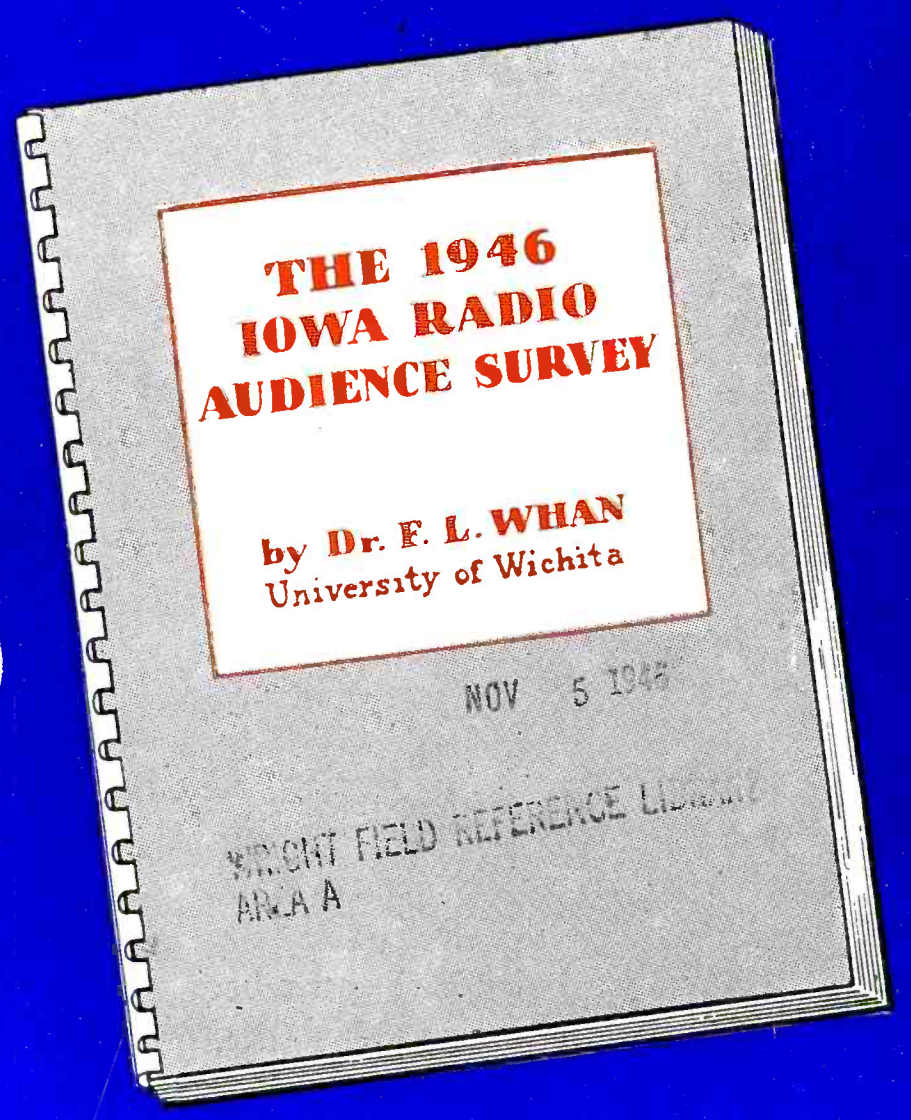
NOVEMBER 4, 1946 PRICE 15 CENTS

BROADCASTING

The Weekly Magazine of Radio

TELECASTING

Write now for your new 1946 IOWA RADIO AUDIENCE SURVEY



The presses are rolling *now* on the 1946 edition of *radio's most valuable audience survey* — Dr. Forest L. Whan's annual study of listening habits in Iowa.

Write for your copy today. It gives the complete story of Iowans' station preferences, program preferences, listener-reaction to commercial announcements, and many other *important* facts. It is a MUST for everybody interested in advertising in Iowa.

READ FURTHER DETAILS ON PAGE 21 —THEN WRITE!

WHO

for Iowa PLUS

Des Moines . . . 50,000 Watts

B. J. Palmer, President

J. O. Maland, Manager

Free & Peters, Inc., National Representatives

THE PROGRAM PROBLEM: FIRST "BROADCASTING TRENDS' SURVEY—Page 16

WLS programs for people

Dinner Bell rings — and the rural Midwest listens to its own program!

In farm family homes all across the grain-growing prairies, there are two dinner bells: the one they use in harvest or plowing time to call the men from the fields, and the one they tune in at 12 o'clock noon each day from their radio station—WLS-Dinner Bell, America's pioneer farm service program.

Mother's special interest is apt to be the blushing young newlyweds (192 pairs visited Dinner Bell last year) who ring the opening bell at the WLS studio—or perhaps Dr. Holland's brief words of inspiration at program end. Dad and the boys listen for down-to-earth farm experts, introduced by the neighbor-across-the-road voice of Art Page. The whole family is alert for the frequent remote broadcasts direct from Midwest farm events—4-H, Future Farmer, Fire Prevention meetings, Soil Conservation groups.

We know they listen because they write to us—a sizeable share of our million letters a year are inquiries, thank-yous and comments directed to Dinner Bell. We know they listen because they visit our shows at State Fairs and other events—they come to our studio noon after noon to meet their "personal friends" of Dinner Bell Time.

Like Morning Devotions or School Time, like Quizdown or Farm News and Service or Feature Foods or the news, Dinner Bell is planned for *people* — given *family* appeal for the Midwest folks who have become neighbors of ours through more than two decades. We give them what they want and need—genuine friendliness, sincere service, family-style entertainment. WLS *Programs* For *People*.

A Clear Channel Station

WLS CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER *President*
GLENN SNYDER *Manager*

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas

A DATE *for* DINNER

NOV 5 1948

WRIGHT FIELD REFERENCE LIBRARY
ARLA A

Dinner for two in a smart hotel—or the family's night out at the neighborhood cafe —both help to swell total restaurant sales in this area. . . . During the last prewar year, people in the Nashville market area spent more than 11 million dollars in eating places alone. . . . This is just an indication of the buying market that you can count on for year in, year out sales. . . . Expand your sales in this territory by selling 190,000 radio families first. . . . They have the most money to spend—and a large part of them listen to the many popular shows broadcast over WSIX.

AMERICAN • MUTUAL

5,000 WATTS

980 KILOCYCLES

National Representative:

THE KATZ AGENCY, INC.

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

WSIX gives you all three: Market, Coverage, Economy

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHEN NAB President Justin Miller lunches with FCC acting Chairman Denny today (Monday) under "new era" plan evolved at NAB convention, main topic is expected to be modification of proposed transcription rule on identification of records. Judge Miller expected to have in tow T. A. M. Craven and Clair McCollough, as board member observers.

CONVINCED that BMB can be salvaged if certain procedural alterations are made, NAB board at its post-NAB Convention session pondered desirability of breathing spell during which reins could be tightened. Feeling was that 1946 information should suffice for next couple of years anyway and that such changes as may be justified could be incorporated in study to be undertaken perhaps in 1949.

REMOVAL of price controls from radios last week was hardly necessary, if OPA quick inventories mean anything. Dealers generally found themselves overstocked in small table models, notably AM. Market ahead is largely for FM, with television demand in those areas now providing video service.

AMBITIOUS proposal for setting up of regular awards for radio following Hollywood "Oscar" scheme now practically one dead duck. Both old NAB board and new one which took office in Chicago after convention ignored it.

THOUGH NAB has doubled headquarters staff in year further expansion is in works to meet demands for service. Besides creation of Program Dept. and appointment of public relations director, headquarters office drafting plan for new Television Dept., to follow lines of FM Dept. by serving new medium without promoting it separately. Engineering Dept. likely to be enlarged.

WHEN NAB board meets in early January in San Francisco one of main orders of business will be proposed increase in annual dues approximately 20%. Income from dues aggregated nearly $700,000 in fiscal year which ended Aug. 1, 1946.

NAB MEMBERSHIP in Inter-American Radio Congress, formed in Mexico City month ago, was approved "in principle" at post-NAB Convention board meeting Oct. 25 but with payment of dues and initiation fee to hold over until next board meeting scheduled in January at which 1947 budget of association will be considered. Both Campbell Arnoux, WTAR Norfolk, and Hugh A. L. Halff, WOAI San Antonio, observers at Mexico City sessions, recommended membership [CLOSED CIRCUIT, Oct. 21].

SECOND Chicago-originated program *Vaudeville Hotel*, auditioned Tuesday by ABC executives, may be sponsored by first of year by nationally-known Chicago radio manufacturer. Packaged by MKN Radio Productions, program is on "must" list by ABC Central Division as part of policy to encourage Chicago originations.

Upcoming

Nov. 4-6: Ninth Annual Western States Convention, Pacific AAAA, Biltmore Hotel, Santa Barbara, Calif.

Nov. 9-11: Steering Committee and subcommittees, new FM promotion group, to meet in Washington on organization.

Nov. 18: 1946 Eastern Annual Conference, AAAA, Waldorf-Astoria Hotel, New York.

Other Upcoming Page 92.

Bulletins

RADIO CORRESPONDENTS Assn.'s 1947 annual dinner for President announced Friday for Feb. 1, Washington, with Charter Heslep, MBS Washington director, arrangements chairman.

WGN Chicago granted CP Friday for commercial television station to operate on Channel 9 (186-192 mc). Station will have 18.4 kw visual, 11.4 kw aural power with 496-foot antenna.

WARTIME Order 102 relaxing requirements for operators of aeronautical and aeronautical fixed stations would be cancelled under FCC proposal (Order 102-A) announced Friday. Written objections to be accepted through Nov. 15; oral argument if necessary.

Business Briefly

BEER FIRM ADDS ● National Brewing Co., Baltimore (National Premium Beer), added to schedule: *Boston Blackie*, WFBR Baltimore thrice-weekly; Art Brown, organist, WOL Washington five-weekly; *Bill Brundige and National Moondial*, WOL five-weekly; *National Moondial*, WJEJ Hagerstown, Md., five-weekly. Contracts for 52 weeks. Agency: Owen & Chappell, N. Y.

EVANS SHIFTS AGENCY ● David G. Evans Coffee Co. (Old Judge), St. Louis, transferred account from Ruthrauff & Ryan, Chicago, to Glen R. Stocker & Assoc., St. Louis. R&R, which placed account in 25 markets, and advertiser decided on change when it was found product was overlapping another R&R competitive account, Safeway Stores (Edwards coffee).

RENEWS AFTER HIATUS ● American Home Products, N. Y., which dropped sponsorship on Oct. 4 of *Real Stories From Real Life*, 9:15 p.m., five times weekly on MBS, signed new 52-week contract for same show starting Jan. 1. Dancer-Fitzgerald-Sample, N. Y., agency.

AUTO GROUP PLANS

AUTOMOBILE dealer associations of six New England states planning series of weekly 15-minute broadcasts on Yankee Network to give factual information on manufacturing and distributing problems of automobile industry. First program tentatively Nov. 15.

26 AMs Granted in Record FCC Output

NEW ALL-TIME AM grant record established when FCC Friday announced 26 new standard stations, including 13 locals on 250 w, 2 unlimited 1 kw, 5 daytime only 1 kw, 5 daytime 250 w and 1 daytime 5 kw.

KHWA San Mateo, Calif., Amphlett Printing Co., granted modification of CP, which authorized new 250-w station on 1550 kc, increasing power to 1 kw, using directional nights. Grants follow:

Brewton, Ala.—Wm. E. Brooks, 1240 kc 250 w unlimited, cond.

Russellville, Ark.—Clyde R. Horne, Jerrell A. Shepherd d/b The Valley Bcstrs., 1490 kc 250 w unlimited, cond.

Redding, Calif.—Wonderland Bcstg. Co., 1340 kc 250 w unlimited, cond.

Yreka, Calif.—Siskiyou County Bcstg. Co., 1340 kc 250 w unlimited, cond.

Craig, Colo.—Newell S. Cahoon, tr as Craig Bcstg. Co., 1230 kc 250 w unlimited, cond.

New Haven, Conn.—New Haven Bcstg. Co., 1260 kc 1 kw day, cond.

Jacksonville Beach, Fla.—Jacksonville Beach Bcstg. Co., 1010 kc 250 w day, cond.

Canton, Ill.—Fulton County Bcstg. Co., 1560 kc 250 w day, cond.

Crowley, La.—Max Thomas d/b Acadia Bcstg. Co., 1450 kc 250 w unlimited, cond.

Natchitoches, La.—Natchitoches Bcstg. Co., 1450 kc 250 w unlimited, cond.

Flint, Mich.—Booth Radio Stations Inc. (WJLB Detroit), granted petition severing from consolidated hearing, granted 1330 kc 1 kw unlimited, DA.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC), 550 kc 5 kw day, transm. to be located Concordia, Kan., subj. studio being located according to FCC Rules & Regs. (See separate story page 93).

Lackawanna, N. Y.—Leon Syszatycki d/b Greater Erie Bcstg. Co., 1120 kc 1 kw day, cond.

Liberty, N. Y.—Bernard K. Johnpoll, 1240 kc 250 w unlimited, cond.

Corvallis, Ore.—Pacific States Radio Co., 1340 kc 250 w unlimited, cond.

Nanticoke, Pa.—Radio Anthracite Inc., 730 kc 1 kw day, cond.

Upper Darby, Pa.—Suburban Bcstg. Corp., 1170 kc 1 kw day, cond.

Brenham, Tex.—Tom S. Whitehead, newspaper publisher, 1280 kc 1 kw day, cond.

Cleburne, Tex.—Marti Inc., 1120 kc 250 w day, George W. Marti (64%), pres., formerly with KTAT KFJZ.

Del Rio, Tex.—Del Rio Bcstg. Co., 1230 kc 250 w unlimited, cond., principals: Joe H. Torbett, Washington manager, Press Assn.; Thomas O. Mathews, former Army major; Richard J. Higgins, county atty., Angleton, Tex.; James A. Clements, managing partner, Bay City Bcstg. Co. (1/6 int.), formerly with KPAC Port Arthur, each 25%.

Edinburg, Tex.—James Cullen Looney, 710 kc 250 w day, cond.

Lamesa, Tex.—Riley Orlan Parker, 690 kc 250 w day, cond.

Monahans, Tex.—Monahans Bcstrs., a corp., 1340 kc, 250 w unlimited; principals: Charles W. Stuckey (50%), president, former announcer KPAC; Barney Hubbs, (20%), publisher-businessman; Jack Hawkins (20%), formerly with KAVE, owns half int.; is general manager, KIUN Pecos, Tex., owns 10% KRIG Odessa, Tex., 40% Big Bend Bcstrs., Alpine, Tex.; Harry Boehnemann (10%), former chief engineer KAVE, owns $1.000 in Big Bend Bcstrs.

Sulphur Springs, Tex.—Howard S. Smith et al d/b Hopkins County Bcstg Co., 1230 kc 250 w unlimited, cond.

Uvalde, Tex.—Edward J. Harpole et al d/b Uvalde Bcstrs., 1490 kc 250 w unlimited; principals: Edward J. Harpole, Uvalde Gen. Supply Co. salesman; Wm. T. Kamp, manager, KVOP Plainview, Tex.; W. J. Harpole, principal owner KVOP.

Neenah, Wis.—Neenah-Menasha Bcstg. Co., 1280 kc 1 kw day.

900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★ 900 ON YOUR DIAL ★

Fulton Lewis, jr.

...available now* in Detroit

Cover the big Detroit market with station CKLW and Fulton Lewis, jr., who happens to be available* for sponsorship in this important area.

On 213 stations throughout the United States, local *and* national advertisers find the Fulton Lewis, jr. audience well worth reaching. His program is the NUMBER ONE COOPERATIVE on the air today.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

*

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
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Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

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David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

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James Montagnes, *Manager.*

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

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15¢ PER COPY

. . . in 1944

. . . again in 1945

. . . and again in 1946

WFIL

wins

ABC award

"For Outstanding Audience Promotion"

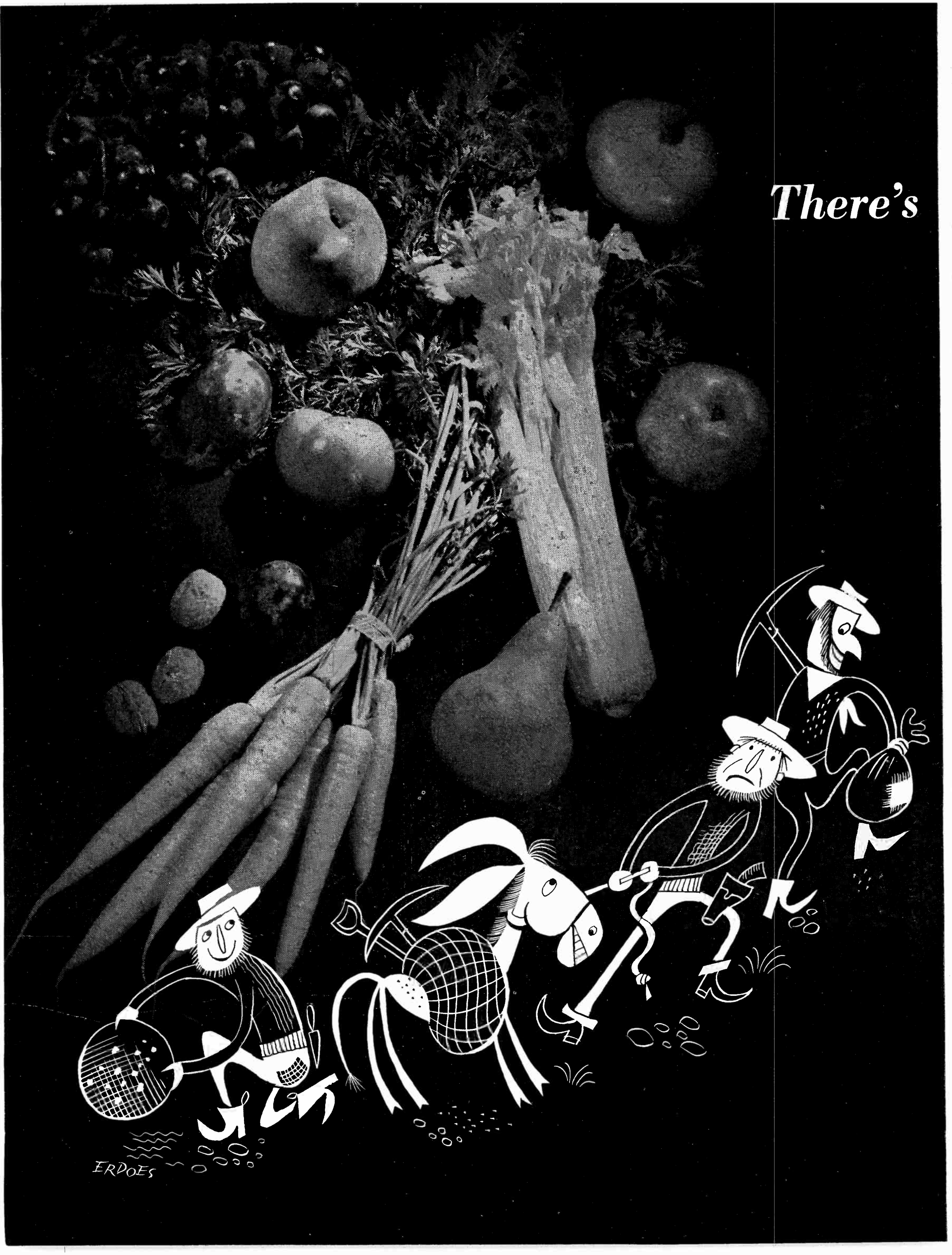
Three out of three is the WFIL score for this annual ABC award. For the THIRD successive year, the American Broadcasting Company's poll of advertising agency account executives has placed the accolade on WFIL *"For Outstanding Audience Promotion on American Broadcasting Company Programs."*

To the advertising agencies and ABC, our sincere thanks for this recognition of our planned program of promotion—one of the reasons for WFIL's potent appeal to advertisers.

Nationally Represented by
The Katz Agency

AN ABC AFFILIATE **WFIL** 560 *First* ON YOUR DIAL

The Philadelphia Inquirer Station


There's
ERDOES

still gold in Northern California

Not since the gold rush in 1849 has there been such world-wide interest in Northern California as today. During the war the entire state grew tremendously, and what's important . . . the upward trend continues. On the basis of the latest population estimates, California is now the second largest state in the Union.

For nearly 100 years the earth of Northern California has yielded vast quantities of gold ore. Today, mining continues to be an important activity, but the *richest* gold being taken from the earth is in the form of agricultural products. The vast output of fruits, field crops, truck crops, poultry and livestock has made California the leading state in cash farm income. *Of the nation's 10 wealthiest farm counties, five are in the KPO primary listening area.*

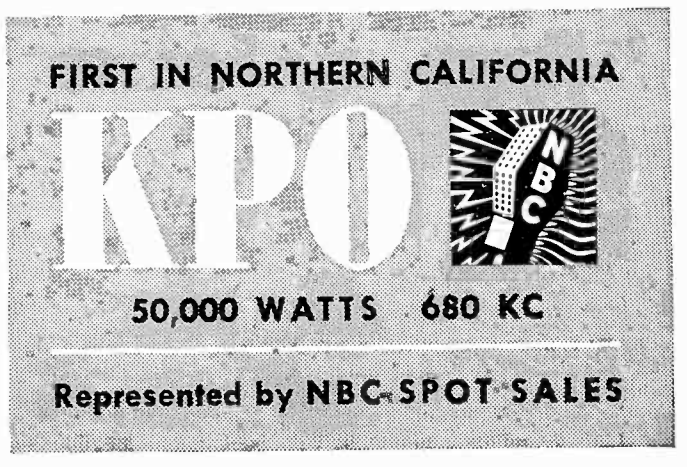
Because of the important role of agriculture in the economy of Northern California, KPO has always put service to the farmer high on its list of program activities. In 1943 KPO originated

THE FARMER'S DIGEST

. . . a program specifically designed to serve the farmers, fruit growers and ranchers of this great productive area. Directed by Henry Schacht, national authority on farm problems, and sponsored by Standard of California, *The Farmer's Digest* provides a program of agricultural news and information of practical value to the rural listeners of Northern California.

KPO CULTIVATES LISTENERS

For over 24 years KPO has been raising a crop of its own . . . a tremendous crop of loyal and responsive listeners. This careful cultivation of KPO's listeners has resulted in increasingly larger, more attentive audiences for sponsors' sales messages. Why not for yours?



THE NATIONAL BROADCASTING COMPANY

Nebraska's
CAPITAL CITY STATION

A "CAPITAL" IDEA

Lincoln is not only Nebraska's second market, but also the home of two great institutions, the State Capitol and the University of Nebraska.

There is only ONE radio station in this rich market that concentrates on serving the people in the Lincoln area alone. That is KFOR, with the best in ABC and Mutual shows, powerful local programs, and a continuous stream of public interest events for and about the Lincoln area.

Write for the attractive booklet that tells the complete story of how KFOR is selling Lincoln for others, and can sell Lincoln for you.

Represented by
EDWARD PETRY CO., INC.

KFOR
LINCOLN, NEBRASKA
GORDON GRAY, Vice Pres. and General Manager
HARRY PECK, Station Manager
BASIC ABC - 1240 KC
LOCAL CHANNEL

Feature of the Week

ST. LOUIS had not enjoyed, prior to 1946, the rewards of daylight saving time.

A majority of the citizenry and of course the broadcast stations approved the summer change, but KXOK decided to conduct a survey to sample public opinion. The station mailed 1400 post card questionnaires, 50 going to each of the 28 wards in St. Louis.

The poll revealed that 53% desire continuance of daylight saving time in 1947. The cards were mailed Sept. 30. A fortnight later KXOK devoted its public discussion forum, *Wake Up, St. Louis,* to the poll.

Of the 1400 cards mailed, 312 were returned, with 165 in favor of daylight time and 147 opposed. In the sixth ward 100% of the cards opposed daylight time. Explanation offered is that the ward centers around Union Station, with many of the residents working for railroads.

Question asked by KXOK on its questionnaire follows: "Did you like daylight saving time this year? I am asking a number of representative people that question to determine the desires of St. Louisans about daylight saving time. I will be grateful if you would complete and mail the attached stamped card as quickly as is convenient. No signature is necessary and the number on the card only identifies the ward in which you live. Thank you very much. Bruce Barrington, news editor, Radio Station KXOK."

The alderman who introduced the daylight time ordinance originally has changed his mind and now is pressing for its repeal.

"The subject of daylight time has always been of major importance to our industry," according to C. L. (Chet) Thomas, KXOK manager. "There must be some way we can convince Congress that uniform time across the nation is the answer to this problem. Perhaps surveys of this type made in every major city would be of some value."

Sellers of Sales

ONLY firm resolve brought him face to face with his first sales prospect, he recalls. That was preceded by a walk around the block calculated to delay the inevitable.

Others advised him that he was never cut out for sales. Yet today Sydney Gaynor is general sales manager of Don Lee Broadcasting System with offices in Hollywood.

The answer is simple, according to Syd. Aggressiveness may help some salesmen, he says, but careful preparation for a sales career is an equally valuable approach, bolstered by continuing study of the profession.

That's a long speech from a quiet-mannered gentleman whose sales organization does an annual business of close to $3,000,000. He oversees an aggregate staff of 30 salesmen.

SYD

He was born Sydney Ballachey Gaynor, Oct. 28, 1903, at Coon Rapids, Iowa. His family moved to Des Moines when he was five. He was raised there, graduating from North High School in 1921. Later he attended Drake U. for 18 months before hay fever brought him to Seattle for the summer of '23.

Liking it so well, he remained and enrolled at U. of Washington for two and a half years. Summers he worked at lumber mills. Following college he took permanent employment with a lumber mill until he came to Los Angeles in spring of 1927.

For the next two years Syd wrote original stories for various movie studios. Then in September 1929, he became assistant publicity and advertising manager of Southern Counties Gas Co., remaining in that capacity until spring of 1933.

At that time he formed a partnership and entered wholesale and retail sale of divers gas equipment. As such he remained until September 1935, dissolving partnership to join Don Lee Broadcasting System as an account executive.

In June 1937, he was named assistant commercial manager of KHJ Hollywood. Exactly one year later he was advanced to commercial manager. In September 1942 he attained his present position.

When his boss at Southern Counties Gas Co. hired a new secretary in fall of 1931 Syd first met Lucille Frances Codori. On September 2, 1933, she became Mrs. Gaynor. Now they are five, including Jeffrey Kenneth, 5; Pamela, 3; Christopher, 22 months.

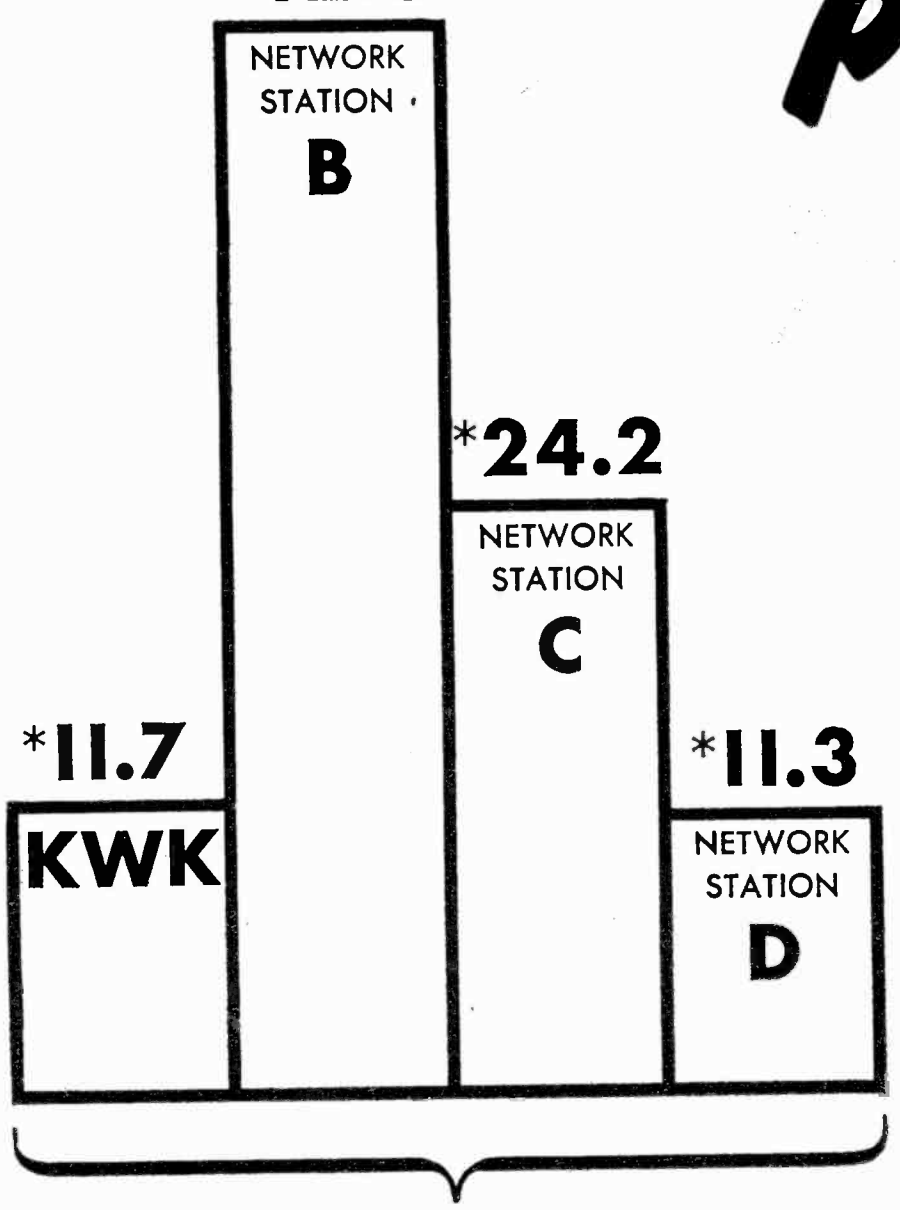
Organization rosters carrying his name are Los Angeles Ad Club, Hollywood Rotary, Sales Executives of Southern California and Psi Upsilon.

WDEL
WILMINGTON
DELAWARE
SELLS
Profitably, economically, consistently. This popular, progressive station reaches a prosperous, spending market comprising: Delaware, southern New Jersey, parts of Maryland and Pennsylvania.
5000 WATTS
DAY AND NIGHT
BASIC STATION
Represented by
RADIO ADVERTISING COMPANY
New York • Dallas • Chicago
San Francisco • Hollywood

KWK ST. LOUIS, REPORTS...

5 YEARS of PROGRESS

(SHARE OF AUDIENCE)*



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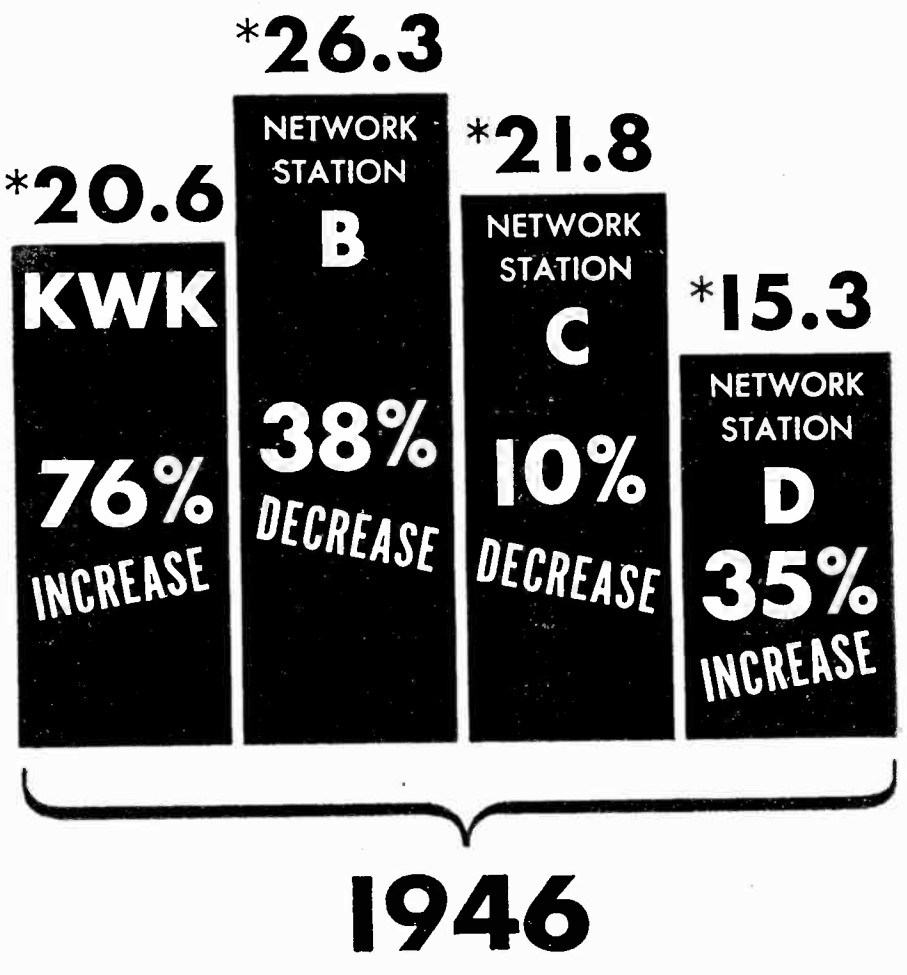


1946

These comparisons are based on the average hourly percentage of audience according to C. E. Hooper morning, afternoon and evening indexes of June-July 1941, and June-July 1946.

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER, REPRESENTATIVE

KWK MUTUAL

Another Historic

HUGH BAILLIE'S WORLD-IMPORTANT INTERVIEW WITH

STALIN

Radio stations the world over topped newscasts this week with another historic United Press exclusive story—Hugh Baillie's world-important interview with Premier Stalin.

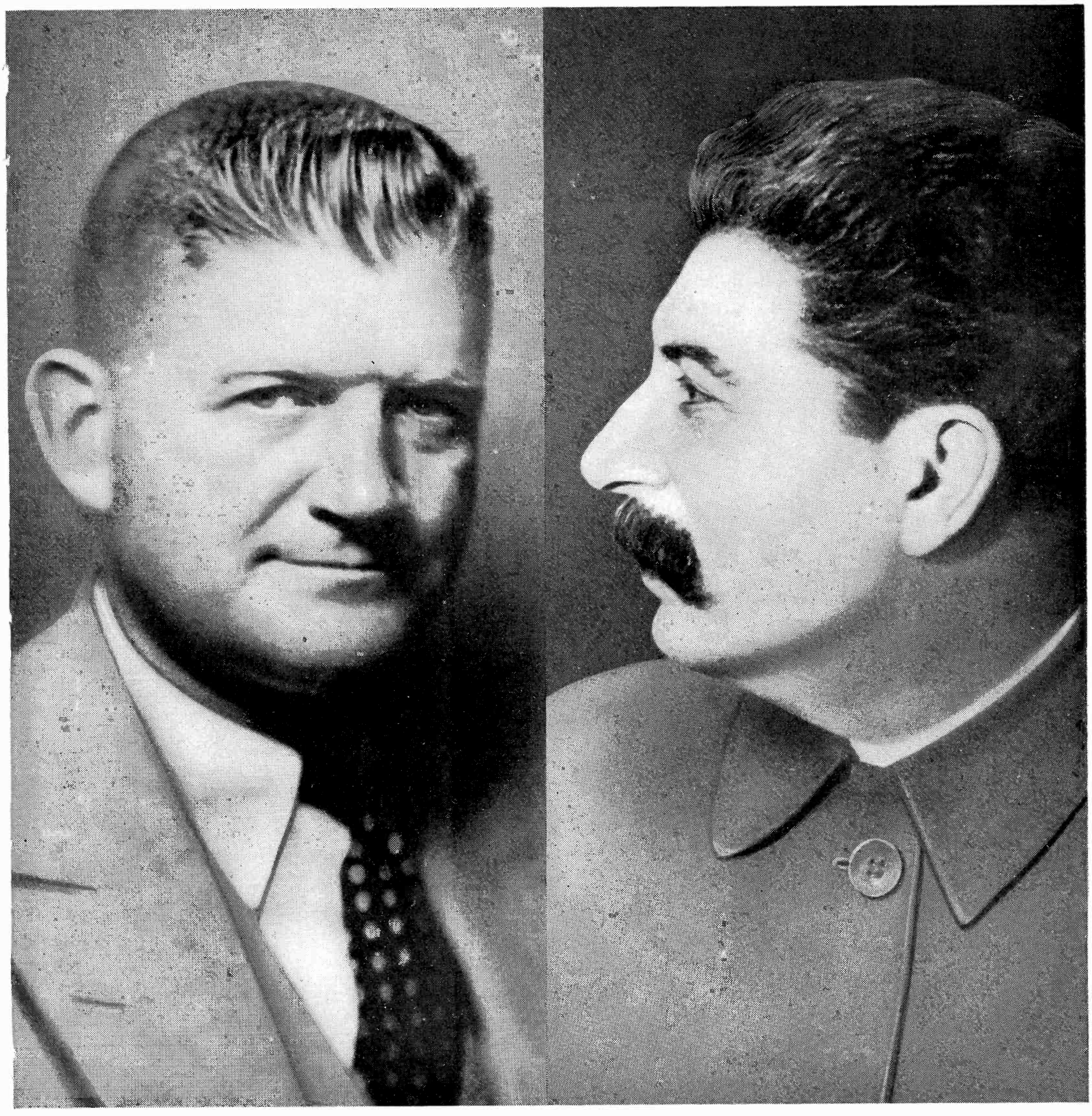
From London the U. P. president wired Stalin 31 forthright questions, based on conversations with diplomatic, military, political, publishing and other leaders in Europe and Britain.

Stalin answered all 31. His statements to the United Press, besides their global public interest, were subjects of immediate study and comment in top national and international circles everywhere.

As timely and newsworthy as his interviews with MacArthur, Hirohito and Chiang Kai-Shek in 1945, Baillie's Stalin dispatch is a news highlight of 1946—another dramatic example of "the world's best coverage of the world's biggest news."

United Press

U.P. *Exclusive*



A LITTLE EXTRA EFFORT

OFTEN GETS A BIG RESULT!

● In radio as in everything else, nobody gets *results* by settling down on his nest-egg. It takes extra effort to hatch big achievements, and F & P knows it.

That's why Free & Peters has secured the best men we know in this business — why we devote so much time *and money* to market and media research — why each of our six offices is *ideally* staffed and equipped so that each of our "Colonels" can spend the maximum time in *constructive work.*

Long on effort, short on ballyhoo, F & P is the kind of outfit most people *like* to have serve them. Else why should we be running so many points ahead of spot-broadcasting in general?

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373 | NEW YORK: *444 Madison Ave.* Plaza 5-4130 | DETROIT: *3463 Penobscot Bldg.* Cadillac 4255 | SAN FRANCISCO: *58 Sutter* Sutter 4353 | HOLLYWOOD: *6331 Hollywood* Hollywood 2151 | ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 31, NO. 18 WASHINGTON, D. C., NOVEMBER 4, 1946 $5.00 A YEAR—15c A COPY

FCC Sets Record for Volume of Actions

Handles 150 Items In Week After NAB Meet

By RUFUS CRATER

FCC OUTDID ITSELF last week, establishing an all-time record for volume of actions turned out.

In the week's grist:

Grants for 26 new AM stations—a record within a record.

Conditional grants for 26 FM stations including 13 for Los Angeles, and construction permits for 24.

Approval of eight transfers aggregating $1,820,000 and designation of two transfer applications for hearing.

Proposed decisions affecting 36 AM applications which had been in hearing, final decisions dealing with four others, order approving seven FM applications in hearing and proposed denial of another.

One television grant, for WGN Chicago.

License renewals for 63 AM stations and temporary extensions for 18.

Fresh from the previous week's NAB Convention for which they by-passed their own regular weekly session for one of the few times in a year, the Commissioners last Thursday sat down to a record agenda of approximately 150 items.

Stories on FCC actions on pages 15, 28, 30, 36, 42, 44, 68, 72, 73, 74, 75, 76, 77, 85, 86, 87, 91, 92, 93, 94.

By the end of the day, counting a relatively substantial flow of actions taken earlier in the week, they had turned out what FCC authorities reported was the heaviest one-week volume in the history of Federal radio regulation.

Not all of the 150 items on the agenda were passed upon definitely. Some were studied and put aside for a decision later. But all 150 were considered.

They embraced virtually the entire field of broadcasting, plus common carrier matters. In standard broadcasting alone there were 61 items. In FM there were approximately 40; in television, two. The material covered by the agenda mounted up to well over 700 pages.

The Commission was reported to have fixed the issues on which will be heard at least some of the seven "Blue Book renewal cases"—stations with whose programming FCC found fault [BROADCASTING, Sept. 23]. They were expected to be available Friday afternoon or this week.

Not among them yet, however, according to reports, are the issues for the renewal hearing of WBAL Baltimore, first of the seven to be set down for hearing on programming considerations. They have been expected almost momentarily for several weeks.

Long Session

Reaching Thursday's decisions was an all-day job for the Commissioners. The session lasted from about 9 a.m. to 5 p.m. Yet despite the volume of work accomplished, it was by no means the longest meeting the Commission has held. Frequently the Thursday sessions run until 6 p.m. or later.

The record turnout came just a year after the Commission resumed normal licensing operations in October 1945, when lifting of the wartime "freeze" policy found FCC facing more than 1,100 new-station applications in addition to all the others.

The past week's pace, while faster, nevertheless was in keeping with that the Commission has maintained throughout the year. Months ago all previous years' records had been surpassed.

Acting Chairman Charles R. Denny Jr., in his speech at the NAB Convention in Chicago the week before, gave an indication of the size of the job FCC has done [BROADCASTING, Oct. 28].

"To the applicants who say we move too slowly," Mr. Denny declared, "I answer that in the last 12 months we have done almost 11 years' work.

"In the 11 years between 1934 and October 1945 the Commission licensed 451 new AM stations. And . . . in the 12 months between October 1945 and October 1946 we authorized 448 new stations, only three short of equalling the total actions of the preceding years."

Those 448 were standard stations only. Not counted are the FM grants—well over 500—or the television construction permits, numbering more than 30.

Nor do these figures indicate the multitude of other matters requiring the Commission's attention: Changes in facilities, modifications of permits, renewals, transfers and assignments, experimental operations, etc. in the broadcast field alone.

Holdover Is Heavy

A part of last week's volume was attributed to holdover matters which ordinarily would have been passed upon the week before, while three of the Commissioners and many of their top staff executives attended the NAB Convention.

But FCC authorities did not count the convention week as a week lost from FCC work. Most of the Commission's 900 Washington employes were at their desks carrying on the normal FCC routine. Those who went to the convention went prepared to work, too. Some carried application forms, copies of policy statements, and releases of general information and distributed them to broadcasters in countless conferences.

Chairman Denny told the conventioners:

"We are here to consult with you, to learn your problems, to advise you in any way and in every way that we can."

Although the past week's and the past year's output of Commission actions were both record-breakers, the workload still on hand is also unprecedentedly large. The Commission came through September still facing 1,218 applications for new stations of all types [BROADCASTING, Sept. 30].

The number of applications awaiting action has increased steadily since October 1945, but, it was pointed out, the increase has slowed in recent months. In AM, the Commission almost kept pace with in-coming applications from mid-August to mid-October. Even so, the number increased from 859 to 871 in that period [BROADCASTING, Oct. 28]. There are also approximately 300 FM applications pending, and about 35 for television.

LaRoche, Greig in New Firm Seeking to Buy WHUM, WPOR

PLANS for acquisition of WPOR Portland, Me., and WHUM Reading, Pa., by a new corporation including Chester J. LaRoche of LaRoche & Ellis, advertising agency, former ABC directing head, Humboldt J. Greig, ABC sales executive, and some of the minority stockholders of both stations, were revealed in an application reported by FCC last week.

The application requested FCC consent to the sale of Centennial Development Co.'s 95.8% interest in WPOR to Oliver Broadcasting Corp. for $96,250 and reported that the Commission also will be asked to approve Oliver's purchase of WHUM for approximately $100,000. WHUM owners include Mr. Greig and his wife, who have approximately 40% interest, and Murray Carpenter, former media director of Compton Adv., now WPOR manager and Oliver vice president, about 9%.

FCC also was asked to approve the sale of Assistant Secretary of State Donald S. Russell's 38.5% interest in WSPA Spartanburg, S. C., to A. B. Taylor, WSPA president, for approximately $150,000. Mr. Taylor already owns 38.5%.

Mr. LaRoche

Mr. Greig

Other stockholders include Walter J. Brown, former special assistant to the Secretary of State, now WSPA vice president and general manager, 10.5%; Cassie Connor, Washington, D. C., 8.3%.

Oliver Full Owner

Since less than a controlling interest is being sold, even though Mr. Taylor would attain control, FCC's Avco public-bidding rule presumably would not apply. WSPA is on 950 kc with 5 kw fulltime.

In the WPOR application it was pointed out that William S. Newell already has transferred his 4.2% interest to Oliver Broadcast-

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Who Does Most to Improve Radio?

Listeners Give More Aid Than Agencies First Managers' Poll Shows

THE MAN WHO listens to American radio has done more to improve it than the man who pays for it.

This is an outstanding conclusion to be drawn from a comprehensive survey among broadcasting station managers conducted for BROADCASTING by Audience Surveys, Inc.

Station managers generally credit the networks, local station activities and rating services with contributing strongly to program improvement—and they rate sponsors, with agencies, at the bottom of the scale.

The FCC is credited with greater effectiveness toward improvement than is the NAB—but, perhaps reflecting the industry's uncertain reaction toward regulation, an equal number of panel respondents condemned the FCC as having exerted a strong influence toward retarding improvement.

Generally speaking, smaller stations feel NAB should bear more responsibility toward improving programs than the FCC. Larger station managers fail to see much help in the future from NAB or FCC.

Full text of the report starts in the left column.

(Copyright 1946 by Broadcasting)

BROADCASTING Magazine's first Station Managers' Poll (announced as a continuing feature Oct. 21st) was planned as a survey of industry opinion about radio programming.

A representative cross-section* of managers of U. S. commercial broadcasting stations was asked:

(1) To indicate which organizations were *most instrumental in stimulating good programming.*

(2) Which had done *most to retard program improvement* and

(3) Which had the *greatest responsibility for program improvement.*

CBS, NBC Lead Networks In Answer to Question 1

Station managers believe that local stations and listeners are most instrumental in stimulating good programming (see Chart 1).

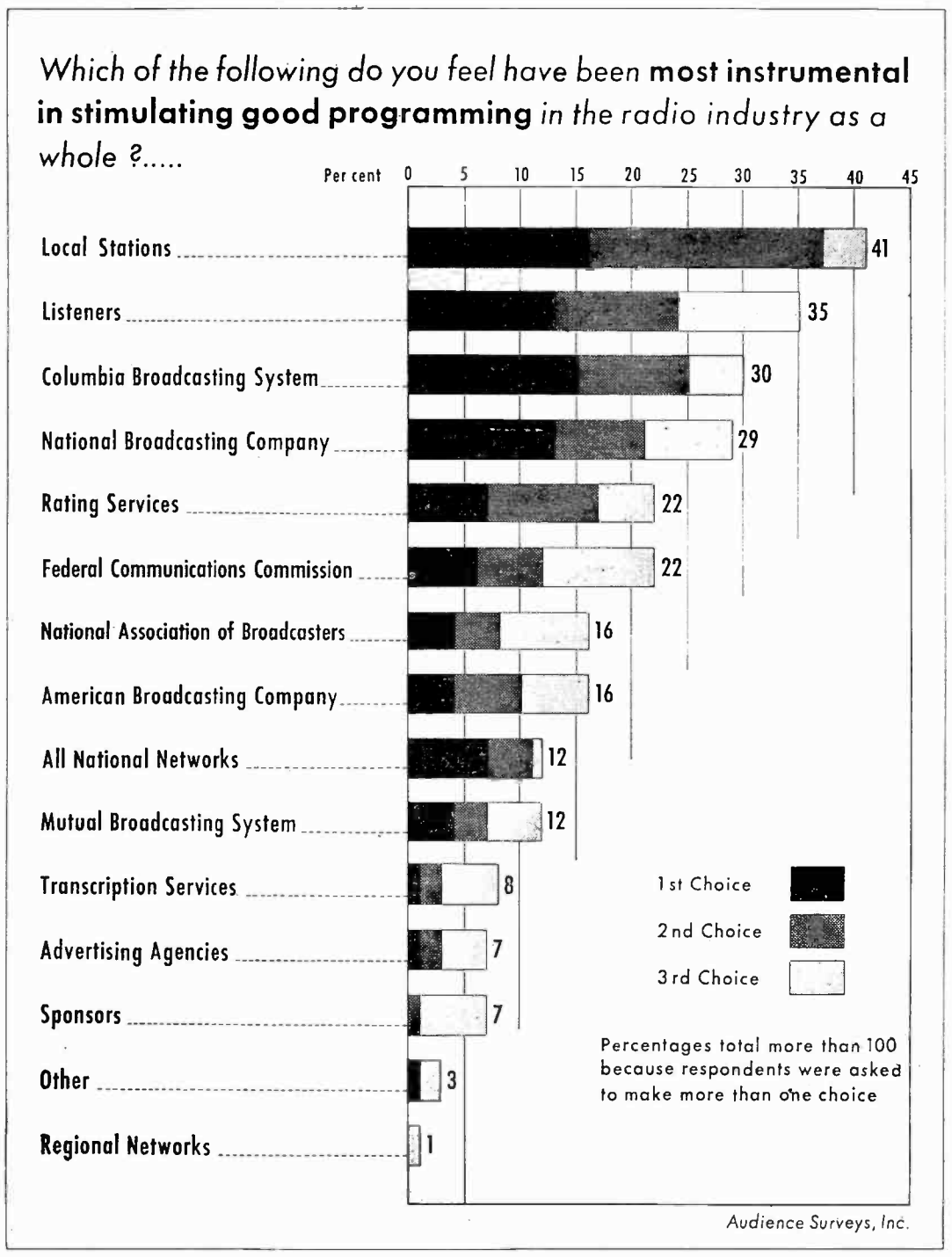
CBS and NBC lead the four national networks, in the opinion of station managers, as the principal contributors to program improvement with 30% and 29% respectively. ABC is third (16%) and MBS fourth (12%).** "National networks," without individual designation, were indicated by an additional 12% of the panel.

Twenty-two percent of the panel feel that the FCC has been most instrumental in program improvement—considerably more than those who so credit the NAB (16%). The rating services also received the vote of 22% of the sample.

Sponsors, advertising agencies and transcription services are not regarded by station managers as influential forces for program betterment, receiving the votes of only 7%, 7% and 8% respectively. More votes were cast for the FCC as a force for good programming than for advertising agencies and sponsors combined.

Analysis of responses to this question by network affiliation, by size of station and by geographical area furnishes an interesting insight into the way station managers evaluate networks and other organizations which influence program and program schedules.

Managers of stations of 250 watts or less are more likely to emphasize the contribution of the individual station (44%) than larger stations (39%). They are less impressed with the importance of rating services (15%) than managers of stations of greater power (27%). Twenty-six percent of the managers of small stations consider the FCC a factor in program improvement compared with 19% of the larger stations. Small stations also have a higher regard for the program contributions of ABC and MBS than do larger stations.



Each network received a heavier vote of approbation from its own affiliates, of course, than from the rest of the sample. However, more than twice as many CBS (74%) and NBC (70%) stations voted for their networks as ABC (33%) and MBS (33%) affiliates. Stations not affiliated with any network rated the program improvement efforts of the four networks in this order: CBS 18%; NBC 18%; ABC 9%; MBS 6%. Appreciation of the rating services was highest among NBC stations (30%) and lowest among those associated with Mutual (13%).

The FCC, on the other hand, was most appreciated by non-network and ABC stations, each of whom out-voted NBC stations by 3 to 1, and CBS stations by 2 to 1 in crediting it with an important role in program improvement.

In order to determine the effect of station dollar volume upon the attitudes of respondents, the sample was divided into 3 rate groups: Those with Class A hour rates of over $200, $100 to $199, and under $100.

The smaller-volume stations, as one would expect, placed more emphasis on the importance of the local station and less on the networks than the larger stations. Appreciation of NBC increases with station volume; appreciation of MBS decreases as station volume increases. Approval of the sponsors' role in program improvement is highest among small-volume stations, lowest among large-volume stations—presumably because small stations more often deal directly with the sponsor. Conversely, approval of the advertising agency contribution to programming was greatest among large-volume stations and lowest among small-volume stations—perhaps because large stations more frequently deal with agencies.

Smaller volume stations, expressed a higher regard (21%) for the NAB's effort to improve programming than medium (19%) or large stations (3%). To be seen in proper perspective, however, these figures must be considered in

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AUDIENCE SURVEYS Inc., 347 Madison Ave., New York, has been commissioned by BROADCASTING Magazine to conduct continuing surveys among station managers, advertising agencies and sponsors on important questions facing broadcasting. The initial survey is reported in part herewith. The second and concluding installment on this questionnaire delineating replies from the station managers' panel, will be published November 18. Audience Surveys Inc., through its extensive research facilities, polled managers throughout the nation to obtain this report. Panel members are selected to reflect an accurate consensus of all geographic areas with categorical breakdowns and according to size of station, network affiliation and dollar volume of base hour rate.

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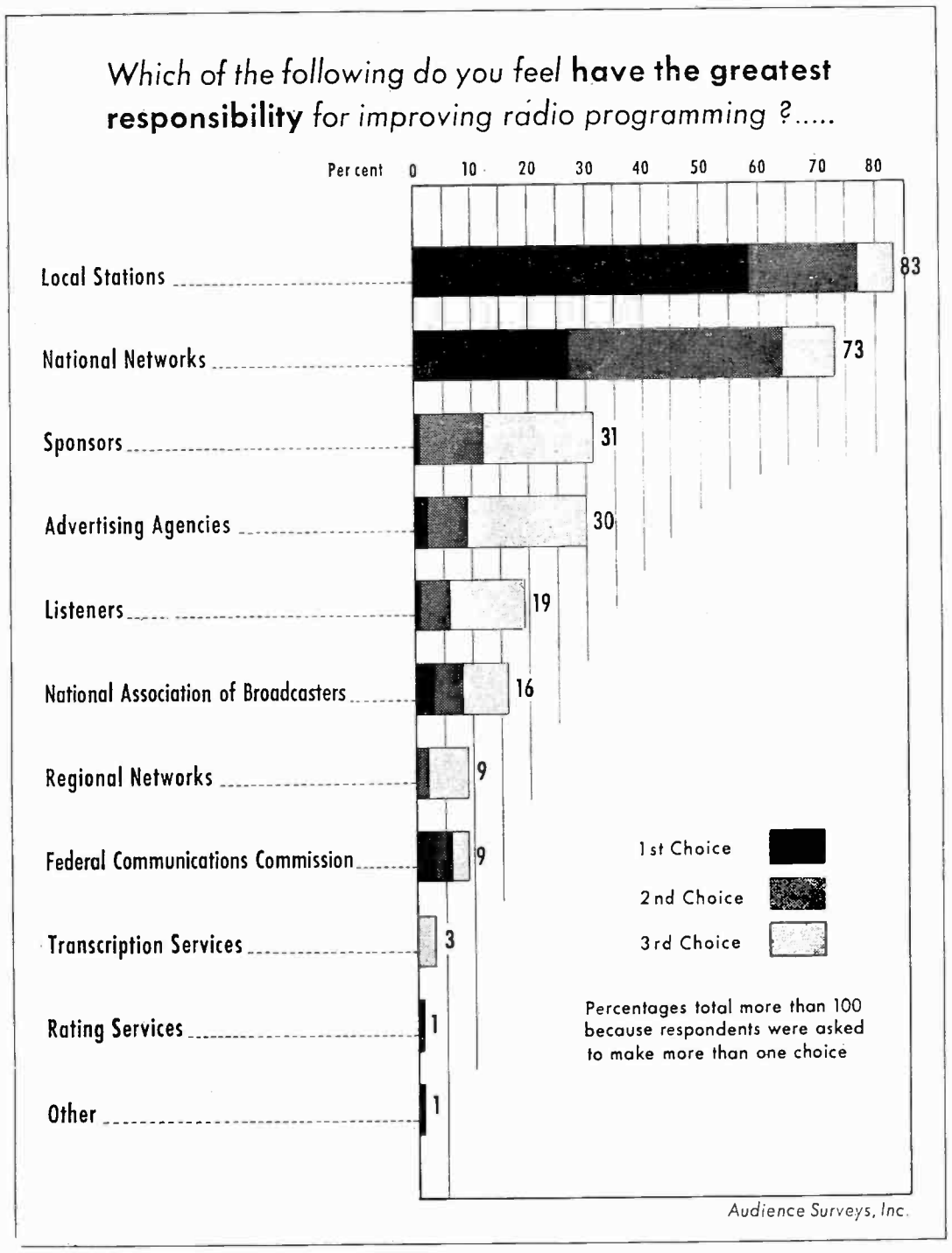
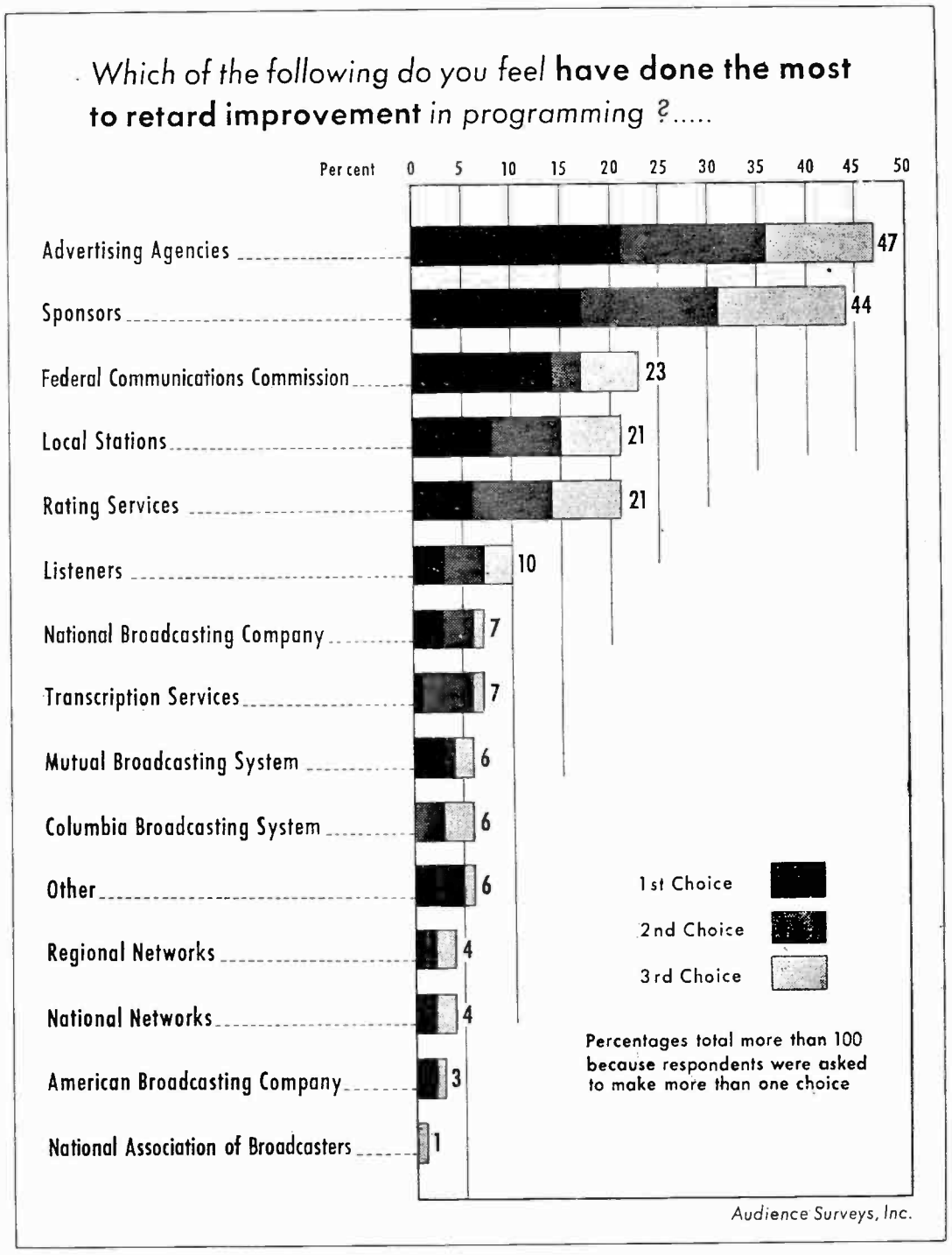
* The sample was constructed to represent all U. S. commercial AM stations in operation Sept. 1, 1946, controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

** Percentages add to more than 100 throughout, because of the combining of votes for first, second and third choice.





conjunction with the answers to the next question.

Agencies, Sponsors Credited With Retarding Improvement

Station managers overwhelmingly believe that advertising agencies and sponsors have done most to retard improvement in programming (see Chart II). Responses to the question "Which of the following do you feel have done most to retard improvement in programming?" placed agencies in first place and sponsors in second—without close competition for third place. Analysis of the answers to this question revealed no disagreement in choice of first and second place resulting from differences in station size, dollar volume, network affiliation or geographical area. Managers of every variety of station in every region concurred in the opinion that agencies were the most and sponsors the next most retarding influence on radio programming.

The FCC was designated by 23%, the rating services by 21%, individual stations by 21% and listeners by 10% as having done most to arrest program improvement. Since the FCC and the ratings services both scored about the same in the first as in the second question, they seem to have approximately as many detractors among broadcasters as they have boosters. This indicates that industry opinion about these two elements in the program problem is sharply divided.

Balancing all the answers to these two questions (Charts I and II) produces the rough score card of relative praise and blame shown in the following table. This table was obtained by subtracting the "*done most to retard*" votes from the "*been most instrumental in stimulating good programming*" votes:

NET SCORE

("Done Most to Improve" Votes Minus "Done Most to Retard" Votes.)

Listeners	+25
CBS	+23
NBC	+22
Local Stations	+20
NAB	+15
ABC	+13
National Nets	+ 8
MBS	+ 5
Ratings	+ 1
Transcriptions	+ 1
FCC	— 1
Regional Nets	
Sponsors	—37
Advertising Agencies	—40

Low power and small dollar volume stations considered the FCC a retarding influence more often than larger stations—36% of 250-watters compared with 13% of stations of reigonal power or better; 8% of over-$200-per-hour stations compared with 29% of under-$100-per-hour stations. FCC program regulations, apparently, affect the little fellow most.

The frequency of criticism of the FCC among smaller stations runs counter to the frequency of praise of the FCC observed among them in the discussion of question I. These two conditions are not mutually exclusive. Perhaps this is a partial explanation: Compliance has put more of a strain on their funds and personnel, and they have, for the most part, no network to share their programming burden. In any case, the FCC is stressed more in their thinking than in the thinking of large station managers. This emphasis has crystalized into more pronounced opinions about the FCC—some of it approving the FCC's role in radio programming, some of it disapproving, with the result that stations with small dollar volume are more exercised over the FCC, both positively and negatively, than large volume stations. As will be seen below in the discussion of Question III, they also shoulder the FCC with greater responsibility for program improvement than do large volume stations.

Industry self-criticism was almost as general as criticism of the FCC or the rating services, and twice as frequent as censure of listeners. "Local stations," designated by 21% of the entire panel as having done most to retard programming, were more frequently blamed by network affiliates than by managers of independent stations. None of the four national networks was censured by many panel members: ABC 3%, MBS 7%, CBS 7%, NBC 7%.

Final Responsibility Rests With Stations

The third question which station managers were asked to answer was "Which of the following do you feel have the greatest responsibility for improving radio programming?" Their replies (see Chart III) indicate the firmness of their opinion that final responsibility for improvement rests first with themselves and second with the networks. This was the overwhelming opinion of managers of stations of every size, network affiliation and geographical area.

