network Time Costs, Jan.-June, 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Class 9. GARDEN &amp; FIELD—$196,282</strong></td>
</tr>
<tr>
<td><strong>Leading Network Advertisers</strong></td>
</tr>
<tr>
<td><strong>Program</strong></td>
</tr>
<tr>
<td>---------------------------------</td>
</tr>
<tr>
<td>FERRY MORSE SEED CO., $166,382*</td>
</tr>
</tbody>
</table>

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**XI—Jewelry Fall Budgets Up**

NETWORK advertising for jewelry and silverware for the first six months of 1947 is lagging slightly behind last year's rate of billings, which in 1946 totaled $2,124,088. However, those included the two two-hour all-star programs broadcast on CBS on Thanksgiving and Christmas afternoons under the sponsorship of Elgin National Watch Co., which added $51,616 to the network's gross for the year. Elgin will be back again with those holiday programs this winter, boosting the network income for the second half again.

Otherwise, Elgin uses no radio, but it is sponsoring time signals on television stations in New York, Chicago, and Los Angeles.

**Good Year For Bulova**

Sparks radio advertisers in this category include Bulova Watch
(Continued on page 98)
IF YOU WANT YOURS TO GO AS FAR AS MINE… YOU’LL HAVE TO PUSH TWELVE TIMES AS HARD!

HERE’S the explanation: Natural and man-made obstacles impede the progress of radio waves. Long waves (low frequencies) are impeded much less than short waves (high frequencies) and hence go much farther with less power than shorter waves.

It requires approximately TWELVE TIMES as much power to push a radio signal a given distance on wavelength of 270 meters as is required on a wavelength of 508 meters.

ASK ANY ENGINEER

Also the station with the big Hoopers!

508.2 METERS = 590 KC.

272 METERS = 1100 KC.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA

590 KC. - NBC - 5000 Watts

Owner and Operator of

KODY AT NORTH PLATTE

John J. Gillen, Jr., Pres. & Gen’l. Mgr.
John Blair & Co., Representatives
Food

(Continued from page 86)
of five, ten and 15-minute musical clock programs on 118 stations, averaging ten times a week on each station, next month will start Lew Lacey’s 15-minute newscasts on 23 NBC Pacific stations. General Foods for Birds Eye Frozen Foods is using spots and participation programs on about 100 stations. Hils Bros. this month is beginning a campaign for Dromendary dates and other fruits among women’s participation programs.

Canned Food Time
Rosefield Packing Co. continues its Hollywood Theatre half-hour transmitted dramatic series on 36 stations for Skippy peanut butter. California Packing Co. is advertising its canned goods with announcements on a large number of stations across the country. Plot-hill Food Products will begin a national campaign of announcements about Oct. 1 as part of a $265,000 advertising drive for its canned foods, with radio slated for 35% of that budget. Washington State Apple Commission and California Fig Institute are both planning extensive spot campaigns when their crops are picked.

Food companies are also important regional advertisers. Kroger Grocery & Baking Co. continues Linda’s First Love, transmitted daytime series, on about 150 midwestern stations in year and year out. Lindsey Ripe Olive Co. and Fisher Flouring Mills are sponsoring Mutual’s Kate Smith series on 43 Don Lee stations. J. A. Folger & Co. is also on 43 Don Lee stations with Breakfast News for its coffee, as well as sponsoring Frank Henningsway on 18 ABC Pacific stations. And, as in the case of spot, those are only a few examples.

Locally, food advertising is still important radio business. More than 225 local groceries, bakeries and other food purveyors sponsor network cooperative programs alone, which gives an indication of the total volume of this type of advertising on local stations.

Demand for Brands

Describing the outlook for the food business, on which radio’s business from food advertising must depend, Mr. Willis pointed out that “although production costs and government buying for export complicate the picture to some degree, untempered consumer demand for known brands assures continued high sales for processors of quality food products which have a real public acceptance.” And that’s a tribute as well, as good news for radio, which has contributed much toward the public acceptance of many of these brands.

“From the standpoint of supply,” Mr. Willis stated, “the increasing availability of once scarce processing ingredients such as sugar, fats and oils, combined with all-out production effort by both farmers and manufacturers, forecasts a plentiful supply of almost all grocery store products.

With regard to prices, it seems apparent that high production costs and foreign demands for U.S. foods will work to prevent any major downward revision although all industry factors are striving to produce and distribute essential goods at lowest possible prices.

It is to be expected that the grocery manufacturing industry, largest user of radio time at present, will continue to merchandise its products over the air waves in

Class 8. FOODS & FOOD BEVERAGES—$22,098,087

Leading Network Advertisers

<table>
<thead>
<tr>
<th>Program</th>
<th>Product</th>
<th>Network, No. Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENERAL FOODS CORP., $3,592,455*</td>
<td>Sanita</td>
<td>CBS-146</td>
<td>Fri. 8:30-8:55 p.m.</td>
<td>1/8-43</td>
<td></td>
<td>Young &amp; Rubin</td>
</tr>
<tr>
<td></td>
<td>Grape-Nuts</td>
<td>NBC-141</td>
<td>Thu. 8-8:30 p.m.</td>
<td>9/5-46</td>
<td></td>
<td>Young &amp; Rubin</td>
</tr>
<tr>
<td></td>
<td>Jello</td>
<td>CBS-149</td>
<td>Fri. 8-8:30 p.m.</td>
<td>9/11-44</td>
<td></td>
<td>Young &amp; Rubin</td>
</tr>
<tr>
<td></td>
<td>Corn Toasters</td>
<td>MBS-570</td>
<td>M-F, 4:45-5:45 p.m.</td>
<td>9/30-46/1-38/47</td>
<td></td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td></td>
<td>Maxwell House</td>
<td>NBC-143</td>
<td>Thu. 8-8:30 p.m.</td>
<td>9/30-45</td>
<td></td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td></td>
<td>House of Mystery</td>
<td>MBS-300</td>
<td>Mon. 4-4:30 p.m.</td>
<td>9/13-45</td>
<td></td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td></td>
<td>Corn Toasters, Rice Bellies</td>
<td>CBS-91</td>
<td>Sun. 3:30-4 p.m.</td>
<td>10/26-46/1-3/47</td>
<td></td>
<td>Benton &amp; Bowles</td>
</tr>
<tr>
<td></td>
<td>Cereals</td>
<td>CDC-156</td>
<td>Mon. 6:30-7 p.m.</td>
<td>9/30-46/1-3/47</td>
<td></td>
<td>Benten &amp; Bowles</td>
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<tr>
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<td>Pasta</td>
<td>ABC-91</td>
<td>Mon., 9:30-10 a.m.</td>
<td>5/12-46</td>
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<td>Young &amp; Rubin</td>
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<td></td>
<td>Soup</td>
<td>ABC-91</td>
<td>Mon., 10:30-11 a.m.</td>
<td>5/12-46</td>
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<td>Young &amp; Rubin</td>
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<td>Cream Soup</td>
<td>ABC-91</td>
<td>Mon., 11:30-12 noon</td>
<td>5/12-46</td>
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<td>Young &amp; Rubin</td>
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<td>Skillet Pie</td>
<td>ABC-91</td>
<td>Mon., 12:30-1:30 p.m.</td>
<td>5/12-46</td>
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<td>Young &amp; Rubin</td>
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<td>Soups</td>
<td>ABC-91</td>
<td>Mon., 1:30-2 p.m.</td>
<td>5/12-46</td>
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<td>Young &amp; Rubin</td>
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<td>Soups</td>
<td>ABC-91</td>
<td>Mon., 2:45-5 p.m.</td>
<td>5/26-46</td>
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<td>Young &amp; Rubin</td>
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IX-Seed Firms Buy Time

WITH an expenditure of $196,800 for network time during the first half of 1947, the lone network advertiser in this class has already come close to doubling the category’s network business for the entire year of 1946, when it amassed a grand total of $197,520. But the going will be a bit slower for the balance of the year, as the Ferry Morse Seed Co. has dropped its Garden Gate Saturday morning series on CBS and remains a network advertiser by courtesy of its Saturday afternoon series on a six-station CBS Pacific Network group.

Spotwise, there were more advertisers, but probably a lot less billing. The Rorabaugh Report for early summer lists Coconut Meal on three stations; Dunlop Challenger Feeds on one; Fruitone, Rootone, Transplantone and Weezone sharing a single quarter-hour a week on one station; Garst & Thomas Hybred Corn on three, after starting on 10 stations in January; Kellogg’s Feeds on seven; Northrup, King Seeds on three; Moorman Mineral Supplements on two; Pay-U Mineral Supplements on one; Murphy Feeds on eight;

(Continued on page 90)
Business men know the value of having the "right person see the right person." That's the type of influence that gets results—strengthens customer relations. KOMO provides this Intensive Influence.

For 21 years this NBC outlet for the Puget Sound country has been a friendly, respected, dominant force in its big, rich market. Since its inception KOMO has enjoyed the largest audience of any station in this area.

A majority of advertisers, local and national, assure attention for their messages by using this proved leadership and popularity. Let KOMO exert Intensive Influence for you. It sells the market surely, quickly, economically.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.
**VIII—10% Hike in Food Programs Seen**

“Most manufacturers of quality food and grocery products report that business is good and the outlook bright,” Paul S. Willis, president, Grocery Manufacturers of America, declared last month in a statement to Broadcasting. This view is confirmed in cold figures by the U.S. Dept. of Commerce report that retail grocery sales in the first six months of the year totaled $10,649,000,000, more than two billion above the same period of 1946. Standard Brands for the half reported a 20% increase in sales over the first half of last year, General Foods a 25% increase and Best Foods a 7% increase. The National Assn. of Retail Grocers reported that independent grocers were up 22% in the first half of this year.

**Swift Programs**

Network gross time sales to food companies during the Jan.-June period totaled $22,089,087, a rate which if continued will bring the year’s total to about 10% more than last year’s $42,834,713. And, with most of the 40 network food advertisers maintaining or increasing their schedules the indications are that the increase over 1946 will more likely be 20% than 10%. Swift & Co., for example, during the first six months sponsored 20 minutes of ABC’s Breakfast Club across the board and in August started Archie Andrews on NBC Saturday, 10:30-11 a.m., and in November will take over the following half-hour on NBC for a new program, Meet the Meeks, to bring its network total to three programs. Kraft Foods in June added a second NBC program, Summerfield Band Concert, on Wednesday evenings, to its veteran Kraft Music Hall Thursday NBC series. Armour & Co. in July stepped up its five-afternoon-a-week Hunt show on CBS from 15 to 25 minutes, using the extra ten to plug its meats (the first 15 are for soap). More recently Armour has assumed sponsorship of Mutual’s Queen for a Day twice-weekly on 123 southern stations not used by Philip Morris, sharing the billing with Miles Labs, Ballard & Ballard this month quadrupled its sponsorship of Renfro Valley Folks on CBS from a Sunday morning half-hour to a Thursday through Sunday operation. American Bird Products in October brings back its canary chorus to Mutual for another Sunday afternoon quarter-hour series.

In the sport radio field food advertising is just as important as it is on the networks. To cite only a few of the hundreds of spot campaigns for food products, National Biscuit Co. is launching a fall campaign for Nabisco Shredded Wheat (Continued on page 88).
BOSTON BLACKIE


EASY ACES

America's funniest husband and wife in a three or five a week strip. A leading network show for years, with great ratings everywhere.

Lightning Jim

Western adventure stories, featuring the greatest U. S. Marshal ever to ride the western plains. Complete merchandising plan with premiums.

BARRY WOOD SHOW

A smooth-as-silk quarter hour, with your singing host, Barry Wood, the lovely voice of Margaret Whiting, the Melody Maids, and the brilliant arrangements of Hank Sylvern and his orchestra.

PHILO VANCE

S. S. Van Dine's famous detective character in a high-rated half-hour mystery drama. Each program a complete story.

KORN KOBBLERS

The band of a thousand gadgets and a million laughs . . . presenting a wide variety of music ranging from the classics to comedy and novelty tunes.

MORE PROGRAMS FOR MORE SPONSORS, ON MORE STATIONS

VISIT OUR BOOTH No. 110-112-114 N.A.B. CONVENTION
To get business, get the audience
... with ZIV Shows

In the ZIV tradition of fine shows, all these and more ZIV productions are building audience for 675 stations... building sales for 1185 sponsors... to help both get more business in an increasingly competitive economic market. Write or wire for details today.

**Favorite Story**
Radio's most brilliant dramatic half hour, with Mr. Ronald Coleman as host and narrator. Outstanding cast includes: Benita Hume, Edna Best, Lionel Stander, Vincent Price, Lurene Tuttle. Symphonic orchestra, Claude Sweeten, musical director.

**Wayne King Show**
A glorious half hour featuring the incomparable music of the waltz king, his golden saxophone and his orchestra, with vocals by Nancy Evans and Larry Douglas; Franklyn MacCormack, narrator.

**SONGS OF GOOD CHEER**
A choir of gorgeous voices, and guest soloists, in a quarter hour of favorite songs. Orchestra directed by Vladimir Selinsky; narrator, Lawrence Elliott.

**Sincerely Kenny Baker**
A sparkling quarter-hour musical, starring America's favorite romantic tenor, with Jimmy Wallington, Donna Dae, and the music of Buddy Cole and his men.

**OLD CORRAL**
Starring Pappy Cheshire, famous western storyteller, and a big cast of vocalists and instrumentalists in songs of the open range.

**PLEASURE PARADE**
Vincent Lopez, Milton Cross, Jimmy Wallington, the Modernaires, Paula Kelly, Dick Brown, Lillian Cornell, the Pleasure Parade orchestra and guests in a lavish quarter-hour musical.
ZIV
HAS THE
HIT HABIT

PROGRAM YOUR STATION WITH THESE ZIV SHOWS.
Drugs & Toilet Goods

(Continued from page 80)

A major revamping of its network advertising has been undertaken by R. B. Semler Co. (Kremi), which last December brought to an end a long association with Gabriel Heatter's MBS newscasts and in July substituted Eddie Duffin for Sherlock Holmes on ABC. Company on Oct. 13 is to start Billy Rose, Broadway's gift to literature, on Mutual with three five-minute commentaries a week at mid-evening time, and the same date will begin sponsoring a quarter-hour of Martin Block's record show on that network three days a week. New campaign is estimated at totaling around $1,200,000. Renewal of Duffin up for consideration this month; September ratings will probably be determining factor. Billy Rose's Tuesday and Thursday broadcasts will advertise Muteroleo.

Leaders among the many spot and regional advertisers in the drug and toiletry field include Colgate-Palmolive-Peet, using five announcements a week on some 225 stations for Halo Shampoo; Sterling Drug, with Rise and Shine six quarter-hour spots; and Lee network, which also carried 14 newscasts a week for Mills Labs, Mystery of the Week five days a week for P&G, Fulton Lewis three times a week for Vick Chemical Co. and twice a week for Dunlan Co. (dental plate cleaner), and a half-hour Sunday Band Concert for Associated Dental Products dentifrices.

Associated Labs is using announcements on about 30 stations in major markets for Blondex Shampoo; Squibb & Sons are announcing a new dental cream with announcements in 42 markets in a seven-week campaign; Dolcin Corp. (pharmaceuticals) is using news, participations and announcements on about 45 stations; Monticello Drug Co. on Sept. 23 starts a 26-week drive for 666 Cold Remedy largely in the southeast and south central areas. Allied Drug Co. has been using announcements on about 75 stations for Triana; Barbasol Co., full-hour disc jockey shows six days a week on four stations; Kip Corp., spots for its ointment in the southeast, and Bata Shoe, five quarter-hour shows a week for Krank's Shavecream on six major market stations.

Lambert Looking

Lambert Pharmacal has dropped all spots except announcements on 91 stations for Prophylactic Tooth Brushes and is looking for a network program for a fall and winter campaign designed to blanket the country. Mentholatum Co., normally a heavy user of spot radio, is not over the air this year because the company feels its current story is one that requires pictorial treatment.

All of these changes indicate the uncertain conditions under which the drugs and cosmetics industry is presently operating. Another indication is the wide variation in the six-month reports of companies in this field. Colgate-Palmolive-Peet reported a net income of $7,783,000, up 54% from last year's net, with sales of $132,- 306,000 for the period, a gain of 92% over that of the same period of 1946. Sterling Drug likewise reported a sales increase, $66,400,000 the first half of this year, up 10% from that part of last year, but its net dropped 77%, to $7,000,000 for Jan.-June 1947 from $75,000,000 for the first half of 1946. Most dramatic change was that of R. B. Semler, whose sales dropped from the first half of 1946, dropped to $1,401 for that same period of 1947. These figures may offer an explanation for the continuing advertisements of the Semler radio schedule is getting.

S. L. Mayham, executive vice president, Toilet Goods Assn., gave Broadcasting the following statement on the overall conditions in that industry and their effect on toiletries advertising:

“During the first six months of 1947, toilet goods manufacturers found the going somewhat rougher than it has been for the past several years. During the period from 1937 to 1943, the production capacity of the industry practically doubled. Stores had been accustomed to tremendous buying of not only essential cosmetics, but expensive gift sets and special packages. During the same period many newcomers in the field came into the market and had no difficulty in establishing themselves as manufacturers, of this type of merchandise.

“With the appearance of other gift wares on the market, many of the first time in several years, retail business at the close of 1946 was quite up to the expected volume and the stores found themselves faced with unused inventories, a major portion of which companies were no longer willing to return to the manufacturer. This caused a comparatively short period of decidedly curtailed buying on the part of the stores. The industry is still experiencing a difficult business over the whole of 1947 is still very bright. All the trade indexes indicate that consumer purchases are down not more than 2 or 3% from the peak level of last year.

“This heavy consumer purchasing, especially of essentials such as dentifrices, face powder, lipsticks, etc., should continue throughout the year in view of extremely high employment and earning figures.

Buying Curtailed

“With respect to advertising, the curtailment of buying by the stores during the first few months of 1947 has had a decided effect, especially upon magazine and newspaper plans. Schedules have been cut quite sharply but there is every prospect that they will be resumed again in the near future although perhaps not quite to the spectacular scale to which the publications have been accustomed during the war and immediate post-war years. A part of this is due to the natural desire for reactivation on the part of manufacturers and part is due to the change in the tax structure which makes every advertisement more expensive to the manufacturer even at no change in rates.

“Radio advertising has not been hit so hard, largely because of the peculiar factors involved in the purchase of desirable air time. Until comparatively late, the industry has continued to think in terms of buying spots. Whether or not this is done to the continuance some shows it might have discontinued had there been a possibility of reserving the same desirable hours for later use by other radio advertisers in the cosmetics business has been largely for the promotion of standard moderate priced mer-

(Continued on page 88).
You can't cover California's Bonanza Beeline without on-the-spot radio

The Bonanza Beeline is a big patch of California. It includes all of the rich central valley region—plus the Reno corner of Nevada. And why do you need on-the-spot radio to cover the Beeline? Because of high mountains. Outside radio signals just can't penetrate the Beeline's mountain barriers.

On-the-spot radio naturally means the five BEELINE stations. Located right in the Beeline's major selling centers, these stations together give you complete coverage of the whole 2 Billion Dollar market.

Individually, Beeline stations are old time local favorites. KOH Reno, established in 1928, is typical. And figures based on BMB reports give KOH a daytime-nighttime average of 95% for its home-county audience! Let the Beeline stations sell for you.

McCLATCHY BROADCASTING COMPANY

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
VI—Drugs and Toilet Goods May Beat 1946

TOP CATEGORY of network advertisers, drug and toiletry business amounted to better than $61,000,000 for the month, slackened a little in the first half of 1947, but now appears to be making up for that slight slump and the year will end with a total at least a little ahead of 1946. Network fall schedules include 25 advertisers from this group, slated to sponsor 77 network shows, 29 for drugs and 48 for maps and cosmetics, according to a rough breakdown which arbitrarily allotted one way or the other the programs carrying double commercials.

Notable in the network picture is Pharmaco. Co. which this month starts three programs on Mutual, totaling 11 1/2 hours a week at an estimated cost of $1,200,000 for the campaign. Four Boro Sunday evening comedy series started Sept. 7 for a Teen-A-Mint and Quiz; Charlie Chan starts Sept. 29 as a Monday night feature.

(Continued on page 92)

Confectionary

(Continued from page 78)

for Mounds, Walnettos and Ten Crown gum. These products are also advertised in a new twice-weekly 15-minute commentary series featuring James Abbey on a 39-station ABC western network, and last month the company was considering the addition of a spot campaign.

Currently active in spot radio are: O'Brien's of California, using announcements on seven West Coast stations; New England Confectionery Co., with four networks daily on six Yankee Network stations; Sweets Co. of America, with news and programs on a dozen stations, including Tootsie Rolls; Leaf Gum Co., starting a year-round drive about 100 stations, said to add up to about $750,000 for the year; Hess Beverages Co., which has expanded its cola campaign to 49 stations in 25 states after a successful test in the company's home area of St. Louis.

Tests Under Way

Other spot campaigns in this field include the use of station breaks on about 100 stations for Brocks candy bars and on somewhat more than that number for Whiz and Pecan Pete bars. Fanny Farmer boxed candies are plugged in announcements on about 20 stations, while participation on women's programs in a dozen major markets are employed to advertise Suchard chocolates. Pepsi-Cola spots are heard up to 70 times a week on about 26 stations in time bought by the parent company, plus other radio used by individual local bottlers.

Test campaigns are now in progress for Guitard Chocolate Co., California Fruit Chimes Co., Kimberly Candle Co., Lyons—Magnus Rootbeer Co. and Nutri-Cola Co., with all five planning expansions after the test periods. Castle Products Co. is using 64 announcements a week on WPEN Philadelphia for Cascola. Cott Beverage Co. recently signed up for three Barry Wood Show broadcasts a week on WELR Lebanon, Pa. Network co-op shows are sponsored locally by about 30 candy and soft drink concerns, largely local bottlers of nationally distributed beverages.

In the future possibility category, D. L. Clark Candy Co. is reported to have a network program, probably starring Bobby Doyle, probably on ABC, under consideration. And as the video pioneer of this class, Hoffman Beverages Co. is sponsoring telecasts on WNET New York of the home games of the New York Giants pro football team.
"The Steinman Stations"

6 OUTSTANDING PROFIT BUYS

WDEL Wilmington, Del. (Established 1922)
WKBO Harrisburg, Pa. (Established 1922)
WRAW Reading, Pa. (Established 1922)
WGAL Lancaster, Pa. (Established 1922)
WORK York, Pa. (Established 1932)
WEST Easton, Pa. (Established 1936)

• • • These six stations present your sales message economically in these sales-rich markets—all consistently prosperous because of industrial diversity and advantageous locations. For information—write:

Sales Representative RADIO ADVERTISING COMPANY
New York Chicago Los Angeles San Francisco
**Clothing & Dry Goods**  
(Continued from page 76)

than that of the manufacturer. Clothing and dry goods selling and advertising operate most of the time at the local level.

Sometimes the manufacturer is also the retailer, with stores in a number of central locations. On Bond's Stores selling Bond Clothes. Then his advertising may, like Bond's, be placed by an agency (Neff-Rogow is Bond's advertising). It also included in a Rorabaugh report as a national spot campaign. But essentially it will be like Bond's, a series of individual local radio campaigns for its individual local products. On WOR New York, for example, Bond's sponsors the 11 p.m. news Monday through Friday, the 11 a.m. news on Sunday. As the candy and department stores are either single stores or chains located in a single city or metropolitan area. Their advertising is truly local, although it would be as extensive as that of Crawford Clothes, currently embarked on a half-million dollar campaign of announcements and promotions from five minutes to an hour on six New York City stations handled by Al Paul Leighton Co.

More Store Activity

Nor is this peculiarly or especially a New York story. Joske's of Texas has made department store advertising (and sales) history as a major and pioneer user of radio in San Antonio. Mablye & Carew of Cincinnati has contracted for a second year's sponsorship of 90-minute concerts six nights a week for the city. Ed Mellon Co., clothier of Charlotte, N. C., in June started using 75 minutes each Sunday on WBT, Charlotte, Kresge-Newark, long sponsor of Junior Town Meeting on WAAT Newark, has signed to sponsor that same program on television when WAAT's video signal takes to the air.

Again using the network cooperative programs as a yardstick to indicate the amount of local radio advertising in this class, we find approximately 200 department and clothing stores sponsoring these co-op shows in their communities. Another indication is that when the National Retail Dry Goods Association's list of all radio advertising in January, about 250 entries were received, and any broadcaster knows the percentage of eligible persons actually to enter any contest.

In an analysis of retail advertising made today for the year 1944 and 1945, NRDGA found 3% of the advertising appropriation going for radio in stores with total sales of two to five million a year; 4% for stores with five to ten million volume; 4% in '44 and 5% in '45 for stores with volume of more than ten million, and indications are that the percentage, although still small, is steadily rising.

High parts of the programs rated highest in the first NRDGA contest, which will be repeated again next January, were played and discussed at an NRDGA sales promotion meeting in Chicago last June. "We used to have discussions of the value of radio in retail advertising," Howard P. Abramhs, NRDGA sales promotion head, said recently. "There's no need for that any more. Radio is accepted by retailers. Now what they want to know is not whether to use it but how to use it most effectively."

**V-Candy, Soft Drink Picture Brighter**

LAST YEAR, with sugar still rationed to the commercial users such as the candy and soft drink makers and with sugar itself both scarce and expensive, these companies did not need heavy advertising to sell their products. Network billings for this class of advertiser dropped from a $9,400,000 total in 1945 to $7,600,000 in 1946. Figures for the first half of this year indicate that without a change in conditions this trend will continue, with a final network total of about $6,000,000.

But by late summer the picture seemed brighter. Pointing out that rationing of sugar has now ended for the confectionery industry as it did some time earlier for the housewife, S. H. Cady, director of the Council on Candies, told BROADCASTING that "there will be more candy available in the country by fall, now that the ingredient trouble has been partly ironed out. Sugar will be relatively scarce but otherwise the supply of all candies is unlimited. The business prospects for fall are excellent. There was some pessimism some months ago but that has largely dissolved."

In the same vein, Ralph McMillan, president, National Peanut Council, stated that the parity of 11.1 cents a pound set by the Dept. of Agriculture for farmers' stock peanuts means that consumers will not find peanut products as high as previously thought, even though peanut farmers will receive the highest price in history for pound for their 1947 crop.  

Coca-Cola Resumes

More sugar means more production, more competition to sell the consumer's sweet tooth and, inevitably, more advertising. Signaling the upturn for radio for this industry is Coca-Cola, returning to the air this fall with two network programs and at the same time making a transcribed daytime serial available to local Coca-Cola bottlers for their individual sponsorship in their communities. A large wartime advertiser, sponsor of Spotlight Bands with name dance orchestras broadcasting night after night from various service camps where their appearance was supplied by the soft drink firm, and with Morton Downey's noontime shows, Coca-Cola had been off the air since January, when the Spotlight Bands went off last November.

Coca-Cola began its comeback Aug. 17th, when The Pause That Refreshes on the Air, an early Sunday evening musical series, made its debut on CBS. On Oct. 3 the company's second network show, featuring Morton Downey and Spike Jones, will start in the Friday 10:30-11:00 p.m. spot on CBS. The transcribed series, Story of Claudia, a five-a-week daytime serial, is to get under way late this month.

Luden's Inc., which began sponsoring Ned Calmer's five-minute newscast on CBS Saturday and Sunday after it dropped the Hoagy Carmichael show last spring, will continue these newscasts in addition to its new half-hour program, Lloyd It Rises, to start on March 19. CBS is to announce that on CBS, Sunday, 10:10-11:30 p.m. Commercials on the new show will be divided between Fifth Avenue candy bars and the company's ties in these programs. The emphasis will shift to the season. Other network advertisers in this category are generally renewing their present programs. CBS and Mutual are increasing their programs, although Dr. Pepper is moving its Darts for Dough on ABC from Sunday, 5:50-6:30 p.m. to Thursday, 8:30-9:00 p.m. Bute Bros., not shown in the table, continues its World Front program Sunday noon on NBC hookup of about a dozen stations. The Hires Rootbeere Here's to You Sunday afternoon series on CBS was cut in late July from 30 to 15 minutes. Hires began using one-minute jingles six times a week on five cities in which it operates its own bottling plants, adding four a week on a sixth city in July.

Another continuing network advertiser not shown in the table is Curtiss, sponsor of Warren Swenson's Downey Tuesday-11-11:15 p.m. on NBC Pacific Coast Network has a Friday evening quarter-hour with the King's Men for Almond Roca with a new quarter-hour newscast Wednesday through Saturday for Planters peanuts, and the David Street Show, 15-minutes on Fridays, for U-No and Baffle Bars. Planters also sponsors Harry Flannery's news analyses, three-quarter-hours a week on the CBS Pacific Network, which also carries three five-minute and three quarter-hour newscasts by Bob Garrard.
Now entering our second 25 years of service to Kentuckiana

A PIONEER TODAY AS IT WAS YESTERDAY

From those 500-watt days in 1922 down through a quarter century to the 50,000-watt 1A Clear Channel present, WHAS has become inextricably a part of the market it serves. The objectives, the sympathies, the labors of WHAS have been—and always will be—for the best interests of its millions of listeners. Just as 25 years ago we pioneered with the first licensed standard station in Kentucky and so did WHAS pioneer with the first FM station, WCLF, Continued growth through this same service to our listeners is our pledge to the future.

50,000 WATTS, 1A CLEAR CHANNEL—CBS AFFILIATE

Represented Nationally by Edward Petry and Co., Inc.
Cigars & Cigarettes

(Continued from page 74)

showed Luckies in first place, with about 29% of all cigarette sales in the country; Camels second, with 28%, and Chesterfields third, with 19%, those three brands accounting for almost 80% of all cigarettes sold. Then came Philip Morris with 6%, Old Gold with 4% and Pall Mall (American Tobacco's second brand) with 3%, leaving less than 10% for all other brands of cigarettes.

If American Tobacco's million-dollar spot expenditure is added to its network total in the accompanying table, the result is about as very close parallel between the standing of the various brands and their radio advertising appropriations. The one break in the sequence—Brown & Williamson spent more for network time than P. Lorillard Co.—is less significant when it is noted that one of the three B & W radio shows advertises Wings, the other two Raleighs.

The fall line-up for Luckies has Jack Benny back in his regular Sunday night and NBC's the Jeff Parade on NBC Saturday nights and Jack Paar, comedian who made good as Benny's summer replacement, stays in its own series Opening Night 1 in a Wednesday night period on ABC. As yet there are no spot radio plans for Lucky Strikes for fall or winter, except for the sponsorship of football telecasts on WNBW New York and WBBK Chicago, placed not through the company's regular agency, Foote, Cone & Belding, but through Robert N. Ward & Son. The latter had lined up the gridiron video schedule for another advertiser, sold them to Luckies when the first deal fell through.

Came! Shifts

Camels' fall schedule represents some shifting since spring. Abbott & Costello after broadcasting under the Camel banner for five years are now with checkers and William Esty & Co., agency for R. J. Reynolds Tobacco Co., has moved Bob Hawk from CBS into the Thursday night NBC period formerly occupied by the comedy team. Hawk's CBS Monday night spot is now tenanted by Screen Guild, drama series continuing into the Camel fold after having sold Lady Esther cosmetics. Vaughn Monroe continues on CBS Saturdays for Camels, whose ads also are plugged on a quarter by quarter basis by Paul Whiteman's record show on ABC, Monday through Friday afternoons. Chesterfield's NBC Supper Club quarter-hour across the board continues its ninth year in the same 7-7:15 p.m. spot and these cigarettes starting Oct. 1 will also be advertised on CBS for a morning half-hour and NBC for Godfrey's after five mornings a week. In stepping up its Godfrey schedule from three to five days a week, Liggett & Myers Tobacco Co. discontinued a number of programs segments it had sponsored for Chesterfields, but it retains time on those of Peter Potter on Don Lee, Jack Hurl on Texas State Network, Martin Block in New York and Eddie Hubbard in Chicago. Newell-Emmett is the agency.

Daytime Series

In addition to three evening shows—Crime Doctor on CBS Sundays, It Pays to Be Ignorant on CBS Fridays and Milton Berle on NBC Tuesdays, placed by Biow Co.—Philip Morris is sponsoring two daytime programs on Mutual: Queen for a Day (in co-sponsorship with with Miles Labs.) and Hearts Desire, both aired five times a week. These latter programs are handled by Cecil & Pressby, which sold Philip Morris on the idea of trying out daytime radio to get its message across to the millions of women smokers in the daytime radio audience.

Old Golds, whose two network programs, Frank Sinatra on CBS and Meet Me at Parky's on NBC, will now be back on the air with a new all-star series this fall to follow the summer series, Rhapsody in Rhythm, in the CBS Wednesday night spot. Lenen & Mitchell, agency for the account, is also using daily spots on 28 stations, daily 15-minute and spot programs on five stations and baseball broadcasts in New York, Chicago and Atlanta, to advertise the cigarettes.

For Pall Malls, American Tobacco Co. is continuing Big Story as a Wednesday evening series on NBC, which started in April, replacing the Dr. Tweedy series starring Frank Morgan for the same brand of smokes. Brown & Williamson Tobacco Co. is also filling its three network shows: Red Skelton on NBC Tuesdays and People Are Funny on the same network Fridays, both for Raleighs, and Rosemary insurance on ABC for Wings. Russell M. Seeds is the agency.

Bayuk Active

Benson & Hedges is using a weekly 15-minute musical show on WNBC New York for Parliament, Monday nights, and Luva & Larus & Bros., through Duane Jones Co., is using a few spots on the same station for its new brand, Alligs, having practically discontinued its East Coast spot campaign of announcements and programs on a dozen or more stations.

Bayuk Cigars is the unchallenged leading cigar advertiser on the air, spending more than $600,000 in the first half of 1947 for time on Mutual for its Inside of Sport five-a-week early evening series, which it started sponsoring away back in 1938. Neal I. Ivey is the agency. Sports summaries on WBBM Chicago and WNBC New York are sponsored by Consolidated Cigar Corp. for Harvesters, also advertised with three announcements weekly on 15 stations. Erwin, Wasey & Co. handles this account.

Only network-advertised pipe tobacco is Prince Albert, product of R. J. Reynolds Tobacco Co., which sponsors NBC's Saturday night Grand Ole Opry for this brand. U. S. Tobacco Co., through Kudner Agency, is running a fall announcement campaign for Dill's Best pipe tobacco on 38 stations and in January started a full year's spot campaign for Banjo and Rooster snuffs on 20 stations. Mall Pouch, chewing tobacco, sponsors Mutual's Fishing and Hunting Club of the Air, through Walker & Downs, the only network program for this type of product.

Local tobacco merchants apparently do little advertising. At least, only three such concerns are included among the sponsors of the network co-programs.

IV. Clothing Advertising Shows Drop

AS A SOURCE of network revenue, clothes and drug don't stack up very impressively against drugs, cigarettes, foods, soaps, and even bank and insurance advertising. Last year this class accounted for only $1,428,829 in network gross time sales; this year the total may well fall precipitously below that figure. Of the three of this kind of advertiser using network time in the first half of 1947, at least, J. L. Simms Inc. has already discontinued its network program and left the air, with radio plans uncertain.

Lee Hats is continuing its highly successful sponsorship of Drew Pearson on ABC and Trimmont Clothing Co. is staying on Mutual, although shifting to Sunday nights and changing its program to a Sherlock Holmes series. A network newcomer, albeit a regional one, is Mode O'Day Corp., West Coast retail dress chain, which during the summer started a year's sponsorship of Erskine Johnson's comments five morning half-hours a week on 45 Don Lee stations.

In the national spot field, to cite a few companies recently reported in Broadcasting, Koret of California, women's wear manufacturer, is sponsoring one-minute recorded programs on some 30 stations in a cooperative set-up with Koret buying the entire time and the local dealer paying for the transcription. Rosedale Knitting Co. on Sept. 15 starts participations on women's programs in 13 cities for Rosedale's specialty, Mrs. Martin's Pet Co. and Claussner Hosierly Co. have prepared transcribed announcements for dealer cooperative campaigns.

A veteran spot advertiser which is also a former network client, Celanese Corp., uses women's participation programs and other locally popular programs, including a few specially built by its agency, Young & Rubicam, to promote the use of this fabric. Largely institutional since its inception in 1944, the campaign is now promoting particular merchandise made of celanese, mentioning the names of the stores where these items can be purchased locally, etc.

Different Criteria

But national spot is not the measure of this class of advertiser any more than is network. A suit of clothes is not bought in the same way as a pack of cigarettes or a box of breakfast food; it is a more important purchase, a matter of selection and comparison, of the brand alone but of the individual article, and the name and character of the retail store is often more important to the buyer.

Class 4. CLOTHING & DRY GOODS—$408,231

Leading Network Advertisers

<table>
<thead>
<tr>
<th>Program</th>
<th>Network, No. Stations</th>
<th>Time</th>
<th>Starting Date</th>
<th>Ending Date</th>
<th>Agency</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRANK H. LEE CO.</td>
<td>$180,000*</td>
<td>252</td>
<td>6-6-15 p.m.</td>
<td>12-30/45</td>
<td>William Weintraub &amp; Co.</td>
</tr>
<tr>
<td>Drew Pearson (Löwen, summer replacement, during August)</td>
<td>Teens-Timers INC.</td>
<td>$110,000*</td>
<td>11-11-45</td>
<td>12-30/45</td>
<td>William Weintraub &amp; Co.</td>
</tr>
<tr>
<td>TRIMMONT CLOTHING CO.</td>
<td>$105,000*</td>
<td>MBS-99</td>
<td>7-3-15 p.m.</td>
<td>12-30/45</td>
<td>William Weintraub &amp; Co.</td>
</tr>
</tbody>
</table>

* Source: Publications Information Bureau.

Note: Network Time Costs, Jan.-June, 1947

BROADCASTING • Telecasting
A BIG BUCK FOR YOUR DOLLAR!

To pound more sales out of Northern Ohio's billion dollar market and pound 100 cents back into your dollar...choose WJW, Cleveland's Chief Station.

At WJW we still maintain your dollar's worth in advertising value. Through better local programming, a higher listener acceptance, WJW gives you the opportunity to create more and more sales per dollar.

CLEVELAND'S Chief STATION

WJW

BASIC ABC Network

CLEVELAND 850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY
Building Materials
(Continued from page 73)

ing. In June the country's home builders hung up a 20-year high by starting 75,000 new houses in that 30-day period. In July they shat tered that record and started 80,000 new dwelling units. With completions also coming in at a high rate—822,900 units—finished in the first half of 1947 as against 128,600 for the same period of 1946 and industry expectations of close to 800,000 finished units this year—the building industry is achieving construction records that one has to go back 20 years to match.

According to a building industry spokesman: "Prices of houses are up along with everything else, but people are buying them. Apparently the public has caught on to the idea that costs of labor and materials are not due to come down and that today's house prices are going to stay up. The idea of a buyers' strike in houses has pretty well evaporated, most builders report. They're selling all they build."

With this turn in conditions, Johns-Manville is starting to turn its broadcast commercials into product-selling channels. Currently, one individual product from the sponsor's extensive line is discussed on each broadcast.

But by and large building is a local proposition, as far as advertising goes. The only building materials accounts to show up in the latest Rorbaugh report on spot radio advertising are two roofing companies, Southern States Iron Roofing Co., using from five to 15 announcements a week on a dozen southern stations, and Tilo Roofing Co., with five announcements a week on a single station, WMUR Manchester, N. H., placed because the company's branch manager there preferred to use his advertising allotment for radio, apparently with good results as the schedule has continued for some time.

Another spot institutional campaign in this field will be launched this fall by the American Iron & Steel Institute, which is preparing a series of dramatic programs, now being transcribed by NBC Radio-Recording for use by local members of the institute on their local stations. Dealing with such topics as milk, which not so long ago was sold from open cans but now is bottled in the stainless steel rooms of a modern dairy; surgery, with the oxygen from steel tanks keeping the patient breathing properly while the doctor operates; etc., the series is designed to show the importance of steel in almost every facet of our daily living. The commercials will be adopted to the local needs of the individual institute members sponsoring the series, which the Institute expects to have ready for distribution about October 1.

III—Tobacco Firms Spend More for Radio

TOBACCO business is big business in the United States, and big business for U.S. radio. Government statistics show that over 180 billion cigarettes alone were turned out of the tobacco factories in the first half of 1947, indicating a rate slightly ahead of last year's when 361 billion was the total output for the 12-month period. For a real contrast: in 1900 the nation's cigarette total was 2.6 billion.

For network radio time alone during the first half of 1947 tobacco advertisers spent more than eight million dollars, which like the cigarette output figure is slightly ahead of last year with gross network time sales of 15.7 million to tobacco companies during the full year. Notwithstanding, the big campaign of the first half of the year was that of American Tobacco Co. for Lucky Strikes, in which about a million dollars' worth of time on nearly a thousand stations (994, to be exact) was used to drive home to the listening public the smoking significance of the caabatt, LSMFT. This was sung by the Sportsmen's quartet featured on the company's Jack Benny series on NBC.

Lucky Leads in Radio

As the year rounded the turn into the second half, the continuing survey of cigarette sales conducted by the Wall Street Journal (Continued on page 76)
I—Radio Advertising of Automobiles Gaining

"PRODUCTION and distribution of new passenger cars continues to reflect the effects of the war and the economic situation following that conflict," George Romney, managing director of the Automobile Manufacturers Assn., stated in a special report to Broadcasting on the automotive situation, which pointed out that material shortages and labor difficulties had kept passenger car production in the past two years at about half its prewar level.

These same adverse conditions have had a like effect on the radio advertising of the automotive industry. In 1937 makes of autos, tires and other accessories spent more than $11,000,000 for network time. Last year's total was $5,888,330 and if 1947 continues at the rate set in the first half the automotive total for network time will be around $7,500,000, about 85% of the 1946 figure.

Ford Goes Ahead

But as summer ended there were indications that 1947 might wind up more nearly on a parity with 1946. Despite a serious strike, Ford Motor Co. was going ahead with its plans for adding in early October a new 60-minute Sunday evening dramatic series on NBC to its present Meredith Willson Wednesday night-half-hour on CBS. Chrysler Corp., long absent from radio after having made airwaves history with its long-term sponsorship of Major Bowes and his dauntless amateurs, is coming back this fall with a 30-minute Sunday night dramatic series, "Chicago, Illinois," in the interests of De Soto cars.

These additions to the network automotive schedules should offset the decision of U. S. Rubber Co. not to resume sponsorship of the CBS Sunday afternoon-hour-and-a-half New York Philharmonic Symphony Orchestra broadcasts, which it carried as an institutional campaign during the war years. Future U. S. Rubber radio plans are uncertain but they will doubtless be aimed at direct product sales rather than company prestige. The company will continue its television activities this fall.

General Motors, which sponsored the NBC Symphony Orchestra for a Sunday afternoon hour on that network during the war, has up that program last year. GM, however, has continued its institutional sponsorship of Henry J. Taylor's twice-weekly reports on the state of the nation, broadcast on Mutual since 1945, and this year's ratings have not been hurt by the lack of network support.

The institutional approach to radio has been typical of the automotive industry through the years, with such programs as du Pont's "Cavalcade of America," veteran NBC Monday nighter, still operating in that tradition. Goodyear Tire & Rubber Rubber Co. carried this trend to the ultimate by limiting to mere sponsor identification its commercials on "The Greatest Stories Ever Told," dramatization of the Bible which the company sponsors early Sunday evenings on ABC.

Ford, however, is frankly using radio to sell Ford cars and Ford service, both on its network program and on the spot campaign which during the spring was on as many as 250 stations at its peak. The slogans "There's a Ford in Your Future" and "Take Your Ford Back Home" (to the Ford dealer who has been trained to give it the best service, so the copy reads) have also been plugged on the company's extensive (for these days) television campaign, comprising sports telecasts in New York, Chicago, Detroit, St. Louis and Los Angeles, into which the commercials are inserted on films.

Another interesting radio sales drive has been launched by Kaiser-Frazer Corp., which in mid-summer began using three announce ments five days a week on more than 225 stations, including every 50 kw transmitter in the land except WTIC Hartford, which had no time available.

Ford has added another dimension to radio advertising, just returned to the air after a summer layoff when the company sponsored a comedy-drama series in his Thursday night period. National Harvester's Sunday afternoon "Harvest of Stars" is something of a mixture of direct selling and institutional, as is "The Voice of Firestone," a steady Monday evening tenant of NBC since 1928. During the last two decades the Voice has been at times strictly a prestige builder and at others just as strictly a salesman for the company's tires and accessories.

It is probably natural that the tire salesman should be in the forefront at this time when, according to the Rubber Manufacturers Assn., the rubber industry attained record-breaking production, with consumption of all types of crude rubber in the first six months of this year up 15.74% from the first half of 1946. For the same period, shipments of passenger car tires by manufacturers totaled 36,323,946, a jump of 18.52% above the Jan.-June 1946 shipments. If this increasing production trend continues, as seems probable, the rubber industry advertising may be expected to become more competitive and also to increase in volume. That

II—Building Material Names Pushed

BUILDING materials, in 12th place among network advertisers from the standpoint of gross billings for the first half of 1947, is one of the classes of business which has used radio most entirely for institutional purposes, to sell the company name rather than beams or bricks or shingles. Not even mentioned in the 1947 breakthrough of network revenue by industry groups, its inclusion ten years later is due to only three advertisers, each using institutional commercials.

U. S. Steel Co. devotes the commercial portion of its 60-minute "Theatre Guild on the Air" Sunday evening series on ABC to short homilies on the part played by steel in the real drama of modern life. Revere Copper & Brass did much the same sort of job for these metals on its Mutual series, "Exploring the Unknown," also a Sunday evening program until its demise the end of August. Similarly, Johns-Manville's sponsorship of the CBS mid-evening newscasts, 8:55-9 p.m. across the board, have largely promoted the name and standing of the company rather than the advantages of using J-M materials in building or remodeling.

But, with the end of the wartime shortages and the resumption of construction this picture is chang-

(Continued on page 74)
**Yes Sir! THESE ARE RICH MARKETS — SALES MANAGEMENT'S 1947 SURVEY OF BUYING POWER PROVES IT!**

**QUINCY MARKET**

<table>
<thead>
<tr>
<th>Item</th>
<th>1946</th>
<th>% Change</th>
<th>Over 1945</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$339,549,000.00</td>
<td>UP 47%</td>
<td></td>
</tr>
<tr>
<td>Food Sales</td>
<td>72,944,000.00</td>
<td>UP 14%</td>
<td></td>
</tr>
<tr>
<td>General Merchandise Sales</td>
<td>36,616,000.00</td>
<td>UP 38%</td>
<td></td>
</tr>
<tr>
<td>Drug Sales</td>
<td>10,827,000.00</td>
<td>UP 20%</td>
<td></td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>505,372,000.00</td>
<td>UP 11%</td>
<td></td>
</tr>
</tbody>
</table>

**MASON CITY MARKET**

<table>
<thead>
<tr>
<th>Item</th>
<th>1946</th>
<th>% Change</th>
<th>Over 1945</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$402,597,000.00</td>
<td>UP 31%</td>
<td></td>
</tr>
<tr>
<td>Food Sales</td>
<td>82,944,000.00</td>
<td>UP 34%</td>
<td></td>
</tr>
<tr>
<td>General Merchandise Sales</td>
<td>30,400,000.00</td>
<td>UP 56%</td>
<td></td>
</tr>
<tr>
<td>Drug Sales</td>
<td>12,985,000.00</td>
<td>UP 49%</td>
<td></td>
</tr>
<tr>
<td>Effective Buying Income</td>
<td>478,136,000.00</td>
<td>UP 2%</td>
<td></td>
</tr>
</tbody>
</table>

* Based on BMB Daytime Audience Survey Study No. 1 — March 1946

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**Summary of CONLAN SURVEY**

<table>
<thead>
<tr>
<th>KGLO</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>ENTIRE SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC CALLS</td>
<td>1,992</td>
<td>3,452</td>
<td>2,599</td>
<td>8,043</td>
</tr>
<tr>
<td>LISTENING HOMES</td>
<td>401</td>
<td>702</td>
<td>844</td>
<td>1,947</td>
</tr>
<tr>
<td>PERCENT OF POTENTIAL AUDIENCE</td>
<td>20.1%</td>
<td>20.3%</td>
<td>32.5%</td>
<td>24.2%</td>
</tr>
</tbody>
</table>

**Distribution of Listening Among Stations**

<table>
<thead>
<tr>
<th>KGLO</th>
<th>STATION &quot;A&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>67.3%</td>
<td>24.2</td>
<td>8.5</td>
</tr>
<tr>
<td>62.2%</td>
<td>28.2</td>
<td>9.6</td>
</tr>
<tr>
<td>62.5%</td>
<td>28.8</td>
<td>8.7</td>
</tr>
<tr>
<td>63.4%</td>
<td>27.6</td>
<td>9.0</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>KTAD</th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>ENTIRE SURVEY</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC CALLS</td>
<td>2,069</td>
<td>3,695</td>
<td>2,623</td>
<td>8,387</td>
</tr>
<tr>
<td>LISTENING HOMES</td>
<td>379</td>
<td>712</td>
<td>863</td>
<td>1,954</td>
</tr>
<tr>
<td>PERCENT OF POTENTIAL AUDIENCE</td>
<td>18.3%</td>
<td>19.3%</td>
<td>32.9%</td>
<td>23.3%</td>
</tr>
</tbody>
</table>

**Distribution of Listening Among Stations**

<table>
<thead>
<tr>
<th>KTAD</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>STATION &quot;D&quot;</th>
<th>STATION &quot;E&quot;</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>76.5%</td>
<td>3.2</td>
<td>1.6</td>
<td>5.8</td>
<td>2.4</td>
<td>2.6</td>
<td>7.9</td>
</tr>
<tr>
<td>72.9%</td>
<td>3.9</td>
<td>2.4</td>
<td>6.6</td>
<td>2.2</td>
<td>4.4</td>
<td>7.6</td>
</tr>
<tr>
<td>71.2%</td>
<td>3.4</td>
<td>2.4</td>
<td>1.2</td>
<td>2.6</td>
<td>8.7</td>
<td>10.5</td>
</tr>
<tr>
<td>72.9%</td>
<td>3.5</td>
<td>2.3</td>
<td>4.0</td>
<td>2.4</td>
<td>5.9</td>
<td>9.0</td>
</tr>
</tbody>
</table>

---

**Be Sure THE DOMINANT STATIONS IN THESE RICH FARM - TOWN MARKETS ARE ON YOUR SCHEDULE**

You can reach a greater number of potential buyers over KGLO and WTAD in their areas than over all other stations combined. With dominant coverage of both rural and urban areas these stations are ideal for TESTING. Get details from Walter J. Rothschild, National Sales Manager, WTAD, Quincy, Illinois, or call your Weed & Company office.

---

**KGLO MASON CITY, IOWA 1300 K.C., 5000 WATTS CBS AFFILIATE**

**Coverage**

- 29 rich counties in Iowa and Minnesota.
- Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

**WTAD QUINCY, ILLINOIS 930 K.C., 1,000 WATTS CBS AFFILIATE**

**Coverage**

- 34 Mississippi Valley counties in Illinois, Missouri, and Iowa — almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa — core of productive Illinois-Missouri-Iowa agricultural region.

Represented by WEED & COMPANY, New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.
DOMINANT STATIONS IN THESE RICH MARKETS

ARE Lee STATIONS

✓ 1947 SALES MGT. FIGURES PROVE THE MARKET
✓ NEW CONLAN REPORTS PROVE THEY DELIVER IT

See other side FOR DETAILS
I don't see anything that will topple us over." Business has been good and, on the evidence of the experts, it is going to continue to be good, for radio as well as generally. An added bit of good news for radio is contained in the 33% flood index of A. C. Nielsen Co., which shows the turnover of nationally advertised foods to be 32% more rapid than that of "all others." With food advertising accounting for nearly a quarter of all network business, that's important.

In the following pages are individual reports on the various types of advertising on the air, reviewing the recent radio history of typical advertisers in each group and gauging their probable future use of radio advertising. These estimates are based in part on the empirical evidence of orders for time already on the books and in part on the industry outlook as reported by the various industry associations that are in the best position to give overall reports on the prevailing business conditions and advertising activities of each group.

CHIZZINI TRANSFERRED
BY NBC TO N. Y. SALES
FRANK E. CHIZZINI, manager of NBC's Chicago Radio Recording Division, has been promoted to the network's New York Sales Dept. effective Oct. 15, 1, E. Showerman, vice president in charge of NBC Central Division, announced last week. Mr. Chizzini will be succeeded by Scott E. Keck, his assistant for more than a year.

Mr. Chizzini
Joining NBC's Sales Promotion Dept. in New York in 1934, Mr. Chizzini became assistant manager of the New York Radio Recording Division a year later. In 1940 he assumed the management of the Chicago Radio Recording Division.

Mr. Keck, who has been associated with the division for 12 years, joined the network's Guest Relations Dept. in New York in 1942. He was appointed general assistant to Mr. Chizzini in July 1946.
WAKR

TOWERS OVER AKRON

A B C Network

5000 WATTS • DAY & NIGHT

For The Facts Call

WEED & CO.

National Representatives
All-Time High in Time Sales Forecast

Network Billings Recovering; National Spot Increase Sped

By BRUCE ROBERTSON

BREAKDOWN and analysis of the 24 product groups will be found on the following pages:

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Miscellaneous .......................................................... 105

Network Gross Billings by Product Groups

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Jan.-June 1947</th>
<th>1946</th>
<th>Full Year</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross Billing</td>
<td>%</td>
<td>Gross Billing</td>
<td>%</td>
</tr>
<tr>
<td>1. Automotive &amp; Accessories</td>
<td>$3,151,370</td>
<td>3.9</td>
<td>$5,889,230</td>
<td>4.6</td>
</tr>
<tr>
<td>2. Building Materials</td>
<td>5,072,960</td>
<td>6.1</td>
<td>10,550,500</td>
<td>8.1</td>
</tr>
<tr>
<td>3. Cigars, Cigarettes and Tobaccos</td>
<td>8,193,961</td>
<td>9.7</td>
<td>17,759,505</td>
<td>13.8</td>
</tr>
<tr>
<td>4. Clothing and Drygoods</td>
<td>2,574,493</td>
<td>3.1</td>
<td>5,645,051</td>
<td>4.3</td>
</tr>
<tr>
<td>5. Confectionery and Soft Drinks</td>
<td>8,648,888</td>
<td>10.3</td>
<td>18,947,168</td>
<td>14.1</td>
</tr>
<tr>
<td>6. Drugs and Drugstores</td>
<td>7,545,785</td>
<td>9.0</td>
<td>16,581,743</td>
<td>12.5</td>
</tr>
<tr>
<td>7. Financial and Insurance</td>
<td>9,106,381</td>
<td>11.0</td>
<td>18,634,715</td>
<td>14.0</td>
</tr>
<tr>
<td>8. Food &amp; Food Beverages</td>
<td>1,960,590</td>
<td>2.4</td>
<td>4,075,050</td>
<td>3.1</td>
</tr>
<tr>
<td>9. Garden and Field</td>
<td>18,195,987</td>
<td>21.9</td>
<td>37,950,500</td>
<td>29.0</td>
</tr>
<tr>
<td>10. House Furnishings and Furnishings</td>
<td>556,046</td>
<td>0.7</td>
<td>1,014,056</td>
<td>0.8</td>
</tr>
<tr>
<td>11. Jewelry and Silverware</td>
<td>3,077,768</td>
<td>3.8</td>
<td>6,289,715</td>
<td>4.8</td>
</tr>
<tr>
<td>12. Lubricants, Fuel, etc.</td>
<td>11,916,007</td>
<td>14.6</td>
<td>23,807,168</td>
<td>17.8</td>
</tr>
<tr>
<td>13. Machinery, Farm Equipment, etc.</td>
<td>60,759</td>
<td>0.1</td>
<td>110,398</td>
<td>0.8</td>
</tr>
<tr>
<td>14. Office Equipment</td>
<td>6,327,128</td>
<td>0.8</td>
<td>12,650,500</td>
<td>0.9</td>
</tr>
<tr>
<td>15. Paints and Hardware</td>
<td>5,073,961</td>
<td>6.1</td>
<td>10,550,500</td>
<td>8.1</td>
</tr>
<tr>
<td>16. Radio and Phonographs</td>
<td>8,193,961</td>
<td>9.7</td>
<td>17,759,505</td>
<td>13.8</td>
</tr>
<tr>
<td>17. Schools and Correspondence Courses</td>
<td>10,000,000</td>
<td>12.4</td>
<td>20,000,000</td>
<td>15.3</td>
</tr>
<tr>
<td>19. Laundry Soap, Housekeeping Supplies</td>
<td>9,106,381</td>
<td>11.0</td>
<td>18,634,715</td>
<td>14.0</td>
</tr>
<tr>
<td>20. Sports Goods</td>
<td>7,545,785</td>
<td>9.0</td>
<td>16,581,743</td>
<td>12.5</td>
</tr>
<tr>
<td>22. Travel and Hotels</td>
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<td>1,193,009,599</td>
<td>100.0%</td>
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</tbody>
</table>

(Percentages: Publishers Information Bureau)

BROADCASTING • Telecasting

Page 68 • September 15, 1947

(Continued on page 70)
Who's there?

WSPD, the friendly voice of Toledo NBC

WAGA, Atlanta's most progressive station

WWVA, 50,000 watts covering the golden triangle Ohio, Pennsylvania, West Virginia

Alert time buyers open the door to Fort Industry Co. representatives

WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WLOK, Lima, O. • WJBK, Detroit, Mich. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla.

"You can bank on a Fort Industry Station"
knock! knock!.

WGBS, Florida's most powerful station CBS

WMMN, Fairmont 5,000 watts CBS Monongahela Valley

WLOK, Lima's NBC voice in a great test market

WJBK, Detroit, in America's 4th market
Sarnoff Urges UN Global Broadcasts

Calls Freedom to Listen Vital to Maintenance Of World Peace

ESTABLISHMENT of a worldwide broadcasting system by the United Nations as a means of insuring freedom of communications was urged last week by Brig. Gen. David Sarnoff, president and chairman of the board of RCA.

Gen. Sarnoff, speaking in Chicago before the U. S. National Commission for UNESCO, asserted that the "freedom to listen" is "vital to the maintenance of world peace."

He noted that despite the end of the fighting war, mankind is still engaged in another struggle—the battle for the minds of men. "forces of totalitarianism and aggression still are attempting to mislead the masses," he said. "Fully aware of the power of radio, they are using it to spread propaganda that runs contrary to peace, freedom and democracy."

To counteract the effects of such perversion of radio, Gen. Sarnoff said, an application throughout the world of the American concept of broadcasting is needed. "Our purpose in fostering international broadcasting," he declared, "is to help make the spectrum of radio truly a spectrum of peace."

