

# BROADCASTING

The Weekly Magazine of Radio

TELECASTING

## notes on an afternoon spent leisurely

*with more or less pointed references to  
facts that should make any timebuyer, or  
advertiser, feel that life's worthwhile . . .*

WE WANDERED DOWN the hall at WOR the other afternoon, a vacant man, just bound for the water-cooler. From a transom on our left came a voice, brisk and impatient on the telephone, "Tell him it's in the letter, but if he lost it, here's the story. Got a pencil? Okay—Now: About one-quarter of all the clothes bought in America are bought in the 7-state, 16-city area WOR covers. Got it? Good. Food? Well, 20% of all food bought in the country by people is bought in the WOR area and that means \$2,066,534,000 worth of cash changes hands every 12 months. Now . . ."

We walked on; there was a comforting finality to the raw facts as the brisk voice reported them.

Outside another room two offices down, our What's-the-Square-Root-of-the-Root Department director emerged.

"So I said," he was stating to a WOR salesman who accompanied him, "more than 15% of all the eating and drinking places in the United States are in the states WOR covers. And, mind you," he pointed out, "they do  $\frac{1}{4}$  of the nation's business for an annual take of \$846,760,000." The salesman looked properly impressed as they rambled toward the stairs.

At the water-cooler a gentle smallish man we'd never seen before was talking to one of the WOR producers. "If I were you," he was saying, "I'd talk more than programs to that account exec. Tell him the show on WOR will sell furniture because people in the places WOR reaches spend



\$333,558,000 for it every year. And as for that drug account, about 15% of the nation's drug sales are made here . . ."

Despite the rumbles in Iran and in the East, our world suddenly seemed a wonderful place . . .

We sat at our typewriter, we pecked carefully. Out of it came . . .

"... WOR's probably one of the most wonderful buys in America today. WOR is . . ." We x'd the next phrase hastily and just wrote with calm finality:

"The number is PE 6-8600. Our address is

# WOR

—that power-full station at 1440 Broadway, in New York"

**YOU CAN ALWAYS  
KEEP YOUR FINGER  
ON WHAT HAPPENS  
IN CHICAGO...THROUGH**

**WLS  
"FEATURE  
FOODS"**

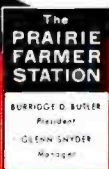


**YOU**... the manufacturer, the processor, the distributor of grocery-store products... you can always keep your finger on what happens in America's second market, Chicago, through unique WLS "Feature Foods"—a powerful, demand-creating *radio program* plus distribution-getting, sales-reporting *merchandising service* at no extra cost.

WLS "FEATURE FOODS" combines (1) Martha and Helen with their expert salesmanship to women, their 11-year, established audience and their personal

appearances before women's groups, with (2) a merchandising staff calling regularly on 1,250 independent and voluntary chain food marts (the cream of the market), "selling" the grocer on all "Feature Foods" products, urging display, and reporting to the advertiser first-hand facts on merchandise movement, stocks on hand, competitive sales, and retailer attitude and comment.

Write now for your copy of the first of a series of case-history-packed folders, telling you exactly how manufacturers have used WLS "Feature Foods" to move merchandise off Chicago grocers' shelves... and to keep a finger on what happens in Chicago. Write today to WLS or ask your John Blair man.



*A Clear Channel Station*

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



# It's YANKEE NIGHT in the Old Town Hall



*Lester Smith*



**THE ANSWER MAN**



*NELSON CHURCHILL*



**BILL MAHAN**



*LOUISE MORGAN*



*BILL CUNNINGHAM*



*CEDRIC FOSTER*

The  
**YANKEE NETWORK**  
is as much a  
New England Institution  
as the  
Old Town Hall



ASK YOUR PETRY MAN  
about availability  
for sponsorship  
of some of these

**PERSONALITIES**  
who reach

New England's Largest  
Home-Town Audience  
thru

THE  
**YANKEE NETWORK**

*Acceptance is The YANKEE NETWORK'S Foundation*

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.

# BROADCASTING... at deadline



## Closed Circuit

NEW Crosley ownership of WINS New York working feverishly to acquire new identity for station, shortly expected to make spectacular disclosure of added national accounts with billings running into six figures beginning with "2". James D. Shouse, president, and Robert E. Dunville, vice president, spearheading WINS' resuscitation.

INSIDERS are wondering what bearing, if any, ouster of Henry Wallace from Cabinet will have on radio regulation. As mentor of left wing New Dealers, Wallace numbered among disciples Comr. C. J. Durr, most leftish of FCC left wingers. Several other Wallace-ites, notably those who have espoused CIO radio causes, also are on FCC payroll.

OPTION to purchase control of KSTP St. Paul by Avco-Crosley (see page 15) follows series of quiet negotiations with others which ended in no sale. Among aspirants were Cowles Bros. and Ridders, both of whom publish St. Paul-Minneapolis newspapers in addition to other newspaper and station interests; Westinghouse and, at least in discursive stage on loan basis, NBC—with which KSTP is affiliated.

OFFICE of Education expected any day to break project looking toward installation of intraschool broadcast systems in every school. With aid of Radio Manufacturers Assn., U. S. agency is compiling manual to guide school officials in buying equipment. Office believes broadcasting so vital to national life and economy that practical classroom training in program and technical operations should be given.

FORMAL protest against FCC's wholesale licensing of daytime stations on clear channels to be filed shortly by Clear Channel Broadcasting Service. With clear channel case still in hearing stage, 1-A stations which are petitioning for power in excess of present 50 kw maximum, feel that daytime grants are muddying up, if not precluding, grants of proposed higher power.

FCC would be happy, in opinion of some observers, if grantees themselves took Commission, and perhaps selves, off spot developing from multiple grants to small towns. Buttressing belief, FCC last week, having already announced approval of merger of two of three grantees in Mayfield, Ky., population 8,600 [BROADCASTING, Sept. 16], re-issued same information in another form: Public Notice reprinting letter of approval to merging firms. Avco rule doesn't apply if firm giving up permit takes less than 50% of other company.

IN ITS QUEST for comparative data on economics of broadcasting (which heretofore have been used to show up radio in unfavorable light) FCC pursuing new studies designed to analyze back-to-Genesis relationship of broadcast advertising revenue to general business development and in contrast to other fields of endeavor. Dallas Smythe, assistant chief of FCC accounting division, heads project.

## Upcoming

Sept. 30-Oct. 2: ANA 37th Annual Meeting, Hotel Traymore, Atlantic City.

Oct. 3-5: National Forum on Electrical Research, Development and Application, Edgewater Beach Hotel, Chicago.

Oct. 10-11: TBA Second Conference, Waldorf-Astoria, New York.

(Other upcoming on page 67)

## Bulletins

NABET engineers pulled plugs at NBC Central Division, Chicago, without warning Friday morning, putting southern leg of round robin out for nine minutes, according to network. Understood NABET engineers, acting on orders from President A. T. Powley, stopped feeding P&G's *Road of Life* and *Joyce Jordan* at 9:30 a.m. Chairman F. C. Schnepper of Chicago NABET chapter said he was instructed to resume service temporarily until 9:30 Friday night (see strike story page 18).

COMR. E. K. JETT of FCC will speak at Oct. 22 luncheon session of NAB Convention in Chicago, NAB announced Friday. Subject: "Application of War Developments to Postwar Broadcasting." Acting Chairman Charles R. Denny Jr. also to address convention (story on page 17).

MUTUAL Friday signed Bill Corum for color description and Jimmie Britt and Arch MacDonald for play-by-play in Gillette Safety Razor Co. World's Series broadcasts.

## CBS Asks Commercial Color Video Now

RESUMING battle for immediate adoption of ultra-high frequency color television before broadcasters and public have made heavy investment in low frequency black-and-white, CBS late Friday petitioned FCC to adopt standards and authorize commercial operation of color television stations in UHF frequencies.

Band 480-920 mc, now allocated for experimental video, requested. Standards for black-and-white operations in lower bands not affected. Hearing at which CBS and others can testify on proposal also sought.

Petition cited Commission statement of May 1945 that "a truly nationwide and competitive television system . . . must find its lodging higher up in the spectrum where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels."

In accompanying letter, CBS President Frank Stanton reviewed company's research achievements in video color field, pointing out CBS tests indicate completion of basic techni-

## Business Briefly

WOV SIGNS PEARSON • John E. Pearson Co., N. Y., representative, appointed by WOV N. Y. to handle exclusive sales of *1280 Club*, 6:30-9 p.m., daily except Sunday. Ralph Weil, WOV general manager, said interest of national advertisers in show prompted unusual one-program assignment to representative.

GREENFIELD ACCOUNT • Coronet Radio & Television Corp., Lynbrook, L. I., N. Y., appointed N. C. Greenfield Inc., N. Y., to handle advertising for radio and television sets.

SEEKS SHOW • Johnson & Johnson, New Brunswick, N. J., currently looking for program. *McGarry and His Mouse* and *Fighting Senator* among shows agency, Young & Rubicam, recommending. Both were summer replacements, *McGarry and His Mouse* on NBC for Bristol-Myers Co., *Fighting Senator*, or CBS for Lever Bros.

FOOTBALL APPETIZER • House of Old Molineaux, Boston (wines), signed with Yankee Network for new *Football Parade*, prior to Saturday afternoon play-by-plays during season. Agency, Hirshon-Garfield, Boston.

WILDROOT SERIES • Wildroot Co., N. Y. Oct. 19 starts *King Cole Trio by Request*, Sat 5:45-6 p.m., NBC. Agency, BBDO, N. Y.

BLAINE-THOMPSON Co., N. Y., named by N. Y. Democratic State Committee to handle advertising in campaigns of Sen. James M. Mead for Governor, Herbert H. Lehman for Senator, Erastus Corning II for Representative, and by Independent Citizens Committee for Election of Henry Epstein (for associate justice, Court of Appeals) and of Mr. Lehman Radio planned.

cal stages of UHF color. Further significant advances, he said, can be made only under conditions of commercial broadcasting with regularly scheduled program service.

"So long as color television continues in an experimental status," CBS declared, "the entire industry will be subject to uncertainty and the investment of the public and broadcaster in low-frequency black-and-white television may be in jeopardy. The public is entitled to enjoy, at the earliest possible date, the inherently greater beauty and interest of color television picture."

Proposed changes in engineering standards would divide 480-920 band into channels 16 mc wide (compared to 6-mc channels in lower frequencies). CBS noted high band could have upper limit of 912 mc "or an additional 8 mc could be added to provide an additional channel between 912 and 920 mc."

FCC Commissioners and top staff men, attending RCA demonstrations at Princeton and Camden, not available for comment.



# 4 markets it pays you to cover



## WGAL

**LANCASTER, PENNA.**

**A Profitable Buy**—This progressive station reaches a rich industrial and agricultural area. It assures advertisers excellent results because of proved listenership, developed by its top-flight network shows and effectively planned local programs.

## WORK

**YORK, PENNA.**

**Reaches a Sales-Rich Market**—Here are many large, well-known industries and a rich farming countryside. Your product advertised over WORK reaches the prosperous greater York market which offers you excellent possibilities for product sales.



## WKBO

**HARRISBURG, PENNA.**

**Sales Results at Low Cost**—Harrisburg, capital of Pennsylvania. Extensive industry and State and Federal employment payrolls assure steady employment. Residents enjoy a higher-than-average income. It pays to present your advertising story in this market.

## WRAW

**READING, PENNA.**

**Reaches a Thriving Market, Economically**—Reading is a thriving manufacturing city located in the heart of fertile farming territory. Its consistent prosperity makes it a wise and economical buy. WRAW reaches this market for you effectively, economically.

**NBC**

Represented by **RADIO ADVERTISING COMPANY**

New York • Chicago • San Francisco • Hollywood

# BROADCASTING TELECASTING

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## IN THIS ISSUE . . .

FCC Argues Own Sale Price Authority	15
Crosley Has Option on KSTP Control	15
Denny to Address NAB	17
Durr on New Tack in La. Proposal	17
Spingarn Authors Book on Radio	18
WRS Stations on Despite Strike	18
DST Shift Brings Usual Radio Problems	18
Define Audience Measurement Terms	
By C. E. Hooper	20
Use of BMB Audience Information	
By Philip Frank	20
Arthur C. Dorrance Dies	22
Bitner Interests Seek WEOA	22
Kobak Says MBS to Reach 425 Stations	67
PAC Handbook Briefs Locals on Radio Aims	69
Paul S. Huber Dies	70
AMS Now on Air Pass 1,000 Mark	71
FCC Fund Need Seen at Hearing	71
Sarnoff Again Urges World Network	72
WAA Electronics Probe Under Way	73
WBAL Hearing Delayed, Hearst Files Plea	75
Lea to Retire in 1948	76
UOPWA Certified in CBS Elections	76

## DEPARTMENTS

Agencies	49	Our Respects to	42
Allied Arts	38	Production	46
Commercial	38	Programs	56
Editorial	42	Promotion	54
FCC Actions	58	Sponsors	50
Management	37	Technical	54
News	44	Upcoming	67

## At Washington Headquarters

SOL TAISSHOFF

Editor and Publisher

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Bob Breslau, *Adv. Production Manager*; Harry Stevens, Eleanor Schadi.

AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

## CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*

Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold, Jerry Williams.