Advertising agencies and sponsors were each saddled with responsibility for program improvement by 31% of the respondents, followed by listeners (19%), NAB (16%), and FCC (9%); the greater number placing responsibility on the NAB than upon the FCC underscores broadcasters' belief that program improvement must come from within the industry.

The distribution of replies placing responsibility for program improvement on the NAB indicates that the smaller stations look for more help or activity from the industry's trade organization than do

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RCA Shows Electronic Color Television

Holds to 1950 Date For Earliest Home Use

By BRUCE ROBERTSON

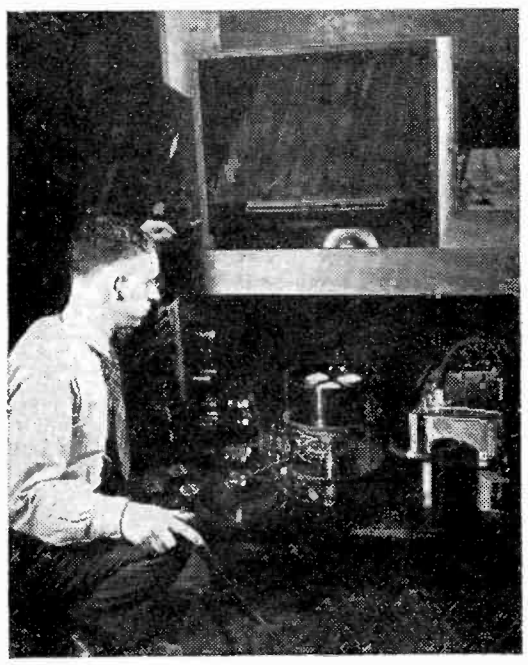
COLOR TELEVISION pictures produced by an all-electronic system devoid of rotating discs or other moving parts were given their first public demonstration last Wednesday by RCA in the company's laboratories at Princeton, N. J. Some 40 radio writers witnessed the reproduction of televised pictures in full color on projection model receivers with viewing screens 15 by 20 inches.

Describing the demonstration as evidence of the greatest advance in television since the elimination of the scanning disc and its replacement by the cathode-ray tube, Brig. Gen. David Sarnoff, RCA president, declared that as that made commercial television possible, so does this all-electronic color process make commercial color television possible.

"Comparing electronic color with mechanical color," he stated, "is like comparing a Stratoliner with a horse and buggy."

Although the demonstration proved that the basic process is right, Gen. Sarnoff said, there is still much to be done before color television becomes a practical operating service. "We still take the same position that we did last December, that it will take until five years from then to bring any system of color to the point of public service that the black-and-white system renders now," he said, adding that this estimate may be a few months off but that it is approximately correct.

Even to move black-and-white television up into the higher frequencies would be a "difficult, time-consuming job," he said. He pointed out that before color television can begin a full commercial service, transmitters and receivers must be designed, built and tested, standards must be set, stations must be erected, field tests must be made.



WITH ITS vitals exposed, the new RCA all-electronic color television receiver is being checked by Karl Wendt, research engineer. In the lower center is the "trinoscope" projection assembly, consisting of three kinescopes which separately receive red, green and blue signals and project them on the screen.

Gen. Sarnoff warned the radio writers to pay no attention to any one who says that color television is here now. "That's the bunk," he declared. "There is no color available today."

Most of the demonstration consisted of still pictures of flowers, girls in brilliant costumes, scenery and the like. These pictures, on 35 mm Kodachrome slides, were televised by a new camera developed by RCA in which a light beam from a kinescope is focussed through the slide and separated into component colors by a system of mirrors and photo-electric cells. Three images are transmitted—red, blue and green—and each is made up of 525 lines and scanned to produce 30 pictures a second just as in black-and-white video.

Each color transmitted occupies a band roughly as wide as that used for black-and-white transmission, the green signal taking up 6 mc, the others slightly less, so that in actual broadcasting the three colors would require an overall band width of 16 to 18 mc. Adoption of this system would, therefore, require that television be moved to the higher frequencies where enough space is available to provide such wide bands for an adequate number of video stations.

Each receiving set is equipped with three 3-inch kinescopes which separately receive the signals rep-

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RCA's demonstration of an all-electronic color television system last week causes no revision of its December 1945 prediction that color would not be available for five years, RCA officials said. But in the light of the long-standing debate on color television, the event takes on added significance. CBS, which claims a practicable system of mechanical color television now, will be heard by the FCC in a petition for setting of commercial standards Dec. 9. RCA, which may participate in the hearing, contends its simultaneous system is far superior to the CBS method which depends on a color wheel. CBS, at its demonstrations, replied that the wheel, in its 10,000 years of service, has proved thoroughly reliable.

Dry Leaders Sue CBS for $33,063,048

Mandatory Enforcement Of FCC Opinion, Order Asked

MANDATORY ENFORCEMENT as law of an FCC Memorandum Opinion and Order is asked by Rev. Sam Morris, Texas evangelist, and Henry M. Johnson, Louisville attorney, in a suit for $33,063,048 filed Wednesday in U. S. District Court, Western District of Kentucky, Louisville, against CBS, five of its stockholders, Schenley Distillery Corp. and Schenley Distilleries Inc., sponsors of CBS programs.

Filing on behalf of the National Temperance and Prohibition Council, "hundreds of thousands of citizens" and "on behalf of the boys and girls" of the nation, Messrs. Morris and Johnson seek:

Dissolution of CBS; appointment of a receiver; revocation of the seven CBS-owned station licenses; impounding of more than $18,000,000 of earned and built-up surplus; three-fold judgment totaling $15,063,048; to enjoin CBS from "over commercialization"; to "enjoin defendants from other illegal acts"; mandatory sale of "choice time" to plaintiffs to present "non-drinking messages."

Stanton Statement

In a statement to owned stations and affiliates, Dr. Frank Stanton, CBS president, said "Morris and Johnson have been threatening suit for nearly two years because we declined to sell them time and thereby break down Columbia's long-established policy of making free time available for controversial discussion and for religious programs."

Dr. Stanton's statement that "within the past 10 days Morris has turned down offer of four broadcasts over the Columbia networks" was corroborated by Mr. Johnson who told BROADCASTING over long-distance from Louisville, "We don't want free time. We want to pay for it." He said CBS had offered four programs in a proposed series on alcohol and its evils, but that Mr. Morris had rejected the offer.

In some legal circles the suit was seen as something far deeper than a damage action, based on Mr. Morris' contention that he and his forces had suffered because CBS had "consistently refused to sell" them time. It could presage, some thought, possible court determination of the Commission's power to legislate by administrative procedure.

The suit follows failure of Mr. Morris to have the license of KRLD Dallas revoked last spring because the station refused to sell him "choice time" for prohibition talks. In its Memorandum Opinion and Order of March 28 [BROADCASTING, April 1], the FCC denied the Morris petition and subsequently renewed the KRLD license, but in its opinion and order said: "It is the Commission's view that the problem raised by the petition is of industrywide proportions and is not restricted solely to KRLD."

Mr. Morris, in his petition against KRLD, criticized CBS for failure to sell him time and the network was permitted to intervene. "In considering the problem of

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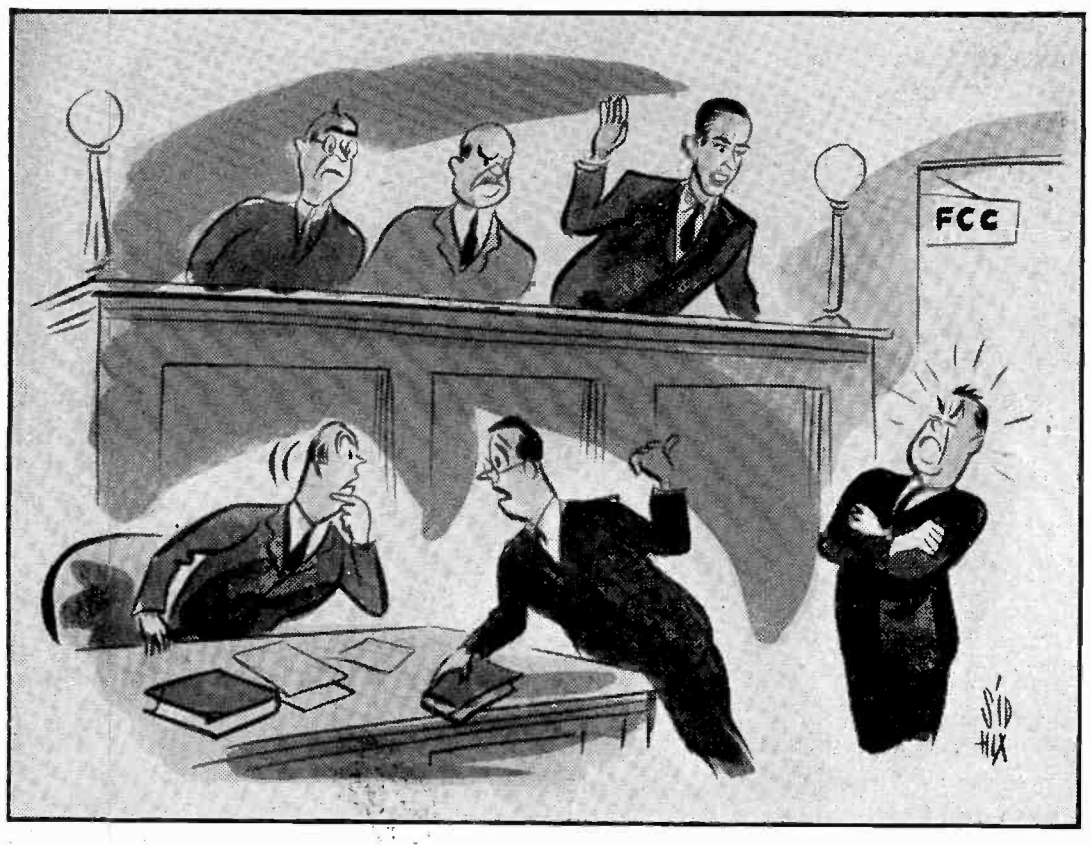
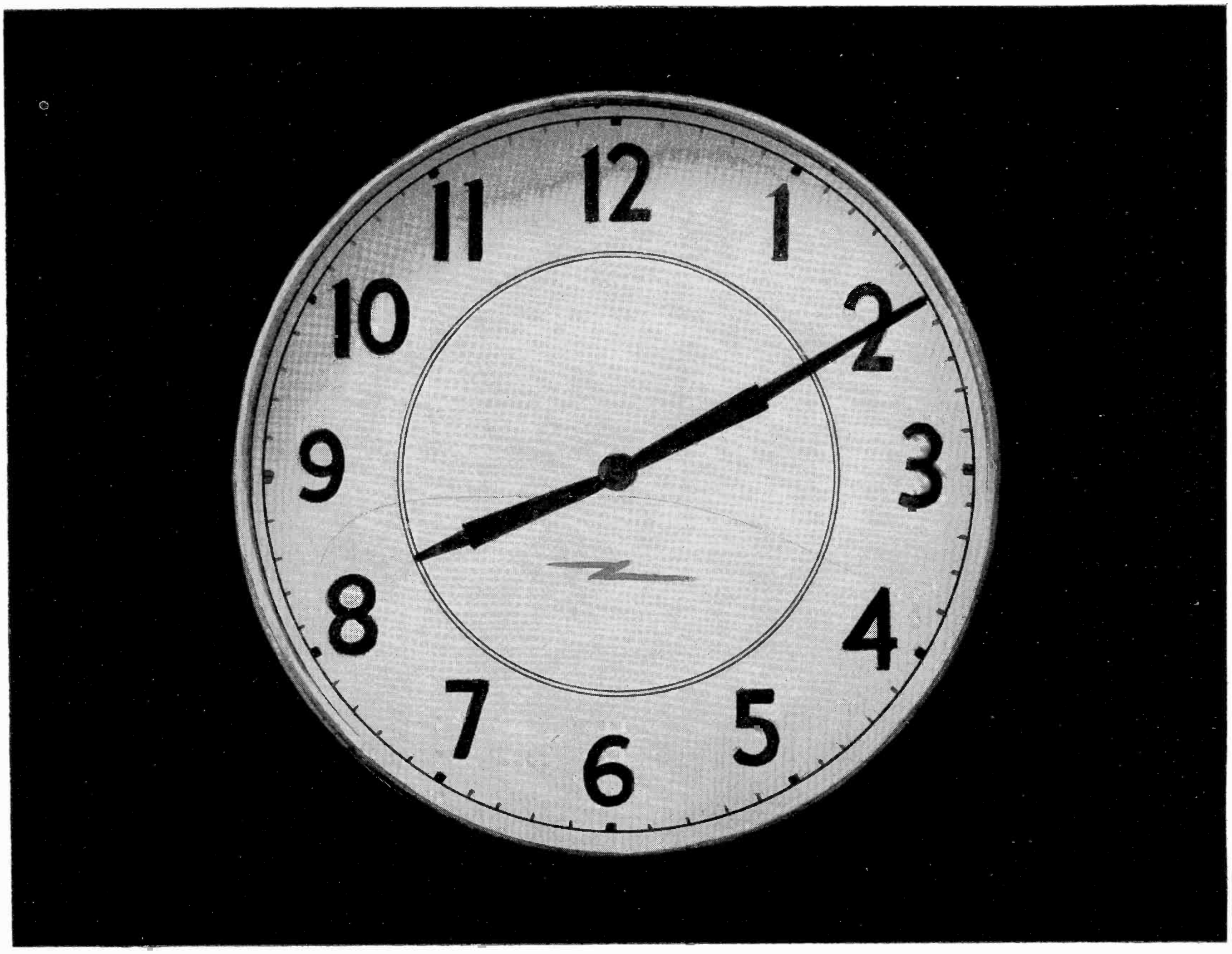


Drawn for BROADCASTING by Sid Hix

"He refuses to be sworn—says he's an atheist."



A sale at radio speed

D_____ C_____, recently back from military service, is an independent agent for a large insurance company. His company sponsors the 8:00—8:05 morning news on WLEE in Richmond.

His first program was on Friday, April 19. Five minutes after the program, at 8:10 A.M., a WLEE listener telephoned C_____ at his home. An appointment was made for 10:00 A.M. At 11:00 A.M., C_____ had sold this listener a policy. The premium is enough to cover C_____'s advertising costs on WLEE for TWO MONTHS.

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Researcher, Station Manager Flay BMB

Field Strength Expert Decries Claims Of Distant Market Coverage

EDITOR, BROADCASTING:

Radio statistical research has shown a tiresome tendency to childish controversy but BMB is setting a new pace. Brought into being by a last minute maneuver at the close of a skeleton wartime convention, its technique formulated without the skilled counsel of many who have devoted their lives to the development of radio sales data because they were absent in the servic, sold to radio stations by strong-arm district meetings with ill-concealed implications of agency and advertiser boycott, and finally forced to deny most of its projected claims in a last minute retreat, there is little, at first sight, to encourage an effort to resurrect the BMB fiasco, the third and no doubt the last joint industry effort at station area claim validation.

DIRECTOR of Radio Coverage Reports since he founded it in 1935, Edgar H. Felix has long been a believer in tests of field strength as an important part of audience research. He has been interested in field strength tests since his service as an Army Signal Corps officer in World War I. In 1942 he returned to this branch of the service and became a major before being released last spring. Former promotion and public relations manager of WEAF New York, he is author of several books and once worked for N. W. Ayer & Son.

The attempt by agency and advertiser association employes to reassure broadcasters that a form of doctored BMB map will be accepted as valid listener area claims will deceive no one. Feltis now says that BMB finding has no significance in how much or how often respondents listen. Therefore it hardly seems likely that any arbitrary figure chosen by the broadcaster himself to replace the discredited 10 per cent BMB figure for his county claim will carry any more weight than the original BMB maps.

But it is unfair to BMB to blame it alone for its $1,250,000 fiasco. The BMB survey result is precisely what the participating stations ordered when they signed their contracts. The managements must have known and recognized features of the familiar CBS listening area technique just as every experienced and competent time buyer did. But, instead of urging a more conservative and reasonable approach, many station managements asked for inclusion of all counties in their maps in which they obtained as little as five per cent response.

The CBS listening area procedure by Paul Kesten in the early thirties, long before the full force of the able engineering and allocation developments corrected the enormous original disparity between CBS and NBC coverage. It provided CBS with a selling claim for most of the area then claimed by NBC. The CBS listener questioning approach was an inspired and brilliant capitalization of the listener's willingness to declare himself a patron of any station whose call letters he can distinguish, despite interference, fading and background noise. The rural listener of today, encouraged by proferred premiums and the thought of possibly still more prizes, is no less ready than in 1930 or 1935 to claim regular listenership under the most tenuous circumstances. Only in congested areas, where one high-level station after another rolls in as the listener turns his dial, does his overtaxed memory fail to recall all the minor and rarely used services.

Perhaps the first proposition made by the BMB questionnaire: "List below: the Call Letters of all Radio Stations which you or someone in your family listen to at home—AT ANY TIME" encouraged listeners to even greater

(*Continued on page 82*)

WWJ Manager Says NAB Session on BMB Was 'Mutual Admiration Society'

MR. HUGH FELTIS,
President, Broadcast Measurement Bureau.

On my return from the NAB convention, I found on my desk the BMB bulletin issued under date of October 18, 1946. With all the good will in the world, and more in sorrow than in anger, I must tell you that this bulletin is to me just another chapter of a study in futility.

When I received the BMB audience report a few weeks ago, I had the overwhelming impression that the mountain had labored and brought forth a mouse, and I waited for the NAB meeting to see if I was alone in this feeling. A preliminary check with other station men quickly showed that I was far from being alone, but rather that there was almost complete unanimity among broadcasters that we had wasted our money and our hopes on BMB, and the further I checked, the more this conviction was confirmed.

On Tuesday afternoon I sat through the session on BMB in the Red Lacquer Room of the Palmer House and was totally bewildered at what I heard and saw. You put on a great show, a mutual admiration society in a honeymoon atmosphere, while outside in the rooms and corridors of this same Palmer House there was resentment, disillusionment and utter disapproval by those who paid the major portion of the bills.

If you were unaware of this contrast then you and those responsible for running BMB are sadly out of touch with the rank and file. If, on the contrary, you were cognizant of the unfortunate reactions, then in my humble opinion it would have been much wiser to discard entirely the elaborate program planned for the session on BMB and to throw open the full session to a frank and honest discussion of what had been attempted and of what might be done in the future; as it is, I doubt if the future holds anything worthwhile.

AMONG the better known broadcasters of the nation is Harry Bannister, general manager of WWJ Detroit. He presented the station manager's viewpoint at the annual AAAA meeting in New York last spring, and, as his letter to Hugh Feltis, BMB president, points out, he has long been interested in obtaining the most accurate statistics possible on audience measurement. Mr. Bannister, herein, tells Mr. Feltis some of the things some broadcasters are thinking about BMB, but didn't get a chance to say at the Chicago NAB session.

As far as my station is concerned, I would like to state that ever since its inception, WWJ has steadily understated and undersold its coverage area; your report considerably inflates our own conceptions. I am told by others that this factor of inflation is present in many other BMB station findings.

I also want to state that for at least 15 years, my station has based its sales and program policies on professional surveys. We were buying Ross Federal and Hooper-Holmes surveys back in the days when most stations furnished coverage data originated by station employees, working usually after business hours, by telephone. I tell you this merely to establish the fact that at WWJ we are highly statistically-minded.

I further feel that the broadcast industry has established the technique of program ratings as the basis of its circulation calculations. I went into BMB because I was led to believe that anything you did at the beginning would merely be a testing and proving ground for the eventual development of a continuing measurement

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Agency Research Head Finds BMB Exact Parallel To ABC

"BMB HAS provided for the radio industry the exact parallel to the ABC circulation figures of printed media," Dr. Hanz Zeisel, manager of research development for McCann-Erickson, stated at the fifth annual luncheon of The Pulse Inc., Thursday, at the Biltmore Hotel, New York. Dr. Sydney Roslow, Pulse director, presided.

Both BMB and ABC, Dr. Zeisel said, determine "circulation" in the sense that with relatively little effort—turning a radio dial or a printed page—somebody in the home will be exposed to whatever is broadcast on the wave length or printed on the page turned to.

But, he averred, the timebuyer who uses only BMB figures and the spacebuyer who uses only ABC figures are both neglecting the same important variable: The amount of time the family in any of the homes covered devotes to listening to the particular station or to reading the particular magazine. The impatience of the radio industry with what is accepted for printed media, Dr. Zeisel pointed out, "is only an expression of the radio industry's high standard of measurement methods."

Studying the problem of refining BMB figures so as to give a more definite answer to the timebuyer's ultimate question: "How many homes are going to listen to my program?" the McCann-Erickson research department decided that BMB figures give the first approximation to this problem, the station share-of-audience gives the second, Dr. Zeisel reported. "If station share-of-audiences are known, the timebuyer knows what to expect in the way of an audience for an "average program" on this station," he said.

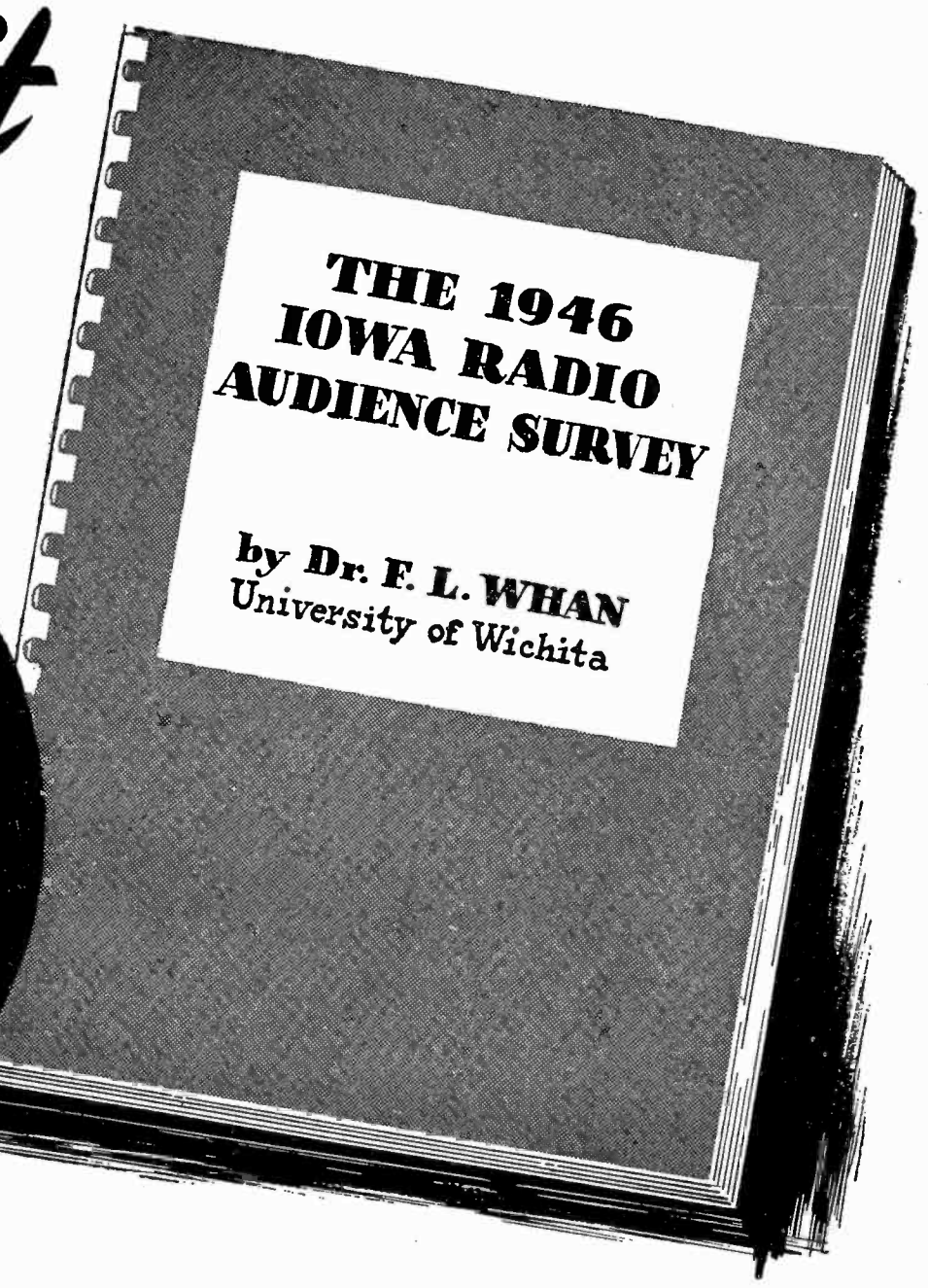
Diary Comparison

Radio listening diaries were selected as a record from which both types of data—BMB and station share of audience—can be computed from an identical sample of families, Dr. Zeisel said. With a series of charts based on 1,000 diaries supplied by Audience Surveys, he showed that computed "diary—BMB" figures closely resembled the original BMB data, that when BMB figures were

(*Continued on page 79*)

Send for it NOW—

THIS BOOK ANSWERS ALMOST EVERY QUESTION YOU CAN ASK!



DO YOU KNOW which radio stations are "listened-to-most" in Iowa — day and night? The percentage of the total audience that prefers each station — how these figures break down by age, sex, place of residence (urban, village, farm)?

Do you know which stations are preferred for newscasts — for farm programs?

Do you know what proportion of the total audience actually listens at each half-hour period during the day and evening? The same for urban people, village people, farm people? Effect of sex on these figures? Effect of age?

Do you know the answer to practically *every question* that time-buyers, account executives and advertising managers ask about the Iowa radio audience, and its reactions to radio in Iowa?

If not, mail the coupon for your free copy, now. The supply is limited. Requests will be filled in order of receipt.

THE 1946 IOWA RADIO AUDIENCE SURVEY

is the *ninth* annual study of the Iowa radio audience. It was compiled from interviews with families, in every county of Iowa, and represents one interview for every 80 radio families in the State.

It was conducted by a recognized authority, Dr. Forest L. Whan of the University of Wichita, following accepted "sampling" procedures.

In addition to bringing you completely up-to-date information on Iowa listening habits, the 1946 Survey gives you *several vital break-downs of the same material over a five-year period*, so that you can study the trends and more intelligently evaluate your present and future plans.

Its statistical data is profusely "visualized" with detailed maps and pictographs. It is the most authoritative and helpful study available; *it is a MUST for every thoughtful advertising or merchandising man doing business in Iowa.*

WHO for IOWA Plus!

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President

J. O. Maland, Manager

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 1946 Iowa Radio Audience Survey.

Name _____

Company _____

Street _____

City _____ State _____

1867 Julian Price 1946

JULIAN PRICE, 78, chairman of the board of Jefferson Standard Life Insurance Co., chief owner of WBT Charlotte and WBIG Greensboro, N. C., was killed in an automobile accident Oct. 25 near North Wilkesboro, N. C.

Mr. Price's car, driven by a chauffeur, went off the highway and struck an embankment. The insurance executive received a blow on the forehead and was pronounced dead on arrival at a North Wilkesboro hospital. Injuries of the other occupants were not considered serious.

Maj. Edney Ridge, head of WBIG and its licensee, North Carolina Broadcasting Co., attributed the success of that station to Mr. Price's purchase of control for Jefferson Standard in 1934. In May 1945, when CBS sold WBT, Mr. Price's bid of $1,505,000 for Jefferson Standard was accepted, although below the other 20 bids, because CBS considered Mr. Price's firm best qualified to operate the 50 kw station.

Long friendly to radio, Mr. Price arranged Jefferson Standard loans to other radio stations. The latest assistance was given to the *Philadelphia Record* in the purchase of WCAU Philadelphia.

Mr. PRICE

Born in Richmond

Mr. Price was born near Richmond and grew up amid the discouragement of reconstruction days in the South. One of his first jobs was cutting and selling wood to the Southern Railway for wood-burning locomotives. He later worked as a clerk, ticket agent and chief dispatcher for the railroad, and from 1903 to 1905 was a traveling representative for the American Tobacco Co. In the latter year he joined Greensboro Life Insurance Co., which consolidated with Jefferson Standard in 1912.

At that time Mr. Price was made vice president and agency manager of the new company, succeeding to the presidency in 1919, when the firm had assets of $9,703,325 and insurance in force of $81,644,994. Today Jefferson Standard has assets of $174,600,000, insurance in force of $655,000,000 and ranks 30th among insurance companies.

Mr. Price was a member of the Greensboro City Council for a number of years, and served as head of the North Carolina Salary and Wage Commission, 1924-28. He owned a majority interest in the *Greensboro Record* for nine years, and was president of the Atlantic and Yadkin Railway until his death. At one time Mr. Price was president of the Federal Home Loan Bank of Winston-Salem, N. C. Last spring he received an honorary Doctor of Laws degree from the U. of North Carolina.

A member of numerous clubs and organizations, and recipient of honors from many of them, Mr. Price was also known as a philanthropist. When his wife, the former Ethel Clay, whom he married in 1897, died three years ago, Mr. Price, who was not a Catholic, gave $400,000 for a Catholic Church and rectory in her memory.

WBIG on its *'Neath the Southern Moon* Oct. 26, paid a special tribute to Mr. Price, eulogizing his life and playing a number of his favorite pieces of music.

Surviving are a son, Ralph C. Price, president of Jefferson Standard since his father's accession to chairman of the board last January; a daughter, Mrs. J. M. Bryan, both of Greensboro; a sister, Mrs. T. S. Neal of Orlando, Fla., and six grandchildren.

Funeral services were held Oct. 27 at the First Presbyterian Church in Greensboro with burial in a cemetery there.

XEO Formal Inaugural Planned for Next Month

FORMAL inauguration of XEO, new Matamoros, Mexico, station, is planned for December, J. M. Gonzalez, owner, announced last week. Operating on 970 kc with 750 w, the lower Rio Grande station has been on the air since Oct. 1.

In addition to Matamoros, sales offices are maintained across the river in Brownsville, Tex. The present 8 a.m. to 8 p.m. schedule will be extended to 16 hours soon, Mr. Gonzalez said. New transmitter and studio equipment was constructed especially for the combined studio transmitter installation, five miles west of Matamoras. A special news service is received direct from Mexico City. Mr. Gonzalez said XEO offers the only full-time service to about 250,000 Spanish speaking inhabitants of south Texas and northern Mexico.

FINAL GRANTS MADE FOR TWO PROPOSALS

PROPOSED GRANTS for new 250-w fulltime stations on 1490 kc at Meadville, Pa., and Morganton, N. C., were made final by FCC last week, with accompanying denials for mutually exclusive applications in each case.

The Meadville grant went to H. C. Winslow, Meadville surgeon and businessman, on grounds that a greater diversification in the controls of mass communications media would result since the competing applicant, Meadville Tribune Broadcasting Co., is associated in ownership with the city's only daily newspapers [BROADCASTING, Aug. 12]. Dr. Winslow also has a conditional FM grant for Meadville.

On similar grounds the Commission made final its proposed Morganton grant [BROADCASTING, Oct. 21] to Nathan J. Cooper, former WFTC Kinston announcer and salesman and now in charge of a credit company's branch office at Goldsboro, N. C. The application of Beatrice Cobb, Morganton newspaper publisher, was denied.

Name of the manager of Dr. Winslow's Meadville station was not disclosed, but Dr. Winslow told the Commission that he had made an agreement with the manager of an existing station who will take the job and also receive a 40% interest in the new outlet "for a nominal sum."

Intensified Drive Set for Radio Week

RMA and NAB Plan Participation In Event

HIGH-PRESSURE campaign to organize the combined broadcasting and radio manufacturing industries for celebration of National Radio Week Nov. 24-30 got under way last week. Spearheading the drive is the Radio Manufacturers Assn., with NAB joining the movement now that its convention is out of the way.

Representatives of the two associations went into joint action Wednesday, with RMA outlining, at a Washington luncheon, its nationwide dealer campaign by which 30,000 stores and distributors will promote the medium as a stimulus to set sales.

NAB's part in National Radio Week will be directed by A. D. Willard Jr., executive vice president, aided by Edward J. Heffron, executive assistant, public relations, and Charles A. Batson, director of information.

Under direction of W. B. McGill, advertising manager of Westinghouse Radio Stations Inc., and member of the RMA Advertising Committee, posters, display pieces and streamers have been prepared for dealers and distributors. A broadside contains brief instructions on their use along with suggestions for advertising in printed and other media. It presents in terse form the entire RMA program. The display kit will go to broadcast stations as well as stores. It will be ready in a few days.

AWD Contest

A feature of the week will be a letter contest under auspices of the Assn. of Women Directors, of which Alma Kitchell, WJZ New York, is president. The contest is being directed by Dorothy Lewis, NAB director of listener activity.

All women directors belonging to AWD will promote the letter contest on their programs. Twelve radio receivers will be given away as prizes in each of the 17 NAB districts, a total of 204 sets.

NAB is completing plans for nationwide participation of networks and stations in the week. By this means the entire nation is to be made aware of the part radio plays in the national life and in preservation of the democratic way of living.

The AWD Contest is designed "to encourage listeners to be more articulate; to learn more about listeners' program preferences; to build closer listener-broadcaster relationship; to stimulate appreciation of the American system of broadcasting."

Letters are to be not over 200 words and must be postmarked not later than Dec. 6. They must be addressed directly to the woman broadcaster over whose program the contest is announced, and call letters must be mentioned.

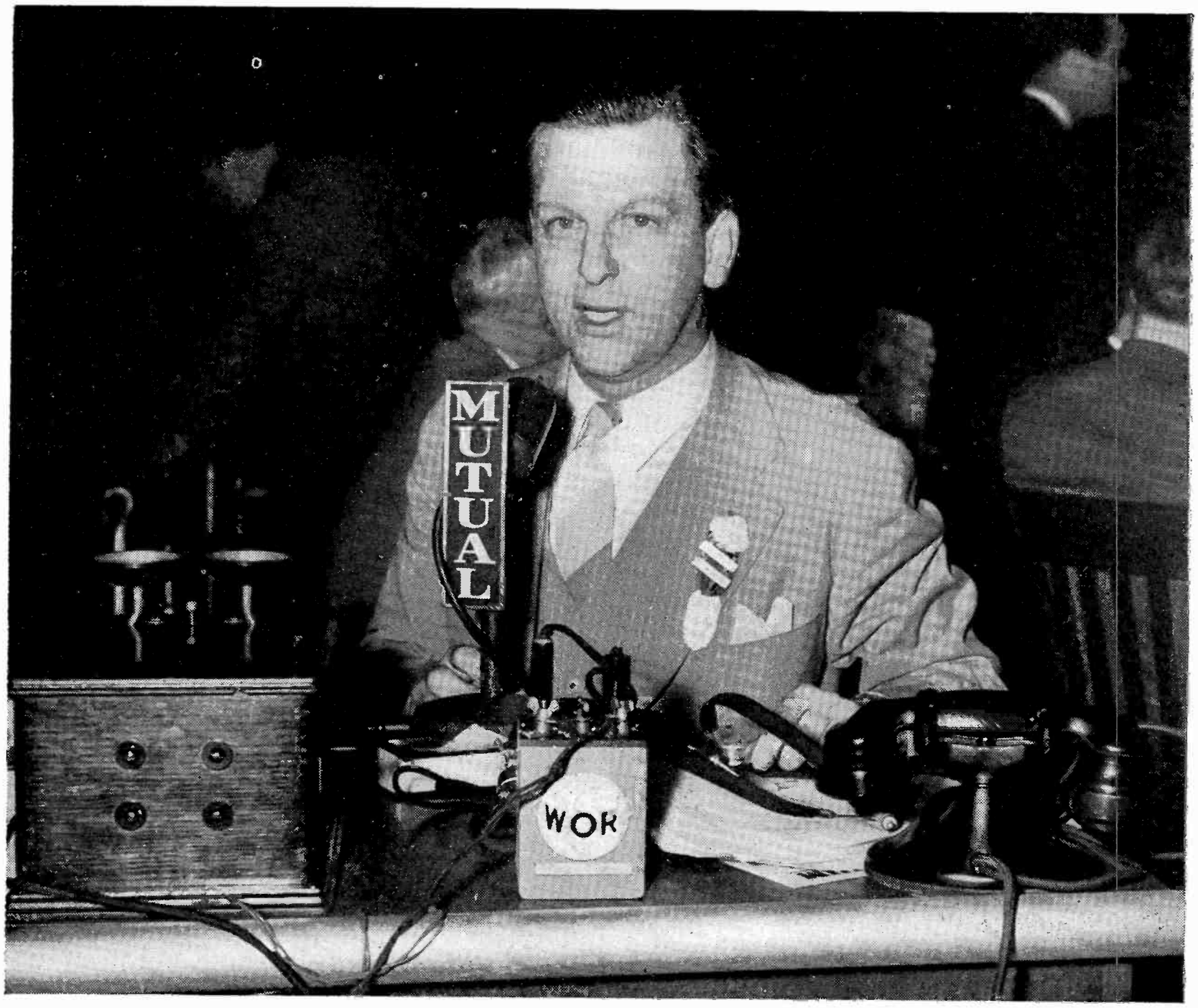
Each woman broadcaster will screen letters, which will be titled "What I Think About Radio." The five best letters will be sent to a national board of judges. All listeners may participate except employes of the radio industry. Winners will be announced about Feb. 1.

Board of Judges

National judges will be: Bond Geddes, RMA executive vice president; Henrietta Harrison, radio chairman, National Council of YMCA's; Bruce Robertson, senior associate editor, BROADCASTING; Gertrude Broderick, Federal Radio Education Committee, Office of Education; Mrs. George Fielding Elliot, radio chairman, Women's Action Council; Mrs. Harper Sibley, president, National Council of Church Women; Mrs. Luella Laudin, radio director, National Council of Women; Max Wylie, Young & Rubicam; Jean Rindlaub, BBDO; George Rosen, *Variety;* Frank Burke, editor, *Radio Daily.*

gallery

Perhaps no station in America has three more remarkable people than those presented on the following pages. Weekday after weekday, hundreds of thousands of WOR listeners follow them faithfully and, just as faithfully, buy the products and services they so deftly recommend. One, or all, of this high-powered trio can be bought at a very low price by getting in touch with WOR— that power-full station, at 1440 Broadway, in New York.



a behind-the-scenes description of one of the most remarkable air salesmen *available for immediate sponsorship* on WOR today.

seller

HE CALLS HIMSELF a "reporter", but that's one of the most modest claims made East of the Mississippi in a year. He's FULTON LEWIS, Jr.; crack WOR commentator on the national scene; weather-vane of the storms that sputter from Capitol Hill; fearless scoop-digger; influencer of public opinion and public action. Every Monday through Friday at 7:00 P.M. on WOR, he is heard in a weekly total of 1,798,600 homes. (He's also the nation's #1 co-op; sells everything from insurance to hot rolls and beer on 193 Mutual stations.) On WOR in New York, however, Lewis hits top selling speed. Proof...Plough, Inc., sponsor of FULTON LEWIS, Jr. for three solid years on WOR, says: "Using Lewis as our only advertising in the area, we upped the sale of our product Mexsana *169%* in two years!". FULTON LEWIS, Jr., slotted between WOR's Stan Lomax and The Answer Man, is one of the most unique, low-priced, audience-laden buys in New York now. Reach for your phone and call Pe-6-8600.

dawn-patroller

Every morning at 6:35, George Monaghan greets thousands of WOR yawners with one of the most novel combinations of records and chit chat that's ever been aired. The show's a simple one and the technique's, actually, rather old hat. But George is neither. He's, to put it unoriginally, a "personality". With a voice and sense of humor as Irish as the Shannon, his charm is as disarming and effective as seasonal Spring fever. Discharged from the Army in 1946, as a Sergeant, he was immediately nabbed by WOR. The station sort of banked on the fact that any man who had entertained more than 9-million Allied troops, who pulled more than 1,000 letters a day, who was voted "the most popular announcer on the BBC" by "The Melody Maker", which is England's "Variety", could make things stir in one of the greatest station territories on the Eastern Seaboard. George *did,* and still does. There couldn't be a greater confirmation of this than his string of discerning sponsors. People like, Simon Ackerman; Tidewater Corp.; Emerson Drugs; Rem & Rel, and the BC Drug Co. Added proof is his standout rating. WOR will be glad to tell you how effectively and economically George Monaghan can do a job for you. The address is—WOR, that power-full station, at 1440 Broadway, in New York.

door-opener

THIS SMILING LADY opens doors in more ways than here pictured. As one of the most literate saleswomen on the air today, she is known to approximately 167,000 WOR listeners every weekday afternoon as Martha Deane. Privately, she is a New York housewife, mother of twins, ex-NEA woman's feature editor-writer, beauty and fashion adviser; not to mention that she's consistently Hooper-rated among the highest-ranking woman personalities in New York radio today.

Her present WOR sponsors include such astute promoters as Abraham & Straus, Pure Food Co., N. Y. Herald Tribune, Burlington Mills, etc. What *they* think of her couldn't be more accurately mirrored than in the unsolicited comment of an executive of the O'Cedar Corp.: "Miss Deane has a large and loyal following. She successfully — and in an amazingly short time — established our product in Greater-New York." She shrugs this off. But her record brilliantly contradicts such modesty.

Now entering her sixth year of WOR popularity, she has to her credit such kudos as — First award, 1945, from Ohio State University for "The most stimulating presentation of ideas and information." She was chosen best woman commentator in 1942 by hundreds of radio editors in the United States and Canada in a poll conducted by Motion Picture Daily. Locally, says the N. Y. Daily News, "...her material packs plenty of interest ... copy is splendid." Says the N. Y. Times, "This show has really advanced the art of the woman's program."

A few openings are immediately available on WOR's Martha Deane program for those advertisers, or their agencies, who are interested in the tactful, but always powerfull, selling of Martha Deane. The address is— WOR, at 1440 Broadway, in New York.

Behind the Wall of Wartime Censorship

Koop Book Describes Radio in Its First War

WEAPON OF SILENCE. By Theodore F. Koop. 304 pp. Chicago: University of Chicago Press. $3.50.

HOW the Office of Censorship piloted the tortuous channel between the Scylla of leaking valuable information to the enemy and the Charybdis of destroying free radio and press is related in the new book of Theodore F. Koop.

Mr. Koop, chief of the news bulletin service of the National Geographic Society, served as special assistant to Byron Price, Director of Censorship, and later as his assistant director and deputy director. He is thus intimately acquainted with the problems, methods and solutions of censorship, and what is more important, he is able to see their significance as delicate balance points between free institutions and the authoritarianism demanded by total war.

While the book is replete with interesting yarns of the ingenious tricks of enemy agents and the more ingenious means by which they were forestalled, Mr. Koop's chapter on "Broadcasting's First War" is perhaps the most completely documented and discerning account yet published on the public service contributions of radio, which had come into being as a mass communications medium since World War I and was, because of its speed and range, potentially a much more dangerous medium than the press.

Severe Test

"Now," Mr. Koop writes, "radio was to undergo a severe test on which its very survival as an independent business enterprise might depend. Always in the background was the threat of complete government regulation. In contrast to the press, radio from its inception had been under federal license. One slip in time of war, and the supervision might easily shift from the paternal to the autocratic. Even before the broadcasting industry had a chance to prove its wartime competence, there were persons high in the administration who earnestly advocated that radio stations be controlled physically by the government for the duration. Only in that way, they contended, could the nation be sure that its interests were being served. Theirs was no proposal that could be lightly brushed aside; they were in a position to present their case vigorously to President Roosevelt."

Since the case for complete government control of radio as the most direct and immediate form of communication with the enemy had considerable merit as well as high support, it was up to the friends of free speech to make every effort to prevent it. Fortunately, as Mr. Koop points out, Byron Price was one of those friends.

While Censorship, in dealing with editors, considered only facts presented, it recognized the delicate nature of radio and the need of going further. Mr. Koop quotes from the original Broadcasters' Code:

"Radio is advised to steer clear of dramatic programs which attempt to portray the horrors of combat; to avoid sound effects which might be mistaken for air raid alarms. Radio is one of the greatest liaison officers between the fighting front and the people. Its voice will speak the news first. It should speak wisely and calmly."

Alarm Incident

When the Pennsylvania State Defense Council proposed an air raid drill in which stations would sound the alarm—although in an actual air raid they would go off the air—the Office of Censorship cited this comment, and the council dropped its suggestion.

Although the news section of the Broadcasters' Code was virtually the same as the Press Code, and few difficulties arose, one commentator, who frequently had come close to the danger line, received an informal call from the censors. When he objected that his broadcasts were written not for the enemy but for American women, the censors seized advantage and arranged for a woman employe of the station to edit his scripts.

But the news was, of course, only the smallest part of radio censorship. "Security," Mr. Koop points out, "might be endangered by various types of programs—request numbers, quizzes, interviews—in fact, any broadcast in which persons other than trusted employes had a part." To safeguard against coded messages being carried by request musical numbers, stations were asked to accept only written requests and hold them for an unspecified, irregular time. Man-in-the-street interview programs had to be stopped, as well as other popular types of audience participation shows, and the stations' revenue suffered because substitutes were more expensive.

Broadcasters, however, proved resourceful in devising replacements, and, for the most part, accepted their lot without complaint. When one foreign-language broadcaster said it would be economically impossible to employ a monitor censor as required, the NAB urged the station to comply with the voluntary code at any cost rather than imperil voluntary censorship. In August 1943, the broadcaster discontinued his foreign-language programs.

Small Staff

Despite the wide range of activities it covered, the Broadcasting Division had an even smaller staff than the Press Division. J. Harold Ryan, vice president of Fort Industry Co., was chief until 1944 when he became interim president of NAB. His successor was John E. Fetzer, owner of WKZO Kalamazoo, Mich.

Mr. Koop praises not only the efficiency of the censors, but the "unselfish restraint of broadcasters" which, he points out, has provided "an unanswerable reply not only to those who sought arbitrary wartime controls but also to those who would impose fresh restrictions after the cessation of hostilities."

From the overall censorship experience, Mr. Koop draws a lesson which cannot be repeated often enough in a world entering the Atomic Age. It is that the different freedoms are interdependent one on another. Isolationism among the media of expression has become as untenable as we now know it to be among the nations of the world in politics.

Mr. Koop

THEODORE F. KOOP, author of "Weapon of Silence," first came under the influence of Byron Price, wartime Director of Censorship, during Mr. Koop's years with the Associated Press. He later returned to be Mr. Price's assistant in the the Office of Censorship, that amazing Government agency which hung up its own "Out of Business" sign the day after VJ. Mr. Koop is now chief of the news bulletin service of the National Geographic Society.

Technique Of Radio's Power Analyzed

Professor's Book Studies Psychology of Kate Smith Appeal

MASS PERSUASION: The Social Psychology of a War Bond Drive. By Robert K. Merton. 210 pp. New York: Harper & Brothers. $2.50.

THE WARM voice, hoarse now from hours of repeated begging, cajoling, almost demanding, was of undeniable appeal.

(The mother of a bombardier later recalled: "I remember she say, 'If you buy a bond, you buy a ticket for your son to come home.' . . . The way she speaks to mothers, it would break your heart. . . . I wouldn't NOT have the money to help my son. I wouldn't be able to rest.")

It was a September morning, back in 1943, and Kate Smith was well into an 18-hour marathon of war bond selling on CBS. The marathon, before the day was done, inspired listeners to subscribe to a staggering $39 million worth of war bonds.

(A Brooklyn housewife whose only son was overseas remembered: "The way she was talking, I had all I could do to get to the phone quickly. She was telling the story of a young fellow—I remember his name, Merrill—that didn't have any legs or arms. . . . It got me so. I ran from the phone right over to his (her son's) picture and started to cry. And I said: 'Sonny, if this will save one hair of your head, I thank God'.")

What tricks of human consciousness make millions susceptible to such appeals? Last week, in a scholarly book of 210 pages, a Columbia U. professor sought to describe them.

Broadcasters Should Read

Mass Persuasion, as written by Columbia Prof. Robert K. Merton, is just what its title implies, a study of the use of persuasion over the radio in swaying great numbers of people. Broadcasters might well read this remarkable volume to perceive more intimately the fantastic power they control.

Throughout the entire book, Mr. Merton seeks to answer just one question: Just how and by what special techniques of persuasion was a radio star able to sell $39 million worth of war bonds during the course of one day's broadcasts?

The finished product, looking much like the final thesis of a Ph.D. candidate, is the direct result of three inter-related sets of exhaustive, comprehensive studies: (1) content analysis of the Smith radio broadcasts; (2) intensive "focused" interviews with 100 persons who listened to her broadcasts during the day in which she sold the bonds; (3) polling interviews, restricted to several specific questions, with a cross section of almost 1000 people.

Discussing the research value of Kate Smith's marathon bond selling campaign, Mr. Merton writes: "The Smith bond drive satisfied many requirements of a study in social psychology. It was, first of all, a real-life situation rather than a synthetically arranged event. Secondly, the bond purchases provided an index, however crude and tentative, of effective persuasion. Thirdly, the situation was emo-

(*Continued on page 70*)

Area 'Flea Circus' Opens in January

Meeting of NAB Board In San Francisco Slated Jan. 5-7

CONDENSED version of the NAB "flea circus," clipped in itinerary but replete with an extra heavy program of BMB, BMI, AFM and kindred problems, is tentatively slated to open in San Francisco after the scheduled Jan. 5-7 meeting of the board of directors.

At that time the new "area" plan by which the 17 district meetings would be boiled down to eight combined meetings, followed by separate district sessions is slated to go into operation [BROADCASTING, Oct. 28]. The new NAB board adopted the area plan at its Oct. 25 meeting immediately after close of the Chicago convention.

C. E. Arney Jr., NAB secretary-treasurer, who last week took a week's rest at French Lick Springs, Ind., after organizing what industry spokesmen describe as the smoothest convention in history, was instructed by the new board at its Oct. 28 meeting to sound out feeling among stations all over the country on the area meeting project.

Eases Load on Officers

Purpose of this plan is to cut in half the difficult expedition of NAB headquarters executives. Under the district meeting setup key executives must attend all 17 of the annual district meetings, a trying assignment that seriously interferes with operations at headquarters and taxes those who make the trips.

By reducing the number of meetings through the area plan district autonomy would be retained but all member stations would have a chance to take part in meetings addressed by headquarters personnel.

The board adopted a recommendation by a subcommittee consisting of Leslie C. Johnson, WHBF Rock Island; Hugh B. Terry, KLZ Denver, and William B. Smullin, KIEM Eureka, Calif. The recommendation specifically provided that the autonomy of the district setup is in no way affected and that district meetings will be held in conjunction with each area meeting. Responsibilities of district directors would not be affected.

The areas would be set up as follows under the subcommittee's plan:

A—District 15 (No. Calif., Nev., Hawaii); 16 (Ariz., So. Calif., N. M.); 17 (Alaska, Ore., Wash).
B—District 14 (Col., Idaho, Utah, Wyo., Mont., western S. D.).
C—District 10 (Ia., Mo., Neb.) ; 12 (Kan., Okla.).
D—District 8 (Ind., Mich. except 2 counties); 9 (Ill., Wisc. in part); 11 (Minn., N. D., Mich. in part, eastern S. D.).
E—District 13 (Texas).
F—District 5 (Ala., Fla., Ga., P. R.); 6 (Ark., La., Miss., Tenn.).
G—District 4 (D. C., N. C., S. C., Va., W. Va.); 7 (Ky., Ohio).
H—District 1 (Conn., Me., Mass., N. H., R. I., Vt.); 2 (N. Y., N. J.); 3 (Del., Pa., Md.).

Another convention development was a plan to expand participation of small market stations in district meetings. Active in this movement are A. E. Spokes, WJOY Burlington, Vt.; Paul Wagner, WPAY Portsmouth, Ohio; John Alexander, KODY N. Platte, Neb.; and Allan Curnutt, WOSH Oshkosh, Wis. They contended at the meeting of Small Market Station district chairman that their plan would permit better control over problems of such stations; provide an interchange of business practices and labor relations experience, and stimulate national, regional and local sales projects.

By-Laws Need Change

Modernizing of the NAB by-laws and refinement of NAB's geographical districting will be considered by the association's headquarter's staff prior to the San Francisco board meeting.

Present by-laws were adopted at the time of the NAB reorganization in 1938. They have been amended numerous times, leading to need for rewriting of the text to eliminate technical flaws. Two amendments were adopted at the NAB convention in Chicago. They provided for referendum ballots by which the board can submit changes in charter or by-laws to the membership; and vested authority in the board to promulgate standards of practice or codes, along with provisions for their enforcement.

Several changes in districting have been proposed informally by member stations. One plan would transfer part of the Texas Panhandle, now in the 13th District (Texas) to District 14 (Mountain States). Some New Mexico stations have suggested transfer from District 16 (So. Calif., Ariz. and N. M.) to District 14 on the ground that their interests are closer to those of other Mountain States. They also contend that transportation to principal cities in District 14 is less difficult.

Suggestion has been made that South Dakota and Wisconsin should be districted along State lines instead of being split. South Dakota is divided among Districts 11 and 14, with Wisconsin divided among Districts 9 and 11. A small portion of Michigan lies in District 11 but the bulk of the State is in District 8.

FCC Oral Argument

ORAL ARGUMENT is scheduled Wednesday before FCC en banc, starting at 10 a.m., on three proposed decisions of the Commission: (1) Denial, without prejudice, of license renewal application of WJOL Joliet, Ill., because of a free-time agreement with a former owner; (2) grant of Cleveland Broadcasting Co.'s application for a new Cleveland station on 1300 kc with 5 kw directional fulltime, and denial of Scripps-Howard Radio's application for the same facilities, and (3) grant of Fetzer Broadcasting Co.'s request for 1230 kc with 250 w fulltime for a new Grand Rapids station and denial of Ashbacker Radio Corp.'s application for the same assignment for its WKBZ Muskegon.

Ring Recovered

THROUGH an NBC broadcast from Tokyo last week a Marine Corps officer will be able to recover a good luck ring taken from him by the Japanese following capture of Wake Island. An acquaintance of the officer after hearing the newscast over WRC Washington phoned the network's Capital key to affirm identification of the ring as possibly belonging to Lt. Col. Herbert C. Freuler at Quantico, Va. NBC Washington contacted Colonel Freuler who appeared on *World News Roundup* the following night to relate his experiences with the Japs. The ring, bearing his name, had been made by his wife before their marriage.

Video Indoctrination

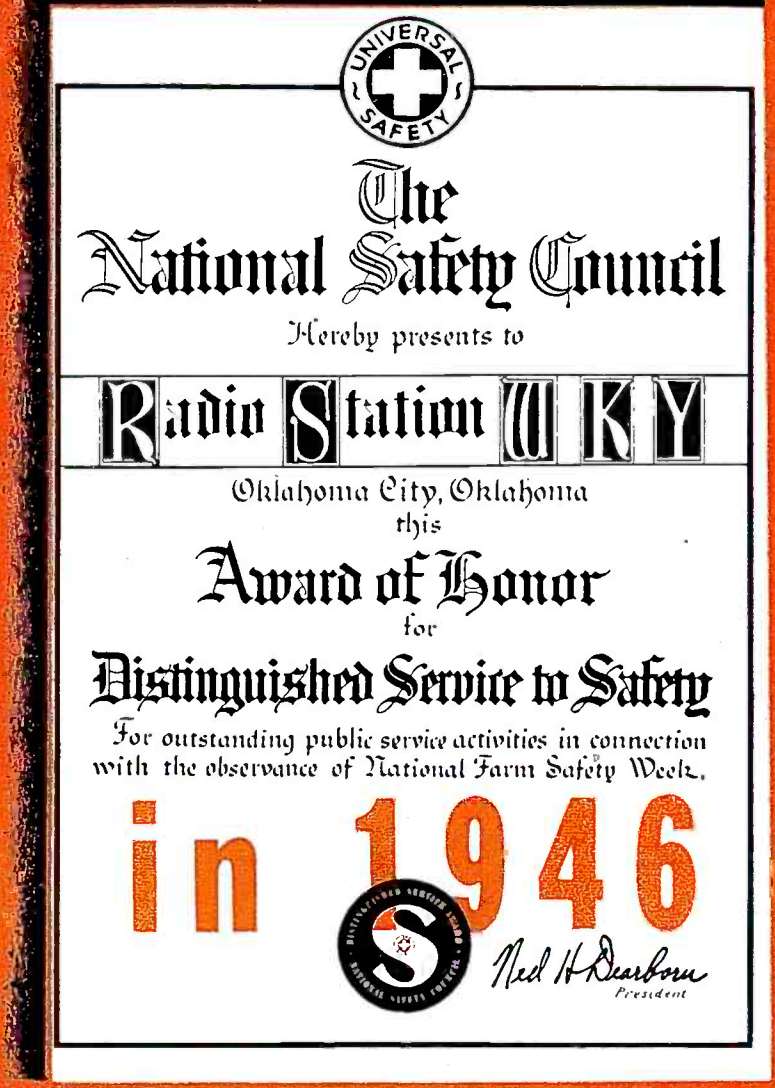
WFIL Philadelphia will start a series of weekly television indoctrination classes for its staff members to familiarize the employes with the television field. Thomas Hutchinson, station's television consultant, will supervise. At the same time WFIL continues its course in television receiver maintenance and repair for nearly 100 radio service men.

Margaret Coleman

MARGARET ADELE COLEMAN, 27, Hollywood freelance writer, died in that city Oct. 24. She worked on CBS *Stars Over Hollywood* and ABC *Dark Venture*.

ATTENDING annual meeting of promotion managers of CBS owned stations Oct. 7-10 at Hotel Pierre, N. Y., were (l to r standing): Grant Theis, assistant to director of radio sales promotion for CBS; John P. Cowden, director of promotion service for owned stations; Thomas D. Connally, director of program promotion; Louis Hausman, manager of presentation division; Howard S. Meighan, vice president and director of station administration; David Frederick, director of sales promotion and advertising; Carl Ward, WCCO Minneapolis-St. Paul; Ralph Taylor, KNX Hollywood and CBS Pacific network; Jules Dundes, WCBS N. Y.; Howard Stanley, director of promotion for radio sales; John Fox, manager of production for sales promotion and advertising; Irving Miller, art director for owned stations, and William Hylan, assistant to director of station administration. Seated (l to r): Jeanne Rogers, copywriter in owned stations promotion service; Guy Cunningham, WEEI Boston; George Taylor, WTOP Washington; Robert Savage, WBBM Chicago; C. W. Doebler, KMOX St. Louis; Robert Covington, promotion manager of WBT Charlotte; William Golden, associate director of sales promotion and advertising, and Janet Wood, assistant in production details.

AGAIN in 1946 WKY receives...



☆ Farm Safety Award

For the second consecutive year, the National Safety Council has honored WKY with a top award for what it recognizes as distinguished service in promoting safety on the farm.

This twice-won recognition has come to what actually is only a routine phase of the total service program of WKY's Farm Reporter, but it is indicative of the quality of service rendered by this program in all phases of special farmer interest. Few farm programs anywhere, in fact, equal it either in scope or practical usefulness.

Longtime, self-starting enterprise in sensing and serving the needs and interests of Oklahoma listeners combined with a program menu appealing to most of the people most of the time explains why WKY attracts and holds the largest habitual audience in the state, a fact again substantiated in the recently published statewide study of radio listening conducted by Dr. F. L. Whan.

ADDITIONAL WKY AWARDS IN 1946

BILLBOARD— 15th Annual Radio Editors' Poll named WKY's "Save the Soil" tops in local public service.

CITY COLLEGE OF NEW YORK—Award of Merit for the most effective promotion by a regional station of a sponsored radio program.

BILLBOARD— Second among regional channel stations in over-all promotion. Ninth Annual Radio Promotion Exhibit and Competition.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.:
THE DAILY OKLAHOMAN AND TIMES * THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS * KLZ, DENVER (Affiliated Mgmt.)
REPRESENTED BY THE KATZ AGENCY, INC.

New Fort Worth, Pittsburgh Stations, WGOV Regional Seen

NEW 1 kw stations for Fort Worth (fulltime) and Pittsburgh (daytime) and a regional assignment for former Georgia Governor E. D. Rivers' WGOV Valdosta were anticipated in proposed decisions announced by FCC last Wednesday.

In the Pittsburgh case the Commission invoked its multiple ownership rule to deny Liberty Broadcasting Co.'s FM application but approved its AM request for 730 kc with 1 kw, daytime only (see separate story on Pittsburgh FM grants). There was no competing application. The proposed AM grant was conditioned on the Liberty stockholders' disposing of their interests in WJPA Washington, Pa., within 30 days.

The proposed grant for Fort Worth, for 1360 kc with 1 kw, directional antenna at night, went to Fort Worth Broadcasting Co., with a proposed denial for Luck-McDonald Co., which sought the same assignment.

Mr. Rivers' WGOV request for a change from 1450 kc with 250 w to 950 kc with 5 kw day and 1 kw night, directionalized fulltime, won a proposed grant over Valdosta Broadcasting Co.'s application for a new station on the same assignment despite FCC's frequent disposition in such cases to grant the new-station application.

The Commission found both WGOV and Valdosta Broadcasting Co. qualified. But, the proposed decision declared:

"Taken alone, the consideration of the establishment of an additional and competitive broadcast service would be persuasive of a grant to the Valdosta Broadcasting Co. However, we cannot accept this factor as controlling. Otherwise, an existing station seeking to improve its coverage by a change in frequency and increase in power would always be barred by a qualified applicant proposing to construct a new station on the operating assignment requested by the existing station.

"We are of the opinion that in this case consideration should also be given to the past performance of WGOV and to its efforts to improve its facilities . . . and also to the fact that the frequency now being used by WGOV would be available for assignment to a qualified applicant proposing to establish an additional station in Valdosta or proposing to establish a station in a nearby community having a greater need than Valdosta for the use of this operating assignment."

Rivers Pioneering

FCC noted that Mr. Rivers "pioneered radio broadcasting in Valdosta" and that his efforts to expand WGOV coverage dates back to 1941. The station's service since it was founded in 1940 was described as "commendable."

The competing applicant, FCC added, also "is composed of local residents, and the programs proposed by this applicant are found to be as meritorious as those proposed by Mr. Rivers."

Valdosta Broadcasting is owned by George B. Cook, president and 33% owner, who is in the insurance business; A. Julian Strickland Jr., textile manufacturer, 33%; L. O. Smith, in the automobile business, 33%, and Tom B. Smith, retail druggist, 1%.

The Fort Worth grant was based on the fact that the three owners of Fort Worth Broadcasting are Fort Worth residents and would take part in station operation, while only one of two partners in Luck-McDonald lives in Fort Worth and that one would not participate in operation of the station.

Owners of the proposed grantee are Frank M. Skinner, owner of a retail clothing store at Austin, Tex., and supervisor of all its radio advertising activities, who owns 97.6%; Russ M. Lamb, program director and production manager of a Fort Worth station, who owns 2% and would be manager, and John R. Crouse, Fort Worth station engineer, who has 0.4% and would be chief engineer.

Luck-McDonald Owners

Luck-McDonald is owned by Dr. Leskie Halton Luck, optometrist, who conducts a radio program advertising his business, and Myron Birdsell (Pat) McDonald of San Antonio, formerly with several Texas stations. Their ultimate interests would be 51% for Dr. Luck and 49% for Mr. McDonald. Mr. McDonald would be manager.

In the Pittsburgh case FCC found that some overlap would develop between Liberty's proposed FM station and that of the FM station of WSTV Steubenville, Ohio, in which the seven major Liberty stockholders own 37.7% interest. The overlap would increase, FCC added, if WSTV-FM requested normal maximum power. On that basis the Commission proposed to deny the FM application, Comr. E. K. Jett dissenting.

But the overlap between Liberty's proposed AM station and WSTV, the Commission concluded, would be "negligible"—not enough to require denial of the application under the duopoly rule.

Liberty is a partnership composed of John J. Laux (WSTV manager), Jack N. Berkman, Charles C. Swaringen, Alex Teitlebaum, Myer Wiesenthal, Louis Berkman, and Richard Teitlebaum (13% each) and Joseph M. Troesch and John L. Merdian (4.5% each). All nine are interested in WJPA Washington, Pa., 26 miles from Pittsburgh, but have agreed to give up these interests within 30 days after the Pittsburgh grant becomes final.