How may the UN attract listeners to free radio even in the dark places of the world? Gen. Sarnoff said the answer to this is simple: "powerful shortwave transmitters at strategic points around the globe will make it easy for people everywhere to receive strong, clear broadcasts of programs aimed to captivate their interest and to win and hold their confidence," he said.

Financing Secondary

Financing of such a project, he indicated, is not of primary consideration.

"If the principle is right, and if the job needs to be done," he said, "it seems to me that the cost is relatively unimportant. Even if the cost of operating such a worldwide system should prove to be as much as $50,000,000 a year, that figure is far less than the cost of one modern battleship; it is a mere fraction of what a single nation spends yearly for its armament; it is less than one-fifth the amount that was spent on fighting in a single day during the last World War."

Only in countries where freedoms are permitted is there reasonable hope that hidden violations will not occur," he said.

"The beacon of freedom which shines through a free press and free radio in democratic nations is assurance to the world that there an active opposition exists ready to ferret out what a treacherous government may seek to hide. International inspection could count upon the cooperation of the honest citizenry of these countries," he said.

"Not so with nations darkened by the blight of fearful power over every expression of public opinion. There, honest men on the pain of imprisonment or death must become unwilling allies to the treachery of their own governments."

Says UN Should Speak Out

"It behooves the United Nations to speak out in all tongues, clear enough to be heard on land and sea, on deserts, farms and steppes. Its broadcasts should carry not only information and news, but entertainment and melody as well, for music is a universal language."

Gen. Sarnoff also urged the United States "to do more—much more—than it is doing now" in transmitting shortwave broadcasts internationally.

"In my view," he said, "the maintenance of international shortwave broadcasting from the United States is as important today as it was at any time during the war. It is just as essential in the case of broadcasts to friendly, democratic nations as to those whose governments may be unfriendly and undemocratic."

Deploring the curtailment of the U. S. State Dept.'s shortwave broadcasting because of reduction of funds, Gen. Sarnoff said that "our prestige as a defender of truth must be expanded—not curtailed."

The RCA chief executive called for cooperation between private enterprise and the U. S. government "in the national interest" to conduct international broadcasting.

Freedom to Look

In addition to the principle of "freedom to listen," said Gen. Sarnoff, there must also be established a new principle—the "freedom to look."

Television on an international basis "is nearer than most people may realize," he said. The scientific principles and means for worldwide television are already known, he said. "No technical problem is involved that money cannot solve."

TO UNVEIL ULTRAFAX

RCA Planning Demonstration

In Capital—Sarnoff

ULTRAFAX, the new RCA communications system reported to be capable of transmitting a million words a minute, will be revealed at a Washington, D. C., demonstration next month, Brig. Gen. David Sarnoff, president and chairman of the board of RCA, said last week [CLOSED CIRCUIT, Sept. 8].

In an address before the U. S. National Commission for UNESCO at Chicago, Gen. Sarnoff said that Ultrafax is "essentially a radio mail system" combining the principles of radio and television.

Can't keep it a secret, either. The Federal Communications Commission has just raised our authorized power from 1,000 to 5,000 watts—a five-fold jump!

That means a lot of things. First, of course, WTRY will be louder and better than ever in the 13 busy counties we already serve (plus a few new ones). Then, in each of the three key cities of Albany, Troy and Schenectady, the WTRY signal will top a whopping .25 millivolts. (As any radio engineer can tell you, that's practically hurricane strength!)

We're proceeding apace with the new installation. Meanwhile, we invite advertisers to ponder the new WTRY that can carry their sales messages so loudly and well into an area where folks spent over a billion dollars last year.

Get your share of those dollars. All you need is WTRY and its shiny new 5,000 watts.

September 15, 1947
Local buy makes good salesman

Fulton Lewis, jr., the co-op program sold locally, has national prestige to back up its selling wallop. Currently sponsored on 288 stations from coast to coast, Fulton Lewis, jr. is a salesman par excellence for products as diversified as radio itself.

Let this outstanding local “buy” go to work for you. He’s ready to take on a few selected lines in communities where he’s not already sponsored. Investigate now—wire or write

TOWERS DESIGNED TO YOUR ADVANTAGE
AM—FM—TELEVISION

OUTSTANDING FEATURES:

1. Ganced-3-Legged Tubular Structure
   Rigid-frame Type

2. All-Welded Construction

3. Aerodynamically Clean

4. Designed to RMA Specifications

5. Natural Cage Ladder

6. Low Maintenance

7. Prompt Service

DELIVERY: 30-60 DAYS

STAINLESS, Inc.
50 Church Street New York City

(FORMERLY STAINLESS ENGINEERS)
FM PROVIDES THE ANSWER TO THE BROADCASTERS NEED FOR ADEQUATE RELIABLE DAY AND NIGHT COVERAGE

One year ago Jansky & Bailey in its message to the industry stated:

1. FM broadcast stations can deliver high grade noise and interference free service which will be the same day and night over areas of substantial size. (It is not true that FM is limited to line of sight coverage)

2. FM offers the opportunity to cover areas of any size on a network basis by interconnecting a number of transmitters through direct reception.

The Above Facts Have Now Been Amply Demonstrated

On behalf of the United States Delegation at the International Telecommunications Conferences, Jansky & Bailey recently engineered the interconnection by direct reception of W2XEA and W2XMN, Alpine, N. J. with WBAB-FM, Atlantic City, to demonstrate to the delegates from the 71 nations attending the conferences the potentialities of FM for large area, interference and noise free coverage.

Careful engineering backed by adequate experience is necessary to obtain satisfactory results either from single FM installations or from network operations involving the interconnection of stations by direct reception.

JANSKY & BAILEY Engineering Service in FM is based upon extensive study carried on since 1937 through experimental FM station operation and laboratory and field research.

JANSKY & BAILEY
Consulting Radio Engineers

National Press Building,
Washington 4, D. C.

1339 Wisconsin Avenue, N. W.,
Washington7, D. C.
Indications that radio’s revenues from beer advertising may increase are seen in industry reports that the sales volume of beer and ale has increased steadily since 1940, when tax-paid withdrawals totaled 51,811,000 barrels (of 31 gallons), to 1945, when an all-time peak of 81,500,000 barrels was reached, dropping off to about 80,000,000 barrels last year, when restrictions on the use of malt, corn and rice prevented the brewers from meeting the public demand. When the restrictions were lifted in March sales immediately began passing those for comparable months of 1946 and by the end of June the July sales were 3,265,669 barrels ahead of the 1946 total as of that date. A new record of 90,000,000 barrels is the industry estimate for the 1947 output.

Capper Bill Threat

A threat to radio’s revenue from beer and wine advertising, which industries do not take lightly although it has not as yet materialized, is the Capper Bill, designed to bar advertisement of alcoholic beverages from interstate commerce, which of course includes radio. American Business Men’s Research Foundation, reported the Capper “dry front” group, in the July issue of its publication charged the brewers with “an amazing alliance with the NAB to saturate the air waves with every conceivable appeal to ‘listeners in’ to ‘drink more beer’ and make the American home the center of beer consumption.”

XXIV—Other Classes Total 21-2 Millions

THIS catch-all group of radio advertisers, including unions, the U.S. Army Recruiting Service, religious organizations, public utilities, amusements and a number of companies whose varied products failed to fit into any of the other categories, is a class only for the purpose of statistical compilation, necessary to ensure that all radio advertising is represented.

The statistics for this heterogeneous group for the first half of 1947 totaled $2,515,932, foreshadowing a total of slightly more than $5,000,000 for the year, which on that basis would fall 15% to 20% below the 1946 Miscellaneous network total of $6,414,870.

Labor Broadcasts

One of the most noteworthy features of the network table is the fact that the American Federation of Labor ranks second only to the Bell System as a user of network time in this group, having spent $336,135 for time on ABC and Mutual for a six-week drive in May and June, in which daytime serials, variety shows and other standard forms of commercial radio entertainment were utilized by the union to put over its views on the Taft-Hartley Bill, then before the Congress.

Inasmuch as the bill passed, the AFL campaign might be considered to have failed in its objective but the union leaders do not feel that way about the matter, according to Norman Furman, president, Furman & Fainer, agency in charge of the campaign.

The torrents of mail received by AFL, overwhelmingly favoring the AFL view and almost unanimously reporting that the writers had also informed their Congressmen and the President of their opposition to the bill, were sufficient proof that radio was doing a good job, Mr. Furman reported. He announced that the AFL and agency executives will soon begin meeting to make plans for 1948, with every indication that the AFL will again be a large radio sponsor during the Presidential campaign.

Another network program opposing the passage of the Taft-Hartley Bill was presented on Mutual for an evening one-time quarter-hour by the Communist Party, USA. The Los Angeles local of the American Federation of Musicians sponsored a four-week test series on a local station to discuss anti-labor legislation and means of combating it.

Farmers Union Grain Terminal Assns., in seven cities sponsor the weekly MBS broadcasts of New York’s former mayor, F. H. La Guardia, on their local Mutual stations. National Federation of Small Business is running a weekly series of transcribed talks which it expects eventually to be carried by 60 stations across the country. Twenty-five local public utility companies sponsor various network co-op programs. The Pacific Telephone & Telegraph Co. is using announcements to advise subscribers of phone number changes and other information about telephone service on the coast.

Miscellaneous network advertisers not shown in the table include American Cyanamid Co.

(Continued on page 102)
a million people
at our silver jubilee!!

Back in 1922 hardly anybody in Central New York State knew us. We didn’t know much of anybody, either. That first morning when we squeaked “hello” to Syracuse, we were just a dewy-eyed 50-watter with great aspirations and few friends.

But how things have changed in 25 years! Today we could pack a place as big as the Yankee Stadium fourteen times over with the people we count as our friends!

WSYR is a well-liked name in radio. Everyone, throughout 23 rich counties that keep growing with us, knows WSYR. (In fact the latest Pulse survey shows that we’re their top favorite. Local advertisers vote us first, too.)

As the basic NBC affiliate in Central New York...with 5,000 watts on 570 kc and a flair for bigtime local programming...WSYR has evolved a mighty long way from its 1922 infancy. And scores of advertisers—both local and national—have also come a long way with us in Central New York State.

We helped ’em. And this year, when we reach that quarter century mark, more than a million loyal fans will be on hand. They’re a profitable group for any advertiser to know.

"A Quarter Century of Service"
570 kc—5000 watts
NBC in Central New York
Represented by Headley-Reed

WSYR
SYRACUSE

WTRY, Albany-Troy-Schenectady & WELI, New Haven are also H. C. Wilder Stations
3 - 5 More Years of Sunspots Expected

Phenomena Explained

In New Publication

By Dr. Stetson

IF IN THE NEXT three to five years radio listeners complain that their favorite station occasionally develops a croak in its voice, chances are they will be because sunspots are acting up again.

Last week a man who knows his sunspots better than you know the freckles on your best girl's cheek predicted that broadcasters could expect a three to five year period of radio disturbance. Dr. Harlan T. Stetson, Director of the Cosmic Terrestrial Research Laboratory, associated with the Massachusetts Institute of Technology, has been studying the effects of solar radiation on radio transmission for 20 years. A new book by Dr. Stetson, Sunspots in Action, is scheduled for October publication by the Ronald Press Co., New York.

What Sunspots Are

To understand why sunspots, in cosmic implications, are so important a cosmic phenomenon, Dr. Stetson compares them with a Florida hurricane, magnified about a million times.

The exact composition of sunspots is unknown, but it has been established that they are whirlpools of great electrical charges and the creation of powerful magnetic fields. Their origin is mysterious. "Perhaps," said Dr. Stetson, "they are only symptoms of inner turmoil in the sun. You know, like pimples on an adolescent's face."

The sun, a gaseous mass, rotates at different speeds at different points on its surface. It revolves once in 25 days at its equator, once in 35 near its poles. This differential rotation is what astronomers call an "atmospheric drag," which may be the force which starts sunspots whirling like solar tornadoes, Dr. Stetson said.

One as yet unexplained characteristic of sunspots, Dr. Stetson pointed out, is that they occur in reasonably regular—and hence predictable—cycles of approximately 11 years. These solar storms build up in number and intensity to a maximum in four to five years and taper off to a minimum in five to six.

Tapering Off

The current cycle hit its probable zenith last May when the sunspot number was the highest in 100 years. The decline may soon be anticipated. As sunspots start to taper off, radio may expect to get more headaches.

In the period of decline sunspots are concentrated nearer the sun's equator than in their ascendancy; thus their energy is aimed more directly at the earth.

The more direct bombardment causes variations in the density of the electron population of the earth's atmosphere, and this seriously affects radio wave propagation.

Much of the sun's ultraviolet radiation is absorbed in the upper atmosphere of earth; the absorption of this energy liberates electrons which form layers in the atmosphere and act as the reflectors of radio waves. The density of the electrons is changed by sunspot activity; so are the reflection properties of the atmosphere layers changed.

MISCELLANEOUS CATEGORIES

(Continued from page 105)

sponsoring Doctors Talk It Over each Monday on ABC in an institutional campaign for its pharmaceutical products; Bekin's Van & Storage Co., Hollywood; Musi- cian Hall on ABC Pacific for a Sun- day half-hour, and Harry W. Flann- nery's newscasts three quarter-hours a week on a CBS West Coast hookup; California Caravan on ABC with Columbia pictures, California Caravan on ABC with California Caravan on ABC West Coast, Sun., 1:30-2 p.m.; United Electrical, Radio & Ma- chine Workers of America (CIO); sponsoring Leland Stowe's Wednesday night talks on MBS.

Church Programs

Network religious programs, in addition to the Lutheran Hour, include Young People's Church of the Air, Radio Bible Class and Voice of Prophecy, each broadcast for a Sunday morning half-hour on Mutual. The First Church of Christ Scientist sponsors a weekly quarter-hour on ABC and two stations spotted across the country. On the West Coast, religious campaigns are sponsored by Bible Institute, Valley Church of the Air, Rev. Richard Baker, chief of the Good Ship Grace Inc., Sunshine Mission, Grace Boston, Country Church of Hollywood, World's Greatest Book Quiz Inc. and Youth for Christ, many of them on the Pacific Network.

United States Army, which during the summer in cooperation with NBC filed the spot vacated for the summer by Fred Allen with a recruiting show featuring Dorothy Lamour in addition to continuing its Sound Off series on CBS, this fall will sponsor college football broadcasts each Saturday afternoon on ABC and MBS. Starting is to get underway Sept. 27, following a pre-season broad- cast of the Eastern College All Stars-New York Giants game Sept. 3 on ABC. This fall radio campaign, for which about 20% of the $4,500,000 Army recruiting advertising budget is earmarked, will be similar to last year's drive, both handled by N. W. Ayer & Son.

Another recruitment drive, that of the National Guard of the U.S., last month started a radio campaign using First Call for the Black Prince, Thursday evening half-hour on Mutual, placed through Gardner Adv. Co.

Motion picture companies continue to make more or less extensive radio spots. Republic announced the openings of their new pictures in various cities. A recent movie campaign was that of RKO on Yankee Network for The Long Nine. Several more will be announced on the network's news service programs for ten days before the opening, a mock trial broadcast from Boston's Symphony Hall and a series of quarter-hour transmissions featuring the picture's stars.

A new radio advertiser is the Hat Foundation, which this fall is to use spot radio as part of a three-month campaign to combat the fall of going hats. Broadcasts will feature direct testimonials on the social, physical and business advantages of wearing a hat, according to early plans.

RURAL OHIO STATION, WRFD, NOW ON AIR

WRFD Worthington, Ohio, "Ohio's Rural Radio Station," begins operations yesterday (Sept. 14) on 880 kc, 5 kw, sunrise to sunset. Studios are in Worthington, with the transmitter in Delaware County, five miles away. Station is using RCA transmitter and studio equipment. Antenna tower is 555 feet.

Dedicated to rural service, WRFD's programs will center around news, markets and music for rural Ohioans. The last period of each hour is devoted to markets; the first of each hour is given over to news. The station will operate a farm of several hundred acres at the transmitter site.

James E. West is president of the Peoples Broadcasting Corp., licensee. Staff includes: Edgar Parsons, station manager, with 15 years radio experience in Minnesota, Illinois and Texas; Bob Miller, farm service director, from WLYC Cincinnati; Bill Meredith, production manager, from WLS Chicago and WLVJ; Joseph D. Bradshaw, sales service representative, ex-WTIK Durham; John T. Davis, national sales representative, ex-WKRC Columbus; Mary Zehner, director of women's programs; Bob Horn, news editor, from WMAN Mansfield, Ohio; Lloyd Stiles, market analyst; Royce Woodward, chief engineer, of WKLY Lexington, Ky.; Eugene Meehan and Donald Little, technicians.

Help Needed

SO THAT Vermont's apple crop will not wither on the trees, WBZ-WBZA Boston-Springfield last week joined Vermont stations in a spot campaign for apple pickers vitally needed in the Green Mountain State. The campaign is running over the early morning New England Farm Hour program. Paul M. Viss- er, WBZ farm director, who announces the Farm Hour is handling the appeal.
Send your masters and problems to

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: H011ywood 5107

Send your masters and problems to

ALLIED RECORD MANUFACTURING CO., INC.

1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • TELEPHONE: H011ywood 5107

BROADCASTING • Telecasting

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### ALABAMA

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<th>ERP</th>
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<td>KPMB</td>
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### ARKANSAS

| Fort Smith, KPYA-FM              | Wayne Reynolds       | 101.8       | 140.0   | CP  | 26-1-47      |
| Fort Smith, KFPW-FM              | Southern Hotel Co.   | 93.7        | 9.0     | CP  | 26-1-47      |
| Fort Smith, KIRN-FM              | Arkansas-Oklahoma Bstg. Corp. | 102.1 | 83.0 | CP  | 11-24-47     |
| Fort Smith, KWNK-FM              | KGWE-WF               | 98.3        | 48.0    | CP  | 26-1-47      |
| Slim Springs, KDUP-FM            | KDUP                 | 96.9        | 2.6     | CP  | 26-1-47      |

### CALIFORNIA

| Alameda, KONG                    | Abraham Kolman & Sara F. | 104.9 | 750.0 | CP  | 26-1-47      |
| Bakersfield, KERN-FM             | McCleary Bstg. Co.     | 94.1 | 9.3     | CP  | 26-1-47      |
| Berkeley, KFRE-FM                | Central California Bstg. Inc. | 93.5 | 9.5     | CP  | 26-1-47      |
| Berkeley                         | E. Ogden Driggs       | 99.3 | 9.0     | CP  | 26-1-47      |
| Beverly Hills, KHRB              | Beverly Hills Bstg. Co. | 104.7 | 760.0 | CP  | 26-1-47      |
| Big Bear Lake                    | Lancel S. McDonald    | 96.7 | 9.3     | CP  | 26-1-47      |
| Burbank, KWKW-FM                 | Burbank Bstg. Inc.    | 94.3 | 580.0   | CP  | 26-1-47      |
| Chico, KFSL-FM                   | Golden Empire Bstg. Co. | 96.9 | 11.0    | CP  | 26-1-47      |
| Colton, KNOB                     | Woodrow Miller & Co. | 94.3 | 9.3     | CP  | 26-1-47      |
| Eureka, KRED (KRE5)              | Redwood Bstg. Co.     | 93.9 | 2.0     | CP  | 26-1-47      |
| Fresno, KFRM-FM                  | KFRE -FM              | 105.9 | 24.5     | CP  | 26-1-47      |
| Fresno, KFRE-FM                  | J. E. Rodman          | 105.9 | 3.2     | CP  | 26-1-47      |

### CALIFORNIA—Continued

| Fresno, KJQX-FM                  | J. E. Rodman, Homer W. Wood, | 105.9 | 3.2     | CP  | 26-1-47      |
| Fresno, KJQX-FM                  | Voice of California BTV. Co. | 96.9 | 290.0   | CP  | 11-24-47     |
| Fresno, KJQX-FM                  | Voice of California BTV. Co. | 96.9 | 290.0   | CP  | 11-24-47     |
| Fresno, KJQX-FM                  | Voice of California BTV. Co. | 96.9 | 290.0   | CP  | 11-24-47     |

### DIRECTORY OF COMMERCIAL FM STATIONS IN U.S.

(Compiled from official FCC records as of Sept. 2, 1947)

Standard station affiliation 1, if any, is given in parentheses or is describable in FM call. Effective radiated power is abbreviated as ERP 1. Expiration dates are given for outstanding construction permits and licenses in most cases 1. If expiration date given has passed, application to renew or extend in most cases is pending at FCC. Where no expiration date is given, CP generally has not been issued although authorized. Other dates are dates of approval or notification thereof by letter.
DAVEN ENGINEERING
AGAIN BRINGS YOU A NEW AND Better ATTENUATOR

In keeping with our policy of continually improving our products, we have developed a new and better design for the mechanical construction* of our attenuators. In addition to improved standard features, the latest Daven units offer a choice of mountings and an optional ground lug. Dimensions of the new type attenuators make them interchangeable with preceding models.

**IMPROVED FEATURES**

- A non-ferrous can with an attractive finish.
- A dust-proof housing which provides total shielding.
- A two piece can with a positive lock, which is constructed so that the dust cover can readily be removed with one hand. No more screws or knurled nuts to strip, misplace or drop.
- 50% less space is required than heretofore to remove the new shallow dust cover, thus permitting the unit to be mounted in a smaller space than formerly.
- Good electrical contact is assured between the front of the unit and the back cover.
- All fibre and other moisture absorbing parts have been eliminated.
- A ground lug on the shield may be supplied, if required.
- Two hole mounting is standard on the new type units, however single hole mounting may be secured.
- A roller type detent, as shown above, replaces the former ball and spring mechanism. Advantages of the roller detent are longer life and more positive action.

*Patent Pending.

**SHALLOW COVER**

**GROUND LUG**

**SINGLE HOLE MTG.**

*We suggest, when purchasing speech input equipment, that you specify DAVEN CONTROLS.

THE DAVEN CO.
131 CENTRAL AVENUE
NEWARK 8, NEW JERSEY
Directory of Commercial FM Stations in United States
(Continued from page 110)

**CALIFORNIA—Continued**

<table>
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<th>City, Call Letters,</th>
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**DISTRICT OF COLUMBIA**

<table>
<thead>
<tr>
<th>Washington, D.C.</th>
<th>Owner</th>
<th>Freq. in</th>
<th>ERP</th>
<th>Channel</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington, WTOP-FM</td>
<td></td>
<td>105.1</td>
<td>256</td>
<td></td>
<td>Cond. grant</td>
</tr>
</tbody>
</table>

**FLORIDA**

<table>
<thead>
<tr>
<th>Miami, WIOD-FM</th>
<th>Owner</th>
<th>Freq. in</th>
<th>ERP</th>
<th>Channel</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clearwater, KXSW</td>
<td></td>
<td>98.5</td>
<td>976</td>
<td>10 kw</td>
<td>Cond. grant</td>
</tr>
</tbody>
</table>

**GEORGIA**

<table>
<thead>
<tr>
<th>Athens, WBAU-FM</th>
<th>Owner</th>
<th>Freq. in</th>
<th>ERP</th>
<th>Channel</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, WAGA-FM</td>
<td></td>
<td>103.0</td>
<td>254</td>
<td>20 kw</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Atlanta, WATL-FM</td>
<td></td>
<td>107.9</td>
<td>235</td>
<td>20 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Atlanta, WBGE-FM</td>
<td></td>
<td>109.5</td>
<td>238</td>
<td>25 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Atlanta, WGST-FM</td>
<td></td>
<td>108.5</td>
<td>256</td>
<td>45 kw</td>
<td>CP only</td>
</tr>
</tbody>
</table>

(Continued on page 114)
We're still in our overalls.
Those convention highballs will have to wait until 1948.
The Owl station staff is working three shifts daily, 24 hours a day, seven days a week, to get on the air.
We've an audience of 1,222,512 Floridians waiting for our 10,000 watts. We're shooting at an Oct. 15 opening date.
Our three 247-foot self-supporting towers are up.
Now three crews of steel workers are pushing the 500-foot guyed tower skyward.
WHOO, a fulltime ABC affiliate, will go into 40 Florida counties.
WHOO's listeners will stretch from Orlando to Jackson-

sonville, to Gainesville and to Palm Beach, on to St.
Petersburg and down to Ft. Myers. WHOO will have listeners in 268,322 radio homes from the Atlantic Ocean
to the Gulf of Mexico, through the rich heartland of Florida.
Our home is in Central Florida's capital—Orlando.
Our owners are the Orlando Morning Sentinel, the
Orlando Evening Star and the Sunday Sentinel-Star, Central Florida's biggest newspapers.
WHOO will dominate the biggest and fastest growing
Florida market.
Naturally Florida advertisers are in a hurry to buy
WHOO's time.
Already more than 100 local contracts have been signed.
Already six national advertisers have joined the WHOO
business-getting parade.
Good luck to all of you. WHOO will be with you at
the 1948 convention.

RADIO STATION
WHOO
The Sentinel-Star's 10,000 watt Owl station in
ORLANDO, FLORIDA

Phon...
Directory of Commercial FM Stations in United States
(Continued from page 118)

ILINOIS—Continued

City, Call Letters, AM Affiliate

Owner

FREQ. in MHz

Authorization

ERIP

Chicago, WIDM (WMRI)

Moody Bible Institute

96.6

Licensed

(Exp. 6-1-48)

Chicago, WEGF

Zenith Radio Corp.

99.6

Licensed

(Exp. 6-1-48)

Chicago, WEHS (WFHC)

97.9

Licensed

(Exp. 6-1-48)

Chicago, WLEN-FM

American Bests. Co. Inc.

104.7

CP only

(Exp. 2-14-48)

Chicago, WMFF (WJJD) WJJD Inc.

105.8

CP only

(Exp. 2-14-48)

Chicago, WGNB (WGN) WGN Inc.

98.7

Licensed

(Exp. 6-1-48)

Chicago, WSBC-FM

Julius Miller, Oscar Miller, Bertha L. Miller, Gerard Miller and Arnold B. Miller 91.9

CP only

(Exp. 6-1-48)

Chicago, WVCJ

UAW-CIO Bests. Corp. of Illi-nois

106.1

CP only

(Exp. 2-14-48)

Chicago, WCFM-FM

Chicago Federation of labor

106.3

CP only

(Exp. 2-14-48)

Chicago, WAAF-FM


106.5

CP only

(Exp. 2-14-48)

Chicago, WMAQ-FM

National Bests. Co.

107.1

CP only

(Exp. 2-14-48)

Chicago, WEWS


CP only

(Exp. 2-14-48)

Chicago, WBBB

Julius Miller, Oscar Miller, Bertha L. Miller, Gerard Miller and Arnold B. Miller 91.9

CP only

(Exp. 6-1-48)

Decatur, WSJO-FM

Commodore Bests. Inc.

98.7

Licensed

(Exp. 6-14-48)

Elgin, WGN

The Coopeline Inc.

94.3

Cond. grant

(Exp. 6-14-48)

Elmwood Park, WLEY

Elmwood Park Bests. Corp.

107.1

Ltr. grant

(Exp. 2-14-48)

Evaston, WEAW

North Shore Bests. Co. Inc.

97.6

Ltr. grant

(Exp. 6-14-48)

Evaston, Sentinel Radio Corp.

106.3

Cond. grant

(Exp. 2-14-48)

Freeport, WFPS


106.5

9 kw

CP only

(Exp. 2-14-48)

Harrisburg, WBEQ-FM

Harrisburg Bests. Co.

99.9

4.2 kw

CP only

(Exp. 6-14-48)

Herrin, WPPF-FM

Lytae Orville W.

98.6

20 kw

(Exp. 6-14-48)

Joilet, WLHN

The Coopeline Inc. (Joilet Herald News Div.)

92.7

Cond. grant

(Exp. 6-14-48)

Kankakee, WKIL (WAKN)

Kankakee Daily Journal Co.

109.6

Ltr. grant

(Exp. 6-14-48)

Marion

Harry L. Crip

101.7

Cond. grant

(Exp. 6-14-48)

Mt. Vernon, WMWI

Midwest Bests. Co.

100.3

9 kw

Cond. grant

(Exp. 6-14-48)

Mt. Vernon, WIMX-FM

Mt. Vernon Radio and Tele- vision Corp.

94.1

13.7 kw

Cond. grant

(Exp. 6-14-48)

Oak Park

Virgil Edward Otto and Robert J. Morris as Co-man- dier of

85.6

Cond. grant

(Exp. 6-14-48)

Oak Park

Gale Bests. Co. Inc.

98.3

Cond. grant

(Exp. 6-14-48)

Oak Park

Village Bests. Co.

102.3

Cond. grant

(Exp. 6-14-48)

Peoria, WEEW-FM

West Central Bests. Co.

93.3

2 kw

Cond. grant

(Exp. 6-14-48)

Peoria, WQH-FM

Edward J. Altlofer, John M. Camp, John R. Alpha-pra, Katherine A. Swain and Timothy W. Swain

95.7

Ltr. grant

(Exp. 6-14-48)

Peoria, WMBD-FM

Peoria Bests. Co.

92.5

Ltr. grant

(Exp. 6-14-48)

Peoria, WMFFM-FM

Mid-State Bests. Co.

96.6

10 kw

Cond. grant

(Exp. 6-14-48)

Peoria, WXW-FM

Central Illinois Radio Corp.

94.1

20 kw

Cond. grant

(Exp. 6-14-48)

Quincy, WQDI

Quincy Newspapers Inc.

106.1

13 kw

Cond. grant

(Exp. 6-14-48)

Quincy, WTAD-FM

Lee Bests. Inc.

99.5

53 kw

Cond. grant

(Exp. 6-14-48)

Rockford, WROX-FM

Rockford Bests. Inc.

97.6

4 kw

Cond. grant

(Exp. 6-14-48)

Rock Island, WHBF-FM

Rock Island Bests. Co.

94.5

36.6 kw

Cond. grant

(Exp. 6-14-48)

Springfield, WCVS-FM

WCBS Inc.

102.9

25 kw

Cond. grant

(Exp. 10-28-47)

Springfield, WTX-FM

WTAX Inc.

106.7

6.7 kw

Cond. grant

(Exp. 10-28-47)

Springfield

Radio Springfield Inc.

104.8

Cond. grant

(Exp. 6-14-48)

Waukegan, WKRK

Keystone Printing Service Inc.

106.7

12 kw

Cond. grant

(Exp. 11-18-47)

(Continued on page 222)
YOU MIGHT STEAL
892 BASES*—

But...
You can't slide into Western Michigan without WKZO-WJEF!

If you are trying to reach Grand Rapids, Kalamazoo and Western Michigan from any "outside" city—well, it's no runs, no hits, but a very real error!

Western Michigan has a fading condition which strikes out the reception of even the most powerful outside signal. All you have to do to prove this point is to study any listening report you choose. . . .

To cover Western Michigan (and to get the highest Hoopers in the area, morning, noon or night) the majority of advertisers use WKZO-WJEF. These two CBS stations give you a combination that can't be matched by any other station or combination of stations either inside or outside the area.

Ask for the facts—from us, or from Avery-Knodel, Inc.

* During 24 years of baseball, Ty Cobb stole 892 bases.

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
BROADCASTING • TELECASTING
four years later...

1943-1947
IN THE SUMMER OF 1943, the American Broadcasting Company (then the Blue Network) was taken over by a new ownership and a new management.

The new management set about accomplishing two important jobs: first, to bring the best possible listening to millions of radio homes across the country; and second, to furnish American business with an efficient, effective advertising medium which would sell more and more goods to more and more people at the lowest possible cost.

Now—four years later (in radio time, that's 140,160 quarter hours later)—is a good time to review the progress that the network has made.

FACILITIES:

At the time of the change, the Blue Network was made up of 160 stations with a total power of 469,800 watts.

Today, ABC has 264 stations, an increase of 65%. The total power of the network is now 1,045,700 watts: an increase during the four years of 123%.

In expanding from 160 to 264 stations, the emphasis has been on the nation's top 200 markets. Of the 104 stations added between 1943 and 1947, 52 of them were located in these vital sales areas. Thus, by the end of 1947, ABC will have its own outlets in at least 167 of the top 200 markets (45% more than in 1943). And in the remaining 33 markets, ABC provides primary coverage in 24 of them from outside stations.

In 1943, the network owned and operated three stations: WJZ in New York, WENR in Chicago and KGO in San Francisco.

KECA (Los Angeles) and WXYZ (Detroit), both important stations in key markets, have since been added to the Owned-and-Operated list, making a total of five Owned-and-Operated stations.

By the end of the 1947 ABC will have a total of eleven 50,000-watt stations on the network.

BILLING:

Gross billings for the year ending Dec. 31, 1942, were $15,782,493. Billings for the year ending Dec. 31, 1946, totalled $40,617,130. This is an increase of 157%.

As an example of the growth of ABC, take the food field:

<p>| NETWORK FOOD ADVERTISING 1943-1947* |</p>
<table>
<thead>
<tr>
<th>ABC</th>
<th>Network &quot;X&quot;</th>
<th>Network &quot;Y&quot;</th>
<th>Network &quot;Z&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>1943</td>
<td>$ 6,913,471</td>
<td>$12,941,518</td>
<td>$12,600,180</td>
</tr>
<tr>
<td>1944</td>
<td>11,217,318</td>
<td>15,925,268</td>
<td>13,183,755</td>
</tr>
<tr>
<td>1945</td>
<td>13,189,172</td>
<td>14,046,091</td>
<td>12,150,275</td>
</tr>
<tr>
<td>1946</td>
<td>12,741,277</td>
<td>13,359,844</td>
<td>12,579,209</td>
</tr>
<tr>
<td>1947*</td>
<td>6,718,836</td>
<td>6,571,307</td>
<td>6,272,099</td>
</tr>
</tbody>
</table>

*First Six Months

Source: PIB

ABC is now completely sold out from 9 AM to 6 PM every Monday through Friday. And in the mornings, it is the most-listened-to network in radio.

PROGRAMS AND SPONSORS:

There have also been important improvements in programs, and they have been reflected in consistently higher ratings. (In January-February, 1947, ABC's Hooperatings for ALL programs were 18.4% higher than the same period of 1943.) Part of the credit for these improvements goes to the ABC Program Department for the development of new shows and new talent —and for better programming of shows.

But an even larger share of the credit must, of course, go to ABC's sponsors. To the network they have brought their vast experience—both in entertaining the public, and in the mass selling of goods. They have worked closely with the network; they have had faith in the network. If a network is known by the company it keeps, then ABC—with clients like U. S. Steel, General Electric, R. J. Reynolds, Philco, General Mills, P & G, Westinghouse, American Tobacco, Goodyear, and Gillette (to mention only a few)—cannot be outdone.

And if a network is known by the entertainment—enlightenment—education—inspiration—it provides, ABC and its clients have their full share of winners: top popularity programs like the Bing Crosby Show, the Theatre Guild on the Air, the Boston and Detroit Symphonies, the Breakfast Club, Walter Winchell, the Metropolitan Opera, This Is Your FBI, the Henry Morgan Show, America's Town Meeting of the Air.

All these facts and figures add up to just this: ABC has made remarkable progress in four years. And with our many friends—with their loyalty, their prestige, their confidence in our network—we can see this progress continuing in the years ahead.
NAB Reports
(Continued from page 88)
what might be done to better serve the industry's needs.
The purchase and remodeling of the new building and the increase in personnel have not brought any increase in the dues paid by individual member stations. The change in status of the networks from active to associate membership resulted in a reduction in the total revenue derived by the association but did not impair our financial situation for the current year.

ASSISTANT TO THE PRESIDENT
West Coast Office, Hollywood
Robert C. Coleson

Mr. COLESON
THIS office has conformed with the directive of the Board of Directors, issued at the Board Meeting on Aug. 6-8, 1946, "that the Hollywood office of NAB act simply as an arm of the Washington office to carry out directives issued by the president."
This office acts as a "listening post" and makes reports directly to the president. It continues to observe and report trends in radio, television, motion picture, civic, church and labor circles, and furnish NAB departmental heads with information from West Coast sources and trade papers; continues close contact and friendly relations with advertising agencies, program producers, directors and writers of network programs to the end that the American system of broadcasting will be constantly sold to the listeners; acts as a clearing house for membership inquiries from the surrounding territory; assists new members—both active and associate; and participates in radio, motion picture and advertising affairs.

Mr. BAKER
that a total of 52 sets of slides and several hundred copies of the talk which accompanies the slides have been used by NAB members in their own communities.

In addition to the 17 sets of slides which were supplied to the NAB District Directors, 35 sets were purchased outright by various stations throughout the country. This means
ABC is a great network
It will be a greater network when

W A R C

goes on the AIR
this Fall as the BASIC
ABC outlet for
ROCHESTER, N. Y.
The third market in the nation's first state

W A R C

NATIONAL REPRESENTATIVES
KATZ AGENCY

950 KILOCYCLES
1000 WATTS

Sam Townsend
President

September 15, 1947 • Page 119
contacts with broadcasters, the Research Dept. is aware of most of the strong and weak points in the BMB so that, as technical features are involved, the attention of the technicians can be directed to them.

During the past year an ever-increasing volume of mail has come to the department for action or reply. The department has installed two elements (punch and sorter) equipment to be used in the tabulation of the results of questionnaires and other queries sent from NAB headquarters. This equipment will speed up the tabulation process considerably and make possible more complete analysis of the raw data collected.

One of the first uses made of the new equipment and certainly the most pretentious project on which it has been employed is the tabulation of the results of the department's study of a sampling of program logs. These logs, collected from a representative sample of NAB membership in November 1946, give a cross section of the industry at that time.

The library, administratively a part of the Research Dept., has been enlarged both with respect to its facilities and staff. A full-time professional Librarian and an assistant are now on duty. A more systematic and efficient arrangement of our collection has been achieved so that periodicals and publications of all kinds are immediately available both to the NAB staff and others who require information about radio. The plans for the Library include an expansion and diversification of the collection to the end that it may become a fountain-head of information for and about the industry.

NAB Reports

(Continued from page 118)

1, 1947, the department's non-technical functional activities were handled by various departments. No appointment to the position of Assistant Director has been made. The Executive Engineering Committee went on record at its only meeting in March as recommending that NAB reconstitute the Recording and Reproducing Standards Committee so that the work interrupted by the war should be carried to completion from its basic original 16 adopted standards and that its adoption should be carried into the international field.

Conference Work

Meetings on recording and reproducing standards have been held and a full Committee meeting scheduled during the Convention. The committee recommended that a large amount of useful technical material which had not been included in the Engineering Handbook be made the basis of a series of technical reports or journals, and that this and additional new material should be published and forwarded to the members. It is estimated that this service will proceed in late 1947 or early 1948.

On the subject of channel allocations, the Executive Engineering Committee recommended that NAB should follow closely international and regional radio conferences, and the Committee pointed out that, in their belief, NAB should have not only engineering representation at these conferences, but legal representation as well.

On these matters the Director of Engineering has served as Technical Adviser to the U. S. Government on Technical Standards for High Frequency Broadcasting, and, from May 15 to Sept. 28, as Industry Representative at the worldwide International Telecommunications Union Radio Conference and High Frequency Broadcasting Conference at Atlantic City.

In addition, the director has represented NAB in domestic conferences and hearings held before the FCC in Washington on: Television (including interference and sharing), Co-Axial and Inter-City Program Transmission Facilities; Adjacent Channel; Clear Channel; and Daytime Skywave Interference.

The Engineering Office has endeavored to progressively establish itself as a source of technical information in the industry. The Director has, among other things, worked with the Commission in an endeavor to resolve the operator licensing problem and report these endeavors to the Membership, and has continued to cooperate and work with standardization groups.

PROGRAM

HAROLD FAIR

THE Program Dept. was activated on April 13, 1947. Immediate attention was directed to the remaining NAB District and Area meetings, the work of the Standards of Practices Committee, and the development of a conference report to the entire industry. Toward the end of June, the Program Dept. was duly inaugurated, a new pace being set for its work.

The Program Dept. has been reorganized and given a more comprehensive structure so that the Program Department is now able to handle more effectively the many activities it has been assigned.

How's This, Mr. Hooper?

in Less Than Eight Weeks

92,000 Signatures

were voluntarily signed to participate in a WBSR staff produced show!

Here's How!

By supplementing America's most progressive network with strongest, local interest programs, WBSR's experienced, knowhow staff has built an unprecedented advertiser and audience acceptance!

WBSR

Pensacola's Most Progressive Station is an ABC Station

On or before December 1, 1947, WRWR will begin operation as the basic outlet for the Albany-Troy-Schenectady Area.

* * *

With its 10,000 watts and 850 kilocycles, WRWR will serve the important towns of the upper Hudson Valley: Catskill, Saratoga Springs, Glens Falls, Hudson, Lake George, Saugerties, Cohoes, Gloversville, and Amsterdam as well as Albany, Troy and Schenectady.

The WRWR daytime signal will reach south to Kingston, N. Y.; north to Port Henry, N. Y.; east to Johnston, N. Y., and west to Rutland, Va.

* * *

WRWR will be represented nationally by THE KATZ AGENCY, INC.
NAB Reports

(Continued from page 120)

ment of a program for industry use in the campaign against juvenile delinquency.

Acting on a directive from the NAB Board of Directors the Program Executive Committee directed full attention to the writing of the proposed Standards of Practice for NAB. The Program Director then combined the reports of the two committees into a complete preliminary report which took the form of a preliminary draft of the code and which was presented to the Standards of Practice Committee in meeting in New York May 12-13. The Standards of Practice Committee considered the report and after revisions turned it over to a "drafting committee" for redraft.

The report of the Drafting Committee was made to the Standards of Practice Committee in Washington July 22. After further revision the Standards of Practice Committee accepted the report and presented the proposed code to the Program Executive Committee in Washington, Aug. 7-8. After still further revision the Program Executive Committee accepted the report, and the proposed code is now ready to present to the Board of Directors at the NAB convention.

Juvenile Delinquency

On March 20 and April 15 NAB President Miller sent letters to the NAB membership urging them to unite in an all-out effort to combat juvenile delinquency. The campaign thus inaugurated became the joint project of the Public Relations Dept. and the Program Dept.

NAB Convention

The Program Department will present to the NAB convention for the first time a one-day Program Managers' clinic. The clinic will present five panels discussing important and fundamental phases of programming, and also a joint luncheon with the Sales Managers group, at which time matters of mutual importance to both groups will be presented and discussed.

Cooperation with Small Market Stations Committee

The Program Director met with the Small Market Stations Committee in discussion of such phases of their activities as pertain to programming. As a result of that meeting the Program Department has now under way a projected plan to develop effective rural program service for the small market operator and to raise the standards of such service now on the air. To this end a section of the Program Managers' clinic at the convention will be devoted to rural program service. As a further result of that meeting, the Program Department has now under way a survey of transcribed program sources, the result of which will bring to the attention of the small market station operators available sources of this program material at prices within their practical range. A further result of this survey will undoubtedly be the closer understanding between the transcription and broadcasting industries and the consequent reduction in price for transcribed programs in some instances.

General

The Program Dept. has received daily requests for information and service of various kinds from member stations and as a part of regular daily routine has fulfilled these requests. The Program Dept. is attempting in a manner which would closely parallel the activities of a program department in a radio station with one exception, that we cannot and should not undertake to program specific periods of time.

<table>
<thead>
<tr>
<th>Analysis of NAB Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Statement of Income and Expense</strong></td>
</tr>
<tr>
<td>Sept. 1, 1946 to July 31, 1947</td>
</tr>
</tbody>
</table>

**Income**
- Membership Dues: $633,917.87
- Other Income: 34,845.96
- Total Income: $668,763.83

**Expenses**
- President: $55,440.42
- Secretary-Treasurer: 37,324.83
- Broadcast Advertising: 75,028.20
- Employee-Employer Relations: 45,882.85
- Engineering: 11,748.28
- FM: 16,203.68
- Program: 10,832.05
- Legal: 39,691.13
- Special Services: 16,203.68
- Public Relations: 27,794.76
- Research: 169,896.82
- Special Budget: 21,201.80
- Total Expenses: 1,882,000.94
- Excess of Income over Expenses: 24,979.63
- Net Income: 263,243.17

**Balance Sheet**

| Aug. 31, 1946 to July 31, 1947 |

**Assets**
- Cash in Bank: $79,022.86
- Petty Cash: 250.00
- Cash from Advance Convention Registration: 20,125.35
- Investments, U.S. Bonds: 55,000.00
- Deposit, American Airlines: 425.00
- Dues and Accounts Receivable: 9,032.56
- Furniture and Fixtures less Reserve: 23,158.03
- Land and Building "1760 N Street" less Reserve: 38,061.29
- Food and Building "1771 N Street" less Reserve: 200,000.00
- Prepaid Expense: 2,232.08
- Postage Inventory: 359.71
- Total Assets: $858,763.83

**Liabilities**
- Surplus: $405,309.45
- FOAB Taxes: 182.47
- Advance Convention Registration: 20,124.35
- Prepaid Membership Dues: 18,096.51
- Excess of Income over Expenses: 63,446.83
- Excess of Income over Expenses: 36,971.92
- Total Liabilities: $650,201.20

**Net Worth:**
- $10,262.17

*Mr. FAIR*

SERVING 38,000 HOMES IN SOUTHSIDE VIRGINIA

"SOUTHSIDE'S VOICE OF SERVICE" 650 KC 1000 WATTS

SOUTHERN VIRGINIA BROADCASTING CORP.

Studies in Farmville-Crewe-Blackstone

Page 122 • September 15, 1947
In a brief four years, the American Broadcasting Company, under the leadership of Edward J. Noble and Mark Woods, has proved itself to be America's most progressive network. Four years of amazing growth and popularity! Congratulations, ABC.

WLAW, with 4,052,200 New England folks within its listening area, is proud to be an affiliate of America's most progressive network.

**WLAW**

NEW ENGLAND'S BEST RADIO BUY

50,000 WATTS

680 KC

MAIN STUDIOS: LAWRENCE, MASS.
OTHER STUDIOS IN BOSTON AND LOWELL

WEED & CO., NATIONAL REPRESENTATIVES
The Nunn Stations
Serve the South and Southwest

The Nunn

These Stations Deliver A SELLING IMPACT!

- KFDA ABC Affiliate
  Amarillo, Texas
  Howard P. Roberson, Mgr.
- WBIR ABC Affiliate
  Knoxville, Tenn.
  John P. Hart, Mgr.
- WLAP ABC Affiliate
  Lexington, Ky.
  J. E. Willis, Mgr.
- WMOB ABC Affiliate
  Mobile, Ala.
  D. H. Long, Mgr.
- WCMi CBS Affiliate
  Ashland, Ky.
  Huntington, W. Va.
  Charles C. Warren, Mgr.

Forceful Penetration In Their Respective Markets

NOTE: KFOA, WBIR, WCMi and WLAP are Represented by The John E. Pearson Co. WMOB is Represented by The Branham Co.

THE NUNN STATIONS
Owned and Operated by GILMORE N. NUNN and J. LINDSAY NUNN

Page 124 • September 15, 1947

NAB Reports
(Continued from page 122)

program department in a radio station with one exception, that we cannot and should not undertake to program specific periods of time for individual radio stations. The specific aims of the Program Dept. are to work at all times to the general improvement of program standards; to be of constant assistance to the industry in maintaining and increasing the listening audience; and to cooperate with the sales department in assisting the industry to increase sales through information and experience in program development.

Projected for future development are plans in cooperation with the Broadcast Advertising Department to bring about a closer working relationship between program and sales; projected plans in cooperation with the Research Department for the development of a simple and inexpensive method for an individual program manager to check the value of his programs, and also a study which would develop a general over-all pattern of successful station program formats. The Program Department also has under way in cooperation with the Employee-Employer Relations Department a supplementary bulletin dealing with the Taft-Hartley and Lea Bills for the use of program managers in their everyday operations of their program departments. Also cooperating with the Legal Department, the Program Department plans to develop a manual dealing with the use of copyrighted music and containing that information which will guide the program manager and production man in his use of copyrighted music so as to avoid infringement.

PUBLIC RELATIONS
ROBERT K. RICHARDS

THE PURPOSE of the public relations effort in the NAB is to assist in advancing the cause of the American system of broadcasting.

To this extent, public relations activity is not centralized in a single department, but is the responsibility not only of all the departments and the executive personnel, but of the Board of Directors and all committees and all members.

Meetings of the Public Relations Executive Committee were held Feb. 18-19 and July 17-18.

The two most important projects undertaken by the department during the first two quarters of the reported year were National Radio Week and distribution of the NORC survey report, "The People Look at Radio."

The RMA-NAB Third Annual National Radio Week to be celebrated Oct. 26-Nov. 1 is being promoted not only by RMA and NAB but by the following supplemental sponsors: FM Assn.; Television Broadcasters Assn.; Association of...
You are cordially invited to

Open House

during the NAB Convention

SUITE 200 HOTEL BRIGHTON
INDIANA AVENUE AT THE BOARDWALK

IN ATTENDANCE FOR
THE SMITH DAVIS CORPORATION:

SMITH DAVIS ALBERT ZUGSMITH
HOWARD E. STARK VINCENT J. MANNO
J. ROBERT MENDTE
COMMANDER NELSON T. LEVINGS

The Smith Davis Corporation
RADIO AND NEWSPAPER FINANCING AND BROKERAGE

SUITE 40F WALDORF ASTORIA TOWERS
NEW YORK PLAZA 9-1703
HERE'S A COMPLETE PACKAGE WRAPPED AND READY FOR SPECIAL DELIVERY

THREE RICH COMMUNITIES, COMPRISING THE FIFTH MOST DESIRABLE MARKET IN NEW YORK STATE, NOW COVERED BY ONE RADIO STATION WITH ABC

WENE, the new listening post for the highly concentrated buying power of Endicott, Binghamton and Johnson City opens officially on Monday, September 15 — just in time to inaugurate your new Fall and Winter campaigns.

Endicott is the source of all industrial payrolls in the Triple Cities Area. WENE is located here, at the Radio Center.

WENE comes by invitation into the living rooms of your customers and prospects — people with money to spend, and a willingness to spend it. Let WENE tell your sales story to this responsive audience.

Facts and figures are available now. Ask:

WALKER COMPANY, INC.

CHICAGO, 360 N. Michigan Avenue. NEW YORK, 551 Fifth Ave. KANSAS CITY, 15 West 10th St. LOS ANGELES, 5-672 S. Lafayette. SAN FRANCISCO, 1085 Meadneock Bldg. BOSTON, 855 Little Bldg. MINNEAPOLIS, 330 Hennepin Ave. ATLANTA, William Oliver Bldg.

NAB Reports

(Continued from page 124)

release in the spring of 1948), has engaged the attention of the department in the preparation of the questionnaire itself.

The department has continued to pursue plans developed by the Listener Activity Division at the direction of the Board. This Division is headed by Mrs. Dorothy Lewis.

Currently there are Radio Councils, organized under the leadership of the Listener Activity Coordinator, in 14 states. These councils perform not only a service in their own communities in advising broadcasters on community service radio but act, through individual enterprise of their members, as liaison units between broadcaster and public. At the present time, the Listener Activity Division has in its files requests from 20 additional cities seeking aid in establishing Councils.

The performance of these councils, after they are once organized, is directed by local leaders and broadcasters without supervision by the association, unless requested. During the reported year, by vote of the membership, and with approval of the NAB Board of Directors, the name of the Assn. of Women Directors was changed to the Assn. of Women Broadcasters. Membership now covers over 500 stations in 350 cities. It is a subsidiary organization of NAB.

During the year, the greeting card industry — pursuant to a suggestion made by the Listener Activity Division — launched "a new kind of social communication," a line of radio fan greeting cards. Twenty-five of these cards were developed for introduction at a launching dinner sponsored by the greeting card industry. Publishers of greeting cards have spent over $100,000 in developing the project and distributing the materials. The AWB ties in actively with the United Nations educational campaign in the United States. Thirty national women's organizations maintain regular observer groups at Lake Success. The Radio Educational Committee sponsored "Women in Radio" conferences at 15 leading universities and colleges during the 1946-47 season, closing at Cornell University.

As in the past years the Listening Post Committees for the George Foster Peabody Awards were active during the reported year. The entries of 1946 were the largest in the history of the awards.

The New York office of the NAB, headquarters for the Listener Activity Division (635 Fifth Avenue, New York 17), maintains a constant service to broadcasters, the press and the general public.

The Information Division operates in two broad categories: (1) preparing and distributing information for public consumption and (2) gathering and distributing information for internal use by members and executives of the NAB.

The principal means of conveying information to the membership is the weekly NAB Reports. The volume of 52 weekly issues covered by this report included almost 1,000 pages. Innovations in the Reports during the reported year include a column "Books for Broadcasters" and a new quarterly index to contents — both done in cooperation with the Research Dept. Eleven special information bulletins were issued.

The division has prepared and issued 221 news releases. It has arranged for and conducted several news conferences.

EMPLOYEE-EMPLOYER

RICHARD P. DOHERTY

THE department was established as a functional division of the NAB

(Continued on page 128)
11 Years of Growth thru Sales Service

HEADLEY-REED CO.
(Representing Radio Stations Exclusively)

NEW YORK  CHICAGO  DETROIT  ATLANTA  SAN FRANCISCO  LOS ANGELES
All offices company owned, staffed, operated.
NAB Reports
(Continued from page 186)
Sept. 9, 1946, with Richard P. Doherty as director. Since that time, the department has developed a broad program on labor relations services geared to the needs of the radio industry and of NAB member broadcasters.

The Employee-Employer Relations Committee held three meetings—June 27, July 21, and Sept. 15. These meetings have afforded an overall industry consideration of basic labor problems of broadcasters and have laid the basis for the policies and operations of the EERD.

EERD services available to all NAB member broadcasters include the following: Binder service of contract summaries; ten management bulletins; two special bulletins, entitled "Analysis of the Standard Contract for Radio Broadcasting Technicians" and "The Wage and Hour Act—How It Affects a Broadcasting Station."

During the coming year, the EERD will continue to issue and distribute similar bulletins on a wide variety of employee-employer relations subjects.

Special Reports
Four special reports, based upon questionnaire surveys conducted in cooperation with the NAB Research Dept., have been prepared and distributed in order that broadcasters might keep abreast of current wage and employment trends within the radio industry: Survey of Announcers’ Compensation; Recent Technician Contract Changes; Pay-Within-Pay Trends; Employment and Wages of Radio Station Personnel.

The department has received a constant flow of requests for industry-wide data and other information concerning a wide range of station labor problems, strikes, union demands, wage schedules, internal employee situations, bonus plans, overtime wage problems, and other related matters.

In the vast majority of cases, these requests were answered by letter or by telephone; in other cases, broadcasters came to Washington for individual conferences and, in a few instances, the department arranged for staff visits to the stations in accordance with the plan approved by the board. However, the department did not furnish legal advice on these or related labor matters.

From Jan. 1947 to Sept. 1, 1947, slightly less than 1,000 individual requests, averaging approximately 124 requests per month, were serviced by the department on specific station problems.

A variety of research projects were undertaken in collaboration with the NAB Research Dept., to collect basic data on radio-labor problems in order that the EERD might serve the industry as the central clearing house for essential facts and information on all employee-employer relations matters. Through these research proj-

Mr. DOHERTY

pects, the department has been able to accumulate a comprehensive file of statistical data so that individual requests of broadcasters might be answered expeditiously.

The EERD has also built up files of pertinent information on cost of living, wage and employment trends in various segments of American business, and other related facts needed by broadcasters to evaluate their own problems. The director has consulted and worked closely with the networks on all their major labor relations problems; the director has also collaborated with all other NAB departments on matters concerning labor relations.

GENERAL COUNSEL
DON PETTY

THE General Counsel has the responsibility of keeping the day-to-day activities of the association on a sound legal basis and protecting the interests of the membership. The revision of the association’s charter and by-laws, pursuant to action of the Board of Directors, has engaged the attention of this office throughout the period of this report. Attention had to be given to many legal matters vitally affecting the association, among them being such considerations as federal tax status, the impact of legislation dealing with trade practices, the expansion of the Board of Directors and the revision of the proposed voting procedure.

The office has worked closely with the Program Executive Committee and the Special Standards of Practice Committee, studying other industry codes and consulting with the U. S. Attorney General’s office, the FCC and other governmental agencies to the end that legally satisfactory and workable standards of practice may be adopted.

The office of the General Counsel assisted in the preparation of the

(Continued on page 180)
Day and night—morning, afternoon and evening—WFLA leads in listeners in the heart of Florida’s richest, most-heavily populated trade area. In this expanding market where agriculture, industry and commerce provide steady, substantial payrolls the year ‘round and where tourist dollars add a seasonal bonus in buying power it’s WFLA, all the way!
HERE IS THE LATEST WCKY STORY

Let's look at the facts: Starting July 16 and ending August 1st, for two weeks, WCKY offered a picture of Nelson King, the MC on WCKY's big Jamboree. 73,857 letters were received, requesting the picture.

Mail was received from 36 states and 89% of it was from WCKY's intense listening area—13 states. The extreme heat of July, one of the worst mailpull months of the year, didn't stop WCKY's loyal listeners from writing for a picture of their favorite MC.

INVEST YOUR AD DOLLAR WCKY'S-ly
Dear Time Buyer:

When you are interested in buying the great Cincinnati market, let us show you the facts and figures of Hoopers, plus mail that will satisfy you WCKY gives you a lot more listeners for a dollar.

Sincerely,

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER
Against the Tide

THE FINAL QUARTER of 1947, as viewed from a mid-September vantage point, gives promise of topping any quarter in history for dollar volume of advertising on the air and of pushing 1947 full-year figures into the all-time volume of radio records.

Such a statement is undoubtedly risky, in view of the shortages of steel and corn, curtailment of exports, rising prices and other signs of the times.

But, in a national survey, 85% of the advertising agencies said they would spend as much or more for spot radio this year than last, with only 9% reversing this view; 35% expected their network expenditures to be the same. Only 11% foresaw a decrease.

In addition a late August check of network business for fall showed 216 hours booked this year against 205 in 1946, a 5% increase. Also, leading station representatives reported national spot for fall would top last year by 15%.

Add to these the analysis of radio advertising by product classes, (see page 68), which emphasizes what every broadcaster already knows—that radio's revenue comes from the highly concentrated packaged food field—foods, drugs, soaps, cigarettes—where large-scale advertising is essential to large-scale sales and where radio has repeatedly proven its ability to sell.

So, after gauging the empirical evidence of firm orders for time already on the books, plus the expert testimony of both buyers and sellers of radio time, we hereby throw in our lot with the Pollyannas and the grandstanders and predict good business for broadcasters in the months immediately ahead.

Red (Ink) Menace

ONLY a little over a half a year ago, in March, Llewellyn White, working under a $100,000 grant from Publisher Henry Luce (Time, Life, Fortune) and the U. of Chicago to the Commission on Freedom of the Press, offered The American Radio to the public.

The book was the third in a series of critical works. First, in March 1946, there was the Book of the Air. Then in April of the same year Radio's Second Chance by Charles A. Siepmann, ex-BBC, FCC employee was offered.