## PROMOTION

WINFIELD R. LEVI, *Manager*

## NEW YORK BUREAU

250 Park Ave. PLaza 6-8855

EDITORIAL: Edwin H. James, *New York Editor*; Florence Small, Dorothy Macarow, Patricia Hyden, Bruce Robertson, *Senior Associate Editor*; ADVERTISING: S. J. Paul, *New York Advertising Manager*; Martin Davidson.

## CHICAGO BUREAU

360 N. Michigan Ave. CENTral 4115

Fred W. Sample, *Manager*; Jean Eldridge.

## HOLLYWOOD BUREAU

6000 Sunset Boulevard, HEMPstead 8181

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

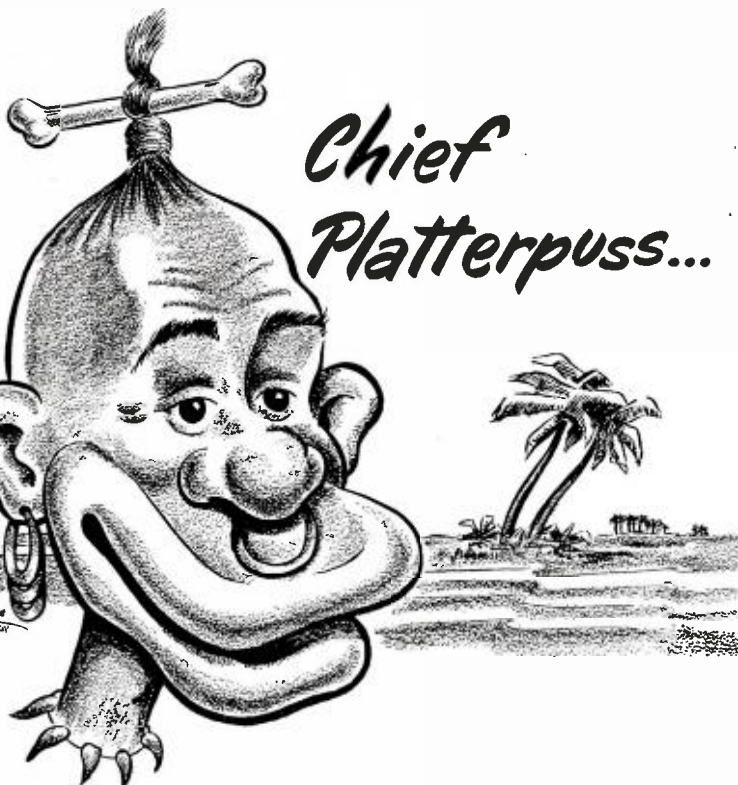
## TORONTO BUREAU

417 Harbour Commission Bldg. ELgin 0776

James Montague, *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 1938.  
\* Reg. U. S. Pat. Office

Copyright 1948 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: \$3.00 PER YEAR, 15c PER COPY



Chief  
Platterpuss...

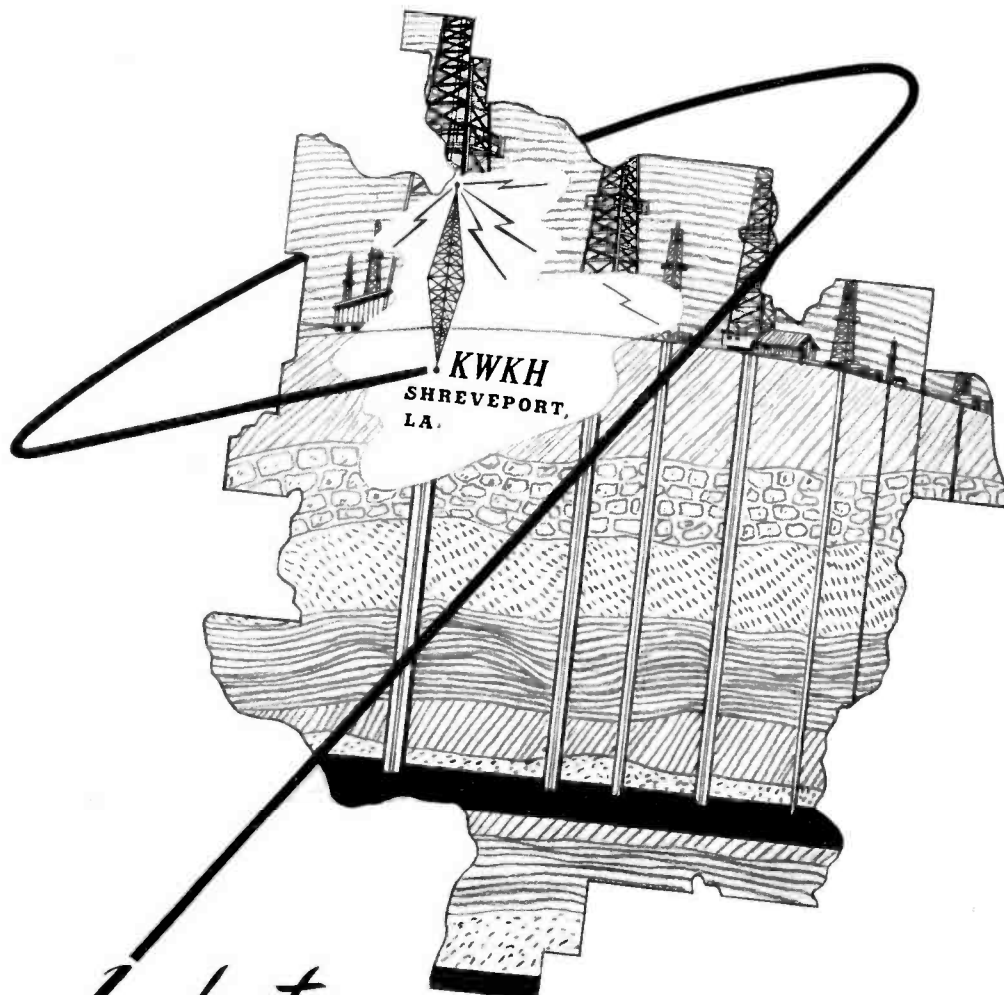
.. Doesn't Listen to KOIL

**BUT** . . . In Omaha and Council Bluffs, most people dial KOIL, the station that serves them best because it serves them only. This concentrated market is the biggest between Chicago and Denver, Minneapolis and Kansas City. To be more specific, there are more people in this four-county area than in three times as many counties in any other section of Nebraska or western Iowa. A call or wire will bring information on a KOIL-built program that will deliver this big market for you. You always get the BIG dollar's worth on KOIL.

EDWARD PETRY & CO., INC  
National Representatives







*Look at*  
**ARK-LA-TEX**  
 ...from this angle

The beauty of the Ark-La-Tex market is more than "skin deep" . . . for one mile, two miles below the surface lie oil and gas that will maintain buying power for years to come. No other radio station covers the rich East Texas-North Louisiana-South Arkansas market with the 50-kw penetration of KWKH. Any way you look at it, KWKH coverage is GOOD coverage for spot time buyers.



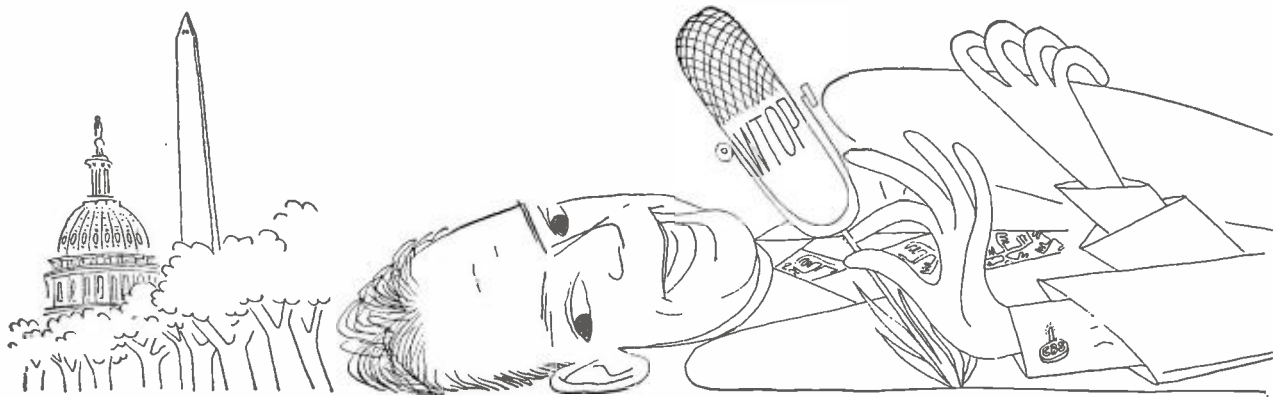
**KW-KH**  
**CBS ★ 50,000 WATTS**

*The Shreveport Times Station*  
**SHREVEPORT, LOUISIANA**

BROADCASTING • Telecasting

# He keeps an ear to the ground...

WTOP'S "GOVERNMENT REPORTER"

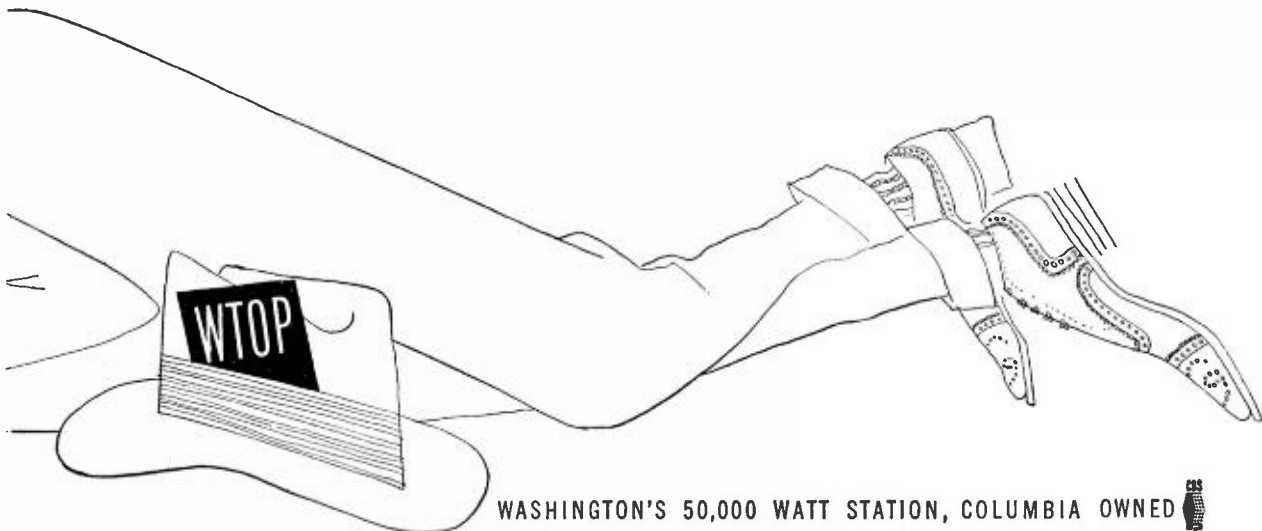




JOHN CRAMER—a top-flight newspaper columnist who knows his government bureaus from A to Z—keeps an ear to the ground and learns what's happening inside government departments. Then Monday through Friday between 6:25 and 6:30 p. m., our "Government Reporter" talks about the bread-and-butter items that affect the lives—and livelihoods—of the 237,000 Metropolitan Washingtonians who work for Uncle Sam.★

The five-minute program is Washington's first across-the-board news show designed to appeal specifically to close to a quarter million government employees who live, work and prosper in Metropolitan Washington. They make up a rich market. And WTOP is reaching them with a well-known personality that Variety has called a "natural for the stint."

John Cramer isn't the only one at WTOP who keeps his ear to the ground. We all do. Which is why WTOP is so adept at meeting Washington's special programming needs. We have some ideas on how to please you, too. Just ask us.



WASHINGTON'S 50,000 WATT STATION, COLUMBIA OWNED



Represented by Radio Sales, the Spot Broadcasting Division of CBS: New York, Chicago, Los Angeles, San Francisco, Atlanta

HIGHEST 7\*  
SINCE '27,  
IN TAMPA!

YES,  
AND WFLA  
HAS HIGHEST  
LISTENERSHIP IN  
THIS PROSPEROUS  
AREA.



\* Tampa's bank clearings for the first 7 months this year totaled higher than for any similar period since 1927, and 11% above the January-July total for '45, a war period.

**TAMPA MEANS BUSINESS!** Bank clearings, department store sales, real estate transfers and other reliable indices of business activity are all at higher-than-war-time levels. And still climbing. The vast sales potential that exists in this, the most heavily-populated trade area in Florida, can be best reached by WFLA. Day and night, WFLA is the most-listened-to station in the heart of the rich, Florida West Coast market.

**5000 WATTS  
DAY AND NIGHT**



## Feature of the Week



The 'Chula Mia.'

CHARLES W. (Chuck) MYERS, former president, general manager and principal owner of KOIN Portland, Ore. has realized a life-long ambition. He's now the proud owner of the largest and finest yacht built on the West Coast since the war. It is the *Chula Mia*, a 75-foot luxury yacht built by Grandy Boat Co.

When Mr. Myers was a young newspaper reporter at Clinton, Iowa, he won nine cups and trophies for speed-boat racing at Mississippi River and Illinois River towns in 1909.