How to start the day right in Indiana

At 8:15 a.m., Monday through Friday, something approaching a mass migration takes place here in Indiana. Out on the farm, in town and in the cavalcade of work-bound cars there's a swirling and a twirling of radio dials as Hoosier listeners turn to 1070 for "The WIBC Coffee Shop."

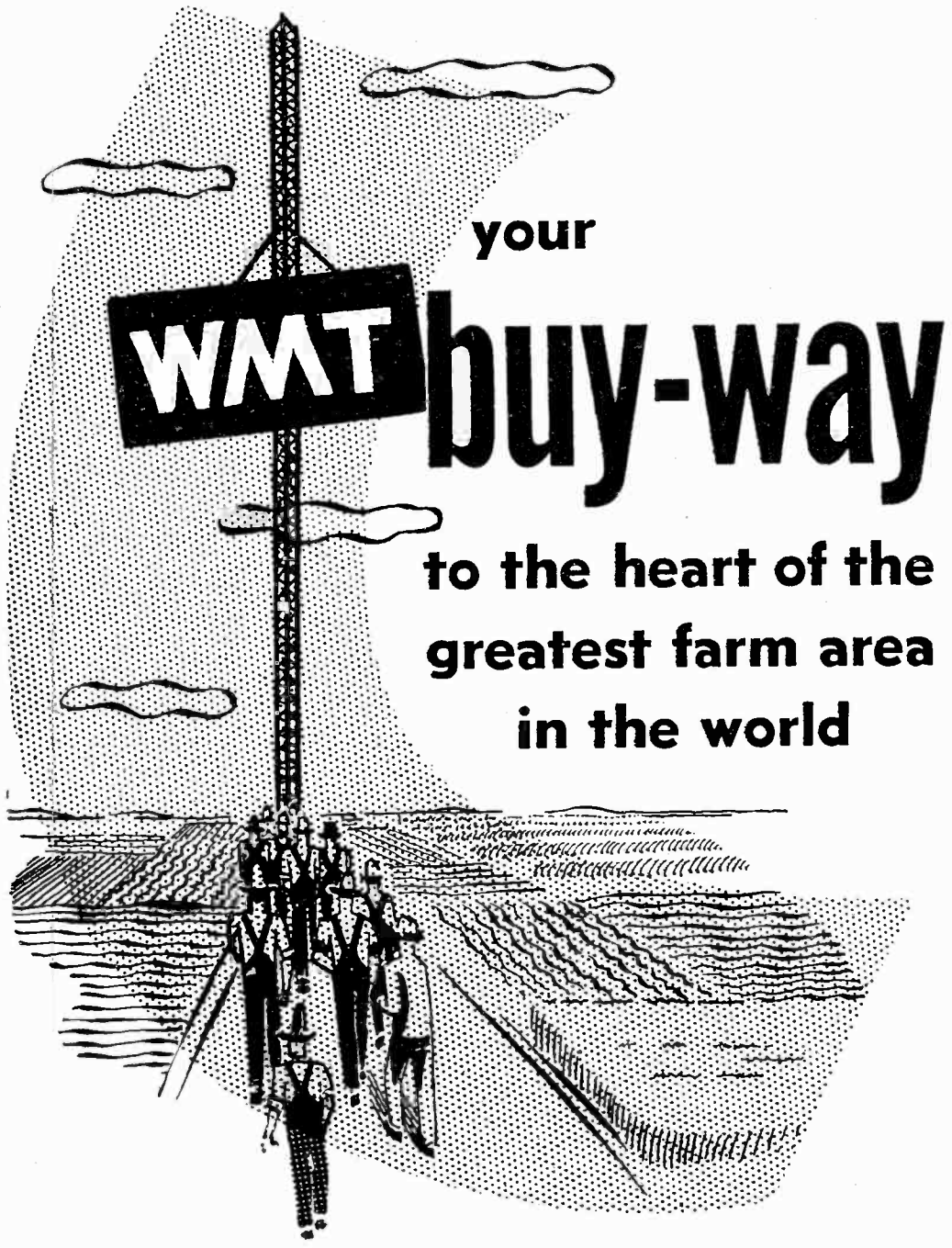
Here's a spirited half-hour session of top tunes, sprightly banter, dramatic interludes and last-minute flashes concerning news and the weather. Emcee of this sparkling wake-up show is versatile, popular Sydney Mason—WIBC's "man of many voices"—supported by an all-star cast of Indiana radio favorites including Mike Dunn, announcer; "The Percolators," instrumental trio; "The Dixie Four," vocal quartet; Binnie Krafton and Dave Hamilton, vocalists.

No unrehearsed, ad lib production, "The WIBC Coffee Shop" is a highly polished, carefully planned product of the WIBC live talent staff. And for the morning-minded sponsor with an eye on Indiana sales, time now available on "The WIBC Coffee Shop" represents one of the best buys at Indiana's favorite radio station. So speak to your John Blair man now about starting your Indiana sales right with a 15 or 30 minute sponsorship on this program that starts each week day right for the residents of Central Indiana. Your JBM can give you full details, too, on other WIBC live talent shows, expressly tailored to your commercial objective. See him today!

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Owned and Operated by The Indianapolis News

WIBC Mutual Outlet in Indianapolis



your

WMT buy-way

to the heart of the greatest farm area in the world

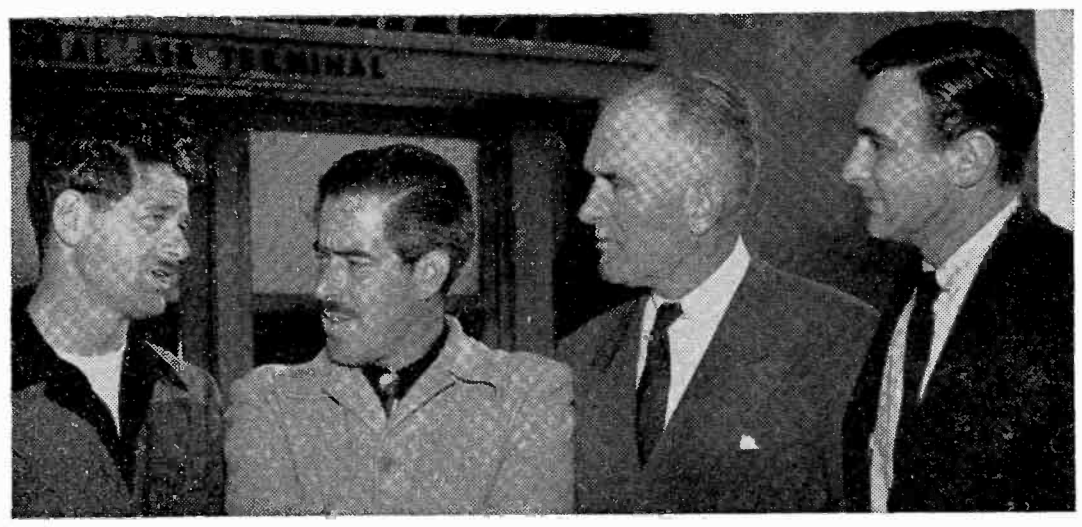
WMTland embraces Iowa's richest farmland—Iowa that contains ¼ of all the nation's grade A farm area—leading all states in cash farm income last year . . . a great, accessible market for you.

your "BEST BUY" to reach Eastern Iowa's buyers economically & completely

AT 600 KC's—IOWA'S FINEST FREQUENCY

Represented by KATZ Agency

Member of MID-STATES Group



GREETING Norman Corwin (l), CBS writer-producer, on his return to Los Angeles after 36,000 mile round-the-world trip were (l to r): William N. Robson, CBS Hollywood executive producer; Harry W. Witt, general manager and assistant to Donald W. Thornburgh, CBS Western Division vice president, and Ernest Martin, CBS Hollywood director of network programs. Mr. Corwin will broadcast a report of the trip, awarded to him by Freedom House, Wendell Willkie Memorial

AFM Would Oppose Lea in Election, Padway Tells House Special Committee

JAMES CAESAR PETRILLO and his American Federation of Musicians would "do everything within their power within the law" to defeat Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee and author of the Lea Act, the House Special Committee to Investigate Campaign Expenditures was told last week by Joseph A. Padway, AFM general counsel.

Appearing on behalf of four unions affiliated with the American Federation of Labor, Mr. Padway said the AFM "might ask each member to make a house-to-house campaign" in Mr. Lea's district, "to solicit votes against him."

Harry J. Steeper, first assistant to President Petrillo, told a slightly different version. Said Mr. Steeper, in substance: The AFM has not discussed the Lea Act nor Congressman Lea; has "not urged any of our members to vote one way or the other"; takes no part in politics at all, other than to apprise its members through the *International Musician* of the records of Congressmen.

Purchase of Time

Mr. Padway appeared before the committee Monday after advising the AFM, International Brotherhood of Teamsters, United Garment Workers and the Laundry Workers International Union to ignore questionnaires sent out by the committee to more than 300 organizations. The questions asked are "invasion of private rights," the union attorney contended. He identified himself as general counsel of the AFL and the four unions which had refused to answer the questionnaires.

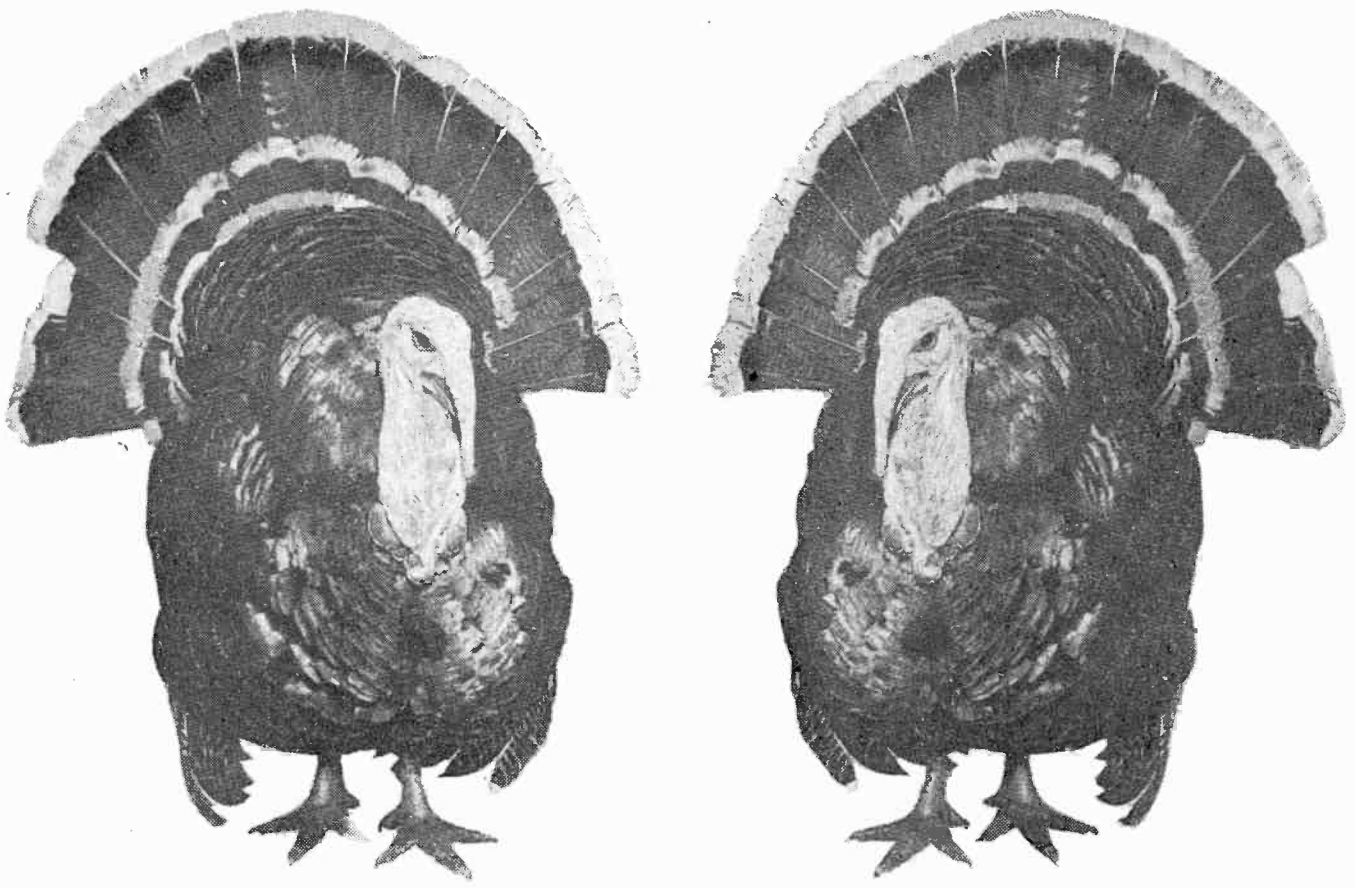
Rep. Frank Fellows (R-Me.), who sat with Chairman J. Percy Priest (D-Tenn.) and Rep. Oren Harris (D-Ark.), referred to the Corrupt Practices Act and asked Mr. Padway if he thought "the purchase of radio time and the preparation of script in behalf of a candidate or against some other candidate" would be considered a "contribution of value" under the law. Mr. Padway said, "In general, sir, yes. For instance, the purchase of radio time by the AFM to explain to the public or at least to the citizens in the district of Congressman Lea, his attitude on the Lea bill and that it has been against the interests of the AFM and will have a detrimental effect upon them, and they want the people to know that Lea had not been a friend of the AFM, I do not think that could be construed as prohibited as a political contribution."

Mr. Steeper told the Committee that the *International Musician* published an article "excoriating Congressman Lea for the obnoxious—to us—bill that was passed under his name, but there was no intimidation, nor any instructions contained in that article as to how the members should vote."

Reference was made to Mr. Petrillo's violent denunciation of Representative Lea at the AFM June convention in Florida. "It was said in the heat of an oratorical display," explained Mr. Steeper. "But it was an expression of the true sentiments felt by President Petrillo," interjected Counsel Padway.

"You said it; you can repeat that," exclaimed Mr. Steeper. He denied, under cross-examination, that the AFM had taken any "political action" against Representative Lea and said he knew of no plans for such action.

Chairman Priest said the committee would adjourn further hearings until after the election. It was understood that some committee members favored subpenaing certain radio commentators who have supported Administration candidates, but Chairman Priest reportedly turned down any such move on the grounds that the committee might be intruding on the right of free speech and free press.



Two for One Price

KFJZ - Fort Worth ★ WRR - Dallas

One ax — two whacks . . . and these birds are on their way to becoming a first-class Thanksgiving Dinner. . . .

Radio coverage of the billion dollar Fort Worth-Dallas markets can be garnered in much the same way: KFJZ and WRR . . . two 5000 watt stations for one price . . . and you have the Best Radio Buy in Texas.

Yes Sir, this double helping of KFJZ and WRR is available at simultaneous or separate hours . . . for one price. Check the coverage and listener loyalty of the KFJZ-WRR audience, and serve yourself a double portion of real sales power.

NATIONAL REPRESENTATIVE
WEED & COMPANY

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

THE BEST RADIO BUY IN TEXAS

DON'T GIVE THE AX TO YOUR OUTSIDE* AUDIENCE

on the Pacific Coast, too!

Approximately half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane are located—only Don Lee completely covers the OUTSIDE as well as the INSIDE half . . . a C. E. Hooper 276,019 coincidental telephone survey proves it.

PACIFIC COAST outsiders have a keen interest in your radio show–but if it isn't on Don Lee, this big audience (around 6 million people) can't hear it.

All of the four Pacific Coast radio networks cover the *inside,* or seven major metropolitan county areas. Don Lee, however, is the only network with enough stations to deliver the *outside* audience also. (The *outside* audience, incidentally, represents about half the population and accounts for nearly 50% of the 9 billions in Pacific Coast retail sales each year!)

Don Lee gives exclusive coverage of the rich plum which is the *outside* market because of its great number of stations. Don Lee, with 40, has *more stations than all other* Pacific Coast networks combined. And it takes many stations to do a complete coverage job on the Pacific Coast. Most markets of the region are surrounded by mountains *5,000* to *15,000* feet high, and the long-range broadcasting of other networks can't reach them. Only Don Lee has a station located *within* every important mountain-surrounded market.

Give the big, money-spending *outside* audience a break on the Pacific Coast. Put your radio show on Don Lee and there will be thanks-giving from these folks all year long. *Remember:* More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.

CITY EXAMPLE NO. 7 : EVERETT, WASHINGTON
An exclusive Don Lee *outside market*

TOTAL RETAIL SALES $44,520,000

Sales Management, 1946, Survey of Buying Power

The Nation's Greatest Regional Network

Mutual
DON LEE
BROADCASTING SYSTEM

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.

October Listening Jumps 8% On Pulse

Rating Service Places Hope First on List With 19.7

INCREASE of 8% in the October average quarter-hour sets-in-use in New York over the September rating was reported last week by The Pulse, New York. Listening rose from 22.6 in September to 24.5 in October, an increase of 1.9 over October 1945.

The top 10 evening and daytime shows in New York for October as listed by the Pulse were: Evening: *Bob Hope Show*, 19.7, *Lux Radio Theatre*, 19.0, *Walter Winchell*, 17.7, *Chase-Sanborn Program*, 17.7, *Jack Benny Show*, 17.7, *Red Skelton*, 17.3, *Mr. District Attorney* 17.0, *Fred Allen Show*, 17.0, *Fibber McGee & Molly*, 16.0, *Suspense*, 16.0. Daytime: *Aunt Jenny*, 6.6, *Kate Smith Speaks* 6.6, *News-Harry Clark*, 6.1, *Big Sister*, 6.1, *Helen Trent*, 5.8, *Our Gal Sunday*, 5.5, *WOR 8 a. m. News* 5.5, *Arthur Godfrey*, 5.5, *My True Story*, 5.3, *When a Girl Marries*, 5.3.

Saturday and Sunday Daytime: *World Series*, 21.0, *Army vs. Michigan*, 14.0, *Quick as a Flash*, 10.7, *Counterspy*, 10.3, *C. Foster Orchestra*, 8.3, *Children's Hour*, 6.3, *Evening Ballroom*, 6.3, *Stars Over Hollywood*, 6.0, *News-C. McCarthy*, 6.0, *News-G. Putnam*, 5.7.

Philadelphia Increase

Radio listening in Philadelphia showed an increase of approximately 8% in the September-October average quarter-hour sets-in-use over the July-August Pulse ratings. Listening rose from the low for 1946 of 19.1 in July-August to 20.6 in September-October, and above the 20.4 attained in the same period in 1945.

The top 10 evening and daytime shows in Philadelphia as listed by the Pulse were: Evening: *Dr. Christian*, 20.0, *Lux Theatre*, 19.8, *Charlie McCarthy*, 17.8, *Suspense*, 17.8, *Your Hit Parade*, 17.5, *Mr. District Attorney*, 15.8, *Mr. Keen*, 14.0, *Screen Guild*, 13.8, *Big Town*, 13.5, *Dick Haymes Show*, 13.3, *Walter Winchell*, 13.3. Daytime: *Breakfast Club*, 9.8, *Ma Perkins*, 8.9, *Big Sister*, 8.9, *Kate Smith Speaks*, 8.9, *Breakfast in Hollywood*, 8.6, *Aunt Jenny*, 8.6, *Helen Trent*, 8.6, *Our Gal Sunday*, 8.5, *Road of Life*, 8.3, *Young Dr. Malone*, 8.2. Saturday and Sunday Daytime: *Children's Hour*, 15.3, *Grand Central Station*, 8.8, *Armstrong Theatre*, 8.0, *Let's Pretend*, 7.8, *Ranger Joe*, 7.5, *Sheaffer Parade*, 7.5, *RCA Victor Show*, 7.5, *Stars Over Hollywood*, 7.0, *One Man's Family*, 6.5, *Quick as a Flash*, 6.3, *Harvest of Stars*, 6.3.

More Decontrols

OPA has released from price control articles of electronic equipment sold to consumers as kits for assembly into microphones, record players, amplifiers, loud speakers and other devices using batteries or electricity.

WELCOMING KPOA, new 5 kw Honolulu station on 630 kc, were members of Edward Petry & Co., station representatives, at the Chicago NAB Convention. Seated (l to r): Earle H. Smith, Petry San Francisco manager; Irvin Gross; Hanque Ringgold; Jack Keating and Elroy McCaw, of KPOA; Turk Righter, and Louis Smith. Standing: Buell Herman; James G. Sandison; Charles Grisham; Bill Cartwright, Detroit manager of Petry; Jim Parsons; Edward Petry; Henry I. Christal, New York manager; Ed Voynow, Chicago manager; Jack Harrington; Jim Thompson; Chet Matson, Los Angeles manager; Mike McGuire; George Kercher, St. Louis manager, and John Ashenhurst.

INDEPENDENT INDIA WILL ADD BUSINESS

PETER DE PETERSON, manager of the Calcutta office and a director of J. Walter Thompson Co., who is on tour of the company's United States offices, last week predicted the eventual development of a strong, independent jute business and further extension of foreign business interests in the new, independent India.

Mr. Peterson

In mentioning advertising in India, he pointed out that one of the great problems is the wide diversity of languages. Radio advertising presents a real problem because of the language situation. The development of an all-India radio network to supplement the present BBC system, he said, has been hampered by the fact that radio owners are widely scattered throughout the continent in widely separated language areas.

Canada Proposal

LEGISLATION to stop the CBC from "the power it has to publish newspapers and periodicals" is to be brought before Parliament at Ottawa at the next session, according to a statement make by John G. Deifenbaker (Progressive-Conservative member for Lake Center, Sask.) at Regina. He is reported to have told the Saskatchewan Progressive - Conservative Assn. that the CBC "might conceivably commence to exercise that power" with the extra $2,000,000 granted to it by Parliament at the session this past summer. (Grant was earmarked by CBC for three new 50 kw and one 10 kw transmitters.) Mr. Diefenbaker stated that the P-G party believed the CBC "should not dominate the private stations" of Canada.

WDAY SCOOP

Feeds Network Transcribed Interview with Suspect

USING a transcribed interview with the captured suspect in a two-month old killing case, WDAY Fargo, N. D., fed a scoop to an eight-station network. According to the station, the story was on the air three and one-half hours before the local newspapers hit the street.

Tipped off by a bus driver on the night run from Minneapolis to Fargo, police had apprehended the alleged slayer at a bus stop 45 miles from Fargo. One-half hour later at 7:30 a.m., the WDAY news room was rounding up Announcers Howard Nelson, Jim Baccus and Gil Swenson. Aided by Operator Frank Cook, they cut interviews with the suspect, the police chief, the arresting officers and the bus driver.

In the WDAY interview, the suspect acknowledged doing the shooting, according to the station.

Fraenckel Honored

VICTOR H. FRAENCKEL, General Electric Research Lab. scientist, has been presented the Medal of Freedom, a special civilian award of the War Dept., by Lt. Col. William L. Purcell, chief of the Rochester, N. Y., AAF Procurement Field Office. Award was presented to Mr. Fraenckel for "meritorious service in Europe as expert consultant, office of the Secretary of War, from March 1944 to January 1945 and from March 1945 to May 1945. As special adviser on radio and radar counter-measures to the Commanding General, U. S. Strategic Air Forces in Europe, he served with distinction, formulating many of the operational policies and techniques which greatly contributed to the effectiveness of the Radio Counter-measures program in our strategic air effort."

More Listeners Write; Urge Mature Programs

"IF PEOPLE don't write as a contestant to win a prize, they're writing to find out how to get on the show," Rodney Erickson, WOR New York director of programs, said last week in a report on the station's mail count. In the past year the number of letters received from listeners at WOR has more than doubled and has been the biggest mail in the almost quarter of a century the station has been on the air.

Mr. Erickson feels that it is part of an important trend now that the war is over and people have more time to listen to the radio and write in their opinions on the various shows. "The 'give-away shows' offering hard-to-get items to listeners have been even a greater incentive to write radio stations," Mr. Erickson pointed out. "Invariably, the writer makes some comment on the show and these off-hand criticisms are invaluable in planning future shows. It means that American people are at last taking an active interest in radio and the demand is definitely for more mature shows. It's one of the best things that has ever happened to radio," he concluded.

Aviation Channels

ALLOCATION of frequencies between 108-132 mc to the aviation service was announced by FCC last week, effective upon adoption (Oct. 25). Licensees affected by the plan have "'at least" until Jan. 1 to make necessary operating adjustments. The Commission also made public a letter asking Aeronautical Radio Inc., Washington, to continue present experiments with an eye to recommendations for an assignment plan probably based on a system of geographic or route assignments rather than assignments to companies.

Free Speech Mike says

"AS TRUE TODAY AS IT WAS THEN"

Free Speech Mike

Guardian of American Freedom

BENJAMIN FRANKLIN said . . .

"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

ELBERT HUBBARD said . . .

"There is no freedom on earth . . . for those who deny freedom to others."

ABRAHAM LINCOLN said . . .

"I want every man to have the chance . . . in which he can better his condition. . . . And freedom of the press will maintain it."

PRESIDENT TRUMAN said . . .

. . . Radio "must be maintained as free as the press."

THOMAS JEFFERSON said . . .

"Equal and exact justice to all men—freedom of religion, *freedom of the press*, freedom of the person. . . . These principles form the bright constellation of democracy."

WJR

THE GOODWILL STATION, INC., DETROIT • 50,000 WATTS

Michigan's Greatest Advertising Medium

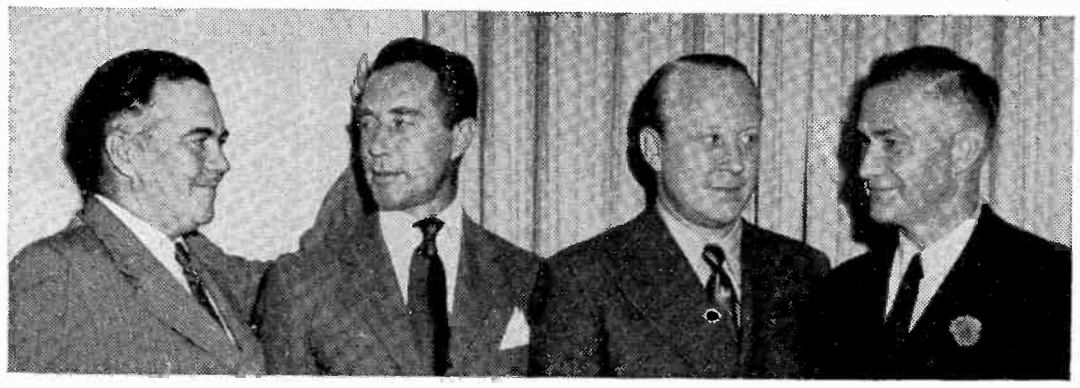
CBS BASIC AFFILIATE • • • REPRESENTED BY PETRY

as helpful as that point after touchdown!

When the score is 6-6, that goal is a mighty important point, and it's mighty helpful when the ball sales over the bars for that margin of victory.

WMC can be that margin of increased effectiveness for your radio campaign in Memphis. With top NBC programs and outstanding local productions, with a proven record of listener loyalty since 1923, with its 5000 watts in the center of the dial at 790, WMC has assets no other station in Memphis can offer.

—the station with the billion dollar market area



RADIO EXECUTIVES discuss plans for the Radio Executives Club of New York for the 1946-47 year, with the first of a series of semi-monthly luncheon meetings. (Left to right) Arthur Pryor Jr., BBDO vice president and member of the REC program committee; Robert D. Swezey, Mutual vice president and general manager, REC president; Frank Stanton, CBS president and member of the REC advisory council; Justin Miller, NAB president, also member of the club's advisory council.

Pioneer Dr. DeForest Charges Radio Has Been 'Debased' by Broadcasters

DR. LEE DeFOREST, industry pioneer, today protested his role of unwanted step-child at the NAB convention in Chicago, where, he charged, he was not "even invited to attend as a guest."

Dr. DeForest, whose invention of the vacuum tube first gave radio a voice, himself voiced his objection at what he termed had made radio a "laughing-stock" with its over-commercialization.

To vent his ire on the industry which sprang from one of America's most creative geniuses in 1907, Dr. DeForest was forced to resort to another, and older media—the "Letters To The Editor" column of *The Chicago Tribune*.

In answer to his own question, "What have you done to my child?" Dr. DeForest said, "He was conceived as a potent instrumentality for culture, fine music, the uplifting of America's mass intelligence. You (the broadcaster) have debased this child, you have sent him out in the streets in rags of ragtime, tatters of jive and boogie-woogie to collect money from all and sundry for hubba-hubba and audio jitterbug. You have made of him a laughing-stock to intelligence, surely a stench in the nostrils of the gods of the iconosphere; you have cut time into tiny cublets, called spots (more rightly stains) wherewith the occasional fine program is periodically smeared with impudent insistence to buy or try."

Assails Daytime Serials

"The nation has no soap, but soap opera without end or sense floods each household daily. Said a man, 'I have to use their alkalizing; their commercials upset my stomach.'

"Murder mysteries rule the waves by night and children are rendered psychopathic by your bedtime stories. This child of mine, now 30 years of age, has been resolutely kept to the average intelligence of 13 years."

Dr. DeForest said British radio has had a different up-bringing and he praised the British radio for being simon-pure which he declared was an "anathema" to American broadcasters.

"Yet, withal, I am still proud of my child," he wrote.

"Here and there from every station come each day some brief flashes worth the hearing, some symphony, some intelligent debate, some playlet worth the wattage. The average mind is broadening, and despite all the debasement of most of radio's offerings, our music tastes are slowly advancing. Some day the program directors will attain the intelligent skill of the engineer who erected his towers and built the marvel which he now so ineptly uses," said Dr. DeForest.

Denies Report

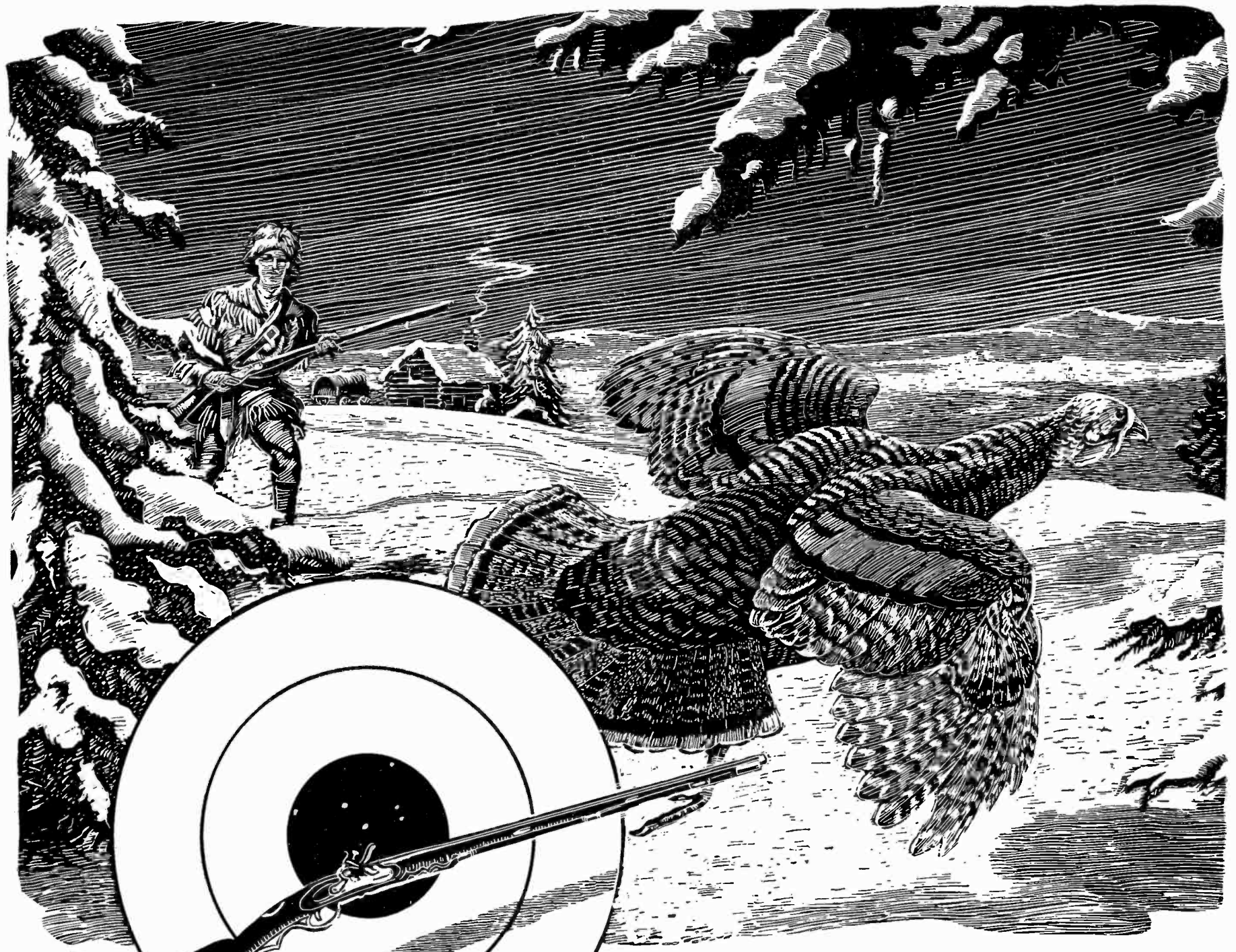
Dr. DeForest also denied, in an interview with BROADCASTING, any knowledge of a previously reported project which would utilize one of his most recent inventions to put television on the nation's billboards.

The invention is a new projection tube using an arc-lamp system which would project a television image on a screen the size of the average motion picture screen. He said its advantage lies in that it makes no use of fluorescent material such as used today in the cathode beam. The tube will be for black-and-white only, unless a color-disc is used such as experimented with by CBS as the radio inventor does not believe a projection tube can pick up basic colors in sufficient amounts to transfer them tc a screen.

He said reports that a billboard firm was applying for a television license from the FCC had no connection with his experiments in television.

Navy BAT Training

THE NAVY has started a program of training fleet aircraft personnel in technical and operational use of the BAT, radar-guided glider bomb. The BAT was used during the last year of the war in the Pacific as the first fully automatic guided missile to be successfully used in combat by any nation. Training will be centered at Naval Aviation Ordnance Test Station, Chincoteague, Va.



Marksmanship and Markets

● The bullseye has long been the accepted symbol of accurate fire, concentrated on a single target. From the earliest turkey shoot or Indian raid, American marksmanship has continued as a valued and important national asset.

For the radio time-buyer, WCBM is the symbol for targeting sales efforts directly on the Baltimore market. To achieve the maximum in results with economy and certainty, you'll want to find out how the concentrated selling power of WCBM can help you market your product in this rich and densely populated area. Investigate this asset now for profits later.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

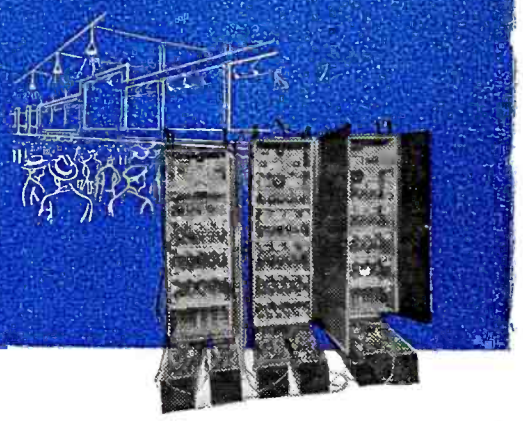
Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Why this team stands

1914. World's first vacuum tube repeater amplifier; designed by Bell Telephone scientists and made by Western Electric for transcontinental telephony, was the start of modern electronic communications.



1919. These Western Electric amplifiers powered the mightiest sound system of its day, used at New York's "Victory Way" Celebration after World War I. There were 113 loudspeakers in the system.

WHEN Bell Telephone scientists designed and Western Electric manufactured the first vacuum tube repeater amplifier back in 1914, they opened a vast new frontier of communications and sound distribution. Up to that time, telephone communications—both by wire and radio—could cover only limited distances and produce relatively low volumes.

For more than 30 years, this team has produced ever better amplifiers for almost every use—long distance wire and radio telephony, radio broadcasting, sound distribution systems, mobile radio, sound motion pictures, disc recording, acoustic instruments and radar.

Equipped with unexcelled tools of research, experience, skill and manufacturing facilities, the Bell Laboratories-Western Electric team will continue to design and build amplifiers outstanding in quality, efficiency and dependable performance.

— QUALITY COUNTS —

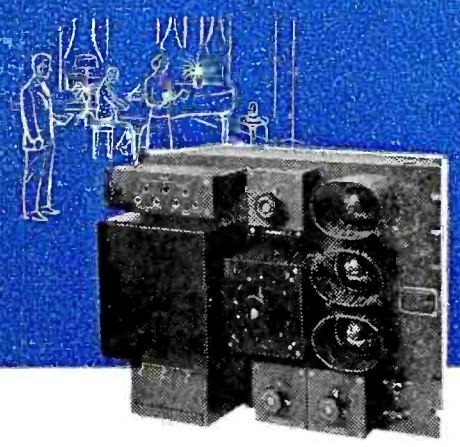
BELL TELEPHONE LABORATORIES

World's largest organization devoted exclusively to research and development in all phases of electrical communications.

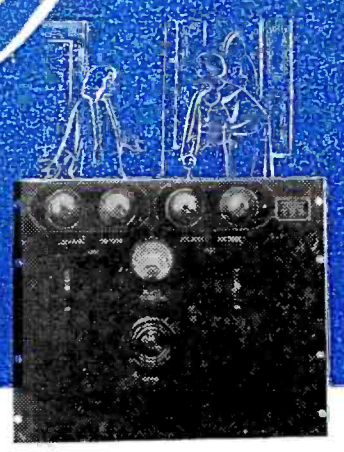
Western Electric

Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.

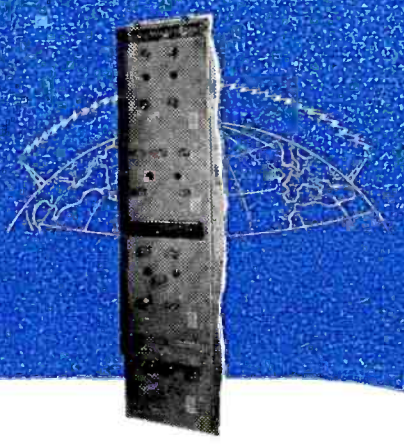
for *Quality* in Amplifiers



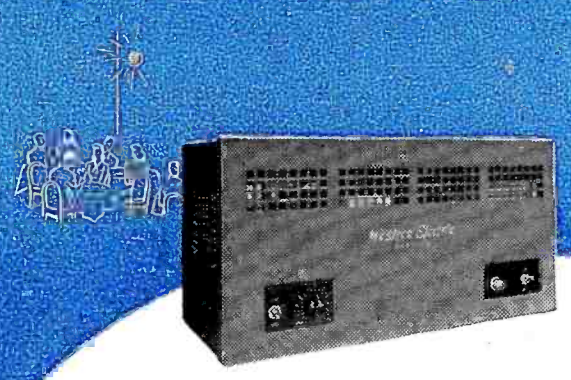
1922. The Western Electric 8A was the first commercial broadcasting amplifier. Today, 24 years later, some of these 8A's are still in use. This long life speaks volumes for the quality built into them.



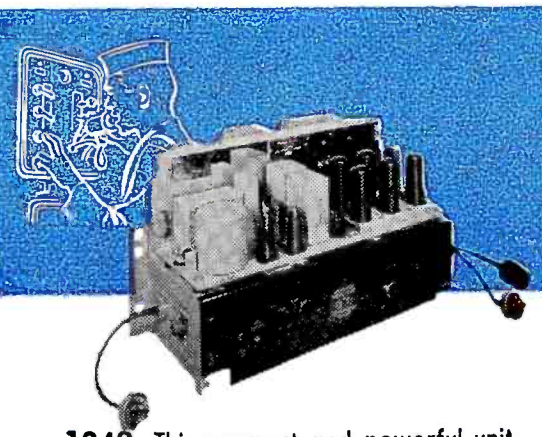
1928. This ac operated amplifier, one of the first made, reduced maintenance costs and did away with cumbersome batteries and charging equipment. It was used to record some of the earliest sound motion pictures.



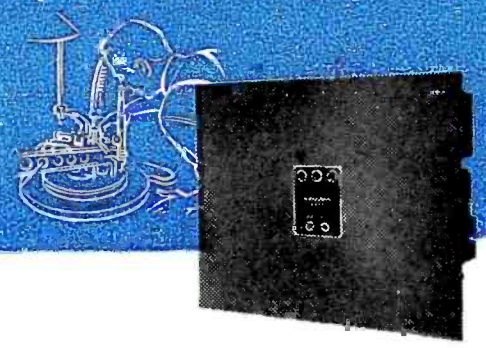
1934. Western Electric was an early leader in making compression type amplifiers to enable higher speech intensity between noise level and overload point. This equipment was used in overseas radiotelephony.



1946. The brand new 124H and J amplifiers for wired music and public address systems are small and light weight, yet deliver 20 watts. They are setting new standards of quality for music reproduction.



1942. This compact and powerful unit for battle announce systems is typical of Western Electric amplifiers designed during the war. It operated dependably when mounted a few feet from the largest guns.



1938. Negative feedback is another of Bell Laboratories' many contributions to amplifier design—now in general use. This amplifier for disc recording was able to supply as much as 50 db of feedback.

1946. The 1126C is the latest design of Western Electric's popular level governing amplifiers. In operation it acts as a program-operated gain control to prevent overmodulation in AM or FM broadcasting. It immediately reduces gain when an instantaneous peak exceeds a predetermined level, slowly restores it when the peak is passed.

Distributed by GraybaR

GraybaR QUALITY

OFFICES IN 95 PRINCIPAL CITIES

NO. 3 OF A SERIES

I'm Tommy's "Dad"

Like two or three other people we can think of, Tommy's dad is a hard-working guy. And when he comes home, he usually wants to listen to the radio and relax. He finds he gets a lot more relaxing done when he leaves the dial set at WTCN, instead of jumping around.

We haven't figured out if it's a compliment, but Tommy's dad says WTCN carries less stuff you have to turn off!

WTCN MINNEAPOLIS
WTCN ST. PAUL

The DOUBLE-DUTY STATION

Serving two-thirds of the state's buying power rural—urban

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

WPTZ Signs First Network Television Contract With NBC

WHAT IS BELIEVED to be the first regular network affiliation contract in television has been negotiated between NBC and WPTZ, Philco video station in Philadelphia. According to Noran E. Kersta, manager of NBC's television department, the video contract is a short version of NBC's regular affiliation contract with its AM outlets, providing for certain hours to be optioned to NBC in accordance with FCC regulations, for WPTZ to carry NBC commercial programs and to rebate a certain percentage of its card rate to the network, and for the networking of programs of WPTZ origin to WNBT, NBC's video station in New York, and other future NBC television affiliates.

Much of the contract is necessarily nebulous at present, Mr. Kersta said, with the purpose of leaving the document as flexible as possible so that it may be changed as the development of network television indicates without the necessity for continuously drafting new contracts. He declined to reveal the financial details of the contract, explaining that they are tentative and subject to change as experience, of which there is little as yet, may dictate.

Football Games First

Among the first programs to be broadcast under the new agreement are three football games—the New York Giants' professional game with the Philadelphia Eagles yesterday, Army-Pennsylvania contest Nov. 16 and the traditional Thanksgiving Day Penn-Cornell game Nov. 28. All three telecasts will originate at WPTZ and be sent to New York via the AT&T coaxial cable between the two cities.

The two Penn games will provide the first video co-op programs, being sponsored by Atlantic Refining Co. on WPTZ and by Goodyear Tire & Rubber Co. on NBC. Arrangements were eased somewhat in as much as both advertisers have the same agency, N. W. Ayer & Son. The pro game was broadcast as a sustaining program.

WPTZ has for some years picked up WNBT programs for rebroadcast under an informal agreement, utilizing the direct signal of WNBT which was picked up by a relay station at Mt. Rose, N. J., and retransmitted to the WPTZ transmitter for rebroadcast in Philadelphia. WRGB, General Electric video station in Schenectady, also rebroadcasts WNBT programs. Both WPTZ and WRGB also broadcast programs produced by ABC, but these are local presentations and not networked.

REGION MEN MEET IN FCC CONFERENCE

REPRESENTATIVES from five FCC enforcement offices and four monitoring stations, all located in the North Atlantic region, met last week for a three-day conference in New York with Charles C. Kolster, regional manager of field engineering and monitoring division.

The North Atlantic region, which Mr. Kolster has headed since July 1, covers all territory from the Canadian border to the South Carolina line. Work of the district offices is coordinated under the regional manager and is subject to regular inspection by him.

Discussion at the conference, first to be held since FCC set up the North Atlantic region, was centered around topics directly connected with work performed by the FCC offices under jurisdiction of the engineers present at the session.

Representing the enforcement offices were: Walter Butterworth, Boston; Arthur Batcheller, New York; Forest F. Redfern, Philadelphia; Hymen A. Cohen. Baltimore; Edward Bennett, Norfolk. Primary monitoring stations were represented by Charles T. Manning of the Millis, Mass. station, and A. Anderson of the station at Laurel, Md. Present at the sessions from the secondary monitoring stations, which are less elaborately equipped than primary stations, were Vernon K. Wilson of the Searsport, Me., station, and T. B. Cave of the FCC base at Scituate.

Radios Found on 87.7% Of Farms In Colorado

RADIO receivers were found on 87.7% of occupied farms in Colorado (39,956 out of 45,582 farms) as of Jan. 1, 1945, according to the Census of Agriculture conducted by the U. S. Census Bureau. The farms had 22,106 telephones and 27,643 had electricity the census showed. Principal production of farms consisted of livestock.

In Louisiana only 50.2% of farms had radios (63,025 out of 125,461 farms), the census shows, with 6,434 having telephones and 31,558 having electricity. Field crops were the main agricultural product.

F&P Elects Three

FREE & PETERS, New York, elected three new vice presidents at a meeting of their board of directors in Chicago last week. Elected were: John A. Cory, former sales manager of the Chicago office, who became vice president in charge of midwest sales, Lloyd Griffin, who was elected vice president and assistant manager of the Chicago office; Jones Scovern, former sales manager of the New York office, who in his new capacity will continue to direct eastern sales.

TROPHY for first annual city golf tournament was donated by WKMO Kokomo, Ind., as Joe Jordan, WKMO sports editor, looks it over.

HOX, New Panama City Station, Goes on Air

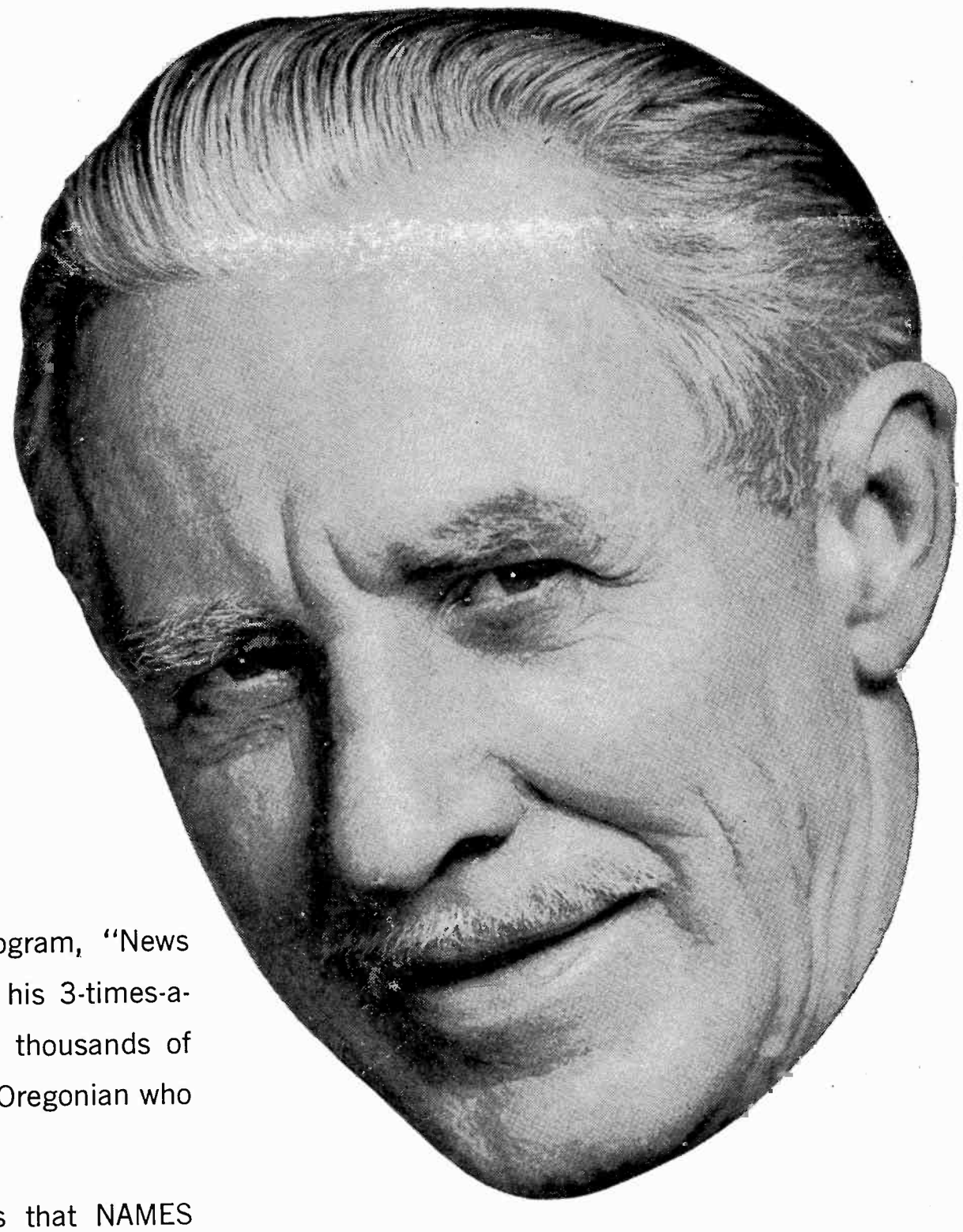
PRESIDENT don Enrique A. Jiminez, of the Republic of Panama, dedicated HOX Panama City when the station went on the air at noon Oct. 12, it was reported last week in New York.

HOX, which operates with 1000 w on 940 kc, features international and domestic news and frequent dramatizations of Panama's history in its program structure, according to Joseph Tilley, general manager. HOX is owned by Radio Centro Americana whose other officers are Arturo Mueller, president; don Paul Jiminez, brother of the Panamanian president, vice president, and don Camilo Queloujeu, secretary. Coincidentally with HOX, short wave stations HOXA and HOXB went on the air, carrying the same programs.

KTFS Takes Air Nov. 6; Staff Erects Own Tower

KTFS Texarkana, Tex., MBS affiliate and new outlet on 1400 kc with 250 w, is scheduled to begin operations Nov. 6 with formal opening planned for Nov. 10. Station was to begin broadcasting two weeks earlier, but has been delayed by equipment. Staff members lessened delay by erecting and painting antenna themselves. KTFS is owned and operated by David M. Segal, general manager, who formerly was manager of WROX Clarksdale, Miss., and Henry N. Fones, chief engineer, who also is part owner of WDSG Dyersburg, Tenn.

Station has employed an all-veteran staff. Les Eugene, formerly with WROX, is program director. Announcers are Don Anderson and Bob Lawrence. Station equipment includes Collins transmitter and Raytheon console.. Wincharger tower is employed.



PORTLAND'S "One-man Chamber of Commerce"

His name, Ken Mason. His program, "News Dramas." His station, KEX. And his 3-times-a-week audience embraces untold thousands of Oregon boosters. Ever hear of an Oregonian who WASN'T a booster?

How does he do it? Ken knows that NAMES MAKE NEWS. With a technique combining showmanship and intense regional pride, he brings to his microphone the Northwest's most newsworthy names. A 100-year-old Oregon pioneer, for example. The nation's youngest newspaper columnist. An eminent atomic scientist. A world-famous athlete..

Selling Portland is duck soup to Ken Mason.. who also can become a slightly terrific performer on YOUR sales staff. As this magazine goes to press, "News Dramas" is available. Better ask the KEX Sales Department if that's still true.

PORTLAND, OREGON
5,000 WATTS

KEX

Help Celebrate National Radio Week
Nov. 24-30

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA WBZ WBZA WOWO KEX

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Paul H. Raymer Co.

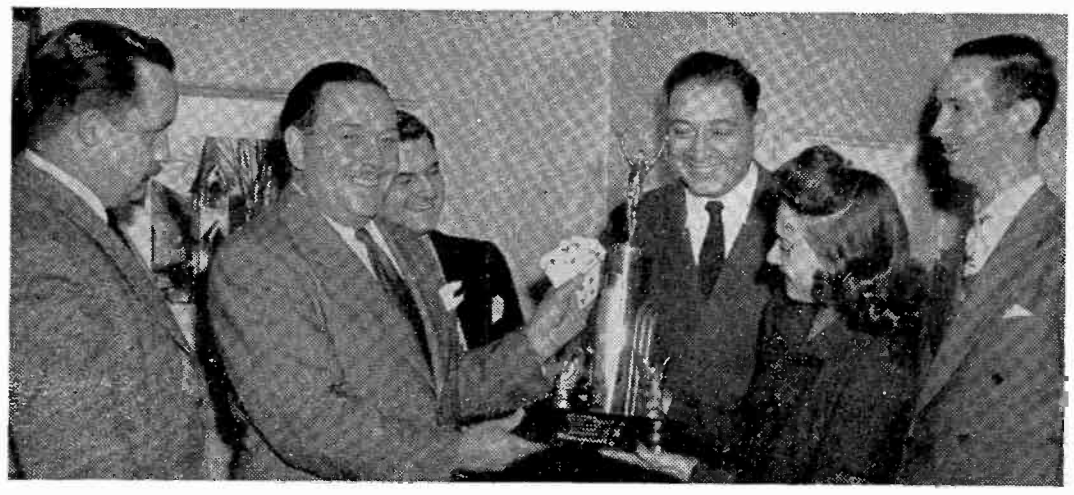
TWO VIDEO MODELS DISPLAYED BY RCA

TWO TYPES OF RCA Victor home television receivers, to be available early this month, were displayed last week at the Parkway Hotel, Chicago. Several other manufacturers agreed to make their first public showings next March.

Models available soon, according to H. C. Chapman, in charge of RCA Chicago distribution, are a table-type receiver with 52-square inch picture on 10-inch direct view tube, retailing at $350, and a 23-square inch picture on 7-inch tube, retailing at $225. Cost does not include tax, antenna or installation.

Early in 1947 RCA Victor will introduce two more models, he said. One will have television, Victrola and AM-FM-shortwave receiver, with 10-inch tube. The other will have large-screen television, with AM-FM-shortwave.

Dan H. Halpin, RCA Victor television receiver sales manager, said the new sets would produce brighter, cleaner and steadier pictures. A special circuit holds the picture steady and keeps out interference. Sets will receive all 13 channels and have automatic station selector.



GIN RUMMY trophy of Kenyon & Eckhardt is presented to first annual winner, Ian Smith of the agency's Detroit office, by Betty Johnson of the K. & E. staff. Good losers, all of the agency's Radio Dept., are the others (l to r): Arthur Moore, producer of *County Fair;* Tom Carpenter, continuity director; Hal Davis, radio publicity head, and Bob Wolfe, assistant radio director.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB	Mobile, Ala.
WLAY	Muscle Shoals City, Ala.
KTHS	Hot Springs, Ark.
KFMB	San Diego, Calif.
KWKH	Shreveport, La.
WCPO	Cincinnati, Ohio
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WSAZ	Huntington, W. Va.
WPAR	Parkersburg, W. Va.

Promotion Slated In Radio Teaching

14-Point Program Adopted At Chicago Meeting

A 14-POINT program for radio councils and other lay groups to follow in assisting radio education was issued at the "Radio Councils Spark Plug Radio Education" session of the School Broadcast Conference, Oct. 21-23 in Chicago.

Panel, chairmanned by Dorothy Lewis, NAB Coordinator of Listener Activity, made the following recommendations for councils and other community radio organizations:

(1) Devote one meeting a year to radio education. (2) Encourage group study of children's listening habits. (3) Invite students to be come members of council evaluation committees. (4) Promote school and other educational broadcasts. (5) Maintain standing radio education committees. (6) Encourage Assn. for Education by Radio chapters in their areas. (7) Develop more local programs by students.

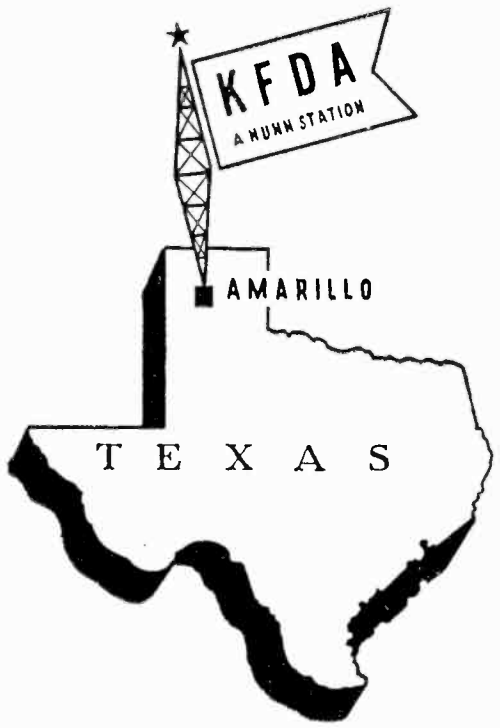
(8) Support PTA and library activity. (9) Arrange shelves of books on radio in school and city libraries. (10) Arrange for articles on radio in appropriate journals and house organs. (11) Encourage superintendents of schools to keep items about radio in inter-office bulletins. (12) Promote the appointment of a radio coordinator in every school to serve on over-all radio committee. (13) Help to develop radio workshops in all high schools and colleges. (14) Make a study of ways and means to assemble a local library of transcriptions and scripts.

The group further recommended that stations and networks be urged to supply each council with advance information about educational programs so they can be more adequately promoted.

In addition to Mrs. Lewis, panel members were: Mrs. Margaret Stoddard, Cedar Rapids, Iowa; Mrs. Arch Trawick, Nashville, Tenn.; Mrs. Charles Guyer, St. Paul; Dr. L. H. Hightower, Kalamazoo, Mich.; Mrs. Clella Darby, Des Moines; Uberto Neely, Cincinnati; Mrs. Pearl Broxam, Cedar Rapids; Mrs. Norma Stiegelmier, Normal, Ill.; Miss Olive McHugh, Toledo; Mrs. W. F. Ottmann, Omaha.

Dismissal Granted

THE HUGHES TOOL Co. petition to dismiss without prejudice applications for FM and television stations in Los Angeles was granted last week by FCC. Still pending is their request to delete a conditional FM grant for San Mateo, Calif. [BROADCASTING, Oct. 28.] It was reported that Mr. Hughes would also drop his San Francisco video application but no such request has yet been made.



Amarillo . . One of the Fastest Growing Areas in the Nation!

New industries, oil, cattle, wheat, wholesale facilities, and other factors combine to make the Amarillo market one of the most progressive in the country.

In addition to being one of the nation's greatest beef producing centers, it is also one of the great oil and gas areas of the nation.

Three-fourths of the world's supply of carbon black, used in making tires, ink, and other products, are Panhandle products.

It is not only an immense wholesale distributing center for West Texas (wholesale volume over $150,000,000) but for the entire Southwest.

You can't overlook Texas—and that means—*Amarillo!*

KFDA programming Keyed to Suit Local Tastes

That's why ABC programs and locally produced features have gained a large and receptive KFDA audience in the densely populated areas of the Amarillo market. Ask a John E. Pearson representative for the real facts or write Howard Roberson, Manager.

One of the 5 Major Texas Markets

Nunn Stations: *KFDA, Amarillo, Tex.; WLAP, Lexington, Ky.; WBIR, Knoxville, Tenn.; WMOB, Mobile, Ala.; WCMI, Ashland, Ky.-Huntington, W. Va.*

ABC OUTLET FOR THE AMARILLO MARKET

KFDA
A NUNN STATION

A NUNN STATION IS A PART OF THE AREA IT SERVES

New York Stations to Cancel Regular Schedules for Election Tuesday Night

NEW YORK stations have planned extensive coverage of the Nov. 5 elections. Mutual's WOR, NBC's WNBC, ABC's WJZ, and CBS's WCBS will augment regular network returns of regional and sectional election results with local election news throughout the evening.

Most independent stations will devote much of Tuesday evening to analyses of results. Some will do remotes from local party headquarters.

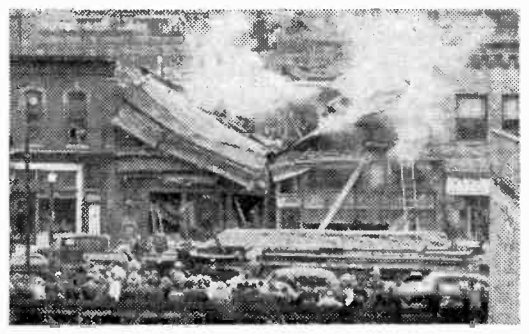
WQXR will air returns compiled by the *New York Times*. WAAT Newark will present latest results on the half-hour, with direct tie-ins to several New Jersey poll headquarters. WBYN will broadcast results as they come in over leased wires.

WHN plans remote broadcasts from New York City Democrat and Republican headquarters and from Tammany Hall. WINS will give bulletins from the two political party headquarters and will present national results as reported over news wires. WMCA has cancelled all scheduled programs after 8:30 p.m. to provide listeners with election news.

From Headquarters

WOV will break into regularly scheduled programs for late results. WNEW plans to discard all commercials and regular programs. WNYC has requested permission of the FCC to remain on the air Nov. 5 past the usual 10 p.m. sign-off time. It will do remote pickups from police headquarters, Republican, Democrat and ALP headquarters and from points in Times Square, Albany, Syracuse and Buffalo.

WHOM will give complete coverage beginning at 9 p.m. after polls have closed. It will continue broadcasting results until majorities are obtained in gubernatorial and congressional races throughout New York and New Jersey.



WITH DUST still rising from the collapse of this Sioux City, Iowa, building, KSCJ had the news on the air. Gene Flaherty, station manager, looked out his office window and saw the building tumble. Don Stone, special events announcer, was doing an on-the-spot broadcast 15 minutes later.

OIR BROADCASTING MEET IS POSTPONED

EDITOR, BROADCASTING:

I should like to congratulate you on your Convention Number which contains highly interesting information on American broadcasting. I appreciate the great effort you contributed toward this publication which, in my opinion, is a valuable contributon to radio literature.

I am awfully sorry that I should ask you for some corrections, but the titles given to my article on international problems [BROADCASTING, Oct. 21] are somewhat erroneous: they should read "Confusion Reflected in *International Broadcasting*" (instead of "Short Wave Radio"), and "OIR. UIR Dominated by Controlled *Radio Services*" (instead of "Controlled Nations").

You may be interested to learn that, according to an official communique, the Administrative Board of the "Organisation Internationale de Radiodiffusion" has postponed its planned world broadcasting conference for a few weeks. At the request of the U. S. Government, the Board decided to await the results of the International Telecommunications Conference in Moscow. It proposes to convene immediately after this meeting, and to invite official delegates of the United States, Great Britain, France, and U. S. S. R., who participated in the Moscow Conference. In the meantime a General Assembly of the O. I. R. has been called for Brussels on Oct. 24, 1946.

ARNO HUTH,
International Radio Expert.
Oct. 22, 1946.

Educational Committee Established for AMA

AMERICAN MARKETING ASSN. last week announced formation of an educational committee to bring the teaching of marketing into closer touch with the commercial practice. The overall plan, as announced by George Howard Allen, AMA president, encompasses keeping all marketing students and educational groups aware of every phase of the program of the AMA, and plans are being developed to allow more student observation of and participation in commercial group activities.