Among Mr. White's acknowledgments was an interesting paragraph: "The Federal Communications Commission gave their time, advice and most especially Edward Brecher, of the legal department, were especially helpful in making material available."

At any rate Mr. White's book was published. Mr. Brecher had left the FCC to manage WQQW Washington, a station largely financed by stockholders inspired by the ideas set forth in the Blue Book, by Mr. Siepmann, and by Mr. White.

They were fine-sounding theories. But they lacked something. They just wouldn't work. Practical broadcasters recognized that lack. This magazine pointed it out repeatedly.

Mr. Brecher never doubted he was right. Though it was managed by the man whose ideas were incorporated in the Blue Book and The American Radio, the station dies red ink. And Edward M. Brecher is no longer its general manager.

WQQW will be sold if a buyer can be found. Otherwise there is talk of operating on a public contribution basis. Whatever the final disposition it is hoped that the station will not be operated successfully on the pinkish theories of Mr. Brecher.

The trilogy of printed radio criticism has taken its final examination and the public, practical time, or that is, has marked the paper with a nice round zero.

Our Respects To—

LINNEA NELSON

I F HOLLYWOOD were type-casting Linnea Nelson, she'd inevitably be given the comedy part of the guy, rattle-headed, irresponsible matron—beloved of her family, her neighbors, and all the neighbors' kids, but not to be trusted but alone in the world with more than a nickel. No innocent stranger, meeting her, could possibly suspect the truth—that she seldom goes shopping without a million dollars in her purse plus a couple of hundred thousand in furs, and all for her show. As a matter of fact.

As radio time-buyer for J. Walter Thompson, celebrating her twentieth anniversary with the company this September, Linnea Nelson probably holds the world's championship for saving radio money. In behalf of J. Walter Thompson's clients, she has personally supervised the purchase of nearly a hundred million dollars worth of radio time. And not a cent of it has gone to her head. She's still as devoid of self-importance as on the day she came to Thompson's in 1927 as a temporary typist.

Miss Nelson claims she owes her start in time-buying to the fact that she was the only person around the media department unimportant enough to deal with radio. In 1927, radio was regarded as the very poor relation in the advertising media family. The NBC network of several stations, the first to offer sponsors a decent-sized audience, was only a year old; at many local stations of the networks were still paying for time with cartloads of chocolate bars or soap; and the only clue to the coverage of most stations was a theoretical circle drawn on a map. But a few brash clients wanted to try out the new medium before "the radio fad" blew over—and somebody had to study the maps and estimate the value of various slices of time.

Richard A. Dunne, then head of the media department, had found young Miss Nelson hopeless as a stenographer, but he thought she might have a head for figures—and at any rate he didn't want to fire her because she was so useful to have around. So he gave her the time-estimating odd-job that nobody else wanted. She brought to her job only a diploma from Washington Irving High School and a couple of years' business experience with Frederick A. Stokes and the Patterson-Andress Advertising Co., all acquired on New York's middle East Side where she was born. But from the beginning she had the qualities of brain and character that have since made her preeminent in her field.

One day, another young radio hopeful, fresh out of Colgate—by the name of Robert Colwell—a friend of Linnea Nelson to explain exactly what

(Continued on page 184)

BROADCASTING • Teletcasting
From Little Acorns
grow the mighty oaks of today. Ten years ago WAGA was just starting to grow. Today its growth is measured by leaps and bounds.

WAGA has made more progress in the past decade than any other Atlanta station, and its advertisers have enjoyed satisfying results from the natural combination of power, good programs, and effective promotion.

In the South's greatest market, Atlanta's fastest growing station produces results you can depend on. Join WAGA today as it continues to be Atlanta's fastest growing station.

WAGA
ATLANTA
5000 Watts on 590 Ke  American Broadcasting Company,
Represented by Headley-Reed.
The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
George Hallay, Mgr., Syndicated Features
Fidwick Hotel • Kansas City 6, Mo.

MANAGEMENT

Fred C. MUELLER, former sales manager of KLG Denver, has been ap-
pointed general manager of WGBI, Scranton, Pa. He succeeds STANLEY E. WHITE, 
recently named vice president and general manager of WYXY Oklahoma City and KVOR 
Colorado Springs.

HENRY CLAY, former general manager of WLAY Florida, Ala., has been 
named general manager of WKHE Shreveport, La. He succeeds KENNETH H. STONER, 
who resigned as manager of WKKE to enter automobile 
distributing business as manager of KTHS Hot Springs, Ark., before 
joining WKKE a year ago.

Robert W. FERGUSON, business manager of the Bellevue (Ohio) Times-
Leader, has been named station manager of WTRF and WTRP-FM Bellevue

From her participation in all of J. Walter Thompson's long list of 
outstanding programs, she knows the complicated time-buying prob-
lem the way Tuscannini knows his scores. At the drop of a Nielsen or 
Hooperating, she knows or can find out anything from the best dollar 

This Plan Makes...
“OPTION TIME” EQUIVALENT
IN ALL TIME ZONES
LESS TIME CHANGE
HEADACHES, TOO!

THE AFFILIATE GETS THE SAME 1/2 HOUR OUT OF EACH HOUR, 30” TO 45”

The ART MOSBY STATIONS

CBS

The coverage circles on the radio map meant. She said, “They don’t 
mean anything but a dream—you just have to use your own judg-
ment from what you know of the honesty of the personnel, the range 
of the transmitter and the local fig-
ures on sales and population.”

That answer got her the job of time-buyer when John U. Reber 
formed the Thompson radio depart-
ment and started turning the 
poor infant child of advertising into its rich glamour girl.

Miss Nelson has been in every 
stage of that swift and specula-
tive development. In 1929, she 
placed her first network time order, 
for Royal Desserts, on 22 stations; 
today she has an annual average of 
more than half of the radio stations in 
the United States. She helped in 
the pioneer days with the first 
plans of Standard Brands and 
Lever Brothers and hasn't 
missed a trick since right up to her 
present buying and supervision for 
clients like RCA Victor, Shell, and 
Ward Baking Co.

buy available on a national net-
twork to the idiosyncrasies of 
a small town station manager. 
A poor but apparently imperishable 

tale is that the radio industry is 

Perhaps the best-known person 
who ever told her his troubles oc-
asionally was Ed Gardner, when 
he was a Thompson producer (his 
main trouble, he said, was that 
he looked more like “Archie” than 
as a vice president). Linea Nelson 
feels a true ang sentiment. Inter-
est in literally hundreds of her 
co-workers... helps them get jobs, 
gives them hilarious parties.

Schooled for many years in the 
importance of research under 
Arno Johnson, director of the 
Thompson media and research de-
partment, she feels that it is that 
$450,000,000 in radio industry 
should have so few standards of 
measurement. She's been hammer-

The same 3/4 out of each hour for all net-
works; the same 3/4 for all affiliates. The 
Mosby Plan means less time clearance prob-
lems for state or regional stations with 
different affiliations... means local news-
casts stay where you want them.

The ART MOSBY STATIONS

KGA KANA • KGFM

MISSOULA • MONTANA

world's best tobacco market

W B T M - FM

DANVILLE, VIRGINIA

92.1 MEGACYCLES

GEORGE P. HOLLINGER CO.

WORLD'S BIGGEST TEXTILE MILS

NATIONAL REPRESENTATIVES
More automobiles are manufactured in Flint than in any other city except Detroit. Parts for every Chevrolet in the world were manufactured in Flint. Flint's Buick plant is the largest self-contained automobile plant in the world.

Such facts as these—not all by any means—attest the stability, wealth and income of this new WTCB-NBC market. Flint and the six surrounding counties, until recently, had no adequate NBC coverage. Three big metropolitan centers, each dominating its trading area—Flint, Bay City and Saginaw—do most business for East Central Michigan.

WTCB-NBC shows, produced by George Trendle and Allen Campbell, originators of the "Lone Ranger" and "Green Hornet," together with the strong NBC schedule, keep most of the 300,000 radios in this $473 million market* tuned most of the time to WTCB. In this almost perfectly balanced market—half urban, half rural—metropolitan radio ownership is 96%; rural, 91%.

Check your map, sales figures, population. Check cost. Prove that here is your opportunity to sell Michigan's second market—a market never before adequately covered by any NBC station.

†NBC Research Dept. estimate.
ROYALALDONSO, former sales and as- sociate manager of KGON Pampa, Tex., has been appointed sales man-ager of KNOR Monroe, La. ROBERT POWELL has joined KNOR sales department as assistant executive.

G. J. COOPER has joined commercial department of WROM Rome, Ga., as assistant executive.

HARRY L. ATKINSON, former assistant sales promotion manager for Campbell’s (soup) Sales Co., has been appointed business manager of WPIT Philadelphia.

J. MARSH ELLIS, former chief engineer of CHAT Medicine Hat, Alta., has been appointed local sales supervisor of CHAT.

DONald COOKE Inc. has been ap- pointed national representative for KNEX, Reno, Nev., and WAVEY New Haven, Conn.

J. C. GOBLE, formerly with WONY Newburgh, N. Y., has joined sales staff of WROB Albany, N. Y.

MOSCIA & O'MARA Inc. has been appointed national representative for WONY Manhattan, N. Y.

BOB WHITE, sales staff member of MBB

LACY L. DAWKINS, previously with Westinghouse Electric Corp., has been named chief engineer, WPIT Raleigh. He has been engaged full time in constructing and developing FM transmitters for Westinghouse. Mr. Dawkins was with WPIT from 1942 when he left as transmitter supervisor to serve with PAA and AAF dur- ing war.

ALBERT W. SHROPSHIRE has been appointed chief engineer of WQSB Mi- ami, replacing HUGO BONDY, who goes to WQKY Cincinnati. Mr. Shro- psshire was chief engineer of WSB Atlanta, 22 years. He will supervise con- struction of WQSB 50 kw transmitter.

PAUL H. LEE, formerly with WYNR Syracuse, has been appointed chief en- gineer of WQCM New York. Prior to entering the Navy shortly after Pearl Harbor, Mr. Lee was with CBS and several New York stations. While in the Navy, he served in radio engineering division.

K. BLAIR BENSON, formerly in charge of design and development of projec- tion video receivers for General Elec- tric Co., has joined the Westinghouse Elec- tric Co., as divisional engineer. He will work under ANTHONY WRIGHT, UST chief engineer.

A. C. ANDERSON, chief engineer of KXOK Phoenix, is attending RCA tele- vision school at Camden, N. J.

HENRI A. AUDET has been appointed engineer in charge of CBS district of Montreal.

CUSTOM-BUILT mobile studio has been acquired by WJR Detroit with idea of bringing radio to farmers and rural areas. Coach was built by flexi- ble Coach Co., Londonville, Ohio, to specifications of G. A. RICHARDS, pres- ident of WOR, WGAR and KMPC. Coach has four compartments: Driver’s seat and accommodation for four pas- sengers; main studio in center with two panoptries, a soundproof studio, containing a microphone, a console, a soundproof studio, containing a microphone, a console, and two soundproof studios, containing a microphone, a console, and two soundproof studios.

L. BAMBERGER Co., Newark, N. J., department store, Sept. 26 announces spon- sorship of "Second Homemakers" on WAWT Newark, N. J., Mon.-Fri., 10:30-11 a.m. Program will originate in the store’s auditorium for the first three weeks and will later travel to North Jersey communities. Program is a Charles King production.

Midwest Division, is the father of a boy, Peter.

KNIGHT JOHNSON, account executive of KNUB Watsonville, Calif., has re- signed.

FRED STUBBINS, former account ex- ecutive of RBDJ San Diego, has joined KXOA Sacramento, in similar capacity.

LIL HYDE, account executive of RBDJ San Diego, has shifted to KGON San Diego, as local sales manager.

WEYERHAEUSER RADIO ADVERTISING, station representative, has opened offices at 753 Market St., San Francisco, and 585 Hollywood Blvd., Hollywood, Los Angeles.

DELLAR is president, with PURSELL H. GOULD vice-president and general manager.

JANE CLARK, of the auditing depart- ment of KGO San Francisco and Don Masters have announced their mar- riage.

FORIO & Co. has been appointed na- tional representative for KNSJ Edin- burg, Tex.

ALICE EINHARDT, traffic manager of WSAI Cincinnati, and Allan L. Kain, photographer on Cincinnati Enquirer, were married on ABC "Bridge & Groom" program in Los Angeles Aug. 28. Among gifts received was a completely furnished $5,000 trailer.

WBA Altona, Pa., has appointed Radio Ad. Co., New York, as executive national representative.

WALLACE MARTIN, new to radio, has joined sales staff of WKOM Columbus, O.

CHARLES BURGE, salesman at KXOK St. Louis, is the father of a girl, Beverly Jo.
WRFD, OHIO'S ONLY RURAL STATE-WIDE STATION
ON THE AIR

Fifty-three thousand rural families sponsored WRFD. (Nearly a quarter million listeners alone!) An average of 23,000 listeners gather at 1,420 "listening posts" monthly to report on WRFD programs!

Two years ago, 53,000 rural families were asked by the Ohio Farm Bureau Federation whether they wanted to build and program their own station. Then, Ohio's 1,300,000 rural folk, comprising nearly 1/3 of the state, had no radio coverage devoted wholly to their interests. Then, Ohio's rural millions were among the nation's most expensive per 1000. No one medium covered them all.

Today, one medium covers all rural Ohio ... WRFD. No other Ohio station (with cities to cover and networks to please) programs solely for rural needs; provides such complete market service. WRFD mails programs monthly to over 125,000 rural Ohio homes; distributes 53,000 market tablets in its 88 counties.

Rural Ohio can be yours — economically. Wire Edgar Parsons, Manager, for information today.

Peoples Broadcasting Corporation
WORTHINGTON, OHIO
5000 WATTS ON 880 KC
KNOXVILLE

5,000 WATTS DAY AND NIGHT

620 KILOCYCLES

EAST TENNESSEE'S GREATEST COVERAGE

JOHN BLAIR & COMPANY, NATIONAL REPRESENTATIVES

NBC FOR EAST TENNESSEE
WROL-FM

76,000 WATTS
97.3 MG. CHANNEL 247

EAST TENNESSEE'S PIONEER FM STATION

EAST TENNESSEE'S GREATEST FM COVERAGE
Or Before October Third

WMAL-TV

takes the air on Channel 7 as one of the Nation's pioneer television stations. From the Capitol's loftiest tower overlooking the beautiful campus of American University, WMAL-TV—one of The Evening Star Stations—will present the top television attractions in the Washington area, leading off with the telecasts of football games of the Washington Redskins, Georgetown University, and George Washington University.

Mr. Reynolds

ROBERT KOENIG, formerly of Brown & Biglow, Denver, has joined Ray- mont Keane Adv., at city, as account executive.

MARVIN R. KNODDUS, former production manager of Alien, Goodson & Clark, Inc., Portland, has joined Richard G. Montgomery & Assoc., at city.

RUSSELL F. FURSTOW, formerly of Thorne-Durando Co., at Los Angeles, has joined John A. Ripley Co., at city, as art director.

STEVE EADE, and HALLAM PRATT have joined H. R. L. Adv., Los Angeles, as account executive and assistant art director respectively.

WILLIAM J. FROST, former advertising manager of the Toronto Daily Star, has joined Kenyon & Eckhardt Ltd., Montreal, as manager of Canadian operations effective Sept. 10.

GEORGE M. COUKE, former production manager of Richard G. Montgomery & Assoc., Portland, Ore., has joined Beistle office of Bafaford, Constantine & Gardner in a similar capacity.

LIE L. FINKLE Assoc., Los Angeles agency, has moved to 1201 S. Ogden Dr., at city.

DON N. DRIESE, for past year production manager of The Tolle Co., San Francisco, has been made partner in agency.

BERNARD S. SLAVIN, former account executive of Lomport-Fox-Freil & Dole Inc., Seattle, Wash., has joined copy staff of Lockwood-bhaxford Adv., Los Angeles.

LYNNE SMITH, former account executive of S. & S. Adv., Los Angeles, has joined Hugo Schebmer Inc., Los Angeles, as account executive. She also is in charge of planning.

H. A. BATTEN, president of N. W. Ayer & Son, is in Hollywood for week's conference with agency's executives.

RALPH DE CASTRO, formerly with Charles Head Agency, Newark, N. J., has taken over day by day operations at the Baker office in New York, he was active with the latter agency from 1942 to 1945.

BAKER & HOSKING Inc., New York, has changed its firm name to LYNN BAKER Inc. Agency was established in early 1930 by Lynn Baker under his name, and after being inactive during the war, due to Mr. Baker's service with armed forces, was organized again under name of Baker & Hosking. Early this year Mr. Hosking resigned.

MORTON STEINHARDT, formerly in charge of financial matters for Schae- ter & Fain, New York, has been appointed comptroller and office manager of Harry S. Cohen Adv., New York.

DON C. THOMPSON, formerly with N. W. Ayer & Son, has joined J. Carpenter Adv., New York, as head of public relations. Nationally syndicated radio program of FRANK C. HEFFLER, formerly with N. W. Ayer & Son, also has joined J. Carpenter on the same account.

M. BELMONT VER STANDIG Adv., Washington, D. C., announces the following accounts: Lowen's Brewery, New York; Mcmorrow, Berman & Davidson, Washington; Mimex Corp., Brook-
The importance of contact with the world is hard for the city man to understand. He has it—he even gets bored with it.

But at WSM, we know the part radio plays as a connecting link—its importance in bringing entertainment and educational facilities to people in the most isolated areas.

We know, because for 22 years we have programmed not only for our city listeners, but for the millions of WSM neighbors in small towns and rural sections.

Mr. Jones who runs the general store at an Alabama crossroads and Farmer Brown who farms his rocky acreage in Kentucky hills hear WSM programs designed especially for them.

Is there any wonder that folks in the WSM listening area rank this station as one of the really important things in life?
LET ONE VOICE DO THE JOB IN ATLANTA

LEONARD C. WINTHROP, Inc., has announced its new WMST, Atlanta, Georgia, will be a 1000 watt daytime, 1000 watt nighttime station. The new 1600 kilowatt transmitter will give the powerful new station a presence in Atlanta which will make it a force in the market.

The new station will operate at 1460 AM. WMST will be a part of the WSB family of stations. It will be under the management of WMST owner, Mr. John Howard, and will be operated by his staff. The station will provide a wide range of programming, including local news, music, and advertisements, to meet the needs of Atlanta's diverse audience.

LEONARD C. WINTHROP, Inc., is a well-established company with a long history of success in the radio industry. The company has a reputation for providing high-quality programming and excellent customer service. With the addition of WMST, the company will continue to expand its presence in the Atlanta market and beyond.

For more information, please visit the WMST website or contact the station directly. Thank you for choosing WMST for your radio needs.

Gregory P. Johnson
KAGH's Report to the Industry on FM in Los Angeles County

WE BELIEVE the industry would be interested in an informal report of the experience of one FM station operating in Los Angeles County. After all, Los Angeles is the third greatest retail market in the United States and it is the center of many radio enterprises and activities which are too well known to require commentary in this report. It is clear that this report concerns an area of essential importance to the development and growth of FM.

KAGH began regularly-scheduled broadcasting on June 15, 1947. This undertaking was approached by the owner with considerable trepidation. The case for proceeding was later set forth in the Broadcasters' editorial of September 8, 1947, wherein it is stated that FM will succeed through an affirmative selling job, and that job “can be accomplished (1) through operation of an increased number of stations; (2) through exploitation of receiving set manufacture and distribution, and (3) through programs acceptable to substantial elements of the public.”

This great metropolitan district was served six days a hour by only two FM stations—one commercial and one educational. To give the set manufacturers, distributors, and dealers a chance to demonstrate and sell receiving sets over a longer daytime period, our station embarked immediately on an 8-hour schedule—broadcasting from 1 p.m. until 9 p.m. On many occasions, the station maintained longer schedules.

With considerable boldness we decided to have a “Grand Opening,” and to produce the finest civic program ever originated and broadcast exclusively on an FM station. Whether we succeeded is any thing but a subject for discussion, and the reader may judge for himself.

Right off we engaged the magnificent Pasadena Civic Auditorium for the show and the Gold Room for FM set displays. The show was scheduled for August 25, 1947. The auditorium seats, 3,000, and we are on the point, some measure of the success of the undertaking may be gauged by the fact that every seat was taken, and hundreds listened in the Gold Room and other hundreds were turned away. Many of the latter were cynical members of the industry who arrived late on the theory that ample seats would be available.

The cooperation of many of the broadcasters, motion picture companies, and artists of the stage, screen and radio, was quickly secured by Ray Birch, who built the station and put it on the air, took charge of the technical aspects of the show, and Don Forbes, famous radio announcer and currently general manager of Station KWIK Burbank, acted as producer. Routine and continuity were mimeographed and distributed to the participants well in advance of the show. Every effort was made to conduct the affair in the highest tradition of the show and to make it a hichles occurred throughout the program.

Ken Niles, currently heard on NBC's Date With Judy and Take It or Leave It; CBS's The Whistler; and ABC's Jimmy Pledger's Hollywood acted as emcee of the entire show. A large number of other artists took over on appropriate occasions. Rod Rodriguez and his orchestra carried the music theme throughout the show.

The show was built as a community service program. The program was presented exclusively to a variety of show. They heard civic leaders, classical music, excellent comedy, home-town amateurs, but above all, they were given a thorough education on the merits of the medium. The program in the station is no longer a stranger to the community.

The program started promptly at 7 with the National Anthem. Thereupon, John Rider, KAGH station manager, presented Rev. Em-
Chicago Sun: Marshall Field morning newspaper has contracted for 52-week sponsorship of "Tommy Dorsey Show" on WFCF, Chicago. Program, which began Sept. 3 on regional basis, is heard on WFCF, Mon.-Fri., 4:30-5:30 p.m. (CDST). Newspaper will use only eight of allocated 15 minutes for commercial copy, stressing special features to be found in The Sun.

John P. Miser, formerly technical staff of Lever Brothers Co., Cambridge, Mass., has been named general manager of Harriet Hubbard Ayer Inc., company recently acquired by Lever Brothers.

Santa Cola Co., Los Angeles (carbonated beverages), has appointed Pat Patrick Co., Glendale, Calif., to handle advertising. Radio will be used along with other media.

FR Corp., New York, has appointed Harold, Farrell, Chessley & Clifford, New York, to handle advertising for Scopex, a soap product. Radio will be used in form of local participations and spot announcements in New York and the East.

Associated Fur Coat & Trimming Corp., New York, Sept. 15 begins participation three times weekly on "Denny Craig Show" on WOR New York and on three stations in Chicago, Detroit and San Francisco. Business placed direct.

Bisciglioni Bros., Wine Corp., Long Island City, N.Y. (Paradise Wines), Oct. 1 begins sponsorship of 24 quarter-hour segments weekly on WINS New York. Although complete schedule has not been completed, following programs will be heard on behalf of Paradise Wines: Sidney Walton, newsreader, Mon.-Fri., 10-11 a.m.; Jack Lacy, disc. m.c., Mon.-Fri., 9-10 a.m.; 15-minute Mon.-Fri. musical program with Irving Liepins, WINS orchestra and name guests and 15-minute Mon.-Fri. football resume (entitling Don Dunphy. New contract is in addition to Paradise sponsorship of quarter-hour program before and after Yankee baseball games on alternating days. Agency: Olson Adv., New York.

David R. Compton, formerly with Eves Adv. Service, division of Safeway Stores, San Francisco, has been appointed advertising manager for 114-store Dallas (Tex.) zone of Safeway.


Sachs, Worcester, Mass. (optician), is using local spots on WTAG that city, with each announcement introducing in a different language—the Polish, French, Italian and Swedish version of "The Eyes Have It," Sachs' slogan.


Birk Bros. Brewing Co., Chicago, has appointed Fuller & Smith & Rose, Chicago, as advertising representative.

Angelus Shoe Polish Co., Los Angeles, has appointed Quimby-Jones Adv., that city, to handle advertising. Media selection awaits completion of an extensive consumer survey now being conducted.

Kern Food Products Co., Los Angeles (jellies, jams), account has been resigned by Glasser-Galley Inc., that city, because of a conflicting account. New agency for Kern is Lockwood-Shellacked Adv. in Los Angeles.

Radio will continue to be used.

Hunter L. Caster, advertising manager for Food Container Industry division of Owens-Illinois Glass Co., has been elevated to assistant Pacific Coast sales manager with headquarters in San Francisco.

J. O. Schilitz Brewing Co., Milwaukee, has appointed Young & Rubicam, New York, to handle its general advertising. Account was formerly handled by Gordon Best Co., Chicago.

American Chicle Co., Long Island City, started spot announcement campaign in about 19 markets effective Sept. 1 for 17 weeks. Agency: Bender, Browning & Hersey, New York.

Procter & Gamble Co., Canada, Toronto (Chilpo), has appointed Bennett & Brownes, Toronto, to handle advertising effective Oct. 1.

Larue & Bros., Richmond, Va. (Borden's), has started spot announcement campaign on a number of Canadian stations. Agency: F. H. Hayhurst Co., Toronto.

Forive Motor Co., Detroit, drops sponsorship of Meredith Wilson show effective Sept. 24 on CBS. Ekenor & Eckhardt, New York, agency, is dropping time as well as program.

Mother Parker's Tea Co., Toronto, Sept. 27 starts "Musical Mysteries" on Canadian stations, Sat. 7:30-8 p.m. Agency: A. J. Denne & Co., Toronto.


network accounts

New Business


Renewal Accounts

Club Alumminium Products Co., Chicago (coke), Oct. 12, for renew for 12 weeks "Club Time" on ABC, Tues. 9-10:30 p.m. (CDST). Agency: Bowden, Drake & Bement, Chicago.

Pet Milk Co., St. Louis, Oct. 4, for news for 52 weeks "Sunday Night Serenade" on CBS, Sat. 10-10:30 p.m. Agency: Herbst & Hildt, St. Louis.

P. Lohillard Co., New York (Old Gold cigarettes), Sept. 6, for eighth consecutive year, 52 weeks series of one-minute participations in 9-10:30 p.m. eastern time Network News Message, Mon.-Sat. over full Yankee Network. Agency: Lema & Mitchell, New York.

"Just because I don't advertise over WDFD Flint, my wife wants me to see you."
...and in New England, too, it's CBS WPRO PROVIDENCE covering the no. 2 market in this rich area

5000 WATTS BASIC CBS 630 KC.
BILL BURNS, news editor at KQV, has been appointed pro-
gram director of that station. Mr. Burns joined KQV a year ago and had no
record at that time when he was named news editor two months af
after joining the station.
KENNETH MASON, assistant to DOR-
OTHY SNOW, ABC Hollywood con-
tinuity acceptance editor, has been
appointed to program producer, KATE-
ERINE CALVERT, KECA Hollywood
continuity acceptance editor, takes
over his former assignments. ROBERT
ROBB has been named continuity ac-
ccepted editor of KECA.

HARRY E. SNOOK, formerly with WODS Columbia, KGY Olympia and
WABY Detroit, has joined WBT Charlotte, as pro-
duction head. Mr. Snoo has also
done freelance radio work and during
the war was public-
lity director in Spita-
Service Branch, in charge of writing, producing
and directing Army shows and ar-
ning USO shows.
Mr. SNOOK, is the con-
tinuity editor of WBT.

DON HORNATH, NBC Hollywood
continuity acceptance editor, is now in New
York for some conferences. On
polity matters to be put into effect this
station he handles all phases of
continuity, including
continuity comedy programs.

RODNEY ERIKSON resigns as WOR
New York executive director of programs effect-
Oct. 1, the station announced last
week (CLOSING CIRCUIT, Sept. 8). Program
Director for WOR in 1946, Mr. Erikson
served as radio consultant for
Age and Style department for three years.
be fore that he had been with NBC in
York and Washington as a writer-
director and producer, with CBS in
York as a producer and with
Cones, Come & Belting in an executive
capacit. His future plans and suc-
cer were not announced at this
time.

TWIN CITIES TELEVISION LAB, Min-
nepolis, applicant for a video broad-
casting station in that city, has ap-
pointed Harvey Marlowe Assoc., as its
representative in the field of station
and consultation. Lab is a division of the"Beck School of Radio and
will use image orthicon equipment recently purchased from
Fotypa for laboratory training and
the station is ready for commercial
operation.

EDWARD R. EADEH, former manager of
CBS coverage department, and
ISHAM M. KEETSE, former
listener diary division and program
duro division of CBS, have joined
ABC research department. Mr. Eadeh
was appointed assistant to director
of market research and Mr. Steese,
assistant research manager.

R. C. CLAIBORNE has been appointed
assistant to ELL HENRY, public
manager, Chicago, Illinois Division,
replacing JERRY BAXTER, resigned.

MIRIELLE BEULAC has joined CHLT
Sherrocks, Que., as writer-commenta-
tor.

ALDERE D'EON, graduate of Academy of
Radio Arts, Toronto, has been ap-
pointed director of special events of

BILL BOND, announcer with WROM
Home, Ga., has resigned to join his
FOREST, in the Bond Radio Productions, New

DICK GILBERT, former program di-
ector of Sun Country Network of Ar-
gons, has joined KRUX Phoenix where
he does two shows daily five days
week.

LINDA CHAPPELL, JACK RASIK,
GEORGE WILSON and ROBS LAB-
ENCE, all graduates of the Academe of
Radio Arts, Toronto, have been ap-
pointed directors of special events of

JOE LEONARD, announcer with KFAC Los
Angeles, in similar capacity.

TRUE BOARDMAN, Hollywood writer-
producer, has been assigned as technical
adviser on radio sequences of film,
"State of the Union," being produced by
FRANK CAPRA.

AL LEWIS has been assigned producer
and chief writer of CBS "Sweeney &
March Show." He replaces MANNY
MANNHEIM, signed to write the
Show.

STANLEY BURNS, for past three
months summer relief announcer of
KMPC Hollywood, and prior to that on
staff of WLS New York, has returned to
New York.

BOB BEECHINOR, former on host-
ations staff of KPO San Francisco, has
joined J. A. and Jim Bond Radio

FRANK BIRD, graduate of the Academy of
Radio Arts, Toronto, has joined an-
nonuing staff of CRBC Prince Albert.

KENNEDY is new announcer at CRBC
Winnipeg.

BILLY JOAN, CBS Hollywood assistant
director, is the father of a boy born
Aug. 30.

DON LAFRER, announcer of CJCL
Kirland Lake, is the father of a boy.

BERN PARCHULLI, supervisor of United
Kingdom and Commonwealth
section of CBC International Service,
has resigned. He formerly was with
and Australian Broadcasting Corp.

JACK COOK, has been named music di-
rector at WBAP Dallas, S. C.

GRELLEN SEIBELS, who has been
appointed WJS news editor.

TIPON STRINGER, daughter of AR-
THUR C. STRINGER, WABY's director of
people, has summered this summer at
WABC Bethesda-Cherry Chase, Md., in
writing, anchoring and research.

ISHAM BROWN, home economist, has
been signed by WJBF Detroit, for
special series of programs, "What's Com-
in..." starting Sept. 15. Show will be
broadcast from Miss Wright's newly
constructed "Dream Kitchens" in sub-
urban Detroit. She will be assisted on
series by BETTY ROBERTS, WJBK
women's commentator.

FREDIEE VIGDER, announcer with
WTO Green Bay, Wis., has resigned as
the father of a girl, Frances Eileen.

CLARENCE WITMACK, president of the
Academy of Radio Arts, Toronto, has
joined announcing staff of CFAC Cal-
gary.

PAUL GRIFFIN, formerly with KXTV
Phoenix, Ariz., has been named pro-
gram director of KPSC and KBSC-FM
Phoenix.

JOHN KIERAN, radio oracle on "In-
formation Please," and Margaret Ford,
married and announced their

ELEANOR TERRY, script writer of
KUSP Honolulu, has been appointed
continuity chief of that station and
ALLIN SLATE has joined staff as script
writer.

JACQUELINE BRINKMAN, new to
radio, has joined continuity depart-
ment of CHAT Medicine Hat, Alta.

JIM BUTLER, also new to radio, has
joined announcing staff of CHAT.

JEFF ALEXANDER has replaced LUD
GLUSIK as musical director of NBC
"Amos 'n Andy," with The Jubilation
taking over Delta Rhythm Boys spot on
that show.

ROBERTA LUCKOW, member of NBC
Central Division, production staff, and
Harry Keeley of Joliet, Ill., are to be
married Sept. 17.

VAL DELMAR, baritone and a patient
at Birmingham General Hospital, Van
Horn, Calif., recovering from war
wounds, has started weekly quarter-
ly program on KVX Hollywood.

ROBERT SPIROS, program and pro-
duction manager of WDHY, W'burg,
Ala., has been appointed as director
of the American Tobacco Corp.

ROBERT B. MASON, announcer and
attorney, has joined staff of KUSP
San Francisco, has been appointed
music librarian. He recently
became Mrs. Carlos Rivas.

ELMO C. WILSON, CBS director of re-
search, has been elected vice-
chairman of the newly-formed United
American Ass'n of Broadcasters.

NELSON CASE, CBS announcer and
narrator, and NONNIE METCALF, actress and
narrator, were married Sept. 5 in
New York.

VINCE LONERGAN, announcer at
Sunday edition of Boston Herald, has
the father of a girl, Rosemary Eileen.
The highest Hoopers in Youngstown.

27 out of the top 30 are on WKBN.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
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<tr>
<td>LUX Radio Theatre</td>
<td>34.4</td>
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<tr>
<td>Kate Smith</td>
<td>24.9</td>
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<td>Isaly Ice Cream &amp; Milk</td>
<td>25.9</td>
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<td>Wayne King's Orch.</td>
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<td>Inner Sanctum</td>
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<td>Blondie</td>
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<td>FBI in Peace &amp; War</td>
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<tr>
<td>Mayor of the Town</td>
<td>24.0</td>
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<td>Jack Carson Show</td>
<td>22.6</td>
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<td>Dick Haymes</td>
<td>22.1</td>
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<td>Auto Lite Soup</td>
<td>21.8</td>
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<td>BLONDIE</td>
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<td>crime Photographer</td>
<td>20.3</td>
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<td>Suspense</td>
<td>20.7</td>
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<tr>
<td>Adventures of Sam Spade</td>
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<td>Wildroot Products</td>
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<td>Adventures of Ozzie and Harriet</td>
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<td>International Silver</td>
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<td>hit Parade</td>
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<td>American Melody HR.</td>
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<td>Rexall Drugs</td>
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<td>Durante-Moore</td>
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<tr>
<td>Mel Blanc Show</td>
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<td>SAT. NIGHT SERENADE</td>
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<td>Crime Doctor</td>
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<td>Dr. Christian</td>
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<td>Bob Hawk</td>
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<td>Ford</td>
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<td>Joan Davis Show</td>
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<td>Jack Smith Show</td>
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Of the 30 highest Hooperated shows (and what Hoopers!) in Youngstown, 27 are heard over WKBN, 2 are heard over Station B and 1 over Station C. No wonder the Youngstown audience has formed the habit of tuning to WKBN for its favorite programs. This is a listening habit that can serve to promote your products in the greater Youngstown area... one of America's 25 largest markets.

September 5 Decisions

**Actions of the FCC**

SEPTEMBER 5 TO SEPTEMBER 9

- **CP-construction permit**
- **Dark studio**
- **ERF-effective radiated power**
- **YT-studio-transmitter**
- **synchron. waveform amplifier**
- **Program Authority**
- **Columbia Bestg. System Inc., New York—Extension of authority to transmit programs to CPBS and OAC and other stations under control of Canadian Bestg. Corp, for period beginning Sept. 18.**
- **National Bestg Co., Inc., New York—Extension of authority to transmit programs to all broadcast stations under control of Canadian authorities that may be heard consistently in the U.S. for period beginning Sept. 15.**
- **Assignment of License**
- **WFFC Kingston, N. C.—Voluntary assignment of license to WFFC Bestg. Co., Inc.**
- **WCOS Columbus, S. C.—Voluntary assignment of license to WCOS Bestg. Co., Inc.**
- **Modification of CP**
- **WPIL Jackson, Tenn.—Mod. CP which authorized new standard station of 15 kw, for approval of trans., for approval of trans., and trans. location and to specify studio location.**
- **WVWW Fairmont, W. Va.—Mod. CP which authorized new standard station, for change type trans., for approval of trans., and trans. location and to change studio location.**
- **WREM-FL Wayne, Ind.—Mod. CP as mod. which authorized new FM station for extension of completion date.**

WJSE Hudson, Md.—Mod. CP which authorized new FM station for extension of completion date. WSCC-PM Charlotte, N. C.—Mod. CP as mod. which authorized new FM station for extension of completion date. WWSF-PM Winnetka, N. C.—Mod. CP which authorized new FM station for extension of completion date.

**FM THE OHIO—Mod. CP as mod. which authorized new FM station to specify studio location, change trans. site, change type trans., make changes in ant. and change commencement and completion dates. Also voluntary assignment of CP as mod. which authorized new FM station to WMBN Bestg. Co.**

**FPGA Portland, Ore.—Mod. CP as mod. which authorized new FM station to modify type trans., make changes in ant. and change commencement and completion dates.**

**KTLA Hollywood, Calif.—Mod. CP which authorized new commercial television station for extension of completion date.**

**KXAM-C, Anthony, Ind., Los Angeles—Mod. CP which authorized new commercial television station for extension of completion date.**

**KCLW Baltimore, Md.—Mod. CP as mod. to change commencement and completion dates. Also mod. CP as mod. to change trans. location.**

**License for CP**

**KRD-TV in Toledo, Ohio—to cover new CP which authorized new commercial television station.**

(Continued on page 158)

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**Tubes for TV**

When you need tubes for television . . . studio or transmitters, get in touch with us. Through the years, RCA has pioneered in the development and manufacture of tubes and transistors for every television purpose. Consider our new RCA-BD21: This twin tetrode combines advanced design principles of electron optics, screening, and water-cooled electrodes to give you real power gain and linear response in vhf wide-band power amplifiers. A single tube delivers 5 kw up to 300 Mc.

Full information on RCA tubes for television and other broadcast services is yours for the asking. Write RCA, Sales Division, Section P-3612, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA
RA-1000—1 KW AM TRANSMITTER
RA-5—5 KW AM TRANSMITTER
RF-250—250W FM TRANSMITTER
RC-11—STUDIO CONSOLE
RPC-40 and RPS-40—CONSOLE and POWER SUPPLY
RV-10 and RZ-10—RELAY RACK and MOUNTED EQUIPMENT
CMS-3A—MICROWAVE SYSTEM

Famous for high fidelity, servicing accessibility,
low-cost maintenance

SEE THE RAYTHEON LINE AT THE SHOW

Devoted to Research and Manufacturing for the
Broadcasting Industry
ON DISPLAY
AT
N.A.B. CONVENTION
Atlantic City
September 15 to 18

Booth Nos.
1, 3, 5, 7 and 9

Now...

a 4-channel Portable Remote Amplifier
... the RAYTHEON CONSOLETT

Here is a new portable console that fills the small station's need for a studio console, or any station's need for standby equipment or remote pick-ups. Incorporates many new and useful features, including: Four pre-amplifier channels feeding into one high-level mixer... output of final stage fed at will into either of two lines, impedance selectable as 150 or 600 ohms... selective headphone monitoring of either channel. Two RPC-40's interconnected provide eight input channels feeding one or both mixers and output lines.
To Help Conquer CANCER
American Radio Contributed
$994,969.36
THIS LAST YEAR ALONE

And this is a most conservative figure. It represents the amount of time devoted by you to our 1947 campaign for funds—801 stations and the four nets reporting. It does not include the thousands of dollars in time given us by stations not reporting, nor does it include the grand support you are currently giving our year 'round educational campaign.

Dollars and minutes can not measure the amount of good you are doing. Lives can not be so easily appraised.

We say THANKS, our sincere THANKS, for your wonderful support. We are counting on it in the future to help us conquer cancer!

AMERICAN CANCER SOCIETY
47 BEAVER STREET
NEW YORK 4, N. Y.

JAMES S. HAUCK
National Publicity Director
WALTER KING
Director of Radio

(This ad personally sponsored by MR. ELMER H. BOBST, Nat'l Chairman, 1947 Campaign)

FCC Actions
(Continued from page 118)

Applications Conf.: License Renewal: Applications for renewal of standard broadcast station license filed by: KBRC EKCO KOTA KXKW WBAI WOQA WHOM WHP EPSM WBOO WSPD.

Modification of CP
WMON Mobile, Ala.—Mod. CP which authorized changes in station location and to change FM station to the top of AM station and change FM station to the same location for completion date.

Assignment of License
KYLY Mesa, Ariz.—Voluntary assignment of license to Sun Valley Bscng. Co., Inc.

Modification of CP
KGEM Great Falls, Mont.—Mod. CP which authorized new standard station for approval of antenna and trans. location and to specify studio location.

WLKY Hartwell, Ga.—Mod. CP which authorized new standard station to change type trans.

WWMN Elgin, Ill.—Mod. CP which authorized new standard station for approval of station and trans. location and to specify studio location.

WANE Ft. Wayne, Ind.—Mod. CP which authorized new standard station, for approval of antenna and trans. location and to change studio location.

WMJI Marquette, Mich.—Mod. CP which authorized new standard station for approval of station and trans. location and to specify studio location.

WHB Kansas City, Mo.—Mod. CP as mod., which authorized change frequency, increase power, change hours, install new trans. and DA-AM, change trans. location, for extension of completion date.

License for CP
WBIS Southern Pines, N. C.—License to cover CP as mod. which authorized new standard station, for determination operating power by direct measurement of trans. power.

AM—1380 kc
WMCK McKeesport, Pa.—Authority to determine operating power by direct measurement of station power.

Modification of CP
WNOW York, Pa.—Mod. CP which authorized new standard station for approval of trans. and trans. location. KFAN Caney, Tex.—Mod. CP which authorized new standard station to change trans. equipment and for approval of trans. and trans. location.

New Transmitter
WFAA Dallas, Tex.—CP install new trans.

License for CP
KTBB Tyler, Tex.—License to cover CP as mod. which authorized new standard station and authority to determine operating power by direct measurement of trans. power.

Modification of CP
BWAU Wauau, Wisc.—Mod. CP as mod. which authorized installation of new vertical antenna with mobile case and on top of trans. location, for extension of completion date.

KXX-FM Hollywood, Calif.—Mod. CP which authorized new standard station, for extension of completion date. Also mod. CP which authorized new standard station to change frequency to Channel 266, 101.1 mc, ERP to 297 kw and make changes in FM system.

KFAC-FM Los Angeles, Calif.—Mod. CP as mod. which authorized new standard station to make changes in FM station and completion dates.

KNRF-FM New Haven, Conn.—Mod. CP as mod. which authorized new standard station for extension of completion date.

KWDR-FM Quincy Il.—License for CP.

WCTW New Castle, Ind.—License to cover CP as mod. which authorized new standard station.

Modification of CP
WDBQ Chicago, Ill.—Mod. CP which authorized new FM station to make changes in FM station.

AM—1580 kc
L. W. Andrews Inc., Davenport, Iowa—New standard station 1580 kw 250 w D.

Frequency Bstg. System Inc., Monroe, La.—CP new standard station 900 kw 250 w D.

Modification of CP
KOH Reno, Nev.—Mod. CP which authorized increase in power, change type trans., and change in NA-Y, to make changes in trans. system.

AM—1220 kc
WBZQ Ponca City, Okla.—CP change frequency from 1220 mc, increase 250 w to 6 kw and install DA-AM.

Assignment of CP
WVYV Fairmont, W. Va.—Assignment of CP to Fairmont Bstg. Co. (West Virginia Corporation).

Assignment of CP

Transfer of Control
KUSN San Diego, Calif.—Transfer of control from J. Frank Burke to The Copper King Inc.

(Continued on page 151)

DOING A PEACH OF A JOB
in
WESTERN COLORADO'S
$5,000,000 Fruit Belt
KFXJ
GRAND JUNCTION
1 KW MBS 920 KC

LOOK AT OUR FAN MAIL!

We thought our neck was out a mile on a KQV mail check we made during the radio "dog days" from July 15 to August 15. But the results were much hotter than the weather! People from 177 communities in the rich Pittsburgh industrial area had dropped us a line during the month. Proof aplenty that KQV's new 5000 watt signal travels in seven league boots and delivers you a tremendously responsive audience too!
BECAUSE its exclusive feature, the RF Power and Impedance Monitor, gives you an accurate, direct measurement in kilowatts of the actual RF power fed to the antenna system and also provides a method of measuring standing wave ratio under full power output.

BECAUSE its exclusive feature, the Arc-Back Indicator, spots faulty mercury vapor rectifier tubes surely—instantly—enabling you to get back on the air in a fraction of the usual time.

BECAUSE its exclusive feature, the Frequency Watchman, keeps it on frequency at all times.

BECAUSE its exclusive feature, the Frequency Watchman, gives you striking appearance coupled with maximum visibility and accessibility.

Only in 10 KW FM by Western Electric do you get all these outstanding features. For full details, call your local Graybar Broadcast Representative, or write to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

—QUALITY COUNTS—
NEW COAXIAL LINE DEHYDRATORS $200

Made by Communication Products and General Electric for Navy use, can handle up to 600 ft. of 6 inch coaxial, or variable pressure to 35 lbs. per square inch; ideal for FM-AM-television. Set of spares $22.50.

NEW WESTERN ELECTRIC PATCH CORDS

These hard-to-get cards with 241A plugs on both ends only $5.00 each in lots of 12 or more. $6.00 singly. Either 2 or 4 foot sizes. Also 6 foot test cords with WE 241A plug and test clips, $5.00.

WRNL RICHmond, Virginia 910 KC - 5KW

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

FULL COVERAGE!...of the great RICHmond market!

KEN ALLYN POPULAR WRNL DISC-JOCKEY KNOWS HOW WELL WRNL COVERS THE RICHMOND MARKET! THOUSANDS OF HAPPY HOUSEWIVES DELIGHT HEAR HIM DAILY WITH FAN MAIL!... THEY LOVE THAT MAN! THEY LOVE THE PRODUCTS HE PLUGS AND ALL PRODUCTS WRNL PLUGS! IS YOUR PRODUCT AMONG THEM?

AM-1450 kc
Announce adoption of its decision (Comms. Hyde, Webster and Jones not participating) granting application of Cur-Nan Co. for new station at Brock- ton, Mass. on 1450 kc with 250 w utl. At same time Commission denied ap- plication of Bay State Beacon Inc. and Plymouth County Beotg. Co. seeking same facilities.

September 8 Applications... ACCEPTED FOR FILING

AM-1340 kc
KFRE Fresno, Calif.—Authority to de- termine operating power by direct measurement of ant. power.

Transfer of Control
KGL San Fernando, Calif.—Invol- uuntary transfer of control of permit- tee corporation from C.P.M. Allen, de- ceased, to Helen Ruth Allen, executrix of estate (1235 sh, Class B common 5.6% and 600 sh. of Class A common 22%).

Modification of CP
KYNG Idaho Falls, Idaho.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP
WMIX Mt. Vernon, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM-1450 kc
WCVS Springfield, Ill.—Authority to determine operating power by direct measurement of ant. power.

Modification of CP
WJFG Fort Wayne, Ind.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WTNH Terre Haute, Ind.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

New Transmitter
KRNT Des Moines, Iowa—CP install new trans.

Modification of CP
WSAM Saginaw, Mich.—Mod. CP which authorized changes in ant. and to change type station for extension of commencement and completion dates.

Activation of Control
KDAL Bryn Mawr, Pa.—Voluntary ac- quisition of control of licensee corpora- tion to Dalton Machinery, (106 sh. common stock—20%).

Modification of CP
WXLT Bakersfield, Calif.—Mod. CP which authorized new standard station to change type of station and for approval of ant. and trans. location and to specify studio location.

License for CP
WPFB Middletown, Ohio—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WAVL Apollo, Pa.—Mod. CP which authorized new standard station to change type of station and for approval of ant. and trans. location.

Assignment of CP
WFHR Wisconsin Rapids, Wis.—Vol- untary assignment of CP and license to William F. Huffman Radio Inc.

License for CP
KRAL Richfield, Utah—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
KBBS Kansas City, Kan.—Voluntary assignment of CP and authorization for new FM station to Sunflower Beotg. System Inc.

Modification of CP
KSD-FM St. Louis,—Mod. CP, as mod., which authorized new FM station for extension of completion date.

WABX Harriston, N. Y.—License to cover CP for which authorized new remote pickup station KNHU.

Appalachian Beotg. Corp., Bristol, Va.—License to cover CP for which authorized new remote pickup station WPKU.

License Renewal
Gila Beotg. Co., Safford, Ariz.—Renewal of license for relay station KCNL.

Great Trails Beotg. Corp., Dayton, Ohio—Stamp for WJWK.

Crosley Beotg. Corp., Mason, Ohio—Renewal of special temporary experi- mental license WEXKL, to operate 1 kw trans. WEXKL, WJWK. Authorization for 2 kw trans. while sharing time with WJWK.

Applications for renewal of standard broadcast station license filed by: KCBK KONO WHIO WKYJ WJWK

(Continued on page 158)

Page 154 • September 15, 1947
Why KDYL Hooper Ratings are always high...

KDYL local programs are built and publicized to sustain the regular network audience. Shown here is one of the painted bulletins maintained on Salt Lake's most heavily traveled streets—a typical example of KDYL's audience-building promotion.

FM Operation Starts September 1
Television (experimental) Starts October 1

National Representative: John Blair & Co.
Day and night, 50,000-watt WBT is the only Carolina station that serves the entire Piedmont Section—a billion dollar market with over 2,500 factories turning out a half-billion dollars worth of goods... with 231,985 farms harvesting a half-billion dollar cotton and tobacco crop.

Within this advertisers' "Must Market," WBT is...

**FIRST WITH 24.4% MORE PEOPLE** Three and a half million people live and work in WBT's 50-100% BMB Daytime Audience Area. This is three-quarters of a million more people—more by 24.4%—than the total population living within the 50-100% BMB Daytime Audience Area delivered by any other radio station in North or South Carolina.

**FIRST WITH 25.0% MORE RADIO FAMILIES** More than a half-million families own radios in the ninety-five wealthy Piedmont counties that fall within the WBT 50-100%
BMB Daytime Audience Area. That's 25.0% more radio families than live in the 50-100% BMB Daytime Audience Area of any competing radio station in the Carolinas!

**FIRST WITH 28.5% MORE RETAIL SALES** In 1946, Piedmont people rang up $1,370,390,000 in retail sales.* That's a quarter of a million more — more by 28.5% — than was spent in the 50-100% BMB Daytime Audience Area of any other Carolina station!

**FIRST WITH 21.7% MORE BUYING POWER** In 1946, effective buying income in WBT's 50-100% BMB Daytime Area was $2,063,993,000 — 21.7% more than the buying power in the 50-100% BMB Daytime Audience Area of any other station in the Carolinas!*  

To be first in sales in the Carolinas, use WBT — first by far in the Carolinas. For program availabilities, call us or Radio Sales, the SPOT Broadcasting Division of CBS.

**WBT** Charlotte, The South's Pioneer Station

50,000 watts, CBS • Jefferson Standard Broadcasting Co. • Represented by Radio Sales, the Spot Broadcasting Division of CBS

*Sales Management Survey of Buying Power, May 1947
NOW SERVING MUSIC-HUNGRY LISTENERS IN OGDEN and NORTHERN UTAH

KOPP
Daytime
1000 WATTS—730 KC and
KOPP-FM
Fulltime
1000 WATTS—103.9 MC

Musical Menu

BREAKFAST
"The Musical Cop"
Cliff Owens serves from 7 A.M. to 9 A.M. with "Honeyed" mouth-coated with a handful of AP news, sports flashes and correct times. Cliff really "brings home the bacon!"

LUNCHEON
"Flan Dance"
Forrest Kyle gives out with the "Blue Plate Special"—everything from "soup to nuts!" A tasty 90 minute-service guaranteed to eliminate that "after lunch let-down!"

AFTERTIME SNACK
"Call a Cop"
Here's a tasty dish—with Ogden's popular MC—CLIL HENRY-serving 135 minutes of flavorful melody— AS YOU LIKE IT!

DINNER
"At Sundown"
KOPP'S "piece de resistance"—a full course musical feast to please and delight the most discriminating listener—Light Opera to Swing—and no extra charge for dessert!

REMEMBER!
When It Comes to DISK JOCKEYS
You'll Find the "CREAM O' THE CROP" on KOPP

Represented nationally by HOMER CRIFTON, Hollywood San Francisco Chicago New York

FCC Actions (Continued from page 154)

Applications Cont.: TENDERED FOR FILING

Orange Empire Bestg. Co., Redlands, Calif.—Application for new standard station 990 kc 1 kw D.
Modification of CP.
KLEE Houston, Tex.—Mod. CP which authorized new standard station for approval of DA-320.

September 9 Decisions... DOCKET CASE ACTIONS

ANNOUNCED final decision-granting application of United Bestg. Co. for new station at Ogden, Utah—1400 kc 250 w unil. and denial of mutually exclusive application of Ogden Bestg. Co. Inc.

AM—1400 kc
Announced final decision-granting application of Lester R. Taylor tr's Mid-Utah Bestg. Co. for new station at Provo, Utah 1450 kc 250 w unil. and denial of mutually exclusive application of Dan B. Shields tr's Utah Valley Bestg. Co.

AM—1400 kc
Announced final decision-granting application of Community Service Bestg. Corp. of Amsterdam, N. Y. for new station 1000 kc 250 w unil. and denial of mutually exclusive application of Amsterdam Bests. Inc.

Announced final decision and order denying application of Community Service Bestg. Corp. for CP to change facilities of WISH Indianapolis from 1010 kc to 940 kc, increase power from 5 kw-D 1 kw N. to 5 kw unil. and diminishing its motion for stay of proceeding. Public notice for comparative consideration.

BY THE SECRETARY
WCAQ—Pittsburgh—Granted mod. CP for extension of completion date to 12-1-47.
RKG-FM Tyler, Tex.—Same to 3-14-48.
WHTN-FM Bentleyging, W. Va.—Same to 12-21-47.
WIX-NFM Nashville, Tenn.—Same to 3-18-48.
WFNC-FM Fayetteville, N. C.—Same to 12-4-47.
KTLI Los Angeles—Same to 12-21-47.
WDOS-FM Oneonta, N. Y.—Same to 12-21-47.
WHAV-FM Haverhill, Mass.—Same to 12-21-47.
WDWX Paterson, N. J.—Same to 12-21-47.
KCH-FM Twin Falls, Idaho—Same to 12-30-47.
WTAX-FM Springfield, Ill.—Same to 12-20-47.
KENO-FM Las Vegas, Nev.—Same to 12-21-47.
WCBN Connersville, Ind.—Same to 12-21-47.
WJRT Johnstown, Pa.—Same to 12-21-47.
WJFL-FM Johnson City, Tenn.—Granted mod. CP to change type trans. WJDF Houghton, mod. CP for approval of ant. and trans. location and specify studio location. KAYS Hays, Kan.—Same.
KFAH Omaha, Neb.—Granted license to cover CP for installation of Aux. trans. on 1110 kc 5 kw DA-N.
WFTN Montgomery—Granted license to cover CP for increase in power and installation of DA-N. KIRK Kirksville, Mo.—Granted mod. CP for change in type trans. and approval of ant. and trans. locations.
WTMJ-TY Milwaukee—Same to 11-23-47.
WWEB-TV Chicago—Same to 3-25-48.
WARK Hagerstown, Md.—Granted li- cense for new station 1600 kc 250 w unil. KIMO Independence, Mo.—Granted li- cense for new station 1510 kc 1 kw D.
WFTM—Dallas, Tex.—Granted license for new station 1240 kc 1 kw D.
WFDA Dallas, Tex.—Granted CP Install new trans.

WGBB Freemont, N. Y.—Granted li- cense for installation of new vertical ant. with FM ant. on top, and ground system.
WEBJ Brevton, Ala.—Granted license for new station 1240 kc 250 w unil. and change in studio location.
WRAP Fort Worth, Tex.—Granted CP install new trans.
KRHD Dunca, Okla.—Granted CP to make changes in vertical ant., change trans. location, and specify studio location.
WLAB Danbury, Conn.—Granted mod. CP for approval of ant. and trans. location and to move FM ant. on AM tower.
WCOU Lewiston, Me.—Granted CP install new vertical ant. and mount FM ant. on AM tower and to change trans. location.
WPFG Green Bay, Wis.—Granted CP for approval of ant. and trans. location and to specify studio location.
WDDY Pittsburgh—Granted mod. CP for extension of completion date to 3-14-47.
WTJF-FM Milwaukee, Wis.—Same to 3-25-48.
WBAS-FM Youngstown, Ohio—Same to 12-21-47.
KTSJ-FM Topeka, Kan.—Same to 12-20-48.
WBB New Haven, Conn.—Same to 3-20-48.
KTRN Wichita, Kan.—Same to 12-10-47.
Rock Island Bestg. Co., Rock Island, Ill.—Same to 3-17-47.
KXRA-FM Pittsburgh—Same to 1-23-48.
KETT Tecoos, Ga.—Same to 11-1-47.
WPTF-FM Sharrm, Pa.—Same to 12-15-47.
KIMV Hutchinson, Kan.—Same to 1-1-48.
KRC-FM Greenville, S. C.—Same to 12-12-47.
WFVE-FM High Point, N. C.—Same to 12-15-47.
WILK Klovey Park, N. J.—Same to 11-30-47.
KRRC Richmond, Calif.—Same to 11-30-47.
KIDO-FM Boise, Idaho—Same to 12-12-47.
WBFM Boston—Same to 3-22-48.
KTRN San Antonio—Same to 3-22-48.
WBTM-FM Danville, Va.—Same to 12-21-47.
WKIL Kankakee, Ill.—Same to 10-20-47.

KOAD Omaha, Neb.—Same to 3-27-48.
WPDP-FM New Orleans—Same to 3-40-47.
WBH, Columbia, Ga.—Granted li- cense for change in frequency, increase power, install new trans. and DA-N and change trans. location.
KDAL Duluth, Minn.—Granted li- cense for increase in power, install new trans. and make changes in DA-N and make changes in ground system.
WTMC Hartford, Conn.—Granted li- cense to cover installation of new trans. WDFX Chardon, W. Va.—Granted license for new station 700 kc 1 kw D and to specify studio location.
WTVF Milwaukee, Va.—Granted mod. CP to change type visual trans. and extend completion date to 185 days after date of grant.
KQUP Detroit, Mich.—Granted mod. CP for extension of completion date to 12-18-47.
KOKU Norman, Okla.—Same to 1-1-48.
KCBW Santa Monica, Calif.—Same to 10-7-47.
KCYN Stockton, Calif.—Granted mod. CP to make changes in ant.
WFHR-FM Wisconsin Rapids, Wis.— Granted mod. CP for completion of extension date to 12-24-47.
WSOY Decatur, Ill.—Same to 12- 7-47.
KLI Longview, Tex.—Same to 1-2-48.
WDJF-RM Roanoke, Va.—Same to 1-7-48.
KYWC-FM Vernon, Tex.—Same to 9-28-47.
KXYZ-FM Houston, Tex.—Same to 12-4-47.
WMWA-FM Milwaukee, Wis.—Same to 12-4-47.
WBBR-FM Wilkes-Barre, Pa.—Same to 11-1-47.
KLCM Oakland, Calif.—Same to 12-5-47.
WPOT Oswego, N. Y.—Same to 1-1-48.
WCFM Rockford, Ill.—Same to 12-4-47.
KGB-FM San Francisco—Same to 3-6-48.
KVJO-FM Armore, Okla.—Same to 11-15-47.