During the hectic years of hard work Mr. Myers often dreamed of the day when he could cruise in the southern waters and do a bit of deep-sea fishing. Just before the beginning of the war he even went so far as to purchase a 52-foot yacht. When he was about ready to

sail her to the Portland harbor war was declared and the ship was requisitioned by the Navy. The boat, the *Swift-Sure*, cruised the Arctic waters of Alaska on patrol duty until the close of the war.

Still having a touch of "sea fever" Mr. Myers and his skipper, Capt. Newton Thomas, then placed an order for the *Chula Mia*.

The yacht has a large salon with a fireplace and a pilothouse with ship-to-shore radio. There is also a circular galley complete with gas range, work tables, sink et al.

Now the cruise to southern waters is imminent. Mr. Myers and his wife are now planning a junket to the coast of west Mexico this winter. Mr. Myers continues to serve on the KOIN board of directors and is active in an executive advisory capacity.



**300 Million  
is a lot  
of money!**

Do local businessmen think that Washington is going to boom? They certainly do!

The best indication that they have solid confidence in Washington's future is in the fact that they intend to spend \$300,000,000 in the next two years improving their own facilities.

That three hundred million does not include the building of thousands of new homes and apartment units.

To reach this stable steady market with radio... put down the WWDC call letters. That's the entertainment station, the one they listen to.

**WWDC**

the big sales result  
station in Washington, D. C.

represented nationally by

**FORJUE & COMPANY**

## Sellers of Sales

IT WAS HOPED that current and overworked allusions to Brooklyn would find no home in these columns. Yet Harry Torpe, timebuyer in charge of media for Walter Weir & Co., New York, has made the hope seem all but hopeless.

Born in Brooklyn, Harry Torpe was raised in Brooklyn, went to school in Brooklyn, was married in Brooklyn to a Brooklyn girl, played Brooklyn-type ball on a Brooklyn semi-pro team, and now, 10 years after his entry into radio, Brooklyn born Harry still resides in—Brooklyn.

But though his heart may belong to Flatbush, Manhattan has shared much of his time, most of which has been spent buying time in radio.

After a year at New York U., Harry chucked his textbooks for a job as office boy with the Patterson-Andrews Agency, now out of business. A year later—1931—he joined Calkins & Holden where he swiftly

advanced from office boy to the production department and finally to media statistical clerk. In 1936 he joined Fletcher & Ellis, now La Roche & Ellis, as assistant time and space buyer. A year later he dropped the assistant from his title. In the past 10 years Harry has bought radio time for such large advertisers as Standard Brands, Ward Baking Co., Hiram Walker, and Richfield Gas & Oil Co.

Effective Sept. 1 he becomes head of the time and space buying department of Walter Weir & Co., New York.

The Torpes were married Oct. 31, 1936. They have two children, Kenneth, 3½, and Robert, 6½.

Harry played third base on the Brooklyn semi-pro team for 10 years. His ambition is to have Kenneth grow up to be a good third baseman.

He spends every other Sunday at the ball park rooting for—of all teams—the Giants.



HARRY





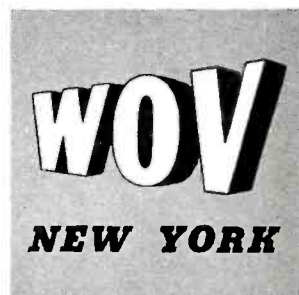
## CONSISTENT AUDIENCE?....THE "1280 CLUB" SHOW HAS 27,000 REGISTERED MEMBERS....



WOV's "1280 CLUB" program enjoys one of the largest metropolitan evening audiences listening to any New York independent station between the Hooper checking hours of 6:30 and 9:00 p.m. And what is more . . . the "1280 CLUB" with 27,000 registered members delivers this largest average audience at the lowest cost per listener. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager

JOHN E. PEARSON CO., Nat'l Rep.



# WHY OUR "LOCAL" SHOWS DON'T SOUND THAT WAY...

Home cooking *can* have all the flavor of Luchow's—but it takes a bit of doing, of course. And radio programs need not come from New York or Hollywood to be appetizing to Cincinnatians . . . but again the answer is in the doing. The effectiveness of WSAI's local programs and the scale on which they are conducted has caused many an advertiser—and listener—

to refer to us as "the 5,000 watt station with 50,000 watt operation."

Typical of WSAI local programming is the transcribed "To Cincinnati At Six," heard from 6 to 6:45 p.m. Monday through Saturday, and one of two daily shows sponsored by the H. & S. Pogue Company, a leading Cincinnati department store.



Two hours rehearsal goes into every 45-minute broadcast of this transcribed series. Cecil Hale, announcer assigned exclusively to Pogue shows, and Herb Crawford, engineer at the controls while the regular engineer, Gene Young, vacations, carefully weld script and music into a well-balanced, fast-moving program which guarantees finished production and listener appeal.

CINCINNATI AT SIX -2-

ANNCR: (FIRST COMMERCIAL) (4:30 - 6:11)

MUSIC: 1 "BEGIN THE BEQUINE" 2 194 1 5:14  
9:59"

ANNCR: THE FIRST SONG BY DENNIS DAY -- OUR GUEST OF THE  
EVENING -- IS THE FAMILIAR TRIBUTE TO "AMOR, AMOR".

MUSIC: "AMOR, AMOR" U 213 5 3:15  
10:45

ANNCR: A STRING INTERPRETATION BY THE CLOUTIER ORCHESTRA  
BRINGS US ... "BEAUTIFUL OHIO".

MUSIC: "BEAUTIFUL OHIO" T 1234 A 8:12  
11:39

ANNCR: (SECOND COMMERCIAL) (14:59 - 16:46)

MUSIC: 1 "COTTAGE FOR SALE" T 974 C 3:46  
30:11

ANNCR: THE NORMAN CLOUTIER CHORUS AND ORCHESTRA, BLENDING  
VOICES AND MUSIC IN .. A "COTTAGE FOR SALE".

MUSIC: "COTTAGE FOR SALE" 200 10 20:12  
30:11  
35:16

Alertness in every phase of production can be read in this page of "To Cincinnati At Six" continuity. Timing of speech and music, often to the very half-second, couple with perfect teamwork between engineer and announcer to assure program excellence.



Excellence too, of commercial copy is assured. These WSAI employees—Natalie Giddings, right, her assistant, Joyce Smith—spend their full time in Pogue's, developing copy for Pogue's programs.





*Accuracy and appropriateness of all selling copy is the result of first-hand, on-the-scene information in the sponsor's place of business. Direct examination of goods to be advertised precedes copy-writing. Sales results are checked with buyers to determine effectiveness of each broadcast.*

*High quality level is maintained by management conferences. Here Charles Black, Production Manager; Robert M. Sampson, General Manager; Miss Giddings and Jimmy Leonard, Program Director, discuss "To Cincinnati At Six."*



*It's a top-notch show because it's made that way! Local programs on WSAI are standouts in the listening day of Cincinnati. They're standouts with sponsors too — WSAI originates 101 locally produced quarter hours weekly for advertisers!*

# WSAI

**A Marshall Field Station**

**Represented by Lewis H. Avery, Inc.**

**AMERICAN BROADCASTING COMPANY**

115 EAST FOURTH ST., CINCINNATI 2, OHIO

# A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!



- Noble red-skin teach lesson. You carry too big load, you get nowhere. Smart brave work hard *getting helper*. Then go places, faster, easier!

Sure, you can wear yourself out doing the things that F&P could do *for* you. But many large advertisers and agencies use F&P just that way. Our job is to take enough of your load so that you can really devote yourself to *productive work*. If you're not availing yourself to the *extra effort* we're set up to give you—well, who loses? Give us a ring—now!



WRITE for your copy of this important analysis, comparing the cost of spot broadcasting, magazines, newspapers, and network radio.



## FREE & PETERS, INC.

*Pioneer Radio Station Representatives*

Since May, 1932

### 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
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

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



# BROADCASTING

## TELECASTING

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## FCC in Controversy Over Price Powers

### Effect of ABC's Plans for FM Also Argued

By RUFUS CRATER

AN INTRA-FCC CONFLICT over Commission authority regarding prices in radio station sales, echoing arguments sounded in the Crosley-Avco Decision a year ago, was evidenced again last week in majority and minority opinions on the ABC stock issue and \$3,650,000 purchase of King-Trendle Broadcasting Corp.

The controversy, dividing the Commission 4-to-2, also extended to the question of whether ABC's plans for FM will or will not retard development of the new form of broadcasting.

The opinions, released Tuesday, outlined Commission reasoning behind the July 17 orders consenting to (1) ABC's proposed \$13,200,000 public stock issue, yet to be approved by Securities & Exchange Commission, and (2) ABC's acquisition of King-Trendle (WXYZ Detroit and WOOD Grand Rapids) on condition that WOOD be held in trust pending re-sale to Liberty Broadcasting Co., which has offered \$850,000, or some other purchaser approved by FCC [BROADCASTING, July 22].

Comrs. Clifford J. Durr and Paul A. Walker, dissenting from the majority decision in the King-Trendle transfer, called the purchase price "excessive," felt it would impair public service, and argued that the Commission already has authority to deal with such matters. But "in view of the position of the majority" denying existence of such power, they proposed that the question be submitted to Congress "without further delay" and that in the meantime FCC refuse to act on similar cases.

#### Dissenting Opinion

Of ABC's FM plans as outlined by President Mark Woods, the dissenting Commissioners said:

"Irrespective of the motive of the transferee (ABC), it is difficult to conceive of a course of action which would have a greater tendency toward retarding the development of FM, discouraging newcomers who desire to enter the field of radio through FM, and

withholding from the public full benefit of the improved type of service which FM offers..." Many other broadcasters and networks, they claimed, would follow suit to protect AM investments.

The majority—Acting Chairman Charles R. Denny Jr., and Comrs. E. K. Jett, Ray C. Wakefield, and Rosel H. Hyde—noted that the King-Trendle transfer involved "the highest one-station purchase price ever up for FCC approval." They contended, however, as in the majority opinion on the Crosley-Avco transfer [BROADCASTING, Sept. 10, 1945], that "we do not believe that in a case such as this that we have the legal power to disapprove the transaction because of the price."

The price, they thought, "will apparently not result in the over-commercialization of the programs of WXYZ, in view of American Broadcasting Co.'s plans to con-

tinue the existing program structure."

The majority said they "agree with everything they say (Messrs. Durr and Walker) about the vital role that FM is destined to play in the future (and we refer to the immediate future)." But they thought ABC "can be relied upon to foster FM" because, "having inferior AM coverage to NBC and CBS," it "stands to gain much in terms of equality of facilities by a rapid transition to FM."

#### Minority Points

Points raised by the minority regarding possible deterioration of ABC's investment in WXYZ as its proposed Detroit FM station gains circulation were dismissed by the majority as involving "a question of business judgment for the management." They anticipated "a rapid transition from AM to FM broadcasting, particularly in the larger communities," and conceded

DOES FCC have authority to deal with what it considers "excessive" prices in station sales? Comrs. Clifford J. Durr and Paul A. Walker think it does. The four other Commissioners do not. Their respective views are expressed in opinions on ABC's purchase of King-Trendle Broadcasting Corp.

that "if the transition is accomplished in the next few years the investment in an AM station may prove unwise."

In answer to a minority objection to ABC plans for duplication of AM programs over FM, the majority held that "this question was settled" when FCC adopted its regulation permitting 100% duplication and that therefore ABC's proposal to duplicate "is not a valid reason for withholding Commission consent to the transfer to that company of a standard broad-

(Continued on page 66)

## Crosley Has Option for KSTP Control

### Avco Firm Can Buy 75% For \$1,200,000; Hubbard Stays

TRANSACTION whereby Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York and associated enterprises) would acquire 75% ownership of the 50-kw KSTP, NBC outlet for St. Paul-Minneapolis, for about \$1,200,000, was consummated last Wednesday through Stanley E. Hubbard, president, general manager and founder of the station.

By virtue of a loan of \$850,000 from Aviation Corp., Crosley parent, Mr. Hubbard last week acquired from the trustees of the estates of Lytton J. Shields and Frank M. Brown the 50% and 25% holdings respectively in KSTP Inc. for \$825,000. This initial transaction, since it involves control, is subject to FCC approval.

#### Six-Month Option

Mr. Hubbard, in negotiating the Avco-Crosley loan, conveyed to Avco an option exercisable six months hence whereby the 75% interest of the Shields and Brown estates could be acquired for the \$1,200,000 figure. This transaction



Mr. HUBBARD



Mr. PRUITT

likewise would be subject to FCC approval and presumably to the so-called Avco transfer procedure requiring public advertisement of the sale to enable others to offer bids. Mr. Hubbard himself would retain his 25% ownership.

Irrespective of the eventual exercise of the Avco-Crosley option,

Mr. Hubbard will continue his active direction of KSTP. The agreement with Avco-Crosley includes a 10-year management contract, covering salary and override, as well as dividends.

The sale was necessitated because of the inability of the First

(Continued on page 68)

## Ford-CBS Video Series Set for Rest of 1946

THE FORD MOTOR Co. *Parade of Sports* on the CBS video station WCBW New York was scheduled to get under way last Saturday with the telecast of the Columbia-Rutgers football game at Baker Field, New York. Series, placed through J. Walter Thompson Co., New York, will include a variety of events from Madison Square Garden (where the Ford-CBS deal calls for video rights to everything except boxing matches which were sewed up years ago by NBC and Gillette Safety Razor Co.).