Members of the new committee are as follows: Dr. Robert A. Love, director of the Evening and Extension Division of the City College of New York, chairman; Prof. Ralph S. Alexander, professor of marketing, school of business, Columbia U.; Prof. Dale Houghton, professor of marketing, NYU and Prof. Paul Edwards, dean, School of Commerce, Rutgers U.

WSM

Announces the formation of WSM, Incorporated, effective November 1, 1946.

This change effects a separation of the broadcasting operation from the insurance business of the National Life and Accident Insurance Company, the former licensee of this station. The policies of WSM and its managerial and operating personnel will be unchanged. We will continue to furnish our listeners and advertisers the same type of broadcasting service which has been our privilege to provide for the past 21 years.

EDWIN W. CRAIG
President

ELDON B. STEVENSON
Vice President

HARRY STONE
Vice President and General Manager

JESSE WILLS
Secretary-Treasurer

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

W

&

"The Best in Broadcasting"

WSM
NASHVILLE

finding local shows that "have everything"

like the RUSH HUGHES SHOWS

...is like finding a *...in a*

RUSH HUGHES

St. Louis' No. 1 Radio Personality

PRESENTED THREE TIMES DAILY

12:00 Noon • 1:00 p. m. • 6:00 p. m.

in person on...

KXOK

SAINT LOUIS 1, MISSOURI

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

630 K. C. • 5,000 WATTS • FULL TIME • Affiliate AMERICAN BROADCASTING COMPANY

AFFILIATED WITH KFRU, COLUMBIA, MO. — Represented by JOHN BLAIR & CO.

Offices in New York • Chicago • St. Louis • Detroit • Los Angeles • San Francisco

buy-wise sponsors are currently "MAKING HAY" on KXOK with the RUSH HUGHES shows

Top national names, including Super Suds, Vel, Milani Products, Colgate Hand Cream, United Fruit Company, and representative local advertisers are set to harvest results from these new KXOK shows . . . and no wonder! Rush Hughes, coast-to-coast success on transcriptions (check the Hoopers!), is St. Louis' No. 1 radio personality — in person! . . . this area's leading exponent of popular music, newest records . . . and featuring personal appearances by top stars such as Benny Goodman, the Andrews Sisters, Woody Herman, and Perry Como. Keep an eye on the Hooper ratings. Watch Rush Hughes climb the platters to new Hooper records!

RUSH HUGHES in person . . . AP, UP, INS, and Reuters news services . . . hour-by-hour "Weathercasts" . . . three newest reasons why more and more sets are tuning to KXOK in St. Louis.

Editorial

BROADCASTING TRENDS: I

WE PUBLISH in this issue (pages 16 and 17) results of our first survey of station management opinion. The survey is concerned with a lively issue of the day—programs. It was completed by Audience Surveys Inc. and the language of the report was written by that organization's executives, not by a BROADCASTING staff member.

Note that the report is a factual delineation of the results, virtually devoid of comment or interpretation. A book could be written if one undertook a thorough job of analysis.

A few evident conclusions can be drawn, however, without analytical study. Station managers have not forgotten that their obligation is to the listeners. They report overwhelmingly that the listeners, more than any other group, have done most to improve programs.

In this category, the FCC—which has designated as its principal motive in issuing the Blue Book a desire to improve programs by Government influence or intimidation, to call it by its right name—ranks far down the scale. However—and this seems significant—the FCC does score higher in this bracket than does the NAB.

This can lead to one or two deductions: The FCC exercises too much influence, or the NAB exercises too little. Hundreds of station managers—many of whom voted in this poll—pay membership fees in the NAB. If, as their opinions here would indicate, they feel the NAB exercises relatively little influence toward better programming, something's wrong with the NAB. It emphasizes more than ever the need for a strong program department at national association headquarters.

Or, let's take the positive viewpoint: If the NAB more aggressively backs the effort toward better programs, the FCC's influence in this direction—which should not be permitted because it is contrary to law and free radio—would decline.

One finds support of this simple logic in the replies to the question concerning management opinion on which category *should* exercise influence toward better programming. In this case, the NAB scored above the FCC. But topping the list were the managers themselves. The survey proves, beyond doubt, that the managers feel greater responsibility devolves upon them in this regard than upon anyone else. The manager considers himself the custodian of the people's welfare in radio. This appears to conflict with the FCC's theory.

Station managers look upon advertising agencies and sponsors as an influence for ill insofar as programming is concerned.

Above all, this survey proves that station managers are thinking in terms of better programming. They think they will be guided toward it by the listeners. They believe they will not be propelled into it by the Government or any other vested interest. But they have permitted themselves, by evidence of their own replies, to be driven toward bad programming by their clients.

That this unhappy situation will not exist in perpetuity is proven by the managers' forceful assertions that they themselves are responsible for improvement.

Conscious of this responsibility, we can foresee that they will take the initiative in resisting unusual and destructive demands from advertisers and agencies alike.

The steps they have taken in the past, with quotations from respondents, will be published in our Nov. 11 issue. What they intend to do in the future will be the subject of another survey. And, of course, future surveys on this and related subjects will seek the opinions of agency executives and advertisers.

The purpose of BROADCASTING TRENDS is to clarify day-to-day issues facing those who work in radio. Our hope is that we can bring constructive thinking out of the cloakroom.

Radio's Silent War

BROADCASTERS will read with satisfaction *Weapon of Silence* by Theodore F. Koop, who served as assistant to Byron Price, wartime Director of Censorship. (Reviewed on page 27.)

In it Mr. Koop tells how American radio met successfully what may have been the greatest threat of government control it ever faced.

As the war began there were many persons high in the administration who believed that radio should be ruled physically by the government for the duration. They argued that only in that way could the nation be sure its interests were being served, an argument that parallels present advocates of government programming control for the "benefit" of the listener.

The war story is an object lesson in the self-sufficiency of American broadcasting. As Mr. Koop points out in concluding his radio chapter "the system's efficiency and the unselfish restraint of broadcasters were an unanswerable reply not only to those who sought arbitrary wartime controls but also to those who would impose fresh restrictions after the cessation of hostilities."

On the Record(s)

SOMEWHERE along the line business could take a lesson from organized labor. In New York last week the nation's commercial transcription makers abjectly bowed before the demands of James Caesar Petrillo for a 50% wage increase with fringe requirements.

Mr. Petrillo hinted broadly at Chicago that he'd settle for 37½%—the amount agreed to earlier by record manufacturers. Transcription makers huddled. They countered with a lower figure. Individual transcribers wanted to make separate deals. Petrillo saw the united front crumble. He held out for 50%. He threatened a strike; set a deadline. They came through. Petrillo won again!

In some quarters the transcription manufacturers—most of whom are associate members of the NAB—felt the NAB had let them down. In the final analysis, however, they let themselves down when they failed to work together.

When the present "unemployment fund" kicker to the AFM expires on Dec. 31, 1947, featherbedding will be unlawful under the Lea Act (providing the Supreme Court upholds its constitutionality). There's a loophole in the Act, however. Such practices are not illegal if the employer voluntarily enters the deal with his employes or an organization (such as the AFM).

Will the record and transcription manufacturers stand on their rights or will they "voluntarily" agree to kick in to Petrillo's private social security fund? Unless they acquire more stamina than they displayed in negotiations the past fortnight, Petrillo will continue to collect his bounty—probably at an increased figure—and he'll be within the law.

Our Respects To—

ALBERT MacNAUGHTON CAIRNS

YOUNGEST PRESIDENT of any Canadian broadcasting industry association is Albert MacNaughton (Bert) Cairns, dynamic 35-year-old manager of CFAC Calgary. On August 6 the Western Association of Broadcasters elected him president of their group. A few months earlier, in May, he had been elected a director of the Canadian Association of Broadcasters.

Mr. Cairns was born in Edmonton, Alberta, April 4, 1911. He traces his radio activities back to 1929 when he did play-by-play broadcasts of the football and hockey games of the University of Alberta on CKUA Edmonton, station owned and operated by the university. That was his first appearance before a microphone, and he liked it so well that throughout his student days at the U. of Alberta, he did programming on CKUA and arranged special student features on the station.

He graduated from the U. of Alberta in the midst of the depression. Getting a job in those days was a major operation, and especially on a radio station. But Bert Cairns wanted to get into commercial radio, and he kept after his goal till he landed as a salesman on CFTP, a station long since forgotten. That was in 1934. CFTP was a small station with a small staff, and when Mr. Cairns was not out selling, he was an announcer, or busy writing program and advertising copy.

He was fortunate in getting on CFTP, for the station was the start of a big radio business for the owners, Taylor and Pearson, who were in automobile supplies and sold radio receivers. With Harold Carson, who was in a similar line of business in Lethbridge and Calgary, owned CJOC Lethbridge, and had stock in CFAC Calgary, Mr. Taylor and Mr. Pearson formed an operating company, All-Canada Radio Facilities, and started operating stations on a management fee basis.

The firm took over operations of CJCA Edmonton, owned by the *Edmonton Journal*, in 1934 and shortly after Mr. Cairns joined CFTP he moved to CJCA, where he was copy editor and later production manager.

In 1937 All-Canada Radio Facilities decided that since most of the national advertising in Canada originated in Toronto, it would establish an office there to sell the stations it opered in western Canada. Mr. Cairns went along with the group of young men who opened offices in Toronto under the firm name of United Broadcasts Sales. They brought new life to eastern Canadian broadcasting. Mr. Cairns was one of the aggressive salesmen who went the

(*Continued on page 54*)

Mount Hood...in Oregon

...was visited last winter by more than twice as many winter sports lovers as any other national forest or national park in the country!

It is unquestionably the most heavily used winter sports area in America!

WINTER OR SUMMER...
Oregon is the Recreational Paradise!

KOIN is interested in all phases of western development

A *Marshall Field* STATION

KOIN

PORTLAND OREGON

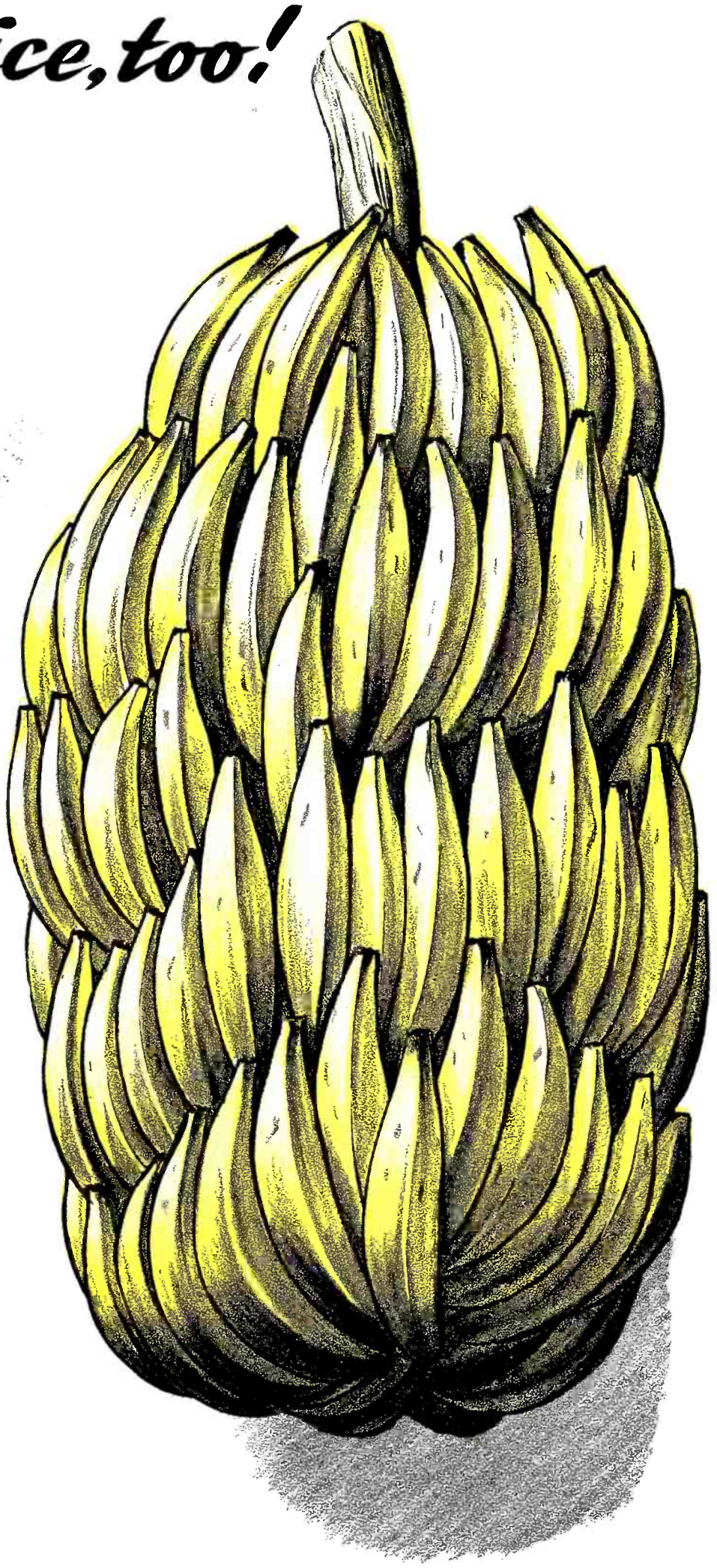
CBS

LEWIS H. AVERY, Inc., National Representative

BANANAS...

Can be Public Service, too!

Mrs. Vecchio was desperate. The doctor had left two hours before. His advice, given so casually at the time, now seemed a horrible mockery. "Bananas," he'd said . . . a banana diet for her baby, so deathly sick he had been unable to retain food for three days.



Few food stores were open. Those that were had no bananas. As precious time rolled by, Mrs. Vecchio's sister spoke up. "The radio station . . ." she said, "maybe WMBD can help."

The call came in during the popular 10 P.M. **newscast. WMBD's night staff got the story on the air during the local news portion of the program.**

Results were instantaneous. Several Peorians *by-passed the station and called the Vecchio's* home directly. WMBD's switchboard was swamped with over 150 calls in less than an hour from grocers and householders with bananas. One mother with three bananas for her own baby offered to give up two.

The sick baby thrived on the banana diet . . . the crisis quickly passed . . . and Mrs. Vecchio is thankful that WMBD is *first* in Peoriarea and that the HEART of Peoriarea is BIG.

5000 WATTS CBS AFFILIATE

WMBD

PEORIA, ILLINOIS

Edgar L. Bill
President

Charles C. Caley
Executive Vice President

FREE & PETERS, Inc. . . National Representatives

PROMOTION of the Young & Rubicam programs returning to the networks this fall is inspected proudly by Harry Rauch (right), overall director of publicity and promotion of the agency's radio division, and Gerry Murray, head of promotion for Y & R radio. Autograph-covered center of attraction is Archie's apron, from Bristol-Myer's *Duffy's Tavern*. Additional displays are from *Baby Snooks Show, Adventures of Ozzie and Harriett, Aldrich Family, Vox Pop,* among others, which were sent to station managers and radio editors.

Canada Meeting

MANAGERS of stations operated by Northern Broadcasting & Publishing Co., Timmins, Ont., held a two-day convention at Toronto in latter October to discuss mutual problems. At convention dinner A. D. Dunton, chairman of the board of governors of CBC, was guest, with Roy Thomson, president of Northern Broadcasting, as host. Attending convention and dinner were J. M. Davidson, supervisor of Northern stations, Toronto; H. C. Freeman, manager of CKGB Timmins; B. G. Shellon, manager of CJKL Kirkland Lake; C. W. Pickrem, manager CFCH North Bay; R. Hoff, manager CKWS Kingston; H. G. Burley, manager CHEX Peterborough; Geo. Young, CBC station relations supervisor, Toronto; Norm Brown, Bud Munro, Paul Mulvihill and Cliff Wingrove of National Broadcast Sales, station representative, Toronto; Sid Chapman, secretary-treasurer of N.B.&P. Co.; R. F. McGuire of National Programs Ltd., Toronto.

Donley Injured

HAROLD B. DONLEY, manager of the Home Radio Division, Westinghouse Electric Corp., is convalescing in a Mansfield, Ohio, hospital from multiple fractures suffered in an automobile accident. The car in which Mr. Donley was riding sideswiped a trailer truck, Westinghouse officials said.

MUTUAL, TOO, GIVES TIME TO GOP REPLY

REVERSING its earlier position, Mutual joined the other three major networks in giving the Republican National Committee equal time to answer President Trumans' meat decontrol broadcast of Oct. 14. Rep. Joseph W. Martin (R-Mass.), House Minority Leader, slated to be elected Speaker should the Republicans win the House, was heard on MBS Oct. 24 at 10 p.m.

NBC presented Rep. Clarence J. Brown (R-Ohio), campaign director of the GOP National Committee and chairman of its executive committee, on Nov. 1. Mr. Brown will be interviewed by Richard Harkness, 11:15-11:30 p.m. EST. The night of President Truman's speech, in which he blamed Senators Taft and Wherry for the "unworkable" OPA bill, CBS called Republican headquarters, offering the 10-10:15 p.m. spot Oct. 15. Carroll Reece, GOP chairman, accepted.

Congressman Brown spoke on ABC Oct. 24. NBC offered time. Robert D. Swezey, MBS vice president and general manager, said Mutual did not consider the President's talk as "political." Several Mutual affiliates are understood to have protested the rejection. MBS subsequently reversed its position and offered the 10-10:15 p.m. spot Oct. 24.

711,711 PEOPLE

RIDE TO BUY IN GREENVILLE, S. C.

Greenville is the trading center for a rich 50 mile area of 711,711 people . . . heart of South Carolina's top county in 1945 Retail Sales ($73,645,000*). Greenville Retail Sales are higher than many cities of 100,000 — it's your top market in South Carolina.

WFBC

GREENVILLE, S. C.

NBC 5,000 Watts

LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolinas

NBC STATION FOR THE GREENVILLE-SPARTANBURG ANDERSON MARKET

*Sales Management Estimates—1945

GREENVILLE IS A 100,000+ MARKET 1ST IN SOUTH CAROLINA

When you buy

NBC

be sure you get

KOH

RENO, NEVADA

Serving Wealthy Western Nevada

Paul H. Raymer Co., National Representatives

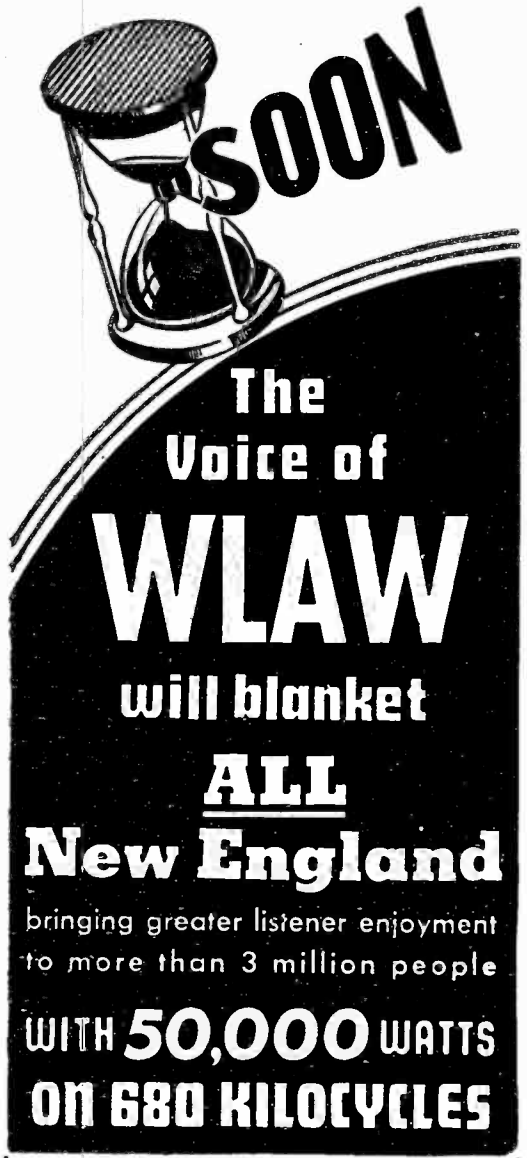
1000 Watts 630 Kilocycles

PHILADELPHIA'S No. 1 Disc Jockey

Doug Arthur with Danceland

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc. In New York by Joseph Lang, 31 W. 47th Street



Respects

(*Continued from page 50*)

rounds of the agencies and sponsors to get business for the western Canadian stations. Later he became station time department manager of the office, which by that time had amalgamated with the parent company, All-Canada Radio Facilities.

Well-known in Toronto for his dynamic presentation of western Canada's stations, Mr. Cairns decided to add to his knowledge and see the radio business from another angle. He became radio director of McKim Advertising Co. Ltd., in 1940, with his office in Toronto. He had been away from the west a long time by now, and felt he needed a contact with the west. So he went back to Calgary long enough to marry Mary Brace Cadzow, who was continuity editor of CFAC at that time.

By the end of 1941 Mr. Cairns had had enough of eastern Canada, and resigned from McKim Advertising to rejoin All-Canada Radio Facilities at Calgary. A few months later he was appointed manager of CFAC, a post he still occupies.

When he has time Mr. Cairns likes a game of golf and is a good bridge player. Amateur theatricals have interested him since university days, and are still among his chief diversions. He has a four year old son, Micheal. He is a Kiwanian, belongs to the Renfrew Club and the Calgary Golf and Country Club.

CBC DEFICIT CALLS FOR PROGRAM CUTS

WITH A DEFICIT of $78,000 facing the Canadian Broadcasting Corp. this year, a drastic economy campaign has been started on the entire CBC system, according to A. D. Dunton, CBC board chairman. CBC operates on a basis of keeping current operating expenses in line with revenue, and as listener license fees have fallen off in the past few years due to lack of new receivers and old receivers being discarded, CBC has had an operating deficit the past two years. This year receipts are set at $6,132,263 and expenses $6,210,-689.

Savings are to be made in the program department and whereever else possible. Program expenses are highest on the CBC list, since it supplies 16 hours daily on Trans-Canada Network in five time zones, four hours daily on Dominion Network, and 16 hours daily on French Network in one time zone.

While operating expenses are to be cut, there is no intention of reducing the CBC expansion program of three new 50 kw stations and one 10 kw station, to be in operation by next June. For this Parliament at Ottawa recently voted CBC $2,000,000, and this is capital expense [BROADCASTING, Sept. 9].

Budget difficulties are constantly referred to at CBC headquarters in all departments. CBC deficit will, however, be much greater than expected if Ontario courts rule on costs CBC must pay Gooderham & Worts Ltd., Toronto, distillers, for rent of former CKGW, ruling on which from London, Eng., has been announced.

COL. FLORIMOND DUKE, director of foreign operations for Greek War Relief Assn. of the U. S., has returned to the U. S. from Greece and may be reached through Day, Duke & Tarleton, New York.

MANAGEMENT

WILLARD E. BOTTS has been named manager of WMOC Covington, Ga. Active in broadcasting since 1931, he formerly had been in the technical department of WJEJ Hagerstown, Md., and WIP Philadelphia. Mr. Botts served in the Army for five years.

WILT GUNZENDORFER, manager of KROW Oakland, Calif., has been elected secretary of Northern California Broadcasters Assn. He replaces **RAY V. HAMILTON**, who resigned because of new duties in Universal Broadcasting Co. which removed him from the operations of KSFO San Francisco.

BRIAN SHELLON, manager of CJKL Kirkland Lake, Ont., who recently was discharged from the Canadian Army with rank of major, has been awarded by the Belgian Government the Croix de Guerre with Palm and appointed a Chevalier of the Order of Leopold II.

WALTER HAASE, station manager of WDRC Hartford, Conn., has been appointed to a special public relations committee of Trinity College, Hartford.

DON S. ELIAS, executive director of WWNC Asheville, N. C., for his active interest in promoting commercial aviation, has been awarded an honorary captaincy commission by PCA-Capital airlines.

CARL M. EVERSON, vice president and general manager of WHKC Columbus, Ohio, has been elected a district governor of Rotary International, worldwide service organization, for fiscal year 1946-47. He was one of 158 district governors elected at the Rotary Convention in Atlantic City to supervise Rotary activities in North and South America, Europe, Asia, Africa and islands of the Pacific. He will coordinate activities of 55 Rotary clubs in Ohio.

VAL LAWRENCE, general manager of the Southwest Network and KROD El Paso, has been in New York.

LOUIS LEPROHON, manager of CKSB St. Boniface, Man., is on an extended trip in eastern Canada. He was tendered a luncheon at Toronto Oct. 28 by Wm. Wright, station representative.

F. H. ELPHICKE, manager of CKWX Vancouver, B. C., is in eastern Canada on business and to attend a director's meeting of the Canadian Association of Broadcasters Nov. 4 at Toronto.

JAMES LINCOLN STIRTON, assistant to the vice president, ABC Central Division, is the father of a girl, Pamela, born Oct. 26. It's his second daughter.

First in Birmingham Since 1925

With The Programs Listened To Most!

★ Kaltenborn
★ The Quiz Kids
★ Bob Hope
★ Fred Waring
★ Fibber McGee & Molly
★ Jack Benny
★ James Melton
★ Charlie McCarthy

NBC WBRC BIRMINGHAMS BEST RADIO BUY!

Paul H. Raymer Co., *Representative*

KNOW YOUR BUSINESS!

The question and the plea were discussed repeatedly at the NAB Convention. PROGRAMS are the heart of the broadcast business.

We offer you a proven program analysis system.

Four reasons—good management, stewardship reporting, public relations, and promotion render program accounting as advisable as financial accounting.

This service includes installation in your station, training of your employees, periodic inspection and certified program audits.

Let's talk it over.

Telephone, wire, write or better, stop in at OUR NEW address.

FRAZIER & PETER

RADIO MANAGEMENT CONSULTANTS

BOND BUILDING—SUITE 622

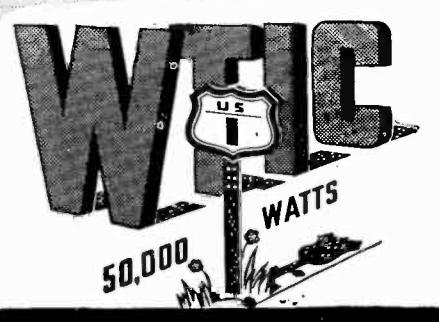
NATIONAL 2174 WASHINGTON 5, D. C.

FIRST in net weekly audience . . .

Twice as many families listen to the average WTIC strip sometime during the week as listen on an average day. The size of these unduplicated audiences averages three times those achieved by the "next best" station!

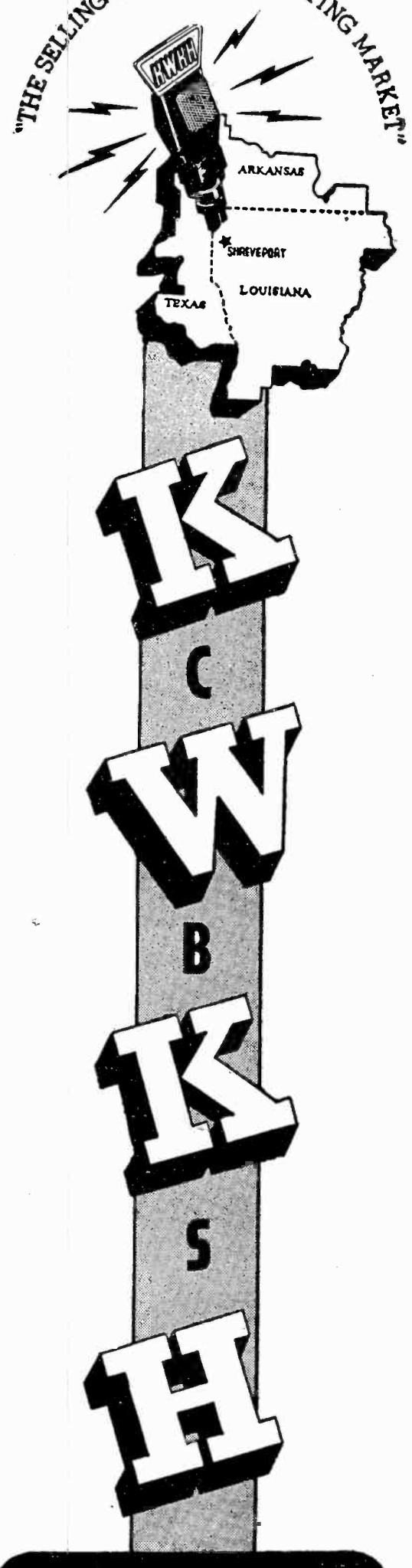
The WTIC net weekly average for all 56 strips is 17.7. The second station's average is 6.2; the third is 5.1.

Because these figures are based on a comprehensive Diary Study recently made by Audiences Surveys Inc., in seven Connecticut counties . . . home of 376,950 radio families, they are convincing proof of WTIC's outstanding dominance in the prosperous SOUTHERN NEW ENGLAND MARKET! Your personal examination of this study is invited. A call to Weed and Company will bring it to your desk.



DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network
Represented by WEED & COMPANY
New York, Boston, Chicago, Detroit,
Atlanta, San Francisco and Hollywood



AGENCIES

RUPERT LUCAS, member of the Hollywood production staff of Young & Rubicam, has been named to supervise the newly-created radio department in the agency's Chicago office.

GEORGE C. McNUTT, vice president, has been appointed general manager and director of media of the San Francisco office of Botsford, Constantine & Gardner. **RODERICK H. MacDONALD** has been transferred to the account executive staff, and **EDWARD S. DENHAM,** formerly of Potts, Turnbull & Holden, Kansas City, has joined the copy staff.

S. J. GANS, formerly with Universal Pictures Co., New York, has joined Levy Adv., Newark, N. J., as copywriter.

MAGDALENE LEHRER, formerly on sales promotion staff, Amos Parrish, New York, has joined Grey Adv., New York to head retailers sales promotion planning service.

JOE MORAN, associate director of radio for Young & Rubicam, New York, is to be speaker at Pacific Council of AAAA's Radio Convention Nov. 6. He will speak on radio commercials.

HOWARD CARRAWAY, freelance announcer-writer-producer in New York, has returned to Fort Worth as partner in Wilson-Carraway Adv. He is former continuity writer at WBAP Fort Worth.

BERNARD BAROL and **JACK L. ISRAEL,** account executives formerly with Abner J. Gelula & Assoc., have formed their own advertising and public relations firm, Barol & Israel Adv., at 1507 Finance Bldg., 1428 S. Penn Sq., Philadelphia.

GEORGIA DUKE, previously with Lennen & Mitchell, New York, in plans and copy divisions, and **WILLIAM S. KOLB,** former copy chief of Gourfain-Cobb Adv., Chicago, have joined the Chicago office of Al Paul Lefton Co.

H. W. (Tim) HANSEN, formerly with Pacific National Adv., Seattle, has joined Knollin Adv., San Francisco, to engage in media work and copy writing.

DORIS O'HALLORAN, former copy chief for the Harry Serwer Adv., has joined Hanly, Hicks & Montgomery, New York, as head of women's copy group.

ROBERT K. EDMONDS, executive in the Chicago office of Young & Rubicam for five years, has been appointed a vice president.

Mr. Edmonds

J. J. DICKELY, former member of the creative staff of Ted Bates Inc., New York, has joined Peck Adv., New York, in same capacity.

WALTON R. GARDNER, formerly with the Rueben H. Donnelly Corp., has joined Decora Inc., Chicago, as account executive and consultant on merchandising and distribution.

EDWARD P. NIELSEN, formerly with Evans Assoc., Chicago, before entering the AAF, has been appointed assistant to the president of Howard Swink Adv., Marion, Ohio.

ROBERT O. DAVIS, vice president of Rhoades & Davis, San Francisco, is the father of a girl.

BERNICE BUSSAT, formerly in the display department, Lerner Shops, New York; **MARILYN GASPARINE,** formerly with Sterling Adv., New York, and **E. L. OSBOURNE** have joined the creative department of Spadea Inc., New York.

CORNWELL JACKSON, vice president of J. Walter Thompson Co., Hollywood, is in New York for seven days of home office general conferences.

LUTHER BANKER, recently separated from Navy, has joined The Tullis Co., Los Angeles, as timebuyer.

JEANNE FRIEDMAN, former fashion coordinator of Billie Gould Inc., New York public relations firm, has joined Hugo Schiebner Adv., Los Angeles, as publicity director. **PHIL LANE,** former manoger of Manson-Gold Adv., Hollywood office, has joined agency as account executive.

SERVICES UNLIMITED, Pasadena, Calif., has moved offices to 39 S. Euclid Ave. Telephones are Ryan 1-6852 and Sycamore 2-2824.

RUTH JOHNSON, office manager and time-spacebuyer of Raymond R. Morgan Co., Hollywood, is in Hawaii on six month vacation. **W. IRVING ARCHER** serves as office manager during her absence.

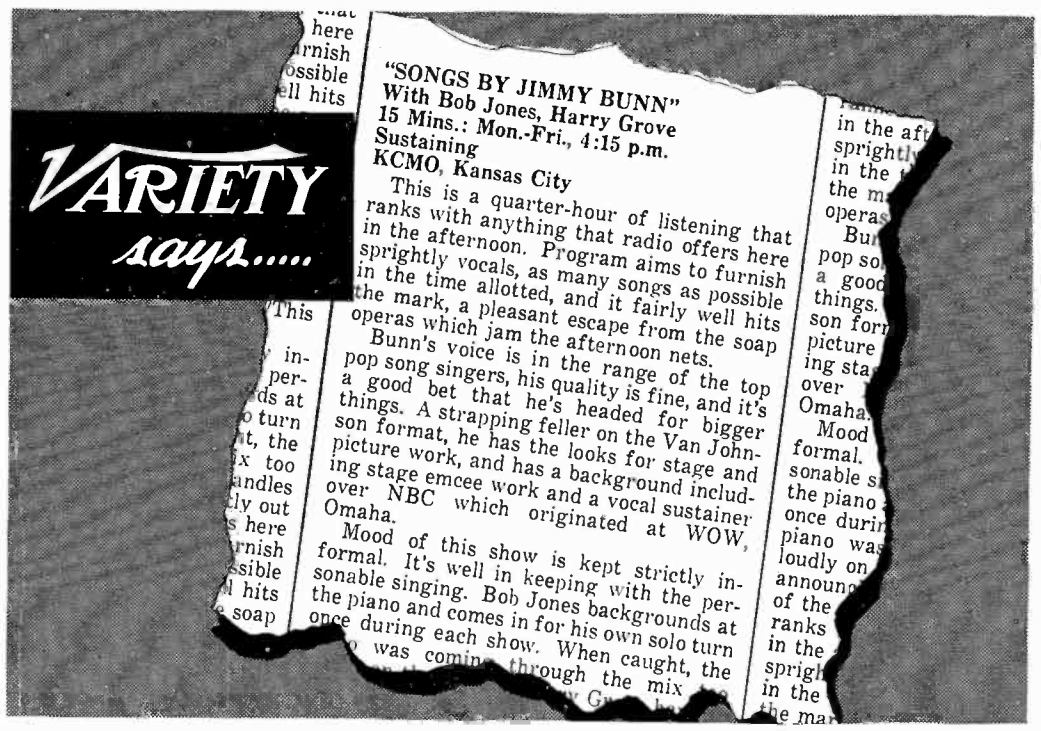
JACK MELVIN, publicity director of Foote, Cone & Belding, Hollywood, addressed Los Angeles Chamber of Commerce on "Human Interest in Publicity" on Oct. 29.

BOB SEAL, former writer-producer of Ruthrauff & Ryan, Hollywood has shifted to Foote, Cone & Belding, Los Angeles, as radio director of that agency's motion picture division.

AL MacELMURRAY, graduate of the Northwestern U. School of Radio Journalism, has joined the news writing staff of WFAA Dallas.

TWIN GAVELS mark retirement of Harlow Roberts (l), v-p of Goodkind, Joice & Morgan after two years as president of the Chicago Radio Management Club. Presenting the club's token of appreciation at its regular Wednesday luncheon are Annette Kennelly, Arthur Meyerhoff agency, and club secretary, and Holman Faust, Mitchell-Faust agency, newly elected club president.

TO PROMOTE interest in video, Television Productions Inc., Hollywood, has ordered 20 Du Mont receivers to distribute among key Paramount Pictures Corp. executives and commercial prospects, according to Klaus Landsberg, western television director.



VARIETY says.....

"SONGS BY JIMMY BUNN"
With Bob Jones, Harry Grove
15 Mins.: Mon.-Fri., 4:15 p.m.
Sustaining
KCMO, Kansas City

This is a quarter-hour of listening that ranks with anything that radio offers here in the afternoon. Program aims to furnish sprightly vocals, as many songs as possible in the time allotted, and it fairly well hits the mark, a pleasant escape from the soap operas which jam the afternoon nets.

Bunn's voice is in the range of the top pop song singers, his quality is fine, and it's a good bet that he's headed for bigger things. A strapping feller on the Van Johnson format, he has the looks for stage and picture work, and has a background including stage emcee work and a vocal sustainer over NBC which originated at WOW, Omaha.

Mood of this show is kept strictly informal. It's well in keeping with the personable singing. Bob Jones backgrounds at the piano and comes in for his own solo turn once during each show. When caught, the

SOMETHING'S HAPPENING AT KCMO!

There's more to a station than power—and the new KCMO-built programs are keeping right up, in audience response, as KCMO towers build toward their 50,000 Watt goal!

Programming to catch the ear of Expanding Mid-America will continue "to happen" at KCMO!

National Representative: John E. Pearson Co.

KCMO
Basic ABC • Kansas City, Mo.

GOING 5000 WATTS

KTFI
TWIN FALLS • IDAHO
WEED & CO., *Representatives*

Outstanding Performance Creates Outstanding Radio News Medium In Richest Market of the West

Unity For India?

Moslems Say They'll Join the Coalition Regime

By the Associated Press

NEW DELHI, India, Oct. 13—Moslem League sources said today its working committee had accepted a new offer by Viceroy Lord Wavell for the league to enter the interim national government and participate in drafting a new constitution for India.

However, the same sources said that questions resulting from the failure of negotiations between the League and the Congress party had been placed before the Viceroy. The answer to these questions will be considered by the working committee at an early meeting.

The Viceroy's offer, acceptance of which might break the stalemate that touched off bloody communal riots between Moslems and Hindus, would allot the League five seats in the 14-man interim government. The Congress party would have six seats and three would be allotted to the minorities—the Sikhs, Indian Christians and Parsees.

OPTIMISTIC

Mahomed Ali Jinnah, president of the League, informed the Viceroy by letter this morning of the working committee's action, and received a reply late this afternoon.

The contents of Wavell's answer was not disclosed, but government quarters as well as League members expressed optimism over the final result of current negotiations.

Jinnah, who has conferred with the Viceroy four times since the negotiations started September 16, was reported to have received a nine-point proposal. In addition to the [illegible] Ministries, the Viceroy was said to have promised that the British cabinet plan would be carried out as originally announced.

The [illegible] League previously had objected [illegible] the power [illegible] party and "interpreted [illegible] last [illegible] ously [illegible] plan [illegible] pend [illegible] MO [illegible] Leag [illegible] foun [illegible] M [illegible] C [illegible] right [illegible] stitu [illegible] Mo [illegible] siz [illegible] ir [illegible] C [illegible] B [illegible] N [illegible] Gov [illegible] lin [illegible] of [illegible] an automob [illegible]

LICENSE R[illegible]KED.

They ha[illegible]nce been in enforced re[illegible]ent from the bail bond bu[illegible]s, through revocation of [illegible] license.

Only one supervisor, Jesse Colman, echoed Lapham's sentiments. Five supervisors termed

China Fighting

Armies Battle To Control Vital Kalgan Area

By the Associated Press

PEIPING, Oct. 13—A series of fierce battles was reported in progress today along the railway southeast of Kalgan as national government troops fought to reopen the line from Peiping to Kalgan and the Communists battled to maintain a corridor linking their forces in Jehol province and China proper.

General Fu Tso-yi's victorious government troops, who took Kalgan Friday, streamed southeastward in pursuit of Communists who retreated down the railway.

Unconfirmed pro-government reports from the field said Fu's men had captured the burning city of Hsiahwayuan, 30 miles southeast of Kalgan, but still were battling for Hsuanhwa, 17 miles southeast of Kalgan.

The main Communist effort, however, was apparently concentrated at Hwailai, 80 miles southeast of Kalgan and 30 miles northwest of Peiping. For nearly three weeks the Communists there have been opposing a strong government drive from Peiping. The town is reported to have changed hands repeatedly, with its present status in doubt.

KALGAN BURNED

The government had announced that the fate of Kalgan hung on the Hwailai drive, but while it was stalled, General Fu marched into Kalgan from the north, unopposed.

For weeks the Communists had been moving equipment from that major base southward [illegible] miles overland to Yuhsien. Fin[illegible] they set fire to Kalgan [illegible], some towards Yu[illegible]sien, some southeastward and a scatter[illegible]handful westward.

Governm[illegible]offic[illegible]ide fire destroyed [illegible] miles of buildi[illegible]main

[illegible]-e-of [illegible]em-would [illegible]city of [illegible]ml, [illegible]ti-[illegible]y [illegible]d 25 [illegible]- [illegible]n [illegible]ne [illegible]eas [illegible]y-[illegible]en [illegible]as [illegible]. [illegible]n

[illegible]ne th[illegible] [illegible]ve mon[illegible] been [illegible]ti[illegible] Sh[illegible]ghai as[illegible]ead of [illegible]URRA[illegible] China. He is returning to Washing[illegible]n to assume [illegible]s position with tho[illegible]h [illegible]id sa[illegible]e had been pro[illegible]ied a[illegible]new [illegible]no matter wha[illegible]picture he n[illegible]

HAL NEW DEAL.

The studio says he [illegible]as given a new deal a year ago and his present demands are exorbitant.

CONSISTENTLY RISING IN HOOPER RATINGS, KYA TIME-CLOCKED NEWS*... month after month continues to score more news beats than any other station in Northern California. Because each newscast is sparkling fresh, brilliantly edited and voiced by outstanding newscasters, Northern California turns to KYA for the news nineteen times a day... on the hour every hour.

FIRST IN NEWS

because KYA has the foremost independent station news bureau in America, bolstered by the local editorial staff of the San Francisco Chronicle and the services of all three major news wires — United Press, Associated Press and International News Service.

For participations in Time-Clocked Newscasts, consult ADAM J. YOUNG Jr. Inc., national representative, New York and Chicago.

Global Flight By B-29s

Army Will Refer Plans to Byrnes Within Ten Days

By JOHN M. HIGHTOWER And EDWARD E. BOMAR
Associated Press Staff Writers

WASHINGTON, Oct. 13—The Army's detailed plan to send a fleet of Superfortresses around the troubled world this fall will be laid before the State Department within 10 days, War Department officials disclosed today.

The Army's official presentation of the proposal will confront the State Department with a knotty decision as to whether the disturbed state of world affairs and the interests of American foreign policy would make the flight feasible from a political point of view.

FINAL DECISION

On the basis of auth[illegible]tative information, it appeared certain that the final decision will be made by President Truman and Secretary of State Byrnes. The Air Forces proposal will be forwarded to Byrnes in Paris if he still is there.

The War Department plan as tentatively drafted now calls for a world flight of between eight and 14 of the huge B-29 bombers.

Some State Department officials appeared to have been startled by the way the flight was initially announced by Assistant Secretary of War for Air W. Stuart Symington. He disclosed the project at a news conference last week, before it had been discussed with any other interested department[illegible] the White House, according [illegible] best available information, [illegible]son told news conference Fr[illegible] that th[illegible] State [illegible]artmen[illegible]har[illegible]ear[illegible] of th[illegible] proposa[illegible]ly in[illegible]gue[illegible]ter Mr. Truman [illegible]d tol[illegible]s new[illegible]fer-nce 24 h[illegible]s e[illegible]th[illegible]eci-[illegible]on [illegible]n m[illegible] [illegible]t. [illegible]O[illegible]. V[illegible] S[illegible]rt[illegible] o h[illegible] of d[illegible] towa[illegible] a s[illegible] vo[illegible] fli[illegible] a[illegible] r[illegible] c[illegible] r[illegible] S[illegible] m[illegible] wh[illegible] su[illegible] da[illegible] b[illegible] thr[illegible] stri[illegible] Ar[illegible]

[illegible]LA[illegible] -Bish[illegible] [illegible]ap[illegible]olic yr[illegible]old Stephe[illegible] M[illegible] age[illegible] he [illegible]eged [illegible] or [illegible] Bish[illegible]urley, said[illegible]n[illegible]her of her and said [illegible]he might [illegible]al the father's [illegible]entity today.

She [illegible] "perfectly [illegible]ing to marry him," she adde[illegible]

DIAPER CLEW.

The baby, nicknamed "Sparkey Clark" by Oakland police, unwittingly led to his mother's discovery through laundry marks

Communist Plot Charged

Ex-Leftist Budenz Says Russia Plans To Destroy U. S.

By the United Press

DETROIT, Oct. 13—Louis F. Budenz, former editor of the Communist Daily Worker, charged today Russia was preparing for a third World War to destroy the United States and establish a "world proletariat dictatorship."

Budenz ended a "year of silence," imposed upon him when he renounced the Communist party and rejoined the Catholic Church, to broadcast over WJR.

"The destruction of the United States is the goal of Soviet Russia," Budenz said. "The American Communists are as much a fifth column for Russia as the Quislings were for Nazi Germany."

He said he joined the Communist party 10 years ago in the hope Communism might bring about some desired changes in American democracy, but that he was "disillusioned" after World War II.

"I learned, at first very reluctantly," Budenz said, "that Soviet Russia intends to destroy Britain and the United States."

Budenz charged "there is a man who is the agent of the Kremlin who directs all Communist activities in the United States." This man, Budenz said, is a former head of the Communist Internationale and "still the boss."

"This man never shows his face," Budenz said. "Communist leaders never see him, but they follow his orders or suggestions implicitly. The average American Communist never [illegible]ard of [illegible]n."

He [illegible]d he [illegible]ld be willing to disclo[illegible] the [illegible]'s name to "any offic[illegible]ger" but [illegible]d prefer to do [illegible]w. I can[illegible]y [illegible]her oat[illegible] h[illegible] re-Cor[illegible]ter in [illegible]s of [illegible]nu-[illegible]at-

KYA

SAN FRANCISCO

ISN'T it only natural when you find . . .

1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and whose 38,000 * folk depend on one station for complete radio entertainment—ABC, MBS, local shows and news—

This is ZBM, the only adequate radio coverage of Bermuda. Rising imports from U. S., now 17 millions, attests Bermuda's interest in your product. Write or wire Cole E. Wylie, Mgr.

* Including Kindley Field and U. S. Naval Base.

Only ZBM 250 WATTS Covers Bermuda

ABC • MBS

National Representatives

JOHN BLAIR — United States

HORACE STOVIN — Canada

COMMERCIAL

HARRY F. ALBRECHT, sales member of WLW Cincinnati, has been appointed sales manager of the WLW sales office in Chicago, succeeding **WILLIAM ROBINSON**, now sales manager of WINS New York. Formerly in Chicago radio and with WLW since fall of 1944, Mr. Albrecht for 14 years handled sales work and campaigns for Western United Gas and Electric Co.

HAL CHASE Jr., former public relations manager of Kaiser Co., Portland, has joined KONP Port Angeles, Wash., as commercial manager.

GEORGE FUERST, former account executive of KJBS San Francisco and in radio since 1930, has been appointed sales and sales promotion manager of KTMS Santa Barbara, Calif. With Mr. Fuerst assuming sales responsibility, **KEN PETERS** takes over as program director and assistant to **CHARLES A. STORKE**, general manager. **FRANK B. WELTMER**, former program director and assistant manager of KTMS, has shifted to Santa Maria, Calif., and been placed in charge of KCOY, new 250 w station on 1400 kc now under construction. Licensee is New Press Publishing Co., which also operates KTMS.

Mr. Fuerst

PAUL MULVIHILL, commercial manager of CKGB Timmins, Ont., has been transferred to the Toronto office of National Broadcast Sales and Northern Broadcasting & Publishing Co., where he will be in charge of sales promotion.

HARRY EDGAR, formerly of CKWS Kingston, has been appointed commercial manager of CKGB Timmins, Ont.

ALBERT B. GALE and **ROBERT H. TRUMP** have been added to the sales staff of WISN Milwaukee. Mr. Gale is former station manager of WOMT Manitowoc, Wis. Mr. Trump, Army veteran, was in service three years, has just received his degree from Iowa Wesleyan College.

WFOX Milwaukee has appointed Joseph Hershey McGillvra Inc. as exclusive national representative.

KERMIT ASHBY, former promotion director, is now commercial manager of KVOP Plainview, Tex.

JOE BADGER, member of the sales staff of WKXL Concord, N. H., Nov. 16 is to marry Elizabeth Lynn Lemont.

JIM BROWN Jr. has joined sales staff of KHUB Watsonville, Calif.

Frost Is Elevated To New NBC Post

Tighter Operations Are Sought In Personnel Shifts

ELEVATION of Lewis S. Frost to fulltime duty as assistant to Western Division vice president topped list of six personnel shifts effective Nov. 1, according to Sidney N. Strotz, NBC Western Division vice president. Tighter network and regional operations are the intended effect, it was said.

Other shifts involved Robert V. Brown, assistant program manager of Western Division since May, 1946, who assumes fulltime duty of program manager. Wendell H. Williams, NBC San Francisco program manager, moves to Hollywood as assistant program manager and manager of program package sales. He holds latter capacity until return of Alex Robb, now on sick leave. Harry Bubeck, NBC Chicago production director, shifts to San Francisco as program manager. Robert E. Howard, Western Division manager of national spot sales, is elevated to Network Sales Dept. Lathrop Mack, NBC New York national spot sales department, takes over as manager of Western Division national spot sales.

1,500,000 Radio Units Listed for September

RADIO set shipments totaled 1,500,000 units in September, according to the monthly report by John D. Small, Civilian Production Administrator. The figure compares with production of 1,323,291 by member companies of the Radio Manufacturers Assn., comprising 90% of the industry [BROADCASTING, Oct. 28].

CPA said the September shipments were 12% under August's figure of 1,700,000 but 36% above the 1,100,000 sets produced monthly in the 1940-41 period. Of the September shipments 83% were table models 9% consoles and 8% auto radios.

Frank Vincent

FRANK VINCENT, 64, head of Hollywood talent service bearing his name, died Oct. 27 at St. John's hospital there. He founded his talent agency in 1932 and previously had served as vice president of RKO vaudeville vircuit. Surviving is Mrs. Lorraine Goodrich, a daughter.

ALLIED ARTS

BOB LONGENECKER, formerly of Du Mont Television, New York, has joined Sam Jaffee Agency, Hollywood talent service, as head of newly organized radio and television department.

H. N. STOVIN Co., Toronto, station representative, is starting a program production service at the Montreal office with **HARRY W. JUNKIN**, formerly of the radio department of Cockfield Brown & Co., Montreal, as service manager. Office will be in Keefer Bldg., Montreal. Aim of production service is to bring more advertisers into radio by finding proper programs for advertiser's commercial message. Service also will be available to advertising agencies which have no facilities for radio production. Later program production service will be added to the Toronto and Winnipeg offices of the company.

JAY STANWYCK, former report editor with the Cooperative Analysis of Broadcasting, has joined the Advertising Research Foundation's technical staff as assistant to **Dr. D. B. LUCAS**, technical director of the Foundation.

ARTHUR SIMON of Inter-American Research Service, New York, is to leave for Rio de Janiero to establish an office for that organization. He is veteran marketer and advertising researcher.

MURRAY BAKER, with Burke & Van Huesen for three years and before that for 10 years professional manager of Robbins Music Corp., has been appointed general professional manager of the latter firm.

DOROTHY E. MILLER, released from the Marine Corps Women's Reserve as a major, has been named public relations director for Electronic Network, Muzak franchise holder affiliated in management with KFEL Denver. Before the war she was with The Cowles Stations and WGN Chicago.

SAM ELKIND, former AFRS program director in Japan, is now account executive with Reilly & Kushins, package production firm in San Francisco.

C. D. EVERHART, Philadelphia script writer and former member of the editorial staff of the Germantown (Pa.) Courier, has joined the press and radio relations staff of Harvey-Wilder Assoc., Philadelphia. He is Army veteran.

Westinghouse Income

WESTINGHOUSE Electric Corp. last week announced that production for the third quarter of this year exceeded any peacetime rate prior to late 1941. Net sales during this period amounted to $100,716,520 with an operating loss reported by the company of $12,160,204. However, after adjustments were made from tax carry-back and from reserves, net income for the quarter was $2,854,553.

4,000 MORE—That's Watt!

AND WHAT'S MORE?

467,810

MORE RADIO FAMILIES

will listen when WHBC goes 5,000 soon.

There's a backlog of purchasing power in this market as Canton banks report an all-time high in savings. Deposits have increased from $47,651,389 to

$50,980,879

for the first nine months of this year.

These are $igns of the Time$ and time to sign your campaign with WHBC for results.

whbc

5000 WATTS SOON!

BASIC STATION MUTUAL NETWORK

represented by RAMBEAU

your good neighbor in CANTON, OHIO

always a busy city

A GOOD TIP FROM A GOOD NEIGHBOR

It will pay you to consider the vast possibilities of this great neighboring market. We'll gladly present facts as well as figures on how American advertisers can profitably use our network.

MEXICO

RADIO PROGRAMAS DE MEXICO

Largest Latin American Broadcasting System

P. O BOX 1324 • MEXICO, D F

L. U. — E. H.

KY fm

A clear, new Voice for the sales-rich San Antonio Area.

On the AIR

SAN ANTONIO'S *First* fm STATION

101.5 MEGACYCLES
FM CHANNEL 268

Operating on
Temporary Low Power

kyfm

Owned and Operated by

San Antonio Express
SAN ANTONIO EVENING NEWS

PROMOTION

TO GET its latest juvenile program, "The Sky King" off to a flying start, ABC's Central Division promotion department has printed 10,000 four-page folders for distribution in Chicago public schools. "Sky King," sponsored by Swift Packing Co. (Peter Pan Peanut Butter) which made its debut over ABC Oct. 28, is following the Bing Crosby precedent by being transcribed daily for broadcast at 5:15-30 p.m. in all time zones. Three repeat broadcasts are necessary for this type of operation. The program also offers 25 Huffman bicycles, 25 Gruen wrist watches, 25 Philco radios, 25 Don Budge tennis rackets, 25 Univex candid cameras and 100 Wearever pen and pencil sets in a special letter-writing contest which will continue for four weeks. Needham, Louis & Brorby, Chicago, is Swift agency.

KECA House Organ

DISTRIBUTED to 2,000 Los Angeles area retail druggists and grocers is new monthly house organ, The KECA Condenser, outlining news of radio campaigns on all networks. Prepared by ABC Hollywood promotion department, paper also contains picture of local retailer in each issue, as well as list of companies using KECA Hollywood facilities.

Technical News

KVOA Tuscon, Ariz., has started publishing a house organ, KVOA Transmitter, presenting news of interest to radio technicians. Club activities, personals, classifieds and technical stories are to be presented.

Sends Rate Card

A GOLD envelope with a key ring attached and holding "ABC's Seven Keys to America's Great Markets" has been sent by the network to time buyers throughout the country. Envelopes contain current rate cards for ABC's seven key stations, WJZ New York, WENR Chicago, WXYZ Detroit, KECA Los Angeles, KGO San Francisco, WMAL Washington and the American Pacific network. Cover names station, operating power and frequency, while the inside pages list rates. Back cover is given to participating programs and general information. Rate cards are designed according to plans formulated by the NAB Rate Card Committee.

Promotion Personnel

MARTIN BURKE, former news manager, has been named sales promotion manager of WWL New Orleans. He succeeds **TOM HOLBROOK** who is conducting "Sports Star" program and other shows for Maison Blanche Dept. Store and Robert Kottwitz Jr. Agency.

CARL DUNBAR, former classified advertising manager of the New Orleans Item, has been named national advertising manager of The Southwest Network. Affiliates are KROD KSIL KAVE and new station under construction in Odessa, Tex.

BETTE CHAPMAN BALCH, formerly with the Kilgore (Tex.) News Herald, has joined publicity staff of WFAA Dallas.

JOHN LUCAS, formerly of Gilmore Oil Co., Los Angeles, has joined ABC Hollywood sales promotion department as copy writer. He replaces **JOAN SHELLY** who has resigned to be married to Robert Lilligren.

SUMNER FELLMAN, director of publicity and promotion, WKXL Concord, N. H., Nov. 24 is to marry Shirley Cohen.

HARRY FEENEY, member of CBS press department, is the father of a boy born Oct. 28.

Eggs to You

A HALF-DOZEN eggs have been sent to members of the trade press as a gift from WJZ New York and Ray Knight's rooster. Admitting a close family connection with the eggs, the rooster called attention to the "Name the Rooster Contest" which was being conducted on the "Good Morning — It's Knight" program on WJZ. Grand prize for contest which ended Oct. 31 is 10-day trip to Bermuda with all expenses paid.

Veterans Contest

VETERANS script-writing contest is being sponsored by WNEW New York in cooperation with the American Theatre Wing. Prizes of $300, $150 and $50 will go to the veterans writing the three best 15-minute radio scripts inspired by the title of the new Samuel Goldwn film, "The Best Years of Our Lives." Scripts are to be submitted on or before Dec. 4 and the winning script will be dramatized on WNEW on a special program Dec. 16 with all veteran talent participating.

Gourd Exhibit

WTMJ Milwaukee, whose morning m.c. Gordon Thomas last spring offered gourd seeds to listeners and promoted gourd growing and craft-work on his show, has staged a gourd harvest exhibition. Using studios for exhibit, event featured some 677 entries in various divisions. Prizes were awarded for largest gourd and for best articles made from gourds. Display was open to public.

WEEK Blotter

MODIFICATION of usual calendar-blotter was employed last week by WEEK, new Peoria, Ill., station. Showing October-November calendar, current (last) week was encircled in red crayon. Copy read: "Make this WEEK memorable. Don't let it pass without learning how a planned radio campaign on WEEK can increase your business profitably. . ." Station is under construction.

WBIG Book Matches

BOOK MATCHES are being distributed to the trade by WBIG Greensboro, N. C. Copy slant: "Though modest in size We'reBIG in service." Station's representative, George P. Hollingbery Co., also is identified.

WGL Before Clubs

TO BETTER acquaint people of Fort Wayne with radio operations, several department heads of WGL that city have been making appearances before local, fraternal and religious groups. The club "Radio Nights" are in program form.

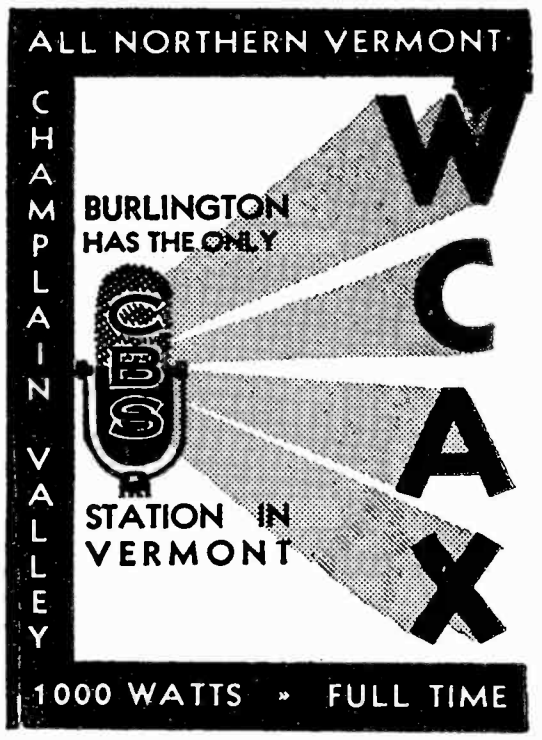
Al Bland Show Boosted

MULTI-COLORED, caricature - styled booklet has been mailed by KMOX St. Louis to advertise only remaining availability on "The Blandwagon" show, variety feature aired daily. Employing record format, program is conducted by Al Bland.

KPAC

MBS

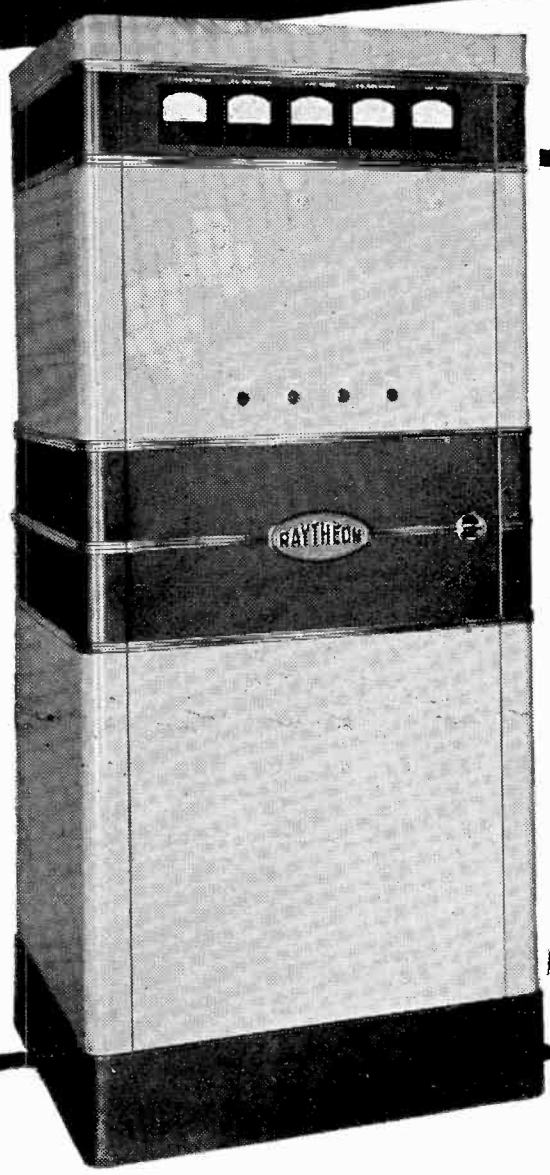
BMB



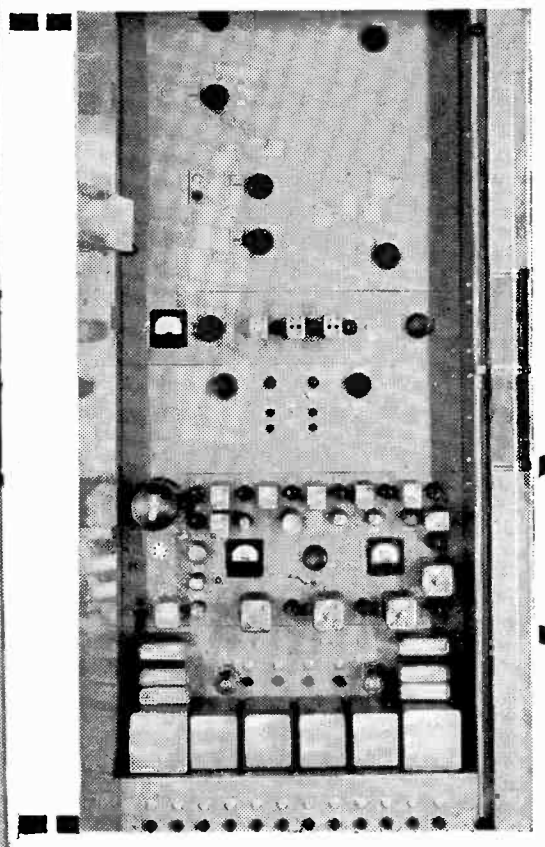
RAYTHEON'S 250 WATT FM TRANSMITTER

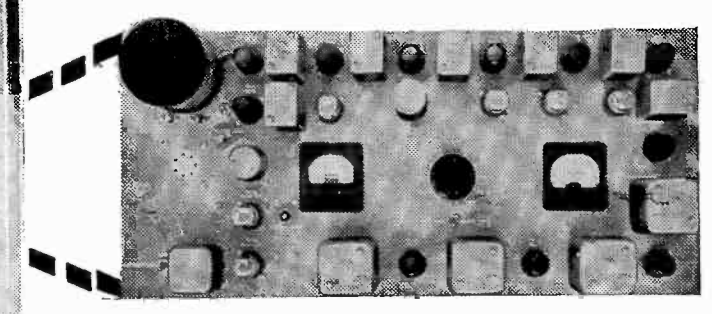
INCORPORATING THE NEW

Cascade PHASE SHIFT MODULATION



250 Watt FM Transmitter, also standard exciter unit for all higher power.





Above—*Complete Cascade Phase Shift Modulator.*
Left—*Front control panel of Transmitter.*

Thorough tests in actual competition with all other systems of modulation have proved the superiority of the Cascade Phase Shift Circuit—in signal quality, simplicity and dependability.