(Continued on page 160)
NEW AND BETTER PROGRAMMING IDEA!

WRXW, Station WAVE's new FM outlet, is now on the air and presents a type of service which heretofore has not been available in Louisville.

On WRXW, it's good music (in 60-to-90-minute chunks instead of 15-minute driblets)—plus sports at the times most fans want to listen—plus a constant flow of specialty programs, such as "Music Tells Stories"—"Words Men Live By"—"Matinee At Macauley's"—and many others.

Twenty-three hours per week of the finest classical music—at least 17½ hours of the best in light classical and popular music—sports (by WAVE's top sportscaster) a full hour before other local sports programs!
FOUR FOR ONE!
IN COVERAGE
WFRC
REIDSVILLE, NORTH CAROLINA

Affords National Advertisers coverage of FOUR markets... REIDSVILLE... GREENSBORO... BURLINGTON and DANVILLE, VA. FOR THE PRICE OF ONE.... in the great tobacco market of North Carolina.

FOUR IN ONE!
IN PROGRAMMING
WFRC features News... Music... Sports and Local interest shows combined for A-1 Listenership.

WFRC, THE INDEPENDENT VOICE OF REIDSVILLE, NORTH CAROLINA
1000 Watts
For Details See DONALD COOKE INC.
GREETINGS TO THE 25TH ANNUAL CONVENTION OF THE NATIONAL ASSOCIATION OF BROADCASTERS

WWWVA salutes the N.A.B. on its Silver Anniversary Convention for a job well done; for 'fostering and promoting the development of the art of radio broadcasting,' and for fostering, encouraging, and promoting regulations and practices in the best interests of the public and the radio industry'. Best wishes from a member of long-standing from out here in the heart of the steel and coal belt of the nation!
NAB Reports
(Continued from page 160)

member's meeting of the Kentucky Broadcasters Assn. in Lexington.
Assignment to the Radio News Committee has continued for more than three years. As during the two previous years, the committee places greatest reliance upon radio news clinics to improve radio news.

Station managers, as well as working newsmen, are urged to attend clinics. In many cases, improvements depend on management first accepting the idea of making an investment in personnel.

First 1947 radio news clinic was held in Salt Lake City, Jan. 18, and attended by 98 broadcasters from Colorado, Idaho, Montana, Utah and Wyoming. One hundred seventeen broadcasters from Iowa, Kansas, Missouri, Nebraska and Oklahoma participated in the Kansas City clinic, April 16. Forty-five New Jersey and New York broadcasters met in Utica, New York, on June 27, for the second annual news clinic to be held in District Two. Much progress was reported during intervening months. Highlights were: establishment of several one-man news departments; the creating of one six-man news bureau; a two-man bureau; increased regional correspondents; and more local reporters all along the line. All clinics were attended by the department director, who is also secretary of the Radio News Committee.

Papers prepared for presentation at the Kansas City clinic have been distributed to all stations and to holders of construction permits. They were also well received by journalism departments of colleges and universities.

The Council on Radio Journalism consists of ten members, five appointed by NAB, and five by the American Assn. of Schools and Depts. of Journalism. One of its purposes is to contribute to improvement in radio news by working directly with colleges and universities.

News Internships

During 1947 the council continued the promotion of radio news internships for qualified journalism teachers at selected station news departments. Ten interns graduated in 1945; six in 1946 and three in 1947.

During the early part of the year, studies were made of operations of three FM stations. Those distributed to the membership covered WBCA Schenectady, and WSYR-FM Syracuse. The KOZY Kansas City, study awaits addi-

(Continued on page 170)
NEW! A complete portable recording console
THE PRESTO 90-A

Here in one easily portable unit is complete amplifier equipment to produce recordings on remote assignments that equal the best recordings in permanent installations.

Presto 90-A has 3 low-level input channels with mixers, master gain control and variable high and low frequency equalizers.

It has four fixed characteristics: flat between 30 and 15,000 CPS... NAB recording... 78 r. p. m. recording... playback complimenting NAB recording.

Other features include: line input and output, V.U. meter, switching for one or two recorders, over-all gain—115 db, power—10 watts undistorted.

In quality of parts and workmanship and in flexibility of operation, the Presto 90-A is the equal of the finest studio equipment.

Presto engineers are proud to present this new recording console as a forward step in recording equipment.

Immediate delivery can be made from stock.

FREE! Presto will send you free of charge a complete bibliography and digest of all technical and engineering articles on disc recording published since 1921. Send us a post card today.
Video Needs No Subsidies, Nicholas Says
As Farnsworth Offers Table Model Sets

"TELEVISION is on the right path," E. A. Nicholas, president, Farnsworth Television & Radio Corp., declared last week at a distribution meeting in New York and a similar affair in Philadelphia. Meetings were held to announce introduction of the first Farnsworth television receivers into those markets.

With obvious reference to the assertions of Eugene McDonald, president of Zenith Radio Corp., that television cannot succeed economically without some payment for programs on the part of the public, Mr. Nicholas declared that television "needs no artificial scheme to make it click."

"It needs no subsidies that are not a part of the tradition of broadcasting as established by radio," he continued. "It needs only to continue to grow as it is growing. It needs only more receivers in more homes and more telecasters in more cities, and that is exactly what it is getting."

Mr. Nicholas pointed out that there are some 75,000 video receivers in operation, more than half of them in the New York area, that September production will approach 30,000 sets and that the figure is increasing monthly.

"Assuming, conservatively, that five persons view programs over each home receiver—and this does not include the large audiences in public places—it is obvious," he stated, "that the viewing audience will total at least a million persons by the end of this year. Television will have gone a long way toward attaining its economic maturity."

Set Compact

The table model set, first in the Farnsworth video line to be put on sale, has a 10-inch direct-view tube housed in a cabinet of modern design. Cabinet is only 16 inches wide, 18 inches high at the front tapering to 15 inches at the back, and 22 inches deep, said to be the most compact video set yet developed. Instrument is priced at $349.50. Installation fees have been set at $45 including a 90-day service guarantee, or $65 for installation plus service for one year.

Set contains 22 tubes, including two rectifiers and a visitron picture tube. An exclusive feature stressed by Farnsworth executives is the electronic beam relaxer, said to replace several tubes, to simplify electrical circuit design and to permit more economical receiver operation.

Following the "kick-off" meetings on Monday, sets went on sale Tuesday, with full-page newspaper ads in both New York and Philadelphia Tuesday and Wednesday announcing their availability. Most dealers had received demonstration sets in advance; others were promised them by the end of the month.

Introduction of the Farnsworth set "will be of real benefit to the early and rapid growth of television," Mr. Nicholas stated. "A popular-priced quality receiver benefits the public, the dealer, the distributor, the broadcaster, the manufacturer, and the television industry as a whole. It will be a real factor in the speeding up of television's contribution to our national economy.

"To the television broadcaster, moderately-priced receivers mean more circulation, widening distribution of receivers in more and more homes and public places. The economic progress of the broadcaster depends in large part upon increased circulation. Broadcast progress means more and better programs, and this in turn, of course, stimulates still wider public interest in television—and television receivers."

New Shreveport Outlet Has Experienced Staff

WITH A STAFF of 20 experienced radio personnel, KENT Shreveport, La., went on the air last month and is now operating 20 hours daily. The full-time 1 kw Mutual affiliate is owned by Frank J. Ford and his son, Frank Ford Jr. Mr. Ford senior for two years was business manager of KTBS Shreveport. His son, an ex-Army captain, was formerly a salesman with KPDJ Alexandria, La.

Tod Branson, former news and special events director of WTOD Toledo, is program director. Frank Ford Jr. is commercial manager. Chief engineer is Charles Mathes, with experience as chief engineer with stations in the Ark-La-Tex area. Muriel Smith, formerly of KWKH Shreveport, handles traffic department.

ACCOUNT EXECUTIVES

The Pacific Coast's Greatest Half-Hour Radio Show Is Available

It's The Joe Hernandez Show

Currently Under Sponsorship in Los Angeles by Marshall & Clompert, Plymouth & DeSoto

1. The highest hooper, six nights weekly, of any like show in radical 2. Biggest mail pull in the history of local radio, 25,000 letters in five weeks

THE JOE HERNANDEZ AGENCY

954 So. La Brea St. Los Angeles 36, Calif.
When does 51,989 = 1300?

Screwy arithmetic? Not by a country mile!

Because when WFBR made a single announcement that a few tickets were available for its live shows over Baltimore’s most popular afternoon program—Club 1300—51,989 requests came deluging in!

Phenomenal? Well—we leave the adjectives to you.

Club 1300—Baltimore’s number one live show in afternoon popularity is, of course, a WFBR production. Live shows are a long standing policy of WFBR. Only at WFBR do Baltimoreans get the thrill of live radio. Not just a spot on the dial, not just steel towers, but RADIO CENTRE, where Baltimoreans come for the visual glamour, the personalities, the personal participation in pulsating, breathing, LIVE radio.

So, naturally, when you buy WFBR you buy loyalty that means more listeners and quicker action. (51,989 responses to a single announcement—that’s ACTION. An average Club 1300 Hooper of 13.6—that’s LOYALTY).

So if it’s Club 1300, it equals 51,989. If it’s WFBR—it equals SALES.

WFBR—BALTIMORE

ABC—5000 WATTS—AND 1,200,000 LISTENER FRIENDS

NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.
Stein Leaving FCC To Open Law Office
He Will Specialize in Common Carrier Matters and Radio

ABE L. STEIN, of FCC's law department, resigned effective last Friday to open law offices in Washington and Chicago.

He will specialize in radio and common carrier matters, and also will teach a course in FCC radio regulation at Southeastern U., Washington, D.C. Washington offices are in the Earle Bldg., 13th and E., N.W., telephone National 6515. Chicago offices are at 1 N. La Salle St., telephone Randolph 1481.

Mr. Stein served with FCC for approximately five years. He joined the agency when it was organized in 1934, working primarily in the telephone field. He resigned in early 1937 to join the Illinois Commerce Commission, later served as assistant attorney general of Ill. and in late 1940 resumed private law practice which he had started in Chicago in 1933-34.

Served in Army

He returned to Washington in January 1942 as a member of the OPA legal department where he served until he entered the Army the following December. He rejoined OPA, upon his discharge from military service in March 1945, transferring back to FCC in February 1944.

Upon his return to the Commission he was assigned to the Common Carrier Division, where, during the war, one of his assignments was to obtain wire channels for radio stations in connection with the war effort. In late 1945 he was assigned to broadcast hearing work, and since then has served as examiner or Commission counsel in a large number of broadcast cases. These include the current battle between WOWO Fort Wayne and WLIB New York over fulltime use of 1190 kc, which took 25 days to hear and which has not yet been decided by the Commission.

Mr. Stein, a native of Eveleth, Minn., received his AB degree from the U. of Wisconsin in 1927 and his LL.B. from Harvard Law School in 1930. Between high school and college he was engaged in general business for four years.

KCMO NOW MOVED UP TO 50 KW, ON 810 KC

KCMO Kansas City last Tuesday, Sept. 9, increased its power to 50 kw, and changed frequency to 810 kc. Station has been operating on 1480 kc, 5 kw fulltime. Owned by Tom L. Evans, C. C. Payne and Lester E. Cox, the station was incorporated in June 1936, with a power of 100 w.

Tower is on a 160-acre tract at Nashua, Mo., in Clay County. Completion of the towers and building and the installation of the transmitter have been completed for several months but time was necessary to complete equipment tests.

E. K. Hartenbower is general manager of the station, which is the basic ABC outlet in the area. He joined the station in 1944, coming from the position of sales manager for the Central Division of ABC in Chicago.

RCA Dividend

DIVIDEND of 87 1/2c per share was declared by RCA, following board meeting in New York Sept. 5, on outstanding shares $3.50 cumulative first preferred stock for period July 1, 1947, to Sept. 30. Dividend is payable Oct. 1 to holders of record Sept. 16.
Confucius say: I Stand Corrected!

THINGS are happening in the Columbus, Georgia Market. When you look at Columbus, you're looking at the THIRD LARGEST METROPOLITAN AREA in Georgia.

Take the figures, for instance . . . . (*)

POPULATION ESTIMATES, January 1947
Columbus METROPOLITAN AREA . . . . 159,800
Families . . . . . . . . 42,100

In ADDITION—WRBL covers Fort Benning, just seven miles away, with its 25,000 people.

1946 RETAIL SALES (estimated)
Columbus METROPOLITAN AREA . . $71,132,000

YES! WRBL with its increased power is in a RICH METROPOLITAN AREA!

For nearly 20 YEARS, thousands of families have tuned to WRBL for News, Entertainment and Community leadership. This loyal audience, built up thru the years, is now expanded into a considerably wider circle of radio homes—ready-made, "tailored-to-listen" WRBL audience. With new, greater power—WRBL offers the key to low-cost selling in the Columbus, Georgia market.
EVER HEAR of a "board sawyer"? Boston-bred announcer Earl Hill, now with WDEV Waterbury, Vt., hadn't heard of it either, but then he hasn't heard of many of the farm implements he glibly discusses on the WDEV farm programs. So when a woman wished to run an ad on the air for a board sawyer, Mr. Hill's ad lib went something like this: "Mrs. . . . is in urgent need for the immediate use of a board sawyer. Old or new. It makes no difference, as long as it's in reasonably good workable condition. If you have one lying about your farm, possibly in a neglected corner of the barn or in the workshed, clean and oil it up, and contact Mrs. . . . Why let your idle board sawyer get rusty and deteriorate when you can turn it into cash?" A few minutes later, Lloyd Squier, owner and general manager, informed Mr. Hill that a board sawyer is not a beat up old tool, but the gent who operates the contraption.

New Video Package Firm Is Formed in Philadelphia

A NEW television packaging organization, Jawer Television Productions, has been formed, with offices located at 515-16 Real Estate Trust Bldg., Philadelphia. The firm offers television program production and consultation service for advertisers, agencies and stations.

Robert Jawer, former production assistant to Irwin A. Shane, publisher of "Television" magazine, is executive director of the firm. Paul Knight, former program manager of WPTZ Philadelphia, Philco video station, is director.

A. Vance Hallack, former producer-director of WGR-WKBW Buffalo, has been appointed associate director and script editor, and Jack Kelsey, former WHOM New York program manager and assistant radio director at Young & Rubicam, has joined Jawer as a writer.

CAPT. LEONARD G. SCHMITZ, chief of the Radio Section, War Dept. Public Relations, resigns from that post effective Oct. 1. He is also leaving the Army on that date. A combat veteran, Capt. Schmitz was recently awarded the Bronze star for heroism in action during the Philippines campaign. He served in General MacArthur's public relations section in Manila and Tokyo, returning from Tokyo to join the War Dept. Radio Section in April 1946. He is planning to enter business for himself in Lincoln, Neb.

KWIK BURBANK TO TAKE AIR AS 250-W STATION

KWIK, new 250-w fulltime Burbank, Calif., station on 1490 kc., is scheduled to go on the air Sept. 20, according to Sam Kerner, president of Burbank Broadcasters Inc., station licensee. KWIK-FM is expected to be in operation within 30 days, he said. Studios and executive offices are located at 20 W. Burbank Blvd., Burbank.

Mr. Forbes Mr. Kerner, Hollywood independent packager of live and transcribed shows, is station commercial manager. Paul Rickenbacher is vice president and director of national and regional sales for KWIK. He was formerly with Footé, Cone & Belding, New York, and Young & Rubicam Inc. and for six years was office manager and talent buyer of J. Walter Thompson Co., Hollywood.

Don Forbes, onetime chief announcer of CBS Hollywood and more recently co-newscaster on NBC "Richfield Reporter," is stockholder and general manager of KWIK. Billy Gray, Hollywood night club owner, is vice president of Burbank Broadcasters Inc., and production manager. Carl Aultman, associated with Mr. Kerner in program packaging, is corporation treasurer. Al Gall, formerly CBS Hollywood news editor, heads news and special events department.

Other personnel includes Patrick H. Price and George Graham, account executives; Muriel Halpert, traffic manager; Robert H. O'Sullivan, in charge of recorded music; Eugene L. Mielezko, chief engineer. KWIK, Western Electric-equipped, will use UP news service and Lang-Worth and Standard libraries. FM outlet will utilize a General Electric transmitter.

Tsk, Tsk, Earl

PS: Ask us about the "Tommy Dorsey Show" on WCAW

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STANDING UP UNDER THE TEST

1 ROCHESTER (N.Y.)

- Tied for 9th place among all cities in U.S.A. in the 1947 Test Market Survey!
- Ranked 1st in New York and Middle Atlantic States among all cities of all sizes!
- Tied for 5th place among all cities in U.S.A. in 100,000 to 500,000 population group!
- Ranked 1st in New York and Middle Atlantic States in 100,000 to 500,000 group!

2 STATION WHEC

- Hooperatings show more people listen to WHEC than any other Rochester Station!
- This WHEC advantage holds good morning, afternoon and night—and has ever since Hooperatings were instituted in Rochester 4 years ago!
- Rochester and WHEC—What a Combination for a test campaign!

NOW 5,000 Watts

WHEC

ROCHESTER, N.Y.

National Representatives: J. P. McKinney & Son, New York, Chicago, San Francisco


THE STATION THAT COOPERATES
**Good News for R.P.W.U.**

*(Radio People with Ulcers)*

You say your ulcers are driving you mad—especially when you (or they) are confronted by a tough promotion problem?

Relax, friend. Life can give you ulcers. A lot of people have ulcers, and they make the rounds of their lives... and they say it's.setBackgroundResource(0)

Because W. C. (Bill) Roux has got himself a printing company. Remember how for 15 years—when he was a co-owner of the company—he used to talk about owning a printing shop? Remember the glazed look that came into his eye, like sailors talking about—whatever sailors talk about that gives them a glazed look?

Well, it's happened. Bill is now v. p. and treasurer of the Colyer Printing Company, a quality shop with a record of 30 years' service. Bill is ready to take on your printing and promotion assignments on the following basis: You pay for the printing, but Bill's accumulated experience and radio savvy is yours free, gratis, for nothing.

Good deal! Then telephone Humboldt 3-4150.

**COLYER PRINTING COMPANY**

Complete Printing and Advertising Service
116-132 Sussex Avenue Newark 4, N. J.

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**NAB Reports**

*(Continued from page 168)*

National data covering the first half of 1947.

Small Market Station studies, begun in 1946, have now been printed and distributed with the exception of one now at the printer.

The director has been assigned to represent NAB on several national organizations. Among federal department services are: War Department; Navy; Treasury; and Veterans Administration. American Red Cross is included in this category since it is quasi-governmental.

Another assignment is the handling of the exposition phase of the annual NAB convention. That means acting as exposition manager for the exhibits of associate members in the Atlantic City Auditorium. Space occupied by this year's exposition is the largest in NAB history.

**DEPT. OF BROADCAST ADVERTISING**

**FRANK E. PELLEGRIN**

---

**Mr. Pellegrin**

**DURING the past year the Broadcast Advertising Department has tried to serve the sales and promotional needs of the industry on the broadest possible base, and to work towards the continued elevation of the standards of commercial broadcasting.**

Meetings of the Sales Managers Executive Committee were held inquired of... limiting opportunities of sales personnel, and recognizing other broadcasting characteristics.

This Subcommittee on Sales Practices worked toward the elevation of standards in radio advertising; conducted through the NAB Research Dept. a series of studies regarding sales administration and practices, payment of commissions on talent charges to salesmen, representatives and agencies, and payment of commission on retail business to agencies. The committee also explored the problems and made recommendations regarding brokerage of time, uniform commercial definitions and terminology. It studied the broad field of multiple zone, single rates and recommended a standard definition for application of the retail rate. It also handled numerous problems as they arose involving sales practices of individual stations.

The Subcommittee on Sales Promotion has been actively cooperating with RMA in plans for National Radio Week, for nationwide promotion of a campaign to sell more radio sets, and for increasing the total radio tune-in. It has also directed numerous other promotion projects.

The Subcommittee on Advertising Agency Recognition Bureau worked out plans for accrediting and recognizing advertising agencies on the local level.

Problems relating to the commercial or advertising phases of television were studied by the Television Subcommittee. The committee cooperated actively with NABDGA, conducted a survey of all advertisers using the television medium, and its chairman participated in seminars on Television Advertising and Television for Retailers.

The Subcommittee on Agency Billing Practices completed its special assignment of investigating

*(Continued on page 172)*

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**New! ACoustical PAINT**

**FOR ANY ACoustical TILE**

**WILL NOT IMPAIR ACoustical PROPERTIES**

Write for Information

Heerwagen Acoustic Decoration Co.
P. O. BOX 4491, MEMPHIS, TENN.
Whom do you 
Reach when you 
buy WOWO ?

CITY PEOPLE? Yes indeed... more 
than 100,000 in Fort Wayne alone! Yet Fort 
Wayne represents only 5.8% of WOWO's 
audience. Another 15.3% live in 9 cities with 
populations ranging from 25,000 to 100,000.

PEOPLE IN BIG TOWNS? Certainly! 
You get coverage of 45 towns (population 
ranging from 5,000 to 25,000) in Indiana, 
Ohio, and Michigan... representing 29.9% 
of the WOWO market.

PEOPLE IN LITTLE TOWNS? Absolutely! You reach listeners in approximately 
500 towns with populations of less than 
5,000. Here live another 29.3% of people 
in the WOWO area.

PEOPLE ON THE FARM? More 
than half a million... or 25.4% of the 
WOWO market! And what farms, too! 
89.3% have radios—as compared to a 
national farm average of 76%.

WOWO’s signal reaches listeners in a market 
of two million people—a market more populous 
than the trading area of Cleveland or of Cincin-
nati! If you want to sell people in the heart of 
the Midwest... people in cities, towns, and farms 
... start selling now on WOWO, Indiana’s most 
powerful station. ABC affiliate. For availabilities, 
see NBC Spot Sales.

WESTINGHOUSE RADIO STATIONS Inc • KYW KOKA KEX WBZ WBZA WOWO 
National Representatives, NBC Spot Sales—except for KEX. For KEX, Free & Peters.
The Coming of World Religion

5.

PROPHETIC RELIGION was re-

newed by the spirit working

through the Bab. His mission was

to revitalize the dim hope of an-

cient faiths that justice will pre-

vail on earth and that nations

will learn to live together in

peace.

He himself, the Bab declared,

was but the herald preparing the

way for the one promised by re-

ligion of old—the One who in the

authority laid upon him by God

would summon nations to un-

ity under divine law.

Solemn, the Bab left behind him

a company of consecrated souls,

cherishing the pure flame he had

kindled. They were prepared to

recognize Bahá'u'lláh when he

made himself known in 1863.

Bahá'í literature free on request.

BAHÁ'I PUBLIC RELATIONS

536 Sheridan Road, Wilmette, Ill.

FACSIMILE FACTS

A reality NOW!

ALDEN SCANNER

Wheel it in, plug it in. Be

on the air the same day.

Why wait?

Alden Facsimile Equipment is in operation. It

is thought through, tested and rigged for

mass production. We are manufacturing not

theatrical, tinfoil this equipment and do

your own learning and experimenting. Re-

quest: "Facsimile Brown Book."

IN OPERATION

AT THE SHOW

ALDEN PRODUCTS CO.

117 N. Main St. Brockton, Mass.

NAB Reports

(Continued from page 170)

the various billing practices of ad-

vertising agencies and stations.

The Joske Advisory Subcommit-

tee completed earlier in the year

superior any sub-division of "Radio

for Retailers," a report on

the two-year study of radio adver-

tising for retailers conducted by the

BWA in cooperation with

Joske's of Texas and the San An-

tonio radio stations.

New Retail Projects

The Retail Advisory Subcommit-
tee undertook to study how the

NAB might further its work with

retail advertisers. It reported on

the desirability of establishing a

permanent retail research bureau

within the NAB, and developed

additional plans for active coopera-

tion with NRDGA and numerous

other retail groups.

The Subcommittee on Spot

Broadcasting completed its special

assignment of studying the rea-

sons for some of the confusion aris-

ing from varied uses of the word

"spot." It submitted its recom-

mendations to the Executive Com-

mittee. This study led to the es-

tablishment of a special Subcom-

mittee to focus attention on this

problem. The project of making a thorough

analysis of radio's present competi-

tive position and the need for an

overall sales promotion campaign

for the industry, was assigned to

this group. The project is to in-

clude a study of the form such a

presentation should take, as well as

methods, costs and possible

means of financing.

The Sales Promotion Section of

the Broadcast Advertising Dept.

headed by Assistant Director Hugh

McGinty, in cooperation with

the National Retail Dry Goods

Association, was assigned the

preparation and distribution of

sales aid material designed to in-

crease the use and effectiveness of

radio advertising.

The increase in the number of

broadcasting stations, the growing

dimension of the buyers' market

and the business recession in some

lines were expected to reduce the

average sponsor's potential revenue.

Consequently, all NAB sales aids

were planned to help create a high

sales volume for the station and

greater effectiveness for the ad-

vertiser.

Work was begun on a series of

speeches about advertising and

radio, suitable for delivery by sta-

tion personnel before various types

of audiences. The first speech of

the series was distributed in Au-

gust.

Material descriptive of radio's

ability to produce results for vari-

ous types of advertisers was sent

regularly to various associations.

Some of this work resulted in specific

campaigns for radio, such as the

transcription series furnished its

members for local sponsorship by

the American Bankers Assn. The

series is now in its second year

with almost 100% renewals by

original sponsors, in addition to new

advertisers.

The section has worked closely

with the RMA committee on ad-

vertising and promotion in connec-
	

tion with the "Radio for Everyone

— Everywhere" and "National

Radio Week" campaigns.

The section arranged 16mm sound

film showings of the three NAB

films, "Air Force and the

Retailer," "America Takes to the

Air," and "Why Radio Works," at

many stations throughout the

U.S.

In the past year the retailing

business has gone through a transi-

tion to a buyer's market and has re-

turned to its normal highly com-

petitive state. During this time

there has been the objective of the Re-

tail Section, headed by Assistant

Director Lee Hart, to help broad-

cast-sponsored by retailers was helpe-

tal retail sales promotion problems.

To this end the department has con-

centrated on down-to-earth proj-

ects, releases and services. These

have considered the need to do a com-

bined item and institutional

advertising job at one time, and

the fact that this job can be

measured in terms of long range

sales as well as in terms of items

sold.

This section completed its work

on "Radio for Retailers," distribut-

ing a chapter on "Copy," a chapter

on "Programs," an addition to the

chapter on "Results," and pertinent

appendices.

New Service

A new Retail Advertising Ser-

vice for NAB members was begun.

Miss Hart has visited many cities

on an invitation and travel expense

basis.

Services on these trips have in-

cluded speeches to meetings of re-

tailers or advertising clubs, round-

table conferences with radio sta-

tion personnel and consultation

with individual advertisers. Ex-

penses of this service have been

defrayed by the participating sta-

tions.

This section has cooperated
closely throughout the year with the

National Retail Dry Goods

Assn. The first annual contest to

select the best radio programs

sponsored by retailers was held at

the NRDGA convention in Janu-

ary. A half-day radio panel was ar-

ranged for that program. A library

of prize-winning transcriptions and

scripts was established in NRDGA

headquarters. Four of the winners

then comprised a panel for a half-

day discussion of radio at the

NRDGA Sales Promotion conve-

tience held in June.

A personal consultation service

has been made available at cost to

retail advertisers.

Speeches on special topics have

been given to numerous audiences

throughout the Allied Stores

Corp. Advertising Clinic to the

Asm., of Women Broadcasters Con-

vention.

A three-point plan was devel-

oped for making radio more effec-

tive for retailers. Because of the

success reported to date in its

application by various stations, it

will be the basis for future study

and releases.

A library service has been main-

tained by this section, available

without charge to NAB members,

consisting of selected transcrip-

tions of successful programs spon-

sored by retailers. Scripts and sam-

cle commercials are also fur-

nished.

Aids for Small Stations

The Small Market Stations Sec-

tion, headed by Assistant Director

J. Allen Brown, has continued to

render special services to stations

of less than 5,000 w power in cities of

50,000 population and under.

This work is coordinated with the

NAB Small Market Stations Ex-

ecutive Committee.

Booklet on "How to Get More

National Spot Business for Small

Stations" was distributed to the

NAB membership in January. All

stations receiving construction per-

mits, regardless of size, were sent

information on "NAB Services to

Member Stations" with an invita-

tion to join the NAB. Many appli-

cations have been received through

this office and turned over to the

Secretary-Treasurer.

This section compiled a list of the

many station aids available to

members from all of the NAB de-

partments. An order blank of "NAB

Station Aids to Small Stations"

was distributed at all District and

(Continued on page 176)
No industry can be greater than the integrity of the men directing it. This is especially true of the broadcasting business where public confidence is a requisite for success.

Through the years since 1925 when KVOO was established, integrity has been the keystone upon which all of our operations have been built. Integrity in every action is the fair price we shall continue to pay in the years to come to maintain our respected place in the hearts of our listeners.
C. M. BLUMLE, former promotion head of Western Airlines, has joined ABC Radio's "Breakfast in Hollywood" staff in similar capacity.

BILLY TUSHNER, ABC Hollywood publicist, is the father of boy born in Los Angeles Sept. 3.

MORRIS ABDOU, member of publicity staff of KECA Pittsburgh, and Edward Paul, employe of Westinghouse Electric Corp., Pittsburgh, were married Sept. 6.

Promotes Fashion Week

STATIONS of New Orleans joined facilities Sept. 15 in united promotion of Fall Fashion Week, designated by New Orleans Assn. of Commerce. Fashion Week activities were started with a radio show from the Roosevelt Hotel featuring Mary Curtis Studer, nationally-known fashion expert who served during the week as the "Voice of Fashion." Program aired simultaneously on WWL, WNOE and WWZ. During the week, more than 30 special fashion programs were broadcast over the four stations and WSMB. Programs outlined positions which New Orleans occupies in world of fashion and discussed new fall fashions. WTPS sponsored a fashion clinic and forum as late feature of the week.

KABC Promotes Sponsors

WINDOW displays have been installed in downtown San Antonio by KABC. The display features two KABC sponsors, the Braniff International Airways, and the Kellogg's breakfast foods. First is a large sign that carries the theme "Breakfast in Hollywood," and is built around a background of 10 pendants from leading colleges along the Braniff route, with the center panel emphasizing the Braniff advertising schedule over KABC. Kellogg show-card encourages patrons to "Listen and learn."-Tom Breneman's "Hilarious Breakfast in Hollywood," and the heart-warming, homespun wisdom of "Galen Drake." It is also features the name of the Kellogg product of the program. This display is set up in 22 windows in downtown San Antonio.

Video Lecture in Schools

DEMONSTRATION of use of television in class rooms was staged by WTOP-TV, Washington, Sept. 9 and 11 at local high schools and colleges. Program featured "11:60 M.C., Dave Garroway. Headed "Dave Garroway, Special Hollywood Edition," the contest was started by the Colorado Station in cooperation with its National Science Foundation grant. Regularly scheduled program of WTOP were tuned in at the New York Public Library to hear the public to learn what FM means Fine Music, as well as The Future Market for the public.

FM Display

DURING the Indiana State Fair this year K.O. McGloin and Ray Dougherty represented WOSI (FM) Columbus, Met., and attracted the expected FM display at the fair. They explained frequency modulation and the public demonstration, and distributed WOSI tee-shirts containing full information about WOSI, AM and FM sets were demonstrated and the absence of noise, static and interference on frequency modulation reception was called to the public's attention. Regularly scheduled programs of WOSI were tuned in at the fair and the station was the only one to hear the public to learn what FM means Fine Music.

CBS Kit

TYING IN with the return of International Silver Co.'s CBS "Ozette and Marlett" program after its summer vacation, the Columbia program promotion department has distributed a promotional kit to CBS affiliates for local promotion. Kit contains suggested newspaper advertising, local announcements, photos of the principals, etc.

Store-Wide Promotion

USING a "first-time" head shot on all artists in the "Joe Alpert's Barn Dance," weekly show over station, KLZ Denver is blanketing sponsors' clothing establishment with point-of-sale promotion aids. Carrying a western motif, photos are traditionally mounted on signs made of wood-grain paper cut in triangular "blank" shape, with copy identifying each star with its own sign on the program. These are attached to archways, displays and show cases in every department of the store.

KUSN Brochure

EIGHT-PAGE, two-color brochure has been issued by KUSN San Diego to announce its operation on a clear channel with daytime and 100,000 watt. City's growth is reported in market facts showing it to be "California's fourth great market." Folder gives details of station's programming and production facilities.

Merchandising Aid

MONTHLY merchandising aid titled "KFSF Pin-Up Sheet," is being distributed to city growers and drugstores by KFSF, Denver. Designed to acquaint merchants with programs and products featured on KFSF, sheet folds to mailing size and contains a closer picture on the outside, a closer picture on the inside and when opened to full shows products advertised, along with pictures of station and CBS network stars and sponsors.

WGAG House Organ

TO KEEP staff members informed of activities in departments of the station other than their own, WGAG Worcester, Mass., is distributing a six-page news sheet titled "Closed Circuits" to its staffers. New house organ is printed bi-weekly by a staff representing each department and contains features of program changes, new shows, personnel notes, etc.

Promoting Use of Peaches

COOPERATION with the Western New York Peach Growers Assn. and the Rochester Gas and Electric Corp. during the peach season WHAM Rochester is offering free, a "Peach Pack" which includes names of association growers in neighboring counties, a detailed map showing growing locations, route numbers for easy accessibility as well as complete information on canning, freezing and serving peaches. "Peach Pack" is offered on the 1:30, 5 p.m. program over WHAM to promote the use of peaches in western New York.

KBS Brochure

KEYSTONE Broadcasting System, New York, has released a brochure to advertisers and agencies throughout the country on its "Beyond-Metropolitan" areas. Promotion piece contains a map of the U. S. listing KBS stations and explains that the beyond metropolitan area is "The World's Richest Market."
for maximum advertising

in the West

KSL

CBS • 50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives
NAB Reports
(Continued from page 172)
Area meetings during the Small Market Stations session.
This section and its Executive Committee were especially active in securing relief from the FCC on operator requirements for small stations.

A second annual survey on religious programming trends, made by small stations in NAB District 2, was released to the membership in January.

Currently underway are a survey and compilation of case histories on how radio stations have sold public relations programs to manufacturers and other institutions which do not have merchandise to sell in a strict retail sense. This information has been compiled over a period of several months and will be released to the membership at an early date.

During the past 18 months the Small Market Stations Section has pointed out the program value, prestige, and revenue to be gained by emphasizing the sale of network cooperative programs. One result of this campaign has been that in the 12-month period preceding April 1947, affiliates of one network alone showed an increase of 214 sponsored co-op programs. These affiliates were programming 513 sponsored network cooperative programs in 1946, and in 1947 increased this number to 727.

This activity has also resulted in the networks making available to affiliates for local sponsorship several new programs.

As of Aug. 1, 1947, the four major networks' affiliates were selling more than 2,000 hours per week of the cooperative type of program. This NAB and network activity has improved the over-all programming of small stations generally, and has been a prime factor in reducing the excessive use of spot announcements.

The Assistant Director has provided a consultation service on station operations to the management of hundreds of new stations. He has written a number of NAB publications on various phases of station operation and sales.

A new NAB booklet, "Some Do's and Don'ts of Station Management," was distributed especially to all new stations which were granted construction permits since October of 1945. The booklet was also sent to established stations on request. "Suggestions for Emphasizing Program Sales" and "Radio Advertising in 1947" were also offered to NAB member stations.

The department has worked in close cooperation with other trade and advertising associations of members of the department staff have given numerous talks on radio advertising during the year.

FM DEPARTMENT

A NUMBER of actions taken by the NAB Board of Directors, NAB management and by the membership, through referendum, during the past year have had the effect of materially strengthening the position of FM broadcasters within the structure of the association. The NAB membership, by a near-unanimous vote, has approved the new by-laws which call for Directors-at-Large to be elected to the NAB Board to represent frequency modulation, television and facsimile whenever the membership in any of these categories reaches a total of 25. The by-laws further provide that with respect to FM, there shall be a director for Class A stations and a director for Class B stations, subject to the required minimum membership.

Except in 1947 when the old procedure for electing directors-at-large will obtain, these new directors will be nominated and elected by that section of the membership which falls within their classification.

In June 1947, Walter Damm, chairman of the FM Executive Committee, resigned. Mr. Damm was president of FMRI at the time that members of that organization decided to associate themselves with the NAB and felt that his work of bringing the two organizations together, and establishing NAB's FM Dept. was completed. After consultation with NAB board members and others particularly interested in FM broadcasting, NAB President Justin Miller appointed Leonard Asch, of WBCA Schenectady, New York, as chairman of the FM Executive Committee.

In August Arthur Stringer, one of NAB's long-time department heads, and well known to broadcasters everywhere as an able and energetic organizer and promotion man, was elected to head the FM Dept., replacing Robert T. Bartley, resigned.

On Aug. 25, 1947, the FM Committee held its first meeting under the chairmanship of Mr. Asch.

The committee undertook to chart a policy program for the FM Dept. which would meet the requirements of FM broadcasters and, at the same time, conform to the general policies of the NAB. The committee asserted that FM is an advancement in the broadcasting art, that duplication of AM programs on FM stations is desirable and necessary to the more rapid development of the medium, and that NAB's FM Dept. should begin immediately to give its attention to the business and programming aspects of FM.

Director Stringer is undertaking a number of projects in behalf of the FM members:

Confidential and continuing study of FM rate policies, both local and national; in collaboration with NAB's Research Director, Kenneth Baker, investigate feasibility of developing a reliable and economical survey technique by which local FM broadcasters may determine the number of FM sets in their listening areas; encourage FM broadcasters to increase operating hours above the minimums required by the FCC to provide dealers with more demonstration hours and the public with as nearly a fulltime broadcasting service as possible.

KLX Oakland, Calif., has exclusive broadcasting rights to the 41-day opening meet at Golden Gate Fields, which started Sept. 9. Craig Oil Co. sponsors the daily KLX broadcasts from the stand, by Ruthrauff & Ryan, San Francisco.
WAAT
New Jersey's First Station,
Welcomes the members of
N. A. B.
to Atlantic City and the Garden State,
and cordially invites you to visit the
WAAT—NEWSPAPER PUBLISHER'S
FAXIMILE SERVICE
Headquarters in Booths 122,
124 & 126 in Convention Hall

New Jersey's First in...
LISTENER-PARTICIPATION mystery program in which cash prizes are awarded to listeners who suggest winning questions is aired week by week on NBC Chicago, Mon. through Fri. 10:15-10:30 p.m. "Calling All Detectives," show is sponsored by Sealey Mattress Co. in Chicago and features Paul Beggins in narration of a short mystery story. At end of narration of each story, Mr. Beggins calls some listener in Chicago and asks a question concerning solution of the story. Correct answer brings a listener a $15 cash prize. If he fails to answer the question, the following night's prize is $50, with prize money increasing to mount each evening and question goes unanswered. Different story is told each night.

Kiddies Show

SHOW that is strictly a kiddie affair and features amateur performances and contests of local, unpaid talent is being heard again this year over WLBK Lawrence, Mass. "Uncle Jerry's Kiddies Show," program is put on before a studio audience whose approval decides the winners. On the opening program "Uncle Jerry" brought his gang away from home with the sponsor's name imprinted to each saddle sitting at the show. Contest was held and prizes offered to the children who blew up their balloons first, thus displaying the sponsor's advertisement. Six contestants are chosen each week and they compete for prizes such as bicycles, carriages, scooter, rings, watches, etc. Show is heard week by week 11:30 a.m. to 12 noon.

Herson Birthday Party

ANNUAL PARTY celebrating the birthday of Bill Herson, m.c. of morning "The Chicago Show" program on WRC Washington, this year surpassed all previous records. Over 4500 listeners vied for the studios Sept. 6 from 6 to 9 a.m. to wish Mr. Herson a happy birthday and to share in the coffee and pastry which was served, courtesy of_ram Deane, Washing- ton's premier coffee and pastry host. A fast of Mr. Herson. Birthday party has become an annual party and radio amateurs are allowed to participate in the morning program. This year, Mrs. Herson introduced a boy who read the morning weather forecast and, in due course, couple who first met at his birthday party four years ago, were married soon after. "Timekeeper" program is heard on WRC Mon.-Sat. 8-9 a.m.

WIOD Features

PROGRAM designed for the vocational farmer as well as the amateur home grower. "The Chicago Show" on WRC Chicago, was heard in daylight hours. Shows varied with developments and new methods in farming as they affect all growers in southern Florida region. Another new show heard week by week is "The Chicago Sports Report," featuring J. Kenneth Ballinger reporting the outstanding news of the week. This show has been a capital success. This show is aired Sat. 8:30-8:45 a.m.

BAScED on the Periscope feature in Newweek Magazine, new series titled "200 CLients Can't BE WRONG..." is heard over WFAA, Dallas, Tex. The feature is a panel discussion of the most important news features of the day, both national and international. Subjects selected include labor, business, the arts and other fields.

Surprise Visit to Listeners

SURPRISE visits to the homes of lis- teners are mainstays of WFAA Dallas, Tex. homes of the "Modern Woman" show heard over WFAA Worcester, Mass., as new feature of the show. Miss Thomas is making surprise visits to members of audience and broadcasts her 2:45 p.m. quarter hour program from the living room of the listener's home. Listener is presented a bouqet of flowers and takes part in the broadcast.

KEEN Interviews

IN SUPPORT of San Jose Opera Guild, KEEN San Jose, Calif. is running five interviews weekly with members of cast and orchestra. Program is being tele-vised in selected versions of operas scheduled for the season. Series of "Get Acquainted" programs also have been initiated by KEEN to acquaint listeners with the people behind the scenes of local businesses and institutions. Heard on Sunday nights, program aims to have residents know the men and women who run various organizations in San Jose.

Department Store Tour

BROWSING through a department store with J. Ralph Carlson, M. of WJTN Jamestown, N. Y., is new feature of WJTN. "What With Bigelow's" show on that station, sponsored by Bigelow's, a local department store. Mr. Carlson visits a different department of the store each day and interviews clerks, buyers, and customers. Specific articles of merchandise are included informally in the discussion. In place of commercials listeners become ac- quainted with the various store departments, the salespeople and the merchandise while "Browsing through Bigelow's."

"Back to School Jamboree"

WITH SCHOOL reopening in Philadel- phia on Sept. 17, WIP is planning a three-hour community cele- bration titled "Back to School Jab- moree." Show will include guest appearances by many noted stars of radio and the sports world. A fashion show also will be one of the features and door prizes and other awards will be given. To promote the show, WIP is using newspaper advertisements, radio spot announcements, subway, street car and train car signs, poster and billboards.

Fairgrounds Features

EVERYTHING from a horse-pulling contest to description of various stores and exhibits was included in the agenda for WDM Saginaw, Mich. in broadcasts from the Saginaw County fairgrounds.

Airing, Sunday broadcasts featured pick-ups from five points in the fairgrounds, giving listeners a preview of fair week and there were twice-daily broadcasts during the week. These included a cash give-away program sponsored by the station, review of 4-H Club activities and various "fair" features from the fair-grounds.

Psychology Discussions

DISCUSSION of psychological phenom- ena in terms familiar to average lis- tener is held each series night as is scheduled to start Sept. 14 on WOAY and WOAY-FM Silver Spring, Md. Con- ducted by Joseph Sposato, Ph.D., a specialist in psychology at U. of Maryland, series is designed to give listeners who are interested in discussion broad- cast a chance, and an opportunity to ask questions of experts. Miss Sposato will discuss the subject "Is the Flying Disc Real?" Dr. Sposato was speaker in the first program, and from it developed the new series titled "Psychologically Speaking." Listeners are invited to submit suggestions for discussion.

Musical Auditions

YOUTH of New England are given an opportunity to display their musical talent at "The All America Auditions" which is heard over WBZ Bos- ton. Show has been staged and broad- casts of WBZ and WBZA for two weeks as one open by 11 Animations which is heard over WFBF New York, Sun. from 7:45 to 8 a.m. Program strengthens the presentation of items of national and international interest, such as labor, business, the arts and other fields.

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Departmen Store Tour

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Civic Problems Discussed

ROUND TABLE discussions with aver- age citizens and community leaders are featured on "What's On Your Mind" program on WBT Charlotte. Panel talks over the city's acute problems of social and community benefit and en- deavors to seek out solutions. Pro- grams are based on subjects such as teen-age recreation, rating food costs and then trying to cut them. Show is aired Tuesday 9:30-10:30 p.m. and is a public service feature.

"Turnable Rookies"

LISTENERS who want to be record audios get a chance to do so this summer at WLSL Rochester, Va., as "Turnable Rookies." The idea was to select partic- ipants of difficult selection. Listeners were chosen for announcer training at WBCA Club was conducted during the day and the "Rookies" received practical training in the "Back- lee" on Saturday. Station reports that as direct result of this program, all the "Rookies" have been e- mployed in radio and advertising fields.

Photo Shoot

RETURNING to the air for its fourth consecutive season is the "Jacob Reed Schoolboy Sports Show" heard over WPHL Philadelphia. Station is aired Sat. 7 to 7:30 p.m. and features the slant of two rival scholastic squads who are interviewed and introduced to great sport stars. Studio audience sings songs and enjoys the pep rally ex- citement to boys and girls who attend the broadcasts.

200 CLIENTS CAN'T BE WRONG...

More than 200 clients are using WLBK to sell everything from pills to real estate in this rich steel and agricultural section. Spec- ializing in local programs with popular appeal WLBK will give your sales message wide circulation in its million population coverage area.

"The Voice of Lebanon Valley"

WLBK

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager
Radio Advertising Co., National Representatives

Page 178 • September 15, 1947
Kids can tell Bulova before they can tell time. Mothers call Junior to supper by Bulova watch time. Even the Old Man wakes up... "courtesy of Bulova." And it's been that way for years and years.

*Does it pay off? Just check Bulova sales. Or ask them what they think of Spot Radio, which Bulova helped pioneer in 1927... 20 years ago. Here's why: Bulova and the Biow Company, Inc., its agency, take this powerful selling force and move it fast... when and where they want it. They pick markets where competition is tough or where money is easy. They hit gift seasons hard every where. And they sell the millions that buy... time after time.

Spot Radio can do the same for you. Ask your John Blair man.
Why Not Sell Ready-Made Audiences?

Cowles Executive Cites ABC Success in Bloc Programming

By PHIL HOFFMAN
Vice President, Cowles Broadcasting Co.

"ONE OF THESE days radio stations will sell ready-made audiences to their advertisers." Adam Reinemund of the Buchanan Thomas Agency in Omaha made that over-the-coffee prediction to me a number of years back.

There are many individual instances where stations or networks have gone to advertisers with a specific program at a specific time with a pre-built audience. The Breakfast Club on ABC is a good example of this. Here is a program which has been building an audience for many years. Now it is sponsored for a full hour by four sponsors, each of whom purchased quarter hours with a ready-made audience. The show follows a planned format devised by ABC program planners who know definitely what this show can do for listener, advertiser and station.

But the idea of ready-made audiences does not demonstrate full effectiveness when it deals with individual programs only. A station must plan its entire day of broadcasting if it is to be consistently successful in delivering an audience. There must be no extraneous considerations which serve to weaken the over-all structure of station control over the total schedule.

The most successful application of this type of planning, in the rare instances when it has been progressively engineered, is found in the technique of "bloc programming"—programming for one type of listener over an extended period of time. There are several notable examples of this extension of "mood" in programs. NBC's line-up of soap operas in the afternoons has generated potent listening habits among housewives for many years. This is true simply because people who have a yen for soap operas will stay with them until somebody, on one side of the set or the other, expires. While I personally agree with many broadcasters that soap operas are not among radio's preferred institutions, I am confident that they have amused many of their staunchest followers through the group treatment.

ABC's bloc treatment of Friday night dramas—Lone Ranger, Pat Man, This Is Your FBI, and The Sheriff—launched with heavy promotion, achieved for that network a 5.4 Hooper gain in one month's time. As in the case of ABC, a new AM or FM station may ride under a long-entrenched competition through the bloc treatment of unsold time, if they have the courage to hold time open until they can schedule what belongs there. And then they must stand by this decision long enough to give whatever programs are decided upon a chance to prove audience-building ability. Gradually, given a good, healthy opportunity, such new shows may be welded into the over-all pattern that bids for radio's big majority—the consistent listener.

Problems Involved

The older, established stations have a more difficult time of achieving planned programs and the bloc pattern. There is the danger of cancellations by sponsors who are reluctant to go along with the necessary reshuffling or program format changes. There are also the problems of lopping off air personnel and commercial programs that don't fit the pattern and of securing the people and shows that do. Many good commercial programs, of course, are at odds with the planned schedule only as regards times of broadcast, and a few strategic moves may take care of these.

The station, then, that wants to build and sell programs with ready-made audiences must do so in the crusading style. The possibility of financial risk must be met head-on as well as the facts of increased programming and promotion costs. The station must not deviate from its own policies of program direction under pressure from advertisers or prospective advertisers.

We chose to take a deliberate swing in this station-control direction. This decision was made nearly three years ago and, contrary to our expectations, many of the problems envisioned have not materialized. Our first step was to go in search of personalities who could provide us with local ratings comparable to those of established network personalities. Our requirements were high, but we were willing to explore the possibilities. (Continued on page 198)
Looking for results? See how WARL gets 'em...

WARL aired a daily half-hour late afternoon show featuring Capitol Transcriptions discs by famous Cowboy Tex Ritter.

And did the listeners love it? Here's what happened...

Each week WARL consistently received between 500 and 1,000 written requests for Tex Ritter pictures. A real PAY-OFF for WARL... and a tribute to Capitol, too!

PULLING POWER! That's what you (and WARL!) get from the Capitol Transcription Service... from shows you build yourself. You get results that attract new audiences and sell new sponsors. Scores of stations (big ones, little ones) find in the Capitol Service every aid they need for top-level programming. Every category of music and big-name talent—both for commercial and sustaining shows. Themes and dated formats each month for 400 complete shows. Artists' voice tracks. Musical opening and closing themes. YET... the service is completely flexible and adaptable to your own staff's ideas.

UP go your listening levels... and UP go your sales—with the Capitol Transcription Library Service.

The coupon below brings you the complete story—at no expense, of course.
WHOM packages the NATION'S SECOND LARGEST MARKET

When you use WHOM you wrap up the nation's second largest market. The United States Census figures show that the foreign language market covered by WHOM numbers over four million* persons, making it the nation's second largest market.

When you use WHOM to reach this market you cash in on

✓ WHOM SHOWMANSHP
✓ WHOM MERCHANDISING
✓ WHOM PRODUCTION
✓ WHOM KNOW-HOW in the FOREIGN LANGUAGE FIELD

LET'S TALK ABOUT IT

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*Here is the Nation's LARGEST MARKET

Larger than Chicago
Los Angeles or Philadelphia

KAWS (Foreign Language Showmanship) Station

WHOM NEW YORK

The Il Progresso Station

MARSH LAND TOWERS
Installation Cost Skyrockets
As WCSC Plans Power Boost

WCSC Charleston, S. C., preparing to increase its power this fall from 1 kw day and 500 w night to 5 kw day and night, is sparing no expense to provide highest quality reception for its listeners, according to John M. Rivers, owner and general manager. Station is installing new towers, and, instead of placing them on high ground, is locating them on a 7-acre tract in a salt-water tidal marsh on west bank of Ashley River, where the estimated installation cost, $33,400, is roughly $25,000 more than it would have been on high land, Mr. Rivers states.

Big problem as the project got underway was to drive the piles on which the concrete bases supporting the towers would rest. It was found that the marsh did not have sufficient water at high tide to float the barges for operation of the pile driver, and yet the marsh land was so soft that there was no hope of skidding the pile driver out to the tower locations. WCSC engineers solved the problem by using 20 to 40-ft. pine poles and placing on top of the piles 12x12 timbers large enough to support the heaviest railroad machinery.

The new towers are Truscon with self-supporting triangular base. Two are 290 feet high and a third 360 feet high. New transmitter, housed in a new building of cinder block-brick-concrete construction, is a Westinghouse.

Mr. Rivers also has a CP to operate an FM affiliate of WCSC. For this operation he plans to use a Western Electric 6-bay cloverleaf tower and a transmitter manufactured by Radio Engineering Laboratories.

Mr. Rivers wipes brow as he inspects WCSC tower installation site at Ashley River.

KENTUCKY BROADCASTERS ASN. has approved U. of Kentucky's Dept. of Radio Arts for teaching and training of radio personnel. This marks the first time any place in the state has been approved as a training center for radio personnel, according to university officials.
"Walking Derricks" can be moved from a completed oil well to a new drilling location. Result—time, money and material saved in the constant search for new oil resources. 13,475 oil producing companies constantly strive to improve production methods.

Derricks walk...
Drills turn corners...

AS 34,000 OIL COMPANIES RACE TO GIVE PUBLIC A MIRACLE-A-MINUTE

"Miracles to order"... miracles in medicine, farming, transportation, engineering, home-making, industry... that's the oil business.

Wonders for the farmer in the new rust-preventative that gives his farm machinery painted-on protection. For doctors and chemists in new fungicides and insecticides that conquer nature's worst marauders. For engineers in the superfuels that step up the speeds and efficiency of trains, planes, ships.

Behind such accomplishments lies the competitive spirit that spurs on more than 34,000 individual companies and 1,250,000 people of the oil industry. There's rivalry in every phase of the business, from the production race that developed directional drilling to the race for advancements in research, refining, transportation and marketing. This competitive spirit keeps new things, better things, coming your way all the time.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

Light planes regularly patrol thousands of miles of crude oil pipelines to spot leaks, check equipment. This patrol is typical of the care exercised by hundreds of individual companies engaged in nation-wide oil transportation by pipeline, barge, rail, truck or tanker.

Free road maps are just one of the "extras" given you by over 225,000 service stations which compete with rivals in service to you. Map-making is done with such accuracy that a magnifying glass is used to check fine points.

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to your listeners.

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.
Satisfaction is the Key to Lingo Progress

"...no trouble on our two Lingo towers!"

"The (Lingo) towers have stayed up when every tower in Kansas City has gone down in our high, gusty winds... am sure you will be very pleased... if you buy Lingo."

K. G. Marquardt
Chief Engineer
Station WIBW,
Topeka, Kansas
[in a letter to a Canadian station]

Lingo
Vertical Tubular Steel Radiators

For insured and assured stability depend on Lingo's 6 "exclusives":
1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING HELP
Write us location, power, frequency proposed for your station. Get information without obligation on proper radiator height, ground systems, other related problems.

DAYTONA BEACH SAYS NO
Newspaper Comes to Defense of Radio When City Turns Down Request to Record Hearing

RADIO'S PUBLIC SERVICE function was apparently being ignored by the Daytona Beach, Fla., city authorities recently in an interesting situation which brought a newspaper to the side of a radio station.

WNBK Daytona wanted to record City Civil Service Appeals Board hearing of a policeman's plea for reinstatement. The purpose—to keep Daytona taxpayers abreast of affairs in their own city. The request was summarily turned down.

What interested station manager Jerry Stone was the fact that the Daytona Beach News-Journal carried an editorial (see below) on the matter. "This," says Mr. Stone, "is especially noteworthy because it indicates... a growing trend toward cooperation between press and radio. The feeling of an identity between these two media is rapidly being dispelled through editorials such as this as well as an increasing awareness of the respective public service responsibilities of both press and radio."

Following is the editorial:

Freedom of the Air

Nowadays we read and hear a great deal about the need to bring government at its various levels closer to the people, and bringing the people closer to their government. This talk is a reaction to widespread indifference to politics in its deeper implications, local, State and National; it recognizes that apathy toward government endangers democracy by leaving elected and appointed officials too much to their own devices.

Newspapers and the radio hammer away at this theme day after day; so do public spirited citizens and officials. We recognize in this country that freedom of the press and the freedom of the air are inseparable concomitants of political freedom and that the main hope of overcoming the widespread apathy toward public affairs is in a vigorous, aggressive exercise of that freedom.

But it seems that Daytona Beach City officials do not share this belief. Last week Jerry Stone, manager of The News-Journal's radio station WNBK, asked City Manager Titus for permission to record the Civil Service Appeals Board hearing of Police Officer Elliott Chesnutt's plea for reinstatement on the force, from which he had been discharged by Chief Johnson.

The radio station manager wanted to make the recording for later broadcast to the citizens and taxpayers of Daytona Beach who, it is to be assumed, are interested in all City affairs and the working of its Civil Service system.

Titus, presumably acting in line with City Commission policy, turned down the request. He gave no explanation. He merely said that though the hearing could be covered and reported by newspapers it could not be recorded for radio broadcast.

There was no sensible reason for refusing the request. The recording of such proceedings is a simple and unobtrusive business; it would not disturb the hearing or those taking part in it. Such recordings are common place nowadays and they are increasing, thus bringing closer to the people the processes of government and the personal behaviour of public officials and citizens. Even the August Senate Committee investigating the Howard Hughes plane contract allowed the hearings to be recorded for broadcast. And it is only a question of time when the sessions of Congress will be recorded also so that all the people of the U.S. will be able to sit in the gallery, so to speak, and hear their laws enacted in the day-by-day making of the history of their country.

Why then the City Hall's refusal to go along with a practice that is contributing immeasurably to a wider and more intimate understanding of local and general government? There was no rational excuse for it, and the only conceivable explanation is that the City Hall simply didn't want the people of Daytona Beach to hear, word for word, the testimony and arguments in a hearing that might reveal more about City Hall politics in relation to the Police Dept., than City officials want revealed. The City Manager's rebuff of the radio station was a rebuff of every resident of Daytona Beach.

The right claimed for Station WNBK was the right of every radio station. And the refusal of that right was a violation of the recognized freedom of the air. Back of the right of newspapers to obtain and print the news about public events is the equally fundamental right of all the people to read the news. And back of radio's right to broadcast public affairs is the people's right to hear and know what's going on. We hope there will be a change of mind in the City Hall.—F. B.

Reference Volume

TECHNICAL REFERENCE folder designed for the nearly 100,000 radio hams in the U.S., and containing a round-up of tube information has recently been issued by RCA Tube Dept. Titled "Headliners for Hams," the folder is a combination technical bulletin, price list, catalogue and sales brochure. New folder is available free from RCA tube distributors or the commercial engineering section of the RCA Tube Dept., Harrison, N. J.