Tentative telecast schedule of *Parade of Sports* for the remainder of 1946 follows: Oct. 5, football—Columbia-Navy; Oct. 6, 13 and 20, the rodeo; Oct. 30, hockey—Rangers-Bruins; Nov. 2, football—Columbia-Cornell; Nov. 4, the horse show; Nov. 9, football—Columbia-Penn; Nov. 16, football—Columbia-Lafayette; Nov. 23, football—Columbia-Syracuse; Dec. 4, hockey—Rangers-Canadians; Dec. 7—basketball; Dec. 8, professional basketball; Dec. 14—basketball; Dec. 15, hockey—Rangers-Canadians; Dec. 21, basketball; Dec. 25, hockey—Rangers-Canadians; Dec. 26—basketball, and Dec. 31, hockey—Rangers-Detroit.

## Drops MBS Series

AMERICAN HOME PRODUCTS, New York (Anacin) Oct. 4 drops sponsorship of *Real Stories From Real Life*, five times weekly on MBS. Dancer-Fitzgerald-Sample, New York, is agency.

## Miller Legion Speech

JUSTIN MILLER, president of NAB, has been invited to address the national convention of the American Legion in San Francisco Oct. 2. He will speak on "American Broadcasting in Peace and in War."

## Signs ABC News

PETER PAUL Inc., Naugatuck, Conn. (gum, candy), Oct. 14 starts sponsorship of *Sam Hayes—News* on 13 ABC western stations, Mon-Wed.-Fri. 12:30-12:45 p. m. (PST). Agency handling account is Brischner, Van Norden and Staff, San Francisco.

## ABC Adds Two

ABC last week announced addition of two affiliates bringing its total to 220. Effective Dec. 1, KOBO Tucson, Ariz., operating with 250 w on 1450 kc and owned by the Old Pueblo Broadcasting Co., will become an ABC affiliate as a mountain supplementary station. KVOC Casper, Wyo., on Sept. 29 joined the network. It operates with 250 w on 1230 kc, and is owned by the Natroma County Tribune. Jack W. Perry is manager.

## WKTM OPENS IN 'KHAKE CITY'

New Kentucky Station Buys Surplus Army Tents  
—To House Studios, Offices—



"Khaki City" of WKTM.

AT FIRST GLANCE it would appear that the circus is coming to Mayfield, Ky. In a field near town there is growing "khaki city," with a tall metal pole nearby that could be the mainmast for the big top. High wires are strung from tents to pole and one would momentarily expect a girl in spangled tights to come nonchalantly riding a bicycle over the scene.

But the high wire artist would be in for a shock if she tried that act in "khaki city."

These tents are purely utilitarian. And the wires are "live."

When the Civilian Production Administration clamped down on the construction of permanent buildings for the new WKTM, the station went under canvas. Studios and offices are housed in U. S. Army tents, with a tiny one-room transmitter building as their anchor.

Mayfield Broadcasting Co. officials, a Sept. 15 opening date set, determined that materials shortages would not prevent their going on the air. So they spent their allotted \$1,000 for the transmitter building and made arrangements to purchase the tents from local



Taking part in WKTM dedicatory broadcast, (l to r): Rep. Gregory (D-Ky.); Ed Morrow, Mayfield salesman; Gene Peak, public relations head of WPAD Paducah, who acted as m.c.

Army surplus dealers.

WKTM is the outgrowth of the consolidation of the Mayfield Broadcasting Co. and the Purchase Broadcasting Co. Originally the FCC used three construction per-

mits for Mayfield. The third has been amended for a change in location.

Principal stockholders in WKTM are Pierce E. Lackey and W. Prewitt Lackey. It is the fourth Lackey station in Kentucky. Others are WPAD Paducah, WHOP Hopkinsville and WSON Henderson. Plans for five Lackey stations will be complete when WCIF Madisonville takes to the air sometime in October.

Other stockholders in WKTM include Rep. Noble J. Gregory (D-Ky.), Ned Greene, Frank Evans, W. F. Foster and L. S. Anderson, all of Mayfield.

Wayne Morgan has been named general manager and Ernest Pell chief engineer. Original installation of Gates equipment was made by U. C. Morris, chief engineer of WPAD.

## Signs Mystery

GALLENKAMP STORES, San Francisco (retail chain), Sept. 29 started *Patsy Novak*, mystery series, on 12 ABC Pacific stations in Sun. 8:30-9 p. m. (PST) period. Contract for 52 weeks was placed by Bruce Eldridge Adv., San Francisco.

## Elgin Specials

ELGIN NATIONAL WATCH Co., Elgin, Ill., Nov. 28, Thanksgiving Day, and Dec. 25, Christmas Day, will sponsor a program titled *Two Hours of Stars* on the full CBS network from 4-6 p. m. on each of those days. Agency is J. Walter Thompson Co., Chicago.

## Campbell Expands

CAMPBELL SOUP Co., which has sponsored *Robert Trout with the News 'Till Now* on 27 CBS stations Mon. through Fri. 6:45-7 p. m., today (Sept. 30) expands coverage to the full CBS network. Agency is Ward Wheelock Co., Philadelphia.

## Tele Participation

KAYE-MARTIN Productions, New York, has signed a contract with Chermow Adv. Co., New York, for its 106 fashion accounts which will rotate in participation sponsorship of the Kaye-Martin Production package, the *ABC Powers Charm School*. The program featuring John Powers starts Oct. 3, Thurs. 8-8:30 p. m. on WABD, Du Mont video station, for 13 weeks. Marking one of the first participation programs in television, show will be sponsored mostly by department stores and specialty shops. Some of those participating are American Lingerie Co., American Textile Co., Avon Shoe Co., Leon Axel Ltd., Barbara Coat Co., Bonmode Coat Co., Ann Lewis Shops, Clarice Frocks, Darby Sports, Saks 34th Department Store, Desco Shoe Co., Derby Sports, Dunmore Robes, Glencarry Sportswear, Junior League Frocks, Kordat Sportswear.



Drawn for BROADCASTING by Sid Hix

"Do you have a set with that new FCC program control?"



# Denny Is to Address NAB Luncheon

## Chairman May Preview Policies for Future

TREND in FCC's regulation of broadcasting in the postwar period will be described to the NAB Convention in Chicago Oct. 20-24 by Acting Chairman Charles R. Denny. It was learned last week that Chairman Denny will make two appearances during the week instead of one as originally scheduled [CLOSED CIRCUIT, Aug. 12], addressing the Wednesday general luncheon meeting as well as participating in the Monday FM panel.

The Commission chairman is expected to make a frank statement of FCC policies and indicate the path future regulation is likely to follow. Original convention plans had called for him to take part in the Monday panel, but he consented to take the dual role in view of the importance of clear understanding between broadcasters and the regulatory body during the post-war transition period.

### AM-FM Duopoly

Broadcasters and potential broadcasters concerned over what the months and years ahead will bring are expected to find answers to many of their questions, it was informally indicated at the FCC. Such questions as ultimate separation of AM and FM ownership are likely to be discussed by Chairman Denny. It is known that an eventual ban on AM-FM duopoly has been discussed at the Commission, with present thought leaning toward a delay until the FM band is fully developed. Some Commission members foresee the day when FM will supplant AM, with only a few AM stations left for rural service.

Among other topics which may be clarified in the speech are the fate of clear channels, with procedure to be followed if they eventually are to be broken down, and juggling of assignments to reduce interference.

The chairman's speech may attempt to clear up the confused and bitter reaction to the Blue Book program report issued last March. Broadcasters, of course, resented Commission issuance of a report based on industry soft spots instead of a cross-section of programming. The chairman will have a chance to take up the Blue Book in the presence of the industry, and discuss the whole subject of program standards and Commission authority.

The NAB has undertaken a long-range study of program standards and public service, and at present is working on plans for a new Program Dept., authorized by the board. A number of candidates for department head have been interviewed and others are being considered, but NAB headquarters is not certain whether the department

INDUSTRY and FCC will have a chance to talk over mutual problems at NAB Convention next month now that Acting Chairman Charles R. Denny is billed for two appearances at session. Besides FM panel, Mr. Denny will address entire convention, giving him opportunity to clear up some of the misunderstanding over Commission's policies.

will be operating by convention time.

The NAB board last August authorized enlargement of the Standards of Practice Subcommittee to make a complete inquiry into the standards adopted in the summer of 1945 to replace the former code. Membership of the enlarged subcommittee is not complete.

Revision of the NAB standards will not take place this autumn, judging by developments to date. One of the delaying factors is the lack of a green light from Government officials on antitrust aspects of the standards. Should the Dept. of Justice clear the standards, with indication that they could be strengthened without running afoul

antitrust difficulties, the NAB would be in a position to attack the problem without fear of Federal reprisals. Operation of the former NAB code was upset by threats of antitrust trouble.

### May Avoid Issue

Chairman Denny, of course, may choose to avoid the danger of becoming deeply involved in the delicate program subject at a public meeting, where recriminations are possible. He rarely makes speeches, and when he chooses to appear in public his remarks are carefully prepared and comprehensive.

Benjamin Cohen, Assistant Secretary General of the United Nations, will address the convention on the morning of Tuesday, Oct. 24. He will discuss the United Nations' radio plans and their relation to the American broadcaster. Mr. Cohen, a native of Chile, will return just prior to the convention from a tour of South America. Christopher Cross, UN radio liaison officer in this country, will accompany Mr. Cohen to the convention.

Advance registration for the convention totaled 913 at the end of last week, bringing a prediction from NAB headquarters that total

attendance will exceed 2,500 and perhaps reach 3,000.

C. E. Arney Jr., NAB secretary-treasurer, was to set up permanent convention headquarters today (Sept. 30) at the Palmer House and remain on the scene. Mrs. Ella Nelson, who has assisted at a number of conventions, has moved to the Palmer House headquarters. Arthur C. Stringer, NAB director of special services, goes to Chicago Oct. 7 to complete preparations for exhibits. Everett Revercomb, auditor, and Gladys Hall, secretary to A. D. Willard Jr., executive vice president, will be on the scene Oct. 14 to handle registration problems.

### Additional Rooms

Mr. Arney is trying to acquire additional rooms in Loop hotels, having long since allocated the more than 1,000 rooms optioned at the Palmer House and Stevens from the Hilton Hotels management.

NAB last week was completing for publication the list of certified stations and representatives eligible to vote at convention proceedings.

Plans for entertainment at the annual banquet Oct. 24 at the Stevens will be in charge of Alan Fishburn, radio director of Schwimmer & Scott, Chicago. National and Chicago talent from stage, screen and radio will appear.

## Durr Takes New Tack in La. Grant

### Would Deny Both, Invite Other Applicants

IN AN unprecedented proposal, Comr. Clifford J. Durr argued in a minority opinion last week, in a case involving mutually exclusive applications from neighboring communities, that both requests should be denied and new applications invited for a station in the town that had fewer existing outlets.

His dissent was directed against a proposed decision of the FCC majority looking toward a grant of Frank R. Gibson's application for a new 1-kw station on 1580 kc at Lake Charles, La., and denial of the request of Roy Hofheinz and W. N. Hooper (KTHT Houston) seeking the same frequency for a new 5-kw outlet in New Orleans. Both applications propose fulltime operation with directional antenna.

The Commission majority (Comr. Paul A. Walker not participating) said Mr. Gibson "did not demonstrate as great an awareness of the responsibility of a broadcast licensee as the New Orleans applicant," but that a grant to him would result in more equitable distribution of radio facilities. New Orleans has five stations and Lake Charles one, it was pointed out, and the Gibson station would provide primary service at night to "a large rural population in several

counties" who now receive no nighttime primary service.

Commissioner Durr, contending that both applications should be denied, did not think the Commission would be warranted in assigning another frequency in New Orleans at the expense of the Lake Charles area "notwithstanding the unquestioned qualifications of the applicant Louisiana Broadcasting Co." (firm name in which Messrs. Hofheinz and Hooper applied). But, he contended, "Mr. Gibson, as he frankly admitted, had only the haziest notions of general policy problems as well as details of radio station operation." He argued that FCC should invite new applications for Lake Charles.

### Interpretation

In suggesting that the disputed frequency be denied both applicants and other applications invited for a specific community, Commissioner Durr's dissent was interpreted as espousal, in this

A NEW PROPOSAL, that both of the competing applications be denied and new applications invited for one of the communities involved, was made by Comr. Clifford J. Durr in a dissent to FCC's proposed decision in the New Orleans-Lake Charles 1580 kc case last week.

case, of AM variations of both the channel allocation and channel reservation policies of FM. Rarely, if ever before, FCC authorities said, has even a dissenting opinion proposed that all mutually exclusive applications in a case be denied except for purely engineering considerations.

In some quarters it was felt that the Commission majority's action put the relative needs of communities above the relative qualifications of applicants and therein marked a departure from general policy. But FCC sources disclaimed any precedent in the decision, asserting that several previous cases have been decided primarily on the basis of the equitable-distribution provision [Sec. 307(b)] of the Communications Act. The Rome-Utica case in New York [BROADCASTING, June 17] was one of the most recent, it was pointed out, and several others involving similar considerations are pending before the Commission.