Raytheon's Cascade Phase Shift Modulation is a basically direct circuit which adds the phase shift of six simple stages to produce the required phase shift needed for high fidelity modulation—at an *inherently* lower noise level. This extremely simple circuit eliminates the major faults of other systems and brings important advantages never before possible (See features).

Carefully compare and you will buy Raytheon. *Place YOUR order now for Fall delivery.*

YOU WILL WANT EVERY ONE OF THESE TEN IMPORTANT FEATURES . . . ONLY RAYTHEON CAN GIVE THEM TO YOU

1. Simplified circuit design thru the *Cascade* system gives stability and efficiency to Raytheon FM.

2. Direct Crystal Control, independent of modulation, gives positive and automatic control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers are used. A single high quality crystal does the job.

3. An inherently lower noise level is achieved by Cascade Phase Shift Modulation which adds the phase shift of six simple stages.

4. Very low harmonic distortion—less than 1.0% from 50 to 15,000 CPS with 100 KC frequency deviation.

5. Conservatively operated circuits prolong tube life—prevent program interruptions.

6. No expensive special tubes. The modulator unit uses only inexpensive receiver type tubes of proven reliability.

7. Unit construction. There is no obsolescence to Raytheon FM Transmitters. Add an amplifier later to give the desired increase in power. All units are perfectly matched in size, styling and colors.

8. Simple, very fast tuning. Circuit can be completely tuned up in two or three minutes without external measuring instruments.

9. Lasting economy. Low first cost—low power cost—advanced engineering design—plus modern styling, guarantee years of satisfaction.

10. Easy to service. Excellent mechanical layout, vertical type chassis and full height front and rear doors make servicing fast and easy.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

DEVOTED TO RESEARCH AND MANUFACTURE FOR THE BROADCASTING INDUSTRY

A RIFLE Did This Job

In WICHITA

you can do a

Real Selling Job

with

KANS

NBC in Wichita

aimed like a rifle

at the

Purchasing

Power of

KANSAS'

No. 1 Market

Represented by

TAYLOR-HOWE-SNOWDEN

Radio Sales

New York • Chicago

Dallas • Amarillo • Seattle

San Francisco • Los Angeles

SPONSORS

42 PRODUCTS Ltd., Los Angeles (42 Oil Shampoo), Dec. 18 starts George Fisher's "Hollywood Whispers" on 13 ABC Pacific stations, Mon. through Fri. 2:25-2:30 p.m. (PST). Contract is for 52 weeks. Agency is Brisacher, Van Norden & Staff, Los Angeles.

QUARRIE Corp., Chicago, publisher of World Book Encyclopedia, a subsidiary of Marshall Field Inc., has named Henri, Hurst & McDonald, that city, as agency. Following national survey plans for extensive campaign will be prepared.

NORTHERN ELECTRIC Co., Montreal (electrical appliances, radio receivers) has started recorded delayed broadcasts of its weekly Dominion network program "Northern Electric Hour" on 14 stations throughout Canada, with delayed program being aired 10 to 15 days after regular broadcast. Agency is Harry E. Foster Agencies, Toronto.

BOOK - OF - THE - MONTH CLUB, New York, which two weeks ago announced it would discontinue sponsorship of the "Author Meets the Critics" program on WQXR New York, has decided to renew the program for 13 weeks effective Nov. 21. Program is heard on WQXR Thurs. 9:30-10 p.m. and is transcribed for rebroadcast Sun. 2:30-3 p.m. Agency is Schwab & Beatty, New York.

FALA SPORTSWEAR New York (manfacturer of blouses, playsuits and gym suits and Playgirl, Inc., merchandise) has appointed Seidel Adv. to handle advertising. Media plans may include radio.

LAWRENCE Labs., Brooklyn, N. Y. (Sulfoam Shampoo), has placed advertising account with J. M. Korn & Co., Philadelphia.

SHERRY-DUNN, Hollywood (perfumes, colognes), has appointed Abbott Kimball Co., Los Angeles, to handle national advertising.

BADGE signifying honorary status as game warden for State of Illinois is pinned upon France Laux (l), KXOK St. Louis sportscaster, by Milford M. Pittman, supervisor of education and public relations of Illinois Conservation Commission. Mr. Laux has started new KXOK program, *The Ill-Mo Hunting and Fishing Club,* in conjunction with the conservation divisions of Illinois and Missouri.

CBS Talk Series

A NEW network show called *You and Alcohol* Nov. 12 starts a 13 week series on CBS, Tues. 6:15-6:30 p.m. Show will feature talks on the subject delivered by prominent speakers.

Rx for Laqqinq Sales

Combine these three factors and you see why WSGN produces such outstanding sales results . . . To dominate this rich market always buy Alabama's leading station — WSGN.

ALABAMA'S BEST BUY FAR!

WSGN

AMERICAN BROADCASTING COMPANY

THE NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed

NEWS

DONALD G. LERCH Jr., former WEAF New York agricultural director, has joined CBS in same capacity. In addition Mr. Lerch takes over as editor of network's "Country Journal" program, Sat. 2-2:30 p. m., making his initial broadcast this month. Mr. Lerch was affiliated with U. S. Department of Agriculture during war and prior to that was agricultural director for KDKA Pittsburgh.

ROD SWIFT, news announcer at WSYR Syracuse, N. Y., is the father of a girl, Alison.

LARRY GRANT, network special announcer before Army service and during the war on Pacific edition staff of Stars and Stripes, has been named chief newscaster and production man at KPOA Honolulu.

HUGH MUNCY, farm director of KXEL Waterloo, Iowa, is the father of a girl, Martha Ellen.

BEVERLY GARDNER, ABC Hollywood newsroom writer, and Dr. Jackson S. Mense are to be married in Los Angeles on Nov. 9.

BOB GARRED, CBS Hollywood newscaster, has been signed for Columbia Pictures Corp. sports short narration.

BERT BUZZINI of the KQW San Francisco news staff has been elected to the executive board of the San Francisco unit of AFRA.

WASHINGTON NEWS broadcasts of WLW Cincinnati-WINS New York now will originate through WWDC Washington. Previously direct-line feeds to WLW were handled through WRC-NBC in the Capital but with acquisition of WINS Crosley Broadcasting Corp. officials have sought independent facilities. Arrangements for new set up were made by **BEN STROUSE,** WWDC general manager, while stopping over in Cincinnati while enroute from NAB Convention. **GIL KINGSBURY,** head of the WLW-WINS bureau in Washington, is heard in nightly commentary on WLW at 6:25 p.m. and on WINS at 7:15 p.m.

Du Pont Stock

E. I. DU PONT de Nemours & Co. Inc., Wilmington, Delaware, as of Sept. 30, 1946, was owned by 87,622 holders of common and preferred stock, the company has reported. Including 73,428 holders of common stock and 18,360 holders of preferred, the total eliminates duplications of stockholders holding both classes of security. The third quarter figures compare with 87,732 for the second quarter of 1946, and 87,770 for the third quarter of last year.

An All-Time Favorite

YOURS

(Quiereme Mucho)

Published by

EDWARD B. MARKS MUSIC CORP.

* * *

Performance Rights

Licensed Through

BMI

BROADCAST MUSIC, INC.

580 Fifth Ave., New York 19, N.Y.

"...660 *on your dial"*

Since the days of crystal sets, W, E, A and F have been call letters of the station which now becomes WNBC.

WNBC has had a distinguished career since it went on the air, August 16, 1922. Its power then was 500 watts—and a modest number of fans listened with earphones clamped on their heads. Now its power is a full 50,000 watts—and literally millions hear the greatest shows in radio.

"This is NBC . . . The National Broadcasting Company"

In 1926 WEAF was purchased by the Radio Corporation of America, and incorporated by its parent company under the name of the National Broadcasting Company, Inc. It became the first station of America's Number One Network —Number One in length of service, and Number One in listener popularity through all the twenty years since its founding.

". . . to provide the best programs"

In announcing the operation of WEAF by NBC, promises were made:

". . . . the purpose will be . . . to provide the best programs available for broadcasting in the United States."

". . . the new broadcasting company will be an instrument of great public service."

For two decades, the American radio audience has associated the fulfillment of these ideals with NBC programs.

Now it is fitting that the first station of NBC is made standard-bearer in name as in performance.

"You are tuned to 660 . . ."

Today, circumstances have made it possible more surely to identify a great station with a great network. Now, after the famous three chimes that are the signal for NBC programs, listeners will hear the obviously right name for the first of 152 stations broadcasting them: "You are tuned to 660 . . . WNBC . . . the National Broadcasting Company in New York."

WEAF *becomes* WNBC

November 2, 1946, marks a new identification for a great station.

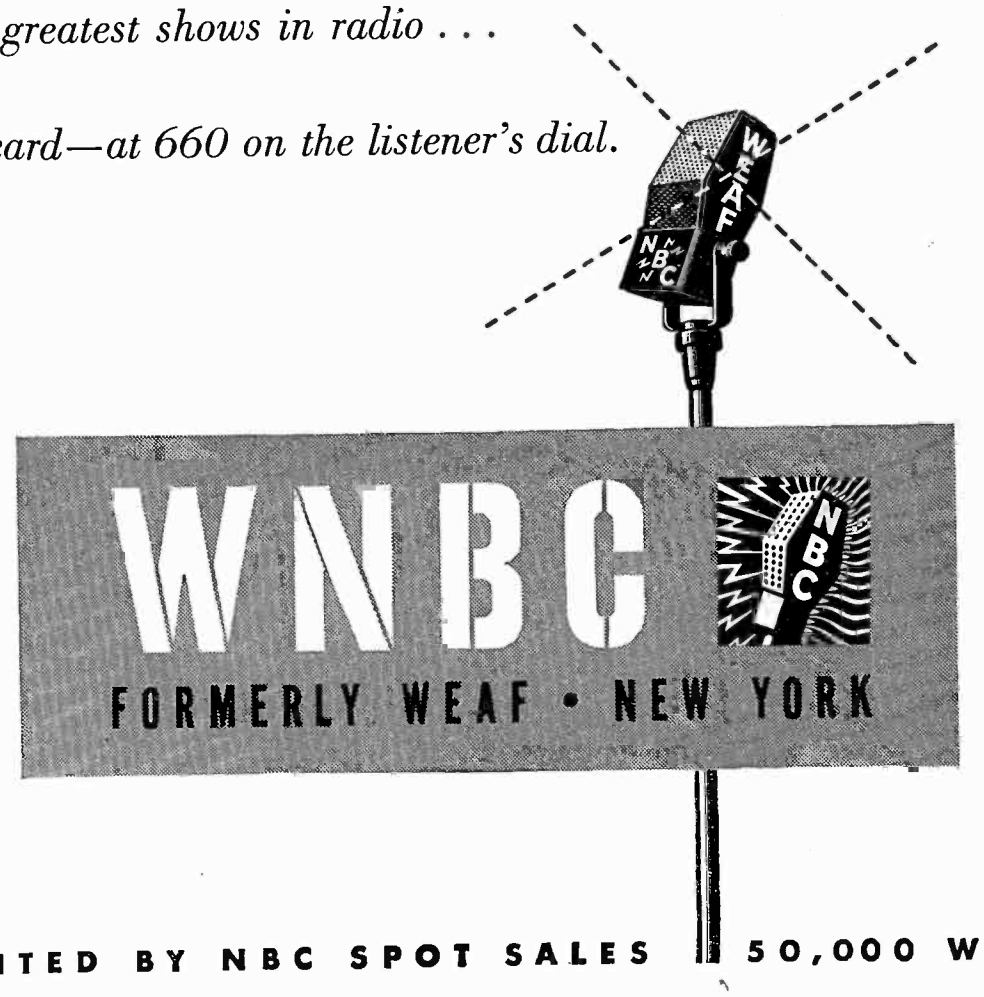
For more than 24 years, the name of that station has been WEAF.

Now WEAF becomes WNBC . . . to help the radio audience identify

more easily, more quickly the source of great NBC programs.

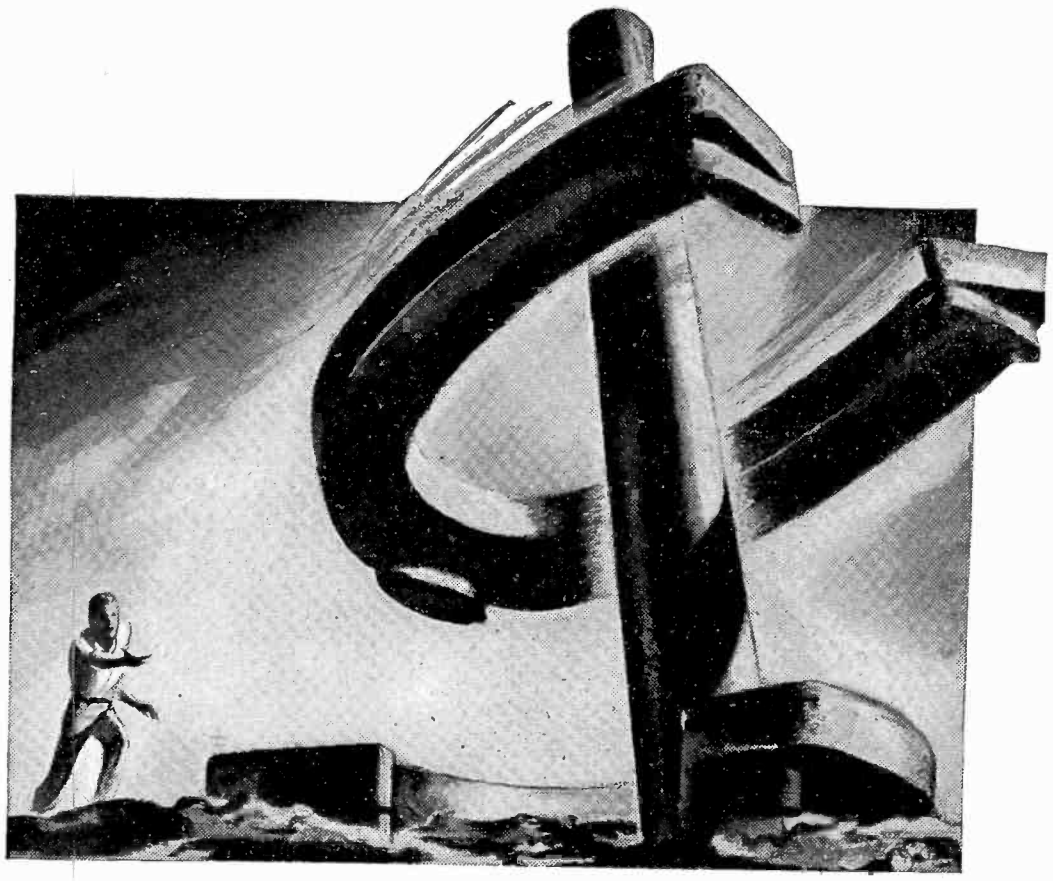
It's WNBC for the greatest shows in radio . . .

and where they're heard—at 660 on the listener's dial.



REPRESENTED BY NBC SPOT SALES

50,000 W.



CONTROL!

Only MOTION PICTURES give you Control—
Showmanship Control
—vital on TELEVISION programs

Q. What guarantees perfect lighting—absolute focus—flawless dialogue?

A. *FILM!*

Q. What makes possible repeat performances of universal quality—identical selling messages—selective marketing?

A. *FILM!*

Q. What eliminates costly rehearsals—telephone line charges—time zone differentials?

A. *FILM!*

In TELEVISION...FILM removes the question mark!

Now available for sponsorship . . . exclusive Telereel* Series. In 13, 26 or 52 week installments.

Write for details and arrange for private screening.

Send for booklet:
"Film—The Backbone of Television Programming."

RKO TELEVISION CORPORATION

Dept. BG10, 1270 Avenue of the Americas, N. Y. 20, N. Y.

A Radio-Keith-Orpheum Corporation Subsidiary

*Copyright U. S. Pat. Off.

PROGRAMS

ADDED TALENT for Elgin National Watch Co., Elgin, Ill., two hour Thanksgiving program announced October 22 includes Peter Lind Hayes, Burl Ives, Vera Vague and the Charioteers. New names added to Christmas program roster include Ginny Simms and Victor Borge. As previously announced, both shows (CBS, 4-6 p.m. EST) will have Don Ameche as m.c. and Ken Carpenter announcer. Agency is J. Walter Thompson Co., Hollywood.

'Knowledge in Action' Series

TITLE of new 52-week series started by KFEL Denver in cooperation with U. of Denver and Rocky Mountain Radio Council is "Knowledge in Action." Each program dramatizes some phase of the effect on civilization of the knowledge gained in university laboratories and class rooms throughout the world. Research is being conducted by National Opinion Research Center.

New Sports Schedule

SPORTS across the board is pattern of six-weekly hour long broadcasts announced by KLAC Hollywood and started Oct. 30. Featuring Sam Balter, sports editor, schedule calls for boxing Monday and Tuesday; ice hockey, Wednesday, Friday and Saturday and basketball, Thursday. Only portion of events covered will be heard but they will be last period in hockey and basketball, main event in boxing.

Swindles Exposed

RACKETS are exposed by new quarter-hour program on CBC Trans-Canada network. Bob Kesten, Toronto, recently out of the Canadian Army, directs program which deals with swindles in connection with home buying and building and investments of gratuities by war veterans, and tricks practiced on people who want to supplement small incomes. Program is in conjunction with Toronto Better Business Bureau.

History of Professions

CJOR Vancouver, B. C., has started a series of 13 dramatized public interest programs dealing with the history and background of the leading professions. The first four broadcasts deal with the legal profession. Series is called "The March of Progress," is written and produced by Dick Diespecker, program director.

Students Take Over

STUDENTS of the Radio Society of the U. of British Columbia, took over the operation of CKWX Vancouver last week for one day to raise funds for the war memorial gymnasium of the university. Students took over biggest portion of announcing assignments, appointed their own production manager, installed their own switchboard operator at reception desk.

Workshop Resumed

SUSPENDED in 1942 because of the war, KROW Oakland has resumed "Radio Workshop," a weekly program of the associated students of St. Mary's College. Programs consist of news of the college, sports features and interviews with members of the faculty, administration and student body. Also heard is the St. Mary's College Glee Club.

High School Sessions

TEEN-AGE slant is twist of "High Time" on KGFJ Hollywood. With Ted Lenz as m.c., weekly half hour features music recorded at Tommy Dorsey's ballroom utilizing bands playing there. High school editors are interviewed during show.

Symphony Preview

SYMPHONY previews are presented on KSD St. Louis by Frank Eschen during current season. Mr. Eschen is station's special events director. Series of weekly broadcasts features program summaries and notes on artists.

Talent Showcase

DEVELOPING LOCAL talent, with prizes offered by a local sponsor, is latest in talent promotion programs on CJCA Edmonton. Local store of Henry Birks & Sons (jewelry chain), is sponsoring "Birks Musical Awards," a weekly half-hour program for youthful artists 21 years of age or under. Six prizes totalling $525 are offered to those judged best in a 26 week series of broadcasts.

Student Interviews

FIVE UNIVERSITY students will be interviewed weekly on a new program on CKEY Toronto, called "Campus Call." With over 17,000 students and faculty members of the U. of Toronto to draw on, half-hour program is produced in conjunction with the undergraduate daily newspaper "Varsity."

Students on CKMO

STUDENTS of the U. of British Columbia are conducting weekly full-hour dramatic features on CKMO Vancouver, B. C., followed by a roundtable discussion on current affairs. Programs are carried by CKMO in conjunction with the university's Radio Society.

Block Music

CHUM Toronto has started four-hour afternoon period of semi-classical recorded music, catering to the likes of native-born as well as foreign-born Canadians. Programs are sponsored in half-hour and quarter-hour sections.

Racial Relations

AS PRELIMINARY to opening in Portland, Ore., of city-wide civic unity conference, KEX Portland Oct. 24 aired a racial relations forum.

AAF Band Serenades

SERIES of "United Nations Serenade" programs have been scheduled by AAF Band on MBS, Mon. through Fri. 1:30-1:45 p.m.

WEST TEXAS

Where Listener Loyalty is a Reality—

KRBC *Abilene* * 16

KBST *Big Spring* * 5 (a)

KGKL *San Angelo* * 13

*** Indicates the number of counties in which the BMB reports show West Texas Network stations have a daytime audience of 10% or more.**

(a) (Now 250 Watts.)

For details see

JOHN E. PEARSON CO.

Basic with Buyers

"BROADCASTING *Magazine has always played an important role in the radio industry. Its news stories are always thorough and most reliable."*

A. Craig Smith, Vice President
Sales and Advertising
Gillette Safety Razor Company

BROADCASTING's growth has been synonymous with radio development itself during the last fifteen years. Pioneer broadcasting business journal, it has consistently excelled in news volume covering mass radio media—AM, FM, television and facsimile—as the reliable, authentic, complete weekly newsmagazine. Nine independent surveys in nine years have voted BROADCASTING the overwhelming favorite news medium of men in the business of broadcasting.

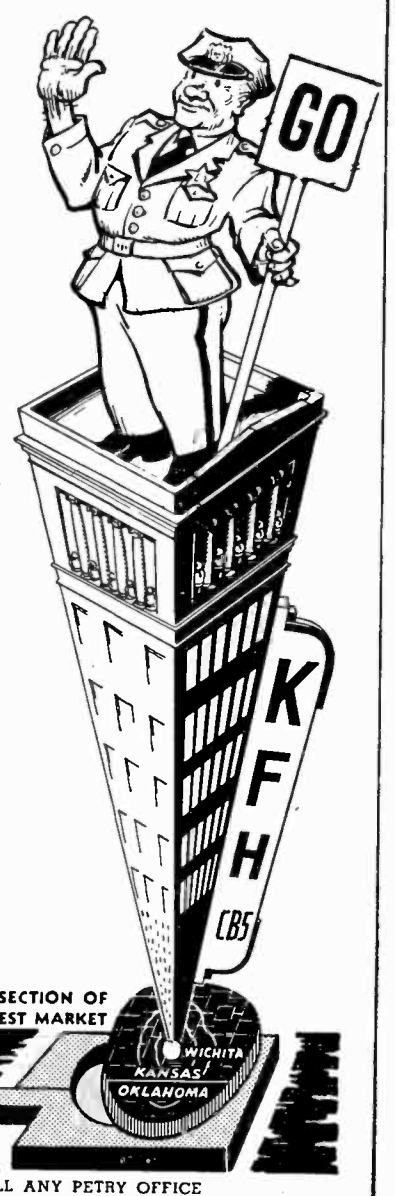
"For those of us in the time-buying and producing side of radio, BROADCASTING *over the years has proven itself as a dependable, newsy, factual journal."*

Ed Wilhelm, Time Buyer
Maxon, Incorporated

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

NATIONAL PRESS BUILDING • WASHINGTON 4, D. C.

WICHITA'S SAFE!



With fanfare, horn tootin' and all the trimmings, the National Safety Council Traffic Award was presented to Wichita. That means Wichita is the safest metropolis in which you can drive, walk or ride.

Wichita has always been known as a "safe" place to invest your advertising dollar, especially when you use KFH, that Selling Station for the Southwest.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET

WICHITA IS A HOOPERATED CITY

KFH WICHITA

WICHITA KANSAS OKLAHOMA

CBS . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

IN CHATTANOOGA

THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN

WDOD

first in ADVERTISING
LISTENER ACCEPTANCE
PUBLIC SERVICE

CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

AT RECEPTION following debut of James Melton on International Harvester Co.'s *Harvest of Stars*, handled by McCann-Erickson over NBC are (l to r): Larry Evans, Columbia Concerts; Galn Heisch, McCann-Erickson director of show; Mr. Melton; Walter Krause, McCann-Erickson Chicago vice president and account executive on International Harvester; Russ Johnston, McCann-Erickson vice president in charge of radio production; Lloyd Coulter, McCann-Erickson, vice president in charge of radio; Carl Robbins, McCann-Erickson executive vice president, and James Martin, NBC network sales.

RADIO IS PRAISED FOR AID TO ARMY

"THE RADIO industry deserves a pat on the back for its fine public spirit and magnificent cooperation in the campaign to recruit the postwar Army," Col. William M. Wright Jr., told BROADCASTING last week. Colonel Wright is chief of the publicity bureau for Army recruiting, in charge of all advertising.

"Although it is not possible directly to attribute results to any one medium," he said, "the fluid, far-reaching medium of radio has greatly aided in our reaching the goal of a million men."

Of the $5,000,000 advertising budget approved by Congress for Army recruiting, radio's share is 20%.

"The million men we have, though," Colonel Wright said, "is just the beginning. We need an average of 40,000 a month. For the whole year we have averaged 20,000 recruits a week, due in large measure to our advertising."

Army recruiting is now sponsoring the Army football games on ABC Saturday on Eastern time, with Harry Wismer, and the game of the week on Mutual, Central Time, with Ted Husing. Regular live weekly Army programs on the networks include: *Sound Off*, with Mark Warnow's Orchestra, Lynne Murray Chorus and guest star on Mutual, Thursday, 8:30 p.m.; *Warriors of Peace*, a dramatic program, on ABC, Sunday, 2-2:30 p.m.

The Army is also presenting the transcribed *Proudly We Hail*, featuring Hollywood movie stars. The show is now heard on some 700 stations. Through The Advertising Council, public service spot announcements are allocated to the network programs on behalf of Army recruiting.

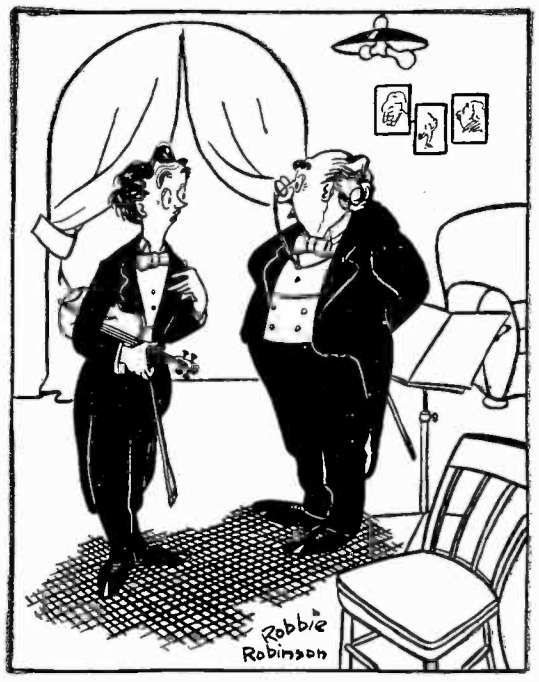
ROBERT McANDREWS and Frank Barton, NBC Western Division advertising and promotion manager and chief announcer, respectively, have been elected directors of Southern California Unit of St. Mary's College Alumni Assn.

'Ballroom' Case Settled

AL JARVIS, originator and m.c. of *Make Believe Ballroom*, has agreed to dismiss his complaint against KFWB Hollywood, and station has agreed not to use the title in any of its programs, attorneys for Mr. Jarvis has announced. Mr. Jarvis had entered a $1,000,000 suit against Harry Maizlish, general manager of KFWB, and Warner Bros. Broadcasting Corp., licensee [BROADCASTING, March 11]. KMTR Hollywood had acquired the program.

Mrs. Lewis to Speak

MRS. DOROTHY LEWIS, NAB Coordinator of Listener Activities, will serve as chairman and keynote speaker of a forum on "Women's Role in American Radio" to be held Nov. 8 at the U. of Texas Radio House in Austin. Thomas Rishworth, director of Radio House; Violet Short of KTSA San Antonio and Frances Helm of KGKO Fort Worth will participate in a panel discussion, to be followed by a demonstration broadcast by Radio House students.



"I won't be really appreciated until WFDF Flint puts me on FM."

AAAA Members Reach Top Total

Affiliated Agencies Now 185 Gamble Tells Board

AT A NEWS conference last week following the regular meeting of the board of directors of the American Assn. of Advertising Agencies, President Fred Gamble said that "the present membership of 185 agencies is the largest in the history of the Association."

Discussing action taken by the board during its recent session, Mr. Gamble stated that the proposed new contract for spot broadcasting was presented to the AAAA board and approved. The contract will be submitted to NAB for approval. However, Mr. Gamble declined to release newly approved provisions of the contract because "the NAB may turn it down."

The Association president said that the board had also voted to continue the $36,000 subsidy to the National Advertising Council for another year.

The 1946 eastern annual conference of the AAAA will be held under sponsorship of the New York Council on Nov. 18 at the Waldorf-Astoria. Panels will be held throughout the day, and an evening banquet will feature *Time-Life-Fortune* Editor Henry Luce in an address on U. S. foreign policy. CBS will furnish entertainment for the meeting, presenting Hildegard and the Paul Baron Orchestra, Phil Spitalny and his 52-girl *Hour of Charm* Orchestra, and Arthur Godfrey as m. c.

The board of directors will hold its 1947 annual meeting at the Waldorf-Astoria, April 16-17. The operations committee of the board will be in charge of the program for the 1947 conference.

KEYY to Be Idaho Key Of Intermountain Net

KEYY Pocatello, Ida., which will be on the air by Jan. 1, will key Intermountain Network operations in Idaho, George C. Hatch, general manager of the network, announced in Salt Lake City last week.

KEYY will broadcast on 1440 kc with 250 w power. Calvin Hale is head of the new station, licensed to the Pocatello Broadcasting Co. With headquarters in Salt Lake City, the 15-station Intermountain Network now includes five stations in Utah, four in Idaho, four in Wyoming and two in Montana, Lynn L. Meyer is national sales manager, and the network is represented in New York, Chicago and Los Angeles by Avery-Knodel Inc.

ABC Sustainer

MONDAY-through-Friday comedy program, "The Tommy Riggs Show," starts as an ABC sustainer Nov. 11, Mon. 4 p.m. Judy Stevens will be vocalist of the half-hour show and Page Cavanaugh's trio will furnish music. Program will originate in Hollywood.

Chicago Set Manufacturers, Agencies Launch Program to Speed Television

CHICAGO television receiver manufacturers Wednesday came to grips with the problem of reaching their goal of 1,000,000 sets in 1947, and insisted that Mutual, NBC and ABC push their Chicago video applications and speed construction of stations.

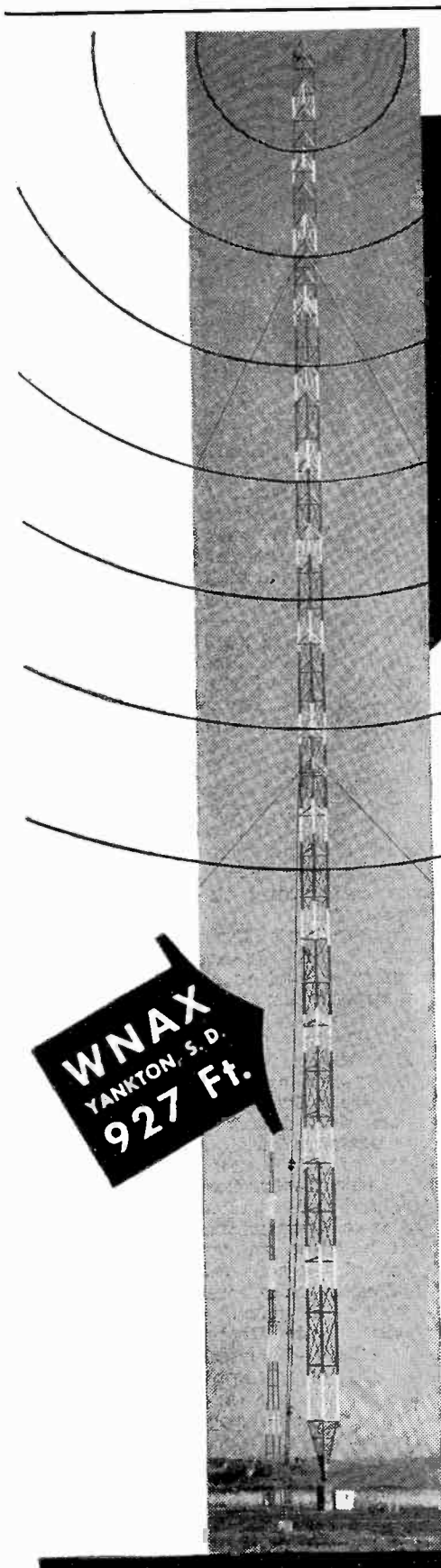
At the meeting sponsored by the Electric Assn. of Chicago and chairmanned by Ernest Vogel, vice president of Farnsworth Radio and Television Corp., the executives said the industry was for the first time able to meet public demands for home receivers and that at least 20% of production was earmarked for the Chicago area.

H. A. Renholm, Chicago regional manager of RCA Victor, said training present AM and FM service men in installation of television equipment has already begun. Mr. Vogel appointed A. B. Rodner, Commonwealth Edison; W. E. Cress, Chicago sales manager of Philco Radio Corp., and E. J. Hendrickson, Chicago manager of Farnsworth Television and Radio Corp., to set up a program similar to RCA's for the training of dealer service personnel.

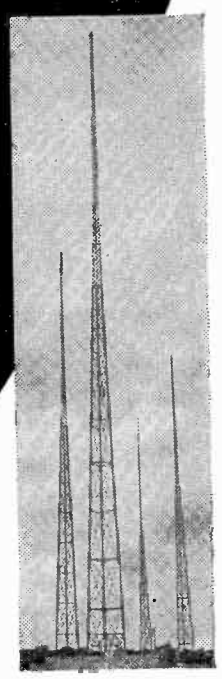
At a meeting of agency representatives Tuesday the Electric Association heard R. K. MacDougal of N. W. Ayer & Son, Chicago. and Holman Faust of Mitchell Faust Advertising point out the need for agencies to train account executives in the latest techniques in video before attempting to sell clients. The Agency Committee headed by Fran Harris of Ruthrauff and Ryan will hold a meeting of account executives Dec. 10 and a later meeting of Chicago advertisers prior to the Chicago Television Exposition tentatively set for March or April.

Building Better . . .

WHEN better football broadcasting boards are built, it's quite possible that Wayne Poucher, WSCS Charleston, S. C. sportscaster, will build 'em. When the entire station's personnel scoured the town unsuccessfully for clips to hold down the board's player cards, Mr. Poucher bought 25 small mousetraps, removed the spring traps and attached them to the scoreboard. They say it works.



TALL OR SMALL
AM or FM



Truscon service can fill your radio tower needs!

WKBN
YOUNGSTOWN, OHIO
352 Feet

Again available — Truscon Radio Towers in guyed or self-supporting types, either tapered or uniform cross section!

Truscon Radio Towers are triangular in cross section and are built entirely of heavy steel members with all shop assembled connections made by means of electric arc-welding.

There is no limit in height to a Truscon tower other than the practical height limitation. The tallest towers in the United States today are Truscon built; i.e., WNAX at Yankton, South Dakota (912 feet above base insulator) and WKY at Oklahoma City, Oklahoma (900 feet above base insulator, and designed to support additionally a 50 foot 6-bay FM antenna).

If you contemplate FM broadcasting, your radio tower facilities will undoubtedly have to be modified. Perhaps you will require a new and higher tower to adequately serve your needs.

Experienced Truscon radio tower engineers will be glad to help solve your radio tower problems of today and tomorrow.

TRUSCON STEEL COMPANY • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON Self-Supporting and Uniform Cross Section Guyed TOWERS

Decisions . . .

OCTOBER 28
ACTIONS ON MOTIONS
By COMMISSIONER WALKER

Regents of the Univ. System of Ga., for and on behalf of Ga. School of Tech. Atlanta, Ga.—Granted petition for leave to amend its FM application so as to supply additional engineering information.

American Bcstg. Co. Inc., Los Angeles, Calif.—Granted petition for leave to amend its application for an FM station, so as to supply revised engineering data.

James R. Doss Jr., Tuscaloosa, Ala.—Granted petition to dismiss without prejudice application for CP.

Rochester Bcstg. Co., Rochester, Minn.—Granted petition for leave to amend its application so as to show addition of Richard C. Lilly to the Board of Directors of applicant corp.

Rochester Bcstg. Corp., Rochester, N. Y.—Granted petition for leave to amend its application for CP so as to specify a revised directional antenna pattern, etc.

WPIK Alexandria, Va.—Granted petition for leave to intervene in the hearing on application of Key Bcstg. Corp., for a new station in Baltimore, Md.

WMBD Peoria, Ill.—Granted petition for leave to amend its application for CP so as to specify a modified directional antenna system. etc.

J. B. Fuqua, Greenville, S. C.—Granted petition for leave to amend his application for CP so as to make answer to Par. 10 (a) relative to the applicant being a representative of an alien or foreign government read "No."

Frank M. Helm, Modesto, Calif.—Granted petition for leave to amend his application for CP so as to show more complete information on proposed programming plans.

S. H. Patterson, Topeka, Kans.—Granted petition for leave to amend his application for CP so as to specify a revised DA system, etc.

Puritan Broadcast Service Inc., Lynn, Mass.—Granted petition for leave to amend its application for CP so as to specify the frequency 1360 kc with 250 w, daytime only, instead of 900 kc, 250 w daytime only. The amendment was accepted and application as amended removed from hearing docket.

WGCM Bcstg. Co., Biloxi, Miss.—Granted petition requesting a 30-day extension of time within which written exceptions may be filed in the proceeding upon its application for CP and the time within which exceptions in this proceeding may be filed was extended to and including Nov. 27.

Brookhaven Co., Brookhaven, Miss.—Granted petition requesting continuance of consolidated hearing upon its application for CP, and the hearing in re this matter was continued from Nov. 4 to Dec. 9, at Brookhaven, Miss.

WMBH Joplin, Mo.—Granted petition for continuance of consolidated hearing upon its application and said hearing was continued from Nov. 12 to Dec. 16.

The Yankee Network, Inc., Bridgeport, Conn.—Granted petition for leave to amend its application for FM station so as to correct the designation of latitude and longitude of transmitter site.

Southern Wyo. Bcstg. Co., Laramie, Wyo.—Granted petition to dismiss without prejudice its application for CP.

Snowy Range Bcstg. Co., Laramie, Wyo.—The Commission, on its own motion, removed from the hearing docket the application for CP, heretofore designated in a consolidated proceeding with above application.

Northern Ky. Airwaves Corp., Covington, Ky.—Granted petition for leave to amend its application for CP so as to specify a transmitter site "to be determined."

Paul F. Braden, Middletown, Ohio—Granted petition for leave to amend his application for CP so as to specify different transmitting equipment.

Hughes Tool Co., Los Angeles, Calif.—Granted petition to dismiss without prejudice his application for new television station.

Hughes Tool Co., Los Angeles, Calif.—Granted petition to dismiss without prejudice his application for FM station.

Springfield Bcstg. Co., Springfield, Mass.—Granted petition for waiver of rules (Sec. 1.387), and accepted petitioner's appearance in re application.

Wilburn H. Stuckwish, Chas. F. Bruce and F. M. Lindsay, Jr., d/b as a Partnership, Centralia, Ill.—Granted petition for leave to amend application so as to substitute the Ill. Bcstg. Co. as the applicant in lieu of the three partners.

Burbank Bcstrs. Inc., Burbank, Calif.—Denied petition requesting the Commission to schedule the consolidated hearing on its application and that of Morris Luskin at a date in Dec. 1946.

Columbia Bcstg. System, Inc., Los Angeles, Calif.—Granted petition for leave to amend its application for FM station so as to provide complete engineering date concerning the facilities now requested.

Huntington Park Bcstg. Co., Huntington Park, Calif.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application for CP.

Mobile Bcstg. Co., Mobile, Ala.—Granted petition insofar as it requests leave to amend application for CP so as to specify 1 kw at night instead of 5 kw, etc., and dismissed that portion of the petition which requests enlargement of the issues.

Coast Radio Bcstg. Corp., Los Angeles, Calif.—Dismissed petition requesting leave to take depositions in re the consolidated hearing on applicant's application et al,, since this hearing has been ordered transferred from Washington to Los Angeles.

Wolverine State Bcstg. Service, Inc., Detroit, Mich.—Granted petition for leave to amend its application for CP so as to show the addition of four new stockholders to applicant corporation.

Coast Ventura Co. and Ventura Bcstrs. Inc., Ventura, Calif.—Granted joint petition requesting extension of time within which to file Proposed Findings in re their applications for CP, and extended time to Nov. 12.

Southeastern Bcstg. Co., Clanton, Ala.—Granted petition for leave to amend application for CP so as to specify 760 kc with 500 w, daytime only, in place of 1450 kc, 250 w, unlimited time, etc. The amendment was accepted and application as amended removed from the hearing docket.

Montgomery Bcstg. Co. Inc., Montgomery, Ala.—The Commission, on its own motion, removed from the hearing docket the application of Montgomery Bcstg. Co. Inc.

The Sandusky Bcstg. Co., Lake Erie Bcstg. Co., Bay Bcstg. Co., Sandusky, Ohio—The Commission, on its own motion, continued the consolidated hearing on these applications from Oct. 28 to Nov. 7.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for continuance of hearing on application from Nov. 6 to Dec. 9, at Washington.

Peoria Bcstg. Co., Peoria, Ill.—Granted petition for continuance of hearing on application from Oct. 29 to Nov. 21, at Washington.

Hollywood Community Group, Gardena, Calif.—Granted petition requesting transference of consolidated hearing now scheduled for Nov. 12 in Washington, to Los Angeles, to be heard Nov. 25.

Paris Bcstg. Co., James A. Dick, et al, d/b as Paris Bcstg. Co., Ky. Lake Bcstg. System, Inc., Paris, Ky., Murray Bcstg. Co. Inc., Murray, Ky.—The Commission, on its own motion, continued without date the consolidated hearing on these applications scheduled for Oct. 28 at Paris, Tenn. and Oct. 29, at Murray, Ky.

Unity Corp., Mansfield, Ohio.—Granted petition requesting that further hearing presently scheduled for Oct. 28 on its application and two other Mansfield FM applications, be continued to Nov. 4.

WKAQ San Juan, P. R.—Granted petition to dismiss without prejudice its application.

ACTIONS OF THE FCC

OCTOBER 25 to OCTOBER 31

OCTOBER 29
ACTION IN DOCKET CASES

AM—1490 kc

H. C. Winslow, Meadville, Pa.—Made final proposal to grant CP for new station 1490 kc, 250 w, subject to condition that grantee file for modification of CP within 60 days specifying a transmitter location for approval of Commission and CAA. Commission simultaneously denied application of the Meadville Tribune Bcstg. Co. for the same facilities.

AM—1490 kc

Nathan J. Cooper, Morganton, N. C.—Made final proposal to grant CP for new station 1490 kc, 250 w, subject to filing within 30 days of application specifying transmitter site and antenna system which will comply with Standards of Good Engineering Practice. Commission simultaneously denied application of Beatrice Cobb for same facilities.

OCTOBER 29
By THE SECRETARY

KPSC Phoenix, Ariz.—Granted modification of CP for approval of antenna and of transmitter location at SW corner intersection of Central Ave. & Van Buren St., Phoenix.

KECK Odessa, Tex.—Granted modification of CP for approval of antenna, change in type of transmitter, and for approval of transmitter location at 2.5 mi. west of Odessa, 0.3 mi. north of U. S. Highway No. 80, Odessa.

WNYC-FM New York—Granted CP to install a new transmitter and make changes in antenna system.

WEHS Chicago—Granted CP to specify coverage of FM station as 7,615 sq. mi.;

(Continued on page 73)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field. and Antenna Measurements
Norwood J. Patterson, Owner
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San Francisco 3, California
Phone: Market 8173

Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 1129 Vermont Ave., N.W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

J. B. HATFIELD
CONSULTING RADIO ENGINEER
936 35th Ave. Prospect 7860
SEATTLE 22, WASHINGTON

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

A. R. Bitter
CONSULTING RADIO ENGINEER
TOLEDO 4, OHIO

PREISMAN & BISER
CONSULTING RADIO ENGINEERS
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C.—ADams 7299

I have more than 600,000 neighbors and* **WRRF** *is my favorite station*

*Population of Eastern North Carolina, WRRF territory is 600,000.

SOON 5000 WATTS

The area served by WRRF, Washington, N. C., is one of the richest agricultural belts in the nation . . . Eastern North Carolina. WRRF is the buying guide for this "as good as gold" market. For the best results in selling Eastern North Carolina, use WRRF. Write today for details.

930 KC - 1000 Watts
WRRF
Washington, N. C.

ABC Network
Tar Heel Broadcasting System, Inc.
Natl. Representatives
Forjoe & Co., New York, Chicago, Los Angeles

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
983 National Press Bldg. DI. 1205
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PAUL GODLEY CO.
Consulting Radio Engineers
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PORTRAIT OF THE CONDUCTOR

As a result of three years of enthusiastic public reception the well-known "KFI-HOLLYWOOD BOWL AUDITIONS" has been launched on a fourth consecutive season. This year the noted conductor, James Sample, will guide the vocalists and instrumentalists through the weekly concert broadcasts. For the next 32 consecutive Monday evenings at 9:30 over KFI, promising new musical talent will broadcast with the KFI Symphony in competition for a concert debut in Hollywood Bowl with Leopold Stokowski during the 1947 Season of "Symphonies Under the Stars." We have some biographical facts about our air conductor, Mr. Sample, which we'd like to pass along.

He's 38 years of age, and literally for many years has been one of America's youngest recognized conductors. As a boy he began his studies with his father, who was an excellent viola player. At 17 Sample was chosen by Verbrugghen, the conductor of the Minneapolis Symphony, to study conducting — an activity he carried on while attending MacPhail School. In the Summer of 1931, the Austrian Government presented him with a scholarship to the School of the Mozarteum in Salsburg. Here Sample had the honor of working with Pierre Monteux — present conductor of the San Francisco Symphony. Mr. Sample, incidentally, is Assistant Conductor of the San Francisco Symphony — an assignment he carries simultaneously with that of Music Director for the "Auditions" at KFI.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
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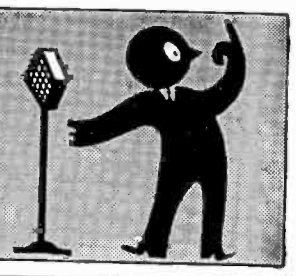
PRODUCTION



DICK ORAM, former program director of WMAN Mansfield, Ohio, and more recently with WIRE Indianapolis, has joined WRRN Warren, Ohio, as program manager. **TED ECKMAN NIEMI** is new addition to WRRN staff. He previously had been with KABC WOAI WBAL.

GEORGE PRICE, new to radio, has joined announcing staff of KOME Tulsa, Okla. **DICK CAMPBELL**, program director of KOME, has been selected for the second successive year as city chairman for the Sister Kenny Foundation Drive for 1946.

ANDY SCOTT, announcer of KHJ Hollywood, has shifted to KGFJ Los Angeles in similar capacity. **ED STODDARD**, former announcer of KLAC Hollywood and KGFJ, has returned to latter station in similar capacity after five months' absence.

WILLIAM DUANE, WBBM Chicago announcer, has been appointed assistant to **AL MOREY**, station production manager. **JAMES CAMPBELL**, freelancer, and **WILLIAM SHIPLEY**, formerly of WAKR Akron, Ohio, are new WBBM announcing staff members.

JOHN DUFFY, formerly of KUTA Salt Lake City, has joined KFRC San Francisco as announcer.

EDDIE CANTOR has been named chairman of annual March of Dimes of the Air.

BOB HOPE is author of book "So This Is Peace" released by Simon & Schuster Oct. 22.

MEREDITH WILLSON, orchestra leader featured on CBS "Sparkle Time," has received Music War Council citation for work during war in AFRS. Presentation was made by San Fernando (Calif.) Valley Music Assn.

ROBERT E. MACKALL has rejoined WFMJ Youngstown, Ohio, as program manager following release from AFRS after 18 months of service.

JOHN GALBRAITH, chief announcer of KGO San Francisco, is to marry Adele Timpson in January.

BOB KIRSCHBAUM, former freelance script writer, has joined the writing staff of WLIB New York.

DAVE WILLIAMS, JERRY LAYNE and **JOHN KEENAN** have been added to announcing staff of WKZO Kalamazoo.

BOB POOLE has joined WWL New Orleans as announcer. He is Navy veteran.

GORDON EATON and **ROLF HERTSGAARD** are new additions to the announcing staff of WCCO Minneapolis. Mr. Eaton, Army veteran, was CBS announcer before entering service. Mr. Hertsgaard previously had been with WCCO as well as with WCAL KROC KOA KOTA KSTP.

BUD ROGERS, early morning announcer at CKNW New Westminister, B. C., is father of a boy, Ronald Lorne.

GENE ELSTON, formerly with KICD Spencer, Iowa, has joined announcing staff of WMT Cedar Rapids.

DOROTHY INGLING, onetime with NBC and N. W. Ayer & Son, New York, and recently with Air Transport Command's Pacific Division headquarters where she wrote and produced two programs for service's public relations office, has been added to writing staff KPOA Honolulu.

LES SPENCER, program director of WHIO Dayton, Ohio, has been awarded special Army commendation certificate for aiding the Army recruiting program.

ROBERT CORMIER has joined continuity staff of WTAG Worcester, Mass. He had been with advertising department of Fitchburg Sentinel.

HARVEY OLSON, program manager of WDRC Hartford, Conn., Oct. 25 took part in panel discussion on "Oral English" at annual convention of Connecticut State Teachers Assn. at Hartford.

KENNETH GRANT, new to radio, has joined announcing staff of WJPF Herrin, Ill.

Fluffscer

A FLUFFSCER, known in filmland as an Oscar, will be awarded by WNBC New York to the station announcer who doesn't fluff his station break announcement with the station's former call letters, WEAF, between Nov. 2 and Jan. 1. In addition, there is a cash prize of $100.

New ABC Service

ABC IS MAKING available to its affiliates for use on their FM outlets certain of the network's regularly scheduled broadcasts provided that the program is broadcast simultaneously by the station on both AM and FM transmitters. Developed from the increasing number of requests from affiliated stations concerned with FM programming, the new service will make available 107 programs throughout the week for simultaneous AM-FM transmission by the affiliates. Among the programs available for this plan are the Sunday broadcasts of Drew Pearson, Walter Winchell and Jimmie Fidler and during the week *Headline Edition*, Elmer Davis, etc.

WING on 24 Hours

WING Dayton, Ohio, now is on 24-hour daily schedule. Station announced new service through full-page newspaper ad Oct. 18 and dedicatory program that evening.

Radio's Power

(*Continued from page 27*)

tionally freighted, and many listeners were deeply involved in the interplay of sentiments. In the fourth place, we could readily determine the objective aspects of the situation: we knew precisely what happened in the broadcast. Fifth, the persons whom we studied came from different social groups and were not drawn from a hapless group of college students cooperating under the firm discipline of their instructor. And, finally, our subjects' response to the broadcasts occurred within a well-defined cultural context, which helped clarify the role of persuasion in American society."

The book is not a study of Kate Smith. Rather, it is the study of an individual who on 65 occasions over an 18-hour period "begged, cajoled, demanded that her listeners buy war bonds." It is the study of the techniques of persuasion used in swaying thousands of American radio listeners to pick up the nearest telephone and subscribe to war bonds. In a nutsheli, it is the study of the power of radio as a selling agent and as a moulder of public opinion.

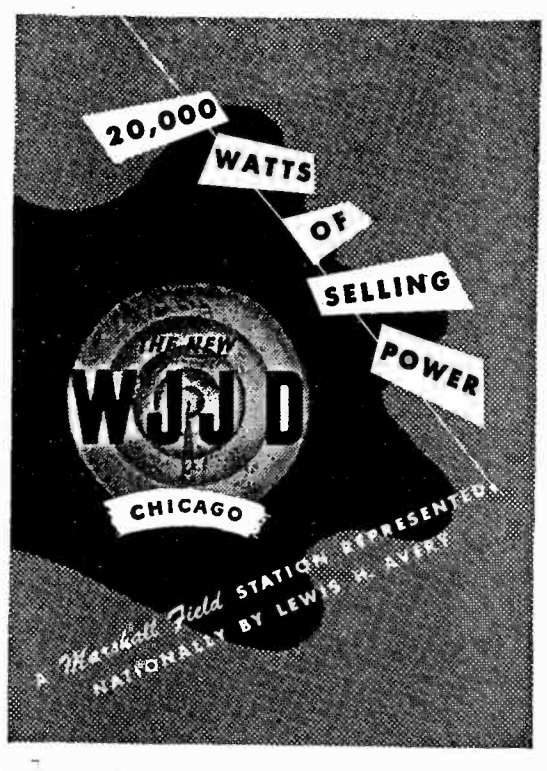
Fully half of Miss Smith's broadcast time during the marathon was devoted to the theme of sacrifice. Of this percentage, "26% went to stories of the sacrifices of servicemen; almost as much, 20%, to the sacrifices of civilians and 5% to the sacrifice of one civilian in particular, namely, Kate Smith herself."

Themes Used

Other common themes which Miss Smith used were: participation, which propounded the theory that the bond drive was a common enterprise in which all should take part; familial, which spoke of war bonds as a means of getting the boys back home; competition theme, which urged one community to outdo another and Miss Smith to break her previous record of war bond sales; facilitation theme, which told the radio audience of the ease with which bond pledges could be telephoned; and the personal theme, in which Miss Smith referred to her own feelings and hopes.

Images that the public projected upon Miss Smith as a result of her marathon war bond drive were such adjectives as sincere, philanthropic, patriotic, motherly and virtuous. Only 7% classed her as an entertainer, whereas 60% said she was sincere. When polled (without being told that the interviewer was interested in Miss Smith) as to who would be their first out of five choices to sell war bonds over the radio, 62% of the respondents named Kate Smith, while her nearest competitor was Martin Block, whom 13% chose.

Mr. Merton has done an admirable job in compiling his research material into seven chapters of informative reading. It is a book about a unique radio drive which should be read by radio men, as well as psychologists, to gain a keen insight into the powers which mass persuasion holds as an instrumental force in moving Americans to act through radio.



SPONSORS OF CHOICE

Visitor Tells How Australian Broadcasters Investigate Advertiser's Product First

"WOMEN in U. S. radio have no choice as far as sponsors are concerned," stated Louise Homfrey, the Australian Mary Margaret McBride, last week at a luncheon meeting of the Export Advertising Assn., in New York.

When approached by a potential sponsor, Miss Homfrey related, the Australian broadcaster starts a complete investigation of the product, from using it himself, to visiting the factory where it is made. If, over a period from six weeks to three months, the product is found unsatisfactory by the broadcaster, the sponsor is politely informed he may look elsewhere for talent.

A veteran in Australian radio, with a background of 20 years of broadcasting, Miss Homfrey has been touring the U. S. since July, learning about American radio. She has been heard on her own woman's program on 3DB Melbourne, the *Herald* broadcasting station, which is part of the Major Network.

Although Miss Homfrey classed "soap operas as tripe," she had to admit that they are very popular in Australia, where American scripts which are bought here are used, recast with Australian talent. She also reported that the Australian stations devote a large amount of air time to public service projects and cited an example of a polio epidemic which closed most of the schools for 10 months. During this entire time the stations rescheduled all daytime programming and broadcast, excluding all advertising, regular schoolroom class work for students unable to continue their studies.

When asked if Australian radio was plagued with singing commercials, jingles and other forms of spot announcements, Miss Homfrey reported that from 5:45 p. m. until 10:30 p. m., air time was booked solid and no spot announcements were allowed.

Miss Homfrey brought a few transcribed programs from Australia, featuring prominent Australian artists, and shows about life in that country which are available for broadcast on U. S. stations. These shows were recorded mainly for the interest of American ex-GI's, who spent a considerable time during the war in the down under country, and who still might be interested in the activities there.

EYELIDS were heavy and tongues tired toward end of 14-hour vigil as Bob Shipley (left), newsman, and Bob Holleron, special events, covered San Antonio's flash flood. They waded through waist-high water, directed rescue crews and toured stricken area with wire recorders for KTSA.

Service to Moscow

DIRECT radiotelephone service between the United States and Moscow was made available to the public last week by the American Telephone and Telegraph Co. The 4,700-mile circuit has been in use for three years, but only for government officials and press attaches. Calls may be placed to Moscow between 8 a.m. and 12:15 p.m. and 3:45 p.m. to 8:30 p.m. The cost of a three-minute call to the Russian capital is $12 on week days and $9 on Sundays. Overtime, accordingly, is $4 per minute throughout the week as compared to $3 on Sunday. All calls are on a person-to-person basis and charges will not be reversed.

Taylor to Prosecute

BRIG. GEN. TELFORD TAYLOR, former FCC general counsel, has been named by Gen. Joseph T. McNarney, American commander in Germany, to succeed Supreme Court Justice Robert Jackson as chief counsel for war crimes and chief prosecutor for the U. S. General Taylor, who left the FCC in 1942 for an Army commission, has served as first assistant to Justice Jackson in the Nuremberg trials. First to be prosecuted by General Taylor are 23 German doctors charged with crimes against humanity.

N. Y. Parent Group Seeks Air Cleanup

Say Some Shows Contribute To Juvenile Delinquency

THE UNITED Parents Assn., a New York association of parents whose children attend the city schools, will inaugurate a campaign next month to rid the air of "programs which contribute to juvenile delinquency."

Mrs. Rose Kobert, radio director of the organization, told BROADCASTING last week, "I don't think enough time is being given to children's programs. One hour a day is not enough. That's why they listen to programs designed for adults, programs which are not intended for juvenile consumption."

Mrs. Kobert said that the United Parents Assn. has various committee members who listen to children's programs for purposes of constructive criticism. She stated that "program sponsors would do well to consider that children compose one-third of all American consumers. Not enough efforts are expended by the networks, sponsors and/or the stations to put on programs which will give children the right ideas about American life."

The campaign to "clean up radio" will actually get under way on Dec. 10 when the United Parents Assn. will sponsor a symposium at Hunter High School. Subject of the symposium will be "Is Radio Meeting the Needs of Our Children?" Ira Hirschmann, owner of WABF New York, will be chairman of the meeting. Other persons who will lead discussion are: Dorothy Gordon, moderator of *The Times* youth program of WQXR; Dr. Ernest L. Dichter, formerly a psychologist consultant for CBS; Mrs. Nathan Strauss, of WMCA New York, and James S. McAndrew, co-ordinator of broadcasting for the New York City Board of Education.

Prizes to Vets

SAMUEL GOLDWYN Productions is offering cash prizes to veterans of the professional retraining program of the American Theatre Wing who are presenting their original scripts on WNEW's New York radio workshop on Wednesdays, 9:15-9:30 p. m. The contest will begin Nov. 6 with prizes of $300, $150 and $50 offered for the three best original 15-minute scripts from the radio writing classes of the school.

The competition is open to veterans who have taken, are taking, or will take the writing courses of the Wing's school. Judges will be Robert Sherwood, McKinlay Kantor and a representative of the Wing yet to be chosen. On Dec. 18 a special program will be broadcast on WNEW with the first prize-winning script produced, directed and acted by an all-veteran cast from the Wing's radio workshop.

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General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

TECHNICAL

ALOIS W. GRAF, chairman of the Chicago Section of Institute of Radio Engineers, has opened an office in that city for the practice of law in patent and trade-mark cases. He is on executive committee of the Illinois Engineering Council which sponsored enactment of the Illinois professional engineer registration law, and is active in the Chicago Technical Societies Council and the National Electronics Conference.

ROY BROWN, chief engineer of KOME Tulsa, Okla. is the father of a boy, Roy Jr.

ALTEC LANSING Corp., New York, has announced availability of new lightweight AC-DC type A-319 amplifier primarily for use in commercial wired music systems and home phonographs. Unit also may be used as terminal amplifier in paging systems.

JOHN HOOK, CBS Hollywood studio technician, is recovering from a major operation.

BOB KINNEY, chief engineer of WRRN Warren, Ohio, is the father of a girl, Maureen.

WALTER J. STILES has resigned as chief engineer of WEEI Boston to enter field of radio engineering consultation in affiliation with H. P. Carver Corp., Boston.

RAYTHEON Mfg. Co. in extending its commercial radar program has announced that its Mariners Pathfinder radar will be installed on 20 ships of the United States Lines Co., including the SS America. The Mariners Pathfinder radar incorporates all the features of the ship-search gear which Raytheon produced for the Navy.

VIEWTONE REALIGNS TV SET PRODUCTION

VIEWTONE Television & Radio Corp. has stopped production of its table model video set, the "Vanguard," retailing at $169.95, to concentrate for the time being on the small console model, "Adventurer," an AM-TV combination unit with a 7" viewing screen, retailing for $279.95. In each case, installation charges are extra.

Company has inaugurated Thursday night classes to help dealers with installation problems, with the first meeting held in the Viewtone factory in Brooklyn last Thursday. Albert Nadel, chief engineer of Viewtone, is in charge of the sessions.

Viewtone is currently turning out some 250 sets a week, hopes to increase that to 300 in the near future, is concentrating on the low-price market. "We are not interested in selling fine furniture," Irving Kane, Viewtone president, told BROADCASTING. "We are interested in giving the buyer of one of our sets a good picture. That's the important thing."

Disclaiming any interest in the high price field, Mr. Kane declared, "We want to reach the guy making $35 a week. That's the mass market that the advertisers want from television."

School Brochures

WCAE Pittsburgh, to boost its in-school program series, is distributing 7,000 folders explaining broadcasts to public, private and parochial, elementary and junior high schools, libraries, parent-teacher groups, safety council groups and educators. Because of success of such programs, WCAE this year has added third program to series, "Stories of Nature." Recorded in the classroom, programs are piped by WCAE directly to more than 100 Pittsburgh public school classrooms.

Argument Dec. 16 On 30-40 Mc Plan

Non-Government Services May Use 20 Kc Channels

FCC PROPOSAL for frequency service allocations to non-Government services in the 30-40 mc band, anticipating ultimate use of a 20 kc instead of 40 kc channel width, will be given oral argument before the Commission Dec. 16, it was announced last week. Briefs should be filed by Nov. 15.

The plan, perhaps with modifications, will become effective Jan. 1, but FCC said licensees unable to shift frequency next July may, "in general," be allowed to continue on present assignments until July 1, 1953, if no harmful interference results.

Purpose in announcing 20-kc separation now, FCC said, "is to encourage the design and manufacture of receivers which will have pass bands with selectivity characteristics such that the effective pass band is substantially less than 20 kc." The Commission advised licensees and prospective licensees to "be certain that any new transmitters which are purchased occupy something less than 20 kc of spectrum space with voice modulation and the use of audio frequencies up to 3000 cycles with full allowance for transmitter frequency tolerance."

After July 1, FCC said, it will not "in general" license new systems unless they meet this requirement.

With 10 additional channels now available in the 30-40 mc band, FCC said, a "technically sound service allocation plan based on the block system" is possible for the first time. Urban transit shares blocks of 10 channels between 30.64 and 30.82 mc and 12 from 30.84 to 31.06 mc. General highway mobile, to be assigned experimentally at present, is allocated blocks of eight channels betwen 35.06 and 35.20 mc and 31 from 35.38 to 35.98 mc. Remote pickup broadcast stations currently licensed will be allowed to continue in the 30-40 mc band until 25-30 mc allocations are made final.