WGBA AND WDAK in Columbus, Ga., believe in the theory that you can help yourself by helping your competition. WDAK, fulltime outlet, is buying from WGBA, new 1-kw daytimer opening this month on 600 kc, the final announcement period before WGBA's signoff to advertise its (WDAK's) own evening shows. In return, WGBA will use WDAK facilities to plug its opening date. Completing plans for this arrangement are President Allen M. Woodall of WDAK (r) and A. E. (Bill) Mickel, WGBA manager.

Page 184 * September 15, 1947
JOHN J. KEEL
CONSULTING RADIO ENGINEERS

A COMPLETE CONSULTING SERVICE
IN
RADIO BROADCASTING AND COMMUNICATIONS

WARNER BUILDING
13TH & E STS., N. W.
WASHINGTON, D. C.
About That Station Location Question

The Milwaukee Version:

Walter Damm Favors His Outlying Area

By WALTER J. DAMM
Vice Pres. & Gen. Mgr. of Radio
The Journal Co., Milwaukee

WHAT is the best location for a radio station: the downtown area or in the residential district or outlying areas of a city?

Believe me, I read with more than the usual amount of interest your discussion of this subject, along with Mr. Williamson's point questions, in a recent issue of BROADCASTING.

My interest is one born of actual experience as a station manager, operating a station which has been located both in the downtown area and in an outlying part of the city. In fact, I think I can speak with better authority on this particular subject than the average station manager.

For many years, WMJ, The Milwaukee Journal Station, was located in The Journal Building at the corner of 4th and State, in the downtown area of Milwaukee.

Five years ago this month, we moved into a new studio building, especially built and equipped for AM, FM and television broadcasting, located exactly four miles from downtown Milwaukee.

We have never regretted this move.

The truth is, although we pioneered in building in a location away from congested areas, we have found in the past five years that everything is on the advantage side and nothing on the disadvantage side.

The decision to move away from the downtown area was not made without considerable thought and planning. During a period of five years before the decision was made, three other building plans were discussed. One involved adding a fifth floor to the downtown Journal Building; the second was a separate building near the Journal connected by a bridge to the newspaper plant; and the third was a new building of several stories in the downtown area. All of these plans were discarded in favor of the outlying location, with the chief factors affecting this decision: more breathing space, a one-floor building, more space in studios and offices, less total upkeep and construction cost.

As far as we know, The Milwaukee Journal was the first to build a station of this type away from a downtown area in a large metropolitan area. From the standpoint of the three types of broadcasting, AM, FM and television, we are firmly convinced, through experience, that our present location enables us to do a far better job in every phase of radio work, than if we were located downtown.

Answer to Questions

Now for Mr. Williamson's questions:

1. Do you have difficulty in getting visiting artists or program talent to come to your studios? Do they use automobile or city transportation? Have you found it necessary to provide transportation to keep any of them interested, because of the inconvenience of your location, where you would not have had to do this if you were located in the business center?

ANSWER: Well, in the first place, our present location is NOT inconvenient to our talent and visiting artists. As far as members of our talent staff are concerned, none of them have homes in the downtown area; most of them have cars; and it is just as easy for them to reach our present location from their homes as it is to reach downtown. In fact, the question of inconvenience has never come up. Visiting artists, arriving in Milwaukee by train, are within 10 to 15 minutes of Radio City by cab, and we have never heard any objections along this line. Even if we were located downtown, visiting artists would take a cab anyhow; once in a cab, it is only a few minutes more actual riding time to Radio City.

2. Do you have a downtown competitor; and, if so, do you have any disadvantages the result of your removed location?

ANSWER: We have not one, but several downtown competitors; and if we have been placed at a disadvantage in either sales or program competition, our sales records and operations will show.

The Tulsa Viewpoint:

John Esau is Pleased By Residential Spot

By JOHN ESAU
Vice Pres. & Gen. Mgr.
KTUL, KTUL-FM Tulsa

Warren P. Williamson's (WKBN) nine-point query gives me the perfect excuse to expound on my favorite subject.

We've just located the KTUL offices and studios a short distance from the center of Tulsa. We think it absolutely perfect. Our happens to be an unusually excellent location though, and one that is not easily found. We face a city park which is four blocks square. The same park crosses the street on one side of us and extends two blocks up the street. Everything in back of us is residential and Tulsa zoning ordinances are strict and no business will be built there for many years. In turn, we own everything zoned for business on the fourth side of our property and thereby control what may eventually be built in that spot.

We have been in this spot since the first of the year and have not experienced any difficulty whatsoever in having visiting artists and program talent come to our studios.

Our number of studio visitors for live shows and those who want to visit our studios to see "radio" have increased greatly since leaving our midtown location. The ease of parking allows us to promote many activities that could not ordinarily be promoted in a busy downtown sector.

Our reportorial staff, the sales and account executives, and others who have many contacts to make "downtown," find the location as ideal as does the studio staff.

I do feel though that a study should be made of any proposed location. Another site no further out than this could be a handicap.

We are on a thoroughfare.

(Continued on page 190)
IF IT'S TIGERS YOU WANT...

Use an elephant in India!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.
YOU CAN DRAW THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the metropolitan county areas in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. In 1946, retail sales totaled almost four billion dollars in this outside Pacific Coast market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

There are plenty of people and dollars to draw from in the big, outside audience (where 4,594,000 of the Coast's 12,633,200 people spent $3,736,889,000 in retail sales during 1946). This outside market gets complete coverage only with Don Lee (the above mentioned C. E. Hooper Survey proves it). Put your show on Don Lee, the only network that blankets all of the Pacific Coast audience.

Only Don Lee offers 43 stations (more than twice as many as Network "A"; over three times as many as Network "B" or "C") to do the job of inside and outside coverage.

Don Lee is a better buy than any other Pacific Coast network because it delivers more listeners at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.)

Don't pull the curtain down on the outside audience. Let them see that you've got something of interest. Put your show on Don Lee, the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation's Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
program popularity surveys during the past five years have never shown it. I would go even further. I would say that we have a definite advantage because of our "removed location." Radio City, the home of the Milwaukee Journal Stations, WTMJ, WTMJ-FM and WTMJ-TV, is one of the showplaces of Milwaukee. Where, in any downtown congested metropolitan area, could you build a building similar to the one in the picture (see page 186), with studios, offices, auditorium ALL on one floor, located in a beautiful 11-acre tract of land? For that matter, where could you find 11 acres in any downtown area?

3. Local sources of news usually revolve around the courthouse, city hall, fire or police departments. Does this present a problem for your newsman who must travel to the studios to write and "air" their material? If your local competitor was operated by a newspaper, would this influence your opinion?

**ANSWER:** Our Radio City news department is, and always has been, organized so that we have dependable, responsible news contacts at the courthouse, police department, city hall, fire department and other recognized news sources. These contacts are as close as our telephone. Our news department informs me that it has never felt at a disadvantage because of our "removed location" or suffered because of news coverage. In addition to this, we, of course, owned by a newspaper, The Milwaukee Journal, and have the advantage of close local news cooperation with the Journal news desk. One of our own newsmen occupies a desk in the Journal news room several hours every day, with a direct phone connection to our Radio City news desk. This arrangement is not new. When our studios were located in the Journal Building downtown, our news department had a newspaper at the desk to check on local news.

4. Department heads and executives are usually connected with service clubs, civic activities and in general a part of the active business life of the community. Does your location make problems for you from this standpoint?

**ANSWER:** We have never heard of any problems from this standpoint. If we were located downtown, in most cases our department heads and executives would have to walk several blocks to a civic club meeting place. If they used their cars, it would take time and trouble getting their cars out of a parking place or garage. There is no parking problem at Radio City. We can get downtown in just about the same time (10 to 15 minutes) it would take walking or driving a car from a downtown location. As far as being a part of the active business life of the community, I have asked our department heads if they have ever suffered because of our present location, and they have been unanimous in answering No. Our assistant general manager, L. W. Herzog, is an active member of Rotary and other clubs; our station manager, Russ Winnie, also is active in many civic clubs and was president of the Milwaukee Advertising Club last year.

**SALESMAN'S VIEWPOINT**

5. Salesmen move from point to point among business men and establishments—many times by appointment. When it is not possible for them to conveniently drop back to the office when busy or to call at the next appointment, does it present a serious problem? If so, what was your solution?

**ANSWER:** Our salesmen all report to Radio City at 8:30 every morning. There they organize their day's work, make any necessary telephone calls, consult with the sales manager. It is true that all agency offices and most big business offices are located in downtown Milwaukee, four miles away. However, there has never been any problem insofar as appointments and contacts are concerned. We have an office in the Journal Building downtown. In the past five years since our move, however, we have discovered that our salesmen seldom use this office, except for phone calls. They keep in constant touch with Radio City by phone. There are no copy difficulties. We have a station wagon that makes trips to the Journal Building downtown. Salesmen pick up copy, take it to the Journal Building and it comes out on either the mid-morning or the mid-afternoon station wagon other trip. Or the salesmen may bring it out themselves. It is only a 10- to 15-minute car trip to Radio City. Our present location has the advantage, and proved to be a definite advantage to our salesmen in their contacts with Milwaukee agencies and advertisers. They are proud to bring clients to Radio City. The appearance of the building and grounds, the breathing space, the large and modern studios, observation rooms and offices, cannot help making a favorable impression on clients and prospective clients. This is decidedly NOT possible in a radio building located in a downtown area.

6. Do you promote any activities with the specific idea in mind of bringing the public to your location? I.e. Do you invite women's organizations or other groups to use your studios (when not in use) for meetings, etc., in order to maintain your position in the activities of the community that you might normally be a part of if you were located in the downtown business district?

**ANSWER:** Radio City is high on the list of the places to be visited and seen by Milwaukee out-of-town visitors. Our Radio City auditorium seats 400 persons. For the WTMJ Grenadier program every noon (a one-hour live music variety-audience participation show) every seat is taken and tickets are at a premium. We also have regular daily tours of Radio City with from 40 to 60 persons on each tour. During the past year, in addition to regular Radio City on-the-air audience programs, we have had a total of 37 women's organizations, and other civic groups hold regular meetings in the Radio City auditorium, bringing 9,243 persons to Radio City. September through April, we also present two nights of free, educational and informative movies every week in the Radio City auditorium. This brought an additional 17,458 persons to our studios; a grand total of more than 26,000 persons attending off-

(Continued on page 194)

**A BALANCED MARKET**

**PERMANENT DIVERSIFIED INDUSTRIES...** make KFDM's market...** WELL BALANCED MARKET!**

Dairying, Shipping, Lumber, Construction, Rice, Petroleum, and Synthetic Rubber keep a $184 million dollar effective buying income rolling in...in the THREE CITIES covered by KFDM—Beaumont, Port Arthur, and Orange...the three KEY CITIES of this important Gulf Coast Area!

**REPRESENTED BY**

**FREE & PETERS, INC.**

**AFFILIATED WITH AMERICAN BROADCASTING CO., INC.**

Page 190 • September 15, 1947

**BROADCASTING • TELECASTING**
Impartial judges have awarded the annual National Board of Fire Underwriters' Gold Medal and NationalHonorable Mention Citations, in recognition of distinguished public service by radio stations in promoting safety of life and resources during 1946, to the following—

GOLD MEDAL WINNER

STATION WTIC, HARTFORD, CONNECTICUT

For its consistent, year-around effort to encourage better fire prevention and protection, and for the skillful planning, ingenuity and breadth of its programming.

NATIONAL HONORABLE MENTION CITATIONS

STATION WFNC, FAYETTEVILLE, NORTH CAROLINA

For special distinction as evidenced by its month-long campaign at the time of Fire Prevention Week to promote community fire safety, cooperating with civic clubs, schools and Boy Scouts.

STATION WGN, CHICAGO, ILLINOIS

For special distinction and outstanding public service among the Nation's radio stations as evidenced by its year-round efforts to encourage fire safety on farms, in cities, and in industries, and for its cooperation with and assistance to fire departments.

STATION WHO, DES MOINES, IOWA

For its outstanding efforts to eliminate farm fire hazards, especially in sponsoring a statewide fire safety contest for school children, thus stimulating their interest in saving lives, forests and resources.

STATION WLS, CHICAGO, ILLINOIS

For outstanding public service in encouraging fire safety on farms.

JUDGES FOR 1946—Edgar Kobak, President of MBS and Chairman of the Organising Committee of the Broadcasters' Advisory Council; George Rosen, Radio Editor of Variety; and Arthur Stringer, National Association of Broadcasters.

THE NATIONAL BOARD OF FIRE UNDERWRITERS—85 JOHN STREET, NEW YORK 7, NEW YORK


Gold Medal Awards

1947

CLOSING DATE MARCH 31, 1948

An effective campaign for greater fire safety in your community can render valuable public service in saving life and resources and make your station eligible for the 1947 Awards. Any citizen or association or the radio station itself may propose individual stations for the awards and submit supporting exhibits before March 31, 1948.
Italian Radio Tastes Follow Same Line As Americans

By FORTUNE POPE
Executive Vice-President, WHOM
FOREIGN LANGUAGE broadcasting is still a wide open field. I made this pleasant discovery several months ago when I stepped into the post of executive vice president of WHOM and began fingerling through a barrage of statistics.

The foreign language field, of course, has been of primary interest to me for many years, ever since 1929, in fact, when my father purchased the Italian language newspaper, Il Progresso Italo-Americano.

Publishing a newspaper and operating a radio station, while not similar, are not exactly opposite in their ultimate aim, i.e., serving the public and reaping a measure of commercial gain.

When our family purchased WHOM from the Cowles interests, it was, to all intents and purposes, a great step forward in a direction we had never ventured before. That is not to say our interests in radio have been of only a passing nature. Both my father and I had been assiduous radio listeners for years and both of us were struck by one rather important fact: the limited (from a product point of view) commercial use of radio in the foreign language field by top advertisers of brand products.

Surely in the foreign language press, the "brand" product is almost as much in evidence as it is in the regular daily newspaper. However, on most language stations only advertisers with specialized products aimed at particular audiences have been evident. In view of the abundant statistics through which I waded in the past few months, I have concluded that the "brand" advertiser probably is unaware of the program possibilities in the foreign language field.

Program Possibilities

One important program discovery we made almost immediately was the fact that except for language differences, the same types of programs which appeal to the average American radio listener can appeal equally to the language listener. Consequently, there is no reason why a foreign language radio station need content itself with the broadcasting mainly of miscellaneous recordings and news items. Why shouldn't it embark on a series of programs that have already established themselves in the non-language field?

The question presents itself—where is the language operator going to find continuity writers and talent to emulate non-language shows? Let us not underestimate the abilities of language personalities. The well developed foreign language theatre and press makes available a splendid nucleus of writers and actors. There folks have demonstrated an amazing ability to adapt themselves to the medium.

And now, let us examine a few of the principle types of radio programs and see how they can be adapted to foreign language broadcasting.

Daytime Serials

We'll start with the much maligned yet overwhelmingly popular daytime serial. The human interest appeal of this type of presentation can be transferred easily to the foreign language program; the temperaments of foreign language listeners are well adapted to the emotional appeal of the program. Situations which are close to the nationalities can be portrayed in a manner to evoke wide audience response.

Presently we are producing a daytime serial based on war brides and the tribulations they face in adapting themselves to the American way of life. When we stop to realize the true-to-life every-day problems confronting the newly arrived Italian or Polish war bride, the situation possibilities become enormous.

Take the mystery show as another example of popular radio fare that is adaptable to the foreign language program. After all, tracking down crime is universal and the intriguing methods of criminal detection find just as wide an audience in language as they do in non-language broadcasts. The

(Continued on page 202)
Sol Taishoff predicted it...
Terrific response* has proven it... this IS the people's FM!

available now... for immediate delivery

Hundreds of FM broadcasters and industry leaders who have seen and heard "the people's FM" recognize this combination FM receiver-tuner as just what the people want—just what broadcasters need—just what dealers can sell!

Priced low enough to make fine FM a reality to all, orders are being filled as received—and dealers will get prompt attention from exclusive sales agency, ELECTRONICS, INC.,

934 Bowen Building, Washington 8, D.C., Phone Republic 8181

*response to this ad appearing in recent trade papers...
FOR THE BEST IN FM

1/ Andrew Coaxial Transmission Line
1/ Andrew Installation of Line and Antenna

At FM frequencies, transmission lines are tricky. That's why broadcasters who value reliability buy ANDREW transmission lines. Having bought the best, they find it good business to have Andrew engineers install it. ANDREW field crews are supervised by radio engineers of long experience, because we believe that steeplejacks alone cannot properly install transmission lines, antennas, and lighting equipment. If you prefer to employ your own workmen, we'll gladly furnish a supervisory engineer.

ANDREW coaxial transmission line, and installation service, may be purchased directly from the factory; or through any FM transmitter manufacturer. If you buy an FM package, be sure to specify ANDREW.

J. M. Troesch of WSTV is one of many satisfied ANDREW customers.

(Continued from page 190)

Damm

the-air programs, I do not think that we could equal this in a downtown location.

7. Do traveling radio transcription men or other industry people short-circuit you in favor of a competitor, because of your removed location?

ANSWER: No, we seem to get our share and more. After all, if they come in on the train, they use a cab anyhow, and it's only a 10-to 15-minute ride to Radio City. I can't see where location has much to do with visits by traveling radio transcription salesmen and other salesmen. It is my firm belief that if they're anxious to sell your station, they'll search you out if you are located in the middle of the Sahara. If not, they'll pass you up if you're just across the street. Other industry people, out-of-town station managers and executives, actually come to Milwaukee from great distances for the one and only purpose of seeing and inspecting a radio station like ours, located far from the downtown area.

Transportation Problem

8. Do you have problems of transportation for personnel who may be working at odd hours when public transportation is not available at your location? If so, what has been your solution?

ANSWER: Our personnel all have cars, or have available quick public transportation facilities which pass directly in front of Radio City. We have never had any transportation difficulties with personnel working at odd hours. A majority of our staff members live in residential districts located within easy access to our studios. Our present location is really an advantage to members of our staff in this respect. If we were located downtown, a majority of our staff would have to travel a much greater distance than they do now to reach their place of work. All parking expense for our personnel is also eliminated because of our removed location. There is ample free parking space located on our own grounds provided for the cars of all our staff members.

9. Do you have a food problem, because of your inaccessibility to restaurants? If so, what was your solution?

ANSWER: In our case, there is no such inaccessibility to restaurants. We have five good eating places within walking distance of our studios, and a bus stopping directly in front of Radio City, which, in from 5 to 10 minutes, makes many more restaurants available. In addition to this, we have facilities available at Radio City for the preparation and serving of luncheons for executives and their guests.
FRAZIER & PETER

Radio Management Consultants

AM — FM — TV

Station Appraisal
Market Evaluations
Station Management and Organizational Studies
Rate Recommendations
Cost and Profit Studies
Market Data Reports
Program Analysis Systems
Program Policy Studies and Recommendations

Office at NAB Convention, September 15-18

Ambassador Hotel, Atlantic City
Washington Office closed during that period

Let's talk it over

Suite 622 Bond Building

Washington 5, D. C.
Hoffman
(Continued from page 180)

ing to pay for the people we wanted if they had the shows we wanted.
Ours is a friendly, easy-going station; one with the practical, down-to-earth slant so essential to radio sales-and-program success in the Midwest. In choosing the people to help us round out a full day of planned programs, we maintained a constant regard for one important factor frequently misunderstood by program planners in the East. Although our listeners go for plain, solid, visiting fare, their penchant for good humor and folksiness does not countenance programming that is sloppy, unintelligent or unprofessional.

Iowans find corn richly amusing, but it must be "hybrid," for the radio listeners of this rich agricultural state lead the nation in literacy. The trend toward culture, better education, better literature, better newspapers and better radio is without frills, but it's definitely there. At the same time, we strive for programming applicable to all walks of life. These people like "whistleable" music and genuine entertainment. Uncomplicated enjoyment is what they expect from their radio. So we bid for the great cross-section—the folks who visit in front of Montgomery Ward's on Saturday nights.

Cross-Section Tastes

These are the folks comparable to the great cross-section of Americans to be found streaming through Grand Central Station any day in the week. Their collective taste is a pretty tangible thing, and we program for it.

That the people we have brought to this station are doing the job we hoped for is undeniable. Today, local KRNT personalities own ratings which any network sponsor would be proud to possess.

In the mornings, where our first complete design of planned programs was applied, the overall increase in ratings has been immensely satisfactory.

Advertiser reaction to this station's programming methods has been most interesting. Certainly, there were some early grumblings, but they were exceptional cases. Perhaps the easy-advertising-dollar of the war years had much to do with our being able to case commercial programs into the station's channel of thinking without any real explosions. As ratings increased, sales personnel have been consistent in telling the significant story of how this advance paralleled the application of station-controlled, planned programs. The story intrigued many advertisers to a surprising degree. Many of them now recognize the importance of having their programs into the station's channel of thinking.

ARCHITECT'S SKETCH shows the new transmitter building of KHMO Hannibal, Mo., expected to be finished by late fall. Located 6½ miles south of Hannibal, the brick and tile structure was designed by Lester V. Johnson & Assoc. of Washington. It will house the station's new 5-kw transmitter, now under construction. The transmitter, a Western Electric 105B-2, will be used with a six-tower array engineered by Herbert L. Wilson & Assoc. of Washington. KHMO, now on 1340 kc with 250 w, will shift to 1070 kc when it begins operating with 5 kw.

We have just taken our longest step in completing our design for a full daytime of planned entertainment. What was done first in the mornings has now been extended to the afternoon schedule. When the Paul Whiteman Club premiered on ABC, we saw an opportunity to put the finishing touch to our efforts to establish a complete afternoon of "music and fun" programs, with the accent on disc jockeys. When Mr. P. W. set sail on the net, his hour on KRNT was strengthened by regrouping local shows complimentary in style to the Whiteman hour so that they aired with "one-after-the-other" impact.

We welcomed the new network disc jockey with a "sideshow" promotional campaign that combined all six shows in the afternoon line-up. A full-page ad in the Des Moines Tribune (owners of KRNT) explained in detail both the bloc technique and what programs of specified design meant to KRNT listeners. A two-column, full-length ad is appearing at two-weeks intervals all summer long to keep driving home the initial story. In addition, we devoted 75 per cent of our available air promotion time to the campaign for three weeks, and used inside and outside streetcar cards, program schedules, direct mail and civic club publications.

Even the "coming attractions" sign plans at the KRNT-operated KRNT Radio Theater was turned over to the station during the theater's off-season.

Again the sales people told their clients what was being attempted. To help the story, we sent to both local and national clients and agencies a complete explanation of our efforts. Copies of the afternoon promotion material were enclosed in all these mailings to "sell back" the idea that the station was selling more directly to its listeners.

We are able to persuade one national sponsor that he should take one fifteen minutes of an afternoon disc jockey show where the audience was assured and drop his dramatic program. This he did, and his increased Hooper has pleased him very much.

Most advertisers have appeared impressed that a station is seeking to establish and maintain the same business-like control over its program schedule that a newspaper does over the make-up of its pages.

With this extension of planning from morning hours to the afternoon hours, KRNT now has a full daytime schedule of station-planned, station-controlled shows. Most of them are not only given bloc treatment within the day, but are also scheduled laterally, five days a week.

We will not permit any type of commercial or sustaining program, however good individually, to upset the balance achieved through this plan. We are finally running our own radio station. Nowhere on the schedule is there a hodge podge of shows fighting against each other and for audience. Programs are designed to hold the audience together, hour after hour, and our ratings indicate that the design is sturdy.

Figures to Prove

Just a final conclusive note about our feeling for the future.

We have the figures to prove that the morning planning on KRNT was a highly successful venture. How well we have gambled in the afternoons will be known statistically when Mr. Hooper deals his next quarterly hand. We do know that we feel good about the entire day as we have it presently designed, and that there's a healthy attitude throughout this organization and among our clients that something tremendously constructive has been done.

The ready-made audience picture looks good, the Hoopers look good, business looks good, and...

I hardly believe Mike Cowles will ever regret my picking up the coffee check that day in Omaha when Adam Reinemund said to me, "One of these days radio stations will sell ready-made audiences to their advertisers."

Page 196 • September 15, 1947
Come now, Madame X, you can’t charge a New Englander for that bit of advice. Young and old in New England stay tuned to their NERN station as a matter of course. Furthermore, the life line on the hand of any New Englander is bound to reveal great purchasing power and continued prosperity.
Baton Rouge, with a population of 113,000, is one of the fastest growing cities in the Deep South today! In the past several years some of this country's foremost industrial corporations have invested more than $170,000,000 in permanent, full-time plants in Baton Rouge. These plants have an annual payroll of $57,265,788.

Here you will find the Standard Oil Company of New Jersey, Louisiana Division; Ethyl Corporation; The Solvay Process Company; Permanente Metals Corporation; Consolidated Chemical Industries, Inc.; Copolymer Corporation; three synthetic rubber plants; Butadiene plant; Gulf States Utilities plant and many others.

PRAISING L. A. Stations

PRAISING "the Southern California radio industry" which "has made an outstanding contribution to the Damon Runyon Memorial Hospital drive," Michael D. Panning, campaign director, cited the 16 Los Angeles area local and network stations for their backing. "The airplanes have literally been clogged with announcements urging the public to contribute to our campaign fund," Mr. Panning said. "We are deeply indebted to the Southern California Broadcasting Assn. for their marvelous public service attitude in our behalf," he concluded.

Disease Drive

IN AN EFFORT to combat infantile paralysis and other diseases known to be carried by the fly, WMPS Memphis and the Memphis Press-Scimitar have begun a joint campaign to educate the public against the fly. The campaign, consisting of a radio series augmented by daily newspaper articles, was initiated by Harry LeBrun, station director; Matty Brescia, WMPS promotion manager; Zollie Howard, Press-Scimitar managing editor, and Charles Caldwell, who has been assigned by the newspaper as its "fly war correspondent."
DIALERS' CHOICE

in Austin, it's KNOW

Most Austin dialers choose KNOW most of the time, because they like what we have to offer. And the wise time buyer chooses KNOW for the same reason. For KNOW offers the most effective, low-cost coverage of the prosperous Austin market. Advertisers' results prove... and Hooper reports confirm... that KNOW is the most listened-to station in Austin—morning, afternoon and night.

Include KNOW in your next campaign. Write today for further information... and for copies of the latest Hooper report.

KNOW gives you more dialers per dollar;

AUSTIN gives you more dollars per dialer.

*Hooper Station Listening Index, Fall, 1940.
WHN Holds Own In Fast Sports Field

Mr. Lebhar

Independent Keeps Pace
Among the Networks
By Specializing

FOR the new station manager who is wondering how to try to win a following against network competition, Bertram Lebhar Jr. has a one-word answer: "Specialize."

"Sure, radio is a mass medium," he says. "Sure, the networks and some stations have cashed in plenty on the something-for-everybody formula. But odds are against the independent station operator beating the networks at their own game. Even if his station is located in New York or Hollywood, with a supply of top flight talent at his doorstep, he still can't pay network prices for it. No, his best bet is to attract an audience by giving listeners something the networks don't have and can't—something which is complete and concentrated coverage of a special kind of program material."

When Bert talks about specializing, he's entitled to a respectful hearing because he's been practicing what he preaches for eight years at WHN New York, 50 kw independent station of which he is director of sales. Sports are WHN's specialty and if pressed Bert will admit "we've done all right with it," which is probably the understatement of the year, as sports account for about a third of WHN's annual gross income of close to two million dollars.

That result is based on a number of things. First, it means that WHN devotes a lot of time to a lot of sports. The station's log for a summer week (July 1-7, 1946) shows 33 hours and 20 minutes of sportscasts and sports commentaries out of a total operating schedule of 140 hours, or 24%. A typical mid-winter week (Jan. 1-7, 1947) showed 17 hours and 30 minutes of sports, or 12½% of the week's air time.

Varied Schedule

The WHN sportscast includes baseball, basketball (collegiate and professional), boxing, football (collegiate and professional), hockey, horse races (running and harness), ice skating, polo, roller skating, tennis, track, and many others. And, in addition to the play-by-play, blow-by-blow, minute-by-minute coincidental broadcast reports of the contests, WHN broadcasts an assortment of sports prologues, epilogues, forecasts, roundups, results, interviews and specialties as numerous and varied as the smorgasbord at a Swedish restaurant.

To handle that schedule, sports director Marty Glickman needs a good staff of mike men and he has it. There's Red Barber, just starting his sixth year of calling the Brooklyn Dodgers play-by-play on WHN and contracted to continue through the 1947 and '48 seasons despite his new job as sports director of CBS. There's Red's sidekick, Connie Desmond, who also works with Barber on football.

Marty himself covers baseball and track. Ward Wilson does hockey and baseball gossip. Sam Taub, veteran all-around sports announcer who can fill in on any sport at any time, arranges and broadcasts the Sunday noon Hour of Champions with an assortment of guests. Ted Lawrence broadcasts race results. Frank Eilkins handles ski news. Guy Lebow and Budd Greenspan do amateur hockey games and work with Bob Bryan on amateur fightcasts.

Other Specialists

Steve Ellis and Don Dunphy, while not WHN staff members, do the Gillette fights on WHN each Monday. Stan Lomax broadcasts on WHN frequently as a freelance, handling last winter's pro basketball games on that basis. Nat Holman, coach of the CCNY basketball squad, analyzed the games between the halves for WHN listeners. Tennis champions Vincent Richards and Sarah Falvey's matches are on call for tennis broadcasts.

And then there's Bert Lebhar, who nightly during the spring and summer wraps up the day's outstanding baseball game in a quarter-hour package complete with an apparently on-the-scene at-the-time account of the high spots, enhanced by sound effects. Bert Lee, Lebhar's nom de Mike, started this program on another station some ten years ago when Lebhar conceived the idea and himself cut an audition record for a prospect who crossed him up by agreeing to sponsor the program only if the same announcer were used.

In addition to Today's Baseball, Bert does a daily Warm Up Time stint immediately before Red Barber's Dodger broadcast and a Sports Extra immediately afterward. During the fall and winter, when Today's Baseball becomes THE ONLY way for an independent station to combat network stations' competition, says Bertram Lebhar Jr., WHN New York director of sales, is to specialize. He speaks from eight years experience during which time WHN has built up an annual gross income of $2 million—of which sports contribute about one-third. "Complete and concentrated coverage" in sports has been the largest single factor in WHN's success, and Mr. Lebhar here explains the plan.

Sports Final, Bert broadcasts the hockey matches and does color for basketball, football and track. And, as was mentioned before, he's in charge of sales for WHN, where sports are as important commercially as they are programmatically. During 1946 no fewer than 29 advertisers sponsored some aspect of the WHN sports schedule, promoting the sale of products ranging from chewing gum to airline transportation. Ten sports promoters used WHN to swell their own gate receipts. The United States Army sponsored football broadcasts on the station to increase enlistments. The year-after-year renewal of some of the WHN sports clients indicate that they agree with the Lebhar premise that "the sports audience may not have the highest buying power but it certainly has the freest spending power for what it wants."

WHN backs up its sportscasts with vigorous promotion. A monthly sports calendar in which all major sporting events on the station's schedule, has recently increased its circulation by more than 90,000 through an arrangement with Macfadden Publications for a calendar to be inserted in each copy of Sports Magazine, delivered to a subscriber or newsstand in the WHN area.

Paternally pleased with WHN's past record and present performance as a sports specialist, Bert Lebhar is already casting a weather eye to the future in search of a new specialty for the station against the time when television will have fully arrived and video sets are as common as radios today. "I don't know when that will happen," Bert says, "but I do know that good as sports broadcasts are, no one will be content just to listen to a fight or a race or a ball game when he can watch it as well."

Farm folks and city folks make a TWIN market in the area covered by KFH, That Selling Station for the Southwest. It's a rich 750 million dollar market...with folks needing the same things...and buying the same things...because they listen to KFH.

Left to right: Ward Wilson, Bert Lee and Marty Glickman, dally on WHN's pre-baseball program "Warm-Up Time" and post-game roundup "Sports Extra."
TELEVISION FINAL STAGE
...and Excels because

- Frequency (at max ratings) ranges up to 220 mc, covering both television video and FM bands.
- Power output is substantial—see text below.
- Designed directly for grounded-grid circuits, with high-mu characteristics that give high power gains.
- Complete internal shielding, plus ultra-compact construction, result in low plate-filament capacitance—making neutralization easy, where required.
- Thoriated-tungsten filament SAVES, calling for minimum filament power.
- Forced-air cooling assures convenient station installation.
- RING-SEAL terminals enable tube to be “plugged in” quickly—their generous contact area also promotes h-f circuit efficiency.

**Type GL-5513** has a tube output in excess of 2 kw (Class C telegraphy), with power gain of approximately 10 when operated as a grounded-grid amplifier. In Class B video service, under synchronizing peak conditions, output exceeds 1 kw, with approximate power gain of 8 in grounded-grid service.

This capable new triode, besides its application to television transmitters for both the video and FM bands, is directly suited to dielectric-heating service employing the high and very-high frequencies. Here the tube's low filament-power requirements are of special value, contributing to simple, economical transformer and circuit design.

As a rule, the GL-5513 requires no neutralization in grounded-grid circuits, but when this is needed, a small amount of cross-neutralization will suffice. Modern engineering is evident not only in the tube's electrical characteristics, but also in its compact structure—in its trim and efficient radiator design—in the fact that all external metal parts are silver-plated to provide better contact surfaces—and in the ring-type fernico metal-to-glass seals used throughout.

Help in applying G.E.'s new GL-5513 triode to new equipment now on your drawing-boards, gladly will be furnished by General Electric tube engineers. Telephone or write your nearest G-Electronics office, or communicate with Electronics Department, General Electric Company, Schenectady 5, New York.
FOREIGN LANGUAGE

(Continued from page 192)

weekly adventures of Bruno and Sandra captivate the imaginations of plenty of Italian listeners on WHOM every Sunday.

Have you been under the impression that 'Mr. & Mrs.' format was confined to Tex & Jim, The Fitzgeralds or Dorothy & Dick to mention only a few? Foreign language listeners enjoy their 'Mr. & Mrs.' programs too, especially when the personalities discuss topics of interest to their families and their homes. Incidentally, it is easy to inject product advertising in these informal chats, making them good sponsor bets too.

Morning Shows

The honey philosophy that has so long characterized the early morning shows of Arthur Godfrey and John Gambling has likewise a terrific attraction for foreign language listeners who happen to be early risers. The wake-up techniques, weather reports, time signals, asides on the news and other tested early morning patterns have proved a huge success especially in the Polish language field. Proof of the fact that language and non-language listeners enjoy similar shows is the tremendous following garnered by one of our Italian comedy shows Passacale C. O. D. The sketch is based on the experiences of Pasquale Esposito, proprietor of a small neighborhood grocery, and highlights his experiences with the characters who patronize his store. This program is now in its 10th year and has many of the characteristics that have made Duffy's Tavern such a favorite.

It doesn't require live shows to get an enthusiastic reaction from listeners. Records can be used to excellent advantage if programs are planned with originality. The disc jockey has as much a niche in the language field as in other broadcast—provided tried and tested disc jockey patterns are woven into a format with special appeal for the linguistic listener.

To illustrate, we have inaugurated recently an Italian disc show entitled Musical Merry-Go-Round. It is presented from 3 to 4 p.m. daily and is divided into four 15-minute periods each with a novel appeal to Italian listeners. One portion in particular which features new jazz rhythms imported from Italy proved exceedingly popular with listeners. They get a kick out of hearing "Sentimental Journey", "Chattanooga Choo-Choo", "In the Mood", and a wide variety of American swing, sweet waltzes, fox-trot, polka and tango tunes played by Italian orchestras and sung with Italian lyrics. Strangely enough, mail responses indicate this program is enjoyed by many non-Italian listeners.

Service to Public

In the field of public service programming, the foreign language operator faces a challenge unequalled in any other branch of American broadcasting. There is great need for educational broadcasting on language stations. There is a great job to be done in teaching citizenship and naturalization, in acquainting the language listener with the English language by means of special instruction; much can be done to teach the fundamentals of American history and government. Since language listeners possess a high degree of literacy, they are interested too in roundtable discussions dealing with current affairs.

Social and welfare agencies in foreign language communities are most eager to cooperate in broadcasting programs dealing with juvenile delinquency and neighborhood recreational requirements. The gospel of brotherhood and greater understanding finds an effective sounding board on the foreign language station. Meaningful public service is available to any foreign language station which takes the time to study the needs of its listeners.

To summarize, there is hardly a successful foreign language program that I know that cannot be adapted to the foreign language broadcast. I have touched on only a few. Woman's features, variety shows, symphony and operatic presentations, quiz shows and even sports casts can be handled with equal effectiveness in the languages. The populous groups in our larger cities have become increasingly receptive to better programming.

Mr. POPE

You will be interested to know that late census tabulations indicate that there are over 4½ million people in the metropolitan New York area who speak either Italian, Polish or Yiddish.

COUNTLESS OPPORTUNITIES

Programwise, the vistas of foreign language broadcasting are as broad as the imagination of the foreign language station operator and his staff. It is safe to say that every worthwhile radio program can have a successful counterpart in foreign languages.

An increasing number of sponsors who recognized this fact have begun to benefit from telling their messages to a group of listeners they had not been able to reach with maximum success with other radio programs.
The NO. 1 Buy in Canada's No. 1 Market

CFRB reaches more Ontario listeners than any other Toronto Station ... the No. 1 buy!

Ontario represents more than 40% of Canada's total buying power ... Canada's No. 1 market!

In this productive area, CFRB offers . . .

2,795 potential radio homes after 7 p.m.
3,475 potential radio homes between 6-7 p.m.
5,195 potential radio homes at other times

... for every advertising dollar!

That's the set-up on CFRB . . . more potential customers per dollar than any other station operating in Canada's richest market.

CFRB
TORONTO

Looking forward to the next twenty years!
Argentine Radio Time Is 98% Commercial

By HERBERT M. CLARK
Buenos Aires Correspondent

ARGENTINE RADIO is probably the most highly commercialized in the world today, despite early over-commercialization which brought regulations doubling the task of everyone in the business. Those regulations were designed to spare the listener from what at one time promised to be an unbroken diet of commercials without the slightest leavening of music, entertainment or service. It is a commentary on the business here that executives never seemed to realize they were indulging in a species of self-strangulation, so that the Government had to step in.

98% Sold
Even today 98% of all air time is sold and the remainder is not only because it must be held for book-ups to the Government transmitter. The evils of the situation just prior to the war, when the present code began shaping up, are inherent in the regulations.

They provide:
Only 100 words of advertising may be aired for every 3 minutes of music or every 5 minutes of spoken program—whether drama, commentary, news or what you will. If those 100 words treat of one product, the product may be mentioned only four times. No more than 10 products may be advertised in any given burst of 100 words. (Ten-worders are widely used, cost 3000 pesos ($750) for 30 shots daily for a month, which works out to 82 cents apiece.)

In non-musical shows there may be only one 100-word commercial in a 12-minute show (in addition to opening and closing), two in a 15-minute script, 3 in 20 minutes, 4 in 25 minutes, 5 in a full half-hour program. If, however, the program is the dramatic serial type, commercials are restricted to three of 100 words each in 30 minutes.

Serials Restricted
Serials come in for another bit of special treatment: networks are forbidden to present more than two daily—though individual stations, including those with network affiliations, may deviate up to 30% of their daily air time to that type of program.

Furthermore, a continued story may have no more than 26 chapters—a 30-day month less four Sundays—by Government order. For that reason it is impossible to hold an audience by continuity of script—though it should be pointed out that this restriction, rather than effect by the administration of President General Juan Domingo Peron, has not changed the situation much. Even before it was enacted a show seller kept its audience for more than two months, before lagging interest forced either sponsor or agency to change it.

The deal now is to seek to hold the audience by talent, hiring a couple of popular stars and using them for one month as "Juan Garcia, struggling young medical student!" and "Sarita Suarez, society's sweetheart," the next as "Ricardo Las Heras, a rake who needs reforming," and "Carmen Morales, poor but pretty stenographer." Audiences will follow their favorites in switches like that—although listeners are found to shift from one network to another, month to month, during the prized 10-11 o'clock p.m. period, when all three webs are on the air with dramatic serials.

Thompson also handles a quarter-hour of recipes three times a week for Royal Baking Powder, a dramatic serial type quarter-hour, three times a week for Cutex nail polishes, a dramatization of the lives of famous women for 15 minutes three times a week for "Maizena," a Cream-of-Wheat product made by the Corn Products Co., a quarter-hour of lyrics addressed to nothers thrice a week for Vicks Vaporub, and a midway participation (by mail) show for Gillette razors and blades.

McCann-Erickson Accounts
McCann-Erickson managed in Argentina by Henry P. Clark with Joan Manuel Puentes in charge of radio, has the top news show and half a dozen major American accounts.

The news show is Standard Oil's "Esso Reporter," now in its sixth year of four five-minute spots daily. McCann also has put such visiting musical bigwigs as Heifetz, Menuhin, Stokowski and the Mills Brothers on the air for Standard.

One singer and motion-picture stars carry the load on a twice-a-week half-hour McCann puts out for Kolynos toothpaste (American Home Products Co.); folklore and folk-music—mail reaction is good—are used to boost Pan American Petroleum.

Coca Cola, with Argentine production not yet big enough to really hit the market, is contenting itself with spot announcements at present. Wilson (meat packers), Phillips (radios), Pan American and Panagra Airways, and Jainetz (bathing suits) are also using spots and awaiting strike settlement.

The Grant Adv. Co, third American agency in the field, is managed here by Raimundo Scarampi, with Juan J. Pineyro handling radio. Its twice-a-week half-hour comedy show (which is the feature for Squibb's toothpaste called last winter's No. 1 show, according to a poll taken by Sinfonia, Argentine radio magazine. Squibb also used three musical quarter-hours, a five-minute news show across the board and spot announcements.

The Swift account is shared with Ricardo Pueyrredon, up-and-coming Argentine agency in which Marcelo Tornquist is radio chief. Pueyrredon sells Swift's soap—a powder called "El Ombu" with a weekly budget of two half-hour comedy shows, a five-minute strip across the board, and boosts "El Gauchito" laundry soap with a two-a-week romance-cum-music half-hour. A Brazilian rhythm quintet is being imported to replace the latter show, upset by the strike.

Lever Bros. Big User
Berg and Co., specializing in British accounts; Standard Publicidad, which uses big names in dramatic serials for Colgate-Palmolive; and, Emilio Nogues and Roberto Nogues, Argentine concerns, are the other main entries among agencies.

Lever Bros. and Sydney Ross Argentina both handle their own advertising and are probably the biggest single users of air time.

LINTAS, the Lever house agency, boasts Sunlight (Lifebuoy) soap and Atkinson perfumes and

(Continued on page 208)

TEXARKANA
GOES "ALL OUT" for
KCMC

* Conlan Preference Surveys made in April 1945 and in December 1946 show results below—

KCMC percentage of total listeners—

APRIL 1945, 54.1%; DEC. 1946, 54.4%-

SUMMARY OF CONLAN SURVEY

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<th>Broadcasting Station</th>
<th>MORNING 1945</th>
<th>MORNING 1946</th>
<th>AFTERNOON 1945</th>
<th>AFTERNOON 1946</th>
<th>NIGHT 1945</th>
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<td>Texarkana</td>
<td>69.6%</td>
<td>64.3%</td>
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<td>Shreveport</td>
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<td>All Other Stations</td>
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<td>2.6%</td>
<td>2.3%</td>
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*Copies of the detailed copyrighted report are available for inspection to interested advertisers.

**KCMC 1230 kc and KCMC-FM**

Frank O. Myers, Mgr.

Page 204 • September 15, 1947

BROADCASTING • Telecasting
PROGAR* is a new instrument... Not just a Limiting or Governing amplifier, but a new device incorporating a Guardian Memory circuit (Level Restoring Action) with improved PEAK LIMITING.

Dynamic expression is preserved in the PROGAR by the Memory (time delay) circuit in the Guardian. When the program level decreases this Memory Portion holds the gain constant for a predetermined adjustable period of time and then lets the Guardian slowly act to restore the program level to its original value.

The Guardian in the PROGAR precedes the Peak Limiting... therefore a regulated signal is fed into the limiter...maintaining consistent, pre-set peak limiter action and assuring a higher percentage of modulation than can be obtained with a limiter alone.


For Complete PROGAR information write for Bulletin #1011. Shipments are being made now.

Langevin Manufacturing Corporation

BROADCAST AUDIO FACILITIES · SOUND SYSTEMS · INDUSTRIAL CONTROLS

37 WEST 65TH STREET, NEW YORK 23, N. Y.
Spain's Radio Surprisingly Free

Private Firm Operates Stations in Several Larger Cities

By IAN ROSS MacFARLANE
WFBR Baltimore Commentator

RADIO BROADCASTING in Europe always has been for the most part state or government controlled, even in such presumably free democratic countries as Britain and France.

Spain is probably the last place in the world where one would expect to find radio operated and directed and owned by a private corporation. Yet this is what we discovered on our recent tour of the land of bullfights, poverty, pretentious senoritas and Franco.

The Societé anonyme Espanol de Radio de Fusion (The Spanish Radio Fusion Broadcasting Corp.) owns and operates stations in Madrid, Barcelona, Valencia, Seville, Cadiz, San Sebastian, Tanger and Bilbao. Each station prepares its own individual daily programs. There are no chain broadcasts other than news. General Spanish and world news is piped through from Madrid to the other stations twice daily, at 1 and 6 p.m.

All stations start broadcasting at noon and stop at 12:30 a.m. except on Sundays when their day commences at 9 a.m. and continues until 2:30 p.m. Programs on the whole are "live" except from 1:15-3:15 p.m. (Siesta time when everyone, including radio entertainers, takes time out). During this period one unfortunate announcer and one unfortunate engineer jockey platters.

The stations are operated on a commercial basis exactly the same way as in the United States—same kind of cornball publicity claiming the advantages of some one's hair oil or another guy's oranges.

Unlike America where most of the day's broadcasts are beamed for milady, only once a week do the senoritas or senoritas rate a special program. This is on Monday from 4-6 p.m. It is composed of 20 minutes of fashion news, followed by a crooner who plays his own accompaniment on a guitar; a description of a certain well-personality, usually an American movie star, for the correct answer to which, cash prizes are awarded; a household hint period, a discussion of books, plays, the arts, and then another crooner.

Children rate a little better, having a 2-hour program twice a week, Thursday and Saturday. Sports刘海 a big play. Results of all the football matches, cycling, cross country running, boxing and bullfights are aired. Horse racing results are not given.

Script is not demanded by the station. The application of good taste by those who use the air, either for advertising purposes or for other forms of personal propaganda, is the only yardstick. Believe it, we worked very well, as one strike puts a guy out of the radio game for a long, long time, if not for perpetuity. Anyone can say what he wishes politically without any danger of the censor cutting him off the air, but who would want to take the chance with his neck after he came off the air? News is not directly censored, but is obviously gone over carefully, before it is released to the news agencies.

IAN ROSS MacFARLANE, WFBR Baltimore commentator and traveler through Europe, paid a visit to Spain recently and found that, except for a government station used to disseminate news and office forms, no radio is privately owned and operated and surprisingly free. One private corporation operates stations in eight Spanish cities. Broadcasting is on a commercial basis and papers and radio stations for their particular use.

American GI Popular

The hottest shot on the Spanish airways today is Thomas Rivers, the Spanish-born American G. I. Mr. Rios was well known at the Morocco and El Chico in New York before the war. He joined up with our engineers and spent 2½ years in the service only to return to Spain at the close of the war because of the death of his sister-in-law, the famous dancer, Argen tinita. His proudest possession is his discharge button. His band plays twice a week by the full network. He croons away as he leads his band, and interpolates a few sweet nothings now and then. His studio audience is tremendous—he signs about 500 autographs each program, and sends out about 25,000 autographed post cards a month.

There is another struggling private station in Madrid, as well as a single government-owned and operated station. This latter is used for the dissemination of news many times a day, as well as all other official government publications, chronicles, etc. It is nothing unusual to hear over this station a government announcer go on at 4 p.m. and read without interruption for an hour and a half! His topic may have been an official government announcement on "Hog Cholera" or "Worm's Nests in Olive Trees."

Incidentally the government charges every owner of a radio receiving set a license fee of 20 pesetas or $1.25 per annum. The private companies do not receive one penny of this. They make their money in the good American free enterprise method, and that's the story of that which no one would ever suspect—a free radio in rigidly controlled Spain.

(Continued from page 186)

Esau

though about 14 blocks from midtown we are only three or four minutes away. Taxi service is good. Bus service is available on three lines. Eating facilities are plentiful, only two or three blocks away. The area is one that is expanding, which means these facilities will be increased even more.

We also have a station wagon with a driver that makes a set run through midtown about eight times per day. This has proven most helpful to staff personnel who have contacts to make.

Building a beautiful structure, next to a park and on a thoroughfare has given us many thousands of dollars worth of publicity we could get no place else.

I say—get out by yourself. Make your station a high point and on the visitors' itinerary. Do as KTUL —now at Boulder-on-the-Park—does. jacket crates containing thousands of signed insurance statements were loaded aboard a submarine standing offshore, the last Allied vessel to leave the Philippines.
We've been pioneering in radio for a long time...

The first broadcast field strength measurement car

1922

1933

1941

1947

... and we are still looking into the future

GLENN D. GILLETT & ASSOCIATES
CONSULTING RADIO ENGINEERS

GLENN D. GILLETT
WILLIAM E. PLUMMER
HENRY B. RIBLET

E. M. HINSDALE, JR.
PAUL BERGQUIST

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C. • NATIONAL 3373
dial and around the clock.

Sydney Ross, the Sterling Drug subsidiary here, has William J. Steele in charge of a radio budget which runs to 13 shows a week for five products.

Mejoral, an aspirin, uses a half-hour audience-participation show, a quarter-hour across the board with a couple of Amos 'n Andy characters, a twice-a-week half-hour along We the People lines, and a five-minute strip on "pet pews" suggested by letter. Phillips Milk of Magnesia gets a 15-minute "cops and robber" running across the board and doing a different adventure each week, and a dramatization of the lives of famous doctors, a half-hour, once a week. Phillips toothpaste does a drama, and Glostora hair tonic has 15 minutes of dance music, plus a half-hour participation show in which the m. c. gives his particip-

ant a varying list of half a dozen words which may not be used and then tries to lure him into using them.

Prizes Are Low

Prizes, incidentally, are in line with the overall budget: 8 pesos to 25; or 5 to $6.25, and a far cry from $64 or multiples thereof, plus a house with refrigerator and a gassed-up car in the garage. "Pildoras Ross" - a Carter's Little Liver Pills product - uses a three-a-week drama: a family skit without continuity (to avoid running afoul of regulations) but with the same characters, plus an audience show based on tongue-twisters. All shows are backed with liberal use of spot mentions.

Ross is noteworthy for having the only real survey in all Argentine radio, with teams of interviewers on the street for door-to-door checkups. (Telephone checks don't work in Argentina, because too many families have a radio but no phone).

Argentina, with 14,000,000 people and a million square miles of territory, has 54 stations, 42 of them banded in three networks.

90 kw Outlet

The largest of the lot is the chain based on Don Jaime Yankelevich's Radio Belgrano in Buenos Aires, with 15 stations plus two in Uruguay and one in Paraguay and a second Buenos Aires outlet in the family. Belgrano itself tops the national list with an authorized 90 kw, and the web includes three Argentine and the three foreign short-wave transmitters and 11 other stations pretty well blanketing the country. Radio Argentina in Buenos Aires is independent, but was sold by Yankelevich to his nephew, Samuel Kranaskey.

Radio El Mundo, owned by Editorial Haynes, a publishing firm with a major Buenos Aires morning paper, El Mundo, and several magazines is run by Antonio Massa. It is the key to a network of two shortwave and 13 longwave stations, a total of 16.

RADES (Red Argentina de Emisoras Splendid — Argentine Network of "Splendid" Transmitters) in the third net—with Radio Splendid and two shortwave outlets in Buenos Aires and eight scattered affiliates.

Of all the stations outside the capital, only LT1 in Rosario is not affiliated.

Buenos Aires itself has two official stations and nine independents. The Federal Government has radiated the Estado, strictly non-commercial and run by the same Radio Division of the Post Office which supervises all the air in a sort of FCC capacity. The city owns Radio Municipal, managed by the Director of the Colon Opera House, Grassi Diaz; though non-commercial, it is now airing programs for the Government petroleum monopoly, YPF (Yacimientos Petroliferos Fiscales-Federal Oil Wells). Of the others, Radio Mitre specializes in sports, Radio Excel-
sior is the British community's favorite (owned by A. D. Dougall, publisher of the English language paper The Standard); the rest tail off in importance.

Two Permanent Licenses

It is worth recording that of the lot only the two official stations have permanent licenses to operate, only Radio El Mundo has a definite concession, granted in 1931 when the station supplied and installed the Radio del Estado transmitter and with five years still to run.

All other stations have "precarious" concessions, and licenses may be revoked at any time. In prac-
tice, however, the danger seems slight, since almost all stations have been in serious trouble, even shut down, at one time or another, and have come back on the air.

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**TABULATION OF THE STATIONS IN ARGENTINE**

<table>
<thead>
<tr>
<th>The station list:</th>
<th>Frequency (kw)</th>
<th>Power (kw)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LR1—El Mundo, Buenos Aires</strong></td>
<td>1070</td>
<td>50</td>
</tr>
<tr>
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<tr>
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<td>820</td>
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<td>LV5</td>
<td>Neuquen</td>
<td>1190</td>
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</tbody>
</table>

**Independents:**

| LT1 Rosario | 780 | 10 |
| Buenos Aires: |  |
| LRA | Radio del Estado | 750 | 10 |
| LS1 | Radio Municipal | 710 | 10 |
| LS10 | Radio Libertad | 590 | 10 |
| LS4 | Radio Portana | 670 | 10 |
| LS2 | Radio Exelso | 830 | 15 |
| LS8 | Radio Mitre | 870 | 25 |
| LS2 | Radio Argentina | 910 | 15 |
| LS6 | Radio Felix | 1080 | 4 |
| LS5 | Radio Rivadavia | 1110 | 3 |
| LS2 | Radio Buenos Aires | 1190 | 8 |
| LS6 | Radio del Pueblo | 1350 | 3 |

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**Now on the Air**

KNOXVILLE'S NEWEST STATION

WIBK

1000 WATTS ON 800

Serving THE SOUTH'S 3RD STATE TENNESSEE'S 3RD MARKET

FOR AVAILABILITIES CONSULT UNIVERSAL RADIO SALES

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Page 208 • September 15, 1947
WNEW and MARTIN BLOCK
AN UNBEATABLE TEAM!

The MAKE BELIEVE BALLROOM

Makes music for listeners, money for advertisers...
10-11:30 a.m. 5:35-7:30 p.m.
Monday thru Saturday

Ever since 1935 MARTIN BLOCK and the MAKE BELIEVE BALLROOM have been part of the pulsating life of this metropolis. They make hearts—and merchandise—move faster!

For more than 12 years the MAKE BELIEVE BALLROOM has been a New York show—tailored for New York listeners and custom-made for advertisers who want to sell them! It's a BIG show—and like all big shows it appeals to all ages! Hit tunes, top bands, new stars—you hear them all and you hear them first when MARTIN BLOCK entertains at the MAKE BELIEVE BALLROOM with two big performances daily, six days a week.

Yes, he's No. 1 in the No. 1 Market!
So listen to MARTIN BLOCK at his best—on the MAKE BELIEVE BALLROOM!
Buy MARTIN BLOCK where he's biggest—on WNEW in Greater New York!

WNEW
SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

Represented by John Blair and Co.
Western Brokers Increase Radio Use

Added Business Is Partly Attributed to N. Y. Stock Exchange

By WILLIAM D. KILDUFF

WESTERN BROKERS, skeptical when they first tried radio a few years ago, now like it fine. The list of sponsors of investment broadcasts is growing on the Pacific Coast at a rate which may soon affect Eastern dealers in stocks and bonds.

In the San Francisco Bay area alone four brokerage firms now support radio programs. The oldest is 15 months, the youngest less than two. A comparable development has occurred in Los Angeles which now boasts four daily broadcasts of a financial nature. A morning program is scheduled daily in Portland, Ore., where Foster Marshall currently sponsors an ace-minute summary of investment news over KGW. Since radio coverage from these key financial centers extends to the Southwest and Pacific Northwest the brokerage broadcasts reach across the Western States.

Stock brokers trace the increase in the use of radio to a change in policy by the New York Stock Exchange, top non-governmental authority in stock and bond trading. Until 1940 the Exchange had generally opposed popular advertising by its member firms. Member firms are still required to submit commercials to the Exchange for approval, but in the past six years advertising restrictions have gradually been eased. Just why Western firms were the first to try radio is not so easy to explain. Just chalk it up to the climate—or aggressive Pacific Coast salesmanship.

Hutton & Co. Took Lead

E. F. Hutton & Co. was the first brokerage firm in the West to produce a sustained radio program. Hutton's initial broadcast was presented over KMPC Los Angeles in August 1941. Four years later Hutton extended its service to KSFO San Francisco. Hutton's program consists of early morning quotations on leading stocks and commodities, reports of dividends and earnings, as well as items of financial news. This fall Hutton and the Southern Pacific worked out a unique arrangement which is based on the brokerage broadcasts. Hutton's program is now received on the railroad's radio-equipped "Daylight" shortly after the train departs on its Los Angeles-San Francisco run. The program also reaches the Southern Pacific's overnight "Lark" before arrival in the same cities.

Walston, Hoffman and Goodwin, whose offices cover California, initiated their Wall Street Opening in May 1946. At present this program runs from 7:45 to 8 a.m. on KLAG Los Angeles and KYA San Francisco. An unusual feature of this broadcast is its presentation from the actual boardroom of the brokerage firm without rehearsal. Stock quotations are taken direct from the New York Stock Exchange ticker tape and financial news read into the microphone from the teletype. Walston, Hoffman and Goodwin intend to add stations as time becomes available, indicating their approval of radio as a brokerage advertising agent.

H.G. Hogle and Co. of Los Angeles went on the air in the fall of 1941 early in October with a five-minute 1 p.m. broadcast. Devoted primarily to stock quotations, the program exists for the close of the New York market. Bateman Eichler Co. of Los Angeles is now in its third year of radio advertising on KHEK. Its schedule includes a Sunday morning program entitled Washington Inside Out, a non-financial presentation. Capitol Securities of Oakland, Calif., recently bought a number of 30-second spots to push specific security issues.