### Factors in Grant

Although proposing to deny the application of Messrs. Hofheinz and Hooper, the Commission majority were "impressed by the quality of the service" they proposed, and by their "general qualifications." However, the majority reasoned, "under the circumstances of this case, the provision of primary service to a rural area not now receiving such service is a decisive

(Continued on page 70)

# Dear Everybody: Copy to Clifford Durr

## Spingarn Would Give Radio To Public

By ROBERT K. RICHARDS

JEROME H. (for Hardpressed) Spingarn, recently of the Senate Small Business Committee (and previously of a business so much smaller—the FCC's War Problems Division—that it was dissolved by Congress) has written a book. More properly, a booklet.

Please do not believe we view this as startling news. We had a Blue Book by the FCC in March, co-authored by BBC-trained Charles A. Siepmann, Edward M. Brecher and others un-named who since have tried to get into the act.

Then we had *Radio's Second Chance* by Charles Siepmann, the same no less.

There is a thing by Llewellyn White called *The American Radio*, kicking around the U. of Chicago Press. This was written by Mr. White under the tutelage of the chairman of the Commission on the Freedom of the Press, a socially-significant organization endowed by Henry Luce, the publisher who has no radio interests. (Incidentally, the radio study by Mr. White has not been published because the U.

of C. Press thinks release now would kill sales, what with the holidays in the offing and this opus hardly shaping up as a gift item). The Commission chairman is Robert D. Leigh, former chief, FCC Foreign Broadcast Intelligence Service.

### Others Too

There have been, of course, articles in *The Nation*, *The Atlantic Monthly* and sundry periodicals by Mr. Siepmann and Mr. Brecher.

Jerome's book—or booklet—is called "Radio Is Yours". It is issued as No. 121 in a series published by the Public Affairs Committee Inc., New York.

In the back of this pamphlet, the Public Affairs Committee, Inc., notes: "No part of this pamphlet may be reproduced without permission, except short passages of no more than 500 words in length which may be quoted by a reviewer or commentator. . .". We haven't read the other 120 P. A. C. Inc. releases but in Jerome's case, 500 words will be plenty.

### Not to Be Confused

In selecting his title, "Radio Is Yours," Jerome means that it belongs to the public, and this group is not to be confused with the 60,000 who work in or for radio. His opening paragraph since it's a springboard from which Jerome executes a perfect 3½ gainer into

a water-less pool, is worth quoting.

"Recently a public opinion survey was made to discover whether or not people were pleased with radio. To the dismay of the pollsters, it was found that most of the persons who were polled had no definite views. They had very clear-cut tastes in movies. But radio was free and it didn't seem right to criticize it. If you don't like a radio program, you can always turn it off. And it's awfully nice of those people to go to all that trouble to broadcast." (Note to P.A.C. Inc.: 86 words).

There you get a general idea of Jerome's reasoning. The public didn't scream at the pollsters, "I hate radio." Consequently the indicated conclusion is that the public won't beef about it if it's free. Jerome then sets out to prove it isn't free.

He does this by machination, the clever boy, using devices we're sure he picked up on the Hill with the Senate S. B. C. He says, and there's a chart to prove it, that the public spends \$632,000,000 a year on radio; the advertisers spend \$397,000,000: \$300,000,000 for broadcasting and programs and \$90,000,000 (approximately) profit to the broadcasters. This means, he concludes, that the public gets back 50 cents for every dollar invested.

### FCC Costs Too

He's wrong. The public gets less. That old Jerome failed to figure what it costs to run the FCC, not to mention the Congressional Committees which are called upon to investigate it occasionally. In 1944 (a fiscal year selected by Mr. Spingarn) \$7,609,914 was appropriated for the FCC. The first fiscal year of operation (1935) it was \$1,896,885. The cost, therefore, has increased about 401%. In that same time, broadcast rev-

enue has increased from \$79,617,543 to \$289,104,643 or about 363%.

There are some fascinating observations in "Radio Is Yours," but none more challenging than this: "Since it uses its channels without cost, the profits of the radio broadcasting industry are enormous." (Note to P. A. C. Inc.; 16 words).

This is something like saying that an airline is profiteering because it doesn't pay for the air. Or that an ocean liner profits excessively because it doesn't have to buy the water which floats it.

Of course, Jerome brings in Herbert Hoover. That bedeviled but distinguished gentleman who, as Secretary of Commerce when radio's regulatory problems were first under scrutiny, has been quoted richly by all of these disciples of the devious.

Certainly no one would gainsay the wisdom of Mr. Hoover's observations, although one might question the strange character of his latter-day admirers.

There are some observations in Jerome's booklet which lead one to deprecate, mildly of course, his qualifications as a student of radio. They are such as:

On middle commercials: "Just when interest in a broadcast is at its highest pitch, the announcer interrupts with synthetic gaiety to impart some highly intimate bit of blather about Quick-Lather, while the performers stand in embarrassment—or worse, are impressed into helping swish the suds. (It's pretty hard to embarrass a performer at current AFRA scales, and there's probably a classification for suds-swishers)."

On daily serials: "They are the cheapest network shows to produce—the weekly cost of the ordinary soap opera is reported to be less, for five fifteen-minute periods, (Continued on page 77)"

## Westinghouse Stations Remain on Air Despite NABET Strike in Four Cities

NABET technicians in four cities remained on strike at the weekend following breakdown of negotiations with Westinghouse Radio Stations Inc. [BROADCASTING, Sept. 23]. The stations—KYW Philadelphia, KDKA Pittsburgh, WBZ-WBZA Boston-Springfield and their FM outlets—remained on the air with supervisory personnel manning equipment.

Prospects that the strike might be extended to NBC rose during the week when the network rejected a demand by Allan T. Powley, NABET president, that it stop feeding programs to struck Westinghouse stations. NBC told Mr. Powley it must continue to feed the stations under affiliation contracts.

Mr. Powley said Friday that he is "ready to talk to Westinghouse any time," but the situation remained static.

NABET technicians left the air at 7:30 p.m. (EST) Tuesday. Sixty-eight operators were involved, according to J. B. Conley, Westinghouse stations manager. Programs were interrupted for brief intervals before supervisory personnel took over vacated positions. WBOS Boston, Westinghouse international

shortwave station, was not off the air. The station beams programs to Europe and South America for the State Dept.

### No Warning

Mr. Conley said the walkout came without warning though efforts to reach a settlement had continued before Douglas L. Byrd, of the Conciliation Service, Dept. of Labor, up to 5 p.m. Tuesday.

"Basic issue in dispute," Mr. Conley said, "is a demand by the union that the present top wage rate of \$82.20 for a 40-hour week be raised to \$125. This represents an increase of 52% or \$1.07 an hour and would boost operators pay from \$2.05 per hour to \$3.12 per hour. Our offer of \$92.50 representing an increase of 25.7% was rejected."

Mr. Joy said negotiations had been under way since Aug. 20. He added that KYW is continuing all its regular program services.

Mr. Powley said NABET was asking Westinghouse for wage increases on a parity with the NBC scale, which ranges to \$109.60 per week for six years' experience. The original \$125 demand was a bargaining base, he indicated, and a scale below the NBC figure might be acceptable.

## Semi-Annual Time Adjustment Brings Usual Radio Headache

IN THOSE REGIONS where for the past five months daylight saving time was used while the rest of the country stuck to standard, clocks today (Sept. 30) were to be turned back an hour, to the inevitable bewilderment of many a radio listener.

With summer ended, the nation would revert to only four time zones, a situation easily comprehensible in itself but at least mildly confusing to listeners who had managed to adjust themselves to the dislocation of helter-skelter daylight saving.

Of the networks, only ABC had seemed particularly concerned last April with the problem of keeping favorite programs on the air at

usual times. By an elaborate re-scheduling of coast-to-coast shows in a complicated system of recording and rebroadcasting [BROADCASTING, April 1], ABC had arranged to deliver most of its programs at accustomed local hours. The return to standard time today meant a revival of the ABC summer system, obviating the need for recording and rebroadcasting, restoring live network shows to live production everywhere.

For the other networks, the change to standard time was comparatively simple. CBS moved its clocks back one hour, let it go at that. MBS and NBC moved their clocks back too, but each cut out an hour's programming after midnight Sunday.



**Cost per Insurance Inquiry—1.8 cents**



You have probably received an insurance company letter offering you a leather-bound note pad. You send a card to them. They emboss your name on the pad in gold letters. Returns to such offers are usually very small. Yet, in response to our participation in "Tello-Test" on Monday, December 3rd, The \_\_\_\_\_ Insurance Company\* received 671 requests for the pad. The program spot cost was \$12.50. A mail return of 3% or 4% is considered acceptable. WLEE's cost per inquiry was one and eight-tenths cents! Yes, WLEE is the sales producing station in Richmond. It belongs on any list looking for sales in this town that is the top of the South.

\* NAME ON REQUEST

# W-L-E-E

*Mutual . . . in Richmond*

**TOM TINSLEY, Director**

**IRVIN G. ABELOFF, Gen. Mgr.**

**Represented by HEADLEY-REED**

# Hooper Calls for Clarification of Terms

## Measurement Need Is For Clear Language

By C. E. HOOPER

PRESIDENT, C. E. HOOPER INC.

I AM writing this for two reasons: (1) It is and has been a Hooper policy to accept every opportunity to try to remove obstacles from the path of understanding of radio audience measurement. (2) In behalf of hundreds of subscribers to Hooperatings who are soon to be baffled by looking at two Reports, the titles of which say practically the same thing but the



Mr. Hooper

contents of which bear no resemblance to one another.

One is BMB. The Report is to be called: STATION AUDIENCE REPORT. Defined as: The number of radio families in which one or more people listen to the station at least once a week in the day-time (evening) as demonstrated by the BMB method of measurement and limited to counties and cities in which 10% or more families meet this requirement.

The other is Hooperatings. The Report is called: STATION AUDIENCE RATINGS. Defined as: The average size of the audience of a particular station during the stated period of time.

Users of both or of either of the two reports should be on notice of the imminent advent of ambiguity and its attendant problems of confusion, misunderstanding and misinformation in correspondence, conversation, promotion and contracts. Buyer and seller are shortly to possess two reports, one absolutely new; the other with a background of six years of acceptance and use, with essentially the same titles which mean essentially different things. If information is being provided to aid in "a meeting of minds" of buyer and seller, it is an understatement to tag this "the hard way."

### Rating Defined

In the introduction to every Hooperatings Report appear the definitions of all measurements contained in it. For example, in every "City Hooperatings" Report, under the subject of "Rating," it says, "I repeat:

"A rating represents the average size of the audience of a particular station during the stated period of time."

Elsewhere in the introduction, and also in effect on the front cover, it says:

"The sample upon which this

Report is based is a random selection of telephone homes located in the Non-Toll-Call area in this city. Inasmuch as the sample does not include homes outside the Non-Toll-Call area, the Report does not measure the total area of listening to any station."

In the Area Hooperatings Report, on the other hand, there appears no such qualification. The Coincidental-Diary method on which it is based neither limits the sampling to the city or to telephone homes. Area Hooperatings are projectable to total radio homes in the claimed coverage area of the station and are not only so described but are so projected in the Report itself.

### Give Urban Picture

"City Hooperatings" contain a pretty complete story on urban audiences, being currently published on a continuous basis in 70 U. S. cities. If "Area Hooperatings" are not yet available for all stations, it is because the perfection of the method of producing them was held up by the war and is a development of the past year. So, the possession of the figures on

FOREMOST practitioner of the coincidental telephone technique in radio audience measurement is C. E. Hooper, head of C. E. Hooper Inc., New York. Although many buyers and sellers of radio time are in the habit of using Hooperatings alone, they will soon be confronted with a second set of figures—the reports of Broadcast Measurement Bureau reports. Mr. Hooper foresees possible confusion in evaluating the two kinds of reports and here outlines what needs to be done to avoid it.

the station's audience in its total area should be considered in terms of timing rather than availability. When these area ratings are circulated generally, they, too, will use terminology already understood and accepted by buyer and seller. Both will have merely to note in the title whether the rating is projectable to urban telephone homes (City Hooperatings) or to total radio homes in the station area (Area Hooperatings).

The word "audience" (which appears as the key word in the Hooperatings definition as well as in

the title of each of the ratings contents pages of the Hooper Station Audience Ratings Report) has been and is used by radio buyer and seller in exactly the same way in which it has been used by the man in the street long before the advent of radio and exactly as the dictionaries agree it should be used. The most apt illustrative definition of its meaning found in Webster's Unabridged says: an assembly of hearers; an assembly of spectators at a motion-picture show or circus performance.

I believe it would aid radio if the newcomer to or student of radio found that a basic measurement like radio's "audience" meant just what he had always thought it did, namely, what his English teacher and his dictionary told him. The fact that he is *not* going to call for heroic steps to be taken by the industry to convince him that there is anything *simple* and understandable about radio. The selection of a key-word like "area" used in a title like "Station Area Report," "Station Area Index" or "BMB Area Report" suggests itself as the ultra-simple solution

(Continued on page 33)

## BMB Aids Sponsor-Dealer Promotion

### Three Additional Uses For Statistics Are Stressed

By PHILIP FRANK

EXECUTIVE SECRETARY, BMB

THIS is the third and final in the series of articles on the nine uses to which advertisers and advertising agencies can put Broadcast Measurement Bureau's forthcoming radio station and network audience reports. Some of you may be able to supply other ideas. The previous articles (Sept. 16, 23) discussed six such uses. This article examines the three remaining uses that have come to light even at this early date, before the audience information is available. Still further uses will undoubtedly develop out of the day-to-day use of BMB by the advertising industry. And stations, networks and station representatives will find still other uses for the material applicable solely to them.