AVCO Income Down

AVIATION Corp. announced Thursday that net income for nine months ending Aug. 31, 1946, including extraordinary profits on sales of securities, amounted to $13,147,025, which equals after preferred dividends to $2.12 per common share on 5,967,158 shares. Net sales totaled $5,039,093 for the 1946 period as compared with $25,020,178. Decline is attributed to reduction in military business, shortages, labor difficulties and reconversion factors. AVCO's consolidated net earnings do not include the corporation's equity in undistributed earnings and losses of associated companies which are not consolidated, a category in which the Crosley Corp. is listed.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

MARTIN BLOCK, disc m.c. of WNEW New York, is expected in Hollywood first week of December to line up accounts for his projected record program on KFWB Hollywood.

LONDON GRAMAPHONE Corp. has been displaying its postwar English phonograph to New York radio executives and press representatives. Designed to take advantage of full-frequency range recording, the new London reproducer enables production of extreme sections of musical scale.

JAMES L. (Bill) BERRY morning record m. c. at WSPB Sarasota, Fla., is the father of a girl, Alice Ann.

ROD WHITLOW, head of CBS Hollywood transcription department, is father of twins, Alan Francis and Theresa Jean, born Oct. 23.

KFI LOS ANGELES to eliminate overtaxing station facilities discontinued commercial recording department Nov. 1. Station will no longer accommodate outside business. **LYMAN SMITH,** KFI recording division manager, shifts to 6000 Sunset Radio Center, Hollywood, as sales representative.

BILL LINDSEY, former account executive of KFAC Los Angeles, has joined Radio Broadcasting & Recording Service, Hollywood, in similar capacity.

DECCA RECORDS has completed a new contract with Decca Records Ltd. of London to distribute its recordings on a world-wide basis. In addition to providing greater exploitation of the company's products, the contract will make it possible for Decca to distribute in this country many outstanding records made by the London firm. **HUBERT STONE,** former general manager of the Odeon Co. of Argentina, has been appointed head of the new export division.

New Teleran Group

LARGE engineering group formed to develop Teleran, the new air navigation system which combines television with radar, was announced last week by W. W. Watts, vice president in charge of the RCA Engineering Products Dept. This new group, headed by Dr. Douglas Ewing, former assistant director of MIT's radiation laboratory, will work in cooperation with the Teleran research group at RCA laboratories conducting a comprehensive development program. Plans for the general development of Teleran are being coordinated by Loren F. Jones, manager of research and development projects and proposer of the original idea of this system of aerial navigation.

THE SPORTS STATION OF THE NATION!

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- Professional Basketball
- Trotting Races
- Professional Boxing
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- Horse Race Results
- Soccer Tips
- Hour of Champions
- Todays Baseball
- Warm Up Time
- Sports Extra
- Take A Tip From Me
- Basketball News
- Sports Final
- Nat'l Indoor Tennis
- Madison Square Garden Track Meets

WHN 50,000 WATTS NEW YORK Rep. by RAMBEAU

FCC Actions

(*Continued from page 68*)

install new transmitter and make changes in antenna system.

WKTM Mayfield, Ky.—Granted license to cover CP which authorized a new station on 1050 kc, 250 w, daytime, and for approval of studio location 2 mi. west of Mayfield, Highway 98.

WKY Oklahoma City, Okla.—Granted license to cover CP which authorized move of auxiliary transmitter to present site of main transmitter, and operate with 1 kw, DA night.

KSJO San Jose, Calif.—Granted license to cover CP for a new station to operate on 1590 kc, 1 kw, daytime; conditions.

WBOB Galax, Va.—Granted modification of CP to change type of transmitter, for approval of antenna and approval of transmitter and studio locations at Poplar Knob Road, Galax, Va.

WKTM Mayfield, Ky.—Granted modification of CP to change type of transmitter.

KANA Anaconda, Mont.—Granted license to cover CP which authorized a new station on 1230 kc, 250 w. U. conditions.

WBIR Knoxville, Tenn.—Granted CP to install a new vertical antenna and ground system and change transmitter location to Painter Ave. and Concord St., Knoxville.

KTBC Austin, Tex.—Granted CP to install old main transmitter at Manchaca Road, 5.3 mi. S. of Capitol, Austin, (present location of main transmitter) to be used for auxiliary purposes, with power of 1 kw, DA-night.

For Late Decisions and Applications of FCC, See Page 77.

WKXL Concord, N. H.—Granted modification of CP to change type of transmitter.

KOAT Albuquerque, N. M.—Same.

WKAN Kankakee, Ill.—Same.

KRGH Borger, Tex.—Same. Also approval of antenna.

KNOE Monroe, La.—Granted license to cover CP which authorized change in frequency to 1250 kc.

KSIL Silver City, N. M.—Granted license to cover CP which authorized a new station to operate on 1340 kc, 250 w, unlimited time.

WRON Ronceverte, W. Va.—Granted modification of CP to change type of transmitter, for approval of antenna, approval of transmitter location at near Frankford Road, ½ mi. N. of Ronceverte, and specify studio location at Main St., Ronceverte.

WENC Whiteville, N. C.—Granted license to cover CP which authorized a new station to operate on 1240 kc, 250 w, unlimited time; conditions.

KSVP Artesia, N. M.—Granted modification of CP for approval of antenna, to change type of transmitter, for approval of transmitter location at Roselawn (So. Acess Road) Artesia, and to specify studio location as So. Roselawn St., Artesia.

KREO Indo, Calif.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time; conditions.

WPLH Huntington, W. Va.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at 16th St. West and Jackson Ave., Huntington, and 1105 Fourth Ave., Huntington, respectively.

WLOL Minneapolis, Minn.—Granted license to cover CP which authorized increase in power to 5 kw, changes in transmitting equipment, and DA for day and night use, and change in transmitter location.

KSWM Joplin, Mo.—Granted license to cover CP which authorized a new station to operate on 1230 kc, 250 w, unlimited time; conditions.

WBBB Burlington, N. C.—Granted CP to make changes in antenna and mount FM antenna on top of AM tower.

KSD-FM St. Louis, Mo.—Granted modification of CP to make changes in antenna system of FM station.

KKIN Visalia, Calif.—Granted modification of CP to change type of transmitter to (Composite), change transmitter location to Approx. 1½ mi. NW of Visalia, (McWilliams St.) and for approval of studio location at 614 E. Main St., Visalia, and extend commencement and completion dates to 60 days after grant and 180 days thereafter, respectively.

KCLB Tucson, Ariz.—Granted modification of CP for approval of antenna to change type of transmitter and for approval of transmitter and studio locations at Nr. Drachman St. and Stone Ave., Tucson.

WCJU Columbia, Mo.—Granted modification of CP to specify power as 250 w, for approval of antenna, approval of transmitter location at 0.23 mi. SW of Columbia City limits on State Highway No. 24, Nr. Columbia, and to change studio location to 513 S. Main St., Columbia, and make changes in transmitting equipment.

KCNA Tucson, Ariz.—Granted modification of CP for approval of antenna, approval of transmitter location at Cherry Ave. and 16th St., Tucson, and to change studio location to corner of E. 16th St. and Curtis Ave., Tucson.

WJQS Jackson, Miss.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at Pleasant Ave., and Walthall Hotel, Jackson, respectively.

KBOL Boulder, Col.—Granted modification of CP for approval of antenna, approval of transmitter and studio locations at 28th and Pearl St., Boulder.

KELN Ely, Nev.—Granted modification of CP for approval of antenna, to change type of transmitter and change transmitter and studio locations from corner 5th and Aultman St., Ely, to Ely, Nev.

WMBN Bear Creek Twp., Mich.—Granted modification of CP for approval of antenna and approval of transmitter and studio locations at U. S. 131 So., Bear Creek Twp., Mich. Conditions.

KCLA Pine Bluff, Ark.—Granted modification of CP for approval of antenna, approval of transmitter location at 2900 W. 28th St., Pine Bluff, and to change studio location to 2900 W. 28th St., Pine Bluff. Conditional.

WGYN New York—Granted modification of FM license to change corporate name to WGYN Inc.

WLAU Laurel, Miss.—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time. Conditions.

KMBC-FM Kansas City, Mo.—Granted CP for an existing FM station to specify frequency 97.9 mc. (channel 250), change type of transmitter, and make changes in antenna system.

WABF New York City—Granted CP for an existing FM station to specify frequency 98.5 mc, change transmitter, and make changes in antenna system.

The Western Conn. Bcstg. Co., Mobile-area of Stamford, Conn.—Granted CP for a new remote pickup station to be used with applicant's standard station WSTC.

WIP-FM Philadelphia, Pa.—Granted CP for an existing FM station to change type of transmitter and make changes in antenna system; antenna height 410 feet. Effective radiated power 20 kw.

Collegiate

WSIX Nashville, which hasn't gone into the business of awarding degrees, academic or otherwise, was a little puzzled by an item in the *Nashville Tennesseean.* In a story on a football game between Tennessee Tech and Eastern Kentucky Teachers, the officials were listed as follows:

Referee, Archie Grant (Milligan); umpire, Dutch Uhlian (MTSC); headlinesman, Hick Duncan (Peabody); field judge, Perry Spencer (WSIX).

No one at WSIX could remember Mr. Spencer or when it was that he was graduated from the station.

OCTOBER 30
ACTION IN DOCKET CASES

WGOV Valdosta, Ga.—Proposed grant of CP to change from 1450 kc, 250 w, to 950 kc, 1 kw night, 5 kw day. Also to deny application of Valdosta Bcstg. Co. for new station seeking same facilities.

Fort Worth Bcstg. Co., Fort Worth, Tex.—Proposed grant CP new station on 1360 kc, 1 kw unlimited, using DA night. Also to deny application of Luck-McDonald Co. for same facilities.

Liberty Bcstg. Co., Pittsburgh, Pa.—Proposed grant CP new station 730 kc, 1 kw daytime, subject to condition that partners therein dispose of WJPA interests within 30 days of final order. Also to deny Liberty's application for FM station in Pittsburgh.

FM ORDERS

The Commission announces adoption of Orders granting the following applications for FM broadcast stations:

Pittsburgh, Pa.: WCAE, Inc.—92.5 mc (No. 223), subject to filing and approval of transmitter and antenna data for operation with the equivalent of 20 kw effective radiated power and antenna height of 500 ft. above average terrain; **Allegheny Bcstg. Corp.**—93.3 mc (No. 227), 20 kw effective radiated power, antenna height 495 ft. average terrain; **West Virginia Radio Corp.**—93.7 mc (No. 229), 20 kw effective radiated power, antenna height 500 ft. above average terrain, subject to filing application for modification of construction permit specifying antenna structure location and height of which meets CAA approval and for approval of technical features of proposed operation; **Pittsburgh Radio Supply House**—94.9 mc (No. 235) subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power, antenna height of 500 ft. above average terrain, subject to approval of changes in antenna system of Standard station WJAS as proposed.

Fort Wayne, Ind.: Farnsworth Television & Radio Corp.—95.5 mc (No. 238), 20 kw effective radiated power; antenna height above average terrain 500 ft.; **Ft. Wayne Bcstg. Co., Inc.**—99.1 mc (No. 256), 20 kw effective radiated power; antenna height above average terrain 500 ft. both granted subject to filing applications for modification of construction permits, within 60 days, specifying antenna structure location and height, which meet CAA and FCC approval, and giving technical features of proposed operation; and **Northeastern Indiana Bcstg. Co., Inc.**—95.1 mc (No. 236), 20 kw effective radiated power; antenna height above average terrain 350 feet.

(*Continued on page 74*)

WJHP
JACKSONVILLE
FLORIDA
INCREASES POWER TO
5000
WATTS
★
672,801
NEW
LISTENERS
IN 7 NEW
COUNTIES!
★
NO STATION IN JACKSONVILLE CAN CLAIM MORE POWER...NONE IS AS POPULAR!
BUY THE BONUS OF LISTENERSHIP ON
WJHP
JACKSONVILLE, FLORIDA
A JOHN H. PERRY STATION
JOHN H. PERRY ASSOCIATES
NEW YORK CHICAGO
ATLANTA HOLLYWOOD

WAKR AKRON
First in Listeners!
TOTAL RATED PERIODS*
HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

Hon. Carlos Franco
Young & Rubicam
New York City
Dear Carlos:
Tomorrow being election day this is a good time to tell you about a little "grass rootin'" we did recently. Harley Kilgore and Tom Sweeney, West Virginia senatorial candidates, had been beating the political tom toms, one trying to outdo the other. Well sir, we got the two boys together for a real old-fashioned debate. We not only cancelled commercial network time on WCHS but also arranged for other state radio stations to carry this important public service broadcast. Everything went off slick as a whistle. Life Magazine covered the show; Harley and Tom both thanked us (no charge to either party) for our public service: and the folks down here are still talking about this debate. But I reckon it ain't nothin' out of the ordinary. Folks are always talkin' about the way WCHS does things down here in Southern West Virginia! Yrs.
Algy

WCHS
Charleston, W. Va.

KFMB
Sells
SAN DIEGO

465,720 People (by actual 1946 U. S. Census) live within 15 miles of our antenna—all but 9,500 within 5 miles of downtown San Diego. You sell quickly, surely —because you sell "from within" when you use KFMB.

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO.

FCC Actions

(*Continued from page 73*)

Applications . . .

OCTOBER 25

FM Unassigned

Port Frere Bcstg. Co. Inc., Wilmington, Del.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 11,450 sq. mi.

AM—1450 kc

WCTC New Brunswick, N. J.—Modification of CP, which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and to specify studio location.—AMENDED to change transmitter location.

AM—680 kc

WRNY Rochester, N. Y.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, change type of transmitter and to change transmitter location.—AMENDED to extend completion date.

AM—1040 kc

Northern Ohio Bcstg. Co., Lorain, Ohio—CP new standard broadcast station to be operated on 1040 kc, 1 kw and daytime hours of operation.—AMENDED to change transmitter and studio locations, from Amherst, Ohio to Lorain, Ohio.

AM—1400 kc

Times Publishing Co., Erie, Pa.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.—AMENDED to change frequency from 1490 to 1400 kc.

FM Unassigned

Summit Corp., Scranton, Pa.—CP new FM broadcast station to be operated on channel 261, 100.1 mc and coverage of 13,900 sq. mi.

AM—650 kc

WSVS Crewe, Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

AM—800 kc

WHTN Huntington, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to change studio location.

AM—860 kc

WOAY Oak Hill, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

AM—1340 kc

Capital City Bcstg. Corp., Marianna, Fla.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

AM—1190 kc

WBIX Rome, Ga.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.

AM—1240 kc

Charles E. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur Ramseur, a partnership d/b as Piedmont Bcstg. Co., Greenville, S. C.—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

AM—1490 kc

KVLF Alpine, Tex.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, to change type of transmitter and to change studio location.

AM—1450 kc

KNET Palestine, Tex.—Transfer of control of licensee corporation from Billy Averitte Laurie, Ben A. Laurie and Leita Moye Laurie to Gordon B. McLendon, John Franklin Long and Joe J. Brown.

AM—1130 kc

A. L. Chilton, Leonore H. Chilton and James Ralph Wood, a partnership d/b as Sky Bcstg. Service, Kansas City, Mo.—CP new standard broadcast station to be operated on 1130 kc, 1 kw and daytime hours of operation.

AM—960 kc

Radio Phoenix Inc., Phoenix, Ariz.—CP new standard broadcast station to be operated on 960 kc, power of 5 kw, directional antenna night and unlimited hours of operation.—AMENDED re stockholders.

AM—1260 kc

San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new standard broadcast station to be operated on 1260 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED: re changes in directional antenna pattern.

AM—1190 kc

California-Nevada Bcstg. Co., a partnership composed of Hubert Q. Joucken and David McKay, Vallejo, Calif.—CP new standard broadcast station to be operated on 850 kc, power of 250 w and daytime hours of operation.—AMENDED: to change frequency from 850 to 1190 kc.

AM—900 kc

Thomas E. Danson, Laguna Beach, Calif.—CP new standard broadcast station to be operated on 900 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Thomas Danson to Thomas E. Danson tr/as Universal Radio Features Syndicate and to specify transmitter location.

FM—104.1 mc

Woodrow Miller d/b as San Bernardino Valley Bcstrs., Colton, Calif.—CP new FM broadcast station to be operated on channel 281, 104.1 mc.

Non-Commercial Educational

WDWD Eugene, Ore.—Modification of CP which authorized a new non-commercial educational broadcast station for extension of commencement and completion dates.

AM—1490 kc

KBRO Bremerton, Wash.—Modification of CP which authorized a new standard broadcast station to make changes in antenna, change type of transmitter and extend commencement and completion dates.

Application Dismissed:

Video—50-56 mc

Jacksonville Bcstg. Corp., Jacksonville, Fla.—CP new commercial television broadcast station to be operated on channel 1, 50-56 mc, ESR: 842. Dismissed at request of applicant.

Applications Tendered for Filing:

AM—1450 kc

Holland Bcstg. Co., Holland, Mich.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1490 kc

WBOM Oak Ridge, Tenn.—Consent to assignment of CP to Frank E. Pellegrin and Carlin S. French.

OCTOBER 25

AM—740 kc

The Connecticut Electronics Corp., Bridgeport, Conn.—CP for a new standard broadcast station to be operated on 740 kc, power of 1 kw and daytime hours of operation.

AM—860 kc

Everard B. Cureton, Jr., George W. Fisher, John T. Ward, Jr. and Joseph R. Trott, Jr., a partnership d/b as Citizens Bcstg. Co., North Adams, Mass.—CP new standard broadcast station to be operated on 860 kc, 250 w and daytime only hours of operation.

FM—92.1 mc

Crosley Bcstg. Corp., Columbus, Ohio—CP new FM broadcast station to be operated on channel 221, 92.1 mc and coverage of 13,785 sq. mi.—AMENDED: to make changes in antenna system.

AM—1490 kc

P. K. Ewing, Jr., F. C. Ewing and Myrtle M. Ewing, a partnership d/b as Ewing Bcstg. Co., Vicksburg, Miss.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

FM—Unassigned

Public Radio Corp., Tulsa, Okla.—CP new FM broadcast station to be operated on frequency to be determined by Chief Engineer of FCC, and coverage of 3,420 sq. mi.—AMENDED: to change class of station, transmitter location, to make changes in antenna system and change type of transmitter.

AM—1510 kc

Doyle E. Collup, Stephenville, Tex.—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime only hours of operation.

AM—1230 kc

KGFJ Los Angeles, Calif.—Special service authorization to operate on 1230 kc, 250 w, unlimited time of operation for a period of 90 days.

AM—1590 kc

KSJO Santa Maria, Calif.—CP to install a directional antenna for night use only and to change hours of operation from daytime only to unlimited.

Modification of CP

KRJM Santa Maria, Calif.—Modification of CP which authorized a new FM broadcast station to change type of transmitter and make changes in antenna system.

Applications Tendered for Filing:

AM—1520 kc

KSIB Creston, Iowa—Request for special service authorization to commence operation at 6:00 a.m. from November 1946 through March 1947.

AM—1490 kc

KXOA Sacramento, Calif.—Consent to assignment of license to Sacramento Bcstrs., Inc.

OCTOBER 28

AM—1230 kc

WMOU Berlin, N. H.—License to cover CP which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1400 kc

Elmira Bcstg. Corp., Elmira, N. Y.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

FM—Unassigned

N. M. U. Bcstg. Co. Inc., New York—CP new FM (Metropolitan) broadcast station to be operated on frequency as determined by FCC, and Coverage of 9600 sq. mi.—AMENDED: to change minor geographic coordinates and make changes in antenna system.

Modification of CP

WOLF Syracuse, N. Y.—Modification of CP which authorized installation of new vertical antenna and changes in ground system for extension of commencement and completion dates from 10-9-46 and 4-9-47, respectively to 3-1-47 and 6-1-47, respectively.

AM—1050 kc

WKTM Mayfield, Ky.—CP to make changes in vertical antenna, increase power from 250 w to 1 kw, install new transmitter (GATES BC-1E) and specify studio location.

AM—1450 kc

Holland Bcstg. Co., Holland, Mich.—CP for a new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.

Transmitter

United Bcstg. Co., Cleveland, Ohio—CP to install a new transmitter.

AM—650 kc

WJSW Logan Township, Pa.——Modification of CP which authorized a new standard broadcast station for approval of transmitter location.

THE *Fred. A. Palmer* CO.

SEVENTH FLOOR
UNION TRUST BLDG.
CINCINNATI 2, OHIO

RADIO STATION CONSULTANTS *on* MANAGEMENT *and* OPERATION

17 YEARS OF SUCCESSFUL STATION MANAGEMENT

AM—810 kc

WEDO McKeesport, Pa.—Special service authorization to operate from 1 a.m. to 4 a.m., with power of 1 kw, for period ending 1-1-47.

AM—1340 kc

WEPM Martinsburg, W. Va.—License to cover CP which authorized a new standard broadcast station and for change of studio location; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

WRHP Tallahassee, Fla.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

Modification of CP

WMAZ-FM Macon, Ga.—Modification of CP which authorized a new FM broadcast station to change type transmitter and make changes in antenna system.

AM—1460 kc

WACO Waco, Tex.—License to cover CP which authorized change in frequency, increase in power, installation of new transmitter and directional antenna for night use and change transmitter location; authority to determine power by direct measurement of antenna.

AM—1420 kc

Northern Indiana Bcstrs. Inc., Michigan City, Ind.—CP new standard broadcast station to be operated on 1420 kc, 1 kw and daytime only hours of operation.

FM—93.5 mc

Central Nebraska Bcstg. Corp., Kearney, Neb.—CP for a new FM broadcast station to be operated on channel 228, 93.5 mc, or as assigned by FCC, and coverage of 16,665 sq. mi.—AMENDED: to change coverage from 16,665 to 18,300 sq. mi., population from 251,558 to 288,917 and make changes in antenna system.

AM—1450 kc

KBUN Bemidji, Minn.—Modification of CP (as modified), which authorized a new standard broadcast station to change type of transmiter.

AM—1230 kc

KYJC Medford, Ore.—Modification of CP which authorized a new standard broadcast station for approval of antenna and for approval of transmitter location.

AM—1590 kc

Tillamook Bcstg. Co. Inc., Tillamook, Ore.—CP for a new standard broadcast station to be operated on 1590 kc, 250 w and unlimited hours of operation.

AM—1490 kc

KWWB Walla Walla, Wash.—License to cover CP (as modified), which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

Applications Tendered for Filing:

AM—1450 kc

WPOR Portland, Me.—Consent to transfer of control and assignment of license to Oliver Bcstg. Corp.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—CP new standard broadcast station to be operated on 790 kc, power of 1 kw, directional antenna and unlimited hours of operation.

AM—950 kc

WSPA Spartanburg, S. C.—Consent to transfer of control of 350 shares of common capital stock owned by Donald Russell in licensee corporation to A. B. Taylor.

AM—590 kc

The Star Bcstg. Co. Inc., Pueblo, Colo.—Modification of CP to make changes in directional antenna pattern, for night use.

OCTOBER 30

FM—48.7 mc

Bernard Fein, New York—CP for a new FM broadcast station to be operated on 48.7 mc and coverage of 9600 sq. mi.—AMENDED: to change minor geographic coordinates and make changes in antenna system.

AM—1240 kc

WJTN Jamestown, N. Y.—License to cover CP which authorized installation of new transmitter.

AM—1280 kc

Rochester Bcstg. Corp., Rochester, N. Y.—CP for a new standard broadcast station to be operated on 1280 kc, 5 kw, directional antenna for day and night use and unlimited hours of operation. —AMENDED: re changes in directional antenna.

AM 1100 kc

WGAT Utica, N. Y.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to specify studio location.—AMENDED: to change transmitter location.

AM—1490 kc

WMTW Portland, Me.—License to cover CP (as modified,) which authorized a new standard broadcast station.

AM—1490 kc

WMTW Portland, Me.—Authority to determine operating power by direct measurement of antenna power.

AM—930 kc

WFMD Frederick, Md.—Authority to determine operating power by direct measurement of antenna power.

AM—680 kc

WLAW Lawrence, Mass.—Modification of CP which authorized increase in power, installation of new transmitter, changes in directional antenna for day and night use and change transmitter location, for extension of completion date.

AM—1360 kc

Puritan Broadcast Service, Inc., Lynn, Mass.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime only hours of operation. AMENDED: to change frequency from 900 to 1360 kc and change transmitter location.

AM—680 kc

Wolverine State Bcstg. Service, Inc., Detroit, Mich.—CP new standard broadcast station to be operated on 680 kc, 250 w and daytime only hours of operation.—AMENDED: re change in Directors, Officers & Stockholders.

AM—1050 kc

Northern Kentucky Airwaves Corp., Covington, Ky.—CP new standard broadcast station to be operated on 1050 kc, 250 w and daytime hours of operation. AMENDED: to change transmitter and studio sites.

AM—1300 kc

WKLX Lexington, Ky.—License to cover CP, as modified, which authorized a new standard broadcast station; Authority to determine operating power by direct measurement of antenna power.

FM—Unassigned

Mansfield Journal Co., Mansfield, Ohio—CP new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by FCC and coverage to be determined.—AMENDED: to change coverage from to be determined to 10,700 sq. mi., transmitter location, specify population as 923,000, type of transmitter, and make changes in antenna system.

AM—910 kc

Paul F. Braden, Middletown, Ohio—CP new standard broadcast station to be operated on 910 kc, 1 kw and daytime hours of operation.—AMENDED: re change in type of transmitter.

AM—760 kc

Dr. J. Kelley Robinson, J. S. Robinson and Hugh I. Webb d/b as Southeastern Bcstg. Co., Clanton, Ala.—CP new standard broadcast station to be operated on 1450 kc, power of 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1450 to 760 kc, power from 250 to 500 w, hours of operation from unlimited to daytime, change type of transmitter and change transmitter site.

AM—1330 kc

Joseph Gardberg & Sam J. Ripps, d/b as Mobile Bcstg. Co., Mobile, Ala.—CP new standard broadcast station to be operated on 1330 kc, 5 kw day and night, directional antenna and unlimited hours of operation.—AMENDED: to change power from 5 kw day and night to 1 kw night and 5 kw day.

AM—1400 kc

WLCS Baton Rouge, La.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1070 kc

WHPE High Point, N. C.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter and approval of transmitter location.

AM—1450 kc

KOSA Odessa, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna and approval of transmitter location.

Transmitter Change

WBBM-FM Chicago, Ill.—CP to change type of transmitter and make changes in antenna system.—AMENDED: to make changes in antenna system.

AM—1400 kc

Milburn H. Stuckwish, Charles F. Bruce, and F. M. Lindsay, Jr., d/b as a partnership, Centralia, Ill.—CP new broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Milburn H. Stuckwish, Charles F. Bruce and F. M. Lindsay, Jr., d/b as a partnership to Illinois Bcstg. Co., change type transmitter, change transmitter and studio sites.

AM—1470 kc

WMBD Peoria, Ill.—CP to install directional antenna for night use and increase power from 1 kw, 5 kw-LS to 5 kw day and night and make changes in vertical antenna.—AMENDED: re changes in directional antenna.

AM—1290 kc

WIRL Peoria, Ill.—Modification of CP which authorized a new standard broadcast station to specify power of 5 kw and directional antenna for day and night use, change type of transmitter and change transmitter location—AMENDED: to change transmitter location.

AM—1440 kc

S. H. Patterson, Topeka, Kan.—CP new standard broadcast station to be operated on 1440 kc, 5 kw, directional antenna night and unlimited hours of operation.—AMENDED: re changes in directional antenna to be used day and night instead of night only.

AM—920 kc

Rochester Bcstg. Co., Rochester, Minn.—CP new standard broadcast station to be operated on 920 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED: re change in directors.

AM—1490 kc

KOVC Valley City, N. D.—License to cover CP which authorized installation of new antenna and ground system and change transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

WDSM Superior, Wis.—Voluntary assignment of license from WDSM Inc. to Ridson Inc.

AM—1340 kc

KGEM Boise, Ida.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—1380 kc

KIDO Boise, Ida.—CP to increase power from 1 kw, 2½ kw-LS to 5 kw day and night, install new transmitter, directional antenna for day and night

(*Continued on page 76*)

They love us in Memphis!

MORE LISTENERS PER DOLLAR THAN ANY OTHER STATION

(SEE OUR HOOPER)

WHHM

The Mid-South's Only 24 Hour Station!

REPRESENTED NATIONALLY BY FORJOE & CO.

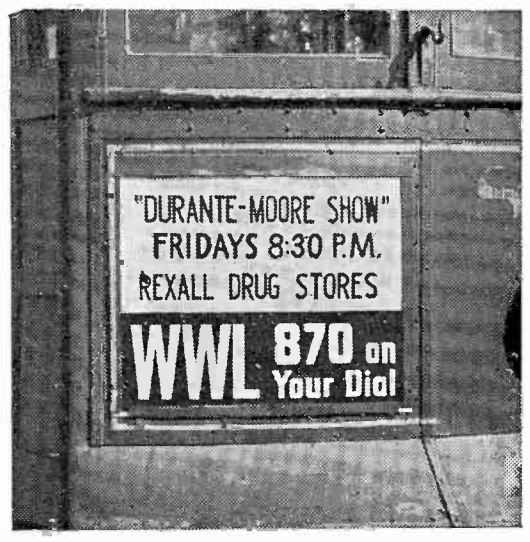
COME OUT FROM UNDER THAT BUSH (Ky.)!

Yes, *Suh!*—you can trim Bush (Ky.) off your coverage aims in Kentucky, and still do a top job with radio. WAVE's 5000 watts give you the *important* coverage around here — 51.9% as much retail sales as Kentucky's *total*. No, Suh!—you don't have to go out into the woods (or even the Bushes!) to do a good radio job in Kentucky. Write us—or ask Free & Peters for the whole story.

LOUISVILLE'S **WAVE**

NBC AFFILIATE . . 5000 WATTS . . 970 KC

FREE & PETERS, INC.
National Representatives



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A DEPARTMENT OF LOYOLA UNIVERSITY

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★ THREE $232 ZENITH RADIOS

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Stations are divided into 3 classes, and all Mutual stations, irrespective of size or established merchandising facilities, have an equal opportunity to win.

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Send record of your promotion in scrapbook form to Mr. Harold M. Coulter, Manager, Audience Promotion, Mutual Broadcasting System, Inc., 1440 Broadway, New York 18, N. Y. Contest closes Midnight, Dec. 14th. Winners announced Dec. 24th. For further information write to Mr. Coulter of MBS or Don H. Collins, Director of Advertising—

HASTINGS MANUFACTURING CO.
THE CASITE CORPORATION
HASTINGS, MICHIGAN

FCC Actions

(*Continued from page 75*)

use and change transmitter location.—AMENDED: to change name of applicant from Georgia Phillips, d/b as Boise Broadcast Station to KIDO Inc.

Application Returned:

AM—1340 kc

Dr. Dick Welch, Port Arthur, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation. (Incomplete).

Applications Tendered for Filing:

AM—1490 kc

Dewey J. Bailey, Harold P. Hunnicutt, and Frank G. McKenzie, d/b as Mountain Bcstg. Service, Princeton, W. Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—1230 kc

Southern Bcstg. Corp., New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation. (Request facilities of Station WJBW).

AM—950 kc

Houston Printing Corp., Houston, Tex.—Consent to assignment of license of KPRC and CP of KPRC-FM to Houston Post Co.

Staff Members Named For WFRP in Savannah

PERSONNEL for the new WFRP Savannah, Ga., which opened Oct. 30, has been announced by James Wilder, general manager. Roy F. Zess, recently program director of WCFL Chicago, has been named assistant manager and program director. Al H. Evans, of southern stations, is commercial manager, with Emmy Lou Burns, of WTRY Troy and WATN Watertown, N. Y., as women's director.

Robert T. Finnegan, of WCFL, is sports director and James Hayes publicity and promotion director. William E. Behnken is chief engineer, Ray Wilkinson continuity chief and Mary Espinola traffic chief. Announcers are William Cannady, Walter Luce, Robert Jensen, Don Parker and Everett Hester.

Eversharp-FTC Pact

EVERSHARP Inc., Chicago, agreed by stipulation to cease and desist certain advertising practices in connection with fountain pens and pencils, the Federal Trade Commission announced Wednesday. Under terms of the stipulation Eversharp agreed to stop certain claims as to the gold content of its products and the so-called "self-blotting" properties of its pens, FTC said. Firm also will discontinue advertising implying that its pens and pencils have been recognized by any Government agency "for distinguished service" or "meritorious service."

Mexican Changes

MEXICO has notified signatory nations to the North American Regional Broadcasting Agreement of the following changes: On 560 kc, a new station at Tecate, B. C. (change in location; previously Mexicali, B. C.), and on 1010 kc a new station at Nogales, Sonora. with 250 w fulltime, Class II (change in class).

AM—950 kc

Houston Post Co., Houston, Tex.—Consent to assignment of license of KPRC and CP of KPRC-FM to The Houston Post Co.

AM—1450 kc

Tom C. Carrell, d/b as San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP for a new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

AM—1400 kc

Missoula Radio Assn., Missoula, Mont.—CP for a new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

OCTOBER 30

FM—92-108 mc

The Western Conn. Bcstg. Co., Stamford, Conn.—CP new FM broadcast station to be operated on 92-108 mc, as assigned by FCC and coverage of 3,933 sq. mi.—AMENDED to change class of station, type of transmitter and make changes in antenna system.

AM—1400 kc

Seaside Bcstg. Co., Atlantic City, N. J.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

FM—45.1 mc

WLIB Inc., Brooklyn, N. Y.—CP new FM broadcast station to be operated on 45.1 mc and coverage of 8430 sq. mi.—AMENDED: to change coverage from 8,430 to 10,850 sq. mi., population from 12,270,590 to 12,435,100, type of transmitter, studio location from New York to Brooklyn, New York, make changes in corporate structure and antenna system.

Modification of CP

WINX-FM Washington, D. C.—Modification of CP which authorized a new FM broadcast station to specify population of 1,554,032, coverage of 12,121 sq. mi., transmitter site, type of transmitter and specify antenna system.

AM—1230 kc

WIKB Iron Mountain, Mich.—License to cover CP (as modified) which authorized a new standard broadcast station; authority to determine operating power by direct measurement of antenna power.

AM—790 kc

Federated Publications Inc., Lansing, Mich.—CP new standard broadcast station to be operated on 790 kc, 1 kw, directional antenna and unlimited hours of operation.

AM—1340 kc

Ashbacker Radio Corp., Manistee, Mich.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.—AMENDED: to change frequency from 1490 to 1340 kc and make changes in ground system.

AM—1490 kc

Dewey J. Bailey, Harold P. Hunnicutt and Frank G. McKenzie, a partnership d/b as Mountain Bcstg. Service, Princeton, W. Va.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

AM—910 kc

KRIO McAllen, Tex.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, for approval of transmitter location and to change studio location.

AM—1340 kc

Monahans Bcstrs., Monahans, Tex.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.—AMENDED: to change name of applicant from Monahans Bcstrs to Monahanns Bcstrs.

AM—1010 kc

WSUA Bloomington, Ind.—License to cover CP (as modified) which authorized a new standard broadcast station and to specify studio location; authority to determine operating power by direct measurement of antenna power.

AM—570 kc

WNAX Yankton, S. D.—Voluntary assignment of license from WNAX Bcstg. Co. to Cowles Bcstg. Co.

AM—1340 kc

WEMP Milwaukee, Wis.—Involuntary assignment of license to Glenn D. Roberts, Melva F. Roberts, Wellwood Nesbit, Executor of the estate of Genevieve S. Nesbit, Robert M. LaFollette, Jr., Rachel Young LaFollette, Hope D. Pettey, Evelyn H. Dolph, John Ernest Roe, W. Wade Boardman, Co-Partners, d/b as Milwaukee Bcstg. Co.

AM—1400 kc

WRJN Racine, Wis.—CP to install new antenna to support Mast for FM antenna.—AMENDED: to make changes in antenna.

FM—99.3 mc

American Bcstg. Co. Inc., Los Angeles, Calif.—CP new FM broadcast station to be operated on 43.1 mc, coverage of 21,024 sq. mi.—AMENDED: to change frequency from 43.1 mc to channel 257, 99.3 mc, coverage from 21,024 to 22,900 sq. mi., population from 3,320,125 to 3,330,556, minor changes in geographic coordinates and make changes in antenna system, change type of transmitter and specify station as class "B".

FM—Unassigned

The Voice of the Orange Empire Inc. Ltd., Santa Ana, Calif.—CP for a new FM (metropolitan) broadcast station to be operated on frequency to be assigned by the Chief Engineer of FCC and coverage of 1,356 sq. mi.—AMENDED: to change class of station, transmitter and studio locations, specify type of transmitter and make changes in antenna system.

AM—1490 kc

KRNR Roseburg, Ore.—License to cover CP which authorized installation of a new vertical antenna and installation of a new transmitter, respectively; authority to determine operating power by direct measurement of antenna power.

Application Dismissed:

FM—104.9 mc

Tribune Printing Co., Beaver Falls, Pa.—CP new FM broadcast station to be operated on frequency channel 285, 104.9 mc, coverage to be determined. (Dismissed at request of applicant.)

Applications Tendered for Filing:

AM—1590 kc

Rafael Fuster, Guayama, P. R.—CP new standard broadcast station to be operated on 1590 kc, 1 kw and unlimited hours of operation.

AM—1570 kc

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new standard broadcast station to be operated on 1570 kc, 1 kw and daytime hours of operation.

AM—1290 kc

KUOA Siloam Springs, Ark.—CP to change hours of operation from daytime to unlimited, change power from 5 kw to 500 w-5 kw-LS, and install directional antenna for night use.

Transfer of Control

Orlando Daily Newspapers, Inc., Orlando, Fla.—Consent to transfer of control of Conditional FM grant from General Newspapers Inc. to Martin Andersen, individually and as Trustee for Marcia Andersen (his daughter) and Jane Andersen (his wife).

AM—990 kc

Sandhills Bcstg. Corp., Southern Pines, N. C.—CP new standard broadcast station to be operated on 990 kc, 250 w and daytime hours of operation.

AM—720 kc

Charles H. Young, Anderson, S. C.—CP new standard broadcast station to be operated on 720 kc, 1 kw and daytime hours of operation.

AM—1190 kc

Continental Bcstg. Co., Atlantic, Iowa—CP new standard broadcast station to be operated on 1190 kc, 250 w and daytime hours of operation.

AM—1230 kc

Oral J. Wilkinson, Murray, Utah—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

WSLI
JACKSON MISSISSIPPI

GRANTED
5000 Watts 930 K.C.

Soon, complete day and night coverage of Mississippi's expanding consumer market over WSLI — the "Double-Return" station.

AMERICAN BROADCASTING COMPANY

WEED & COMPANY
NATIONAL REPRESENTATIVES

OCTOBER 31

AM—1450 kc

WPOR Portland, Me.—Voluntary assignment of license from Centennial Bcstg. Co. to: Oliver Bcstg. Corp.

FM—98.1 mc

Crosley Bcstg. Corp., Cincinnati, Ohio—Modification of CP which authorized a Metropolitan FM broadcast station to change name from "The Crosley Corporation" to "Crosley Bcstg. Corp. specify frequency as channel 251, 98.1 mc, coverage of 13,910 sq. mi., population as 1,588,900, transmitter site, type of transmitter and specify antenna system.—AMENDED: to make changes in antenna system.

AM—1410 kc

WING Dayton, Ohio—License to cover CP (as modified as reinstated) which authorized change in directional antenna for night use and change in transmitter location; authority to determine operating power by direct measurement of antenna power; license to cover CP which authorized installation of auxiliary transmitter, to be operated on 1410 kc and 1 kw power; authority to determine operating power by direct measurement of antenna power.

AM—1340 kc

WHAR Clarksburg, W. Va.—Modification of CP which authorized a new standard broadcast station for approval of antenna, approval of transmitter location and to change studio location.

AM—680 kc

Clearwater Bcstg. Co. Inc., Clearwater, Fla.—Modification of CP which authorized a new standard broadcast station for approval of antenna and transmitter location and to specify studio location.

AM—1240 kc

WENK Union City, Tenn.—License to cover CP (as modified) which authorized a new standard broadcast station and change studio location; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

Kelly Bell, Nacogdoches, Tex.—CP new standard broadcast station to be operated on 1230 kc. 250 w and unlimited hours of operation.—AMENDED: to make changes in transmitting equipment.

AM—1320 kc

KXLW Clayton, Mo.—Modification of CP which authorized a new standard broadcast station for approval of antenna, to change type of transmitter, approval of transmitter location and specify studio location.

AM—1410 kc

WKBH LaCrosse, Wis.—License to cover CP (as modified) which authorized increase in power, installation of new transmitter and directional antenna for night use and change in transmitter location; authority to determine operating power by direct measurement of antenna power.

AM—1450 kc

Tom C. Carrell, tr/as San Fernando Valley Bcstg. Co., San Fernando, Calif.—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.

Application Tendered for Filing:

AM—700 kc

R. A. Dowling Jr. and Owens Fitzgerald Alexander Dowlander Bcstg. Co., Dothan, Ala.—CP new standard broadcast station to be operated on 700 kc, 1 kw and daytime hours of operation.

Late Actions of FCC

OCTOBER 31
ACTIONS IN DOCKET CASES

AM—990 kc

Orlando Daily Newspapers Inc., Orlando, Fla.—Proposed grant of CP for new station on 990 kc, 10 kw daytime, 5 kw night, DA, subject to transmitter site and antenna system approval. Simultaneously proposed denying application of Frederick W. Mizer for new Orlando station on same frequency, 1 kw day and night, DA night.

AM—1340 kc

Georgia-Carolina Bcstg. Co., Augusta, Ga.—Proposed grant of CP for new station on 1340 kc, 250 w, subject to condition that applicant file within 60 days for modification of permit specifying antenna site meeting requirements of Standards of Good Engineering Practice and of CAA. Simultaneously proposed to deny applications of Voice of Augusta Inc., and the Augusta Chronicle Bcstg. Co., seeking same facilities.

AM—1070 kc

KHMO Hannibal, Mo.—Proposed grant of CP to change from 1340 kc, 250 w, to 1070 kc, 1 kw night, 5 kw day, DA. Simultaneously proposed to deny application of Monona Bcstg. Co. for new station at Madison, Wis., on 1070 kc, 10 kw, unlimited time, DA night, and application of Audrain Bcstg. Corp. for new station at Mexico, Mo., on 1340 kc, 250 w.

AM—800 kc

Ranulf Compton, d/b as Radio WKDN Camden, N. J.—Proposed grant of CP for new station on 800 kc, 1 kw daytime only, subject to reaffirmation of approval of proposed transmitter location and antenna system by CAA (applicant had requested 820 kc). Simultaneously, proposed to deny application of Camden Bcstg. Co. for new station at Camden on same facilities, and application of WHAT Philadelphia to change assignment to 820 kc, 1 kw daytime only and install new transmitter at new site.

AM—1480 kc

Edwin Mead, Rockford, Ill.—Proposed grant of CP for new station on 1480 kc, 1 kw unlimited, subject to approval of proposed antenna system and transmitter site by CAA; pending the availability of approved frequency and modulation monitors, Sections 3.55 (b) and 3.60 of the Commission's rules are waived. Simultaneously proposed to deny application of Radio Wisconsin Inc., requesting same facilities at Madison, Wis.

OCTOBER 31
RENEWAL OF LICENSES

The following stations were granted renewal of licenses for the period ending Nov. 1, 1949: KLCN, KMPC, KIEV, WISR, WMAZ, and Aux., WMAQ, WEAF, WWL, WHAS, KXL, KOAM, KFEQ and Aux., KFUO, KGGF and Aux., KMMJ, KOA, KTRH, KUOM, WCAL, WGBS, WGN, WHCU, WHDH, WHEB, WJW, WKAR, WLAW, WLS, WNAD, WNYC and Aux., WOI, WOSU, WPIK, WPTF and Aux., WRUF, WSB, WSBA, WSON, WLW, WENR, WOR and Aux., WJZ and Aux., WHKK, WGY and Aux., WCCO, KSTT, WKAX, WDSC, KOWH.

The following stations were granted renewal of licenses for the period ending Feb. 1, 1949: KTOH, WSKB.

KLAC Los Angeles, Calif.—Granted renewal of license for the period ending May 1, 1949.

WOKO Albany, N. Y.—The Commission, on its own motion, ordered that the Special Temporary Authorization for the continued operation of WOKO be extended until 3 a.m., Feb. 1, 1947.

KFI Los Angeles, Calif.—Present license for main and aux. was extended on a temporary basis for a period of 60 days.

KHUB Watsonville, Calif.—Granted renewal of license for the period ending Feb. 1, 1947.

KSRO Santa Rosa, Calif.—Granted renewal of license for the period ending Nov. 1, 1948.

KOMA Oklahoma City, Okla.—The Commission, on its own motion, ordered the Special Temporary Authorization for continued operation of KOMA extended for a period of 60 days.

The following stations were granted renewals for the period ending Nov. 1, 1949: WJR and Aux., KTKC, KSKY, KGO and Aux., KQW, KPO, WBBM, WABC, KGU.

* * *

Licenses for the following stations were extended upon a temporary basis to Jan. 1, 1947: KIRO, KXA, WKRC, WEEU, WEW, WHB, WHDH and Aux., WJAG, WSM, WSOO, WHNC, WAIT, KFJZ, KTRB, KOB, WMGY, WBAP, WFAA, W5XIC, W9XJD, W2XWE-FAX.

Trends

(*Continued from page 17*)

larger stations—21% of 250-watters designated "NAB" as compared with 13% of stations of greater power. Analysis by dollar volume of respondents designating "NAB" confirms the greater feeling of dependence upon NAB among smaller stations. Eleven percent of stations in the over-$200-per-hour class placed responsibility on NAB; 17% in the $100-$199 class and 19% in the under-$100-class.

What does this inquiry reveal concerning station managers' opinions of radio listeners? Pointed to by only 10% of the panel as a retarding influence, listeners were regarded by 35% as having done most to stimulate good programming. Station managers' confidence in the public is further indicated by the fact that each element in the radio industry (stations, networks, sponsors and agencies) was judged more responsible for program improvement than listeners. In the "praise-blame" ratio shown in the table above listeners came out on top; agencies and sponsors at the bottom. On the basis of their answers to these questions, station managers do NOT seem to feel that their audience imposes serious limitations upon the development of better radio programs.

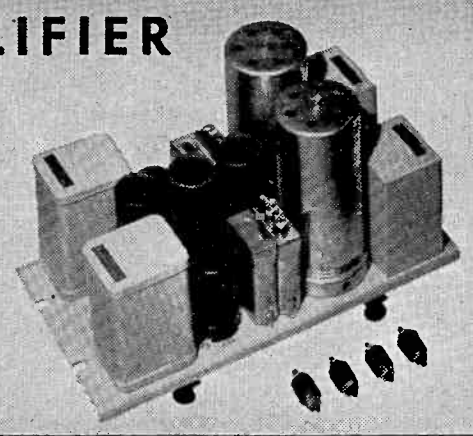
Four Join ABC

FOUR New Mexico stations, to be known as the New Mexico Group, will affiliate with ABC Dec. 5 as mountain supplementary stations bringing the network's total number of stations to 233. New affiliates are KOAT Albuquerque, operating with 250 w on 1450 kc and managed by Karl Lambertz; KTRC Sante Fe, managed by Edmond L. Souder and operating with 250 w on 1400 kc.; KGAK Gallup, operating with 250 w on 1230 kc and managed by Stanley K. Brown, and KFUN Las Vegas, operating with 250 w on 1230 kc and managed by E. N. Thwaites.

Worthy of an Engineer's Careful Consideration

TYPE 111-A AMPLIFIER

The 111-A Amplifier consists of two individual pre-amplifiers on a single chassis for use in high quality speech input equipment. Its compact unitized construction saves rack space. Input impedances of 30, 250 and 600 ohms; output impedance 600 ohms. It is quiet and has excellent frequency characteristics and ample power output with low distortion products.



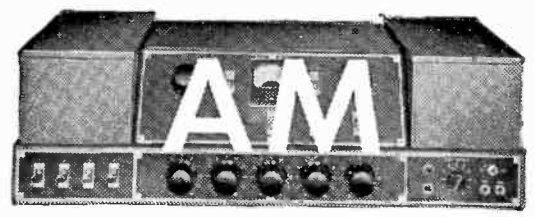
The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 37 W. 65 St., 23 | SAN FRANCISCO 1050 Howard St., 3 | LOS ANGELES 1000 N. Seward St., 38

Western Electric

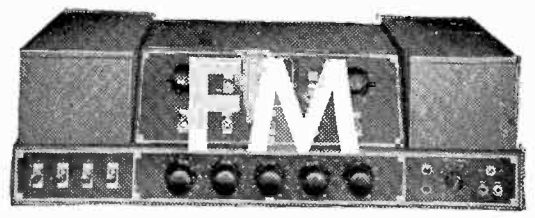
23C

SPEECH INPUT EQUIPMENT

for



and



The 23C is a complete high quality ac operated amplifier and control assembly in a compact table-top console *less than three feet long.*

Capable of serving one or two studios, the equipment provides facilities for program production or audition and monitoring.

Fingertip controls handle a choice of eight studio microphones or low level transcription tables, control room announce or talkback mike and four remote lines. Four of the low level and one remote line may be used simultaneously.

The 23C is particularly suited to the needs of the smaller AM or FM station—or for single studio operation. For details, see your Graybar Broadcast Equipment Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

QUALITY COUNTS

Class

Once upon a time, way back in 1945, there was an independent tough-to-sell radio station whose representative sent in nothing but P. I. and yack-yack deals until the station manager felt that maybe, like Archie in Duffy's Tavern, he "shudda stood in bed". And then he appointed Rambeau to represent the station and now lookut!

"It pleases us to note from the figures so far this year, that we have received approximately $26,000 more national business than we did during the same months in 1945. Even more important to us than the amount of business is the class and type of advertiser you have interested in our station. Our sincere thanks and let's hope that we will be working together for many years to come."

Now there is a station manager after our own hearts. He not only works like heck to help us get business but he congratulates us, both on the quantity and the quality of the business we get. Definitely our type of station manager, and maybe a reminder to you that while we cannot do the same for just any station, we can do as much for any station that has a live wire manager on the job.

Maybe all the rest of those station managers should go on with their gin games and you live wire managers come on over and be

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

CBS Sued

(*Continued from page 18*)

what the application of the criterion of the public interest requires in resolving this controversy, the Commission cannot acquiesce in the view of KRLD Radio Corp. and of CBS that the advertising of commercial goods or services may not be controversial," the FCC held.

"Without at this time passing on such factual issues as whether broadcast time has been unfairly denied or whether petitioner is an appropriate representative to press for the securing of time, it can at least be said that the advertising of alcoholic beverages over the radio can raise substantial issues of public importance," the opinion and order continued.

The Commission pointed out that non-consumption of alcoholic beverages was a "deeply-held conviction" with many persons as reflected "in the consistent effort to secure legislation in Congress wholly forbidding the advertising of alcoholic beverages over the radio."

"Whatever the merits of this controversy, which it is not our function to resolve, it is at least clear that it may assume the proportions of a controverted issue of public importance," the Commission concluded. "The fact that the occasion for the controversy happens to be the advertising of a product cannot serve to diminish the duty of the broadcaster to treat it as such an issue."

Continued to Refuse

Citing the Memorandum Opinion and Order in full, Messrs. Morris and Johnson said the FCC "rendered a decision, ruling and order in the case which ruled and decided against the correctness of the grounds of Columbia's said refusal, which decision, ruling and order was regularly made and duly served on Columbia" but despite that CBS "continued to refuse to follow the decision and ruling" by continuing to refuse to sell time to the plaintiffs.

Messrs. Morris and Johnson ask the court "to enforce, by mandatory injunction and otherwise, the said ruling, decree and order of the Commission in the exercise of the power vested in the court" under Sec. 401 (b) of the Communications Act.

Plaintiffs also cited what they termed the "Great Pronouncement" of the old Federal Radio Commission of Feb. 2, 1934, which said the Commission would "designate for hearing the renewal application of all stations unmindful" of their obligations "insofar as liquor advertising is concerned. . . . it is well known," wrote the FRC, "that millions of listeners throughout the United States do not use intoxicating liquors and many children of both users and non-users are part of the listening public. The Commission asks the broadcasters and advertisers to bear this in mind."

Messrs. Morris and Johnson contended that "in spite of the above warning, the commercialized liquor interests continued in their plan to enlist the youth and womanhood of America into the liquor-drinking habit and to get liberal radio time for their pro-liquor drinking broadcasts, and to have the station trustees adopt a 'closed door' and 'shut-out' policy on messages advocating non-drinking" in violation of various laws.

After citing profits allegedly earned by CBS since it was incorporated in 1927, plaintiffs concluded: "(1) Either the prices charged by Columbia for radio time are too high, or (2) More radio time should be devoted to the public interest on free sustaining time, and less time sold for commercial purposes." They seek an accounting by CBS.

Messrs. Morris and Johnson allege an "illegal and unlawful relationship" existed between CBS and Schenley Distillers Corp. Plaintiffs charge that CBS "illegally failed and refused to report to the Commission . . . frank and full statements concerning the relationships" between CBS and "outside interests."

STANTON ANSWER

CBS President Gives His Views to Affiliates

SHORTLY AFTER announcement last Wednesday that Rev. Sam Morris and Henry M. Johnson had filed suit for $33,063,048 against CBS, five of its stockholders, Schenley Distilleries Inc. and Schenley Distillery Corp., Dr. Frank Stanton, CBS president, issued the following statement to network owned stations and affiliates:

"As you may have seen, wire services today carried the story of suit filed against CBS in Louisville by prohibitionist Rev. Sam Morris and Henry Johnson. Morris and Johnson have been threatening this suit for nearly two years because we declined to sell them time and thereby break down Columbia's long-established policy for controversial discussion and for religious programs.

"Although we have not yet seen the complaint, our counsel have advised that there is absolutely no legal basis for their claims in view of the fact that we have repeatedly offered free sustaining time for the presentation of their cause. They have consistently refused the offers in order to maintain their alleged aggrieved position. Within the past 10 days Morris has turned down offer of four broadcasts over the Columbia networks.

"Desirable free network time has been welcomed by leaders in other fields throughout the country for discussion of controversial issues. In view of the fact that they prefer to settle the matter in court we are turning it over to counsel for legal disposition."

"We are using CBS as a test suit," Mr. Johnson told BROADCASTING. "They have been the worst offenders." He said his group had not asked the network to "take off the liquor people" but merely to afford the prohibitionists equal opportunity to purchase "choice time."

He called attention to a survey in December 1945 by Benson & Benson for WHAS, which the petition says, shows in the Louisville metropolitan area Mr. Morris had "150% greater" listening audience than the Schenley Cresta Blanca wine program and 30% greater audience than the Schenley Roma wine broadcast. Mr. Morris had been on WHAS every morning for three years.

Mr. Morris in 1944 lost an attempt to protest the license renewals of WBAP Fort Worth, WFAA Dallas and KGKO Fort Worth-Dallas. When the FCC designated the three for hearing under the duopoly rule, Mr. Morris filed motions to intervene and enlarge the issues, but the Commission rejected his pleas.

When he filed the protest for Mr. Morris against KRLD in May 1945, Mr Johnson announced, "We will take this to the Supreme Court of the United States if necessary." Last week's action in Louisville was in keeping with that "promise," said Mr. Johnson.

The Supreme Court, by refusing certiorari in another case brought to force a station to sell time, sustained a three-judge circuit court of appeals which had held that a station is free to make its own choice of programs, to sell time as it sees fit and to allow free time on the same basis. That was in the suit brought in early 1945 by eight Fundamentalist church groups against WPEN Philadelphia to force the station to sell them time.

By unanimous decision the three-judge Third U. S. Circuit Court of Appeals sustained a District court and held: "A broadcasting station is not a public utility in the sense that it must permit broadcasting by whomever comes to its microphone."

Bannister

(*Continued from page 20*)

of program ratings. Yet, when I asked you, after your masterful presentation, if program ratings were in the offing, you made it quite clear that such was not your thinking.

Whatever the merits of BMB efforts to date may be, it is my humble opinion that what this business lacks and needs more than anything else is a system set up by the industry which will provide honest, accurate program ratings to be accepted by all the factors involved.

If BMB cannot fill this great need, I see only one remaining field of usefulness, that is the point brought out by Mr. Paul West, President of ANA, namely that BMB is a unifying influence, having brought together for the first time all the varying interests centered on broadcasting. However, I must say that as a paying subscriber, this consideration, important as it undoubtedly is, still is a rather frail reed on which to hang a contribution of $8,400.

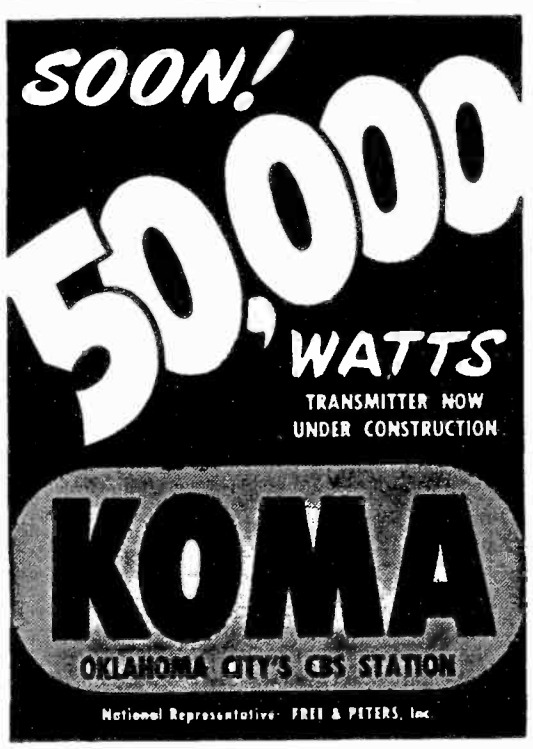
Also, I would be interested in knowing what percentage of WWJ's contribution was expended in securing coverage information, and what percentage went into such promotional activities as motion picture films, district meetings, bulletins, etc., designed not to measure audiences but rather to procure more subscribers.

In view of the fact that your own presentation had the widest publicity, I am sending a copy of this letter to the trade papers.

HARRY BANNISTER,
General Manager,
WWJ—The Detroit News.

Loeb Appointed

LESTER LOEB, former vice president of Charles M. Storm Co., New York, and who for 20 years previously conducted his own agency, has been appointed assistant to the president and general manager of Emil Mogul Co., New York.



Decontrol Not to Lift Prices, Says Cosgrove, Head of RMA

WITH SUPPLY of radios equal to consumer demand, OPA last week removed price control from radios, electric phonographs, components and tubes.

"OPA has removed radios from price control," the order stated, "on the basis that the supply of models that make up the bulk of production (table radios, table model radio-phonograph combinations and radio consoles) exceeds, or is in approximate balance with demand. (The models that are in short supply are the expensive combination radio - phonograph models.)"

Thus, the Radio Manufacturers Assn., representing about 90% of set production, won a long campaign to convince the OPA that the quantity of sets being produced justified decontrol.

More Sets Expected

R. C. Cosgrove, RMA president, said elimination of OPA controls "is beneficial to the public as well as to the industry and more radio sets will now be available."

"The public can be assured," he continued, "that the lifting of price controls from radio sets will not result in any general increase of prices to the consumer. Instead, the industry can now resume its normal, highly competitive prewar practices under which radio prices steadily were reduced, with quality improved."

Although dealers and distributors, queried as to the effect of decontrol, are planning no price increases on present stock, consensus was that when new shipments arrive, manufacturers' prices will be up. The expected mark-ups, with no OPA control left on such matters, will be passed on directly to the consumers, according to the middlemen. Increases are not expected for two or three months.

One of the main reasons given for the expected price increases was difficulty in securing components, cabinets and tubes.

Another reason for future higher prices, dealers and distributors said, was a possible concerted effort on the part of established manufacturers to produce higher quality sets than war-born "fly-by-night" plants.

"At first," a dealers' spokesman stated, "the superior quality of the receivers would necessitate a raise in price. But when the major companies get into quantity production on the higher quality sets, competition as well as consumer demand will probably bring the prices down again."

Most dealers and distributors are well stocked with AM table models. All are noticing an increased consumer demand for sets with FM as well as AM. Console radio-phonograph combinations are in short supply. Because of public insistence, no more consoles are being made without phonograph attachments. Television sets are extremely rare.

The trucking strike in New York has held up shipments out of New York, it was reported.

RCA Earnings

RCA last week reported net earnings for third quarter of 1946 to be $2,560,029 as compared with 1945 earnings during corresponding period of $2,527,280. Preferred dividends will use $788,200 of net earnings, leaving $1,771,829 to be divided for common stock.

BMB Parallel

(*Continued from page 20*)

plotted against share-of-audience figures there was again a fairly close relationship which, in tabular form, works out like this:

BMB Percentage	Station Share of Audience Day	Night
10	1	2
20	2	3
30	3	4
40	4	6
45	5	7
50	7	9
55	8	10
60	10	13
65	13	15
70	16	18
75	19	22
80	24	27
82	26	29
84	28	31
86	31	33
88	33	36
90	36	38
92	39	41
94	43	45
96	47	48
98	51	52
100	55	56

This table, he said "is a rough approximation and should soon be replaced by more refined computations; the translation formula will vary by areas and stations." He urged BMB to "concentrate on refining this translation formula so that we may soon expect circulation coverage figures and share-of-audience data for any station and county."

Taking station X in county A, he chartered the pertinent data as follows:

		DAY	NIGHT
1.	Number of radio families	200,000	
2.	BMB coverage	160,000	190,000
		80%	95%
3	Station share-of-audience	24%	46%
4.	Average percent sets-in-use	25%	40%
5.	Average station rating (No. 3 x No. 4)	6%	18.4%
6.	Average number of families listening to this station at any time (No. 5 x No. 1)	12,000	36,800

Dr. Zeisel concluded by repeating his earlier statement: "Present BMB data are a first approximation, station share-of-audience is the second approximation to the ultimate goal of perfect ratings."

Class

WMEX, Boston—The classiest all-round sports reporting in the Hub City is done by WMEX. Hockey, horse-racing, boxing, wrestling, basketball—plus "Sports Highlights" by Frank Fallon. Card rate plus a little grocery money for Frank. The sports fans tell us he's good!

WAGC, Chattanooga—"Talent Parade"—an unusual amateur show—Friday night—7:30 to 8:00 o'clock. In cooperation with the music teachers in Chattanooga. No talent charge—only cash prize money and $20.00 for special announcers.

KFBC, Cheyenne—"Hour of Music"—there's a lot of class to KFBC's "Hour of Music" at 3:30 to 4:30 P.M. That's the time to catch the housewife between meals and chores with plenty of time to listen. Bill Grove says it's good and Bill knows a lot of radio.

KMYR, Denver—Alan Courtney's "Campus Club" is certainly in a class by itself to reach those high-school and college youngsters. They must be listening 'cause they write a lot of letters. It's participating. Easy to buy!

WHN, New York—"Husing's Bandstand" on WHN is the biggest thing in the big town! It's big time! It's Husing! And there's still a strip left for the right account. Ask us!

KSAN, San Francisco—A new audience study in San Francisco shows KSAN as still the best listeners-per-dollar buy in the Bay Area. Thar's gold in them thar hills, podner!

REPRESENTED BY
RAMBEAU
☆
RADIO'S FIRST SPECIAL REPRESENTATIVES

The Winning Time

is the Time You Buy on

BINGHAMTON, N. Y.

•

N.B.C. in the Triple Cities

HEADLEY-REED
National Representatives

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $85,500.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

RCA Color

(*Continued from page 18*)

resenting red, blue and green. From this "trinoscope" the three colored images are optically projected into a composite, natural color picture filling a screen 15 by 20 inches. The system is a simultaneous one, in contrast to the sequential system of transmission, color by color, utilized in mechanical color television transmission.

Details of the way in which live programs will be televised with the all-electronic system were not divulged, RCA engineers saying merely that there are a number of methods which might be used. The same technique as for slides or film might be used for studio programs, they said, with kinescopes replacing the usual studio lights. It is believed more likely, however, that when RCA demonstrates live pickups in color the method employed will be a lens-mirror system similar to the Thomascolor process [BROADCASTING, Oct. 28].