Sunday Night Show

With a Sunday night show entitled "Walston & Govenk" to become Sutter & Co. oldest brokerage firm in California, inaugurated a different sort of program in August over KQW San Francisco. Each week a Hughes financial editor of the San Francisco Examiner, quizzes a top executive of a prominent Western company. The president of United Airlines, Pacific Gas and Electric and the Southern Pacific have been heard on Sutter's program. Hughes' opening interviews were largely personal chats in which the executive traced his career, but later ones have been less personal with emphasis on future prospects of a financial industry or corporation.

Stock market news via radio is not without precedent in the West. In 1930 NBC produced a 15-minute sustaining program of financial news which was added to commentator from 1931 until the program's demise in 1941. The feature was available to NBC stations in eleven Western states and in its final years was short-wave to the Orient. Only one brokerage firm ever bought the program. During the winter of 1940-1941 the San Francisco Stock Exchange went on the air. The Exchange's evening program, released over KPO, dramatized the history of one Western firm each week.

Brokers dislike releasing figures on results of any advertising, and radio is no exception, but the number of recent additions to the list of sponsors of Western financial broadcasts indicates more than figures and estimates might claim. Western brokers, who pioneered radio for brokerage firms, started something which their Eastern colleagues might well adopt.

Southeastern Television Survey Report Is Issued

A PROSPECTUS on "Television for the Southeastern States" has just been released in a special report put out by William P. Pence, of Pence & Co., Johnson City, Tenn. Mr. Pence has spent a year studying the technical and economic status of radio and television for new business opportunisties, according to the report.

He cites several advantages of regional television service in the Southeastern states, pointing out the area's potential, population, industrial activity, radiation factors, etc., of the area. He greatly favors Mt. Mitchell in North Carolina as a good television site because of its height and location. In discussing Mt. Mitchell, Mr. Pence lists the markets and the financial statistics of the coverage area.

UP TO 5000 WATTS

SOON DOWN TO 390 KC.

841,000 Happy Tar Heels. (Happy Over WCTM's Grant of 5 KW Fulltime.) Get WCTM's New Map Before You Buy in North Carolina.

Allen E. Wannamaker, Mgr.

Agency Airs Tourney

SCOTT - TELANDER Advertising Agency, Milwaukee, which sponsored the Wisconsin Amateur Golf Tournament last month, also purchased radio time to broadcast the event over WFOX Milwaukee. Using remote lines to the pro shop at Blue Mound Country Club, where the tourney was held, and two shortwave pack transmitters, WFOX assigned one announcer to do the color and commercials, another to cover the tee and fairway shots, and a third to describe the greens play. Institutional spot plugs were used for all Scott-Telander accounts during the final 18-hole championship match. Mention of the agency was made only at station identification periods.
According to Mr. Hooper's statistics KWKH is FIRST in Shreveport in both Afternoon and Evening periods.

Mr. Hooper also says that KWKH is FIRST in total Rated Time Periods. (23% Higher than Station “B” — 27% Higher than Station “C”).

On KWKH the Average Hooping for Daytime LOCAL Programs is Equal to Average Hooping for Daytime NETWORK Programs.

According to BMB Area Report, ONLY KWKH Covers its Rich Primary (50%) area. Without KWKH, you'd have to buy SEVEN other Stations to ALMOST cover it!

These are but a few of the reasons that power-full 50-kw KWKH is by far the best buy in the Ark-La-Tex. Only KWKH can give you dominant coverage of the $1,000,000,000 buying power of this rich tri-state market. Forty-nine industry-rich, petroleum-rich, agriculture-rich counties and parishes in North Louisiana, East Texas and South Arkansas await your sales message over KWKH. For further information write, wire, call KWKH, or see a Branham man.
THE CASE OF THE PANACOUSTIC PLAYBACK

FACTS AND FIGURES

Size: 18 x 12 x 6"

Weight: 21 pounds

Case: Smart overnight bag luggage type; tan leatherette finish.

Specifications: 7-tube amplifier, AC-DC operated; 6" PM speaker; 33 1/3 or 78 rpm; plays 6 to 16" records or transcriptions.

Controls: Separate amplifier and turntable switches; volume and tone controls.

Pick-Up: Featherweight, with tested knee-action Nylon needle for full record protection.

EXCLUSIVE FEATURE: Polarity does not have to be checked for DC use.

* All prices subject to tax,

FOB Washington, D. C.

IMMEDIATE DELIVERY

BROADCASTING • Telecasting

New Transcription Portable Meets Specific Requirements of Agency and Radio Ad Men

U. S. Recording Co. presents an overnight bag full of quick tricks—one of the finest, truest, compact-est portable transcription playbacks ever built.

It's ready to spin into action at the pop of the top. Just lift the lid, plug it in, put on the record and play. No time lost fooling around with a separate speaker—no worry about AC-DC—no bother checking the polarity of DC current. You don't need an engineering staff along to get set up for action—or a moving van to carry your equipment.

This is 21 pounds of dynamic selling force, custom-made in USRECO's electronic shops to meet the specific needs of agency and radio advertising salesmen.

Air-Mail or Wire Your Order Today—for Immediate Delivery

U.S. RECORDING COMPANY

1121 Vermont Avenue

Joseph Tait, President

Washington 5, D. C.

September 15, 1947 • Page 213
WMBD's Test of Polarization Types

By A. JAMES EBEL
Director of Engineering, WMBD Peoria

ON THE FIRST of March, the Peoria Broadcasting Co. received permission to conduct transmission tests to determine the relative effectiveness of circular and horizontal polarization. A previous study by Carl E. Smith [Broadcasting, October 21, 1946] indicated certain superiority for circular polarized FM transmission over the standard and almost universally adopted horizontal polarization.

Subsequent discussion of this subject by Paul DeMars and others questioned the actual superiority of circular polarization in FM transmission. It was the purpose of the tests described herein to determine on a statistical basis at typical receiving locations which of the two transmission systems gave the best FM service.

At the outset, it should be understood that the term circular polarization in connection with these tests is somewhat of a misnomer. Because of the phase relations in the turn-style antenna used, various degrees of elliptical polarization were actually obtained. Furthermore, intensive field studies in the Peoria metropolitan area showed that even with ideal circular transmission, standing wave phenomena would give rise to various degrees of elliptical polarization. The important factor, however, is that there be some component of electric field at all angles.

The Director of Engineering described the best method of securing data from the tests. In order to conduct these tests, it was necessary to recruit a number of cooperating receiver owners. For a period of two months, WMBD’s experimental station, W9XRA, transmitted FM program material to build an FM audience in Peoria. At the same time, wide publicity to the proposed FM tests was carried out through FM and AM radio promotion and newspaper promotion. As a result of this promotion, cards were received from 110 listeners offering their service in these FM tests. These listeners filled out cards describing their receiver and antenna installations. The listeners had not been urged to make any special antenna installations for these tests.

During the week prior to the actual test transmissions, these listeners were given a complete set of instructions setting forth the time, the number of tests, and how they were to fill out their report card. There were a total of ten test transmissions made each evening. The first five were of circular polarization and the second five were the other form. The first test of each group was at full field strength and each succeeding test was made with a 20% reduction in field strength until a value of 20% of the original field was obtained in the fifth test of each group.

This test transmission consisted of complete introductory explanation by the announcer and one transcription of approximately three minutes duration. The listener was asked to check his results in a special report form.

“Blind” Test

The location of the W9XRA FM antenna was purposely made rather low and a maximum transmitter power of 250 w was employed in order that the resulting FM field would have spots in it where there was unsatisfactory reception in the area.

WMBD Peoria, authorized by the FCC to conduct transmission tests to determine relative effectiveness of circular and horizontal polarization, has reached some interesting conclusions outlined in the accompanying story. A. James Ebel, director of engineering, reports some form of elliptical polarization is definitely superior to horizontal polarization when double power is used.

(Continued on page 234)
The COMBINATION to GEORGIA

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

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

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

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.
<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts</th>
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<tbody>
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<td>KGJO</td>
<td>St. Louis, Mo.</td>
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<td>Topeka, Kan.</td>
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**DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES**

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</tr>
<tr>
<td>KFF 1250 KC</td>
<td>Regional</td>
<td>5,000</td>
</tr>
</tbody>
</table>
Alan Ladd plays a part tailor-made for him...a man of action...a versatile resourceful fiction writer who advertises for adventure...and gets it the hard way!

**BOX 13 HAS EVERYTHING** Alan Ladd—a top motion picture name. Alan Ladd—one of radio's most popular voices. Alan Ladd—whose millions of followers have made him tops in fan mail at Paramount. Yes, and BOX 13 will have direction by Ted Hediger...full orchestral background under Rudy Schrager...stories by many of radio's leading writers...supporting roles by Hollywood radio stars.

Yes! BOX 13 has everything!
While you're at the Convention, look for the conspicuous neon sign that says "BMI-NAB". That's where you'll find the Official Information Center... right in the middle of Convention Hall... waiting to serve you.

Service, as you well know, is the main theme song of BMI. BMI serves the broadcaster all year around, of course, but during this week at the NAB Convention in Atlantic City BMI undertakes another kind of worthwhile service by operating the Official Information Center for the whole get-together.

It's yours to use—yours to serve you.

Meet your friends there. Ask all the questions you want... about the timetable of meetings, what's playing at local theaters, where fellow broadcasters are staying, or even how to get the biggest lobster dinner in Atlantic City. And, if you're expecting any urgent 'phone calls, remember that the BMI-NAB Information Center has direct lines to all leading hotels. When the call comes through we'll see that you receive it right in Convention Hall.

Don't Miss the Model Music Library

There's still another service feature too—a Model Music Library—set up to offer suggestions on how to improve the music library back at your own station. BMI has incorporated the best features of many efficient systems in this Model Library. You'll find it full of valuable hints that can be adapted to any station, large or small.

BMI has been wholeheartedly serving broad-
casters since 1941. Today, more than 1,700 alert stations are improving their programming with BMI's vast and varied music repertoire...its useful and saleable scripts...its enormous fund of other music programming aids, bulletins, biographies and suggestions.

Industry-owned, industry-operated, BMI is of, by and for the broadcaster. Its services are always yours—today at the NAB Convention, and every other day of the year as well.

**When it's BMI... it's yours**

- Every bar of music in BMI's versatile and enormous catalogue is yours.
- Every service offered by BMI to improve music programming is yours.
- Every BMI song performed over the air is yours.

Because, you see, BMI itself is yours. Broadcasters established BMI. Broadcasters maintain and operate BMI. It functions only to serve you and the interests of our great industry.

Broadcast Music, Inc.  bmi
McGehee & O'Mara, Inc.

Radio station representation that works and works and works!

247 Park Avenue, New York 17, N. Y.

Chicago • Atlanta • San Francisco • Boston • Detroit

DIRECTORY OF U. S. STATIONS BY FREQUENCIES

(Continued from page 218)

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>City</th>
<th>Power in Watts</th>
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<tbody>
<tr>
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<td>WFIN</td>
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<td>WAEI</td>
<td>Portland, Ore.</td>
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<td>WIXR</td>
<td>Erie, Pa.</td>
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<td>WBTM</td>
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1340 KC LOCAL

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<td>WAOI</td>
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<td>WORO</td>
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<td>WBGW</td>
<td>Selma, Ala.</td>
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<td>WFEF</td>
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<td>KCRA</td>
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<td>KHUS</td>
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<td>KOCY</td>
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(Continued on page 224)
## Rocky Mountain Broadcasting System

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<td>KGEM</td>
<td>Boise, Idaho</td>
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<td>KOPR**</td>
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<td>Twin Falls, Idaho</td>
<td>1340</td>
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<td>KSIO</td>
<td>Burley, Idaho</td>
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<td>KEIO</td>
<td>Pocatello, Idaho</td>
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<td>KIFI</td>
<td>Idaho Falls, Idaho</td>
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<tr>
<td>KMON**</td>
<td>Great Falls, Montana</td>
<td>970</td>
<td>5,000 watts</td>
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</table>

Represented by The Katz Agency

ROCKY MOUNTAIN BROADCASTING SYSTEM HEADQUARTERS
29 South State Street - Salt Lake City, Utah

"A NEAT PACKAGE"

AFFILIATED WITH the AMERICAN BROADCASTING COMPANY

September 15, 1947 • Page 22
West Coast Seeks Uniformity For Transcription Productions

TRANSCRIPTIONS are flourishing as never before and considerable production is taking place in Hollywood, which is considered the top talent mart in the country.

Despite the present days of plenty, the transcription industry's golden egg may hatch a cooked goose unless more uniform production standards are adopted. That is the opinion of many of Hollywood's top radio producers who are happy about the acceptance of platters but concerned over the quantity of poor productions currently being marketed.

With more and more talent willing to take the transcription approach to radio, national and regional advertisers are afforded top programs for flexible use in such markets as they aim to concentrate upon. Advertisers of this type are growing numerically, and local sponsors have generally evinced greater interest in transcriptions as result of better talent availabilities.

No Uniform Approach

But the lushehness of the market potential has increased the would-be transcription sellers in the virtual proportions of a geometric progression. The mass entry has introduced a host of smaller firms who are anxious to milk the market without due regard for the quality of their product.

This is unfortunate, the better established firms concede, but as yet no uniform approach has been taken by the individual firms. One executive in a key transcription firm believed that something might be undertaken by NAB, while another observed that an industry association might be more practicable.

Small station operators in particular feel that something should be undertaken to standardize the price basis of all transcriptions. At present there are several bases upon which prices are pegged. A uniform approach would lead to more direct decisions and truer evaluations, station managers contend.

Another aspect in the over-all picture is the station resistance to direct sales made with local businesses. Managers further contend that little thought is given to building programs to needs of clients; instead it is believed that transcription firms put the program cart before the sales horse's needs.

Transcription firms credit the LACK of uniform production standards may spell ruin to lush Hollywood transcription business unless more uniform standards are adopted, say many top radio producers from the Coast. With a great onrush of transcription sellers and buyers, it is becoming more and more difficult to separate the wheat from the chaff in the very lucrative field.

Bing Crosby series as a helpful impetus in direction of sales. Its acceptance to public has convinced comparable and lesser distributors. And in another direction it has convinced talent. At no time has the listening public suffered from transcriptions as such, but radio's independents will suffer from poor production, key disc salesmen feel.

Transcription productions are being accepted by the independent stations as their answer to competition for share of audience with network rivals. Strangely, though, acceptance has been greatest in the West with the Midwest second and the East pulling up in last. Broadcasters in the East still seem to feel there is a stigma against platters, transcription salesmen report.

Instrument for Good

"THE DRAMA in a hospital room played by man and his invention was an uplifting answer to the skeptics," says an editorial in the Dallas Morning News of a news item in the paper telling of over a dozen people rushing to a hospital to save the life of a new-born baby and its mother. After an appeal over WFAA, enough people with the rare Type A, RH negative blood desired went to the hospital and gave transfusions which were the deciding factor in the two lives.

"The minority who malign the radio for what they term its inconsequential commercialism forget that it is an overall instrument for the good, that every year it is educating for the better and ready to help in disaster and crisis," the editorial adds.

PROGRESS FARM HOMES

WNAX Launches Plan Aimed

At Looks and Efficiency

LONG-RANGE program for farm homestead improvement in North and South Dakota, Minnesota, Nebraska and Iowa was announced by officials of WNAX Yankton, S.D., fortnight ago after a meeting with agricultural college extension editors of the five states.

Chris Mack, WNAX agricultural director, said the program will center around improvement of the appearance and efficiency of farm homes, yards, buildings. WNAX, with the aid of extension services and other farm groups, hopes its program will "play an important part toward revitalization of the farmstead."
GEORGE C. DAVIS

Consulting Radio Engineer

Complete Consulting and Field Engineering Services

Engineers

Kendrick H. Lippitt  Julius Cohen  Joe W. Collier  Albrecht P. Barsis

501-505 Munsey Building  Washington 4, D. C.  District 845607

CONVENTION ADDRESS: CLARIDGE HOTEL
### DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

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<thead>
<tr>
<th>Call Letters</th>
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<th>Power in Watts</th>
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<td>N-500</td>
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<td>Boone, Ida.</td>
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<td>St. Louis, Mo.</td>
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<td>Sacramento, Calif.</td>
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<td>Zephtah, N. J.</td>
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<td>LS-1,000</td>
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<td>El Paso, Tex.</td>
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<tr>
<td>KHON</td>
<td>Honolulu, T. H.</td>
<td>5,000</td>
</tr>
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</table>

---

**NOW—WITH 5000 WATTS—**

WSBT Has Added 138,860 Radio Families to its Primary Coverage

**EXPANDED COVERAGE**

**Around the Lake...**

**Across the State...**

**Down beyond the Wabash**

---

**960 KILOCYCLES**

**COLUMBIA NETWORK**

*Estimated by counties from BBM Report

---

(Continued on page 228)
YES, it's such a bore to hear the same "canned" newscast in the same words... over and over again... one station duplicating another like a procession of parrots. The public has a simple defense mechanism in such cases. It merely twirls the dial to something else. The public has little patience with microphone parrots.

To have consistently interesting news programs, to produce the kind of distinctive newscasts your listening audience looks forward to tuning in regularly, you cannot afford to be without International News Service, the basic ingredient of America's finest newscasts.

With INS you get the greatest variety of news, the news behind the news, and the latest fresh angles—all in a continuous flow so that at no time must you succumb to audience-killing repetitions.

There's never an idle, never a dull moment on the INS wire. The INS newscaster never sounds like a parrot—because he has a constant flow of fresh, rich, new material to draw upon. The emphasis is on human interest, and local and regional as well as national and international significance. The writing is the product of journalism's greatest craftsmen—men and women whose superior abilities make for distinctive newscasting and permanent INTERESTED listening audiences.

Banish the parrot from your microphones! Give your radio audience the fuller benefits of INS—the best news service "buy" in America for radio.
No Mystery in Philo's Bank Promotion

Philo Vance Series Success Says Oklahoma City Banking V P

By D. W. HOGAN JR.
Vice President, City National Bank and Trust Co.,
Oklahoma City

WE STUMBLED onto Philo Vance! Philo is also the name of the little fat banker, with top hat and tails, who appears in our advertising. Enterprise WKY, Oklahoma City’s NBC outlet, hit upon the possibility of linking the talents of these two Philos and offered us the new half hour transcriptions of S. S. Van Dine’s Philo Vance, billed as “America’s top detective.”

During the war, we had sponsored Edward R. Murrow (direct from London over CBS) in the Oklahoma City market.

After the war, however, we felt that newscasts had slipped sharply and because last summer’s Hooper indicated that seven of the ten top shows were mysteries, we bought fifteen minutes on Sunday afternoon following One Man’s Family and sponsored a not too good transcribed mystery during the rest of the summer.

More Time

Last November, we bought an additional fifteen minutes and sponsored Philo Vance. Because our program was followed by Quiz Kids, we were between two high-raged NBC shows.

Philo Vance is sold by Ziv, producer and transmitter of shows of network calibre for local markets and pocket books. But it costs, too; about two-thirds as much as the station time. Several weeks ago, Time magazine mentioned the concern of the networks over Ziv’s seven and a half billion dollar transcription business.

On Sunday, April 13, we attempted to make a survey of our program, using the Hooper technique. Thirty-four persons participated, each receiving a page of the telephone book. Residence numbers, only, were called. Two questions were asked: “Were you listening to your radio just now?” and “To what program were you listening, please?”

Results: 870 calls were completed and 378 were listening to the radio, a good percentage, I am told. 140 were listening to our program, 108 to another mystery, 60 to local music, 61 to the symphony, and 15 to outside stations. Our rating was 15.4, meaning that 15.4% of the radios in one listening area were tuned in on our program. Also, 64% of those tuned in were listening to mysteries.

To analyze the survey conservatively, WKY took the BMR 25% bracket with a record of 271,900 audience families, 15.4% gives us 41,872 families listening to our show and 6.1% for another family (the accepted standard) we get a total of 128,803 listeners and are thereby inclined to believe we have the right program for this market at this time and at a most economical cost per impression actually delivered.

1. A good spot (by a network program, if possible) is essential.
2. The type of program should have appeal to the listening audience.
3. Enough should be spent for talent to insure above average circulation.
4. Transcriptions on plastic platters eliminate surface noise.
5. Department store technique appeals to prospects at their own level.
6. Narrative commercials can sell specific services.
7. Sunday afternoon: night audiences at day time rates.

Sample Announcements

BACK TO our story in just a moment. But right now I’d like to have a word with the housewives, who find themselves so busy with the household that it’s next to impossible for them to get into town to pay bills. The answer to your problem, ladies, is a checking account that allows the postman to make your payments . . . that permits you to transact your business by mail. This convenient service is called THRIFTICHECK, and it’s an exclusive feature of the City National Bank. To begin with, you can open a THRIFTICHECK account with any amount in just about five minutes: You receive a handsome THRIFTICHECK book of twenty checks for two dollars—and there are no other deposit costs or service charges. What’s more, during the short time it takes to open your account, your name is printed on each THRIFTICHECK—a personalized service that adds prestige to your business transactions. Then, when bills become due, you merely mail your individual THRIFTICHECK and it, in turn, is endorsed and sent back to you as a valid receipt of payment. So why not let THRIFTICHECK render its safe, economical and convenient service? You’ll find it a household helper you can’t afford to be without. Ask for THRIFTICHECK tomorrow, at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, a member of the Federal Deposit Insurance Corporation. And now, back to the SWING STREET MURDER CASE.

WYLL BRET to the Swing Street Murder Case in a moment. The age-old puzzle of the man at the fork of the road led us to a thought in cryptic that goes like this:

“A road that’s well selected
Is a future well protected.
I don’t think any of us enjoy rough,
(Continued on page 380)
IMMEDIATE DELIVERY

NEW 1948 AC-DC PORTO-PLAYBACK
for 16 inch transcription records

 specifications and features
weight: 24 lbs. complete.
size: 16⅝ x 16⅜ x 8".
speaker: Latest design 6" permanent magnet Jensen speaker with special oversized magnetic field.
equalizer: Correct equalization network for shellac, NAB standard, ortho-acoustic and flat recordings. (EXTRA—special position for low level recordings.)
pick-up: Latest model true tangent Astatic transcription pick-up with permanent sapphire nylon shank stylus.
motor: Dual speed 33⅓ and 78 r.p.m. with improved heavy duty motor sealed in oil, operating on either AC or DC current.
controls: Separate tone, equalizer and volume controls.

The new CHARLES MICHELSON INC. AC-DC PORTO-PLAYBACK is a boon to advertising agencies, radio stations, transcription companies and schools.

Completely new in every respect, this compact, lightweight machine is designed to faithfully reproduce your program or presentation on 16" transcriptions at 33⅓ r.p.m., or 10" and 12" phonograph records at 78 r.p.m.

The permanent sapphire nylon shank stylus that will not scratch your record—the ease of operation—the clarity and quality of tone—the handsome, sturdily built case, are but a few of the outstanding features incorporated in this latest AC-DC PORTO-PLAYBACK.

To tell and sell your sales story better, order yours NOW.

VISIT OUR EXHIBIT—BOOTH 107-A

CHARLES MICHELSON INC.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 WEST 44th STREET, N.Y. 18 • PHONE MURRAY HILL 2-3376
And in Rochester...  
Minnesota's International Market  
everyone listens to and accepts

ROCHESTER

Dominating the "TRIPLE MARKET"

1. INTERNATIONAL. 50,000 International visitors from all parts of the world visit Rochester every year and KROC is their only staff-free station, and spend $16,800,000.00 annually.

2. METROPOLITAN. 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, banks and communities in the world are located, and spend $190,324,000.00 annually.

3. RURAL. 87,000 Rural consumers reside in the KROC Primary Coverage area... listen and respond to NBC's top stars and local interest programs, and have a buying income of $118,631,000.00 annually.

TOTAL: 250,901

RESULT: $386,622,000.00 Effective Buying Income in the KROC Triple Market Area.

And in Rochester...  
Minnesota's International Market  
everyone listens to and accepts

KROC

DOMINATING THE "TRIPLE MARKET"

1. INTERNATIONAL. 50,000 International visitors from all parts of the world visit Rochester every year and KROC is their only staff-free station, and spend $16,800,000.00 annually.

2. METROPOLITAN. 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, banks and communities in the world are located, and spend $190,324,000.00 annually.

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TOTAL: 250,901

RESULT: $386,622,000.00 Effective Buying Income in the KROC Triple Market Area.

EVERYONE DIALS TO KROC

NBC

Northern Minnesota Network

Northwest Network

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Company

(Continued on page 232)

BROADCASTING  Telecasting

Page 228  •  September 15, 1947
Beauty that is more than skin deep

DU MONT MASTER SERIES TELEVISION TRANSMITTER

Rated signal output power of 5 KW (peak) visual and 2.5 KW aural on any specified FCC commercial television broadcast channel between 44 and 88 megacycles.

Built to required frequency—not a costly “all band” job.

Comprises 5 KW Power Supply, 500 W Visual, 5 KW Visual, 1 KW Aural and 2.5 KW Aural transmitting units, plus Du Mont Transmitter Control Console.

Simplified control. Two switches for visual and two for aural transmitters. All functions controlled either at transmitter units or at control console. Also double metering.

Aural and visual transmitters can be operated independently when desired. Independent crystal control.

Extreme accessibility. Almost every tube accessible from front; balance from rear. Likewise with circuits and components. Circuit symbols and components stamped on chassis for ready identification and fool-proof replacement.

Simplicity, accessibility, ruggedness, long-lasting—yes, products of Du Mont’s “operation-proved” engineering—such is that rare beauty found beneath the attractive casing or “skin” of the Du Mont Master Series Television Transmitter.

Now available for prompt delivery to discriminating telecasters, it reflects Du Mont’s primary objective of built-to-last equipment emphasizing maximum reliability and minimum obsolescence under all telecasting conditions.

The commercial telecaster and his engineering staff—those hard-boiled fellows no longer interested in experimental operation—are assured equipment that’s easy to install, easy to operate, easy to service, easy to maintain on the air for extended periods, with minimum of attention and expense.

One after another these Du Mont transmitters are pioneering in area after area. Their day-by-day performances best tell—and illustrate—the story of practical telecasting.

Call, ‘phone or write for detailed information on Du Mont television equipment fitted to your plan—and budget.

DU MONT First with the Finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y. • DU MONT’S JOHN WANAMAKER TELEVISION STUDIOS; WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

| START AS SMALL AS YOU WISH, WITH THE DU MONT Atom Package

BROADCASTING • Telecasting  September 15, 1947 • Page 229
Vance Series
(Continued from page 286)

bumpy roads that lead to a dead end ... we all like the smooth, broad avenues that move to a bright new horizon. And—the surest and easiest way toward tomorrow's bright new horizon is the avenue of security we pave with a savings account. By choosing the right road now, and setting aside a small amount which you add to regularly, you'll soon be pleasantly surprised to find you have a sure cash reserve that means security for you and your family. So, forgetting our poetry, we hope you'll take "the road that's well selected—a future well protected"—and become the wise owner of a savings account. A savings account at City National Bank pays one per cent on amounts below one-thousand dollars and one-half per cent above one thousand. Ask about a savings account to-morrow at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, a member of the Federal Deposit Insurance Corporation ... AND now, back to our story.

FRIENDS, if you're financing or refinancing your automobile, you owe it to your pocket-book to know about City National's Automatic Loan Plan. The City National Bank will lend you up to two-thirds of the automobile's list price, including the cost of any accessories as well as the cost of insurance. The insurance may be placed with your local agent to assure personal handling. And you needn't be a depositor of the City National to use the Automobile Loan Plan. So for fast action, low-cost, convenience and all-round satisfaction, finance with an automobile loan at the CITY NATIONAL BANK AND TRUST COMPANY, Grand at Robinson, Oklahoma City, where it's still smart to be thrifty. And now, the explanation of today's mystery.

Finds Missing Woman
A TRAIN DIRECTOR was able to identify an 80-year-old woman who had been missing for three days from her Berkeley, Calif. home, thanks to a newscast by KLX Oakland. Police in the Bay Area had been appealed to search for the woman, and KLX was asked to broadcast her description. Within 15 minutes after the story was aired the train director notified the station that a person answering that description suffered a broken hip when knocked to the ground by a hasty commuter in the station and had been taken to an Oakland hospital.

HOMER HOGAN, general manager of KWBU Corpus Christi, thinks his station has the nation's most unusual station identification. Several weeks ago Mr. Hogan decided something should be done to improve the familiar station breaks. Since Corpus Christi is famous as one of the Southwest's biggest port cities he directed his sound effects department to combine the deep blast of an ocean liner's whistle with the shirll pipe of a tug boat. For good measure he added the sound of waves washing against the shore. A believer in realism, he had each announcer make his own sound effect by splashing his hands in a bucket of water. At the same time the announcer would identify the station as "KWBU, Corpus Christi, the Port of Play and Pleasure." The response was both immediate and gratifying. But Mr. Hogan was not yet satisfied. He decided to invite KWBU advertisers to come to the station and record their own version of the call letters and identification. After recording a score or more they were urges back to the studio with each advertiser eagerly standing by his radio to enjoy the thrill of listening to his own voice. To make sure the amateur announcers become devoted listeners, Mr. Hogan joggles the records around daily. He also reports a rush of business from Corpus Christi merchants who are anxious to be heard on the air. Mr. Hogan is one of the pioneers of radio, having managed KYW in 1928 when it was operated in Chicago.

KGNC Harvest
A BOUNTIFUL wheat harvest has been completed on the high plains of West Texas, and farmers are grateful for cooperation of KGNC Amarillo. A few weeks before the harvest got underway, farmers were fearful that they would lose their crops because of the shortage of combines and an unequal distribution of available labor. The wheat was ripening fast and had to be cut immediately. J. P. Linn, farm editor of KGNC, got together with J. B. Kidd, area coordinator at Texas A & M College Extension Service at Plainview, and worked out a plan to secure the needed equipment and men. Mr. Linn made arrangements with the sponsors of his Trading Post program to use this period for broadcasts direct from Mr. Kidd's office. Farmers relayed data on their needs to Mr. Kidd via county agricultural agents and Mr. Kidd analyzed the situation and went on the air to direct "traffic" of machinery and labor. Farmers, harvest hands and combine operators throughout the section were then advised to listen to the program each day.

Listeners Win $1,000
WHLI Hempstead, N. Y., offered $1,000 in prizes to listeners during its first day on the air. The giveaways ranged from household and kitchen equipment to toy electric trains, and were awarded in a series of contests extending from 7 a.m. to 8 p.m. The day was designated "WHLI Day" by Hempstead's mayor, E. A. Ashdown. Known as the "Voice of Long Island," WHLI is a 255-watt daytime station on 1100 kc.

STATION BREAK PROMOTION
KWBU Splashes Real Water in Station Announcements;
Makes Each Advertiser Own Announcer—

KMB figures
We are right in the heart of Pennsylvania's rich Northeast Area—located in Luzerne County . . . the THIRD largest populated county in the State. We have a 90% listening audience.* Nine out of ten Radio Families in our Coverage Area hear your Sales Message every week.

Our Advertisers are satisfied advertisers. A full promotion program supplements time buyers programs in this $55,000,000 market.

This all means Increased Sales Gains for you.

for further information write:
Vic Diehm (Gen. Mgr.) WAZL or Radio Advertising Co.
521 Fifth Ave., N. Y. 17, N. Y.

* 1490 K

Page 230 * September 15, 1947
1947 is WGR's year in Buffalo....with new highs in ratings....new power and FM equipment under construction ...new vitality and growth being “sparked” by new ownership*

*Leo J. (“Fitz”) Fitzpatrick and I. R. (“Ike”) Lounsberry

WGR Broadcasting Corporation...Rand Building...Buffalo 3, New York

National Representatives,Free & Peters Inc.
Covering the South’s First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That’s KPRC. Then you fill in the chinks.

It’s the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we’re the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we’ll call on you.

KPRC
HOUSTON
950 Kilocycles – 5,000 Watts

National Representatives: Edward Petry and Company. Affiliated with NBC and TQN. Jack Harris, General Manager
WMBD Test
(Continued from page 211)
Peoria area. The listeners were never informed as to the type of polarization employed during any of the test transmissions and a random distribution of polarization was maintained. As a further check on the reliability of these tests, the same type of polarization was used for all ten tests during one evening. Also, where a cooperater reported for three or more successive evenings, the consistency of his reports was checked. These statistical checks showed a high degree of reliability in the reported results.

In adjusting the antenna for the tests, field sampling equipment was used. The vertical and horizontal components were adjusted to practically the same free field value. Using the horizontal component thus obtained as a reference, the input to the horizontally polarized antenna was adjusted to give an equivalent field at the measuring point. The results obtained are shown in bar charts.

It was noted from the examination of these results that a definite superiority for circular polarization is indicated. However, it should be noted that transmission of circular polarization represented the utilization of twice as much power. Another set of tests were conducted using a full 250 watts in the horizontal antenna as compared to 125 vertical component and 125 watts horizontal component in the elliptically polarized antenna. Results of these tests also are shown in bar charts.

Another Survey Planned
Unfortunately, due to the absence of a number of the cooperating listeners during the period of this last set of tests, and certain other factors too numerous to mention here, the sample represented is very small and cannot be considered conclusive. It is anticipated that another test under these conditions will be conducted shortly and that the total sample may be increased to well over the 100 mark in order to render a greater degree of reliability to the results shown in Figure 2.

Although these tests are not fully completed, the past five months of intensive field study and of the reliability to the results.

1. Some form of elliptical polarization is definitely superior to horizontal polarization when double the power is used in the elliptical antenna.
2. There seems to be a very slight superiority in elliptical polarization when equal amounts of power are involved.
3. For a given amount of power, there will be less co-channel and adjacent channel interference with elliptical polarization. If free field circular polarization could be maintained, the interference per a given amount of power would be at a minimum.
4. In the business district and apartment areas where standing wave phenomena are most pronounced, the peaks and valleys of the horizontal component and the vertical component from an elliptical polarized antenna do not necessarily coincide. As a result, a receiving antenna which responds to both components will give more uniform results irrespective of its placement in a room.
5. Horizontal polarization seems to be superior for receiving locations where horizontal dipole antenna is installed. For power cord antennas and receiver cabinet "bent" dipole antennas, elliptical polarization is definitely superior. It would also seem that the problem of automobile FM antenna installation would be simplified if elliptical polarization were universally adopted.

The cooperation of the FM set owners in Peoria in making these tests possible has been particularly gratifying. Each report involved three-quarters of an hour of their time and The Peoria Broadcasting Company is deeply indebted to them for this fine response.

Erecting the Antenna

WDBJ, serving Roanoke and most of Southwest Virginia, reaches almost 1,000,000 people—nearly 125,000 radio homes. Here is a region of diversified enterprises where heavy industry, farming, mining, and varied businesses frame a picture of steady year-round sales. WDBJ alone adequately covers this region. Ask Free & Peters!

FREE & PETERS, INC., National Representatives

Page 234 • September 15, 1947
INVISIBLE BUT INVALUABLE

The invisible part of any Blaw-Knox Radio Tower is the accumulated experience gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
World Leadership

FOR 18 YEARS, WORLD HAS LED IN THE

WORLD LIBRARY
A Comprehensive Program Service

● LEADS IN STARS:
World presents the nation’s most popular orchestras, vocalists and novelty groups from stage, screen and radio. Thanks to World’s affiliation with Decca Records, Inc., World Library offers the pick of musical and dramatic entertainment, especially arranged for broadcasting.

● LEADS IN PROGRAMS:
The World Continuity Service helps present this wealth of talent in a sparkling professional manner . . . 78 complete continuities are sent out each week. These shows, prepared by skilled radio writers, are ready for use on the air as first class sponsored or sustaining programs.

● LEADS IN TECHNICAL EXCELLENCE:
World gives the best possible service for FM broadcasting and added quality for AM broadcasting . . . adds greater dimensions to sound reproduction, employing the superior Western Electric Vertical Wide Range recording system. Subscribers get clarity, brilliance and life-like reproduction from the vertically recorded vinylite discs of the World Library.

● Broadcasters everywhere realize that World offers them unmatched services, and today more stations subscribe to the World Library than to any similar service—over 560 in the United States, Canada and abroad.

WORLD BROADCASTING
Since 1929

FIELD OF ELECTRICAL TRANSCRIPTIONS

WORLD FEATURES
Programs of Prestige that Entertain and Sell

Custom-built World Features lead the field of packaged shows. They are available in vertical and lateral recordings. World Features are recorded either as Auditec or Open-End programs for greater individuality and flexibility... incorporating the best music and the most entertaining scripts. World Features are steady “Hooper-uppers” for local and regional users. They have a history of expanding success.

Below are listed some of these outstanding productions:

- Casa Cugat
  Xavier Cugat’s sparkling rhythms make a grand series. Carramba! Si!
  156 15-Min. Programs

- Songs of Praise
  An inspirational program of songs and hymns by the Hamilton Quartet, one of radio’s greatest vocal groups.
  156 15-Min. Programs

- Hoosier Hot Shots
  Crazy instrumentalists whose merry, mad melodies have irresistible appeal.
  156 15-Min. Programs

- Sing, America, Sing
  Perennially favorite American melodies of the past 26 years superbly presented by Bob Grant’s Orchestra. Wonderfully received everywhere.
  156 15-Min. Programs

- Sagebrush Serenade
  Hillbilly artists with the desert ditties that keep dials set... delighting armchair cowhands.
  156 15-Min. Programs

- Strange As It Seems
  John Hix’s best stories excellently dramatized, with plenty of punch.
  52 15-Min. Programs

- Footprints in the Sands of Time
  Personable Art Baker’s thrilling biographies of fascinating people... in and out of history.
  260 5-Min. Programs

Send for new catalogue describing all 21 World Features.

SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
NEW YORK 711 Fifth Avenue    CHICAGO 301 East Erie St.    HOLLYWOOD 6750 Santa Monica Blvd.
HOOSIER'S RADIO CENTER
Indiana State Fair Site of Quarter-Million
Building Used by 16 Stations

INDIANA'S 1947 State Fair, which was held Aug. 29-Sept. 5, was the most radio conscious one to date. Not only was it the subject of a barrage of programs, but it was also the home of a $229,000 Radio Center with 12 modern, air-conditioned studios.

Prior to last year, radio was operative at the fair but most of the load was carried by large out-of-state stations along with WBAA Purdue U. Last year, though, the 19 major stations in the state, with the aid of the Indiana Assn. of Broadcasters, put forth a concerted effort to sell listeners the merits of the fair. At least partially as a result of this, the 1946 Fair had more than 60,000 paid admissions, breaking all records.

The Indiana State Fair Board headed by Lieut. Gov. Richard T. James recognized this potency of radio and authorized the present Radio Center, which occupies the second floor of a two-story building. Each studio accommodates 100 persons and has adequate space for exhibits and displays.

In addition to the studios, there is a private office for the fair's publicity director and his staff, a large utility room and rest rooms. The ground floor houses a paddock, containing 44 stalls for horses, a testing laboratory, and offices for racing officials.

Before the fair got underway, requests for space had been received from 16 stations, but luckiness agreed to double up. Those who received their rent-free contracts before the opening included WBPM WISH WIBC and WIRE, all of Indianapolis; WHOT South Bend; WHB Anderson; WLBC Muncie; WKMO Kokomo; WASK Lafayette; WKBV Richmond; WOWO and WKJG Fort Wayne; WABT Marion; WGBF and WMLL Evansville and WBOY Terre Haute.

In addition, WBAA participated from its quarters in the Purdue Building and WLS Chicago had its familiar location in the grandstand. WLW Cincinnati paid its annual visit Sept. 2 and WGN Chicago wired several days of activity. Other stations present included WDDZ Tuscola, Ill.; WBBM and WMAQ Chicago, and WKRC Cincinnati.

MUSICIAN TO FARMER
Ted Steele Quits Show Business
For Simple Farm Life

TED STEELE, veteran of 24 network shows, has retired from show business at the age of 50, but started a daily half-hour farm program on KYW Philadelphia from 6:30-7 a.m.

The musician and composer recently completed an eight-week engagement with his orchestra at the Stork Club, New York, but he will now turn to the business of operating a farm in Solebury Township, near the "New York and Hollywood" colony of celebrities at New Hope, Bucks County, Pa.

No novice at farming, he was raised on a dairy farm near Belmont, Mass. During the war he used his two large farms in Pearl River, N. Y., and Perkasie, Pa., to raise 40,000 small animals on which to test serums for troop infections. He received a Congressional citation for this work.

Mr. Steele devotes 50% of his half-hour show to farm news, the remainder to records. He interprets weather bulletins with the help of county agents.
WKNA
CHARLESTON
950 Kc • ABC Affiliate
John T. Gelder, Mgr.

WKWK
WHEELING
1400 Kc • Basic ABC
John B. Reynolds, Mgr.

WJLS
BECKLEY
560 Kc • CBS Affiliate
Virginia N. Cooper, Mgr.

Write for Combination Rates
UP-TO-DATE - AUTHENTIC

No longer is it necessary to accept old audience figures for this market, long outdated by the advent of WDVA, which has quickly become the dominant station! Nor is it necessary to accept post-card surveys—uncertified, station-conducted. For now there are new, accurate audience figures by Conlan for

Danville, Virginia

... and here they are!

STUDY OF LISTENING HABITS

DANVILLE, VIRGINIA

JULY, 1947

ROBERT S. CONLAN AND ASSOCIATES

(Monday through Friday, 8 a.m.-10 p.m.)

Distribution of Listening Homes Among Stations:

<table>
<thead>
<tr>
<th></th>
<th>Morning Periods</th>
<th>Afternoon Periods</th>
<th>Evening Periods</th>
<th>Entire Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDVA STATION &quot;B&quot;</td>
<td>48.7%</td>
<td>50.5%</td>
<td>54.2%</td>
<td>51.5%</td>
</tr>
<tr>
<td>WDVA STATION &quot;C&quot;</td>
<td>5.4%</td>
<td>7.6%</td>
<td>6.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Other Stations</td>
<td>7.2%</td>
<td>6.8%</td>
<td>7.6%</td>
<td>7.2%</td>
</tr>
</tbody>
</table>

Also—in the quarterly hour-breakdown from 6 a.m. to 12 midnight, WDVA leads in 61 out of 72 periods—four are ties! WDVA has the top fifteen ratings... and the top rating of Station "B" is topped AT THAT HOUR by WDVA! The advent of WDVA brought the sets-in-use up from 19.9% in winter to 24.2% in July! Ask Walker Company for details!

5,000 watts day
1,000 watts night

The Only Station Now Operating With 5,000 Watts in Danville!
Announcing

WNJR

NEWARK

N.J.

N.Y.

5000 WATTS

THE RADIO STATION OF THE NEWARK NEWS

ON THE AIR THIS FALL

91 HALSEY STREET • NEWARK • N.J.
WORLD’S first all-negro owned and operated station became a definite possibility this week when Dr. Clifford F. Kyle, negro news commentator and Chicago minister and teacher, signed a contract with Bitter Assoc., Inc., Toledo, consulting radio engineers, for construction of WVON at 35th and State St. on Chicago’s south side.

Blue Moon Sponsors
BLUE MOON FOODS Inc., Thorp, Wis. (cheese), Sept. 29 begins sponsorship of Once In A Blue Moon, recorded program featuring Norman Ross, to be heard Monday thru Friday, 9:30-45 a.m., on WGN Chicago. Contract is for 26 weeks. Agency is Reincke, Meyer and Finn, Inc., Chicago.

Proposed 1-kw station will operate 18 hours daily, and its programming plans include music, news, sports, variety programs, lectures and recordings. Station will serve a large Chicago audience. Towers will be erected in Robbins, Ill., negro suburb.

Dr. Kyle has been associated with radio for many years on WSBC Chicago and WJOB Hammond, Ind., and now directs a Sunday program on WHFC Cicero, Ill. An author of several books, he is also head of the Interracial Fellowship Church in Chicago.

Following establishment of WVON, a network of negro-owned stations will be placed in key cities, according to plans now being developed, Dr. Kyle stated.

ARRANGEMENTS for construction of WVON Chicago are made in Toledo by Dr. Kyle (seated r) and representatives of Bitter Assoc., consulting radio engineers. L to r: Everett Wadsworth, WYON publicity and promotion director; A. R. Bitter and A. A. Gara, consulting engineers of Bitter Assoc., and Dr. Kyle.

Horror Parade
IMPRESSIVE safety parade was staged recently in Birmingham, Ala., by the Junior Chamber of Commerce with the support of WBRC Birmingham. The “Horror Parade,” about a mile in length, was made up of wrecked automobiles towed by wreckers, with placards on the side of each car telling how many people were killed in that car. To add realism, persons were seated in the cars, leaning against doors and steering wheels and smeared with simulated blood. WBRC joined the parade with sound truck bearing posters reading, “WBRC: Spare a Minute to Spare a Life.” Inside the truck an announcer gave safety warnings and facts about the number of traffic deaths, accompanied with sound effects of screeching brakes and crashes.

Picnic for Blind
ALL FIVE Denver stations cooperated recently in conducting an outdoor picnic and furnishing tickets to a Denver Symphony Concert for over 250 blind persons and their escorts. Highlight of the occasion was a brief talk by Denver’s mayor, Quigg Newton, in which he cited radio as the greatest source of amusement, news and worship services for the blind, and commended the Denver stations for arranging the picnic. Headed by Elwood Meyer of KMYR, the committee on arrangements included promotion managers of all other stations: Leo Fremont, KFG; Randy Smith, KOA; Vince Corbett. KVOD; and Lee Fonda, KLZ.

TRUSCON RADIO TOWER

AIDS WHWL IN ATTAINING MAXIMUM COVERAGE

WHWL is a Class 1A clear channel station (Mexican) which frequency is controlled jointly by the United States and Mexican governments. The WHWL self-supporting tower is 285 feet high, and is another good example of Truscon skill in engineering and manufacturing radio towers for every need.

There is no limit in height to a Truscon Radio Tower, other than practical, in gayed or self-supporting types, either tapered or uniform cross-section. All AM and FM requirements can be met.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

What a Spot for a Spot!

... referring to spot announcements, of course, and particularly to spot announcements included in WGY's MATINEE SHOWCASE. Here, each sales message is specially handled... it stands out; it's important... Because every spot is woven into its place with smooth continuity... Each one fits snugly into a program with a live twelve-piece orchestra and a top-flight vocalist... And there's no extra charge for the flattering setting of well-turned phrases and sparkling music effectively produced.

MATINEE SHOWCASE is an announcement program that's different... It's the Spot for your Spot.

Ask NBC Spot Sales or WGY for an audition record.

And... better hurry... it's popular!**

*Not only on MATINEE SHOWCASE, but on every WGY announcement program, sales messages receive special attention.

**During August, 1947, only two availabilities existed out of 25 participations weekly.

GENERAL ELECTRIC

WGY SCHENECTADY, N. Y.

50,000 WATTS

NBC AFFILIATE—REPRESENTED NATIONALLY BY NBC SPOT SALES

BROADCASTING • Telecasting  September 15, 1947  • Page 243
New Equipment
(Continued from page 18)
every need are on display at the Andrew Co., exhibit. To be seen is
the Andrew type 1200 Folded
Quadrapole FM transmitting ant-
tenna; transmission lines in sizes up
to 6 1/2" O. D. for FM and TV,
designed to RMA standards and a
complete phasing unit for a typi-
cal AM directional array along
with an antenna tuning unit.
Also represented is the Andrew
broadcast division, which offers
consulting and installation supervi-
sion services such as preparation
of FCC applications; recommendation;
tions and assistance in procuring
equipment; supervision of field in-
stallation; tuneup, etc.

Audio Devices, Inc.
GRAPHIC DISPLAY of steps in-
volved in the production of record-
ing discs as well as the manufac-
ture of pressings is demonstrated
by Audio Devices, Inc. Also being
shown—and for the first time ac-
cording to the company—is Audio-
tape, a magnetic oxide recording
tape reportedly superior to the pre-
ceding German product in output,
dynamic range and frequency re-
sponse.

Audio tape has a strong, tear-
resistant plastic base coated with
a magnetic compound developed in
Audio Devices laboratories. The
tape was specially developed for
use in broadcasting stations and
commercial sound recording
studios.

Personnel in the booth include
William C. Speed, president; Bryce
Haynes, vice president; Alan H.
Bodge, sales department and Her-
man Kornbrodt, sales department.

Collins Radio Co.

Collins RADIO CO. of Cedar
Rapids, la., is showing a wide va-
riety of new broadcast station
equipment. Included are two new
Collins transmitters never before
displayed, the 10 kw Model 734A
representing a complete FM line
ranging from 250 watts to 50 kw,
and the 5/10 kw Model 21B/21-
LAM. The 21B is a 5 kw trans-
mittor which becomes the 10 kw
21L by the mere addition of a tube
in a socket already installed, and
a small amount of attendant ac-
cessory equipment. Also shown is
the latest 1000/500 20T AM trans-
mitter.

There are four consoles, two of
which have not been shown previ-
ously, and two new transcription
turntables of Collins design and
manufacture, one of which fea-
tures the new Collins-designed re-
corder. Two Jensen speakers are
shown in Collins cabinets.
Representing the company are
W. J. Barkley, executive vice pre-
dent; R. S. Gates, vice president
in charge of procurement and mar-
teting; L. M. Craft, vice president
in charge of engineering and manu-
facturing; M. W. Burrell, general
sales manager; R. B. Rennaker,
broadcast sales manager; R. H.
Hollister, assistant broadcast sales
manager; C. W. Spruce, manager
western division; B. T. Cox, di-
rector, engineering division; L. K.
Findley, in charge of broadcast
transmitter design; J. A. Green,
in charge of production; M. Re-
sign; J. W. Smith and James
Hollis, transmitting engineer; C.
J. Carlson, speech equipment en-
gineering, and the following broad-
cast management: P. Dicus, H. G.
Alexander, J. G. Cooper, G. P.
Dicus, H. S. Killgore, T. B.
Moseley, H. O. Olson, F. A.
Randolph and A. C. Sayland.

* * *

Daven Co.

DAVEN CO. has the following
equipment on display:
Standard broadcast and special
attenuators of the latest mechan-
ical and electrical design illustrat-
mg the operation of the "Queing"
position and indicator lamp control.
New features heretofore not ex-
hibited include a redesigned drawn
case with positive locks and push
to turn cover release, trouble free
olite shaft, bearings throughout
and a new molded "low loss" type
terminal board. A radically new
type multi-leaf switch arm and
blade construction will be intro-
duced. This new exclusive "knee
action" Daven patent increases
the smoothness of operation and
materially reduces the contact and
residual switch resistance fluxua-
tions.

Multi-pole selector switches in-
cluding master control switches.
A complete line of fixed pads in-
cluding input networks, hermetically
sealed precision resis-
tors, and resistance networks.

Latest design of transmission
measuring equipment including a
new type wide range, Volume Level
Indicator and Transmission Meas-
uring Set suitable for FM applica-
tions.

Laboratory equipment includes
a new Decade resistor box, attenua-
tion networks and wide-range electric.

Allen H. Du Mont Labs.

"ACORN" TELEVISION package is
center of attraction at the Allen
B. Du Mont Laboratories, Inc., ex-
hibit booth. Priced at $89,000, the
exhibit marks the debut of the
package, giving broadcasters the
first opportunity to examine the
new equipment.

New Du Mont image orthicon
cameras are being demonstrated in

(Continued from page 246)
It's the REAL Southwest, centering around EL PASO, TEXAS
It's bigger in square miles than ALL New England
It's more populous than New Orleans, Louisiana
It's Radio Families exceed those of the District of Columbia
It's Retail Sales equal those of Toledo, Ohio
It's Industries, Ranches, Farms, and Towns are vast and varied

SOUTHWEST NETWORK * 201-205 Radio Bldg., El Paso, Texas

DORRANCE D. RODERICK VAL LAWRENCE ROBERT C. HUGHES
President Vice Pres., & Gen. Mgr. Sales Manager

Represented Nationally by
TAYLOR - HOWE - SNOWDEN - Radio Sales
NEW YORK, CHICAGO, DALLAS, ATLANTA, LOS ANGELES, SAN FRANCISCO.

7 Fine Stations

KROD El Paso CBS
KAVE Carlsbad, N. M. CBS
KSIL Silver City, N. M. CBS
KOSA Odessa, Texas CBS
plus these Affiliate Mutual Stations
KVVM Alpine, Texas MBS
KVEI Marfa-Alpine, Texas MBS
KIUN Pecos, Texas MBS
New Equipment

(Continued from page 244)

operation feeding the televised images to several Du Mont 20" picture monitors located in the exhibit area. These monitors are identical to those used in most currently operating television broadcast stations.

A new method of film pickup, developed by Du Mont engineers, permitting the use of studio or field image orthicon cameras to televise film images in place of special film pickup equipment, is also being shown.

Included in the exhibit are the Du Mont transmitter, monitoring equipment, audio equipment, antennas, test equipment, lighting equipment and other gear included in the Du Mont "Acorn" Television Package.

The Du Mont Sales Staff present to explain and demonstrate all equipment on exhibit include H. E. Taylor Jr., director of sales; Donald A. Stewart, Louis E. Pett, Herbert C. Bloomberg; James Valentine, Russell Olsen, William McCord and Leonard Mautner.

Eitel-McCullough

FEATURE of Eitel-McCullough exhibit is its 4X12500A3 tube, known as "package power." Two of these tubes are currently providing the 50 kw output of KSBR San Bruno (Calif.) transmitter, claimed to be the first station to operate at the FCC maximum power on the new FM band. And it is first of planned multi-unit series firm intends to produce.

As characterized by the San Bruno firm, "this tube is revolutionary in design and performance." Being of multi-unit construction, combining four tubes as one, it is capable of providing unusually high power on low plate voltage. The tube's characteristic short transit time enables satisfactory high-frequency operation.

Other tubes in exhibit include 4-65A, 4-125A, 4-250A, 4-1000A, 4X150A, 4X500A, 4 X 2 5 0 . A 3, 4X2500F3. All new types, they are for both AM and FM broadcast use.

Representing the firm are William Eitel, president; Jack McCulloch, vice president; and Adolph Schwartz, eastern sales representative.

Fairchild Camera & Instrument Corp.

FAIRCHILD demonstrates its postwar line of new sound recording equipment for professional use. The display contains studio recorders, portable units and transcriptions turntables.

For the first time, Fairchild will show its new Unit 539-G Recorder installed in a wood cabinet. This model was formerly available only as a portable unit. The cabinet design is being offered to those who want console recording equipment at a price much less than the usual studio cabinet models.

Other major Fairchild products to be demonstrated are the handsomely 523 Studio Recorder, on which deliveries have just started, and the already widely-ordered Unit 524 Transcription Turntable, that gives completely "wow"-free, split-second synchronous playback.

Also being shown are standard recording accessories that are a part of each Fairchild recording unit, but that can also be used on other models. These are the new Unit 542-M1 Lateral Dynamic Pickup and the new Unit 541 Magnetic Cutterhead. Fairchild claims that both units provide a wider frequency range at a higher playback or recording level, with a distortion content, other than similar-type units.

Fairchild representatives C. V. Kettering, W. H. Hazlett and L. F. Hovey are at the display, Engineers W. D. Fling and T. Lindenberg are on hand for consultation.

Federal Telephone & Radio Corp.

FEDERAL occupies a space of 800 square feet, exhibiting a wide range of broadcast equipment, featuring a 30-foot section of its FM Square Loop Antenna with displays of coverage maps showing areas of dependable reception provided by a number of Federal's eight-loop antenna installations.

Also included in the exhibit will be a 10 kw FM transmitter, transmitter console, monitor speaker, transcription table, power supply, FM monitor, transmitting and rectifier tubes and transmission lines.

Representatives from Federal's sales and engineering staffs will be in attendance, and the company's headquarters will be at the Ambassador Hotel. Among those attending will be N. E. Wunderlich, A. W. Rimnow, George Scott, E. J. Giguere, Lowell White and Crump Smith.

KSTP's TELEMOBILE unit was one of the most popular displays at the Minnesota State Fair in Minneapolis-St. Paul Aug. 25-Sept. 1. Six screens were mounted on the side of the unit, and fair visitors were able to view themselves on television—almost all of them for the first time. KSTP engineers who supervised the display.

Gates Radio Co.

GATES features a new and different speech input console; the Gates BF-3A FM transmitter, 3 kw in power, the new BC-1F AM transmitter of 1000 w, the 250CLX transmitter of 250 w AM, the deluxe BC-250D transmitter of 250 w AM, the Gates CB-10 and CB-7 transcription turntables, the CB-4 field receiver, and many other items of smaller size, including a new limiting amplifier.

A large staff of Gates personnel is attending the convention, including F. J. Fippeneger, sales manager, Walter Read from the Hollywood, California office, Owen J. Reynolds and Larry Cervone from the New York office, Ed Rainey from the Midwest sales office, F. W. Wentura, Norbert Jochem and Bill Parker from the Gates engineering department.

General Electric Co.

GENERAL ELECTRIC is displaying many types of equipment in its section. It is using its PRO GRAM GUARDIAN (Program Guardian), a fast acting peak limiter, preceded by an automatic gain control amplifier with variable time constants. The dual action of this unit, in broadcast stations, gives a higher percentage of modulation than can be obtained with the usual limiting or governing amplifier.

The Guardian Amplifier (automatic gain control) will, after a predetermined adjustable period of time, increase its gain to compensate for decreases in program level up to 15 db. This portion of the PRO GRAM GUARDIAN, the Guardian, will also act on increases in program level up to 20 db. Transient peaks are handled by the peak limiter, but if the level of the program material stays up, the Guardian will reduce its gain, bringing the program level down to normal.

Lehigh Structural Steel Co.

THE STORY of Lehigh towers is told pictorially at the company's booth. Among installations are those of three television stations in Washington, WRC, WMAL and WBBJ. Other long show commissioning of Lehigh's galvanizing plant as well as commercial tower installations.

Representing the company at the (Continued on page 124)
Great artists are great because they feel the message in the music they play. Their interpretations express the right note of pathos and strength, run the full range of joy and tragedy in human experience. Superior radio engineering demands this same exactness and attention to detail... a thorough understanding of the problems peculiar to each client, a knowledge of the full range of today's radio. Since 1935 we have offered full scale engineering service including: allocation engineering, systems engineering, antenna design and adjustment, field intensity measurement, audio and acoustical design, special equipment design. Your inquiries are invited.

McNARY & WRATHALL
CONSULTING ENGINEERS
NATIONAL PRESS BUILDING, WASHINGTON 4, D.C.

Beginning October
WEST COAST OFFICE-SANTA CRUZ, CAL.
GRANT R. WRATHALL-DIRECTOR
New Equipment
(Continued from page 246)
convention are J. F. Neary, in charge of radio operations; F. H. Taylor and Richard E. Hansen, structural engineers.

Magnecord Inc.
CONTINUOUS operation of a wire recorder is featured by Magnecord Inc., in an attempt to demonstrate resistance of wire to breaking. Magnecord contends wire does not break in operation.

Demonstrations of the actual sound of the instrument will be given in a private audition room. The company announces also that it will manufacture recording tape units in the future, but contends tape at present lacks standard type of coating, magnetic characteristics and speed.