One of the greatest advantages of radio as an advertising medium is its promotability. Radio is interesting. Programs are news. No other form of advertising lends itself to such thorough promotion. BMB will help stations, networks, advertisers and agencies obtain full value from this unique characteristic of the medium.

BMB will help in the determination of those places where program promotions may be used most advantageously—those areas where

IN THIS, the last of his three articles on BMB's values [BROADCASTING, Sept. 16, 23], Mr. Frank outlines three more of at least nine values of the Bureau. The writer also emphasizes that the uses of the service to advertisers and agencies that he has described are but a part of the potential applications for BMB services.

the network or station carrying the program has good audience penetration. For the advertiser has a better opportunity to win listeners to his program if a large part of his potential program audience listens to the station carrying the program. Where only a small portion of the radio families listen to

the station the major promotional responsibility may be said to fall on the station and network to develop greater BMB penetration before the individual advertiser can be expected to engage in any intensive promotion in that area to develop audience for his particular program.

In the selection of cities in which to concentrate program promotion the advertiser may set a certain degree of BMB penetration as a prerequisite to the use of newspaper promotion of his program in that city. The required penetration will vary for different products, programs and promotional budgets. Experimentation and experience will indicate whether 75% or 50% (Continued on page 26)



ONE of the series of BMB Pre-Publication Clinics being held to acquaint the advertising and radio industries with uses of the Bureau's radio station and network audience reports. Standing is Philip Frank, executive secretary of BMB.



# Along the Inland California Beeline



... annual cash income from field crops like **WHEAT** exceeds \$210,000,000

**T**HREE-FOURTHS of California's field crop production is in the Beeline area (estimate based on U. S. Department of Agriculture figures). Cotton brings in 47 million yearly, potatoes 38 million, hay 26 million, rice 15 million, wheat 11 million. Such items help explain why the Beeline "pocketbook" bulges with TWO BILLION spendable dollars a year!

Here gross income per farm is  $3\frac{1}{2}$  TIMES GREATER than the U. S. average. Five out of the 7 U. S. counties rated richest in farm income are part of this market.

What is the Beeline area? California's fertile central valleys, plus Reno and wealthy western Nevada . . . a 42 county market which ranks with Los Angeles in population . . . tops San Francisco and Seattle COMBINED in retail sales.

Towering mountain ranges enclose the Beeline valleys, prevent outside radio signals from penetrating the market effectively. BEELINE stations, operating WITHIN the MARKET, bring sales messages HOME to Beeline families.

## Facts for Time Buyers about the 5 BEELINE Stations

Each station in the BEELINE Group (not a network or chain) is dominant in its community, powered for THOROUGH COVERAGE. These stations TOGETHER blanket California's mountain ringed central valleys, plus Reno and wealthy western Nevada. Use all 5 stations at combination rates. Choose best availabilities on each station without line costs or clearance problems.

### K M J

Fresno. Established 1922. NBC. Primary area coverage of 12 rich agricultural counties with a population of 749,300. 5000watts—580 kilocycles.

#### K O H

Reno (NBC)  
Established 1928

#### K E R N

Bakersfield (CBS)  
Established 1931

#### K W G

Stockton (ABC)  
Established 1921

#### K F B K

Sacramento (ABC)  
Established 1922



# McClatchy Broadcasting Company

Sacramento, California

Paul H. Raymer Co., National Representative



## WEOA Sale to Bitner Interests Asked; Crosley Corp. Seeks WINS Assignment

APPLICATION for FCC consent to the sale of WEOA Evansville, Ind. to WFBM Inc., licensee of WFBM Indianapolis, for \$200,000 [BROADCASTING, Sept. 16] was reported by the FCC last Monday.

WFBM is principally owned by H. M. Bitner, president of WFEA Manchester, N. H. and consultant to Hearst Newspapers, and members of his family. Mr. Bitner owns 30% of the Indianapolis outlet; his son, H. M. Bitner Jr., is president and owns 12½%. Other stockholders include Evelyn H. Bitner (wife of H. M. Bitner) and Jeanne E. Bitner (wife of H. M. Jr.), 12½% each; Evelyn H. Pearson, 12½%, and Ralph S. Euler and Dorothy Y. Kapner, 5% each.

Meanwhile, assignment of license of Crosley Corp.'s WINS

New York to the recently formed Crosley subsidiary, Crosley Broadcasting Corp., was requested in another application reported by the Commission. The new corporation already embraces WLW Cincinnati and is headed by James D. Shouse, former Crosley vice president in charge of broadcasting. Crosley bought WINS from Hearst Radio Inc. for \$1,700,000, plus a \$400,000 credit to be taken out in transmitting equipment if and when manufactured by Crosley Corp., in a transaction approved last July [BROADCASTING, July 22].

WEOA is licensed to Evansville on the Air Inc., licensee also of WGBF Evansville, and is being sold in compliance with FCC's multiple ownership rule. Curtis Radiocasting Inc. owns all stock

of Evansville on the Air and is headed by Alvin Q. Eades, engaged in the bakery business in Evansville, who has 9.7% interest. Chief stockholder is Vice President Henry B. Walker, Evansville attorney, who has 21.8%. Josephine Leich has 15% and Dorothy Walker has 14%. Clarence Leich is manager of WEOA and WGBF. Curtis Radiocasting also controls WBOW Terre Haute.

The sales contract calls for payment of the \$200,000 in cash within five days after Commission approval, and provides that the transaction be called off unless FCC has given its consent within six months after Sept. 12, when the agreement was signed.

WEOA operates on 1400 kc with 250 w power. Like WFBM, which is assigned 1260 kc with 5 kw, it is a CBS affiliate. WGBF, an NBC outlet, is on 1280 kc with 5 kw day and 1 kw night.

## Campbell Soup Co. President, 53, Dies

Arthur C. Dorrance Succumbs After Brief Illness



MR. DORRANCE

ARTHUR C. DORRANCE, 53, president of the Campbell Soup Co., Camden, N. J., died Sept. 21 at his home in Ardmore, Pa., after a brief illness. He joined the firm in 1914 after graduation from Massachusetts Institute of Technology with a degree in Chemical Engineering. The company was then headed by his brother, John T. Dorrance.

In addition to Campbell soups, the company manufactures and distributes a number of other food products under the Campbell label, and under the brand name of Franco-American.

Mr. Dorrance has held directorships in the Camden Safe Deposit & Trust Co., Federal Reserve Bank of Philadelphia, Philadelphia National Bank and Lehigh Valley Railroad. At the time of his death he was a director of the Bell Telephone Co. of Pennsylvania, Pennsylvania Railroad, Guaranty Trust of New York. He was also a member of the board of managers of the Girard Trust Co. and trustee of the Penn Mutual Life Insurance Co.

He is survived by his wife, Elsie Ross Dorrance, two sons, Arthur Calbraith Jr. and David Ross Dorrance, two sisters and a brother.

## WNYC Expansion

NEW YORK City's Board of Estimate last week expanded its appropriation to the city-owned WNYC in a move that was regarded as further evidence that the present city administration does not intend to sell the station, as rumors have occasionally predicted it would. The board appropriated \$19,000 for the purchase of a new 20 kw FM transmitter and approved the addition of three engineers to the station's staff at annual salaries of \$6,700 each.

**Alan Courtney**  
is out WEST now ...

...and KMYR has roped him in.

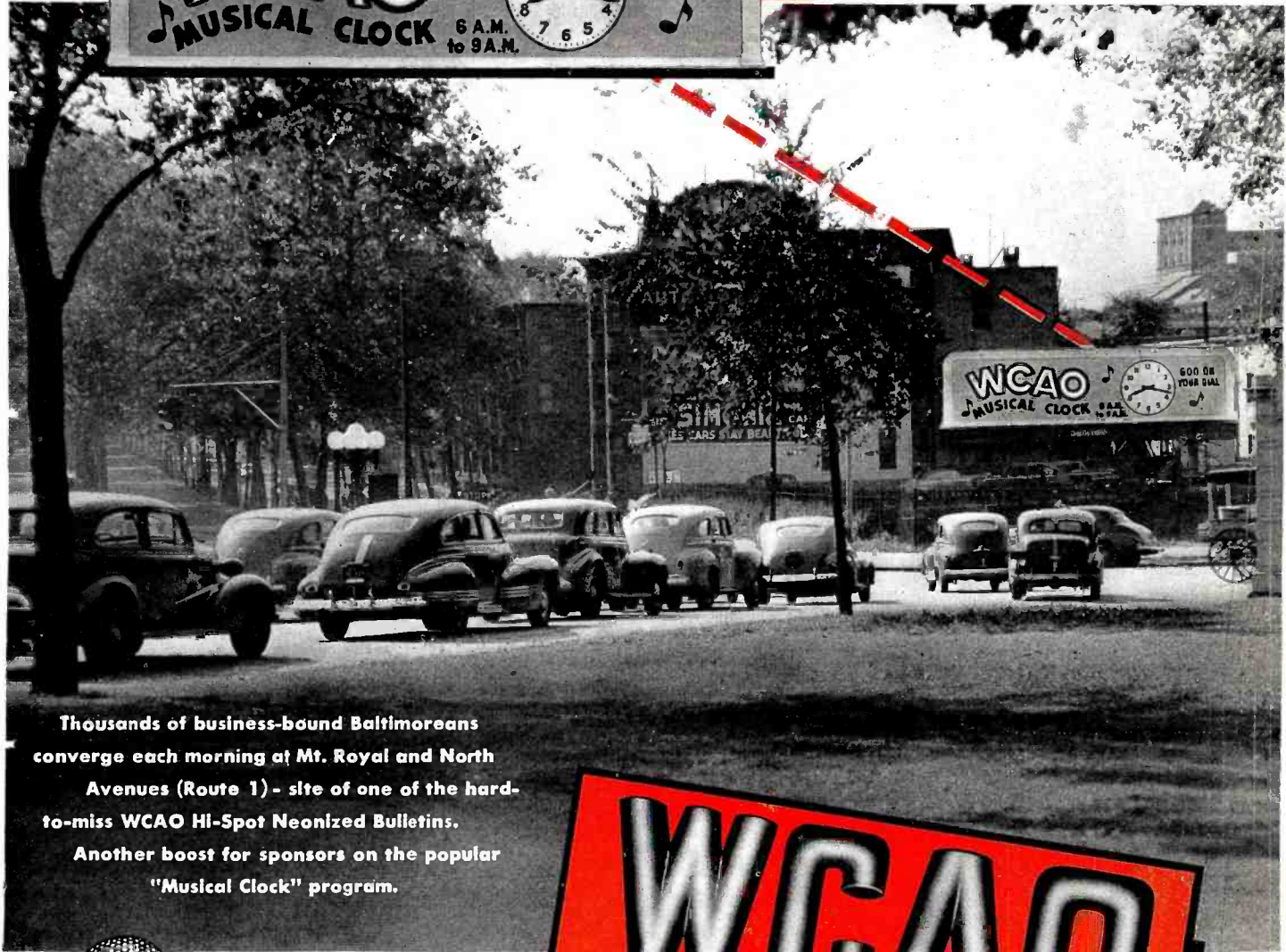
**Now the Big Top Hand in Denver's Radio Corral!**

Write for participation in "Courtney's Campus Club"  
KMYR Broadcasting Station • 1626 Stout • Denver 2, Colo.

Wm. G. Rambeau, Representative, New York, Chicago, Hollywood



# IN BALTIMORE... **WCAO** PROMOTES Your SHOW



Thousands of business-bound Baltimoreans converge each morning at Mt. Royal and North Avenues (Route 1) - site of one of the hard-to-miss WCAO Hi-Spot Neonized Bulletins.

Another boost for sponsors on the popular "Musical Clock" program.



Represented Nationally By

**PAUL H. RAYMER COMPANY**

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DETROIT - BOSTON - ATLANTA

**CBS**

STARS ARE ALWAYS SHINING OVER

*Eastern Iowa* VIA**WMT**

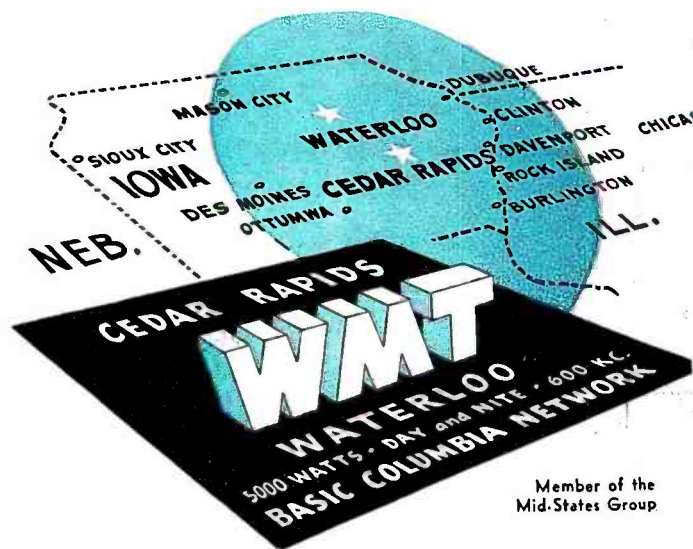
**MISS DINAH SHORE** singing star  
of the new CBS Ford Show

*Dinah-*  
*is there anyone*  
*finer...*

*to do a better job of keeping  
more listeners tuned to WMT?*

Good programs mean good listening, and that means good results for advertisers who follow "the stars" to Eastern Iowa. Dinah Shore is typical of these good, good CBS programs that create for you—via WMT—an audience of 1,131,782\* people on the No. 1 station in the best market of a great state. WMT is Eastern Iowa's only CBS station and brings you this completely BALANCED market at the lowest cost per listener!