An additional advantage claimed for the RCA system is that its adoption will not immediately make all black-and-white receivers obsolete. Since the electrical characteristics and all standards of the green image, including the synchronizing pulses, are identical to those of the present black-and-white standards, any broadcasts of this simultaneous color system can be received on black-and-white receivers through the addition of an inexpensive radio frequency converter, with no modifications required inside the set.

Dr. E. W. Engstrom, RCA vice president in charge of research, who conducted the demonstration, said that there is no known system of mechanical color that will permit reception of color broadcasts in monochrome on a black-and-white set such as can be done with the RCA system. He estimated that the cost of the converter will be $25 or $35.

"Improved tubes are the secret of the system," Dr. Engstrom declared, adding, "we didn't have them a year ago." It was explained that the RCA process which in essence is a return to the "flying spot" technique used in the early days of television, requires cathode-ray tubes of intense brilliance and with a minimum of retentiveness. Earlier tubes, which held each spot for a longer period, would cause a blurring in color transmission, engineers said.

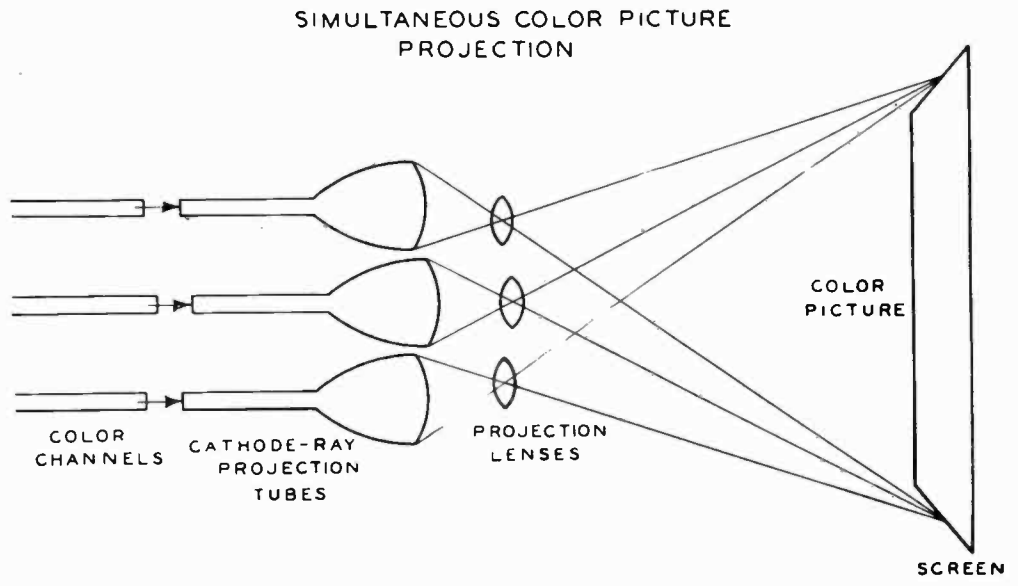
Three receivers were used in the demonstration, the central one reproducing all pictures in black-and-white, those on either side reproducing them in full color. Color quality was very good and the images on one color receiver were completely flickerless. There was a slight flicker on the other model, which Dr. Engstrom explained as due to a hum in the set which had been recently built and was not completely adjusted.

Movies Not So Good

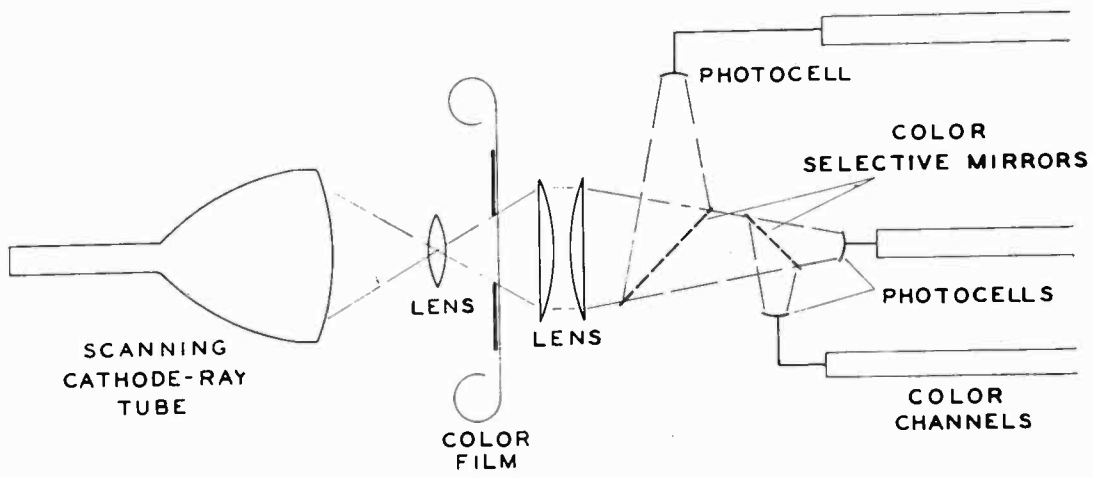
Following the slide demonstration 16 mm motion picture of live models and a Disney cartoon were shown. Color quality of these was not so good as for the still pictures, but Dr. Engstrom said that the engineering schedule does not call for a demonstration of motion pictures for another three months and that last week's showing was to be considered as a look at work in progress and not as a finished job.

Dr. C. B. Jolliffe, executive vice president in charge of the RCA Laboratories Division, declared that this all-electronic color system of television is so superior to any mechanical system as to take the issue of color completely out of the range of controversy.

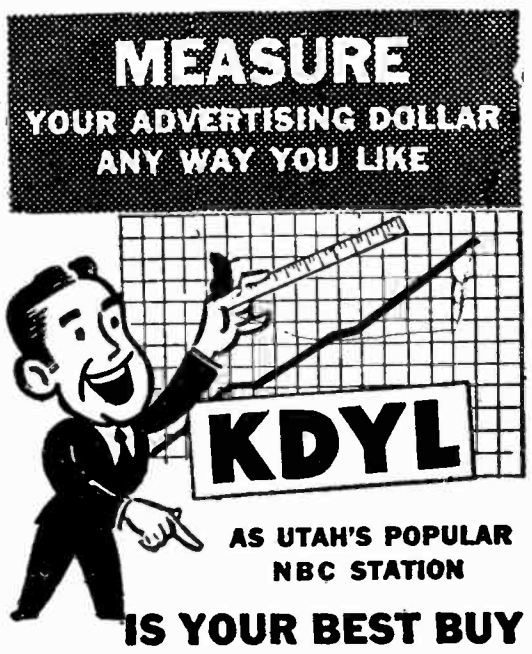
"The problem is no longer how to transmit and receive color pictures by an all-electronic method, because the basic principles have now been solved," he said. "The problem that still challenges is how to operate television broadcasting as a steady and regular service to the public on the higher frequencies, whether in black-and-



IN CONTRAST to black-and-white television in which a cathode-ray camera tube views the picture and converts it into electrical signals, the RCA electronic color process uses the cathode-ray tube as a light source, its face presenting an imageless scanning surface. Light from the tube passes through a focussing lens to a color film carrying the picture and thence through further lenses to three color selective mirrors. Each mirror focusses a one-color picture onto the appropriate photocell, which turns the visual rays into electrical signals for broadcasting.



AT THE receiving end each color channel feeds its signal into a cathode-ray projection tube where the signal is turned back into a one-color image. The three images are projected through three lenses which focus them simultaneously onto a viewing screen where they are combined into a full-color picture.



white or in color. To open the high-frequency spectrum and to make it commercially useful will require propagation studies under broadcasting conditions, development of new circuits, new tubes and new cameras, all of which must be field-tested before commercial standards can be recommended by the industry for approval by the FCC.

"Although we have solved the all-electronic color television problem, it will require a number of years to establish color television as a service to the public," said Dr. Jolliffe. "What we have done today is to demonstrate the realization of the principle of simultaneous electronic color television. The apparatus used in the demonstration is purely experimental as developed in the laboratories. It is not commercial equipment, but it reveals that the American people will be assured of the finest color television instruments in the future as they now have in all-electronic black-and-white television.

UHF Tests Needed

"Let me emphasize that the most important fact to remember in regard to color television is that any commercial system, whether it be mechanical or electronic, depends upon the ultra-high frequency spectrum in which the necessary band width for color exists. No matter how far the development of the principle and the apparatus has gone forward, there must yet be complete exploration and tests in the field of the behavior and limitations of ultra-high frequencies. We expect to complete our development of electronic color television apparatus before the ultra-high frequency spectrum is made ready for its use in a commercial way.

"This demonstration, therefore, does not change the time period estimated by us in December, 1945, that it would require five years to bring a color system to the present position of black-and-white television."

RCA's timetable for demonstrations of color television is divided into five stages, Dr. Jolliffe revealed. The first was last week's demonstration of still pictures from color slides. Next within three months will come a demonstration of motion picture film. Live action scenes will be shown by the middle of 1947 and outdoor action scenes by the latter part of that year. In 1948 RCA will demonstrate large-screen theatre-size color television.

The development of all-electronic color television is not the work of any one man, Dr. Jolliffe said, but is the result of team-work among the scientists and research men of RCA Labs. He termed their achievement "a coordinated and concentrated attack by scientists which writes a new chapter in television and industrial research."

Niles Trammell, NBC president, expressed pleasure as a broadcaster over RCA's achievement of electronic color. "We are mindful," he said, "that the new apparatus must be built and field-tested before color television can be brought to the home in a state of practicability to serve the public. In this task our engineers with their practical knowledge of broadcasting, will cooperate in every way with the scientists. We will include the new RCA electronic system in our plans to establish nationwide television, for this practical color system can be fitted into an expanding service."

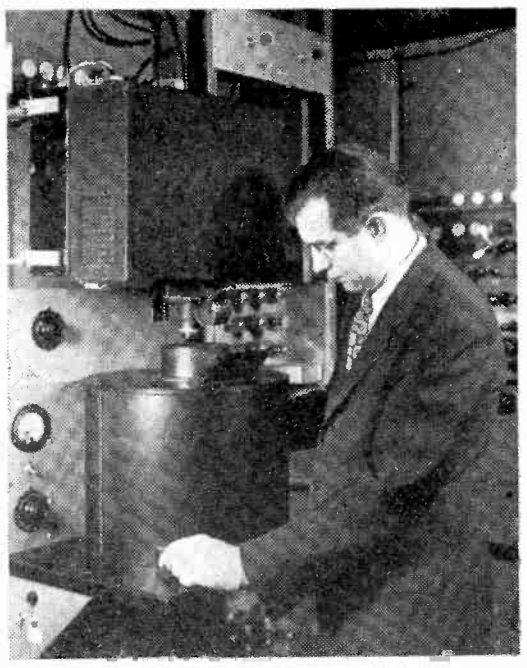
CBS, advocate of the immediate adoption of its mechanical system of video color, made no immediate comment on the RCA demonstration which no CBS representative has yet seen. RCA has, however, shown its electronic color process to its licensees and to representatives of the FCC and General Sarnoff said that it will be shown to the Industry Planning Board. Asked if that would include Dr. Peter Goldmark, in charge of the development of the CBS color technique, General Sarnoff laughed and answered that Dr. Goldmark would, of course, be included.

Showdown on the relative merits of the all-electronic and the color systems of producing video color is expected to come during the hearing on standards for color television which the FCC has set for Dec. 9 on the application of CBS [BROADCASTING, Oct. 14].

Drawn for BROADCASTING by Sid Hix

"He's trying to devise combination color and black and white television."

RCA reproduced this cartoon, first published in BROADCASTING, Oct. 7, to open its demonstration of all-electronic color television which, with a $25 to $35 converter, may also be received in black and white on standard receivers, fulfilling the goal of Mr. Hix's scientist.



COLOR SLIDE television camera developed by RCA for its all-electronic color television system is being inspected by Ray D. Kell, head of television research section of RCA labs. Light beams from the kinescope are focussed through the slide and separated into component colors by mirrors, which pass the rays to photoelectric cells.

Scholastic Series

WIBG Philadelphia has started a program featuring extra-curricular activities of high schools and colleges in the station's listening area. Programs feature glee clubs, dramatic groups, debating, and other scholastic units. Nineteen colleges and several hundred schools are taking part.

DOING A PEACH OF A JOB

KFXJ

GRAND JUNCTION

920 KC 1000 WATTS

MUTUAL

SERVING THE RICH FRUIT BELT OF WESTERN COLORADO

YOU MAKE SALES..

WHEN YOU BUY SPOTS

ask a John Blair man

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

KFRE FRESNO

Sells more Profitably

A RODMAN RADIO STATION

KFRE-KRFM Fresno

REPRESENTED BY JOHN BLAIR & CO.

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.,
350 Madison Ave., New York.

They also know about our new
5000-WATT TRANSMITTER

CHNS
HALIFAX NOVA SCOTIA

KGHL
BILLINGS, MONTANA
5000 WATTS
790 KC
NBC
Represented by
THE KATZ AGENCY, Inc.

WHAT A DIFFERENCE!

Some radio stations do an ordinary job of selling. Others stand out as volume producers. WAIR is known far and wide for its ability to influence a maximum audience.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

CORNY?
WIBW ADVERTISERS DON'T THINK OUR METHODS OF SELLING TO FARMERS ARE CORNY. NOT WHEN THEY CHECK SALES FIGURES IN KANSAS AND NEARBY STATES.
WIBW The Voice of Kansas in TOPEKA

Felix

(*Continued from page 20*)

heights of exaggeration than the more conservative CBS questions but I do not believe a mere quibble over questionnaire wording will materially improve the validity of this technique. Like the fisherman, there is no truth in the listener; he can't even tell you accurately what he listened to fifteen minutes ago, as Hooper's earlier statistical victories over the CAB recall technique quite effectively proved.

Ever since I first published a proposal for a "Radio Bureau of Circulations" in 1927, suggesting a combination of listener and field strength study, there has been ample evidence that radio managements want a reasonable, valid and uniform area claim. Their support of BMB clearly supports this view. But stations will not again support anything remotely resembling BMB in technique. The time buyer wants to know the area in which a radio station is an *effective selling tool*, where it has a *normal and regular reliance* and *where it can be influential in promoting the interests of sponsors*. All that Georgia response from New York stations and that Oregon claim by Los Angeles stations is just a lot of LSMFT to the competent time buyer and to the intelligent station salesman. All the beautiful network maps showing coverage of 3071 out of 3072 U. S. counties are nice for hanging in the office and for the edification of big shots and stuffed shirts. But time buyers know that the real business is done by stations only in those areas where they are among the top-notch physical deliveries; the area beyond is mere bonus, receiving only sporadic, irregular and advertisingly valueless accidental service.

BMB claims to have explored the posibilities of combining physical and listener investigation. In spite of its self-styled expertness, it considered only the equal field strength contour map, discarded in 1935, as having no listening significance or correlation. In that year, a group of leading agencies financed an extensive field survey which I carried out to investigate the disparity between fixed millivolt contours and listener response in the hope of defining new and significant contours. But my finding was that there is no fixed millivolt standard to area of significant utilization because the *prevailing available service* varies in all areas. *The listener chooses his programs from among the best physical deliveries available to him and no commercially significant proportion of total audience is ever earned anywhere by a station which is not also among the best available physical deliveries.*

The prevailing service standard is the line at which a station begins to be materially outranked by six or more competitors. The actual field strength varies at each point along the contour in accordance with the prevailing available services there. A prevailing service area map, made of a leading 50 kw station in the New York area, showed a surprising range of field strength values indicative of the prevailing service area along the contour. The measured field strength ranged all the way from 3.0 mvm down to values as low as 0.200 mvm in directions which had little or no nearby service sources. The value of 0.200 mvm will be recognized as being far below any technical engineering standard. In areas having less congestion of stations, it is quite conceivable that the prevailing service standards may fall even below this 0.200 mvm value.

Subsequent to the 1935 investigation, more than half the agencies billing over a million in radio and all the leading networks subscribed to a service which, at a cost of over $1000 a year, provided them with information as to the stations meeting the prevailing service standard in all population centers of the U. S. The technique involved and the methods underlying the prevailing service area map were described in the July 1944 issue of the Proceedings of the Institute of Radio Engineers.

Let's get down to business in radio area claims and sell only that area where delivery is sufficiently effective to be both competitive in quality and normally sampled; within that area, there will be a reasonable number of competitors and not the considerable number erroneously indicated through the listener claim method. Establish your commercial effectiveness within that conservatively claimed area by spot listener checks in limited geographical units (areas much smaller than counties in most instances) with sufficient sample to command respect. Continue, if you wish, to range all over the map on the BMB basis to define your maximum sporadic coverage, but present that finding only for what it is worth to show bonus and accumulated peak performance. What excuse is there for more than ten or fifteen stations to a network if, as listeners claim, that is all it takes to reach all the U. S.?

I know there is nothing new about this dual listener and coverage survey doctrine because I have been selling it to time buyers since 1935. There is too much at stake to permit BMB to wither because it has gotten off to a bad start. Its paid staff did a bang-up job and set up a competent working organization. There isn't a whole lot that can be done to repair the 1946 survey; let's concentrate on developing a BMB technique for 1948 that combines physical and listening research, shows the optimistic maximum by listener research and the normally useful area by reliable and valid physical research. Establish extent of station use within that guaranteed area by accurate spot listener surveys. About the only stations that won't stand behind that approach are those having neither useful coverage nor program following. BMB could do that job effectively at a cost comparable to present methods because of the substantially reduced cost of selected spot surveys over the attempt to appraise what everybody does in every county of the U. S.

EDGAR H. FELIX.
Jackson Heights, N. Y.

NEW MANAGING DIRECTORS of Fort Industry Stations were announced last week [BROADCASTING, Oct. 28]. They include: (l to r): Allen Haid, who has been managing director of WHIZ Zanesville, Ohio, and named managing director of WMMN Fairmont, W. Va.; Stanton P. Kettler, former head of WMMN and WHIZ, now managing director, WGBS Miami, Fla.; Robert J. Kerns, WHIZ sales manager, who becomes managing director of that station; James E. Bailey, account executive and sales manager of WAGA Atlanta, Ga., now WAGA managing director.

AFRA Local Elects

CARLTON KaDELL, announcer, has been re-elected president of Hollywood local of AFRA. Others elected were: George Backus, first vice president; Ken Carpenter, national AFRA president, second vice president; William Gould, third vice president; John Heistand, fourth vice president; Eric Snowdon, recording secretary; Stanley Farrar, treasurer. Board members include John Brown, Gale Gordon, Elliott Lewis, Frank Nelson, Earle Ross, Lurene Tuttle, Frank Barton, Ken Carpenter, Arthur Gilmore, Carlton KaDell, Raymond Clark, Ray Linn and Roy Erwin.

Transcription Firms Bow to Petrillo

Agree to Pay 50% Wage Increase for Music; No Contracts

RADIO TRANSCRIPTION manufacturers last week bowed to James Caesar Petrillo's demands and gave the American Federation of Musicians' president "gentlemen's agreements" that they'd pay his 50% wage increase.

Just before the expiration of a Petrillo ultimatum to meet the demand "or else," the companies agreed to the general 50% salary boost. A fortnight before the music czar had issued his fiat to 20 representatives of transcription companies at negotiation meetings in Chicago [BROADCASTING, Oct. 28].

He wanted the companies to let his New York office know by 2 p. m. Oct. 26 whether they would accept his "rock-bottom" terms of 50% wage increase for musical performances in all kinds of transcriptions—open-end, spot, custom-built and library. Just before the deadline Mr. Petrillo himself announced in Chicago that "all" of the transcription companies had agreed to his demands and that the agreement would be signed "Monday in New York."

"Whipping Boy"

The companies had pleaded that Mr. Petrillo was using them as a whipping boy to exercise his rage at radio in general. A week before, they reminded him, he had settled with the record industry for 37½% increase and that the record firms would be contributing to the AFM proportionately less than the transcription companies. But Mr. Petrillo stuck by his 50% increase, although earlier he had hinted he might settle on the same terms as he did with the "record boys."

Among the companies named by Mr. Petrillo as having "accepted" his terms were NBC Radio-Recording Division, Empire Broadcasting Corp., Lang-Worth Feature Programs and Central Transcription & Recording Co.

At his New York headquarters, spokesmen refused to name the companies which had acceeded to the demands, although transcription representatives said that all major firms had complied. The wage agreements were said to be of an informal kind, without written contracts or signatures.

A Petrillo spokesman said that if any written confirmation of the verbal agreements become necessary, it probably would be in the form of an exchange of "routine" letters between the transcription companies and the AFM. The wage agreement is retroactive to Oct. 20, 1946, when the old pact expired, and remains in force through Dec. 31, 1947, when Petrillo's contract for "unemployment relief" fees expires.

Terms of the new pact are understood to be these:

For each 15 minutes or less of recorded music to be on one side of the disc with or without commercial continuity or announcements, the rehearsing and recording of which does not exceed one hour, per man, the rate was increased from $18 to $27. For overtime in rehearsal for each 15 minutes or less per man the rate was increased from $3 to $4.50. If 15 minutes of recording is finished and an additional recording is made the rate for each five minutes or less of recorded music per man is an extra $9; this rate formerly was $6. For each such extra five minutes of recorded music 20 minutes may be used for recording and rehearsal. The leader of the orchestra in all cases receives double the amount.

City College Gives Rules For 1946 National Awards

RULES and procedure were outlined last week by City College of New York by which broadcasters may compete for the National Radio Awards of 1946, to be presented in conjunction with the college's Third Annual Radio and Business Conference. Plaques and certificates of merit will be given for outstanding skill and craftsmanship in the creation of radio programs and promotion campaigns.

A Committee on National Radio Awards, composed of trade press representatives, will judge entries from the two fields according to class and category divisions. In each category entries will be identified in judging according to respective classes: A—sponsors, advertising agencies and program producers; B—100-250 w stations; C—500-1,000 w stations; D—1,000-10,000 w stations; E—stations of more than 10,000 w; F—regional or intrastate networks; G—national networks.

Categories

The categories, grouped under creation of radio programs and promotion campaigns, are: I—creation of a direct-selling, sponsored program; II—creation of an institutional, sponsored program; II—creation of a public service program; IV—creation of sponsored spot announcements of one minute or less; V—promotion by a sponsor, advertising agency, program producer of a sponsored, national program; VI—promotion by a sponsor, advertising agency or program producer of a sponsored, regional or intrastate program; VII—all-over station or network promotion; VIII—station-created or network-created promotion of public service program; IX—station-created or network-created promotion of a program which is either sponsored or designed for sponsorship. Both live and transcribed programs are eligible.

A certificate of merit will be awarded to the entry of outstanding accomplishment in each of the classes established for the nine categories. The entry or entries of a firm judged superior to all others in a class, regardless of category, will be awarded a plaque.

Chairman of the judging committee is Dr. John Gray Peatman, CCNY associate dean. Judges are: Paul Ackerman, radio editor, *Billboard;* Reginald Clough, editor, *Tide;* Victor Dallaire, radio editor, *Printers' Ink;* E. W. Davidson, director of consumer relations, *Sales Management;* Joe Koehler, editor, *Sponsor;* Lawrence M. Hughes, executive editor, *Advertising Age;* Bruce Roberson, senior associate editor, BROADCASTING; George Rosen, radio editor, *Variety;* M. H. Shapiro, managing editor, *Radio Daily.*

Entries must include a statement of purpose or objectivity of the program or promotion campaign; summary of pertinent data and any other evidence indicative of the entry's success in accomplishing its objective or purpose; if programs, a transcription of one or more broadcasts; if promotion campaign, an exhibit explaining activities and examples. Deadline is Jan. 31, 1947. Entries (prepaid $5 each) should be addressed to Dr. John Gray Peatman, Chairman, Committee on National Radio Awards, Third Annual Radio and Business Conference, City College School of Business and Civic Administration, 17 Lexington Ave., New York 10.

Doctor Tests Radio

THE AID of radio in providing an improved medical service to rural areas will be tested by Dr. George J. Weems, Huntingtown, Md., under an Experimental Class 2 radiotelephone grant announced by FCC Thursday. The Commission said the grant was the first of its kind in the mobile service individual-user system. Meanwhile, construction permits for Experimental Class 2 radio stations to test radiocommunications systems in the operation of 1,000 Los Angeles and 600 San Francisco taxicabs were issued to Yellow Cab Co., which has similar tests in progress in other cities.

WCKY

the 50,000 watt voice of Cincinnati

your MUTUAL friend

TRY IT AND "SPOT" THE DIFFERENCE

WHBQ

W. H. BEECUE

Memphis ☆ E. A. Alburty, Gen. Mgr.

Represented by RAMBEAU

audiodisc

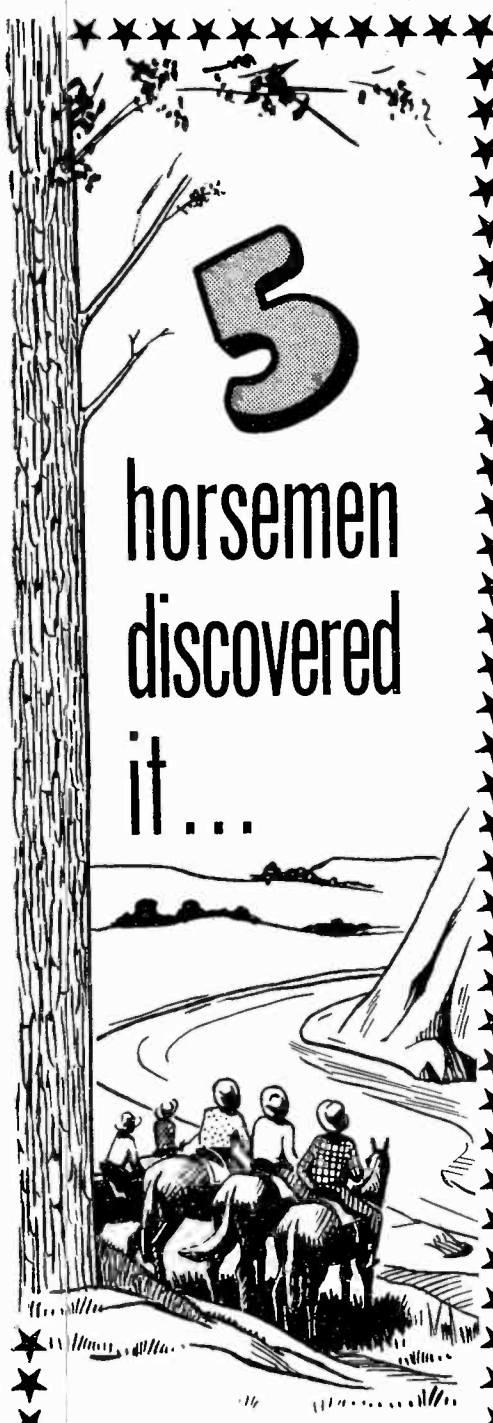
Fine transcriptions are recorded on Audiodiscs

AUDIO DEVICES, INC., N. Y. C.

BBM shows that CKNW has Primary Coverage of New Westminster, Vancouver and the Fraser Valley.

CKNW

NEW WESTMINSTER, B.C.



KTBC
uncovers
it...

One hundred years ago the five men appointed to select the ideal site for the future capital of Texas, executed their mission with great foresight. The unlimited possibilities they saw in the limestone hills, the potential water supply, and the fertile lands... have been realized. Today... Austin is a well-planned, steadily growing city . . . a solid market...a market YOU CAN UNCOVER THROUGH KTBC.

CBS KTBC

5000 WATTS
590 KC.

THE BIGGEST SHOW IN TOWN

REPRESENTED BY
TAYLOR · HOWE · SNOWDEN
BMB Radio Sales CBS

Georgia Institute Will Hear Reinsch

Willard and Other Speakers Are Named for Meet

J. LEONARD REINSCH, general manager of Cox stations, and radio adviser to President Truman, and A. D. Willard Jr., executive vice president of NAB, will be among featured speakers at the first Georgia Radio Institute of the Georgia Assn. of Broadcasters, Nov. 21-22, at the U. of Georgia, Athens.

Dean John E. Drewry of the Henry W. Grady School of Journalism, U. of Georgia, which is co-sponsor of the gathering, announced the complete program last week. "Legal Aspect of Radio" will be discussed by Horace Lohnes, Washington attorney, and Sol Taishoff, editor and publisher of BROADCASTING, will talk on "Radio's Past." Following Mr. Taishoff at the morning session, Nov. 22, Mr. Willard's subject will be "Radio's Future."

Mr. Reinsch, who will be luncheon speaker, Nov. 22, will take as his subject, "Radio in Public Service." The afternoon session, devoted to "The Business of Broadcasting," has been organized around a number of 15-minute talks on production, sales and promotion, each to be followed by a short discussion period.

The institute will open the afternoon of Nov. 21 with a GAB business session, which is to be followed by welcome addresses, a "Get Acquainted" reception, and general discussion of educational radio. As the final event of the meeting Nov. 22, Dean Drewery will make a summation address.

Speakers and their subjects:

FRIDAY, NOV. 22

9:30 a.m.—University Chapel—Sol Taishoff, editor and publisher, BROADCASTING, "Radio's Past"; A. D. Willard Jr., executive vice president, NAB, "Radio's Future"; Horace Lohnes, Washington attorney, "Legal Aspects of Radio".

1 p.m. — Luncheon — J. Leonard Reinsch, general manager, Cox stations, "Radio in Public Service."

2:30 p.m.—John Outler, general manager of WSB Atlanta, presiding.

PRODUCTION

Douglas D. Connah, director, radio department, Tucker Wayne & Co., "Copy."

Irvin Abeloff, general manager, WLEE Richmond, "On the Air."

SALES

Frank Pellegrin, director of broadcast advertising, NAB.

Hanque Ringgold, Edward Petry & Co., station representative.

PROMOTION

Tom Connally, promotion director, CBS.

E. P. J. Shurick, promotion manager, KMBC Kansas City.

S & W on 41

S & W FINE FOODS, San Francisco, Nov. 4 starts Mel Venter's *Pictorial* on 41 Pacific Coast Don Lee stations three times weekly 9:15-9:30 p.m. PST for 52 weeks. Program is broadcast from KFRC San Francisco. Mr. Venter is production manager of the station. Agency is Brisacher, Van Norden & Staff, San Francisco.

A Word to The Wise is Sufficient

ALBERT L. WARNER, head of MBS' news bureau in Washington, speaking Oct. 29 over WOL, the network's Capital outlet, declared:

A debate of historical consequence opened in the House of Commons in London today—a debate on freedom of the press.

A Labor member of Parliament, Hayden Davies, who is also a reporter for the liberal tabloid newspaper, the *London Star*, introduced a resolution for a governmental investigation of the press.

His resolution was sponsored by other Laborite MP's in the House of Commons.

Mr. Davies claimed that small independent newspapers were being squeezed to extinction and financial monopolies were gaining control of the press.

There is no doubt that newspapers in Britain and also in this country will watch this agitation in the House of Commons with a good deal of trepidation. When a government begins to regulate financial set-up and ownership of newspapers, it is not likely to stop short of having an effect also on editorial policy. In the pre-war press of France and the current press in Russia, we see what evil a government can foster.

In the days of the late President Roosevelt, there were mild jitters here in newspaper circles over the pokes which the President occasionally took at the press. I remember he would absolve those of us who were reporting the White House news, but the headline writers, the editorial writers and the owners would frequently come in for his criticism.

In this country, as well as in England, in the last fifteen years, there has been a consolidation of newspapers which has reduced their numbers and hence the number of their owners in cities of every size. This is the result of an economic trend. A tight concentration of ownership with a few publishers owning great chains of papers, is not in the public interest. Publishers no doubt see that themselves.

But a prime test of the present system as far as news is concerned is whether the American public in general is getting all the facts without suppression and without influence by financial and advertising interests.

The bulk of our news comes from press associations, the AP, the UP, and the INS, which are the best news gathering organizations in the world. I have never seen there any deliberate distortion or suppression of essential facts. Nor does a big newspaper have to make concessions to a misguided advertiser.

But regardless of the press the American people have less to worry about than the English people over monopoly in the presentation of the news. For every newspaper in this country which has gone out of business in the last 15 years, one, two, three or more radio stations have taken its place, all of them devoted to presenting news as part of their programs.

In England there is but one owner of the radio—the government. Here in Washington alone there are six radio stations with six different ownerships, four of them separate from Washington newspaper ownership. [Editor's Note: WQQW, seventh Washington standard station, is now under construction as a separate corporation. Mr. Warner's statement also does not include the nine FM and four TV grants in the Capital.]

The days of competition and diversification of ownership in organizations presenting news are still with us. The blight of governmental interference is happily no threat at present in the United States as it seems to be in England.

Dr. LeGear Places

DR. LEGEAR MEDICINE Co., St. Louis, has started its fall campaign in 92 markets using quarter-hour *Alabama Jubilee* recorded hillbilly show and spot announcements. Signed for program are following: KUOA KFXJ WINK WTMC WDLP WAGA WGAU WMOG WMJM WBLJ WMLT WGGA WLAG WAYX WMVG WLBC WHO KVAK KGNO KIUL WLBJ WHAS KWKH WAGM KMMJ KHAS KODY WHDF WDBC WJMS WTCM WKLA WROX WCBI WJPR WFOR WMIS WQBC WLNH WALL WSLB WHAM WNBZ WNCA WFIN WMRN KASA WCED WDAD WKRZ WMAJ KOVC KWAT KMBU KTRH KCRS KVOP KOAL WSYB WWSR WRVA WMGA. Stations using spots include: KMA WHAM WLW WDEF WSM KWFT WOAI KBST KBWD KGVL KTHT KPLT KABC KTEM WACO WCHS KGKV WBRW WBTH. Renewals include: WJJD WIBW WWL WBT KVOO WSM WFAA WBAP WWVA. Agency is Simmons & Simmons, Chicago.

Plans 18 CBS

PORTRAIT Corp., Minneapolis (cold wave home permanent), Dec. 20 for 52 weeks starts audience participation program, *Free for All*, on 18 CBS western stations, Sat. 11:30-12 noon (PST). Agency is Manson-Gold Adv., Minneapolis.

FCC Jurisdiction Over WADC Defied

IN OPEN defiance of FCC procedure, WADC Akron last week told the Commission it has no business considering the "nature, character or content of the present or proposed programs of either applicant." Other applicant is WGAR Cleveland whose proposed grant for 50 kw on 1220 kc is being opposed by the Akron station which is requesting the same assignment.

Authority on Program Plans Challenged By Station

WADC Akron told FCC last week that the station's program plans were beyond the Commission's jurisdiction in considering an application for a new frequency and increased power.

Opposing the Commission's proposal to grant WGAR Cleveland application for 50 kw on 1220 kc and deny WADC's mutually exclusive request for the same assignment [BROADCASTING, Oct. 14], the Akron station listed as its first exception:

"1. (In the absence of any showing that either applicant is broadcasting material relating to lotteries, or obscene, profane or indecent language) To any consideration by the Commission of the nature, character or content of the present or proposed programs of either applicant."

"No subsequent exception," WADC added, "is intended as a waiver of this one."

May Test Blue Book

The WADC-WGAR decision, if made final, has been regarded as a possible basis for a court test of FCC's Blue Book. FCC's decision declared that "the attitude of the station towards local programs is tantamount to an abdication to the network [CBS] of the duty and responsibility of a broadcast station licensee to determine the nature and character of a program service which will meet the needs of the listeners in the area."

Another of the 25 exceptions noted by WADC was directed against FCC's "failure to give any consideration whatsoever to the fact that the proposal of Simmons [Allen T. Simmons, WADC licensee] is not a proposal to render a program service which will comprehend matters of purely local interest, but is in fact a proposal to render a special service as provided for and invited by the Commission's applicable regulations and standards, as set out in its statement of policy entitled 'Public Service Responsibility of Broadcast Licensees [Blue Book]."

Mr. Simmons "took the Blue Book seriously" when he proposed to have WADC carry all CBS sustaining as well as CBS commercial programs, the station contended.

This, it was argued, "is contrary to, and less profitable than, the too-common practice of building an audience with expensive network productions so as to sell national, regional and local advertising at high rates of which the station receives a much higher proportion than it does of the network price."

WADC also contended that FCC headed in opposite directions at the same time in its interpretation of the multiple ownership rule.

Referring to (1) the proposed decision to grant WGAR's application despite substantial overlap between WGAR and its sister station, WJR Detroit, and (2) a simultaneously announced proposal to deny a WGCM Gulfport application for a new Biloxi station because of overlap which would result, WADC declared in a brief accompanying its exceptions:

"This joint publication of two opposite decisions is a syndrome of the commencing exfoliation of Sec. 3.35"—symptom that the duopoly rule is beginning to scale off.

"Unless a firm enforcement can be had," the brief continued, "the rule will go the way of the old quota provisions under the Davis amendment, the old one-millivolt protection for regional stations, the present 2.5-millivolt protection and other similar rules, all instances of regulations for which there have been so many exceptions and constructions that they are actually or effectively repealed."

Shortly after the WGAR-WADC proposed decision was issued, WADC petitioned FCC to amend the duopoly rule so as to eliminate waiver of its requirements under any circumstances [BROADCASTING, Oct. 28]. That petition and last week's exceptions and brief were filed by Paul M. Segal of the Washington law firm of Segal, Smith & Hennessey, WADC counsel.

The brief argued that "there are two basic reasons why the Simmons applications should be granted and the WGAR application denied." Aside from proposing "a direct violation" of the duopoly rule, WADC contended, the WGAR request "is contrary to the intent of the Communications Act."

"The Commission by regulation forbids WJR more than 50 kw but now proposes to give the owner of the station the coverage of vastly greater power by another method," the brief asserted.

WADC said other factors cited by FCC—the fact that WGAR and WJR are in different states and different trade areas, have separate network contracts and separate advertising representatives, do not duplicate local programs, that WJR is a clear channel station and that it has few Cleveland listeners, etc.—do not warrant the Commission's decision to overlook the duplication of the service areas.

Second reason, WADC maintained, is that "the Simmons application will afford the Cleveland area an overall service far superior to that held out by WGAR."

The Akron station said that if WGAR gets 50 kw, WADC loses its CBS affiliation and WGAR then "reduces its Columbia commercial coverage by 12.1% and reduces its Columbia sustaining coverage by 30.2% . . ." If WADC gets 50 kw, the brief reasoned, WGAR loses its CBS affiliation and "then WADC increases its Columbia coverage by continuing the usual full commercial coverage and in addition guaranteeing full sustaining coverage not now available anywhere. This leaves WGAR (at a new site to be bought for it by Mr. Simmons), with adequate regional coverage of the area, fully free to take care of the local-origination needs of the area."

WADC is on 1350 kc with 5 kw. Its application for 1220 kc with 50 kw proposed that WGAR, now on 1220 with 5 kw, be shifted to 1350 kc. Both stations proposed directionalized operation on 1220 kc. WGAR and WJR are owned by G. A. (Dick) Richards.

WSKB OWNERS SEEK WJBW'S FREQUENCY

THE PRINCIPAL OWNERS of WSKB McComb, Miss.—Robert L. Sanders and George Blumenstock—applied to FCC last week for a new station at New Orleans on 1230 kc with 250 w fulltime, now assigned to WJBW New Orleans. WJBW is awaiting renewal hearing on alleged violations of FCC rules.

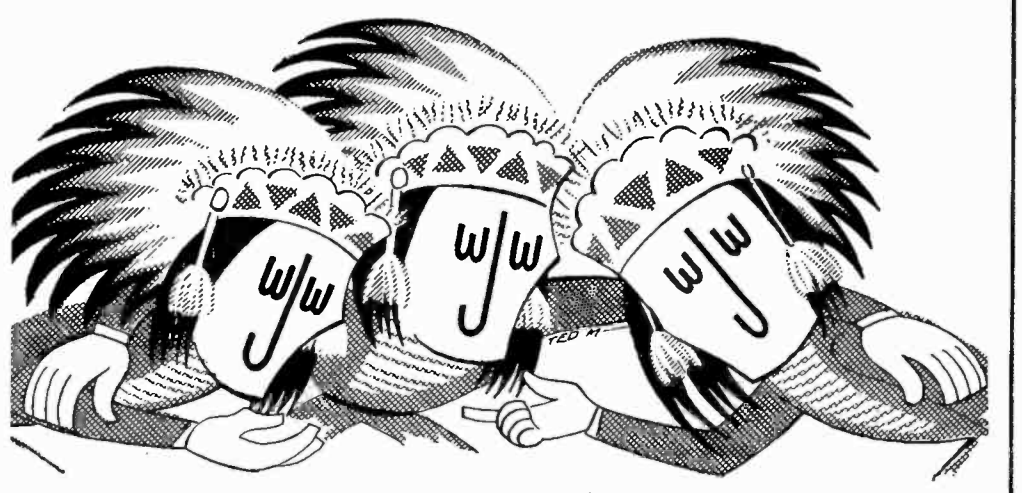
Louise C. Carlson, former wife of Charles C. Carlson, WJBW licensee, also has applied for the facilities [BROADCASTING, Sept. 23]. Her application and WJBW's for renewal are scheduled for hearing in New Orleans starting today.

Messrs. Sanders and Blumenstock, filing as Southern Broadcasting Corp., also petitioned FCC to postpone the hearing and designate their application for consideration at the same time.

Frand Stollenwerck, Washington attorney for Southern Broadcasting, said the application, incomplete in some details, was being amended to show Messrs. Sanders and Blumenstock each owning 50% of the voting stock, with some preferred stock also owned by J. Studebaker Lucas, New Orleans attorney. Mr. Sanders, president and technical director of WSKB, is president of Southern Broadcasting. Mr. Blumenstock, WSKB treasurer and general manager, is treasurer.

CLEVELAND'S *Chief* STATION

SAYS . . .



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KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

Grants Proposed for Four Stations

Frequency Change, More Power Are Given Hannibal, Mo.

PROPOSED GRANTS for four new stations—at Orlando, Fla., Camden, N. J., Rockford, Ill., and Augusta, Ga.—and a change in frequency and higher power for KHMO Hannibal, Mo., were announced by FCC last Thursday (other proposed grants, page 30).

The proposed awards:

Orlando—Orlando Daily Newspapers Inc., 990 kc with 10 kw day and 5 kw night, directional antenna fulltime. (Proposed denial: Frederick W. Mizer's application for 990 kc with 1 kw fulltime at Orlando.)

Camden—Radio WKDN, 800 kc with 1 kw, daytime only. (Proposed denials: Camden Broadcasting Co.'s application for 800 kc with 1 kw daytime at Camden; and WHAT Philadelphia, seeking change from share-time arrangement with WTEL Philadelphia on 1340 kc with 100 w to daytime only on 820 kc with 1 kw.

Augusta — Georgia - Carolina Broadcasting Co., 1230 kc with 250 w fulltime. (Proposed denials: Voice of Augusta Inc. and Augusta Chronicle Broadcasting Co., also requesting 1230 kc with 250 w at Augusta.)

KHMO Hannibal—Change from 1340 to 1070 kc and increase power from 250 w fulltime to 5 kw day and 1 kw night, directionalized fulltime. (Proposed denials: Audrain Broadcasting Co. application for a Mexico, Mo., station on 1340 kc with 250 w fulltime, contingent on KHMO grant but disallowed on duopoly grounds since 69.2% of stock is held by KHMO owners or staff members; Monona Broadcasting Co., seeking 1070 kc with 10 kw fulltime at Madison, Wis.)

Rockford Grant

Rockford—Edwin Mead, Miami Beach businessman, 1480 kc with 1 kw, directional antenna fulltime. (Proposed denial: Radio Wisconsin Inc. application for same assignment for a new station at Madison, Wis.)

Georgia-Carolina Broadcasting Co., grantee for Augusta's fourth station, is controlled by Walter J. Brown, WSPA Spartanburg general manager and former special assistant to Secretary of State Byrnes, whose home is in Thomson, Ga., near Augusta, and his nephew, Naval Commdr. Edgar W. Teasley, a native of Georgia who would be general manager. They have 30% and 21%, respectively.

Other stockholders: P. S. Knox of Thomson, businessman and controlling stockholder of Lombard Hotel Products and Knox Metal Products, who is president and has 25%; John T. Cash, associated with Mr. Knox' interests, 24%. Program director would be A. Lee Parsons, formerly with WFBC Greenville; chief engineer, Charles M. Sparks, formerly with WSPA.

The three Augusta applicants previously sought 1340 kc, but lost a proposed decision to Savannah Valley Broadcasting Co. [BROADCASTING, Aug. 12]. They then changed their requests to 1230 kc. The proposed grant to Georgia-Carolina was based on greater integration of ownership in the station's operation, and addition of a new medium of mass communication in the community (Augusta Chronicle Broadcasting is affiliated with a daily newspaper).

The proposed grant to Orlando Daily Newspapers was made on grounds that Martin Andersen, who controls all voting stock, is a local resident and better acquainted with Orlando needs than Mr. Mizer, a non-resident (with WQAM Miami the last 23 years); and also on grounds that the Orlando applicant planned "a more effective service"—power of 10 kw day and 5 kw night, compared to Mr. Mizer's proposal for 1 kw fulltime.

Less Financing

"Mr. Mizer does not appear to have the financial resources to construct a station using the power proposed by the Orlando Daily Newspapers, which conclusion is emphasized by his financial inability at this time to construct an FM station even though his AM proposal has an estimated construction cost of only $32,300," the decision declared.

The Commission conceded that its proposal to grant a newspaper's application rather than that of a non-newspaper applicant differs from the policy it frequently follows. But newspaper ownership, FCC explained, is only one factor and "does not disqualify an applicant." Another factor, it added, is that there are already "a number of other stations" in the city—three in Orlando's case—"so that the broadcast medium of mass communication is diverse."

Orlando Daily Newspapers is owned by the families of Mr. Anderson (39.2%) and Charles E. Marsh of Macon (60.8%), but voting control is in the hands of Mr. Andersen under a March 1945 contract. The firm has a conditional FM grant.

Ronald B. Woodyard, principal owner of WINK Fort Myers, which he has sold to a firm headed by Arthur B. McBride, Ohio cab company owner, for $100,000 subject to FCC consent, would be Mr. Andersen's radio adviser. He would receive a 25% interest in the AM and FM stations.

In the Camden-Philadelphia applications for 800 and 820 kc, FCC concluded that Camden, with only one existing outlet (WCAM, operating one-third time), needed additional facilities more than Philadelphia. Radio WKDN was preferred over the other Camden applicant, Camden Broadcasting Co., on grounds that its sole owner and proposed manager, Ranulf Compton, one-time commentator on stations in New England and former Congressman from Connecticut, is better qualified than Camden Broadcasting's sole owner, Aaron Heine.

Mr. Heine is owner of Mack Radio Sales Co., whose contract for 25 of WCAM's 29½ hours a week (for re-sale to advertisers) has been found objectionable by the Commission. "On the record," the proposed decision declared, "we are of the opinion that Mr. Heine has not demonstrated any comprehension of the duties and responsibilities that under the Communications Act . . . must be assumed by a broadcast licensee."

If his proposed grant is made final, Mr. Compton plans to transfer the permit to a corporation in which he will retain 90% interest, with 10% to Mortimer Hendrickson, KYW Philadelphia news editor, and another war veteran whose name was not disclosed.

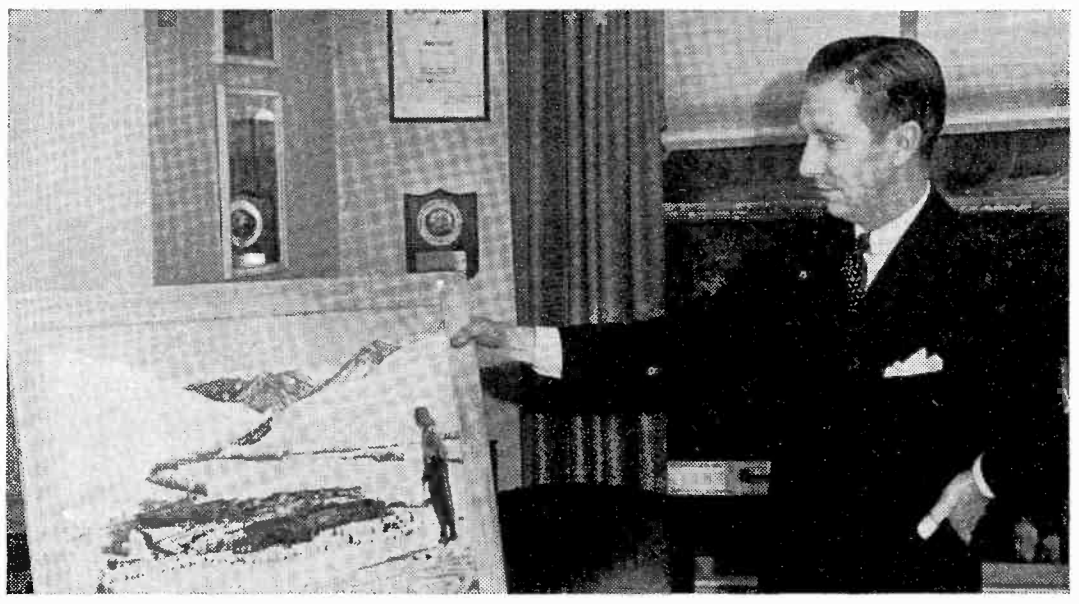
In proposing a grant of KHMO's application to change facilities, FCC anticipated denial of Audrain Broadcasting's request for a new station at Mexico on the assignment vacated by KHMO. The decision noted that 69.2% of Audrain stock is held by KHMO stockholders or staff executives, and that daytime service areas of the proposed operations would overlap to an extent inconsistent with the multiple ownership rule.

Although Monona Broadcasting's proposed operation at Madison, Wis., would not involve objectionable conflict with KHMO's proposed assignment, FCC found it must be denied because it would not provide CBA Sackville, N. B., Canada, the protection required by NARBA.

The grant to Mr. Mead for Rockford rather than Radio Wisconsin for Madison was based on the relative needs of the two cities for additional facilities: Rockford, it was pointed out, now has one station, compared to Madison's two.

Country-wide Reaction

IMPLEMENTING the drive for the Washington, D. C., plebiscite on Nov. 5, WTOP Washington, CBS station, has requested CBS newsmen and announcers across the country to record spot interviews on suffrage in D. C. with citizens of other cities. WTOP is scheduling all the transcribed interviews received and is airing all reactions, whether they are pro or con District suffrage.



SUN VALLEY, headquarters for next June's convention of Advertising Assn. of the West, is regarded by Walter E. Wagstaff, general manager, KIDO Boise, Idaho, and newly-appointed general chairman of the convention. Appointment was made at meeting of Boise Ad Club, attended by Vernon Churchill of Portland, Ore., AAW president, and Charles Collier, San Francisco, secretary.

Four Pittsburgh, Three Fort Wayne FM Grants Authorized by Commission

FOUR FM GRANTS for Pittsburgh and three for Fort Wayne, Ind., were authorized by FCC in orders adopted last Monday.

The grants, all for Class B stations, followed hearings conducted in the spring and summer. Only one applicant in the two proceedings, Liberty Broadcasting Co. for Pittsburgh, failed to receive an authorization.

In a separate decision, FCC proposed to grant Liberty's Pittsburgh AM application but deny its FM request on duopoly grounds linking Liberty ownership with that of WSTV-FM Steubenville, Ohio. The Commission concluded the overlap between Liberty's FM outlet and WSTV-FM would be too great when and if WSTV-FM applies for normal maximum operating power.

Six Now in Pittsburgh

The four grants for Pittsburgh, bringing FM assignments there to six and leaving one Class B channel now available (one is being withheld for one year under the reservation plan), went to WCAE KQV and WJAS, Pittsburgh AM stations, and to WAJR Morgantown, W. Va., which also has a conditional FM grant for Morgantown and is seeking a new daytime AM station in Pittsburgh. KDKA-FM and WMOT (WWSW) have been on the air in Pittsburgh for several years.

The three Fort Wayne grants filled the last channels currently allocated there. They went to WGL, AM station of Farnsworth Television & Radio Corp., and to Northeastern Indiana Broadcasting Co. and Fort Wayne Broadcasting Inc. The fourth Fort Wayne channel is assigned to WOWO-FM, which went on the air in 1942.

Robert H. Hinckley, ABC vice president, owns 15% interest in Northeastern Indiana Broadcasting Co., which is headed by William A. Kunkel Jr. (17%), president of the Fort Wayne *Journal-Gazette*. Frank E. McKinney and Frank M. McHale, who with Mr. Hinckley and others have interests in WTHI, new station at Terre Haute, own 17% each, and Samuel D. Jackson, attorney, has a similar interest. Edris A. Glassman, wife of A. L. Glassman, principal owner of KLO Ogden and also interested in WTHI, owns 15%. The firm has an AM application pending.

Controlling interest in Fort Wayne Broadcasting, also an AM applicant, owned by Edward and Walter Thoms, brothers, of Indianapolis, who have about 30% each. Edward Thoms is associated with American Telephone & Telegraph Co., and Walter Thoms is a retail druggist; they are brothers of Harold Thoms, president of WISE Asheville, N. C., permittee of a new AM station at Durham and interested in WAYS Charlotte, N. C., and WKIX Columbia, S. C. Other stockholders include Earl Groth, department store owner; H. Leslie Popp, bakery owner; Clarence Schust, who has a metalworking plant, and John Toothill, president of Burn-Smith Co., station representative.

The grants, with AM affiliations of grantee firms shown in parentheses, were as follows:

WCAE Inc. (WCAE), Pittsburgh—92.5 mc (Channel 223), subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power and antenna height 500 feet above average terrain.

Allegheny Broadcasting Corp. (KQV), Pittsburgh—93.3 mc (Channel 227); 20 kw effective radiated power, antenna height 495 feet above average terrain.

West Virginia Radio Corp. (WAJR), Pittsburgh—93.7 mc (Channel 229); 20 kw; 500 feet. Subject to filing application for modification of construction permit specifying antenna structure location and height meeting CAA approval, and for approval of technical features.

Pittsburgh Radio Supply House (WJAS), Pittsburgh—94.9 mc (Channel 235), subject to filing and approval of transmitter and antenna data for operation with equivalent of 20 kw effective radiated power, antenna height 500 feet above average terrain, and subject to approval of proposed changes in WJAS antenna system.

Farnsworth Television & Radio Corp. (WGL), Fort Wayne— 95.5 mc (Channel 238); 20 kw; 500 feet. Subject to filing, within 60 days, application for modification of construction permit specifying antenna structure location and height meeting CAA and FCC approval, and giving technical features of proposed operation.

Fort Wayne Broadcasting Co., Fort Wayne—99.1 mc (Channel 256); 20 kw; 500 feet. Subject to conditions specified in Farnsworth grant.

Northeastern Indiana Broadcasting Co., Fort Wayne—95.1 mc (Channel 236); 20 kw; 350 feet.

ABC IN PRODUCTION ON TV FILM SERIES

ABC last week started production of a new television series, *Video Reports to America*, which will bring to the television audience a pictorial review of important social and economic problems currently in the public eye. Done on film, this new documentary series will begin with a report on the automotive industry, stressing the reasons why new cars are so slow in reaching the dealers' showrooms.

Harvey Marlowe, ABC executive producer, John Pival, ABC video coordinator of special events in Detroit, and a camera crew are going to the big automotive plants of Detroit, Pontiac and Flint to film this program, which is being made with the cooperation of the Automobile Manufacturers Assn. Executives of the association expressed pleasure that ABC has undertaken to tell the public through television why the production of cars has been delayed.

Announcing the series, Paul Mowrey, ABC national director of television, described it as an outgrowth of ABC's filming of special events for television use. "When we have used film to cover a special event we have always tried to come up with a complete, well-rounded story and not a simple spot-news type of show," he said. "ABC has had more experience than any other telecaster with documentary film coverage and we feel we are well equipped to undertake a series such as *Video Reports to America*.

Series, to be made on 35 mm sound film and telecast on video stations in New York, Schenectady, Washington, Philadelphia and Chicago, will cover such subjects as housing, Merchant Marine, labor and management, public health, and politics and politicians.

Adds CBS Serial

MANHATTAN SOAP Co., New York (Sweetheart soap), Nov. 25 will sponsor a new daytime serial five days a week on CBS 2:45-3 p. m. Advertiser will continue sponsorship of *Evelyn Winters*, weekdays 10:30-10:45 a. m. on CBS but did drop *Barry Cameron Show* on NBC Oct. 11. New show in 2:45-3 p. m. period on CBS is unnamed but will be signed for 52 weeks. Duane Jones Co., New York, is agency.

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NOTICE

Craig G. Maudsley is no longer connected with Station WJBK (James F. Hopkins, Inc.) Detroit, or with Michigan Music Company.

(Signed) *James F. Hopkins*

FOLEY ESTABLISHES OWN LAW PRACTICE

JAMES F. FOLEY has announced opening of law offices in Stoneleigh Court, 1025 Connecticut Ave., N. W., Washington, D. C., to specialize in all forms of radio and communications law. Telephone is Executive 4547.

Mr. Foley

Mr. Foley at one time was connected with the offices of Dow, Albertson and Lohnes and also served as special assistant to the Chief of the Soil Conservation Service. More recently he was chief counsel of the automotive branch of the OPA. Since leaving OPA and pending establishment of his own offices. he had been associated with Thomas Farrell, Washington lawyer.

A graduate of Holy Cross and Georgetown, Mr. Foley was an associate editor of the *Federal Communications Bar Assn. Journal.* He resides in Washington with his wife and three children.

Paley Prescription

DULLING of audience enthusiasm through shortsighted programming might lead to Government censorship or operation of radio, according to the *Portsmouth* (Va.) *Star,* in an editorial commenting on the NAB convention speech by William S. Paley, CBS board chairman. The editorial called on broadcasters to take active steps to improve their programming.

EDUCATORS ADVISE HIGHER STANDARDS

COOPERATIVE effort by educators and the radio industry to raise program standards was proposed last week at the Stephens College Conference on Radio. Though highly praising the "excellent job" of broadcasting under "terrific pressure," representatives of education said much remained to be done in the program field.

Radio and education jointly can successfully bridge the gap between human relations and scientific advance, it was agreed. Industry spokesmen challenged educators to develop discriminating listeners; to provide better trained teaching personnel with a knowledge of professional radio; to keep abreast of the industry; to utilize better the trained teaching personnel having a knowledge of professional radio.

Educators were advised to keep abreast of industry developments and make better use of broadcast time provided by stations. Efficiently operated college-owned stations can provide valuable training, it was pointed out, and this should be carried out on a sound liberal arts foundation.

Frequently mentioned was the NAB convention address by William S. Paley, CBS president, calling for higher industry standards [BROADCASTING, Oct. 28]. The conference approved the Federal Radio Education Committee standards for college radio instruction.

NAB Members Get New Rate Card, Standard Spot Forms

TWO STEPS toward improvement of broadcast advertising practices will be taken by NAB following action by the Chicago convention and by the board of directors of the AAAA, according to Frank E. Pellegrin, NAB director of broadcast advertising.

The first step consists of distribution of new standard spot contract forms to stations in mat form. Final approval was given the contracts Oct. 29 by the AAAA board (separate story on page 67).

The second consists of mailing of new standard rate card forms to member station. These forms were approved at the Chicago convention.

Action in both cases follows more than a year of careful study. In the case of the spot contract forms, a joint committee of NAB and AAAA held a series of meetings and went into all angles of the complicated problem. The rate card problem was given careful study, with advice of agency and advertising groups sought from time to time.

The spot contract revision replaces the form in use since 1942. It includes numerous changes sought by both radio and advertising industries.

AAAA Will Adopt

Walter Johnson, WTIC Hartford, chairman of the NAB's contract subcommittee, said Thursday he hoped the contract would be universally adopted by stations. All AAAA members will adopt the form, though AAAA officials said complete use might not be attained until the first of the year.

Important changes in the new contract follow:

1(f)—Station is permitted use of either certificate of performance or affidavit, to be furnished at time of billing; unless requested prior to billing this proof shall not act as condition precedent to payment or time of payment. Former clause permitted only affidavit.

1(g)—Clause permits station to change requirement for payment "if station believes reasonably that agency's credit has been impaired;" and provides for payment of liquidated damages if contract is cancelled by material breach.

2(a) and (b)—Old contract provided termination on 14 days notice; now provides for 28 days notice on programs, 14 on announcements; renewals require uninterrupted service and failure to exercise renewal option voids all rights.

3(a)—Now expanded and clarified; no liability for talent charges in new clause.

4(a)—Old contract permitted cancellation of a program to broadcast a sustaining program of public importance; new clause permits broadcast of any program "which in its absolute discretion is deemed to be of public importance or in the public interest." This gives stations complete control over program content, as required under the licensing clause of the Communications Act. Clause (c) puts a limit on station's liability for noncancellable live talent charges—not to exceed the net time charges.

5(c)—Provides for continuation of the contract up to 52 weeks, providing broadcasting is continuous. Clause (d) has been improved to provide automatic rate protection to agencies.

7(a)—Made more explicit by including rules and regulations of the FCC; (d) is new and states that the station shall not be required to broadcast for any product than those named in the contract without prior written approval; (i) is new and provides deduction of 30 seconds for station break purposes from any program.

The rate card standardization project reduces the number of types of discounts from well over 100 to only five. According to Mr. Pellegrin this enables spot buyers to eliminate much of the work and confusion now attendant upon searching through a number of widely divergent rate cards, thereby "making it easier to buy radio."

The five cards were unanimously approved by the NAB Convention and have the endorsement of the AAAA Timebuyers Committee and other advertising interests. They provide uniform presentation of essential information required by timebuyers.

KTYL Mesa, Arizona, Names Mickel Manager

A. E. (Bill) MICKEL, Army veteran formerly with KSAL Salina, Kan., has been named general manager of KTYL Mesa, Ariz., new outlet. In radio since 1922, he has been with a number of stations including KFJB Marshalltown, Ia., and KWNO Winona, Minn., both of which he managed. Mel Standage, formerly with KALL Salt Lake City, is program director of KTYL and Ernest Burgi, of Provo, Utah, heads the continuity department.

KTYL expects to go on the air early in 1947 on 1490 kc with 250 w. Station will be housed in a brick building on a three-acre tract one mile south of Mesa. Using Western Electric equipment, KTYL will have Standard and Associated transcription libraries and UP news service.

NBC on 590 is a WOW for OMAHA Plus
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

CROSLEY ANNOUNCES PROMOTION OF TWO

Mr. Park

Mr. Martin

DWIGHT MARTIN, Cincinnati attorney, and Eldon Park, program director of WLW Cincinnati, have been named vice presidents of the Crosley Broadcasting Corp., it was announced last week by James D. Shouse, president.

Mr. Martin is to have duties attendant upon the corporation's expansion in New York radio, its possible acquisition of KSTP St. Paul-Minneapolis, and forthcoming FM and TV activity in Cincinnati, Dayton and Columbus. For nearly 10 years Mr. Martin has been legal consultant for WLW as a partner in the law firm of Dinsmore, Shohl, Sawyer and Dinsmore. He is resigning the latter firm for his new position.

Mr. Park's new title will be vice president in charge of programs. He joined WLW in 1930 on a part-time basis while still in school and in 1934 was named assistant traffic manager. Since then he has risen in the organization his last previous promotion coming last year when he was given the administrative supervision of WLW programming.

WWL Studio Fire

MINOR blaze in the studios of WWL New Orleans early Thursday morning was caused by a defective ventilator fan. Fire was confined to the fan and the adjoining well in the engineering workshop. It was discovered by Freddie Neumann, pianist, when he reported for the *Dawnbusters* program. Roosevelt Hotel and WWL employes prevented the fire from spreading. Damage was about $50.

11 U. S. Telecommunications Delegates Stranded in Berlin

ELEVEN members of the U. S. delegation to the five-power telecommunications conference which closed Oct. 21 in Moscow, were stranded temporarily last week in Berlin, awaiting transportation home.

They had been scheduled to leave Oct. 24 by American Airlines but a week later they were appealing to State Dept. in Washington to "get us back home." Through the Army, transportation was arranged aboard a troop transport and Army Transport Command planes.