Newspaper Publishers' Faximile Service
BOTH EQUIPMENT AND PRO-GRAMMING by facsimile are being demonstrated by Newspaper Publishers' Faximile Service. Two types of programming are shown together with a studio equipment and a variety of type of reproducing units, including studio monitors, display recorders for use in auditoriums and show windows and home console models combined with all-wave AM-FM reception.

The service is a subsidiary of Radio Inventions Inc. The display includes a complete radio station installation of the type being planned for shipment to broadcasters this fall to inaugurate home and display facsimile service through FM outlets. The types being shown are units made by General Electric.

One of the broadcasters scheduled to go on the air before the end of the year, WATF of Newark, has its facsimile editorial staff in the NPF5's space, preparing editions of the display and promotion type under the supervision of facsimile experts. Reception of facsimile broadcasts is shown on the boardwalk at two locations.

U. S. Recording Co.
NEW EQUIPMENT is featured in U. S. Recording Co., revolv- ing around general line of portable transcription equipment. A new light-weight compact AC-DC remote amplifier has three-channel microphone input with a four-inch VU meter and a weight of approximately ten pounds. It is built to meet all specifications for FM broadcasting.

Also shown is the Panacoustic executive model. It is-modulating an automatic record changer, 10-inch transcription turntable, AM and FM tuner and a magnetic tape recorder all mounted in a bleached mahogany cabinet.

Presto Recording Corp.
PRESTO is stressing directly gear driven recorders and directly gear driven transcription turntables. This type of equipment is relatively new. New type of direct gear drive for recording transcription turntables is of great interest to the broadcast station because of the very accurate speed regulation provided and also because this type of equipment offers a complete lack of any adjustments which are constantly necessary in the case of idler drives, belt drives and plane- tation type reproducer.

Also shown for the first time is a new rack mounting recording amplifier and new high fidelity lateral reproducer.

Present at the booth are George J. Saliba, president; M. M. Gruber, secretary; John Strampfer, Assistant Plant Superintendent, and Thomas B. Aldrich, Sales Manager.

Radio Corp. of America RCA Victor Division
RCA BOOTH is devoting its space mainly to dramatizing new developments in video equipment, the end of which is of considerable interest.

High fidelity, and dependability of operation are claimed. No effort has been spared in order to make them truly professional instruments.

Their frequency response is flat within plus or minus three decibels from 40 to 12,500 cycles. Their noise to signal ratio is better than 45 decibels down from signal. It should be noted, in this regard, that the noise present is of a steady grade, and consequently far less noticeable than noise produced on recording methods. Distortion is measured at 1,000 cycles with input at minus 5 decibels, and a total harmonic distortion of 2.3%.

Raytheon Manufacturing Co.
COMPLETE LINE of AM and FM transmitting and studio equipment from 250 w to 10,000 w is displayed by Raytheon.

Special features are an RPC-40 portable console, a 250 w FM transmitter incorporating the new cascade phase shift modulation, and a 5 kw AM transmitter RA-5 which has not had a previous convention showing although it is in practical operation.

In addition to the complete broadcast sales staff, Raytheon engineers and designers are present at the booths.

Phase shift modulation, incorpo- rated in Raytheon's 250 w FM transmitter on display, is a system consisting of a crystal oscillator operating at about 100 kc whose RF voltage is phase modulated by six simple phase shift networks. The six-phase networks are in cascade for RF voltages but the audio voltages controlling them are in parallel. Thus the phase shift produced by each section is additive so that approximately six times the phase shift of a single section is obtained without multi- plication of the carrier frequency. The output of the last phase shift section is then amplified and multi- plicated by a factor of 12 within the modulator unit. (The overall multiplication is 972 from crystal frequency to carrier frequency.)

Western Electric Co.
WESTERN ELECTRIC has produced a new "Transview" transmitter on display for the first time. Incorporated in this 3 kw transmitter is Western's 3A Power and Impedance Monitor which is likewise supplied as stand- ard equipment with the 10 kw FM transmitters also displayed.

The monitor improves the accuracy of power measurement, increases the speed and convenience of transmission line mismatch determinations. And provides a red light for the transmitter and transmission line.

Other items on display include a complete microwave grouping headed by the 640AA, a model of the 5A FM antenna, 130A Re- producer, 1126C Amplifier, and a unique array of electron tubes, quartz crystals, deposited carbon resistors, and germanium and silicon varactors.

The Western Electric delegation is headed by S. P. Taylor, who is manager, Distributor Sales, and J. H. Ganzenhuber, manager, Broadcast Sales of the Radio Division, supported by members of Bell Tele- phone Labs., and field representa- tives of the Graybar Electric Co.

Westinghouse Electric Corp.
INDUSTRIAL Electronics Divi- sion of the Westinghouse Elec- tric Corp. displays publicly for the first time the new 3 kw frequency modulated broadcast transmitter.

The 3 kw FM transmitter adds rectifier and amplified cubicles so that station power can be increased to 10 kw. This additional phasing unit and associated equipment can be used to boost transmitting power to 50 kw.

Also on display are the exciter and rectifier units of the 50 kw AM transmitter. This transmitter features centralized controls and switches with their associated indi-
A GOOD BUY

Yes, we believe any of these products—and these are just a few advertised on WNEB—is a good buy. And we believe that these national advertisers (and the time buyers in their agencies) know a good buy in a good market when they see one, too. Worcester people spend over 50% more than the national per capita average for food—nearly 10% more than the national average for drugs. Want to get to these people—economically? You can, on WNEB—Worcester’s independent station. Check with our reps for facts, figures . . . and availabilities.

WNEB

Serving New England’s Third Largest City

WORCESTER MASSACHUSETTS

New Equipment
(Continued from page 248)

cators, metal rectifiers throughout with the exception of the main high voltage rectifier; low operating cost since it requires less kilowatt input; spare rectifier tube for push-button placement in the circuit; gas-filled capacitors in the RF driver stage, for air-cooled tubes; and flexibility of installation through "true" cubic construction.

Supporting the equipment exhibit, the Division displays 16x20 inch photo enlargements of the remaining six cubic blocks of the 50 kw AM transmitter and similar photos of the 5 kw AM, 10 kw AM, and 10 kw FM transmitters. Other photographic albums are used to demonstrate allied equipment—phasing, regulators, switchgear, lighting, studio consoles, etc., with a separate photographic display on tubes.

Louis G. Cowan Inc.

LOUIS G. COWAN exhibit itself is a simulated circus-carnival set-up, with considerable use of red and white awning effect. The various shows will be pictured and described inside shooting-gallery targets. In addition to brochures on the various shows, attendants are handing away jumbo pencils to carry out the carnival atmosphere.

Forming the basis of the display are the following shows: Smokey of Hollywood, 1½ hr., situation comedy; The Tommy Dorsey Show, 1 hr., disc jockey; Red Ryder, ½ hr., westerner; Theater of Famous Players, ½ hr., dramatic; Murder at Midnight, ¼ hr., mystery; Joe McCarthy, ½ hr., commentary; Barbershop Harmonies, 15 mins., musical; David Street, 16 mins., musical.

Harry S. Goodman Radio Productions

BEAUTIFUL MODELS—two of them—are Harry S. Goodman's chief display at the Convention depicting fact and fiction in a likeness of leasing transcription radio programs. The girls represent telephone operators in abbreviated costumes. Each will carry a telephone bearing a sign reading, "I have your number." Numbers will be distributed and each evening the winning number will be selected at the Goodman booth. Each winner will receive—well, it's a secret, but the winners will surely enjoy drinking it! New numbers issued daily.

Also offered at the booth will be "Weather Man," whose eyes forecast weather changes eight to 24 hours in advance—blue for fair weather, pink for rain and snow for a change in weather. A six-foot reproduction of the "Weather Man" complete with changeable eyes will also be featured.

The following personnel are on hand at Booth 45, 50 and 50A at Convention Hall and at their headquarters, The Ambassador Hotel: Harry S. Goodman, Everett F. Goodman, John Drayton Hatch, SI Lewis, Eugene H. Pike, Jack Slater. * * *

Kasper-Gordon Inc.

SPECIALY DESIGNED play back machine is the nucleus of the Kasper-Gordon's exhibit. To go with it is a patented transcription carrier, simulating a fine piece of luggage.

"Buddy Bear," the center piece of the Kasper-Gordon juvenile series, was to attend the conference in person. He is featured in The Adventures of Buddy Bear.

At the Kasper-Gordon display are Edwin H. Kasper, president; Aaron S. Bloom, treasurer, and Lewis Bornstein, sales manager.

C. P. MacGregor

PHOTOGRAPHIC representation of the name talent appearing in programs produced by the company is shown in the MacGregor booth. Among series represented in the display are So You're Clear, Present Day War Dept. recruiting program on some 900 stations; the Paramount program heard on 500 stations; the MacGregor transcribed library. Literature describing principal programs is being distributed.

At the MacGregor exhibit are Mr. MacGregor, F. L. Rudolph, salesman, and M. I. MacGregor, special eastern representative. The firm is maintaining headquarters in an Ambassador Hotel suite.

Charles Michelson Inc.

TRANSCRIPTIONS and their success stories are being offered for examination by Charles Michelson Inc. Included among the programs handled by the firm are Uncle Don, A Date With Music and The Shadows.

On view are portable AC and AC-DC playback units especially built for radio station salesmen. The Genuett & Speedy-O sound effects record library claimed to be the largest in the world, is exhibited.

Sesac Inc.

SESAC PRESENTS for the first time at its exhibit a personality symbolizing its transmissions. He is known as E. T. SESAC. He does all the chores, such as building interesting programs, creating suitable continuity, attracting new clients. He will be the main motif of the exhibit.

Two life-size replicas of E. T. will be featured at the exhibit.

Standard Radio

Transmission Services

LISTENING POST has been set up by the Standard Radio Transmission Services as a device to permit convention visitors to hear souvenirs discs on-the-spot without disturbing adjoining exhibitors.

It consists of a long table with a battery of earphones.

Long known for its "gimmicks," Standard has another device certain to be popular. To emphasize the feature of "Showmanship" andits purpose, the "Winning Combination" slogan. Standard is distributing small discs to be worn on the lapel of all Conventioneurs. These discs are numbered consecutively in pairs, one set bearing the legend "Quality" and the mate the legend "Showmanship." When the wearer of a "Quality" number meets the wearer of the same number marked "Showmanship" an attractive prize (liquid) is awarded to each of the wearers.

Teleways Radio Productions

BANNERS are advertising Teleways Radio Productions, Inc., transcription service, asking for information as to how foot flags describe such programs as Sons of the Pioneers and This Amazing World. Audition platters can be ordered direct from either of their main offices.

In attendance are George Swear- ingen, eastern sales manager; Robert Sholty, Midwest sales manager; J. Eugene Ballantine, western sales manager, and Charles A. Kremer, president and director of sales.

Transcription Sales Inc.

TRANSITION SALES booth consists of complete visual presentation of all "vital statistics" on company shows. Main attraction will be the appearance of "Singing' Sam," star of the Renn- nisinn' with Singin' Sam show. Sam will be there during the entire convention.

Frederic W. Ziv

MORE and more stations are programming more and more hours with Ziv transcribed shows, the Ziv booth proclaims. On display is a four-color lighted map of the United States summarizing the sales story of the company, coast to coast, market by market.

Ziv is represented by Vice President John L. Sinn, Sales Manager Al Unger, Divisional Managers Ed Broman and Barney Cragston, and Account Executives Sid Freeman, M. J. Rafkin, Bill Christian, Tom Privette; Ann Romer and Mildred Friedman of the home office.

Sunspots
(Continued from page 108)

disturbances of the atmospheric layers, if predicted before they occur, may often be overcome by changes to radio frequencies which will be reflected.

It is in this matter of predicting atmospheric changes induced by sunspots that Dr. Stetson has carried on much of his research. As Dr. Stetson explains in the preface to his new book:

"Sunspots made their contribution to the war effort by frequently giving forewarning, days in advance, of anticipated blackout shown will sell in the industry for $138.60. It is claimed to be a high fidelity recorder-reproducer unit of durable construction and highly portable.

periods in radio communication. On many occasions prediction predictions based on sunspots were of incalculable value to the military authorities, who had of necessity to keep communication channels open both to the European and to the Pacific theaters of operation in the combat zones.

Their Study Important

"In peacetime radio, the future success of long-distance communication, the performance of entertainment radio beyond the primary ground-wave range, and the satisfaction to be gained from frequency allocations for Frequency Modulation and television may rest in no small measure upon the guidance furnished by a study of the sunspot period cycle."

Dr. Stetson's new book treats the technique of predicting radio disturbance on the basis of sunspot study in detail, shows how he has charted the influence on broadcasting by the solar storms over a 20-year period.
RADIO STATIONS DON'T COME OUT OF THIN AIR

From start to finish, there are a definite number of steps that must be taken to put a radio station on the air. Costly delays can be avoided in advance by sound engineering planning from conception to construction. Ours is an organization geared to handle the whole job from start to finish. Our method of undivided responsibility assures time-saving, money-saving professional follow-through on every project under our direction.

Drop by our suite in the Hotel Ambassador and see these steps for yourself.

RAYMOND M. WILMOTTE INC.

Raymond M. Wilmotte, President — Paul A. deMars, Associate CONSULTING ENGINEERS DESIGNERS AND CONSTRUCTORS 1469 Church Street, N. W. Washington, D. C.
### Directory of Commercial FM Stations in United States

**INDIANA**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequency in MHz</th>
<th>ERP kW</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus, WCMJ</td>
<td>Sympathy Theaters Inc.</td>
<td>93.7</td>
<td>81 kW</td>
<td>CP only (Exp. 10-25-47)</td>
</tr>
<tr>
<td>Connersville, WCND</td>
<td>News- Examiner Co.</td>
<td>100.3</td>
<td>7.7 kW</td>
<td>CP only (Exp. 9-3-47)</td>
</tr>
<tr>
<td>Terre Haute, WMHJ-FM</td>
<td>William H. Bloch Co.</td>
<td>97.1</td>
<td>19.5 kW</td>
<td>CP only</td>
</tr>
<tr>
<td>Indianapolis, WAWD (WSIS)</td>
<td>Associated Broadcasts Inc.</td>
<td>94.7</td>
<td>CP only (Exp. 6-14-47)</td>
<td></td>
</tr>
<tr>
<td>Indianapolis, WMBC</td>
<td>The William H. Bloch Co.</td>
<td>97.1</td>
<td>19.5 kW</td>
<td>CP only</td>
</tr>
<tr>
<td>Indianapolis, WVNA</td>
<td>Scripps-Hoquier Radio Inc.</td>
<td>93.1</td>
<td>20 kW</td>
<td>CP only (Exp. 2-14-47)</td>
</tr>
<tr>
<td>Indianapolis, WIBC</td>
<td>Indianapolis Bestg. Inc.</td>
<td>104.1</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Indianapolis, WIBS</td>
<td>Indianapolis Bestg. Inc.</td>
<td>104.1</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>South Bend, WXSB</td>
<td>Capital Bestg. Co.</td>
<td>100.1</td>
<td>20 kW</td>
<td>CP only</td>
</tr>
<tr>
<td>Kokomo, WKOJ-MO</td>
<td>Kokomo Bestg. Corp.</td>
<td>99.3</td>
<td>31 kW</td>
<td>CP only (Exp. 12-8-47)</td>
</tr>
<tr>
<td>Lafayette, WFMF (WASK)</td>
<td>WFAM Inc.</td>
<td>95.1</td>
<td>12.5 kW</td>
<td>CP only (Exp. 8-21-47)</td>
</tr>
<tr>
<td>Marion, WMRI</td>
<td>Chronicle Pub. Co.</td>
<td>116.9</td>
<td></td>
<td>CP only</td>
</tr>
<tr>
<td>Muncie, WIBQ-FM</td>
<td>Donald A. Burton</td>
<td>98.7</td>
<td>6.6 kW</td>
<td>CP only (Exp. 11-12-47)</td>
</tr>
<tr>
<td>New Castle, WCTW</td>
<td>Coursey W. Inc.</td>
<td>103.1</td>
<td>180 w</td>
<td>CP only (Exp. 11-14-47)</td>
</tr>
<tr>
<td>Shelbyville, WSRR</td>
<td>Shelbyville Radio Inc.</td>
<td>101.3</td>
<td>6 kW</td>
<td>CP only (Exp. 10-18-47)</td>
</tr>
<tr>
<td>South Bend, WXSB</td>
<td>South Bend Tribune</td>
<td>101.3</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Terre Haute, WBOU-WM</td>
<td>Banks of the Wabash Inc.</td>
<td>101.1</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Terre Haute, WTHI-FM</td>
<td>Wabash Valley Bestg. Corp.</td>
<td>99.9</td>
<td>20 kW</td>
<td>CP only</td>
</tr>
<tr>
<td>Wabash, Syndicate Theaters Inc.</td>
<td>97.5</td>
<td>CP only</td>
<td></td>
<td></td>
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<tr>
<td>---</td>
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</table>

**IOWA**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequency in MHz</th>
<th>ERP kW</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic, KCON</td>
<td>Continental Bestg. Co.</td>
<td>106.5</td>
<td></td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Burlington, KBRW-FM</td>
<td>Burlington Bestg. Co.</td>
<td>92.9</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Cedar Rapids, KCRR-FM</td>
<td>The Gazette Co.</td>
<td>96.9</td>
<td>48 kW</td>
<td>CP only (Exp. 11-14-47)</td>
</tr>
<tr>
<td>Clinton, KROG-FM</td>
<td>Clinton Bestg. Corp.</td>
<td>194.1</td>
<td>600 w</td>
<td>CP approved</td>
</tr>
<tr>
<td>Council Bluffs, KSWF-FM</td>
<td>Nonpareil Bestg. Co.</td>
<td>107.9</td>
<td></td>
<td>CP only</td>
</tr>
<tr>
<td>Creston, KSB</td>
<td>Southwestern Iowan Bestg. Corp.</td>
<td>107.3</td>
<td></td>
<td>CP only</td>
</tr>
<tr>
<td>Davenport, WOC-FM</td>
<td>Tri-City Bestg. Co.</td>
<td>103.7</td>
<td>47 kW</td>
<td>CP only (Exp. 9-30-47)</td>
</tr>
<tr>
<td>Des Moines, KIOA-FM</td>
<td>Independent Bestg. Co.</td>
<td>98.5</td>
<td>20 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Des Moines, KRTN-FM</td>
<td>T ter Mitchellville</td>
<td>104.5</td>
<td>160 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Des Moines, KSO-FM</td>
<td>Murphy Bestg. Co.</td>
<td>97.3</td>
<td>154 kW</td>
<td>CP approved (Exp. 10-14-47)</td>
</tr>
<tr>
<td>Des Moines, WHO-FM</td>
<td>T ter Mitchellville</td>
<td>100.3</td>
<td>134 kW</td>
<td>CP approved</td>
</tr>
<tr>
<td>Des Moines, KCRB</td>
<td>Capital City Bestg. Co.</td>
<td>94.1</td>
<td></td>
<td>CP approved (Exp. 11-17-47)</td>
</tr>
<tr>
<td>Dubuque, KDTH-FM</td>
<td>Telegraph Herald</td>
<td>100.5</td>
<td>180 kW</td>
<td>CP approved (Exp. 9-27-47)</td>
</tr>
<tr>
<td>Dubuque, WIBQ (WAB)</td>
<td>Dubuque Bestg. Co.</td>
<td>103.3</td>
<td>10 kW</td>
<td>CP only</td>
</tr>
<tr>
<td>Fort Dodge, KVDF-FM</td>
<td>Northwest Bestg. Co.</td>
<td>107.1</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Keokuk, KOKX-FM</td>
<td>Keokuk Bestg. Co.</td>
<td>102.7</td>
<td></td>
<td>CP only (Exp. 11-17-47)</td>
</tr>
<tr>
<td>Mason City, KGLO-FM</td>
<td>Lee Radio Inc.</td>
<td>101.1</td>
<td>260 kW</td>
<td>CP approved</td>
</tr>
</tbody>
</table>

**KANSAS**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequency in MHz</th>
<th>ERP kW</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden City, KGAR</td>
<td>Albert B. Pyst</td>
<td></td>
<td></td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Hutchinson, KIMV</td>
<td>Hutchinson Pub. Co.</td>
<td>96.7</td>
<td>90 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Hutchinson, KWBW-FM</td>
<td>William Wyse, Stanley March</td>
<td>93.1</td>
<td></td>
<td>CP approved (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Kansas City, KSB</td>
<td>Harry Butler and Harry Schreiber</td>
<td>95.9</td>
<td>48 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Kansas City, KCKX</td>
<td>The KCKX Bestg. Co.</td>
<td>93.3</td>
<td></td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Lawrence, KKKX</td>
<td>The World Co.</td>
<td>105.1</td>
<td>2.5 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>McPherson, KNEX</td>
<td>The McPherson Bestg. Co.</td>
<td>103.3</td>
<td></td>
<td>CP only</td>
</tr>
<tr>
<td>Topeka, KTSJ</td>
<td>The Topeka State Journal Inc.</td>
<td>99.5</td>
<td>33 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Topeka, WIBQ-FM</td>
<td>Topeka Bestg. Am. Inc.</td>
<td>100.5</td>
<td>2.9 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Topeka, WREN-FM</td>
<td>The WREN Bestg. Co.</td>
<td>94.1</td>
<td></td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Wichita, KFQH-FM</td>
<td>The Radio Station KFH Inc.</td>
<td>100.3</td>
<td>180 kW</td>
<td>CP only (Exp. 9-14-47)</td>
</tr>
<tr>
<td>Wichita, KWWB-FM</td>
<td>Louis Leonard, Max Leonard</td>
<td>97.9</td>
<td>48 kW</td>
<td>CP only (Exp. 10-8-47)</td>
</tr>
</tbody>
</table>

**KENTUCKY**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequency in MHz</th>
<th>ERP kW</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ashland, WCMJ-FM</td>
<td>Ashland Bestg. Co.</td>
<td>98.7</td>
<td>4.4 kW</td>
<td>CP only (Exp. 3-17-48)</td>
</tr>
<tr>
<td>Bowling Green, WBOB (WBB)</td>
<td>The Bowling Green Bestg. Co.</td>
<td>98.1</td>
<td>8.4 kW</td>
<td>CP approved (Exp. 3-17-48)</td>
</tr>
<tr>
<td>Henderson, WSON-FM</td>
<td>Henderson Bestg. Co.</td>
<td>99.5</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Hopkinsville, WQFQ-FM</td>
<td>Hopkinsville Bestg. Co.</td>
<td>98.7</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Lexington, WLAP-FM</td>
<td>American Bestg. Corp.</td>
<td>94.5</td>
<td>3 kW</td>
<td>CP only (Exp. 7-14-47)</td>
</tr>
<tr>
<td>Lexington, WKLY</td>
<td>Fayette Bestg. Co.</td>
<td>92.9</td>
<td></td>
<td>CP only (Exp. 7-14-47)</td>
</tr>
<tr>
<td>Louisville, WBOX</td>
<td>Northside Bestg. Corp.</td>
<td>100.1</td>
<td>29.8 kW</td>
<td>CP only (Exp. 8-18-47)</td>
</tr>
<tr>
<td>Louisville, WGCX</td>
<td>WHAS Inc.</td>
<td>98.7</td>
<td>24 kW</td>
<td>CP only (Exp. 11-25-47)</td>
</tr>
<tr>
<td>Louisville, WIS (WAB)</td>
<td>WAVE Inc.</td>
<td>95.1</td>
<td>15 kW</td>
<td>CP only (Exp. 11-1-47)</td>
</tr>
<tr>
<td>Louisville, WOKX-WAVE</td>
<td>Owensboro, WOPM-FM</td>
<td>92.6</td>
<td>20 kW</td>
<td>CP approved (Exp. 5-18-48)</td>
</tr>
<tr>
<td>Owensboro, WVJS-FM</td>
<td>Owensboro On The Air Inc.</td>
<td>96.1</td>
<td>45 kW</td>
<td>CP only (Exp. 5-18-48)</td>
</tr>
<tr>
<td>Paducah, WKY (WKY)</td>
<td>Paducah Newspapers Inc.</td>
<td>96.9</td>
<td>32 kW</td>
<td>CP approved (Exp. 5-12-47)</td>
</tr>
<tr>
<td>Paducah, WPPA-FM</td>
<td>Paducah Bestg. Co.</td>
<td>96.9</td>
<td>17 kW</td>
<td>CP approved (Exp. 7-10-47)</td>
</tr>
<tr>
<td>Winchester, WIN</td>
<td>Winchester Sun Co. Inc.</td>
<td>100.1</td>
<td>770 w</td>
<td>CP only (Exp. 9-15-47)</td>
</tr>
</tbody>
</table>

**LOUISIANA**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequency in MHz</th>
<th>ERP kW</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandria, KLBS-FM</td>
<td>Alexandria Bestg. Co.</td>
<td>96.9</td>
<td>3 kW</td>
<td>CP only (Exp. 3-17-48)</td>
</tr>
<tr>
<td>Alexandria, KPDR-FM</td>
<td>Central Louisiana Bestg. Corp.</td>
<td>99.7</td>
<td>55 kW</td>
<td>CP only (Exp. 3-17-48)</td>
</tr>
<tr>
<td>Baton Rouge, WBLR</td>
<td>Baton Rouge Bestg. Co.</td>
<td>98.1</td>
<td>51 kW</td>
<td>Licensed ext.</td>
</tr>
<tr>
<td>Baton Rouge, WTV-RE (WBO)</td>
<td>Modern Bestg. Co. of Baton Rouge Inc.</td>
<td>104.3</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Baton Rouge, WTHI</td>
<td>E. A. Stephens, Fred Webster</td>
<td>96.1</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Baton Rouge, WTV-PM</td>
<td>Evangeline Bestg. Co.</td>
<td>104.1</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>Baton Rouge, WTV-RE</td>
<td>Line's Bestg. Station Inc.</td>
<td>104.1</td>
<td></td>
<td>CP approved</td>
</tr>
<tr>
<td>New Orleans, WDSU-FM</td>
<td>E. A. Stephens, Fred Webster</td>
<td>105.3</td>
<td>200 kW</td>
<td>CP approved</td>
</tr>
</tbody>
</table>

(Continued on page 254)
Want The Famous Prize Winning WEATHER FORECAST JINGLES?
Want Custom Built Spots?
Musical Time Signals?
A "TOP" Mystery?
A Dramatic Show?
A Soap Opera?
A Musical?

IT'S YOUR MOVE . . . WRITE, WIRE OR PHONE AND WE'LL DO THE REST

Harry S. Goodman
19 East 53rd Street Radio Productions New York, N. Y.
### Directory of Commercial FM Stations in United States (Continued from page 258)

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Prog. in Channel</th>
<th>ERP</th>
<th>Authorization</th>
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<tr>
<td><strong>LOUISIANA—Continued</strong></td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>New Orleans, WHCM (WBM)</td>
<td>Supreme Broadcasting System Inc.</td>
<td>97.1</td>
<td>61 kw</td>
<td>CP only (Exp. 12-27-47)</td>
</tr>
<tr>
<td>New Orleans, WSMB-FM</td>
<td>WSMB Inc.</td>
<td>102.7</td>
<td>158 kw</td>
<td>CP approved (Exp. 12-28-47)</td>
</tr>
<tr>
<td>New Orleans, WTPS-FM</td>
<td>The Times Picayune Pub. Co.</td>
<td>95.7</td>
<td>270 kw</td>
<td>CP only (Exp. 9-4-47)</td>
</tr>
<tr>
<td>New Orleans, WLWJ (WLL)</td>
<td>Loyola U.</td>
<td>100.3</td>
<td>190 kw</td>
<td>CP approved</td>
</tr>
<tr>
<td>New Orleans Deep South Broadcasting Corp.</td>
<td>93.7</td>
<td>40 kw</td>
<td>CP approved</td>
<td></td>
</tr>
<tr>
<td>Shreveport, KRMD-FM</td>
<td>T. B. Leland, R. M. Deas, Mrs. B. M. Deas d/b a Radio Station KRMD</td>
<td>101.1</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Shreveport, KWKH-FM International Broadcasting Corp.</td>
<td>94.5</td>
<td>28 kw</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Shreveport, (KTBS) Radio Station KTBS Inc.</td>
<td>239</td>
<td>Cond. grant</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| **MAINE**                         |       |                  |     |              |
| Bangor, WGUY-FM                    | Guy Gannett Broadcasting Services | 98.1 | 10.8 kw | CP only (Exp. 8-4-47) |
| Lewiston, WCOU-FM                  | Twin City Broadcasting Co. Inc. | 95.9 | 18 kw | CP approved |
| Lewiston, (WLM)                    | Lewiston-Auburn Broadcasting Corp. | 102.9 | Cond. grant |
| Portland, WGAN-FM                  | Guy Gannett Broadcasting Services | 100.0 | 3.6 kw | CP only (Exp. 12-27-47) |
| Portland, WMNE (WMTW)              | The Yankee Network Corp. | 100.5 | 23 kw | CP only (Exp. 7-7-47) |

| **MARYLAND**                      |       |                  |     |              |
| Annapolis, WJWD (T-T Annapolis)    | The Capital Broadcasting Co. | 99.1 | 16.6 kw | CP only (Exp. 4-27-47) |
| Baltimore, WSHA                    | The A. S. Abell Co. | 97.9 | 20 kw | CP only (Exp. 11-27-47) |
| Baltimore, WCAO-FM                 | The Monumental Radio Co. | 102.7 | 20 kw | CP approved (Exp. 12-27-47) |
| Baltimore, WCBM-FM                 | Baltimore Broadcasting Corp. | 93.3 | 15 kw | CP only (Exp. 11-27-47) |
| Baltimore, WFBK-FM                 | The Baltimore Radio Show Inc. | 101.9 | 20 kw | CP approved (Exp. 9-15-47) |
| Baltimore, WTHF-FM                 | Maryland Broadcasting Co. | 104.3 | 20 kw | CP only (Exp. 11-27-47) |
| Baltimore, WCMC                     | Belvedere Broadcasting Corp. | 94.7 | 20 kw | CP only (Exp. 9-4-47) |
| Bethesda, (WBCC)                   | Broadcast Management Inc. | 234 | Cond. grant |
| Bradbury Heights                   | Chesapeake Broadcasting Inc. | 116.4 | Cond. grant |
| Cumberland, WDTX (T-T Cumberland)  | The Tri-State Broadcasting Co. | 102.9 | 2.2 kw | Cond. grant |
| Cumberland, (WTBO)                 | Aurelia S. Becker and Charles Z. Haskell d/b a Cumberland Broadcasting Co. | 106.9 | 2.2 kw | Cond. grant |
| Frederick, WPMD-FM                 | The Monocacy Broadcasting Co. | 101.5 | 2 kw | CP only (Exp. 9-4-47) |
| Hagerstown, WJJE-FM                | Hagerstown Broadcasting Co. | 104.7 | 1 kw | CP only (Exp. 9-15-47) |
| Salisbury, WBSC-FM                 | The Peninsula Broadcasting Co. | 97.5 | 7 kw | CP only (Exp. 12-4-47) |
| Silver Spring, WSKY-FM              | Tri-Suburban Broadcasting Corp. | 102.3 | 44 kw | CP only (Exp. 10-1-47) |
| Silver Spring, WOAY-FM              | & T-Silver Spring | 238 | Cond. grant |
| Montgomery, P. M. Broadcasting Corp. | 106.5 | 2 kw | Cond. grant |

| **MASSACHUSETTS—Continued**       |       |                  |     |              |
| Brockton, WAZV                      | Cur-Nac Co. | 107.1 | 800 kw | CP only (Exp. 11-20-47) |
| Brockton, WBFT-FM                   | Enterprise Broadcasting Co. | 800 | CP only |
| Brockton, WCTJ-FM                   | Plymouth Broadcasting Corp. | 800 | CP approved |
| Cambridge, (WACE)                   | Regional Broadcasting Co. | 3 kw | CP only |
| Fall River, WFRN                    | Narragansett Broadcasting Corp. | 300 | CP approved |
| Fall River, WERK-FM                 | The Fall River Broadcasting Co. | 20 kw | CP only (Exp. 11-27-47) |
| Pittsfield, WEMT-FM                 | Mitchell G. Moyer & Rubin E. Aronheim & Milton H. Meyers | 19.5 | 18 kw | CP only |
| Greenfield, WHAI-FM                 | John W. Haling | 9.5 | 1 kw | CP only (Exp. 11-13-47) |
| Haverhill, WHAV-FM                  | The Haverhill Gazette Co. | 92.5 | 20 kw | CP only (Exp. 9-25-47) |
| Holyoke, WYHN-FM                    | The Hampden-Hampshire Broadcasting Corp. | 93.1 | 5.6 kw | CP only (Exp. 9-25-47) |
| Lawrence, WJLW-FM                   | Eldredge & Rogers Co. | 99.7 | 17 kw | CP only (Exp. 9-15-47) |
| Lowell, WLLH-FM                     | Merrimac Broadcasting Co. Inc. | 99.0 | 15 kw | CP only (Exp. 10-15-47) |
| New Bedford, WBNL                  | Southeastern Massachusetts Broadcasting Corp. | 99.3 | 880 kw | CP only (Exp. 10-15-47) |
| New Bedford, WBSM                   | Bay State Broadcasting Co. | 97.3 | 20 kw | CP only (Exp. 8-27-47) |
| New Bedford, WFMR                   | E. Anthony & Sons Inc. | 99.1 | 20 kw | CP only |
| North Adams, WMF (WMN)              | James A. Hardman | 97.5 | 1 kw | CP only (Exp. 11-15-47) |
| Pittsfield, WBRK-FM                 | Greylock Broadcasting Co. | 101.5 | 12 kw | CP only (Exp. 11-27-47) |
| Pittsfield, (WBEC)                  | Western Massachusetts Broadcasting Co. | 104.7 | 12 kw | CP only (Exp. 11-27-47) |
| Salem, WEBS-FM                      | North Shore Broadcasting Co. | 92.1 | 500 kw | CP only (Exp. 11-15-47) |
| Springfield, WBSA-FM                | West Springfield Broadcasting Co. Inc. | 97.1 | CP only |
| Springfield, WMAS-FM                | WMAS Inc. | 94.7 | 3.2 kw | CP only (Exp. 10-11-47) |
| Springfield, WPRF-FM                | WPR Inc. | 99.4 | 14 kw | CP only (Exp. 10-15-47) |
| Springfield, WSRF-FM                | WSR Inc. | 239 | CP only |
| West Yarmouth, E. Anthony & Sons Inc. | 10 kw | CP only |
| Worcester, WQTR (WAAB)              | The Yankee Network Inc. | 99.1 | 6.5 kw | Licensed (Exp. 11-4-47) |
| Worcester, WTAG-FM T-T Holden       | WTIC Inc. | 94.1 | 6.5 kw | Licensed (Exp. 11-4-47) |
| Worcester, WTAG-FM                  | WTIC Inc. | 94.1 | 6.5 kw | Licensed (Exp. 11-4-47) |
| Worcester, WTAG-FM H. P. Hamilton & Howard | 95.1 | CP only |

| **MICHIGAN**                       |       |                  |     |              |
| Ann Arbor, WPAG-FM                 | Wshtmaw Broadcasting Co. | 98.7 | 2.2 kw | CP only (Exp. 11-15-47) |
| Battle Creek, WELI-FM               | Federated Broadcasting Co. Inc. | 102.1 | Cond. grant |
| Bay City, WBCM-FM                  | Bay Broadcasting Co. Inc. | 96.1 | 20 kw | CP approved |
| Benton Harbor, WHJF-FM               | The Peninsula Broadcasting Co. | 99.9 | 5.2 kw | CP only (Exp. 10-25-47) |
| Dearborn, WRAM                      | Herman Rader | 103.9 | 480 kw | CP only (Exp. 11-15-47) |
| Dearborn, (WMBR)                    | Suburban Broadcasting Co. | 100.8 | Cond. grant |
| Detroit, WDLW                        | Knight Radio Corporation | 95.5 | 20 kw | CP only (Exp. 11-27-47) |
| Detroit, WDFM                       | Wolverine State Broadcasting Inc. | 95.9 | 20 kw | CP only (Exp. 11-27-47) |
| Detroit, WJKE-FM                    | James F. Hopkins Inc. | 98.1 | 33 kw | CP only |
| Detroit, WJLB-FM                    | Booth Broadcasting Co. Inc. | 97.9 | 30 kw | Licensed (Exp. 10-1-47) |

(Continued on page 256)

**BROADCASTING • Telecasting**

Page 254 • September 15, 1947
“Saw the heavens fill with commerce...”

Lockley Hall—TENNYSON

RADIO is "commerce" through the air. But behind the invisible waves which start raw materials endlessly journeying to visible sales, is sound consulting engineering.

RING & CLARK’s reputation for sound consulting engineering is founded on twenty-five years of experience in all phases of radio—AM, FM, Television and Facsimile. The RING & CLARK staff welcomes your inquiries.

RING & CLARK
Consulting Radio Engineers
MUNSEY BLDG. • WASHINGTON, D. C.
<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Freq. in Mhz</th>
<th>Channel</th>
<th>ERP</th>
<th>Authorization</th>
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<tbody>
<tr>
<td>Detroit, WRJ-FM</td>
<td>WRJ, The Goodwill Station Inc.</td>
<td>91.3</td>
<td>24 kw</td>
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<td>Detroit, WTUL</td>
<td>Telair Co.</td>
<td>99.5</td>
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<td>Cond. grant</td>
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<tr>
<td>Detroit, WWJ-FM</td>
<td>The Evening News Assoc.</td>
<td>97.1</td>
<td></td>
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<td>Licensed</td>
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<tr>
<td>Detroit</td>
<td>UAW-CIO Bstg. Corp. of Michigan</td>
<td>101.9</td>
<td>52 kw</td>
<td>CP approved</td>
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<tr>
<td>Detroit, WXLY</td>
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<td></td>
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<tr>
<td>Detroit</td>
<td>Lincoln Bstg. Co.</td>
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<td>Woodward Bstg. Co.</td>
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<td>Escanaba, WJPI</td>
<td>John P. Norton</td>
<td>94.7</td>
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<td>Flint, WJAL</td>
<td>Advertisers Press Inc.</td>
<td>107.1</td>
<td>320 kw</td>
<td>Cond. grant</td>
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<td>Flint, WJDF-FM</td>
<td>Flint Bstg. Co.</td>
<td>99.1</td>
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<tr>
<td>Grand Rapids, WFPS</td>
<td>The Grand Rapids Bstg. Corp.</td>
<td>92.5</td>
<td>10.5 kw</td>
<td>CP only</td>
<td>(Exp. 7-24-47)</td>
</tr>
<tr>
<td>Grand Rapids, WJEP-FM</td>
<td>John E. Fetter and Rhea J. Fetter</td>
<td>99.3</td>
<td></td>
<td></td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Grand Rapids, WJFL-FM</td>
<td>Leonard A. Versluis</td>
<td>96.9</td>
<td>54 kw</td>
<td>CP only</td>
<td>(Exp. 10-12-47)</td>
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<tr>
<td>Groote Poelte</td>
<td>Groote Poelte Bstg. Corp.</td>
<td>98.3</td>
<td>500 kw</td>
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<td>8-28-47</td>
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<tr>
<td>Jackson, WIMB</td>
<td>WIMB Inc.</td>
<td>99.2</td>
<td>3 kw</td>
<td>CP only</td>
<td>(Exp. 6-4-47)</td>
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<tr>
<td>Lansing, WJIM</td>
<td>WJIM Inc.</td>
<td>97.5</td>
<td>58 kw</td>
<td>CP only</td>
<td>(Exp. 1-14-48)</td>
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<tr>
<td>Mt. Clemens, WMLM</td>
<td>Macomb Pub. Co.</td>
<td>105.3</td>
<td>340 kw</td>
<td>CP only</td>
<td>(Exp. 5-23-47)</td>
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<tr>
<td>Muskegon, WKBZ-FM</td>
<td>Asbacker Radio Corp.</td>
<td>106.6</td>
<td>46 kw</td>
<td>CP only</td>
<td>(Exp. 10-18-47)</td>
</tr>
<tr>
<td>Muskegon, WMUS-FM</td>
<td>Greater Muskegon Bstg. Inc.</td>
<td>107.3</td>
<td>3.2 kw</td>
<td>CP only</td>
<td>(Exp. 11-12-47)</td>
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<tr>
<td>Owosso, WOFM-FM</td>
<td>The Argus-Press Co.</td>
<td>109.1</td>
<td>1 kw</td>
<td>CP only</td>
<td>(Exp. 1-12-47)</td>
</tr>
<tr>
<td>Pontiac, WCRM-FM</td>
<td>WCRM Inc.</td>
<td>108.9</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 2-26-48)</td>
</tr>
<tr>
<td>Port Hurons, WFTM-FM</td>
<td>The Times Herald</td>
<td>99.1</td>
<td>22 kw</td>
<td>CP only</td>
<td>(Exp. 10-15-47)</td>
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<tr>
<td>Royal Oak, WEXL-FM</td>
<td>Royal Oak Bstg. Corp.</td>
<td>103.9</td>
<td>15 kw</td>
<td>CP only</td>
<td>(Exp. 12-8-47)</td>
</tr>
<tr>
<td>Saginaw, WSAL</td>
<td>Saginaw Bstg. Co.</td>
<td>98.1</td>
<td>15 kw</td>
<td>CP approved</td>
<td>(Exp. 9-24-47)</td>
</tr>
<tr>
<td>Wyandotte, WJWJ</td>
<td>Wyandotte News Co.</td>
<td>101.3</td>
<td>1 kw</td>
<td>CP only</td>
<td>(Exp. 10-13-47)</td>
</tr>
</tbody>
</table>

**MISSOURI**

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Freq. in Mhz</th>
<th>Channel</th>
<th>ERP</th>
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</thead>
<tbody>
<tr>
<td>Cape Girardeau, KFPS-FM</td>
<td>Oscar C. Hirsch</td>
<td>103</td>
<td>2.6 kw</td>
<td>CP only</td>
<td>(Exp. 2-25-48)</td>
</tr>
<tr>
<td>Clayton, KFPU-FM</td>
<td>Evangelical Lutheran Synod of Missouri, Ohio and other states</td>
<td>104.1</td>
<td></td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Jefferson City, KNEU (KWOS)</td>
<td>Capitol Bstg. Co.</td>
<td>98.5</td>
<td>9.7 kw</td>
<td>CP only</td>
<td>(Exp. 2-19-48)</td>
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<tr>
<td>Tor Jefferson City</td>
<td>238</td>
<td></td>
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<tr>
<td>Joplin, WMBM-FM</td>
<td>Joplin Bstg. Co.</td>
<td>96.1</td>
<td>104 kw</td>
<td>CP only</td>
<td>(Exp. 12-11-47)</td>
</tr>
<tr>
<td>Kansas City, KCDF-FM</td>
<td>KCDO Bstg. Co.</td>
<td>104.3</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 8-18-47)</td>
</tr>
<tr>
<td>Kansas City, KCKN (KCKN)</td>
<td>The KCKN Bstg. Co.</td>
<td>106.7</td>
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<td>Cond. grant</td>
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<tr>
<td>Kansas City, KMBC-FM</td>
<td>Midland Bstg. Co.</td>
<td>109.5</td>
<td>30 kw</td>
<td>Licensed</td>
<td></td>
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<tr>
<td>Kansas City, KOZY</td>
<td>Everett L. Dillard tr/s Commercial Radio Equipment Co.</td>
<td>98.1</td>
<td>9.7 kw</td>
<td>Licensed</td>
<td>(Exp. 6-1-48)</td>
</tr>
<tr>
<td>Kansas City, WBIE-FM</td>
<td>WIBB Bstg. Co.</td>
<td>102.1</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 1-19-47)</td>
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<tr>
<td>Kennett, (KBOA)</td>
<td>Kennett Bstg. Corp.</td>
<td>92.1</td>
<td></td>
<td>Cond. grant</td>
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<tr>
<td>St. Joseph, KFDE-FM</td>
<td>KFDE Inc.</td>
<td>92.3</td>
<td>68 kw</td>
<td>CP only</td>
<td>(Exp. 2-25-48)</td>
</tr>
<tr>
<td>St. Louis, KSDF-FM</td>
<td>The Pulitzer Pub. Co.</td>
<td>105.6</td>
<td>34 kw</td>
<td>CP only</td>
<td>(Exp. 9-16-47)</td>
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<tr>
<td>St. Louis, KUSB</td>
<td>Unity Bstg. Corp. of Missouri</td>
<td>106.7</td>
<td>40 kw</td>
<td>CP only</td>
<td>(Exp. 12-2-47)</td>
</tr>
<tr>
<td>St. Louis, KWDG</td>
<td>Globe-Democrat Publishing Co.</td>
<td>98.1</td>
<td>58 kw</td>
<td>CP only</td>
<td>(Exp. 1-5-48)</td>
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<tr>
<td>St. Louis, KWKE-FM</td>
<td>Thomas Patrick Inc.</td>
<td>92.8</td>
<td>150 kw</td>
<td>CP only</td>
<td>(Exp. 4-9-47)</td>
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<tr>
<td>St. Louis, KXOK-FM</td>
<td>Star-Times Pub. Co.</td>
<td>99.7</td>
<td>40 kw</td>
<td>CP only</td>
<td>(Exp. 1-3-48)</td>
</tr>
<tr>
<td>St. Louis, WEWM-FM</td>
<td>St. Louis University</td>
<td>101.1</td>
<td>42.6 kw</td>
<td>CP only</td>
<td>(Exp. 8-18-47)</td>
</tr>
<tr>
<td>St. Louis, WIL-FM</td>
<td>Missouri Bstg. Corp.</td>
<td>97.3</td>
<td>32 kw</td>
<td>CP approved</td>
<td>Lic. 6-31-44</td>
</tr>
<tr>
<td>Springfield, KGKX</td>
<td>Springfield Bstg. Co.</td>
<td>92.9</td>
<td>50 kw</td>
<td>CP approved</td>
<td>7-24-47</td>
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**NEBRASKA**

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<tr>
<td>Lincoln, KFAB-FM</td>
<td>KFAB Bstg. Co.</td>
<td>97.9</td>
<td>11 kw</td>
<td>CP only</td>
<td>(Exp. 6-15-48)</td>
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<tr>
<td>Lincoln, KFDF-FM</td>
<td>Cornbelt Bstg. Corp.</td>
<td>109.9</td>
<td>22 kw</td>
<td>CP only</td>
<td>(Exp. 9-15-47)</td>
</tr>
<tr>
<td>Omaha, KRON-FM</td>
<td>Inland Bstg. Co.</td>
<td>98.5</td>
<td>890 kw</td>
<td>CP only</td>
<td>(Exp. 11-4-47)</td>
</tr>
<tr>
<td>Omaha, KOAD (KWOW)</td>
<td>World Pub. Co.</td>
<td>92.9</td>
<td>380 kw</td>
<td>CP only</td>
<td>(Exp. 9-2-47)</td>
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<tr>
<td>Omaha, KWOW (KOWO)</td>
<td>Radio Station WWOY Inc.</td>
<td>99.9</td>
<td>21 kw</td>
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</tr>
<tr>
<td>Omaha, KOIL</td>
<td>Central States Bstg. Co.</td>
<td>104.1</td>
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<td>Cond. grant</td>
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**NEVADA**

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<tbody>
<tr>
<td>Las Vegas, KENO-FM</td>
<td>Maxwell Ketch and Laura Belle Ketch d/b/a Nevada Bstg. Co.</td>
<td>103.9</td>
<td>330 kw</td>
<td>CP only</td>
<td>(Exp. 6-4-47)</td>
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<td>Reno, KSAV</td>
<td>Savers Electrical Products Corp.</td>
<td>103.9</td>
<td>760 kw</td>
<td>CP only</td>
<td>(Exp. 7-18-47)</td>
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<tr>
<td>Reno, KWNF-FM</td>
<td>Reno Newspapers Inc.</td>
<td>95.5</td>
<td>10 kw</td>
<td>CP only</td>
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**NEW HAMPSHIRE**

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<tr>
<td>Claremont, WLOB</td>
<td>Claremont Eagle Inc.</td>
<td>106.1</td>
<td>1.5 kw</td>
<td>CP only</td>
<td>(Exp. 7-20-47)</td>
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<tr>
<td>Keese, WKNE-FM</td>
<td>WKNE Corp.</td>
<td>107.9</td>
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<tr>
<td>Manchester, WMUR-FM</td>
<td>The Radio Voice of New Hampshire Inc.</td>
<td>95.7</td>
<td>3.3 kw</td>
<td>CP only</td>
<td>(Exp. 8-17-48)</td>
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<td>Manchester, (WFEA)</td>
<td>Harry M. Bitner</td>
<td>289</td>
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<td>CP approved</td>
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<tr>
<td>Portsmouth, WFMJ (WHBL)</td>
<td>T-Huddle &amp; T-Saddleback Mt.</td>
<td>107.3</td>
<td>20 kw</td>
<td>CP only</td>
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**NEW JERSEY**

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<tr>
<td>Alpine, WFMN</td>
<td>Edwin H. Armstrong</td>
<td>99.1</td>
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<td>Asbury Park, WCAP-FM</td>
<td>Radio Industries Bstg. Co.</td>
<td>107.1</td>
<td>260 kw</td>
<td>CP only</td>
<td>(Exp. 6-6-47)</td>
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<tr>
<td>Asbury Park, WJLK</td>
<td>Asbury Park Press Inc.</td>
<td>94.8</td>
<td>1 kw</td>
<td>CP only</td>
<td>(Exp. 6-6-47)</td>
</tr>
<tr>
<td>Atlantic City, WBAB-FM</td>
<td>Press-Union Pub. Co.</td>
<td>100.7</td>
<td>13 kw</td>
<td>CP approved</td>
<td>1-3-46</td>
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<tr>
<td>Atlantic City, WFDO-FM</td>
<td>Neptune Bstg. Corp.</td>
<td>98.6</td>
<td>15.5 kw</td>
<td>CP approved</td>
<td>(Exp. 2-23-48)</td>
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<tr>
<td>Bridgeton, WSNJ-FM</td>
<td>T-NB Bridgeton</td>
<td>108.9</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 10-31-47)</td>
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(Continued on page 258)
## NEW JERSEY—Continued

<table>
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<th>City, Call Letters, AM Affiliates</th>
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<tr>
<td>Camden, WANQ</td>
<td>American Quarts Lab. Inc.</td>
<td>100.9</td>
<td>Cond. grant</td>
<td>1-16-47</td>
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<tr>
<td>Elizabeth, WPOE</td>
<td>Radio Elizabeth Inc.</td>
<td>96.7</td>
<td>1 kw</td>
<td>Cond. grant</td>
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<tr>
<td>Jersey City, WFMJ</td>
<td>Fidelity Media Bcast. Corp.</td>
<td>101.1</td>
<td>16000 w</td>
<td>CP only</td>
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<tr>
<td>Newark, WAAW (WAGT)</td>
<td>Burner Bcast. Corp.</td>
<td>101.7</td>
<td>13.5 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>New Brunswick, WHINN</td>
<td>T-Clifton Orange</td>
<td>99.5</td>
<td>800 w</td>
<td>CP approved</td>
</tr>
<tr>
<td>Patterson, WWDR</td>
<td>Fasical Daily News</td>
<td>101.7</td>
<td>190 w</td>
<td>CP only</td>
</tr>
<tr>
<td>Trenton, WTOA</td>
<td>Mercer Bcast. Corp.</td>
<td>97.5</td>
<td>11.3 kw</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Trenton, (WITM)</td>
<td>Trenton Bcast. Corp.</td>
<td>249</td>
<td>6-25-47</td>
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## NEW MEXICO

<table>
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<th>Freq. in Meg. Channel</th>
<th>ERP</th>
<th>Authorization</th>
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</thead>
<tbody>
<tr>
<td>Albuquerque, KXXK</td>
<td>Joe L. Martinez and Harold O. Bishop 4/3 as FM Radio Bcast. Co.</td>
<td>100.5</td>
<td>12 kw</td>
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## NEW YORK—Continued

<table>
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<th>Freq. in Meg. Channel</th>
<th>ERP</th>
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</thead>
<tbody>
<tr>
<td>New York, WGBF</td>
<td>William G. H. Finch</td>
<td>101.9</td>
<td>10.3 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>New York, WGYN</td>
<td>WGYN Inc.</td>
<td>97.9</td>
<td>4 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>New York, WMGM (WIN)</td>
<td>Marcus Low Booking Agency</td>
<td>100.3</td>
<td>18 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>New York, WNBC-FM</td>
<td>National Bcast. Co.</td>
<td>97.1</td>
<td>1.6 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>New York, WNYC-FM</td>
<td>City of New York Municipal Bcast. System</td>
<td>98.9</td>
<td>18 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>New York, WQXQ (WXQ)</td>
<td>Interstate Bcast. Co.</td>
<td>96.3</td>
<td>11.5 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>Niagara Falls, WHHD-FM</td>
<td>The Niagara Falls Gazette Pub. Co.</td>
<td>98.5</td>
<td>20 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Ogdensburg, WELB-FM</td>
<td>St. Lawrence Bcast. Corp.</td>
<td>106.1</td>
<td>13.7 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Glenn, (WHDL)</td>
<td>WHDL Inc.</td>
<td>100.7</td>
<td>Cond. grant</td>
<td>4-23-47</td>
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<tr>
<td>Oneonta, WODS-FM</td>
<td>Oneonta Star Inc.</td>
<td>99.1</td>
<td>4 kw</td>
<td>CP only</td>
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<tr>
<td>Oswego, WQPT</td>
<td>Palladium-Times Inc.</td>
<td>104.7</td>
<td>3 kw</td>
<td>CP only</td>
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<tr>
<td>Poughkeepsie, WHYFA (WKIP)</td>
<td>Poughkeepsie Newspapers Inc.</td>
<td>104.7</td>
<td>2.3 kw</td>
<td>CP only</td>
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<tr>
<td>Rochester, WHEF (WHSC)</td>
<td>WHEC Inc.</td>
<td>96.5</td>
<td>8 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>Rochester, WHFM</td>
<td>WFM-Cradio</td>
<td>98.9</td>
<td>20 kw</td>
<td>CP only</td>
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<tr>
<td>Rome, WKAL-FM</td>
<td>Copper City Bcast. Corp.</td>
<td>97.9</td>
<td>2 kw</td>
<td>CP only</td>
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<tr>
<td>Schenectady, WBCA (WBC)</td>
<td>Capital Bcast. Co.</td>
<td>101.1</td>
<td>5 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>Schenectady, WQFM (WQY)</td>
<td>General Electric Co.</td>
<td>99.5</td>
<td>6 kw</td>
<td>L incensed</td>
</tr>
<tr>
<td>Syracuse, WAGE-FM (T-Pompey)</td>
<td>WAGE Inc.</td>
<td>98.5</td>
<td>1.6 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Syracuse, WBFM (WSM)</td>
<td>Onondaga Radio Bcast. Corp.</td>
<td>100.3</td>
<td>5.5 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Syracuse, WNDR-FM</td>
<td>Syracuse Bcast. Corp.</td>
<td>50.3</td>
<td>8.5 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Syracuse, WOLP-FM</td>
<td>Civic Bcast. Corp.</td>
<td>104.1</td>
<td>5.5 kw</td>
<td>CP only</td>
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<tr>
<td>Syracuse, WRFPA</td>
<td>Radio Projects Inc.</td>
<td>107.3</td>
<td>8.5 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Syracuse, WSRY-FM (WSTC)</td>
<td>Central New York Bcast. Corp.</td>
<td>94.6</td>
<td>9 kw</td>
<td>CP only</td>
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<tr>
<td>Troy, WTNY</td>
<td>The Troy Record Co.</td>
<td>00.8</td>
<td>13 kw</td>
<td>CP only</td>
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<tr>
<td>Utica, WIBB-FM</td>
<td>WIBB Inc.</td>
<td>96.9</td>
<td>9 kw</td>
<td>CP only</td>
</tr>
<tr>
<td>Utica, WRUN-FM (2WTD)</td>
<td>Rome Sentinel Co.</td>
<td>107.5</td>
<td>4.3 kw</td>
<td>CP only</td>
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<tr>
<td>Utica, (WIBF)</td>
<td>Richard H. Balch</td>
<td>93.7</td>
<td>9 kw</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Watertown, WWNY-FM (R/sidebar)</td>
<td>Utica Observer-Dispach Inc.</td>
<td>80.3</td>
<td>8 kw</td>
<td>Approved</td>
</tr>
<tr>
<td>White Plains, WPSN-FM</td>
<td>The New York Bcast.</td>
<td>03.5</td>
<td>12 kw</td>
<td>CP only</td>
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</table>

(Continued on page 260)
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone, City</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offices and Laboratories 1339 Wisconsin Ave., N. W., Washington, D. C. Adams 2414</td>
<td></td>
</tr>
<tr>
<td>Commercial Radio Equip. Co.</td>
<td>INTERNATIONAL BLDG. DI. 1319 WASHINGTON, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PORTER BLDG. LO. 8231 KANSAS CITY, MO.</td>
<td></td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>1469 CHURCH ST., N.W. DE. 1234 WASHINGTON 5, D. C.</td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F St., N.W. Kellogg Bldg. Washington, D. C. Republic 3984</td>
<td></td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>1018 VERMONT AVE., N.W. NA. 7161 WASHINGTON, D. C.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1000 No. Seward St. Ho. 6331 Hollywood, 38, Cal.</td>
<td></td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>Washington, D. C. 1605 Connecticut Ave. MI. 4151</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Dallas, Texas 1728 Wood St. Riverside 3611</td>
<td></td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH</td>
<td>LABORATORIES ALFRED E. TOWN, Director One Nob Hill Circle, San Francisco 2, Calif. Telephone: DOuglas 2-5380</td>
<td></td>
</tr>
<tr>
<td>GILLE BROS.</td>
<td>1108 LILLIAN WAY GLADSTONE 8178 HOLLYWOOD, CALIFORNIA</td>
<td></td>
</tr>
<tr>
<td>JANESY &amp; WRATHALL</td>
<td>903 NATIONAL PRESS BLDG. DI. 1208 WASHINGTON, D. C.</td>
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</tr>
<tr>
<td>RING &amp; CLARK</td>
<td>61st Year Experiences in Radio Engineering</td>
<td></td>
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<tr>
<td></td>
<td>MUNSEY BLDG. REPUBLIC 2347 WASHINGTON 4, D. C.</td>
<td></td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>4 Complete Consulting Service WARNER BLDG. WASHINGTON, D. C. 13th &amp; E Sts., N. W. NATIONAL 614-6515</td>
<td></td>
</tr>
<tr>
<td>GARO W. RAY</td>
<td>901 BROAD STREET PHONE 5-2095 BRIDGEPORT, CONNECTICUT</td>
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</tr>
<tr>
<td>LENT AND POAST</td>
<td>CONSULTING ENGINEERS WASHINGTON, D. C. 1319 F St., N. W. DISTRICT 4127</td>
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<tr>
<td>COLTON &amp; FOSS, INC.</td>
<td>607 17TH ST., N.W. REPUBLIC 3803 WASHINGTON, D. C.</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Bessemer 15068</td>
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</tr>
<tr>
<td></td>
<td>Laboratories: Baton Rouge, La. Roswell Road</td>
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<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER 622 Madison Avenue TOLEDO 4, OHIO</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST. PHONE 1218 ARLINGTON, TEXAS</td>
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</tr>
<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>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-505 Munsey Bldg. - District 8456 WASHINGTON, D. C.</td>
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<tr>
<td>JOHN CREUTZ</td>
<td>210 BOND BLDG. REPUBLIC 3151 WASHINGTON, D. C.</td>
<td></td>
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<tr>
<td>FRANK H. MCINTOSH</td>
<td>710 14th St., N.W.—Metropolitan 4477 WASHINGTON, D. C.</td>
<td></td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W. REPUBLIC 1991 WASHINGTON, D. C.</td>
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</tr>
<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W. Washington, D. C. ADAMS 3711</td>
<td></td>
</tr>
<tr>
<td>ANDREW CO.</td>
<td>CONSULTING RADIO ENGINEERS 1319 Connecticut Avenue WASHINGTON 6, D. C. Michigan 2261</td>
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</tr>
<tr>
<td>LOHNE'S &amp; CULVER</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. Michigan 2261</td>
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<tr>
<td>KEEN &amp; KENNEDY</td>
<td>210 BOND BLDG. REPUBLIC 3151 WASHINGTON, D. C.</td>
<td></td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer P. O. Box 2407 Birmingham, Alabama Bessemer 15068</td>
<td></td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER 622 Madison Avenue TOLEDO 4, OHIO</td>
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</table>
### NORTH CAROLINA—Continued