**WMT's story is a big one to tell — an important one to hear.**  
**Contact your KATZ AGENCY Man at Once!**



Member of the  
Mid-States Group

\* WMT has a GREATER population within its 2.5 MV line than any other station in Iowa



## Coleman Becomes Manager of WBGE

New Atlanta Local Expecting To Start About Jan. 1



Messrs. Benton (l) and Coleman look over their favorite trade journal.

APPOINTMENT of Maurice C. (Freddie) Coleman, head of his own advertising agency and former Atlanta station manager, as general manager of the new WBGE Atlanta recently authorized by the FCC, was announced last week by Mike Benton, president of the General Broadcasting Co., licensee. The station will operate on 1340 kc with 250 w as an independent.

Messrs. Benton and Coleman are lifelong residents of Atlanta and

both have had experience in radio. Mr. Coleman for 15 years was associated with Atlanta stations, having served as general manager of WATL, commercial manager of WAGA, and on the sales staff of WGST before leaving to open his own agency several years ago.

Mr. Benton for several years was the "Georgia Cracker Announcer" on the program sponsored by the Atlanta Chamber of Commerce. He has been president of the General Elevator Co. for 23 years, the largest independent company of its type in the south. For the last 14 years he has been president of the Southeastern Fair Assn. and is past vice president of the Atlanta Chamber of Commerce and the Junior Chamber of Commerce.

WBGE will be located in the Georgian Terrace Hotel.

## Gem State Network Planned for Idaho

### Four Newly-Built Stations To Be Fed Through KUTA

GEM STATE Network composed of four new Idaho stations which will receive ABC shows through KUTA Salt Lake City is soon to begin operations, officials announced last week.

The stations are: KBIO Burely, which has been on the air more than a month; KGEM Boise; KLIX Twin Falls, and KEIO Pocatello. All will be on the air by Dec. 1. KBIO is owned by Jessica Longston, a WAC officer, and is managed by Ed Jansen. The three other stations, although licensed to individual firms represent investments by the management of KUTA. KLIX will be managed by Frank McIntyre, now program director of KUTA. Fentress Kuhn is general manager of KGEM, and James Brady, of KEIO.

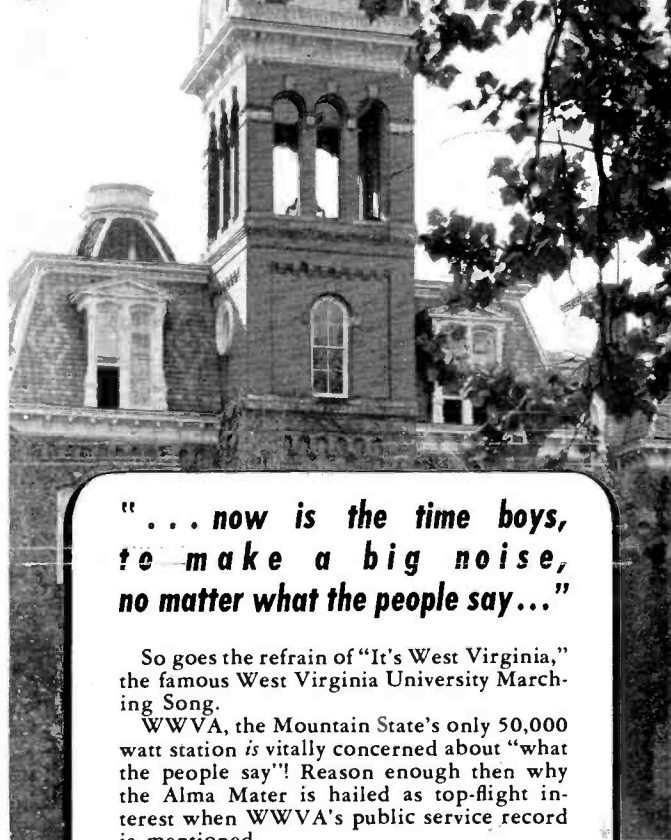
KLIX studios will be situated in a new building east of Twin Falls. KGEM has taken space in the Owyhee Hotel, Boise, and KEIO in the Bannock Hotel, Pocatello. The entire Gem State Network will be represented nationally by the Homer Griffith Co. Los Angeles. KGEM, KLIX and KEIO will have Associated Press news, while KBIO is served by United Press. KLIX and KEIO subscribe to NBC Thesaurus, KBIO takes Standard, and KGEM, Capitol.

Frank Carman, general manager of KUTA announced he is planning a larger regional network which will encompass Utah, Idaho and Montana. To be called Rocky Mountain Broadcasting System, it will be keyed by KUTA.

### WKXL Adds Four

WKXL Concord, N. H., has four new staff members. Win Blake and Sandy Saunders are announcers; Norm Partridge and Freeman Glidden, engineers. Don Taylor, formerly on the WKXL announcing staff, has become announcer at WHEB Portsmouth, N. H.

# HAIL ALMA MATER!



"... now is the time boys, to make a big noise, no matter what the people say..."

So goes the refrain of "It's West Virginia," the famous West Virginia University Marching Song.

WWVA, the Mountain State's only 50,000 watt station is vitally concerned about "what the people say"! Reason enough then why the Alma Mater is hailed as top-flight interest when WWVA's public service record is mentioned.

A WWVA microphone was on the spot when the 34th Annual Farm & Home Week reopened at the College of Agriculture at West Virginia University. Dr. Irvin Stewart, new president of W. V. U., was introduced for the first time to the host of WWVA listeners in the Tri-State district on this program, broadcast remote from the campus at Morgantown, W. Va., eighty-five miles from Wheeling.

This is only one example of WWVA's policy of always serving in the public interest and that policy pays off... in exceptionally high listener response to all WWVA broadcasts.

That's why it really matters "what the people say" because people just naturally listen to Wheeling!

See a JOHN BLAIR man today!

# 50,000 WATTS

## WWVA

### WHEELING, W. VA.



Facts about the 31 counties composing the **RICH**

## WEST TEXAS MARKET

Served by

**KRBC**  
ABILENE

**KBST**  
BIG SPRING

and

**KGKL**  
SAN ANGELO



118,630 Families  
81.3% Radios  
with  
98,280  
Radio Families

Represented by

**JOHN E. PEARSON CO.**

## BMB

(Continued from page 20)

or a lower degree of BMB penetration should be required.

Having used BMB as a guide in the selection of cities in which to promote the program, BMB will then be valuable to determine what call letters to promote in the selected cities. In cities which have stations carrying the program such stations will naturally be promoted.

But promotion may be called for in many cities where people listen to programs through a distant station; the question will arise: over which of the stations are the people in the city most likely to listen to the program? BMB will provide the answer. To cite an obvious example of this situation, at what point in New Jersey between New York and Philadelphia should program promotion change from using the call letters of a New York station to those of the Philadelphia outlet carrying the same program?

The answer will not be the same for all combinations of stations. This thinking applies to both spot and network campaigns. However, as an example: Transmitters of two of the New York network stations are situated in New Jersey. Presumably the audience areas of these stations extend closer to Philadelphia than in the case of the New York outlets of the other two networks. BMB will indicate the answer. And it will indicate where listening is so closely divided between two stations on the same network that both sets of call letters should be used in newspaper promotion, window and counter displays and other promotional material.

### Show Each Dealer

Advertisers using premiums which are promoted over the air and are available "at your nearest dealer" can judge with the help of BMB what the demand for such premiums will be in various parts of the country and thus apportion

the supply among dealers.

Not only does radio advertising lend itself to promotion, it is a form of advertising which can enlist the active, promotional support of dealers and distributors to an unusual degree. But to enlist such tie-in advertising on the part of the trade, the national advertiser must first convince the dealer that the national campaign is being run in a medium that reaches his sales area and second that the dealer has available a medium that suits his needs for tie-in advertising. BMB will help on both counts.

BMB will enable the advertiser to show each dealer what percent of all the radio families in his city or county or sales area listen to the station or network carrying the national campaign. This focuses attention on the local aspect of the national campaign and, where BMB penetration is adequate, will go far to convince the dealer that the advertiser is doing a job for him, in his own bailiwick.

Having thus convinced the deal-

er that the advertiser's national campaign is deserving of dealer tie-in advertising, BMB can be used to help determine which local station is best suited to the dealer's own needs. This will depend in large part on the nature of the dealer's trade and the size of his own sales area, as well as on such factors as his advertising appropriation.

And, of course, such dealer tie-in advertising need not be limited to radio, but can and should embrace other forms of media such as newspaper advertising (in which he might mention the local or network program) counter and window displays and general sales promotion of the radio-advertised product.

### Coordinating Other Research

BMB does not claim to be a substitute for other accepted yardsticks and other research. Individual program audience measurements are as important as ever, as are field strength surveys and other barometers of advertising weather.

When a program gets a low rating it is important to know whether the program, the station, the time period, competition or some other factor is at fault.

If a program's ratings are low

(Continued on page 30)



# Beauty

## IS A BUSINESS

Whether it's face powder or nail polish, women in the Nashville area buy millions of dollars worth of beauty products each year . . . Beauty gets a share of the 356 million dollars spent annually in retail stores alone . . . But 190 thousand radio families in this trade area have ample buying power for your quality products as well. So, for effective coverage of this potential audience—who regularly listen to the top programs of American and Mutual—try WSIX.

AMERICAN and MUTUAL

5,000 WATTS  
980 KILOCYCLES

Represented Nationally by  
THE KATZ AGENCY, INC.



**WSIX gives you all three: Market, Coverage, Economy**

## AFRA Negotiations To Start Tomorrow

Networks, Agencies, Union To Meet In N. Y.

REPRESENTATIVES of the four networks, the advertising agencies, and AFRA will meet on Oct. 1 at the Bar Association, in New York, re-negotiate for the AFRA commercial and sustaining code. The current contract terminates on Oct. 31, 1946. (See ANA story, page 30.)

Among the AFRA demands will be (1) a 35% salary increase, (2) basic sustaining rates to be equal to commercial rates, (3) transcription rates to be equal to commercial rates, and (4) a clause in the contract requesting the networks to refuse programs performed by AFRA members to stations that decline to arbitrate with AFRA.

The 1944 discussion on the commercial code will once more return for negotiation. In the past the networks and agencies have contended that the code is really three separate contracts, (the four networks, Chicago local, Pacific Coast regional and local) and thus should be negotiated separately, but AFRA has maintained that it is one contract.

AFRA will be represented at the negotiations by George Heller, national executive secretary; Ray Jones, assistant national executive secretary; Claude McCue, Los Angeles local executive secretary and Henry Jaffe, AFRA attorney.



**more facts**

**make more sales**

**for** STATIONS SERVED BY  
*The* **KATZ AGENCY**

*North and Midwest*

WCOP	ABC	BOSTON
WMT	CBS	CEDAR RAPIDS-WATERLOO
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WEEK	NBC	PEORIA
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WNAX	ABC	YANKTON-SIOUX CITY

**THE NEW ENGLAND GROUP**

*South*

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
WPDQ	ABC	JACKSONVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WGBS	ABC	MIAMI
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

*West*

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

**THE KATZ AGENCY, INC.**

**STATION REPRESENTATIVES**

New York • Chicago  
Detroit • Kansas City  
Atlanta • San Francisco  
Los Angeles • Dallas

# You can build





# with many things.....

The geographical and racial mosaic of America has been built of many more materials than concrete, steel, money and muscle.

In it and through it weaves the essential American characteristic of imagination—the wonderful octane that drives ideas until they become actualities . . . that puts 60-ton aircraft in the sky, brings expensive mechanical devices within the reach of the average family, makes America the industrial model of the whole world.

Imagination built broadcasting, too. It was imagination that saw, in a new electrical novelty, the powerful force that the cosmic ventriloquy of radio has today become.

Radio binds the mosaic of America together all the tighter. Radio breeds tolerance and understanding. Radio makes the man in Maine a neighbor to his fellow voter in Oregon.

As the Fort Industry Company, dedicated to serving listener and advertiser alike in seven important markets, we're part of radio. We think radio's privileged role of helping to build a better America has just started.



*"You can bank on a  
Fort Industry Station"*

## THE FORT INDUSTRY COMPANY

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



The station that brings local and ABC network programs to millions . . . and sales dollars to sponsors.

- ★ 2 Billion Dollar Market
- ★ 181 Cities and Towns
- ★ 5000 WATTS Now
- ★ 50,000 WATTS . . . SOON!

# WLBZ

LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:  
WEED & CO.

# WISN

MILWAUKEE

**Dominant**  
**SELLING**  
**POWER**  
**in the Nation's**  
**12th Market**

**5000 WATTS**

**A**  
**CBS**  
**STATION**

G. W. Grignon  
General Manager

The KATZ AGENCY, Inc.  
National Representatives



## BMB

(Continued from page 26)

on stations with low BMBs, such a correlation may indicate the cause and cure. But if a program has a consistently low rating on a station with a high BMB, the advertiser and his agency must look to causes other than the station itself, for in that case the station itself has an excellent audience which the advertiser has been unable to attract to his program.