Meanwhile delegates of the United Kingdom, France, China, the U.S.S.R. and U. S. reached unanimous agreement on proposals by the U. S. to reorganize the International Telecommunication Union, setting up a permanent administrative council and central frequency registration board.

Agree on Report

They agreed on an allocations report by a subcommittee and announced the report would be submitted to the respective governments and the next World Telecommunications Conference. The delegates voted unanimously to call a radio conference to reorganize the ITU and revise radio regulations for May 15, 1947, and a plenipotentiary conference to revise the existing telecommunications convention for July 1. A high-frequency conference will follow the radio meeting.

China, France, the U.S.S.R. and U. S. voted to ask the Social and Economic Council of United Nations to request the U. S. to convoke the May 15, July 1 and high-frequency conferences. United Kingdom opposed on the grounds that to work through UN would breach the Telecommunications Convention. Britain wanted to withhold selecting a site until after the Swiss Government has polled all nations.

Russia proposed that Franco Spain be excluded from the next World Telecommunications Conference but her representatives said if the UN decreed otherwise, Russia would not push her objections.

Capt. Paul D. Miles of the FCC; Donald McQuivey, State Dept., and Eugene Sibley, CAA, were to arrive in Washington Friday by ATC by way of Bermuda. They boarded the plane in Paris. Francis Colt deWolf chief, Telecommunications Division, State Dept., who headed the U. S. delegations at Moscow and at Paris high-frequency meeting; and Col. A. G. Simson, War Dept., were scheduled to arrive in Washington late Friday or early Saturday by air.

Returning by ship aboard the Army Transport *General Richardson*, sailing from Bremerhaven, will be Dr. J. H. Dellinger, Bureau of Standards; Donald E. McKay, Coast Guard; Philip F. Siling, RCA; A. L. Budlong, American Radio Relay League; Raymond Ziminski, Mrs. Grace Horn, Mrs. Helen P. Gray and Jane F. Finn, State Dept. War Dept. said the ship is scheduled to leave Bremerhaven Nov. 5, ariving at New York about Nov. 15.

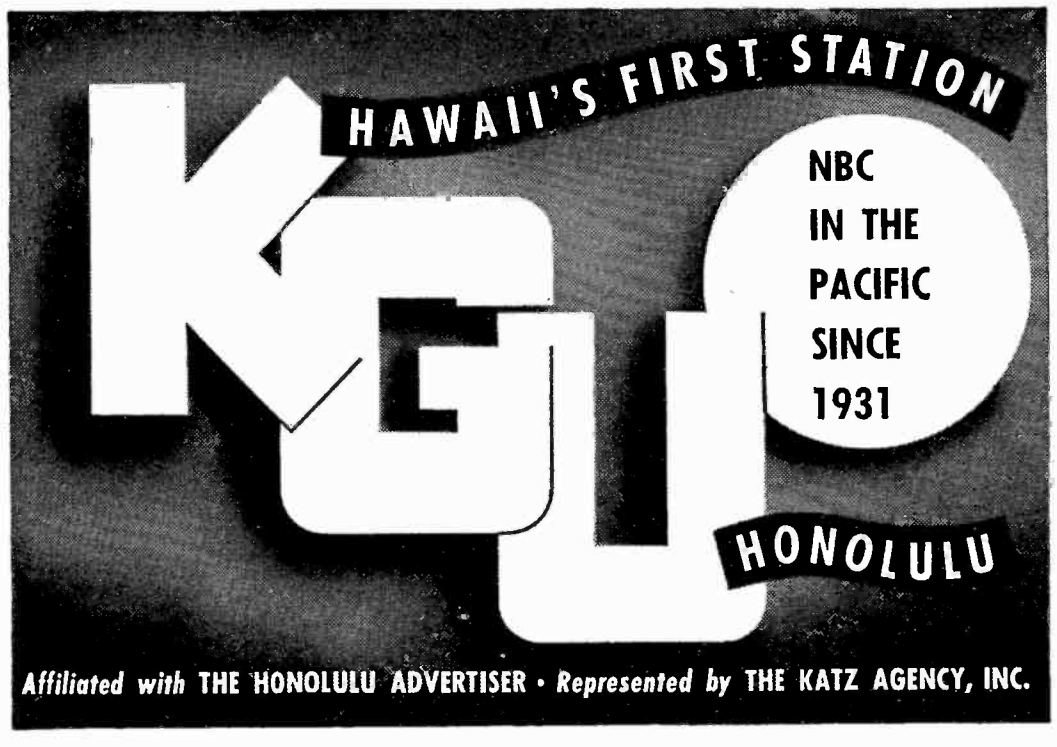
Rear Adm. E. E. Stone, chief of Naval Communications, and his assistant, Capt. W. E. Linaweaver, arrived in Washington last Monday by plane. State Dept. telegraphed the U. S. Embassy in London to expedite transportation for Commodore E. M. Webster, communications director, National Federation of American Shipping, and F. C. Alexander, IT&T, who were in London. William G. Thompson, AT&T, left Moscow early and is visiting several European countries before returning.

Await Transportation

Still in Paris awaiting transportation by ATC were Forney A. Rankin, Robert Burton and Naomi Sutphin, State Dept.

Meanwhile FCC Comr. Clifford J. Durr and Marion H. Woodward and David Adams of FCC were in London as observers for a conference of the International Telegraph Consulting Committee, Nov. 4-9.

At the Paris high-frequency conference the delegates agreed that the Union Internacionale de Radiodiffusion should remain a European regional organization. A proposed high-frequency conference for Brussels later this year was postponed until after the World Telecommunications Conference, probably in the fall of 1947, when a worldwide high-frequency organization will be created.



TIDE *is the Leader*

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

And no wonder: TIDE for years was the *only* general advertising publication to carry a special department devoted to radio news. As a result, TIDE is read by a radio-conscious audience—an audience of executives who control or influence the spending of millions of dollars a year in radio time.

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

TIDE, *The Newsmagazine of Advertising, Marketing and Public Relations*

232 MADISON AVENUE, NEW YORK 16, N. Y.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Manager of radio station to locate in middlewest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Scenic Idaho—New local station needs (1) experienced chief engineer, able to install and maintain equipment and willing to do some announcing later. (2) Two experienced operator-announcers, first class tickets. (3) Experienced sales manager who can write copy. We offer (1) good pay, (2) excellent working conditions with friendly, experienced management and opportunity to grow with us as we expand to more stations, (3) life in friendly western town, close to hunting, fishing and top scenery. Write us about yourself, giving complete details, pictures, transcriptions, etc. We want good men who are willing to become part of good community and good station and who want good, permanent positions. Box 60, BROADCASTING.

Engineer, capable of installing new 1 kw day-night station in Carolina to stay on as chief. Write qualifications, salary expected, etc., Box 93, BROADCASTING.

Are you an experienced engineer who appreciates (a) newest in all types of studio and remote equipment, (b) no doubling in announcing, (c) decent but not dream-stuff salary, (d) top-notch working conditions, (e) novel local and special event shows on network station, (f) beautiful city of 125,000 pop. in the mountains? Tell us your history and availability, several reliable references which can be confidential. Box 178, BROADCASTING.

Combination announcer and engineer for 250 watt southern station. Must have first class license. All replies confidential. Address Box 133, BROADCASTING.

Engineer wanted 5 kw southern station around December 1st. Interim FM beginning January 1st. A top salary will be paid for a qualified man. Send complete information including snapshot with reply. Box 135, BROADCASTING.

5000 watt station in large southern city wants talented writer to head continuity department. Send vital statistics, plus experience. Box 136, BROADCASTING.

Wanted: First class commercial manager and salesman. Must be experienced with past record for 250 local MBS affiliate. State salary and experience in first letter. Box 169, BROADCASTING.

Announcers—position requiring knowledge of board must develop own shows and handle newscasts. $50 per week. College graduate or thoroughly experienced. Box 172, BROADCASTING.

Good opportunity for topnotch program and sales manager for new one kilowatt station in middlewest. Box 174, BROADCASTING.

Wanted—Combination announcer-engineer (first class license) to participate in developing and operating new FM station. Desire better than average voice quality, knowledge of programming and interest in good music. Permanent. Unusual opportunity for right man. Give age, experience, references and expected salary in first letter to Box 176, BROADCASTING.

Complete staff for 250 watt local station opening in Great Falls, Montana about November 23rd. Need 4 combination operator-announcers, one must be capable handling sports. 1 girl to act as receptionist, handle front office, write some copy, supervise traffic. 1 announcer capable writing good copy and sportscasting. Write complete letter of training, experience, snapshot, send audition to Manager, Great Falls Broadcasting Company, Park Hotel, Great Falls, Montana.

Immediate openings:—9 program directors, 4 newseditors, 47 engineer-announcers (U. S.-overseas) to $125.00 weekly. RRR (employment bureau), Box 413, Philadelphia.

Help Wanted (Cont'd)

Back-door-to-network-announcing opportunity offered to two potential chain-quality announcers of intelligence and versatility. NBC station experience desired, but please no floaters. Splendid working conditions, air conditioned plant, chance to bank money on good (but not out-of-this-world) wage. Send fast letter with personal data, picture, references (confidential until you say otherwise), availability date. If interested, will contact you for audition disc. Box 177, BROADCASTING.

Wanted—Asst. manager-program director for 250 watt daytime progressive Georgia town. Opening soon. Monthly salary plus commission for right man. Box 689, Thomaston, Georgia.

Wanted: Transmitter operators and/or control technicians. No experience required. W. E. Behnken, WFRP, Savannah, Georgia.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Jessop Advertising Company, 21st Floor, First Central Tower, Akron 8, Ohio.

New station, WWGS, Tifton, Georgia, invites applications from announcers, operators and office staff. Network. New equipment. Ideal, progressive city. Good climate. Full details to Wm. Shepherd, 11 South Main, Lafayette, Georgia.

WGCM, Gulfport, Mississippi, has opening for experienced announcer. Give references, salary requirements.

First class engineer for this 10 kw FM station going on the air by December 1. Position available immediately. Unusual opportunity for advancement. WWHG, Hornell, N. Y.

Time salesman wanted. Give full particulars and requirements, first letter. KSRO, Santa Rosa, California.

Have opening for first class engineer, or combination man with first license. WMJM, Cordele, Georgia.

Live in Hawaii. New 1,000 watt station about to open in Hawaii needs several announcers with first class licenses. Attractive proposition with a good future for right men. Send full details and audition platter, preferably by airmail to KMVI, Wailuku, Maui, T.H.

Station manager: Experienced, ambitious, settled, progressive manager seeking permanent future and success. Give all details and picture in first letter. Box 432, Fayetteville, North Carolina.

First class operator-announcer wanted for Western NBC station granted 5000 watts AM and new FM. Installation under way. Send photo and transcription, news and commercials. Station KSEI, Pocatello, Idaho.

Wanted immediately—three men with first class phone tickets. Good pay; pleasant surroundings; 250 watt mutual affiliate. Contact T. K. Vassey, Box 659, Dublin, Georgia. Good opportunity for right men.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

Announcer, competent experienced, at once. Must be good record jockey, ad lib, interviews, news, special events and general announcing. Attractive proposition for right man. Key station regional network. Send disc, references and family status all first letter to Ken Bennett, KGEM, Boise, Idaho.

Commercial manager: One station market on MBS. Commission and drawing account. Send Photo, qualifications, WSSV, Petersburg, Virginia.

Have five room house and satisfactory salary for engineer with experience. Clarence H. Frey, c/o WLOG, Logan, West Virginia.

Program director—Ambitious, creative man who knows production and how to handle men for new, eastern station. Box 191, BROADCASTING.

Help Wanted (Cont'd)

Copy writer, new eastern station has an opening for a regular gal who can really write continuity. Send details, immediately! Box 192, BROADCASTING.

Situations Wanted

Promotion director with top-flight background, seeks connection with aggressive station in small or medium size city. Thoroughly experienced in program and sales promotion, research, art, copy, layout, production, techniques. Replies in strict confidence. Box 884. BROADCASTING.

West coast stations—Need a well organized newsroom? Two Washington newsmen—newscaster now assigned as Presidential announcer; writer covers Capitol Hill and White House. Desire to take over supervision large station newsroom or form nucleus medium station news department. Deal includes writing and broadcasting at least four major newscasts per day and supervision of all news. Package will cost $250 per week—fraction of the time charge on activities. Includes special events coverage. Box 111, BROADCASTING.

Production manager with wide program and announcing experience wishes to settle down at midwest affiliated station. 26, married, veteran. Now employed. Available on two weeks notice. Box 116, BROADCASTING.

Program director. Recent Peabody Award winner. 12 years radio. Experienced in building new station staff and program structure. Best references. Box 125, BROADCASTING.

West coast—Top grade announcer, specialty—news, records, live shows. Immediately. Box 132, BROADCASTING.

Young woman with traffic and programming experience desires position in or around any large city. Box 142, BROADCASTING.

Chief engineer—Eleven years experience construction, installation and operation including directionals. Married, 31, aggressive, dependable. Excellent references. Box 151, BROADCASTING.

Newscaster-editor; veteran, 29, married; all-round announcer; can handle controls; college journalism 4 years; will furnish complete details. Box 161, BROADCASTING.

Chief engineer, 12 years experience combination operator - announcer. Knows all phases small station operation. Desires to invest in, work or manage small station western states. Available immediately. Box 162, BROADCASTING.

Attention new station operators! Newsman, experienced reporting, editing, rewrite and air, wants to build sound news set-up for an aggressive station ready to reward man who produces results. Especially interested in chance to earn reasonable share in station. Box 163, BROADCASTING.

Let opportunity knock. Announcer wants break. Veteran, single, ambitious, conscientious. Graduate leading NY announcers school, Radio City. Commercials, newscasting, platter shows. Will travel anywhere. Disc and photo available. Box 164, BROADCASTING.

Capable of program-director, producing, sales-promotion, seeks connection with aggressive midwest or west coast station. Have twelve years of practical experience. Know how to build record and live talent shows. Have many program ideas that will sell local. Box 167, BROADCASTING.

Chief engineer desires position with local station in midwest or west. Navy veteran, married, college graduate. Box 168, BROADCASTING.

Available soon—Young man, several years successful experience in all phases of radio, in markets from 10,000 to 2,000,000 as manager, commercial manager, and salesman. Personally sold more than $75,000.00 in time this year with present station. Happily married. Best references. What have you to offer. Box 170, BROADCASTING.

News editor—Well seasoned, single, veteran to take over news department. Will double as program director if situation requires. Excellent record. If you have new station and need intelligent, cooperative man with modern outlook and ideas—look no further. Available Dec. 1st. Will start small if job and station have future. Box 173, BROADCASTING.

Program director. 11 years experience all phases. Minimum $70 per week. Married, one child. Veteran. Box 175, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Experienced newscaster, good ad lib. Veteran. College grad. Sports background. Outstanding references. Box 179, BROADCASTING.

Chief engineer. Age 34. Now employed, desires permanent connection with progressive organization. Capable supervision design, installation, maintenance any AM, FM, TV station any frequency any power. Interested investing capital if possible. Prospectus will bring full details. Box 180, BROADCASTING.

All-night disc jockey; experienced, bang-up show. Can operate tables, console. Box 181, BROADCASTING.

Ex-Army officer desires job announcer-writer. No professional experience. Graduate nationally recognized workshop course. Single, go anywhere. Box 182, BROADCASTING.

Experienced announcer, employed, desires better working conditions. College degree in music, veteran, sober, conscientious. Specialties: newscasting, disc-jockey. Weekly minimum $60 plus talent. Transcription available. Box 186, BROADCASTING.

Graduate of announcers school wants to work hard and long for small station. E. T. available. Box 187, BROADCASTING.

This May Be YOU!

IF you have had broadcast operating experience . . .
IF you would like a permanent position with excellent salary as an INSTRUCTOR with one of the nation's leading professional radio schools . . .

WRITE AT ONCE giving complete details of your background and qualifications.

Box 188 . . . Broadcasting

WANTED AT ONCE—Manager, operator-announcer, script writer-announcer, receptionist, ad man. Guarantee housing. Ideal hunting, fishing. State salary, send photo. Paul B. McAdam, KPRK, Livingston, Montana.

Are you looking for a capable, experienced, well-recommended manager? Word War II veteran, available now. In broadcasting fifteen years and knows the business. Details on request.

BOX 165, BROADCASTING

7000 lbs. new copper ground wire: #12, medium drawn, 5000 ft. rolls, few splices; also 3000 lbs. copper cable medium drawn, 9 strands #16 wire, averages 10 ft. per lb., in 100 lb. rolls. Excellent as main ground leads. Price, $39.50 per 100 lbs. Orders filled as received—C.O.D.

C. I. SHELKOFSKY
701 S. Perry St., Montgomery, Ala.

COMEDY WRITER!

with retractible ball point head! In chains now, but the "fetters" tickle! Will assist in perpetuation of trivia. 5 years' experience radio, night club routines.

BOX 184, BROADCASTING

●Partner wanted—If you're interested in a small New York State market—with two towns of 4,000 population and a summer population of 450,000—with the second highest per capita sales in the state, and a permanent county population of nearly 40,000; if you're willing to put up $7,500 to get the station on the air—I'm willing to offer you a 50 per cent interest in the station. If you're interested and are willing to make the necessary financial arrangements after the construction permit is issued get in touch with me. Box 190, BROADCASTING.

Situations Wanted—(Cont'd)

First class engineer. Have 5 kw control and transmitter experience. Also served as war replacement with CBS. Available immediately for permanent position with progressive organization. Box 183, BROADCASTING.

Now—available: Disc jockeys, producer with investment. RRR, Box 413, Philadelphia.

Announcer. Veteran, disc and photo available, will send details, prefer east. Tupper Jones, 44 West 60th Street, New York 23.

Sports announcer or show emcee, young, fast talker, writes script, will forward photo & disc on request. W. H. Clune, Browns Grove, Scottsville, New York.

Technician, first radiotelephone license with five years experience in general radio repair desires start with station in San Francisco Bay area. Bill Cameron, 495 Tenth Ave., San Francisco, Calif.

Somewhere a new station owner is willing to give a good man a chance to build his station and become manager and commercial manager of same. Good references, married, family, age forty. Very high sales in local and national advertising. Would work on commission with drawing account against commission. All I want is a sporting chance. Will also help you file for new station. Available three weeks. Box 193, BROADCASTING.

For Sale

Used Blaw Knox 250 foot self supporting tower with top beacon. No insulators. Available for immediate shipment at Fort Worth. First check $2,750.00 takes. FM Radio & Television Corp., Riverside, California.

Generator set, brand new, one 35 kw Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an electric machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Price $2975.00 F.O.B. Milwaukee. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

Power transformers, three 50 K.V.A. 220/440 to 8000 volt. Suitable for 50 KW transmitter power supply. Freeland & Olschner Products Inc., 611 Baronne St., New Orleans 13, Louisiana.

Make offer: One RCA-Westinghouse built 1-C, 1 kw radio transmitter bearing serial number 10402RP, contained in two metal cabinets. Last used by Radio Station WEVD in New York City in 1940. Will require considerable work to put in operation. Most important components still in good condition. Filter condensers missing and motors need overhauling. One set of tubes and two motor generator units. May be inspected at Radio Station WISE, Asheville, N. C. Please direct your reply to Radio Station WISE, Asheville, N. C.

For sale—New Presto model 6-N recorder. Box 189, BROADCASTING.

Wanted to Buy

Wanted - New or used - WE 250 watt transmitter, limiting amplifier, Y-4 Presto recorder, WE console frequency and modulation monitors. Will consider other makes immediate delivery near Montana. Box 144, BROADCASTING.

Wanted immediately: A 1000 watt standard broadcast transmitter. State type, age, and condition. Box 166, BROADCASTING.

All equipment necessary to installation and operation of 250 watt AM station. Box 1123, Stamford, Texas.

General Radio 516-C radio frequency bridge. Write air mail or cable William N. Greer, P. O. Box 4919, San Juan, Puerto Rico.

Miscellaneous

Attention new stations: Need equipment installed? Contact us. Reasonable rates. Available immediately. Box 171, BROADCASTING.

First class engineer desires associates for organizing new Southern station. Also interested in purchase of all or part of existing station. Box 185, BROADCASTING.

Jockey's comedy collection, $2.00. Kleinman, 25-31-T 30th Rd., Astoria 2, N. Y.

La Roche

(*Continued from page 15*)

ing, of which he is chairman, so that with acquisition of Centennial Development Co.'s interest Oliver will have full ownership.

Centennial Development Co., a holding company, controls American Chain and Cable Co., Bridgeport (steel products manufacturer) and Michigan Chemical Co., St. Louis, Mich. (manufacturer of chemicals). The estate of the late William T. Morris is principal owner of Centennial.

Both WPOR and WHUM are new 250-w stations which went on the air this year. WPOR is an ABC outlet, on 1450 kc fulltime. WHUM is assigned 1240 kc fulltime and is affiliated with MBS.

Purchase of Centennial's 95.8% interest in WPOR was negotiated by Messrs. Newell and Greig, who then assigned their interests to Oliver Broadcasting. In addition to the 57,500 shares of stock, the transfer involves a $25,000 note of WPOR and $5,000 on open account against the station.

Oliver stockholders and officers include:

Mr. Newell, chairman, 8.1%; Mr. LaRoche, former vice chairman of ABC, executive committee chairman, 17.6%; Mr. Greig, president, 6.85%; Henry Oliver Rea, controlling owner of Oliver Iron and Steel Corp., Pittsburgh, vice president, 17.6%; Mr. Carpenter, who will remain as WPOR general manager, vice president, 14.6%; Robert Magee, Reading, vice president (no stock); William H. Rea, Pittsburgh, secretary-treasurer, 4.8%; George R. Hann, Pittsburgh, 9.2%; H. V. Blaxter, D. L. Frawley and Henry Oliver Rea Jr., all of Pittsburgh, 4.8% each, and J. P. Greig, 6.85%.

WHUM Financing

To finance the purchase of WHUM, the application said, Oliver Broadcasting will issue 3,850 $1 par value shares of stock, and to provide working capital has sold $170,000 worth of 3.4% demand notes to Edith Oliver Rea.

The stock issue is to Messrs. Greig and Carpenter and Henry Oliver Rea in exchange for Oliver stock held by them, at the rate of 35 shares of Oliver for each share of WHUM stock. It was understood that Mr. Rea, not originally a WHUM stockholder, planned to acquire minority interests held by others. Original WHUM stockholders, in addition to the Greigs and Mr. Carpenter, include Patricia Bacon, Max O'Rell Truitt, Mrs. Lucinda C. Converse, Betty Wilmore Landon, Gardner F. Landon, and Mrs. Dorothy B. Woodall.

The WPOR sales agreement sets a Dec. 18 deadline for FCC approval, but provides that this may be extended to Jan. 31. If Commission consent has not been given by that time, the transfer proposal is to be cancelled.

AFRA-Network Negotiations Delayed Pending Local Meet

WITH NEGOTIATIONS at stalemate, the New York Chapter, American Federation of Radio Artists, has called a general membership meeting for Nov. 8 to discuss new contract bargaining with the major networks.

At that meeting the AFRA Negotiating Committee will report on its three weeks of conversations with the networks and ask for further instructions. In some quarters there was talk of a possible strike, although other sources pointed out that several avenues are still open for further bargaining.

Negotiations ended temporarily last week after three weeks when the AFRA delegation asked to be excused until it could be instructed by the membership. AFRA stood by its demands for a 35% wage increase; the networks were equally firm in their 10% raise counter-proposal.

AFRA wanted to include an "unfair stations" clause in the contract. The networks described that proposal as one which inferred "secondary boycott" and refused to agree on it.

AFRA demanded that the networks withhold service from stations which refused to negotiate with the artists' union. The networks declined.

Should AFRA's membership insist at the Nov. 8 meeting that networks should be prevented from feeding shows to stations which would not bargain with the union, a strike vote appeared to be the only course for the union, according to observers. Informed network executives expressed the belief, however, that AFRA's New York membership would not be inclined to vote for a prolonged labor war merely to protect bargaining conditions of AFRA members in smaller cities outside of New York.

Licenses for 63 AMs Renewed

LICENSE RENEWALS for 63 standard stations and temporary licenses for 18 others, 17 of which already were on temporaries, were announced Thursday by FCC.

An investigation of complaints regarding possible violation of FCC rules on identification of sponsors, the Commission reported, is delaying positive action on the renewal application of one of the 18—WJAG Norfolk, Neb.

WAIT Chicago and KFJZ Fort Worth were continued on temporary licenses, FCC said, pending study of possible violation of Sec. 310 (b) of the Communications Act, which requires FCC consent before a license is transferred.

On its own motion the Commission extended special temporary authorization for continued operation of WOKO Albany until 3 a.m. Feb. 1, 1947, and that of KOMA Oklahoma City for 60 days.

Licenses for three facsimile and developmental stations were extended on temporary basis to Jan. 1—W5XIC (WFAA Dallas) and W2XWE-FAX (WOKO), pending disposition of renewal applications of their respective AM affiliates, and W9XJD (WJJD Chicago) because its renewal application was filed late.

KFI Los Angeles, whose present license is expiring, was put on temporary for 60 days, and the following were continued on temporaries to Jan. 1:

KIRO Seattle, KXA Seattle, WKRC Cincinnati—Pending consideration of information requested in accordance with Sec. 308 (b) of Communications Act, regarding disclosure of information in applications or supplementary statements.

WEEU Reading—Pending decision on application for transfer of control.

WEW St. Louis, WHB Kansas City—Pending further engineering study.

WHDH Boston auxiliary—Auxiliary renewal application filed late (WHDH granted renewal).

WJAG Norfolk, Neb.—Pending investigation of complaints involving possible violation of rule regarding identification of sponsors.

WSM Nashville—Pending consideration of renewal application filed by new licensee (WSM Inc., subsidiary of former licensee).

WSOO Sault Ste. Marie, Mich.—Renewal application filed late; processing by staff incomplete.

WHNC Henderson, N. C.—Pending completion of accounting and engineering studies.

WAIT Chicago, KFJZ Fort Worth—Pending study of possible violation of Sec. 310 (b) of Communications Act.

KTRB Modesto, Calif.—Pending further engineering study regarding antenna system.

KOB Albuquerque—Pending decision in other cases involving KOB.

WMGY Montgomery, Ala.—New license issued September 1946; impossible for licensee to comply with 60-day rule for filing renewal application (new station).

WBAP Fort Worth, WFAA Dallas—Pending action on related cases.

Among regular renewals, licenses of KTOH Lihue, T. H., and WSKB McComb, Miss. were renewed to Feb. 1, 1948; KLAC Los Angeles to May 1, 1949; KHUB Watsonville, Calif., to Feb. 1, 1947, and KSRO Santa Rosa, Calif., to Nov. 1, 1948. The following were renewed to Nov. 1, 1949:

KLCN KMPC KIEV WISR WMAZ (and auxiliary) WMAQ WEAF WWL WHAS KXL KOAM KFEQ (and auxiliary) KFUO KGGF (and auxiliary) KMMJ KOA KOWH KTRH KUOM WCAL WGBS WGN WHCU WHDH WHEB WJW WKAR WLAW WLS WNAD WNYC (and auxiliary) WOI WOSU WPIK WPTF (and auxiliary) WRUF WSB WSBA WSON WLW WENR WOR (and auxiliary) WJZ (and auxiliary) WHKK WGY (and auxiliary) WCCO KSTT WKAX WDSC WJR (and auxiliary) KTKC KSKY (and auxiliary) KTKC KSKY KGO (and auxiliary) KQW KPO WBBM WABC KGU.

Court to Hear Motion In Suit Against NBC

MOTION to dismiss a $100,000 suit against NBC, the Russel M. Seeds Co., Chicago, and Brown & Williamson Tobacco Corp., filed by defendants, was accepted last week in Illinois Circuit Court, with hearing date to be set at the court's convenience.

John G. Hunter and his wife, Jessie, on Sept. 19 filed the $100,000 suit, alleging violation of the rights of privacy because of a broadcast more than five years ago. Counsel for defense in its motion contended that under Illinois laws right of privacy does not exist and further that the statute of limitations for slander or libel expired two years after the incident.

Mr. and Mrs. Hunter seek redress, charging that a dramatization on *Wings of Destiny*, then sponsored by Brown & Williamson, referred to relief packages which they assisted the Army Air Corps in dropping to marooned Indians as "bundles from Heaven." That reference and the then recent marriage of Mr. and Mrs. Hunter caused them "mortal embarrassment," their suit charged.

Mr. and Mrs. Hunter were employed on an Indian reservation in 1941 and helped the AAC locate various Navajo tribes marooned in a blizzard. The Army dropped food to the Indians.

Coca-Cola Drops

COCA-COLA Co., New York, after Nov. 22 broadcast, will discontinue sponsorship of *Spotlight Bands* on MBS, Mon.-Wed.-Fri. 9:30-10 p.m. Program features three name bands, Guy Lombardo on Monday, Xavier Cugat on Wednesday and Harry James on Friday. Dropping of program at end of firm's 26 week contract was attributed to current sugar shortage and a spokesman from D'Arcy, New York, Coca-Cola agency, said company hopes to be back on the air in the near future. Coca-Cola sponsorship of the MBS Morton Downey program will continue.

Upcoming

Nov. 4-6: Ninth Annual Western States Convention, Pacific Council, AAAA, Biltmore Hotel, Santa Barbara, Calif.
Nov. 8: Women in Radio Conference (NAB-AWD), Radio House, U. of Texas, Austin.
Nov. 9-11: Steering Committee and subcommittees, new FM promotion group, meet in Washington to perfect organization.
Nov. 10-11: AWD District 13 Meeting, San Antonio, Tex.
Nov. 15: Women in Radio Conference (NAB-AWD), Denver U., Denver, Colo.
Nov. 15-16: Two conferences on radio in education for Washington, Oregon and Alaska area, Portland, Ore.
Nov. 15-16: Kentucky Broadcasters Assn., general membership meeting, Lafayette Hotel, Lexington, Ky. (postponed from Oct. 8-9).
Nov. 21-22: Georgia Assn. of Broadcasters Radio Institute, U. of Georgia, Athens.
Nov. 24-30: National Radio Week.

PICKETS DEFILE JINGLES

CBS Workers Sing and Patrol Radio City, Protesting Alleged Interference

WHY, it was as indecent as if someone had jazzed up "The Star Spangled Banner"—those pickets out there, hollering singing commercials with lyrics of social significance.

In their New York Radio City offices, NBC and ABC executives shook their heads. No telling what those CIO people would do next. Hear what they're singing to the tune of that fine, old Pepsi-Cola jingle!

Glamour doesn't hit the spot,
When thirty bucks is all you've got.
To pay the landlord and butcher too
We need higher pay to see us through.

And besides, they say they're members of the CBS local. What are they doing over this way? And look at the sign that one is carrying.

Among the folks who know networks best it's union . . . ten to one.

It was true; 200 members (and sympathizers) of the CBS local of the United Office & Professional Workers (CIO) were staging a noon-hour demonstration in front of the RCA Bldg., where NBC and ABC are housed. The union members were protesting what they termed "interference" by those two networks with the negotiations now in progress between the union and CBS.

The CBS white collar workers were letting NBC and ABC know that their alleged interference had not passed unnoticed. Bearing slogans and singing jingles, they picketed Radio City for an hour. To swell their numbers they had enlisted the services of some pickets who, it was said, may not have been employes of CBS.

"Why," said a policeman, watching the demonstration, "there's a guy I ain't seen since that sewing machine strike downtown. Sings a nice song."

Moorad to KGW

GEORGE MOORAD, former foreign correspondent and CBS war reporter, has joined KGW Portland as news analyst. For five years, starting in 1932, China was his beat as reporter, city editor of *Shanghai Times* and later as *Time* and *Life* correspondent there. In August 1937, he returned to the U. S. and editorship of *Santa Cruz* (Calif.) *Sentinel*. As public relations director of American Red Cross he went to Australia in 1941. He covered Guadalcanal and Battle of Bismarck Sea for *Saturday Evening Post*. Next he joined CBS, reporting New Guinea campaigns and London's Blitz, Italian campaigns, invasion of Southern France, Moscow and Teheran. Returning to U. S. to cover UNO in San Francisco, his next foreign beat was Far East until return to U. S. in May 1946. Bikini atom test was his last foreign assignment. He is author of the current *Behind the Iron Curtain*.

Mr. Moorad

Cornell to Funkhauser

PAUL L. CORNELL, former chairman of American Association of Advertising Agencies and one-time head of his own agency as well as partner in Geyer, Cornell & Newell, has been named by Justin Funkhauser & Assoc., Baltimore, to head the creative department of that agency as well as proposed New York office. Mr. Cornell is reentering the agency field from which he previously had retired to enter public service. Former U. S. Senatorial nominee for the Republican Party in Connecticut, Mr. Cornell in 1941 went to Washington as coordinator with the Government of the Millers and Bakers of America. He subsequently became chief of office of the Board of Economic Warfare until he joined the New York *Herald Tribune* as national editor.

Mr. Cornell

Bee Was Right

PRE-CONVENTION guess by C. E. (Bee) Arney Jr., NAB secretary-treasurer, that Chicago convention would bring 2,000 registrations and 1,000 guests, was just about on the nose. Final check by Everett Revercomb, NAB auditor, showed total registration of 1917, with total present including exhibitors, guests and visitors, estimated at 2,900.

Video for Windsor

WINDSOR, Ont., will be serviced by American television with announcement of adaptation of DuMont receivers to Canada's 25-cycle power supply. W. J. Scripps, director of radio for the *Detroit News*, owner of video station WWDT, stated last week service will be made available to Canadian communities within 35 miles of Detroit's Penobscot Bldg., WWDT site.

George C. Smith Named Sales Manager of KSDJ

GEORGE C. SMITH, formerly in the advertising department of the San Diego *Daily Journal*, has been appointed sales manager of KSDJ San Diego, Calif., new 5000-w station on 1170 kc. Purnell (Mike) Gould, general manager, also announced that Janet Allen Martin, publicity director of the San Diego county school system, has been made traffic manager of the station.

Mr. Smith

Mr. Smith was an account executive of WJSV Washington (now WTOP). He also operated his own advertising agency in Cleveland and served as commercial manager of WKBO Harrisburg. A former newspaper woman, Mrs. Martin was later script and news writer as well as announcer of WSUI Iowa City. She was also on the script staff of WHO Des Moines and with Canadian stations.

Gimbel Video Success

ON COMPLETION of the first of Gimbel Bros., Philadelphia, series of television programs on WPTZ, the store proclaimed their success last week. The experience will mean much for future television series, the store believes, and adds "it should serve as an example to all potential sponsors of the importance of television as an entertainment and advertising medium." *All Eyes on Gimbels* was the practical application of ideas gained from the Gimbel-RCA intra-store demonstrations last fall. Audience response showed that more than 1% of set owners called or visited the store as a result of the show. There are over 700 television set owners in the area.

WMCA Plans

JOSEPH GOTTLIEB, WMCA New York staff producer, has been appointed director of commercial production for the station. In his new capacity Mr. Gottlieb will supervise all production and will be responsible for improving and expanding the station's commercial programming. Creation of this new post, it was announced by Charles Stark, WMCA vice president and general manager, is in direct line with station's drive on national advertising market which began last week with the appointment of Free & Peters, New York, as national sales representatives and Herman Bess as WMCA director of sales. Started Nov. 1, the campaign is intended to increase WMCA's proportion of national advertisers and will concentrate on the selling of the station's public service rated programs.

At Deadline ...

TWO GRANTS, TWO INCREASES PROPOSED BY FCC

TWO NEW AM stations and regional assignments for four existing locals anticipated by FCC in proposed decisions Friday.

For new stations:

Elgin, Ill.—Jerry C. Miller, auditor, and George A. Ralston, WBBM Chicago transmitter engineer, trading as Elgin Bcstg. Co., 1490 kc 250 w, fulltime. (Proposed denials: Joseph Triner and associates doing business as Village Bcstg. Co., and Community Bcstg. Co., Oak Park, Ill.; Vincent G. Coffey, Elgin; Sidney H. Bliss trading as Beloit Bcstg. Co., Beloit, Wis.)

Winter Haven, Fla.—Citrus Belt Bcstrs., controlled (66 2/3% by Frederick L. Allman who with his wife owns WSVA Harrisonburg, Va., 1490 kc, 250 w, fulltime. (Proposed denial: Carl Connie Floyd and Esther Ferris Floyd trading as Winter Haven Bcstg. Co.)

For changes in facilities:

WRBL Columbus, Ga., from 1230 kc 250 w to 1420 kc 5 kw directionalized at night; WMBR Jacksonville, Fla., from 1400 kc 250 w to 1460 kc 5 kw DA night, on condition WMBR stockholders divest selves of WFOY St. Augustine because of overlap which would result; WLAK Lakeland, Fla., from 1340 kc 250 w to 1430 kc 1 kw fulltime; WBOC Salisbury, Md., from 1230 kc 250 w to 960 kc 1 kw, DA night.

In same cases, denials proposed for conflicting applications of:

A. Frank Katzentine (WKAT Miami Beach), for new Orlando station; Muscogee Bcstg Co., whose owners have interests in Georgia stations, Georgia-Alabama Bcstg. Corp. (conditional FM grantee), and Chattahoochee Bcstg. Co. headed by William K. Jenkins, who has interests in WRDW WSAV WLAG WMAG, for new Columbus, Ga. stations; WWPG Palm Beach for change of assignment, and City of Sebring, for new Sebring station.

PROPOSED SALES IN HEARING

TWO PROPOSED station sales set for hearing, FCC announced Friday: (1) WBLK Clarksburg, W. Va., by Mr. and Mrs. John A. Kennedy for $177,500 to News Publishing Co., Wheeling, to be heard in consolidation with proposed $307,500 sale of WPAR Parkersburg to same interests; (2) Mrs. Blanche Virgin's proposed sale of KMED Medford, Ore. to Luther E. Gibson (KHUB Watsonville, Calif.) for $250,000. WBLK and WPAR 250 w on 1400 and 1450 kc respectively; KMED 1 kw on 1440 kc.

ARGUMENT ON TV ALLOCATION

FCC NOTIFIED Television Broadcasters Assn. that oral argument (scheduled Jan. 15) more appropriate than intermediate informal conference to consider TBA's and any others' objections to FCC proposal for frequency service allocations between 1,000 and 13,000 mc [BROADCASTING, Oct. 28]. TBA requested conference.

FAVORS U. S. OWNERSHIP

R. J. THOMAS, official of United Auto Workers (CIO) favors Government ownership of radio, he testified in effect at Detroit hearings on UAW application for 250 w, 680 kc. Hearings, under Abe Stein, FCC examiner, ended late Thursday.

STILL MISSING

JESS WILLARD, NAB executive vice president, still checking all possible sources Friday for solid gold Eversharp pencil, lost on rostrum during Chicago convention. Pencil donated by staff of WBT Charlotte when he was station manager. It can be identified by engraved legend "WBT '44 ADW."

KIDO BOISE DEFENDANT IN $100,000 LIBEL SUIT

KIDO Boise, Idaho, defendant in $100,000 libel suit filed Oct. 31 by Statesman Publishing Co., largest newspaper publisher in state. Suit based on Oct. 28 radio talk by Sen. Glenn Taylor, Democrat, on behalf George Donart, Democratic senatorial candidate. Senator Taylor allegedly charged *Statesman* suppressed news of his Oct. 24 political speech on Columbia Valley Authority, with newspaper claiming it covered speech two days later and prior to broadcast in which allegation was made.

Six other Idaho stations scheduled to carry KIDO speech by transcription on demand of Idaho Central Democratic Committee, with *Statesman* threatening to sue each station.

PAY FORMS LATE

FCC said Friday it was notifying networks and licensees that employe-compensation schedules generally distributed in October, will be about six weeks late because of "certain revisions" contemplated to secure "more comprehensive information" [BROADCASTING, Sept. 9, 23]. Week to be covered by report probably will be in November or December, with broadcasters allowed "ample time" to compile and submit data.

RADIO INDIANAPOLIS UPHELD

FCC ruled equivalent of cash meets "on same terms" requirement of Avco Rule, denying petition of WBBW-WABW (FM) Indianapolis and Evansville on Air Inc. (WGBF-WEOA-WMLL (FM) Evansville) who sought to disqualify Radio Indianapolis' cash bid competing with Evansville's offer of stock for WBBW-WABW.

HOTEL INSTALLS TV SETS

HOTEL PENNSYLVANIA, New York, which for past month offered video to patrons in cocktail lounge, completed installation of RCA table model television receivers in several guest rooms and private dining rooms; claims to be first hotel to offer service. Statler Hotel chain, of which Pennsylvania is member, plans similar installations in Washington, and in St. Louis, Cleveland, Buffalo, Detroit, Boston and Pittsburgh when video service available.

GENERAL MILLS CHANGE

GUIDING LIGHT to be replaced Dec. 2 as lead-off program on NBC General Mills hour by *Light of the World* from New York. No reason given by network or agency for cancellation. Major factor believed suit of Emmons Carlson, NBC Central Division, against Irna Phillips, authoress, over show's ownership.

WOR New York news periods 6:30 and 11 p.m. Saturday carried announcements of change in call letters of rival stations, WEAF to WNBC, WABC TO WCBS.

DIRECT radiotelegraph service between U. S. and Netherlands East Indies reopened by RCA after 4-year war break.

GEORGE HELMER, assistant city editor of *Sacramento* (Calif.) *Bee*, named news editor, McClatchy Broadcasting Co.

NEW KMBC OUTLET

WIDER RURAL coverage for KMBC Kansas City farm programs assured Friday when FCC announced grant of new 5-kw daytime station on 550 kc to Midland Broadcasting Co., KMBC licensee. Transmitter to be located at Concordia, Kan., geographical center of U.S. 175 miles west of Kansas City.

New station will not duplicate CBS programs from KMBC but will carry station's farm programs designed to reach rural areas throughout Kansas, Missouri and contingent area, said Arthur B. Church, Midland president. KMBC operates on 980 kc with 5 kw.

RADIO ADVERTISING STANDARDS TOP ALL MEDIA, SAYS MILLER

BROADCAST advertising standards on higher level than other media, NAB President Justin Miller told Founder's Day audience Friday at Franklin & Marshall College, where he received Doctor of Laws degree. NAB now has standards of practice, is devising means to enforce them, he said.

Speaking at college founded by Benjamin Franklin, he compared uprising of colonies against growing British tyranny to increasing resentment of public against present overreaching on part of U. S. administrative officers. Greatest danger, he said, exists where freedom of speech is endangered.

NAB president cited Franklin statements on constitutional rights, said many who criticize radio unaware alternative is Government operation, with low pay, discouragement of artists and deadly effect on professional spirit of all connected with it. He spoke earlier in week on constitutional rights at convention of Atlantic City Junior Bar Assn.

WHN, AFRA SIGN

CONTRACT said to guarantee wage rises signed by AFRA and WHN N. Y. as AFRA negotiations for new contract with networks temporarily broke down (see page 91). Neither AFRA nor WHN officials would disclose terms, Herbert L. Pettey, executive director of station, explaining he did not regard them as matter of public record. Understood announcers, under new contract, would get $70 per week minimum. Negotiations between major networks and AFRA New York local scheduled for resumption today (Monday) with employers understood ready to submit new counter-proposals.

MOORE RENOMINATED

SAM MOORE re-election as Radio Writers Guild national president seen assured as result of unanimous nomination by Hollywood, Chicago and New York chapters. Hollywood Guild also nominated Pauline Hopkins and Maurice Zimm for post of western regional vice president. Elections Nov. 12.

DORING & SCHMITT FORMED

HAROLD H. DORING, former art director of Schuyler Hopper, N. Y. and E. Schmitt Jr., former account executive with same firm, formed own agency, Doring & Schmitt, 19 West 31 St., N. Y., to deal in industrial advertising.

DR. REMSEN duBOIS BIRD, president, Occidental College, Los Angeles, appointed consultant of Decca Records Educational Div.

EIGHT STATION TRANSFERS GIVEN FCC APPROVAL

EIGHT TRANSFERS aggregating $1,820,000 announced by FCC Friday as approved. They are:

KJR Seattle (950 kc, 5 kw) from Birt F. Fisher to Totem Broadcasters, subsidiary of (Marshall) Field Enterprises Inc., for $700,000 [BROADCASTING, July 8]. Mr. Field already owns WJJD Chicago, WSAI Cincinnati and FM CP, KOIN Portland, in addition to *Chicago Sun* and other publishing interests.

WHOM Jersey City (1480 kc, 1 kw day, 500 w night) by Cowles Broadcasting Co. to Il Progresso Italo-Americano Publishing Co., publisher New York Italian language *Il Progresso*, for $450,000 [BROADCASTING, July 1]. Generoso Pope and family own Il Progresso firm, plan to expand WHOM foreign language programming.

WEEU Reading, Pa. (850 kc, 1 kw, daytime) by George J. Feinberg (75%), New York textile manufacturer, and associates to Hawley Broadcasting Co., owned by publishers of Reading *Eagle* and *Times*, for $300,000 [BROADCASTING, May 27]. Conditional CP for FM included. Hawley Quier heads newspapers. Mr. Feinberg's associates in WEEU: Milton J. Hinlein (12½%), owner KDRO Sedalia, Mo., and Joseph M. Nassau (12½%), manager. They bought station in January 1945 for $205,000.

WAZL Hazleton, Pa. (1490 kc, 250 w) by J. Hale and John F. Steinman, principals of Mason-Dixon Radio Group, to local businessmen for $270,000 [BROADCASTING, July 29]. Sale complies with FCC rules, since Steinmans now own WRAW Reading.WAZL buyers include Station Manager Victor C. Diehm; E. H. Whitney, contractor and anthracite coal man; George M. Chisnell, coal company executive; Hilda M. Deisroth, wife of department store owner.

Half-interest in KALL Salt Lake City (910 kc, 1 kw) by present owners to Telegram Publishing Co. (Salt Lake *Telegram*) for $100,000 [BROADCASTING, Aug. 5]. Present owners, each selling half of interest shown: General Manager George C. Hatch, 25%; Mrs. Wilda Gene Hatch, 25%; Mrs. Abrelia S. Hinckley, wife of ABC Vice President Robert H. Hinckley, 50%. FCC approval conditioned on J. F. Fitzpatrick, *Telegram* publisher, divesting himself of 19% interest in KSL Salt Lake City.

KCMC Texarkana, Tex. (1230 kc, 250 w) transferred from Texarkana Newspapers Inc. to KCMC Inc. in realignment of corporate structure. Stockholders remain same, but President C. E. Palmer, 57½% owner Texarkana Newspapers, owns 21.38% of new firm and Treasurer W. E. Hussman, 8.875% owner Texarkana Newspapers, has 45% in KCMC Inc.

WGBG Greensboro, N. C. (980 kc, 1 kw, daytime) and WMFR High Point, N. C. (1230 kc, 250 w) ownership rearranged with Ralph M. Lambeth withdrawing from WMFR and taking full ownership WGBG. James E., Helen M. and Frank S. Lambeth withdrawing from WGBG and with other members of family will continue to control WMFR. High Point station also has conditional FM grant. No money involved .

RMA LABOR SEMINAR

JOB evaluation and plant safety measures main topics Friday as Radio Manufacturers Assn. wound up two-day seminar on employe relations. Seminar at Bismarck Hotel, Chicago. Among speakers: R. C. Smythe, M. J. Murphy, Bendix; Stanley Luke, IT&T; E. K. Taylor, Zenith; A. M. Baltzer, National Safety Council.

VOUCH FOR FELDMANS

TWO NETWORK vice presidents and State Dept. official character witnesses for Mr. and Mrs. Arthur Feldman, applicants for 1450 kc, 250 w, Fort Wayne, Ind., in FCC hearing last week: Edward R. Murrow, CBS v.p. in charge public affairs; A. A. Schechter, MBS v.p. in charge news-special events; Kenneth Fry, chief, International Broadcast Division, State Dept. OIC. Mr. Feldman former ABC London chief, NBC war correspondent and earlier NBC special events director; Mrs. Feldman formerly of BBC. Other applicants for same facilities: Homer Rodeheaver, one-time aide to late Billy Sunday; Radio Fort Wayne Inc., headed by Merlin H. Smith (one-third owner), brother of George S. Smith of Segal, Smith & Hennessey, Washington law firm.

TBA TO MEET JAN. 7

TELEVISION Broadcasters Assn. to hold annual meeting Jan. 7, 1947, at Waldorf-Astoria, N. Y. Officers for 1947 to be elected and three directors chosen for three-year terms to succeed E. A. Hayes of Hughes Productions, O. B. Hanson of NBC and Paul Raibourn of Television Productions. Six directors continue in office.

People

EDWARD HURT, 30, son of Frank Hurt, president-part owner KFXD Nampa, Ida., in serious condition Nampa hospital from injuries received when tractor he operated at new KFXD transmitter site between Nampa-Boise rolled down eight-foot embankment.

JUSTIN MILLER, NAB president, named radio chairman, 1947 March of Dimes campaign, by Basil O'Connor, president.

GEORGE E. STRONG, Washington attorney specializing in radio and administrative practice, Friday appointed by Secretary of Labor Schwellenbach as impartial arbitrator in Pittsburgh power negotiations between Duquesne Light Co. and Independent Assn. of Employes, serving with company and union arbitrators.

CHARLES W. BROOKE, partner, Brooke, Smith, French & Dorrance, Detroit, retired because of ill health, after approximately 30 years with agency.

EDWARD H. BENEDICT, former MBS account executive and Grant Adv. media director, joined ABC in same capacity.

ROBERT M. O'DONNELL, formerly Hill Adv., joined Fuller & Smith & Ross, N. Y., as account executive.

FCC Issues 26 Conditional, 24 FM CPs

TWENTY-SIX conditional grants and 24 CPs for FM stations authorized Friday by FCC with 13 of conditionals in Los Angeles. Originally 15 applicants had filed for 14 available Los Angeles channels but Hughes Tool Co. withdrew and hearing on Hollywood Community Radio Group application was continued to unspecified date.

Of 26 conditionals, 16 were authorized to AM station operators, with 8 of 13 Los Angeles conditionals going to AM operators. Seventeen of 24 FM CPs authorized Friday go to AM station owners.

Piedmont Publishing Co., (WSJS) Winston-Salem, N. C., granted CP for FM subject to modification by Gordon Gray principal owner of Piedmont which also operates WMIT (FM) in Winston-Salem, of application to move main WMIT studio to new location. Other FM grants:

FM CONDITIONAL GRANTS

The Hartford Times, Inc. (WTHT) Hartford, Conn. —Class B, subject to further review and approval of engineering details; Capital City Broadcasting Corp. (WTAL) Tallahassee, Fla.—Same except Class A; Carter C. Peterson (WCCP) Savannah, Ga.—Same except Class B; Capital Broadcasting Co., Jefferson City, Mo.—Same; Radio Asheville, Inc (WISE) Asheville, N. C.—Same; The News and Observer Pub. Co., Raleigh, N. C.—Same; Statesville Broadcasting Co. Inc., Statesville, N. C.—Class B (on Winston Salem frequency), subject to further review and approval of engineering details; Public Radio Corp. (KAKC) Tulsa, Okla.—Class B (*), subject to further review and approval of engineering details; Associated Broadcasters Inc., Bethlehem, Pa.—Class B, subject to further review and approval of engineering details.

Lone Star Bcstg. Co., Fort Worth, Tex.—Class B, subject to further review and approval of engineering details. Southern Bcstg. Corp., San Antonio, Tex.—Same; Gazette Printing Co. (WCLO Janesville, Wis. —Same; The Journal Co. (The Milwaukee Journal) (WTMJ) Wausau, Wis.—Same.

Final CPs

The following were authorized CPs conditions—(Note: power given is effective radiated power; antenna height given is height above average terrain): Birmingham Bcstg. Co. Inc. (WBRC) Birmingham, Ala.—Class B; channel 93.9 mc (No. 230); 30 kw; 645 ft.; ÷ Radio Bcstg. Corp. (KTFL) Twin Falls, Idaho—Class B; channel 96.1 mc (No. 241); 3 kw; 270 ft.; Elmwood Park Bcstg Corp., Elmwood Park, Ill. —Class A channel 103.5 mc (No. 238); 320 w 240 ft.; ÷ Rock Island Bcstg. Co. (WHBF) Rock Island, Ill.—Class B; channel 100.7 mc (No. 264); 36.6 kw; 385 ft.; Syndicate Theatres Inc., Columbus, Ind.—Class B; channel 95.3 mc (No. 237); 31 kw; 270 ft.; Kokomo Bcstg. Corp (WKMO) Kokomo, Ind.—Class B; channel 101.5 mc (No. 268); 34 kw 400 ft.; Banks of the Wabash, Inc. (WTHI) Terre Haute, Ind.—Class B; channel 96.7 mc (No. 244); 20 kw; 200 ft.; Herman Radner, Dearborn, Mich.—Class A; channel 104.3 mc (No. 282); 480 w 350 ft.; Grand Rapids Bcstg Corp., Grand Rapids, Mich.—Class B; channel 93.1 mc (No. 226); 10.5 kw; 390 ft.; Radio Station WISE Inc., Asheville, N. C.—Class B; channel 94.7 mc (No. 234); 9.6 kw; 670 ft.; Penn Thomas Watson (WGTM) Wilson, N. C.—Class B; channel 96.9 mc (No. 245); 20 kw; 500 ft.; The Ohio Bcstg. Co. (WHBC) Canton, Ohio—Class B; channel 97.1 mc (No. 246); 9 kw; 410 ft.; ÷ The Cincinnati Times Star Co. (WKRC) Cincinnati, Ohio—Class B; channel 96.9 mc (No. 245); 12.6 kw; 600 ft.; The Marion Bcstg. Co. (WMRN) Marion, Ohio—Class B; channel 102.3 mc (No. 272); 2.3 kw; 325 ft.; The WFMJ Bcstg Co., Youngstown, Ohio—Class B; channel 98.5 mc (No. 253); 50 kw; 330 ft.; KGFF Bcstg. Co., Shawnee, Okla. —Class B; channel 96.3 mc (No. 242); 7.2 kw; 390 ft.; Penn-Allen Bcstg. Co., Allentown, Pa.—Class A; channel 105.1 mc (No. 286); 1 kw; 180 ft.; ÷ The Patriot Co., Harrisburg, Pa.—Class B; channel 96.9 mc (No. 245); 6.3 kw; 770 ft.; ÷ Plains Radio Bcstg Co. (KGNC) Amarillo, Tex.—Class B; channel 101.7 mc (No. 269); 50.4 kw; 390 ft.; Shenandoah Valley Bcstg. Corp. (WSVA) Harrisonburg, Va.—Class B; channel 94.3 mc (No. 232); 37.2 kw; 1,845 ft.; WTAR Radio Corp., Norfolk, Va.—Class B; channel 93.1 mc (No. 226); 33 kw; 345 ft.; Daily News Pub. Co., Beloit, Wis.—Class B; channel 93.9 mc (No. 230); 3.8 kw; 330 ft.; Frontier Bcstg. Co. (KFBC) Cheyenne, Wyo. —Class B; channel 95.7 mc (No. 239); 9.5 kw; 750 ft.

Los Angeles Grants

Adopted order removing from the hearing docket and granting conditionally Class B FM stations in the Los Angeles area, as follows, subject to further review and approval of engineering details:

Earle C. Anthony Inc. (KFI); Also further conditioned upon the grant of pending application for renewal of license for AM station KFI; Standard Bcstg Co. (KFVD); Columbia Bcstg. System (KNX); American Bcstg. Co., Inc. (KECA); Consolidated Bcstg. Corp. (KGER); The Times-Mirror Co.; Southern Calif. Bcstg. Corp.; Los Angeles Bcstg. Co. Inc. (KFAC); Radio Bcstrs. Inc.; Echo Park Evangelistic Assn (KFSG); Unity Bcstg. Corp. of Calif.; KMPC, The Station of The Stars (KMPC) Inc.; Cannon & Callister Inc.

(*) Two additional channels were made available for Tulsa by deleting No. 232 and adding No. 236 at Pampa, Tex.; deleting No. 238 and 240 and adding No. 230 and 232 at Elk City, Okla., and deleting No. 257 and 259 and adding 238 and 240 at Oklahoma City.

(÷) In lieu of previous conditions specified.

WINS
NEW YORK

THE MANAGEMENT of WINS acknowledges the vote of confidence in our future which has been expressed in the tangible form of contracts for time and programs by the following advertisers and their agencies. We assure both present and prospective clients that we will do everything in our power to merit and maintain this faith.

NATIONAL

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BALPINE BATH OIL
BENRUS WATCHES
BROMO-SELTZER
CHARCOAL GUM
CHICLETS
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DIAMOND CRYSTAL SALT
EX-LAX
4-WAY COLD TABLETS
GRIFFIN SHOE POLISH
GROVES COLD TABLETS
IPANA TOOTH PASTE
LA BOHEME WINES
LUMMIS PEANUTS
NATURE'S REMEDY
MEADOW GOLD ICE CREAM
METROPOLITAN LIFE INSURANCE
MISSION BELL WINES
MOUNDS MY-T-FINE
PABST BEER
PEPSI-COLA
POLIGRIP
RAYVE SHAMPOO
RAZ-MAH
REL
REM
RIT
SIMONIZ
STANBACK
TUMS
T. R. C.
WILLARD TABLETS
WOODBURY DRY SKIN CREAM

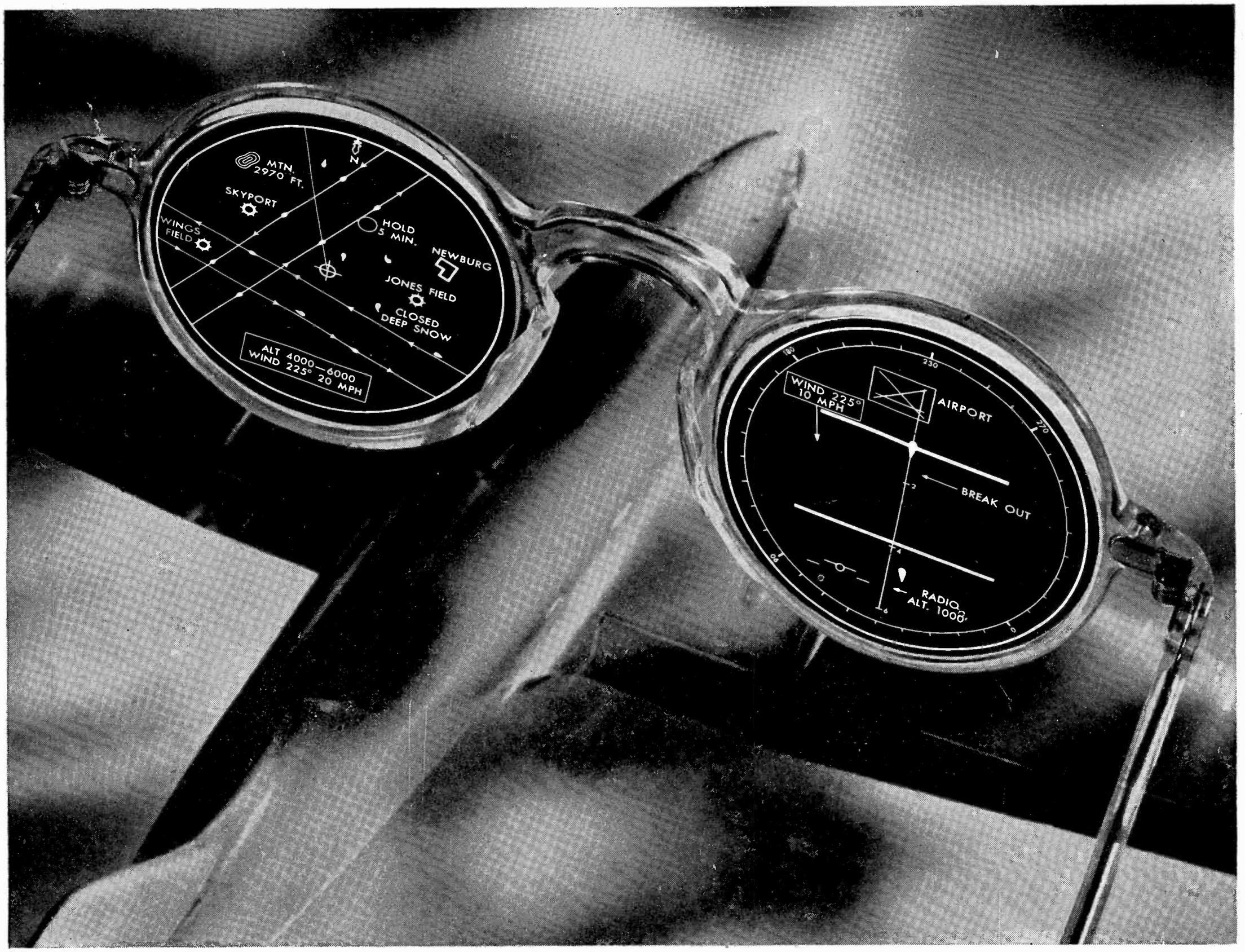
LOCAL

BALTIMORE GOSPEL TABERNACLE
BELLEROSE CHURCH
EMPIRE DIAMOND & GOLD BUYING SERVICE
GOSPEL BROADCASTING COMPANY
KEENSIGHT LENS
LUTHERAN LAYMEN'S LEAGUE
MADISON LOAN COMPANY
NEW YORK DAILY MIRROR
NEW YORK TECHNICAL INSTITUTE
NEW YORK TELEPHONE COMPANY
PEOPLE'S CHURCH
PEIL'S BEER
SHERMAN BOW TIES
TUCKER FURS
WILLIAMS USED CARS

It is our sincere desire to provide New York listeners with an expanded and improved program service. To this end we have already added additional experienced program personnel and made many changes in our program schedule.

On October 13 we began an inter-change of programs with WLW by direct wire and we are now receiving reports direct from the WLW-WINS Washington Bureau. Other services and innovations will be added . . . all based on sound, tested principles of good radio programming and station operation.

CROSLEY BROADCASTING CORPORATION



Teleran pictures—air traffic control by radar plus television.

Teleran—"radio eyes" for blind flying!

It's a television "information please" between airplane and airport—with all the pilot's questions given split-second answers on a "newsreel" television screen mounted right in the cockpit.

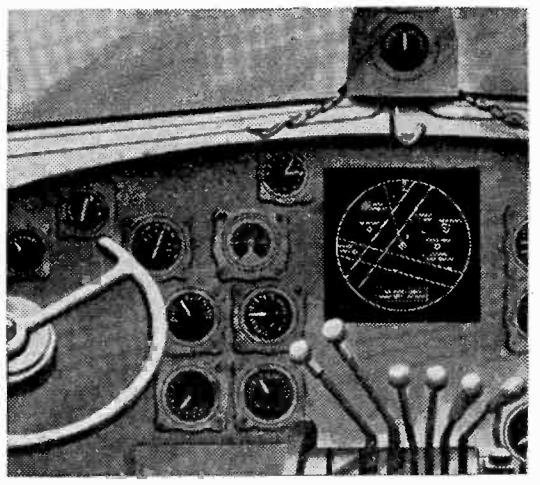
Teleran (a contraction of *TELE*vision—*R*adar *A*ir *N*avigation) collects all of the necessary information on the ground by radar, and then instantly transmits a television picture of the assembled data to the pilot aloft in the airplane.

On his receiver the pilot sees a picture showing the position of his airplane and the position of all other aircraft near his altitude, superimposed upon a terrain map complete with route markings, weather conditions and unmistakable visual instructions. The complex problem of air traffic is well handled by Teleran.

Teleran—another achievement of RCA—is being developed with Army Air Forces co-operation by RCA Laboratories and RCA Victor, endless sources of history-making developments in radio and electronics. They are also your assurance that when you buy *any* product bearing the RCA or RCA Victor monogram, you get one of the finest instruments of its kind science has yet achieved.

• • •

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.



Instrument Panel of the Future. The Teleran indicator, mounted in a cockpit, greatly simplifies the pilot's job with its quickly understood picture showing his position relative to the airport and to other planes in the vicinity. It promises to become one of the most useful developments in the history of aviation.

RADIO CORPORATION of AMERICA

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