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Frequ. in Meg.</th>
<th>Channel</th>
<th>ERP</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raleigh, WPTF-FM</td>
<td>J. C. White</td>
<td>98.1</td>
<td>8 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-48)</td>
</tr>
<tr>
<td>Raleigh, WPTF-FM</td>
<td>Capital Broadcast Co.</td>
<td>98.1</td>
<td>48 kw</td>
<td>CP approved</td>
<td>1-5-47</td>
</tr>
<tr>
<td>Raleigh, WRAL-FM</td>
<td>Capital Broadcast Co.</td>
<td>101.3</td>
<td>54 kw</td>
<td>CP only</td>
<td>(Exp. 6-21-47)</td>
</tr>
<tr>
<td>Reidsville, WMRS</td>
<td>Piedmont Carolina Broadcast Co.</td>
<td>98.9</td>
<td>10 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Reidsville</td>
<td>W. M. Oliver and C. R. Oliver</td>
<td>98.9</td>
<td>10 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Roanoke Rapids, WCBT</td>
<td>Carteret County</td>
<td>98.5</td>
<td>10 kw</td>
<td>CP approved</td>
<td>12-16-46</td>
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<tr>
<td>Roanoke Mount, WOCF-FM</td>
<td>Joel, L. Horne</td>
<td>101.7</td>
<td>20 kw</td>
<td>CP approved</td>
<td>Ltr. 1-5-47</td>
</tr>
<tr>
<td>Rocky Mount, WEGO</td>
<td>William A. Wyne</td>
<td>92.1</td>
<td>50 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-48)</td>
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<tr>
<td>Salisbury, WSYT-FM</td>
<td>Piedmont Broadcast Corp.</td>
<td>106.5</td>
<td>21.2 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
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<tr>
<td>Shelby, WORX-FM</td>
<td>Western Carolina Radio Corp.</td>
<td>261</td>
<td>54 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Statesville, WSCI-FM</td>
<td>Statesville Broadcast Co.</td>
<td>105.7</td>
<td>10 kw</td>
<td>CP approved</td>
<td>Ltr. 1-5-47</td>
</tr>
<tr>
<td>Washington, WRIF-FM</td>
<td>Tar Heel Broadcasting System Inc.</td>
<td>102.9</td>
<td>29 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Wilmington, WLWD</td>
<td>B. B. Page and B. R. Page Jr. d/b/a Wilmington Star-News Co.</td>
<td>93.9</td>
<td>37 kw</td>
<td>CP approved</td>
<td>Ltr. 1-5-47</td>
</tr>
<tr>
<td>Wilmington, WMFD-FM</td>
<td>Richard Austin Dumas</td>
<td>96.3</td>
<td>13 kw</td>
<td>CP approved</td>
<td>Ltr. 1-5-47</td>
</tr>
<tr>
<td>Wilson, WGTM-FM</td>
<td>Penn Thomas Watson</td>
<td>106.7</td>
<td>29 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-48)</td>
</tr>
<tr>
<td>Winston-Salem, WAFM-FM</td>
<td>C. C. Hill and George D. Walls d/b/a WAFM Broadcast Co.</td>
<td>93.1</td>
<td>32 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
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<tr>
<td>Winston-Salem, WAFM-FM</td>
<td>Piedmont Publishing Co.</td>
<td>104.1</td>
<td>48 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
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### NORTH DAKOTA

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Frequ. in Meg.</th>
<th>Channel</th>
<th>ERP</th>
<th>Authorization</th>
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</thead>
<tbody>
<tr>
<td>Fargo, KVXN</td>
<td>North West Broadcasting Co.</td>
<td>92.9</td>
<td>3 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-48)</td>
</tr>
<tr>
<td>Fargo, KVXO-FM</td>
<td>KVOX Broadcasting Co.</td>
<td>95.9</td>
<td>8.5 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-48)</td>
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</tbody>
</table>

### OHIO

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>Frequ. in Meg.</th>
<th>Channel</th>
<th>ERP</th>
<th>Authorization</th>
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<tbody>
<tr>
<td>Akron</td>
<td>Allen T. Simmons</td>
<td>96.5</td>
<td>19.5 kw</td>
<td>CP only</td>
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</tr>
<tr>
<td>Akron</td>
<td>Summit Radio Corp.</td>
<td>97.5</td>
<td>20 kw</td>
<td>CP only</td>
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<tr>
<td>Alliance, WAYF</td>
<td>Review Publishing Co.</td>
<td>101.7</td>
<td>1 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Ashland, WATG</td>
<td>Robert M. Bier and Edgar W. Huber d/b/a WATG Co.</td>
<td>103.8</td>
<td>10.5 kw</td>
<td>CP only</td>
<td>(Exp. 9-26-47)</td>
</tr>
<tr>
<td>Ashbula, WICA-FM</td>
<td>WICA Inc.</td>
<td>98 kw</td>
<td>CP only</td>
<td></td>
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</tr>
<tr>
<td>Athens, WAMS</td>
<td>The Messenger Publishing Co.</td>
<td>107.3</td>
<td>16.5 kw</td>
<td>CP only</td>
<td>(Exp. 9-24-47)</td>
</tr>
<tr>
<td>Bellevue, WTRF</td>
<td>Tri-City Broadcasting Co.</td>
<td>108.5</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 9-24-47)</td>
</tr>
<tr>
<td>Canton, WAND-FM</td>
<td>P. C. Wilson</td>
<td>92.5</td>
<td>14 kw</td>
<td>CP only</td>
<td>(Exp. 12-14-47)</td>
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<tr>
<td>Canton, WCWM-FM</td>
<td>Stark Broadcasting Co.</td>
<td>94.9</td>
<td>15 kw</td>
<td>CP only</td>
<td>(Exp. 10-11-47)</td>
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<tr>
<td>Canton, WHBC-FM</td>
<td>The Ohio Broadcasting Co.</td>
<td>94.1</td>
<td>25 kw</td>
<td>CP only</td>
<td>(Exp. 11-7-47)</td>
</tr>
<tr>
<td>Cheviot, WVW</td>
<td>Suburban Broadcasting Inc.</td>
<td>94.1</td>
<td>25 kw</td>
<td>CP only</td>
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<tr>
<td>Cincinnati, WCKY-FM</td>
<td>L. B. Wilson Inc.</td>
<td>105.3</td>
<td>31 kw</td>
<td>CP only</td>
<td>(Exp. 9-3-48)</td>
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<td>Cincinnati, WCTO</td>
<td>The Cincinnati Times-Star Co.</td>
<td>101.9</td>
<td>12.6 kw</td>
<td>CP only</td>
<td>(Exp. 9-18-47)</td>
</tr>
<tr>
<td>Cincinnati, WLWA</td>
<td>Crosley Broadcasting Corp.</td>
<td>100.1</td>
<td>9 kw</td>
<td>CP only</td>
<td>(Exp. 6-14-47)</td>
</tr>
<tr>
<td>Cincinnati, WSLM</td>
<td>Bucksley Broadcasting Co.</td>
<td>102.7</td>
<td>16 kw</td>
<td>CP only</td>
<td>(Exp. 3-30-48)</td>
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<tr>
<td>Cincinnati, WCPO</td>
<td>Scripps-Howard Broadcasting Inc.</td>
<td>105.1</td>
<td>CP only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleveland, WERE</td>
<td>Cleveland Broadcasting Co.</td>
<td>98.5</td>
<td>15.5 kw</td>
<td>CP only</td>
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<tr>
<td>Cleveland, WTM</td>
<td>National Broadcasting Co.</td>
<td>105.7</td>
<td>20 kw</td>
<td>CP only</td>
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</tr>
<tr>
<td>Cleveland, WSSR-FM</td>
<td>Scripps-Howard Radio Broadcasting Co.</td>
<td>102.1</td>
<td>20 kw</td>
<td>CP only</td>
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<tr>
<td>Cleveland Heights, WSS-FM</td>
<td>95.3</td>
<td>1 kw</td>
<td>CP only</td>
<td>(Exp. 9-23-47)</td>
<td></td>
</tr>
<tr>
<td>Columbus, WCOL-FM</td>
<td>Lloyd A. Pitney, Martha P. Pitney, Milton A. Pitney and George H. Pitney d/b/a The Pitney Broadcasting Co.</td>
<td>99.3</td>
<td>33 kw</td>
<td>CP only</td>
<td>(Exp. 9-22-47)</td>
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<tr>
<td>Columbus, WELD</td>
<td>Radio Inc.</td>
<td>97.1</td>
<td>60 kw</td>
<td>CP only</td>
<td>(Exp. 9-23-47)</td>
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<tr>
<td>Columbus, WKEO</td>
<td>Capital Radio Inc.</td>
<td>98.1</td>
<td>CP only</td>
<td></td>
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<tr>
<td>Columbus, WHK</td>
<td>United Broadcasting Co.</td>
<td>99.7</td>
<td>19 kw</td>
<td>CP only</td>
<td>(Exp. 9-23-47)</td>
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<tr>
<td>Columbus, WKVO</td>
<td>Skyway Broadcasting Corp.</td>
<td>94.7</td>
<td>CP only</td>
<td></td>
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<tr>
<td>Columbus, WOEO</td>
<td>Procter &amp; Gamble Co.</td>
<td>94.6</td>
<td>17 kw</td>
<td>CP only</td>
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<tr>
<td>Columbus, Peoples Broadcasting Co.</td>
<td>97.9</td>
<td>CP only</td>
<td></td>
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<tr>
<td>Cohocton, WTSN</td>
<td>Cohocton Broadcasting Co.</td>
<td>CP only</td>
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<td></td>
<td></td>
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<tr>
<td>Dover, WYUS</td>
<td>The Tuscarora Broadcasting Co.</td>
<td>107.1</td>
<td>700 kw</td>
<td>CP only</td>
<td>(Exp. 9-23-47)</td>
</tr>
<tr>
<td>Elyria</td>
<td>Elyria-Lorain Broadcasting Co.</td>
<td>92.1</td>
<td>CP only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Findlay, WFIN</td>
<td>Helen F. Hoover, administratrix Estate of Fred R. Hoover, deceased</td>
<td>100.5</td>
<td>8.2 kw</td>
<td>CP approved</td>
<td>Ltr. 11-4-47</td>
</tr>
<tr>
<td>Fostoria, WFOH</td>
<td>Laurence W. Hart</td>
<td>105.5</td>
<td>450 kw</td>
<td>CP only</td>
<td>(Exp. 10-14-47)</td>
</tr>
<tr>
<td>Fremont, WFTO</td>
<td>Robert F. Wolfe and Margaret Wolfe d/b/a Robert F. Wolfe Co.</td>
<td>99.3</td>
<td>300 kw</td>
<td>CP only</td>
<td>(Exp. 9-14-47)</td>
</tr>
<tr>
<td>Hamilton, WMOH-FM</td>
<td>The Fort Hamilton Broadcasting Co.</td>
<td>103.5</td>
<td>8.7 kw</td>
<td>CP only</td>
<td></td>
</tr>
<tr>
<td>Lakewood, WGL</td>
<td>United Garbage and Service Corp.</td>
<td>106.1</td>
<td>250 kw</td>
<td>CP only</td>
<td>(Exp. 11-7-47)</td>
</tr>
<tr>
<td>Lima, WNXC</td>
<td>Northwestern Ohio Broadcasting Co.</td>
<td>102.1</td>
<td>20 kw</td>
<td>CP only</td>
<td>(Exp. 9-25-47)</td>
</tr>
<tr>
<td>Lima, WLOX</td>
<td>The Fort Industry Corp.</td>
<td>103.3</td>
<td>CP only</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marion, WMBN-FM</td>
<td>The Marion Broadcasting Co.</td>
<td>106.9</td>
<td>2.3 kw</td>
<td>CP only</td>
<td>(Exp. 9-25-47)</td>
</tr>
<tr>
<td>Newark, WCLT</td>
<td>The Advocate Printing Co.</td>
<td>100.8</td>
<td>8.5 kw</td>
<td>CP only</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 260)
Portal of Progress

This is the entrance to the Paul Godley Company. Through this doorway daily passes the Godley staff of engineers — pioneers in their field with more than a century of professional experience among them. Here IMAGINATION guides and INTEGRITY governs. This house is yours. We are at your service.

PAUL GODLEY COMPANY
CONSULTING RADIO ENGINEERS
Broadcasting • Electronics • Communications
Great Notch, N. J.

"At the Notch in the Watchung Mountains"
### Directory of Commercial FM Stations in the United States

(Continued from page 260)

#### OHIO—Continued

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Freq in MHz Channel</th>
<th>ERP</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palisades, WKNJ-FM</td>
<td>John E. Harwood, Bill E. Eby d/b as Champion City Bstg. Co.</td>
<td>105.9</td>
<td>1 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Steubenville, WSTV-FM</td>
<td>Delbert Joseph Parsons, John E. Harwood and Bill E. Eby d/b as Champion City Bstg. Co.</td>
<td>102.5</td>
<td>1 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Tiffin, WMTF</td>
<td>Jay R. David, John E. Harwood and Bill E. Eby d/b as Champion City Bstg. Co.</td>
<td>98.3</td>
<td>1 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Toledo, WEAL</td>
<td>Ohio-Michigan Bstg. Corp.</td>
<td>107.9</td>
<td>20 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Toledo, WSFD-FM</td>
<td>The Fort Industry Corp.</td>
<td>101.5</td>
<td>20 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Toledo, WOFL-FM</td>
<td>Community Bstg. Co.</td>
<td>101.4</td>
<td>20 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>T Worrient (WQDO)</td>
<td>Unity Corp. Inc.</td>
<td>99.5</td>
<td>10 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Warren, WRHM-FM</td>
<td>Nied &amp; Stevens Inc.</td>
<td>107.9</td>
<td>3.2 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Wocaster, WVST-FM</td>
<td>The Wooster Republican Printing Co.</td>
<td>104.5</td>
<td>13 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Worthington, WRDF-FM</td>
<td>Peoples Bstg. Corp.</td>
<td>106.5</td>
<td>10 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Youngstown, WFMJ-FM</td>
<td>The WFMJ Bstg. Co.</td>
<td>105.1</td>
<td>50 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Youngstown, WKRM-FM</td>
<td>The Wooster Republican Printing Co.</td>
<td>98.9</td>
<td>10 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Zanesville, WHZL-FM</td>
<td>Southeastern Ohio Bstg. Sys Inc.</td>
<td>109.7</td>
<td>20 kw CP approved</td>
<td>6-18-47</td>
</tr>
</tbody>
</table>

#### OKLAHOMA

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Freq in MHz Channel</th>
<th>ERP</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ardmore, KVSO-FM</td>
<td>John P. Ralston</td>
<td>93.7</td>
<td>8.2 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Clinton, KSED-FM</td>
<td>Western Oklahoma Bstg. Co.</td>
<td>107.5</td>
<td>6.5 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Durant, KSDF-FM</td>
<td>R. E. Story and Benetti Story</td>
<td>103.3</td>
<td>2.4 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Enid, KCRD-FM</td>
<td>Enid Radiophone Co.</td>
<td>102.7</td>
<td>CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Lawton, KSWO-FM</td>
<td>Oklahoma Quality Bstg. Co.</td>
<td>101.3</td>
<td>9 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Muskogee, KBIX-FM</td>
<td>Oklahoma Public Access Co.</td>
<td>98.5</td>
<td>9.7 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Muskogee, KMUS</td>
<td>Muskogee Bstg. Co.</td>
<td>101.5</td>
<td>6.5 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Oklahoma City, KOYX-FM</td>
<td>Plaza Court Bstg. Co.</td>
<td>94.1</td>
<td>176 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Oklahoma City, KOMA-FM</td>
<td>KOMA Inc.</td>
<td>105.9</td>
<td>190 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Oklahoma City, KSUW</td>
<td>Sooner Bstg. Co.</td>
<td>101.9</td>
<td>33 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Oklahoma City, KOKO-FM</td>
<td>KTOK Inc.</td>
<td>104.3</td>
<td>26 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Oklahoma City, WKY-FM</td>
<td>WKY Radiophone Co.</td>
<td>98.8</td>
<td>190 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Okmulgee, KOX-FM</td>
<td>Donald W. Reynolds</td>
<td>98.5</td>
<td>410 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Shawnee, KGGF-FM</td>
<td>KGGF Bstg. Co.</td>
<td>97.5</td>
<td>7.8 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Stillwater, (KSPI)</td>
<td>Stillwater Pub. Co.</td>
<td>94.5</td>
<td>2.8 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Tulsa, KAKC-FM</td>
<td>Public Radio Corp.</td>
<td>96.5</td>
<td>8.2 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Tulsa, KPMF-FM</td>
<td>Fred Jones and Mary Eddy Jones</td>
<td>98.1</td>
<td>94 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Tulsa, KTUL-FM</td>
<td>Tulsa Bstg. Co.</td>
<td>97.1</td>
<td>170 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Tulsa, West Central Bstg. Co.</td>
<td></td>
<td></td>
<td></td>
<td>6-18-47</td>
</tr>
</tbody>
</table>

#### OREGON

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Freq in MHz Channel</th>
<th>ERP</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany, KWIL-FM</td>
<td>Central Willamette Bstg. Co.</td>
<td>101.7</td>
<td>710 kw CP only</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Ashland, KSHO</td>
<td>Slakjy Bstg. Co.</td>
<td>108.1</td>
<td>270 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Ashland, KWIN-FM</td>
<td>Rogue Valley Bstg. Co.</td>
<td>101.3</td>
<td>270 kw CP approved</td>
<td>6-18-47</td>
</tr>
<tr>
<td>Eugene, KORE-FM</td>
<td>Violent G. Hill Matter and Violet G. Hill Matter, Administrators, Estate of Frank L. Hill, deceased, d/b as Eugene Broadcast Station</td>
<td>104.7</td>
<td>26 kw CP approved</td>
<td>6-18-47</td>
</tr>
</tbody>
</table>

(Continued on page 264)

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**BROADCASTING • Telecasting**

*Page 262 • September 15, 1947*
RADIO TOWERS

Custom Built for Every Purpose

RADIO STATION KEEN
SAN JOSE, CALIFORNIA

Becomes another satisfied Customer.

Quotations made on complete antenna systems with one firm responsible for the entire installation.

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Erection—Lighting—Painting—Ground System—Coaxial Cables

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“Specialists in Radio Construction”

Exclusive National Agent for

TOWER SALES AND ERECTING COMPANY

6100 N. E. Columbia Blvd. Phone TRinity 7303 Portland 11, Oregon
**Directory of Commercial FM Stations in United States**  
(Continued from page 252)

### PENNSYLVANIA—Continued

<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliates</th>
<th>Owner</th>
<th>Frequ. in Mhz, Channel</th>
<th>ERP</th>
<th>Authorization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia, KYW-FM</td>
<td>Wastinghouse Radio Stations Inc.</td>
<td>92.5</td>
<td>20 kw</td>
<td>Licensed (Exp. 6-14-48, CP 49 kw)</td>
</tr>
<tr>
<td>Philadelphia, WCAU-FM</td>
<td>Philadelphia Record Co.</td>
<td>105.9</td>
<td></td>
<td>Licensed (Exp. 9-21-47)</td>
</tr>
<tr>
<td>Philadelphia, WFL-FM</td>
<td>Triangle Publications Inc. (The Philadelphia Inquirer Div.)</td>
<td>102.1</td>
<td>20 kw</td>
<td>Licensed (Exp. 9-14-47, CP 9-10-47)</td>
</tr>
<tr>
<td>Philadelphia, WIBG-FM</td>
<td>Seaboard Radio Bestg. Corp.</td>
<td>94.1</td>
<td>17 kw</td>
<td>Licensed (Exp. 6-14-47, CP 6-14-47)</td>
</tr>
<tr>
<td>Philadelphia, WIP-FM</td>
<td>Pennsylvania Bestg. Co.</td>
<td>98.3</td>
<td>20 kw</td>
<td>Licensed (Exp. 12-24-47, CP 12-24-47)</td>
</tr>
<tr>
<td>Philadelphia, WFEN-FM</td>
<td>Wm. Penn Bestg. Co.</td>
<td>98.1</td>
<td>16 kw</td>
<td>Licensed (Exp. 6-14-47, CP 6-14-47)</td>
</tr>
<tr>
<td>Pittsburgh, KDKA-FM</td>
<td>Wastinghouse Radio Stations Inc.</td>
<td>92.9</td>
<td>9 kw</td>
<td>(Continued from page 252)</td>
</tr>
<tr>
<td>Pittsburgh, KQV-FM</td>
<td>Allegheny Bestg. Corp.</td>
<td>98.1</td>
<td>20 kw</td>
<td>(Exp. 12-23-47)</td>
</tr>
<tr>
<td>Pittsburgh, WCAE-FM</td>
<td>WCAE Inc.</td>
<td>96.1</td>
<td>20 kw</td>
<td>(Exp. 12-23-47)</td>
</tr>
<tr>
<td>Pittsburgh, WJAS-FM</td>
<td>Pittsburgh Radio Supply House</td>
<td>99.7</td>
<td>20 kw</td>
<td>(Exp. 12-16-47)</td>
</tr>
<tr>
<td>Pittsburgh, WKY</td>
<td>West Virginia Radio Corp.</td>
<td>99.7</td>
<td>20 kw</td>
<td>(Exp. 10-16-47)</td>
</tr>
<tr>
<td>Pittsburgh, WMOST</td>
<td>WWSW Inc.</td>
<td>94.5</td>
<td></td>
<td>Licensed (Exp. 6-14-47)</td>
</tr>
<tr>
<td>Pottsville, WPAM-FM</td>
<td>Joseph L. Maguire, Kenneth Maguire, John Maguire, George Allman, John C. Allman, James Koch and James J. Curran d/b as Miners’ Bestg. Service</td>
<td>95.5</td>
<td>5.8 kw</td>
<td>(Exp. 6-25-47)</td>
</tr>
<tr>
<td>Pottsville, (WPPA)</td>
<td>A. V. Tidmore tr/a Pottsville Bestg. Co.</td>
<td>101.9</td>
<td>2.8 kw</td>
<td>CP approved 8-28-47</td>
</tr>
<tr>
<td>Reading, WREU-FM</td>
<td>Hawley Bestg. Co.</td>
<td>92.9</td>
<td>9 kw</td>
<td>CP approved 10-28-47</td>
</tr>
<tr>
<td>Sayre</td>
<td>The Sayre Printing Co.</td>
<td></td>
<td></td>
<td>Cond. grant 9-28-47</td>
</tr>
<tr>
<td>Scranton, WARM-FM</td>
<td>Union Bestg. Co.</td>
<td>105.7</td>
<td>6 kw</td>
<td>CP approved 11-4-48</td>
</tr>
<tr>
<td>Scranton, WGBI-FM</td>
<td>Scranton Bests. Inc.</td>
<td>101.8</td>
<td>7.5 kw</td>
<td>CP approved 6-14-46</td>
</tr>
<tr>
<td>Scranton</td>
<td>Radio Anthracite Inc.</td>
<td>102.4</td>
<td></td>
<td>Cond. grant 10-28-47</td>
</tr>
<tr>
<td>Scranton, (WQAN)</td>
<td>The Scranton Times, co-partnership, Elizabeth R. Lynett and Edward J. Lynett Jr.</td>
<td>92.8</td>
<td>7.2 kw</td>
<td>CP approved 8-14-47</td>
</tr>
<tr>
<td>Scranton</td>
<td>Summit Corp.</td>
<td>98.7</td>
<td>3 kw</td>
<td>CP approved 6-14-47</td>
</tr>
<tr>
<td>Shamokin, (WISL)</td>
<td>Radio Anthracite Inc.</td>
<td>102.6</td>
<td></td>
<td>Cond. grant 12-17-47</td>
</tr>
<tr>
<td>Shamokin</td>
<td>Shroyer Radio Corp.</td>
<td>109.1</td>
<td></td>
<td>Cond. grant 7-10-47</td>
</tr>
<tr>
<td>Stroudsburg, (WHAB)</td>
<td>Harold B. Newman and Anne L. Newman d/b as Pocono Bestg. Co.</td>
<td>102.9</td>
<td>26 kw</td>
<td>CP only (Exp. 9-15-47)</td>
</tr>
<tr>
<td>Sharon, WPIC-FM</td>
<td>Sharon Herald Bestg. Co.</td>
<td>103.9</td>
<td>26 kw</td>
<td>CP only (Exp. 9-15-47)</td>
</tr>
<tr>
<td>Sunbury, WKOK-FM</td>
<td>Sunbury Bestg. Corp.</td>
<td>94.1</td>
<td>4.4 kw</td>
<td>CP only (Exp. 10-14-47)</td>
</tr>
<tr>
<td>Uniontown, (WMRS)</td>
<td>Fayette Bestg. Corp.</td>
<td>105.7</td>
<td>1.5 kw</td>
<td>CP only (Exp. 10-15-47)</td>
</tr>
<tr>
<td>Uniontown, WNIQ</td>
<td>Unieontown Newspapers Inc.</td>
<td>106.7</td>
<td>1.7 kw</td>
<td>CP only (Exp. 12-14-47)</td>
</tr>
<tr>
<td>Wilkes-Barre, WBBR-FM</td>
<td>Louis G. Bates</td>
<td>98.5</td>
<td>2.2 kw</td>
<td>CP only (Exp. 6-14-47)</td>
</tr>
<tr>
<td>Wilkes-Barre, WIZZ</td>
<td>Scranton-Wilkes-Barre-Pittston Bestg. Co.</td>
<td>103.8</td>
<td>2.5 kw</td>
<td>CP only (Exp. 12-24-47)</td>
</tr>
<tr>
<td>Wilkes-Barre, (WILK)</td>
<td>Wyoming Valley Bestg. Corp.</td>
<td>107.3</td>
<td></td>
<td>Cond. grant 4-10-47</td>
</tr>
<tr>
<td>Williamsport, WLYC</td>
<td>Lycoming County Bestg. Co.</td>
<td>108.1</td>
<td></td>
<td>Cond. grant 10-1-47</td>
</tr>
<tr>
<td>Williamsport</td>
<td>WRAK Inc.</td>
<td>100.3</td>
<td>2 kw</td>
<td>CP only (Exp. 12-30-47)</td>
</tr>
<tr>
<td>York, WRIE</td>
<td>White Rose Bestg. Co.</td>
<td>98.5</td>
<td>8 kw</td>
<td>CP only (Exp. 12-14-47)</td>
</tr>
<tr>
<td>York, WSBA-FM</td>
<td>Susquehanna Bestg. Co.</td>
<td>103.8</td>
<td>20 kw</td>
<td>CP only (Exp. 11-5-47)</td>
</tr>
<tr>
<td>York, (WNOW)</td>
<td>The Helm Coal Co.</td>
<td>105.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>City, Call Letters, AM Affiliate</td>
<td>Owner</td>
<td>FM Prog.</td>
<td>FM Channel</td>
<td>ERP</td>
</tr>
<tr>
<td>---------------------------------</td>
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<tr>
<td>Tennessee—Continued</td>
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<tr>
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<td></td>
</tr>
<tr>
<td>City, Call Letters, AM Affiliate</td>
<td>Owner</td>
<td>FM Prog.</td>
<td>FM Channel</td>
<td>ERP</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>-------</td>
<td>----------</td>
<td>------------</td>
<td>-----</td>
</tr>
<tr>
<td>Clifton, (WBAC)</td>
<td>Robert W. Romaniuk</td>
<td>106.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Jackson, WJXK</td>
<td>Jackson Best Co.</td>
<td>104.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Jackson, WTVS-FM</td>
<td>The Sun Pub. Co. Inc.</td>
<td>100.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Johnson City, WJHL-FM</td>
<td>WJHL Inc.</td>
<td>100.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Kingsport, WTKT-FM</td>
<td>WTKT Inc.</td>
<td>98.4</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Knoxville, WIRB-FM</td>
<td>WIRB Inc.</td>
<td>100.3</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Knoxville, WKBV</td>
<td>Knoxville Pub. Co.</td>
<td>99.8</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Knoxville, WOLMP</td>
<td>S. E. Adcock</td>
<td>97.3</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Knoxville, WNOX</td>
<td>Scripps-Howard Radio, Inc.</td>
<td>108.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Memphis, WHHM-FM</td>
<td>Herbert Herft</td>
<td>106.9</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
</tr>
<tr>
<td>Memphis, WMC-FM</td>
<td>Memphis Pub. Co.</td>
<td>99.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Memphis, WMPA</td>
<td>Pansy B. Wilson</td>
<td>104.3</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Memphis, WPLO (WMPB)</td>
<td>WPLO Inc.</td>
<td>97.9</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Memphis, WREC-FM</td>
<td>Hoot B. Wooten</td>
<td>100.7</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Memphis, WSEG</td>
<td>Radio Best Corp.</td>
<td>97.1</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<td>Nashville, WSIX-FM</td>
<td>Jack M. Draughon</td>
<td>97.5</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Nashville, WSM-FM</td>
<td>WSM Inc.</td>
<td>103.8</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Nashville, WXTM</td>
<td>Nashville Radio Corp.</td>
<td>107.5</td>
<td>(Exp. 10-14-47)</td>
<td>Cond. grant</td>
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</tbody>
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<p>| Texas—Continued |
|-----------------|-------|----------|------------|-----|--------------|</p>
<table>
<thead>
<tr>
<th>City, Call Letters, AM Affiliate</th>
<th>Owner</th>
<th>FM Prog.</th>
<th>FM Channel</th>
<th>ERP</th>
<th>Authorization</th>
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<tbody>
<tr>
<td>Abilene, KRRB-FM</td>
<td>The Reporter Best Co.</td>
<td>96.9</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Abilene</td>
<td>Citizens Best Co. Inc.</td>
<td>245.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Amarillo, KFDA-FM</td>
<td>Amarillo Best Corp.</td>
<td>100.3</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Amarillo, KGNC-FM</td>
<td>Plains Radio Best Co.</td>
<td>104.3</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Amarillo, KVAD</td>
<td>Plains Empire Best Co.</td>
<td>98.1</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Austin, KWIL-FM</td>
<td>Frontier Best Co. Inc.</td>
<td>95.5</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Austin, KTBC-FM</td>
<td>Claudia T. Johnson</td>
<td>223.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Austin, (KTBC)</td>
<td>Texas Best Co.</td>
<td>223.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Beaumont, KRRC-FM</td>
<td>KRRC Inc.</td>
<td>95.5</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Beaumont, (KDFM)</td>
<td>Beaumont Best Corp.</td>
<td>223.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Belton, KMBH</td>
<td>Mary Hardin-Baylor College</td>
<td>97.2</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<td>Brownsville, KBRO</td>
<td>Brownsville Herald Pub Co.</td>
<td>107.1</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>College Station, KAMT (WTAW)</td>
<td>A. G. Delo Co.</td>
<td>250.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Dallas, KXIL-FM</td>
<td>Variety Best Co., Inc.</td>
<td>104.5</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Dallas, KLRL-FM</td>
<td>KLRL Radio Corp.</td>
<td>92.5</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Dallas, WRRM</td>
<td>City of Dallas</td>
<td>101.1</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
<td></td>
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<tr>
<td>Dallas, (KKKY)</td>
<td>A. L. Chilton, Leonor H. Chilton and James L. Chipman</td>
<td>295.0</td>
<td>(Exp. 11-25-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Denton, KODT</td>
<td>Harwell V. Shepard</td>
<td>106.1</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
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<tr>
<td>Edinburg, (KURV)</td>
<td>James Cullen Looney</td>
<td>104.9</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Fort Worth, KFTG</td>
<td>Lone Star Best Co., co-partnership, David H. Rankin and J. L. Lakin</td>
<td>105.3</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Fort Worth, (KFJZ)</td>
<td>Tarrant Best Co.</td>
<td>96.3</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Galveston, KLUF-FM</td>
<td>The KLUF Best Co.</td>
<td>98.7</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
</tr>
<tr>
<td>Goose Creek, KREL-FM</td>
<td>Tri-Cities Best Co.</td>
<td>92.1</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Harlingen, KOBH-FM</td>
<td>Harbentco Best Co. Inc.</td>
<td>94.7</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
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<tr>
<td>Harlingen, KYKO</td>
<td>The Valley Pub. Co.</td>
<td>224.0</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
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<tr>
<td>Houston, KCOH-FM</td>
<td>Lee Segall</td>
<td>105.1</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Houston, KOPY (KTHT)</td>
<td>Roy Hufasen and W. N. Hooper</td>
<td>100.9</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
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<tr>
<td>Houston, KPRC-FM</td>
<td>The Houston Post Co.</td>
<td>100.9</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
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</tr>
<tr>
<td>Houston, KTRM-FM</td>
<td>KTRM Best Co.</td>
<td>100.1</td>
<td>(Exp. 12-15-47)</td>
<td>Cond. grant</td>
<td></td>
</tr>
</tbody>
</table>

(Continued on page 266)
East Radio bodies special advertising agencies, and free performance. Meets the demands of schools - Cheyenne, WY.

Elkhart, IN.

Erie, PA.

Evesham, NJ.

Exeter, NH.

Fall River, MA.

Fayetteville, AR.

Ft. Lauderdale, FL.

Ft. Wayne, IN.

Galesburg, IL.

Germantown, MD.

Gary, IN.

Gettysburg, PA.

Grand Forks, ND.

Grantsville, IA.

Green Bay, WI.

Greensboro, NC.

Greensboro, NC.

Greenfield, WI.

Greenville, NC.

Greenville, MS.

Greenville, SC.

Grundy Center, IA.

Hammond, LA.

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Help Wanted

WAIL, Anderson, South Carolina wants two daytime announcers. Top salary. Write O. P. Warnock, Box 601, Anderson, S. C.

Help Wanted (Cont’d)

WAIL, Anderson, South Carolina wants two daytime announcers. Top salary. Write O. P. Warnock, Box 601, Anderson, S. C.

Help Wanted (Cont’d)

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Help Wanted (Cont’d)

WAIL, Anderson, South Carolina wants two daytime announcers. Top salary. Write O. P. Warnock, Box 601, Anderson, S. C.
Situations Wanted (Cont'd)

To NAB
CONGRATULATIONS
on its silver anniversary

From NAOB
WITH THANKS
for its fraternal aid to
our hundreds of graduat-
ates now in broadcasting
stations from Maine
to California—From
Florida to Montana

WE supply trained
students with
trained personnel

WE give broadcasters
re fresher courses

WE prepare beginners
for radio careers
by the work-shop method

THE NATIONAL ACADEMY OF
BROADCASTING, INC.
3358 16th Street, N. W.
Washington 10, D. C.

America's Pioneer Broadcasting
School
CORRESPONDENCE COURSES OFFERED BEGINNERS AND PROFESSIONALS
G1 APPROVED

NATIONAL ACADEMY OF
BROADCASTING, Dept. 111
Washington 10, D. C.

Please send information
[ ] Correspondence [ ] Residence Courses

Name
Address
City State

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Situations Wanted (Cont'd)

AM, FM, and television engineers, including correspondents in all major markets. Excellent references from past employers. Will prefer western and eastern seaboard. Box 469, BROADCASTING.

Chief engineer—Installation experience, AM & FM, 7 years radio, 250 w to 50 kw output. Box 471, BROADCASTING.

AM & FM operators. From Chicago, IL, to New York, NY. Box 79, BROADCASTING.

Chief engineer—Installation experience, AM, FM, and television, over 15 years experience. Excellent references. Box 465, BROADCASTING.

AM & FM operators. For the last five years worked for semi-pro and major networks. Will travel. Box 472, BROADCASTING.

Program director, AM & FM, 3 years experience. Will travel. Box 473, BROADCASTING.

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For Sale

Two GE Model S1 wire recorders—complete accessories—spare spools each $4.50; pair $8.00. Two Collins lighting choices, heavy duty type 2282 each $7.50; pair $15. Two UTC 3X equalizers each $2.50; pair $5.00. Radio Station WHRF, Rock Island, Illinois.

For sale—Eastern seaboard 1000 watt daytime reginal station showing profit. All modernly equipped, full staffed. Make best offer. Box 479, BROADCASTING.

For sale—Proteo 1-C recording head 8 ohms top condition—$20.00. Mod Maxwell Productions, 609 People's Trust Building, Fort Wayne, Indiana.

Be prepared for power failures with our electricity generating units. Rebuilt, guaranteed. Dynabloc and Diesel engine driven. Special offering: 28,000 watts, AC, 3 phase, 10 or 250 volts, 3 phase generator—direct-connected to Hercules gasoline engine complete with panelboard $1295.00. Various other sizes. Write, wire, phone your requirements. Ace Machinery & Equipment Co., 630 Constitution Bt., Baltimore 2, Maryland. Lexington 0534.

For sale—New General Electric two-studio consolette, 4BC1A1, with complete set of tubes. Equipment never used. Also, two shelves expanded copper mesh screen. WJOL, Joliet, Illinois, 4761.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-4, WE tuner. Just removed service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

For sale—New 6-N portable Proteo Recorder complete with equalizer, switch and two lead screws. Full price $700 delivered. (Curtain). Box 469, BROADCASTING.

For sale—Proteo model "L" playback, like new, $235. Two new Shure model 554-A microphones, $35.00 each. Radio Station KOMO, Tulsa, Oklahoma.

For sale—New Proteo recording equipment models K-Y and 6-N. Immediate delivery, from stock. Call Pixley, 201 Beach, Florida.った一台。工事を行ったéné-186.

1000 watt Western Electric Type 2535 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

New mowers 5 kw, 110 volt AC, 60 cycle gasoline engine, tractor type. Battery, first check $50.00. POB, Elberton, Ga., Dave's Music Shop.

Transcription turntable, SignalPATCH No. 237 factory reconditioned, like new, with unused portable cases. Installing new consoles. Cost $400. Price $300 each. KFEL, Albany Hotel, Coos, Oregon.

1-CRO-3A 3-inch cathode ray oscilloscope; 1-YMW-1 volt-ohm-test meter model Grade A; 1-1-3A tube checker for test tubes; 1-Model 20-1-B audio oscillator; 1-Lesser type Bi-latitude headphones; type 502-P; all equipment brand new. In original manufacturers box. Rutland Herald, Rutland, Vermont. 250 watt transmitter. WE 310-B. Adjusted for 250-100 watt operation. Available immediately due to power increase. Includes tubes and many spare parts. WKAI, Miami Beach, Florida.

DALLAS GIVEN SECOND VIDEO GRANT BY FCC

Second television station for Dallas was authorized by FCC last Thursday in a grant to Lacy-Potter Television Broadcasting Co. for a new station using Channel 18 (180-186 mc). The grant provides for operation with 35 kw visual and 18.5 kw aural power, with antenna height 489 feet above average terrain.

The grantee company is owned by Rogers Lacy and Tom Potter, Texas oil men, who plan to locate the station atop a projected 47-story, $12,000,000 hotel building and to provide video reception in each room. [Broadcasting, Aug. 11]. Mr. Potter also is an applicant for AM station at Seminole, Okla., and El Dorado, Kan. Cost of the Dallas station was estimated at $300,000. An earlier television grant for Dallas is held by KRLD Dallas.

Transfer Approved

INeVOLUNTARY assignment of license of WCCL Columbus, Ohio, was granted to FCC last week to transfer ownership of WCOL and WCOL-FM to: Lloyd A. Pixley, 45%.; Martha P. Pixley, 15%., and Grace Pixley, 40%. License partnership is The Pixleys.

Wanted to Buy

Wanted to buy—Experienced broadcaster will buy part or all of CP or going station. Location unimportant, but quick action forthcoming if potential is there. Box 465, BROADCASTING.

Miscellaneous

Antenna resistance measurements, coverage maps, installation. Professional qualified engineers. Box 458, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleiman, 25-31 T 50th Road, Astoria, L. I., N. Y.

Need jokes? Quiz questions? Silly song titles, etc? Investigate 15 page "Material Storehouse". Issue 1-$1.00. Box 498, BROADCASTING.

WANTED

Would anyone swap on suitable terms a field intensity meter for immediate use in return of a new Federal meter promised for delivery in January. Box 499, BROADCASTING.

WHAB expects to Begin Operations After Sept. 20

WHAB Stroudsburg, Pa., "The Voice of the Poconos," is planning to go on the air soon after Sept. 20, operating with 250 w on 840 kc. Owned and operated by Harold B. and Anne L. Newman, and staffed mainly by ex-GI's, the station will be serving northeastern Pennsylvania and nearby New Jersey. Joe Webster, ex-Marine and formerly of WPAM Pottsville, Pa., is program director. Announcers include Sydney Jaffe and Jack Anderson, both Army veterans. Chief engineer is George A. Reinhardt, graduate of Naval Air Technical Training School. His assistants are Jesse Weiss and Ernie Transue.

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ARE YOU MOVING?

We'd like to move with you. Please tell us three weeks in advance your new address. You'll not miss an issue of . . . .

BROADCASTING

September 15, 1947 • Page 269
**Findings of Transmitter Building Survey**

**Western Electric's Study Shows Best Procedures**

RESULTS of an exhaustive nationwide survey by the Western Electric Co. on the location, design, cost and construction of practical and efficient broadcast transmitter buildings are presented in the September issue of Western Electric Oscillator.

The survey is summarized in five sections, first of which presents a step-by-step discussion of site selection, layout of the building and construction methods under the heading, "Building the Home for Your Broadcast Transmitter."

General conclusions reached as a result of the survey are discussed in a section headed, "A Survey Study of 610 Broadcast Transmitter Buildings." This section reviews and analyzes the replies to a questionnaire which Western Electric sent to broadcasters.

There is a section on "Transmitter Buildings With A Future," presenting original designs for modern transmitter buildings prepared by Deigert and Verkes, communications architects of Washington, D.C.; another section headed "Six Outstanding Buildings of Today," which includes floor plans and interior and exterior photographs of six transmitter buildings of exceptional quality now in use, and a section headed, "The Face of the American Transmitter Building," showing the exteriors of 24 attractive buildings of varied style, location and size.

Also included is a listing of "do's" and "don'ts" to aid broadcasters in planning and constructing transmitter buildings.

In the section summarizing replies received from 610 broadcast-ers to Western Electric's questionnaire it is pointed out that "It is possible for the first time to generalize about the character of the transmitter building which has developed after two and a half decades of broadcasting in America."

Among the general conclusions are these, the article says:

- The American transmitter building is most often a single-story structure of brick or concrete, in a style which its owners regard as "modern."

It was built almost entirely because of interest in the commercial possibilities of Continental. Stromberg-Carlson, its first advertiser, is backing up its sponsored FM show with an elaborate tie-in and associated promotion campaign among Stromberg dealers and distributors in conjunction with its Treasured Music program over Continental.

Continental is successful because its operation has hit the bull's eye of an intense industry interest now focused on FM. Continental's operation has established that FM networking is both practical and economical, verifying the predictions made by Dr. Edwin H. Armstrong several years ago. Continental has proven that within regional areas the rebroadcasting of programs by and between FM stations themselves is entirely satisfactory, low in cost, higher in fidelity than by the use of available land lines and essentially foolproof when properly engineered.

In closing this article on Continental, I would like to express my appreciation and thanks to all interested parties who have made Continental a success and its expansion so rapid and widespread. It has been the work not of a single man nor of a small group of men, but has been accomplished by the fine enthusiasm and interest of all member stations, the press, and a devoted and sincerely interested listener audience.

**Continental**

*(Continued from page 64)*

- WIBX-FM, Utica, N. Y. (from WBCA or WSYR-FM)
- WGDR, Paxton, Mass. (from WDRC-FM)**
- WMNE, Mt. Washington, N. H. (from WGTR)
- WXBS, Cambridge, Mass. (from WGBR)
- WJIO, New London, Conn. (from WGTR)
- WIZZ, Winters-Barre, Pa. (from Alpines)
- WSCC, Schenectady (from Alpines)
- WBIB, New Haven, Conn. (from Alpines)
- WDRC-FM** Hartford, Conn. (from Alpines)


* From either W2XNN or W2XXA
** Hartford acts as a relay station from Alpine to Paxton, through WDRC-FM.

**Sponsor Promotion**

Many FM broadcasters and radio advertisers have shown a consid-

erable interest in the commercial possibilities of Continental. Stromberg-Carlson, its first advertiser, is backing up its sponsored FM show with an elaborate tie-in and associated promotion campaign among Stromberg dealers and distributors in conjunction with its Treasured Music program over Continental.

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**THREE LEADERS in first sponsored FM network series discussed plans on eve of opening broadcast Sept. 12. Twenty-six FM stations in the East carried the program. L to r: George Dricoll, WHFM Rochester; Stanley H. Manson, advertising and public relations manager, Stromberg-Carlson Co., the sponsor; Everett Dillard, originator of Continental network and operator of WASH Washington and KOZY Kansas City.**

---

**DO'S**
- Check local zoning restrictions.
- Consult C. A. A. on tower height.
- Allow room for expansion, if this is contemplated.
- Check building plans with fire insurance consultant to get low rates.
- Check rainfall, snowfall, wind conditions, temperature range, etc. at site.
- Secure complete installation information from transmitter manufacturer.
- Have doors wide enough for moving in equipment.
- Plan location of all interunit wiring before construction begins.
- Provide enough workshop and storage space.
- Provide sleeping facilities, if only for emergency use.
- Arrange to keep temperature in operating areas at comfortable level for personnel.
- Provide dirt-free air for transmitter and operating areas.
- Isolate transmitter heat from building cooling system.
- Provide kitchenette facilities, particularly if food is not available nearby.
- Place convenient outlets near all equipment.
- Provide rack space for all the audio and test equipment you will need.
- Ground any large conducting parts of building frame.
- Make your building an attractive, efficient home for your transmitter—and a building in which employees will enjoy working.

**DON'TS**
- Select a site until you have checked costs of roadways, building services and utilities.
- Plan other rooms until you have laid out transmitter room and control room.
- Place washroom at too great a distance from control desk.
- Buy land for AM site without considering need for directional array in the future.
- Use building power circuit which is subject to heavy, irregular loading by other tenants.
- Put high-voltage units or wiring where they will endanger personnel.
- Place "interlocked" areas so they block normal access to other rooms or equipment.
- Put audio, power lines in same raceway without shielding.
- Allow small metal parts in building to become hot from induced r-f energy.
- Put up a transmitter building in your community which misrepresents you and the character of your business.
tween 1935 and the present, with certain classes—in particular the FM stations—built heavily in 1946 and 1947.

The use of combined studio-transmitter installations is concentrated strongly in the 250-w stations, of which about half are of this type.

Waste transmitter heat is used to heat building areas in a substantial majority of the buildings covered in the survey. "A number of the technical features and building services that stand out as winning more or less general acceptance," the article asserts, "are: air conditioning for the building; high-capacity exhaust fans to move hot air out of the transmitter room; electrostatic precipitators for cleaning the air; emergency power sources, emergency studios."

Among technical and architectural features declared to have definitely proved themselves in use are: a water screen on the roof to provide insulation; an enclosed entry to keep dirt from getting in the transmitter room when persons enter the building; glazed tile to make a removable control room wall; easy expansion, bonding and grounding of metal lath to make an r-f screen around the building.

The fact that proper housing of a radio transmitter is a subject of "vital importance" to the industry is emphasized in the foreword to the Western Electric Oscillator treatise on the survey, which says in part: "We discovered quite early in our investigations that there is a close correlation between good stations, good station operations and good transmitter buildings. We discovered, too, that those outstanding managers and owners who do most to live up to the responsibility inherent in a station grant are those who also build well when they come to make a home for their transmitters."

"A good building brings dividends in so many ways. It is an added incentive to the operating personnel who work and live in it. It is an expression of the belief in the present and future of the industry, and it says to the public that this profession of ours, radio broadcasting, is solid and of value to the community and the nation."
**DELEGATES PICTURED CANDIDLY**

**BROADCASTING’s Booth and Newsroom Set Up**

In Atlantic City’s Convention Hall—

CANDID photos of convention delegates are on display at the BROADCASTING Magazine booth (Nos. 19-21) at the NAB Convention in Atlantic City. The booth is located at the left of the equipment exhibit near the main reception lounge adjoining the auditorium in Convention Hall.

BROADCASTING also has set up a separate newsroom in Convention Hall—Committee Room No. 5. Phone numbers are 5-0184, 5-1189 and 5-1145.

The 20-foot booth presents photos of a group of 48 important timebuyers, all of them BROADCASTING readers. They control 67% of the dollar position of national and spot network time placements. Inside the booth are display pieces graphically illustrating the story of BROADCASTING’s domination as an advertising medium.

Ample lounge facilities are available for visitors. BROADCASTING personnel will answer questions. Work of the Readers Service Dept. is depicted. Carry-all envelopes for the convenience of delegates are available at the booth. A telephone has been installed in the booth—5-0813.

**News Sign**

At the left of the main reception lobby is the BROADCASTING Trans-Lux electric news sign. News of the convention is flashed on the big sign every hour on the hour and 15-minute intervals.

**Representing BROADCASTING at the convention are:** From the Washington office, Sol Taishoff, editor and publisher; Art King, managing editor; J. Frank Beatty and Rufus Crater, associate editors; Robert L. Stroh, business manager; Murray J. Parry, advertising editor; Bernard Platt, director of circulation and reader’s service; Winfield R. Levi, promotion manager; Irving C. Miller, auditing department.

**Atlantic City Is Also Scene Of Lengthy ITC Discussions**

TOWER OF BABEL at Atlantic City since May 15 has been dedicated to insuring the airwaves of the world against confusion. But the resemblance of the International Telecommunications Conference ends with its collection of languages—there are 76 nations represented—for the meetings have produced more tangible results than any other such convocation since Cairo.

Although it was hoped that the Cairo Telecommunications Convention would be completely revised this summer it has become necessary for the Conference to re- cast its plans calling for another conference, possibly within a year. This has been due to the need for much work on procedural, voting and membership problems.

In addition, echoes of political differences between the participating nations—a reflection of the dissension at Lake Placid where the United Nations are meeting—brought up unexpected controversies.

There are 514 delegates representing 76 countries in Atlantic City. The U. S. has the largest group—about 100—led by FCC Chairman Charles R. Denny. The State Department’s interests are overseen by Assistant Secretary of State for Transportation and Communications, Garrison Norton. The new FM radio is the focus of much of the British with about 50 experts.

In addition there is a 254-man secretariat and about 45 official observers from 15 international organizations and two nations which are not attending the conference as official guests have their own observers—Afghanistan and Costa Rica.

The Conference was broken down into three major meetings—Radio Administrative, opened May 16; Plenipotentiary, opened July 2, and High Frequency opened August 16—each of which should have finished before the next began. But the usual difficulties in the way of international agreement made it necessary to continue all three conferences concurrently.

Several concrete things have been accomplished, however. The International Frequency Registration Board has been established with 11 members. It will be with this board that member nations of the International Telecommunications Union will register their international frequencies. This board will be essential in preventing world radio communications from becoming a real controversy. Herman Brandschwill also be there.

Stationed at the booth are Julia King, BROADCASTING staff photographer, who is taking candid photos of delegates; Maurice Long, business manager; S. J. Paul, advertising editor; Bernard Platt, director of circulation and reader’s service; Winfield R. Levi, promotion manager; Irving C. Miller, auditing department.

**Seek New Talent**

GIVING new and promising young talent an opportunity to display acting ability, Whitehall Pharmaceutical Co. (Anacin, Kolyxns toothpaste) division of American Home Products Corp., New York, Sept. 12 has been a success. The star talent was selected from 35 applications.

**FM Network Plans To Start on Nov. 1**

Wisconsin-Minnesota Arrowhead Group Formed by Bridges

FORMATION of an FM network in Wisconsin and Minnesota has been announced by its general manager, W. G. Bridges, who pioneered the Arrowhead AM network (WECB Duluth, WMFG Hibbing, Minn., WHLB Virginia, Minn., WEAU Eau Claire, Wis., and WJMC Rice Lake, Wis.).

Schedules to begin operations Nov. 1, the Arrowhead FM network will have as its key outlet 65-kw WDUL Duluth, on the air since March 1940. Also included in the original basic group of three stations will be WMCQ and WEAF-FM. Plans are under way, Mr. Bridges said, to expand the network next summer to include a station on Rib Mountain in Wausau, Wis., and possibly another station in Wisconsin's capital, Madison.

Minimum schedule of six hours daily is planned for the initial stage of network's operation. Programs will emphasize music, news and outstanding special events. Earl Henton, Duluth, is program director.

H. E. Westmoreland is sales manager of the new FM network; C. B. Persons is technical director; Fred Forgette, promotion manager; N. P. Gill, chief engineer; M. H. Josephson, news editor.

**Fire Fighters**

CBS last week discovered it had a fire of fire fighters among its executives when J. Kelly Smith, CBS director of station relations, and Jack Van Volkenberg, general sales manager of Radio Sales, received $3 checks from the Michigan State Dept. of Conservation. The checks were in payment for five hours of forest fighting they put in while vacationing near Ishpeming, Mich., last month.

**INTEREST IN FM, VIDEO GROWING IN AUSTRALIA**

"TESTS by the Postmaster-General's Dept. have shown that frequency modulation in Australia is technically possible," says the Brisbane (Australia) Telegraph. Whether FM would be a commercial proposition, however, the paper continues, depends on the Parliamentary Standing Committee on Broadcasting.

"Television," adds the Telegraph, "also is regarded as a technical possibility capable of introduction within two years." FM experiments have been successful from the giant P.M.G. tower in Melbourne, according to the story. "It is estimated that with approved power the tower could be introduced with imported equipment in 12 to 18 months. The dollar position no doubt would restrict imports, however. Even if most of the equipment were manufactured in Australia, the screens for picking up the images still would have to be imported in the initial stages."
Adresses the conference at the formal opening, while fellow-speakers Charles R. Denny (l) and Gerald Gross take their places behind him on the rostrum.

Pre-session meeting was called by (l to r) William Smith, Vatican City; G. C. W. Browne, E. W. T. Gill, and T. A. Stone, all of the Canadian delegation, of which Mr. Stone is chairman.

CROSS-SECTION of the 77 nations represented includes (l to r): Anis El Bardai, Egypt; G. Emmerick, Netherlands; Raul Fontaina, Uruguay; Salvio Joaquin Maria Penas, Argentina; Robert V. Howley, Tropical Radio & Telegraph Co.

Here are the portable booths used by simultaneous interpreters at the conference. System allows the speaker to use English, French, Russian or Spanish, and with less than a three-minute lag, the address is translated to listeners wearing small three-tube radios and headphones. Booths shown are the French and English ones. They can be moved from room to room quickly and easily.

Distances are eliminated as (l to r) Eric C. Smith, chairman of the Union of South Africa delegation; Arthur Heribert Omermark and Erik Halvar Nordenmark of Sweden rub elbows.

It's for free, explains Leslie W. Hayes (l) of United Kingdom delegation, as he shows telegraph facilities to Mukkavalli Lingappa Sastry, representative of Indian delegation.

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Look at the Notches ON OUR GUN!

- NETWORK RADIO — Half-hour programs on over 100 CBS stations for more than three years.
- MOTION PICTURES — A long string of first class westerns supporting Gene Autry, John Mack Brown, in addition to numerous musical shorts.
- PERSONALS — California's State Fair... Members of Camel Caravan Tours of U. S. Army Camps... Stars of Pasadena's Annual Sports Jamboree.
- HONORARY TEXAS RANGERS — Commissions from the Governor of Texas in a special coast-to-coast broadcast.
- VARIETY REVIEWS — "America's foremost singers of western songs"... "Class 'A' production"... "Swell showmanship".
- STAGE APPEARANCES — Stars of the KMBC Brush Creek Follies... Headliners at Kansas City's Tower Theatre.
- BACK IN HOLLYWOOD — Just completed, "The Last Roundup" starring Gene Autry, for Columbia... Half-hour Sunday radio show on KFWB.
- TRANSCRIPTIONS — Used by radio stations in three countries to provide enjoyment for millions and boost sales for sponsors.

The impressive success of "The Texas Rangers" can be yours by means of their electrical transcriptions. Over 500 songs are available to provide an almost endless combination of programs. The cost is based on the size of your market. Along with sponsorship of "The Texas Rangers" you have the added ammunition of a 48-page song book and picture album—an ideal give-away or self-liquidating offer. Hire "The Texas Rangers" to notch up Hooperatings and sponsors' sales... they have a proved record of success. Write — better yet, wire — for complete details.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

GEORGE E. HALLEY, MANAGER, SYNDICATED FEATURES
Pickwick Hotel, Kansas City 6, Missouri
HIGHEST AUDIENCE EXPECTANCY

of any Oklahoma City station

Exceedingly rare are the major U.S. markets in which spotting the most value for your radio dollar is as easy as in Oklahoma City.

Exceedingly rare are the stations which attract a top share of audience 96.6% of the time as does WKY. Nearly three-fourths of the time, in fact, WKY has a greater share of audience in 30 counties around Oklahoma City than all three other local network outlets combined. These facts are from a diary study conducted by Audience Surveys, Inc.

There is little "maybe" or guesswork, therefore, about WKY's aptitude for attracting listeners, or about what to expect in the way of an audience and sales in the Oklahoma City area when your programs or announcements are on WKY.