

New Atlanta Outlet On Air at 1340 Kc

WBGE Operates 24 Hours Daily; Official Opening Today

WBGE (1340 kc, 250 w) went on the air on a 24-hours-a-day basis at Atlanta last Saturday at 6 a. m., and the station's official opening and dedication is scheduled for today (Monday). Today's special



MIKE BENTON (l), president of General Broadcasting Co., licensee of Atlanta's new station, WBGE, and Maurice C. Coleman, WBGE's general manager.

events will include a buffet breakfast from 8-9 a. m. and a dinner party from 7-9 p. m. in the ballroom of the Georgian Terrace Hotel, Maurice C. Coleman, WBGE's general manager, announces.

WBGE studios are located in the Georgian Terrace, and the transmitter is at West Peachtree and Pine Sts., Atlanta. Station has a mobile truck fully equipped to handle remote broadcasts.

General Broadcasting Co. is licensee of WBGE, which is locally owned and operated. Mike Benton is president of the firm.

Jimmy Kirby, popular with Atlanta radio audiences, has returned to the air and is serving as WBGE's program director. Channing Cope, columnist, is conducting a daily program as farm editor. Jeanne McCord, known as "The Story Lady," is presenting a daily show designed for children under ten years old. The station also features a midnight to 6 a. m. "milkman's matinee" conducted by

RCA's 1946 Net \$10,985,053; NBC is .3% Off Figure for 1945

NET EARNINGS of RCA in 1946 amounted to \$10,985,053, according to the company's annual report issued last Thursday by Brig. Gen. David Sarnoff, president. This was equivalent to 56.4 cents a share of common stock. The earnings in 1945 were \$11,317,068 or 58.6 cents a share after payments of preferred dividends.

Total gross income from all sources amounted to \$236,980,770, representing a decrease of 15.2% from 1945 income of \$279,503,615. In 1945 the corporation was still engaged in filling substantial government orders.

Included in the RCA totals were an NBC contribution of \$61,067,034. Since NBC makes public no financial statement of its own, these figures are considered to be at least a reflection of the network's income. In 1945, \$61,270,570 was reported for NBC, representing a decrease this year of \$203,536 or .3%.

RCA personnel numbered 39,361 as of Dec. 31, 1946. This represented an increase of 6,376 over last year. Relations were maintained with 37 separate labor unions, and various labor problems were solved without strikes.

Employees in the manufacturing division of RCA increased to a postwar high of 28,300 in December; 6,720 employees entered service during the war, and 3,493 of them have been reemployed. In ad-

Larry Mellert.

dition, 4,171 new veterans have been hired. Average increases of at least 17½ cents an hour were granted to the majority of hourly and salaried employees in the RCA Victor Division, the report said. In December average hourly earnings, excluding overtime were \$1.08, an increase of 19.7% over 1945, and 60% over January, 1941. Hourly paid employees received an average of \$47.41 in December, 27.7% over last year and 87% over January, 1941.

A table of financial results for the past 10 years showed annual averages of: \$194,475,000 gross income; \$21,975,000 net profit before federal income taxes; \$12,416,000 federal income taxes; net profit after income taxes of \$9,558,000. The profit before taxes represented an annual average over the 10 year-period of 11.3% of the gross income and an annual average of profit after taxes of 4.9%.

During the 10-year period dividends paid to stockholders amounted in total to \$60,086,242. Of this, \$32,376,346 was paid to preferred stockholders and \$27,709,896 to common stockholders. The net worth of the corporation increased by \$39,108,225 during the 10-year period and is now \$101,876,817. The total earned surplus amounted to \$54,099,043 on Dec. 31, 1946, an increase over last year of \$5,060,916.

In spite of a decrease of \$203,536 in the NBC contribution to RCA income, the network celebrated its 20th anniversary in 1946 by surpassing all previous years in its volume of commercial business, the RCA report stated.

Hits Proposal for News, Advertising Separation

SUGGESTION that news programs be completely separated from advertising, allowing them to use only adjacent spots, is as illogical as confining newspaper advertisers to space only on pages adjacent to news pages, according to E. R. Vadeboncoeur, WSYR Syracuse, chairman of the NAB News Committee.

Mr. Vadeboncoeur made the statement in a letter to Jack Gould, radio editor of the *New York Times*, which has advocated separation of advertising from newscasts. He reminded that "the entire, expensive, superb business and art of gathering, writing, printing and distributing newspapers is built upon and lives by the advertising dollar. He cited some examples of repugnant newspaper advertising in a highly-reputed *New York State* newspaper. "Until radio begins exhibiting that kind of fearfully bad taste, radio won't have to apologize for the way it handles its news and advertising," he concluded.

CBS Gets Award

AWARD of the National Garden Institute for outstanding network service on behalf of the gardening movement will be presented to CBS March 8 by the institute. Don Lerch, CBS agricultural director, will accept the award on behalf of the network from Paul C. Stark, head of the Dept. of Agriculture gardening program.

M. L. Wilson, director of the department's Extension Service, will present an award to the outstanding gardener of the United States.

Larkin Office

MARK LARKIN, formerly in charge of public relations and publicity for Duane Jones Co., New York, has opened his own office at 11 E. 45th St., New York 17, to serve advertising agencies which do not maintain their own public relations or publicity departments. Mr. Larkin said that in New York City alone there are 447 agencies without such facilities. For them, he will offer a combined service, packaged to include a service for clients, either with or without agency supervision. Following an extensive career in Hollywood, during which he organized and publicized a number of public service broadcasts for the Red Cross, American Legion and other organizations, Mr. Larkin served as radio publicity director of the Republican National Committee during the 1944 presidential campaign.

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