Market information can be coordinated with BMB. For example, an advertiser can refer to sources of market data that show average family income, retail sales, number of retail outlets, etc., by counties. He can then coordinate this information with the station's day or night BMB for study in analyzing potentials as well as results. BMB will assist stations to sharpen the picture of their audiences and thus enable advertisers and agencies to visualize more graphically the people to whom they are addressing their radio advertising.

It is evident from this series of articles that BMB has many uses, and many more are still to be unearthed. This first uniform measurement of station and network audiences in radio history should help advertisers use radio more effectively and efficiently, and should help stations and networks to sell time more efficiently. This in turn should lead to still further increases in successful radio advertising.

## TBA TO GIVE PRIZES AT BANQUET OCT. 10

OUTSTANDING contributions to television's technical and commercial development will be recognized by the Television Broadcasters Assn. on Oct. 10 during the banquet of the TBA Television Conference and Exhibition, to be held Oct. 10 and 11 at the Waldorf-Astoria, New York.

Paul Raibourn, vice president, Paramount Pictures, and president, Television Productions, is chairman of the awards committee.

Committee members are: Walter Howie, editor, *American Weekly*; Eric Hodgins, editorial vice president, Time Inc.; William I. Nichols, editor, *This Week*; Edward Barrett, executive director of *Newsweek*; F. R. Lack, vice president, Western Electric Co.; Charles Butterfield, radio editor, Associated Press; Dr. A. N. Goldsmith, vice president, IRE; Paul Larsen, chairman of the television committee, Society of Motion Picture Engineers.

## WELI Boost

WELI New Haven, Conn., has been authorized by the FCC to increase power on 960 kc from 1 kw day, 500 w night to 1 kw fulltime and to change directional array.

## A Broadcaster Looks at BMB

THE CHIEF REASON radio station audiences were never before measured on a uniform and comparable basis was that stations could not agree on a single method and standard of measurement, much as they agreed that a single method and standard was desirable. Each station felt one or another method would show it in the most favorable (or let us say fair) light and that other methods would not do it justice.

In BMB we broadcasters have had the leavening influence of advertisers and agencies. The irreconcilable became reconciled, not on the basis of power politics or shrewd compromise, but on the sound basis of what the advertisers and advertising agencies desired by way of station audience information and the form in which the information should be presented to be most useful.

We sat down with our own customers, the advertisers and agencies, and sought to shape the information that was needed by our clients.

To me this has been a very gratifying and satisfying experience. It has taken the whole subject of station audience measurement out of the realm of petty self-seeking and jockeying for advantage and placed the subject on the pedestal of principle. Not every subscriber regards BMB as the perfect measurement. But those with whom I have spoken, and as a member of the BMB board of directors I have spoken to many, believe that a uniform measurement made on an unbiased basis under the auspices of broadcasters, advertisers and advertising agencies alike is so important as to warrant their wholehearted support.

BMB is one of the finest efforts ever made by broadcasters on behalf of the radio and advertising industries.

ROGER CLIPP  
WFIL Philadelphia

## Sponsors Will Discuss AFRA Contracts In ANA Radio Council Session Tonight

PLANS for the forthcoming negotiations of new national contracts with the American Federation of Radio Artists, covering radio performers on network and transcribed programs, will be discussed by leading sponsors this evening (Sept. 30) at a closed meeting of the Radio Council of the Assn. of National Advertisers. Session will be part of the annual ANA Convention, being held Monday through Wednesday at the Hotel Traymore in Atlantic City.

### Executive Director

Radio Council session will also deal with the selection of an executive director for the Council, a post still open although the Council was formed at the last ANA Convention a year ago. Robert F. Elder, Lever Brothers Co., vice president and chairman of the Council's executive committee, will address the meeting on "Important Developments Affecting Advertis-

ers." His speech was originally scheduled for the opening convention session Monday morning but was transferred to the evening Council session when that meeting was decided on.

### Belding Speaks

Don Belding, chairman of the board, Foote, Cone & Belding; Theodore S. Repplier, president of the Advertising Council, and Dr. Henry Link, vice president Psychological Corp., have been added to the Tuesday morning agenda of the convention, which otherwise is scheduled to run just about as previously announced [BROADCASTING, Sept. 23]. Mr. Belding will discuss "Potentialities of the Advertising Method" from an advertising agency viewpoint. Mr. Repplier will report on the postwar work of the Advertising Council. Dr. Link will review his organization's findings on the public acceptance of so-called public service advertising.

The Monday sessions will be open to ANA members only. Tuesday sessions, including the afternoon meeting when for the first time a session at an ANA convention will be conducted by the American Assn. of Advertising Agencies, will be open to ANA members and invited agency guests. Wednesday sessions will be open to invited guests from advertiser, agency and media fields, as well as ANA members. Entertainment at the Sunday evening pre-convention get-together was to be furnished by WFIL Philadelphia and on Wednesday evening by NBC.

## KANS, KRGV Changes

ARCHIE J. TAYLOR has been named manager of KANS Wichita, Kan., and Byron W. (Barney) Ogle succeeds him as manager of KRGV Weslaco, Texas. Announcement of the changes was made by O. L. (Ted) Taylor, executive partner of Taylor-Howe-Snowden Radio Sales. Jack Todd, former manager of KANS, resigned to manage the new KBOL Boulder, Col. Mr. Ogle was former assistant manager of KRGV.



# GREATER AUDIENCE = GREATER SALES

If the number of listeners one station attracts is  
greater than that of any other station in a given market,  
that station will naturally produce greater sales.

Hooper and other independent surveys consistently  
show WMC as Memphis' first choice.

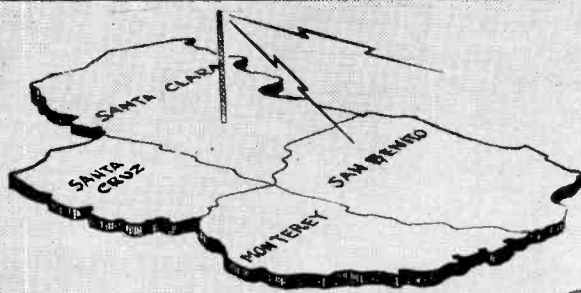
# WMC

★ MEMPHIS • NBC • 5000 WATTS  
DAY AND NIGHT

OWNED AND OPERATED BY THE COMMERCIAL APPEAL  
NATIONAL REPRESENTATIVES, THE BRANHAM CO  
MEMPHIS' **DOMINANT** RADIO STATION



"WHEN IT'S MEMPHIS YOU WANT, IT'S **WMC** YOU NEED!"



**ELEVEN-SEVENTY on your dial**

## A POWERFUL NEW STATION



**SAN JOSE, CALIFORNIA**

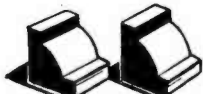
### KLOK'S PRIMARY TRADING AREA

*Compared with Leading California Counties*



#### POPULATION

KLOK (San Jose) . . . . .	247,200
SACRAMENTO . . . . .	188,200
STOCKTON . . . . .	151,800
FRESNO . . . . .	194,700



#### RETAIL SALES

KLOK (San Jose) . . . . .	\$206,568,000
SACRAMENTO . . . . .	145,327,000
STOCKTON . . . . .	120,626,000
FRESNO . . . . .	163,026,000



#### FOOD SALES

KLOK (San Jose) . . . . .	\$56,013,000
SACRAMENTO . . . . .	30,966,000
STOCKTON . . . . .	23,544,000
FRESNO . . . . .	37,220,000



#### DRUG SALES

KLOK (San Jose) . . . . .	\$7,313,000
SACRAMENTO . . . . .	6,828,000
STOCKTON . . . . .	10,443,000
FRESNO . . . . .	17,703,000

*Sales Management Estimates*

**blanketing the rich Santa Clara and Salinas Valleys**

- 11th Agricultural District in the nation
- World's largest canning center
- Fastest growing industrial area on the Pacific Coast

#### MARKET

Compare the KLOK market! Over  $\frac{1}{4}$  of a million people with purchasing power 38% above national average. A bonanza market for food, drug, general merchandise and agricultural supplies. Read the statistics! They tell the whole rich story!

#### FACILITIES

Here is 5,000 watts daytime coverage, on 1170 KC...the most powerful new station in the entire Santa Clara Valley. All broadcast facilities are the most modern, with new R.C.A. equipment throughout. Completely staffed by experienced personnel and offering a complete range of merchandising service. KLOK is independent of any network affiliations.

### National Representatives

### HOMER - GRIFFITH COMPANY

HOLLYWOOD - SAN FRANCISCO - CHICAGO - SEATTLE - NEW YORK



#### BUYING INCOME BY CITIES

United States Average . . .	\$1,293
California Average . . . .	1,596
San Jose (KLOK) . . . . .	1,971



#### RURAL BUYING INCOME

United States Average . . .	\$ 738
California Average . . . .	945
San Jose (KLOK) . . . . .	1,580



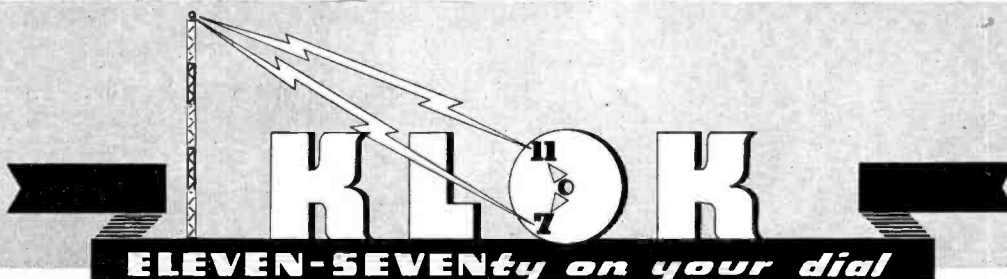
#### FARM INCOME

Santa Clara County is 11th in gross farm dollars in the nation. KLOK reaches a total farm income of \$93,652,000.



#### MANUFACTURING

Santa Clara County is the fastest growing industrial area on the Pacific Coast. During July, 1946, for example, 8 new concerns located here with total estimated annual payroll of \$3,500,000.





## Hooper

(Continued from page 20)

to one of the top-rung semantic threats of the decade.

Our appreciation that clear, literally descriptive terminology provides the most efficient vehicle for progress in any scientific endeavor, such as broadcast audience measurement, is not new-born. In 1936, during my first conversation with Matthew N. Chappell, Ph.D., then of Columbia University, he asked, "Why has so little progress been made to date in scientific research on advertising?" I replied, "People in advertising cannot even discuss the subject. There is no agreement on terms. What the business needs is an accepted glossary of research terms."

### Wrote Article

At my suggestion, Dr. Chappell then contributed an article to *Printers' Ink* which carried the sub-title "Need for Language Re-Orientation." It appeared in the November 5, 1936 issue and contained the following observations:

"...If a satisfactory term is lacking in the lay language one is made up, and a more or less restricted significance is attached to it."

"...The significance of the words in large part determines and limits the thinking."

"...No one needs to convince advertising men that the task of getting factual data in their

## No Stopping

EARLY MORNING fire in the Great Northern Hotel, Hot Springs, Ark., severed power lines of nearby KTHS, but, by means of portable power plant, Cecil Suitt, chief engineer, not only got the station on the air on time but rigged a remote pick-up. Bill Bailey, newscaster, covered the fire from the scene.

field is difficult. In any endeavor, the difficulty grows at an increasing rate with the number of variables. The variables in advertising are many. The task is made increasingly difficult by the fact that the language of advertising does not lend itself to measurement. If measurements are to be made, and are to be significant and relevant after they are made, the language must be changed to permit measurement and the kind of thinking that goes with it."

Still aware of this problem and hopeful of contributing in part to its solution, we included a glossary of research and radio terms in our book, *Radio Audience Measurement* published in 1944—although already outrun by the industry, it is to my knowledge the only formal attempt to satisfy the need.

If the appreciation of the importance of clear, precise terms arrives late in radio audience measurement, its tardy arrival is understandable. Prior to 1940 radio audience measurements were used by a limited number of organizations. There they were in the hands of the research director, part of whose value to his organization was his understanding of terms. It was not possible for radio measurers to pick up ready-made terms from other media the way the radio engineer adopted "watts," "kilocycles," "frequency," etc. from the electrical engineer. The terms used by other media just did not and still don't fit. Both BMB and we learned this while attempting to use the term radio "circulation." Furthermore, to date radio research has been confined very largely to America.

### Acute Problem

In 1940 hundreds of individual station managers, salesmen and representatives began to receive measurements of the size of their program and station audiences. To the research man, they are laymen. When they question the meaning of a word, their only recourse is the dictionary. The problem became acute.

But, in addition to thousands of our own citizens, we must expect persons speaking other languages than English to develop methods of radio research. We must expect to study their reports. We must expect them to study ours. Each of us will use a bi-lingual dictionary when we translate. Each of us will be helped or confused by the de-

gree to which our terms are literally and precisely translatable. Only by adherence to such principles has world-wide progress been made in other scientific fields.

To date our firm has been visited by officials or owners of radio in the following countries: Canada, China, Cuba, Australia, New South Wales, Holland, Czechoslovakia, Hawaii, France, England, Mexico, several other Latin American countries. Each had one question: "How can I measure program (or station or network) audiences in my country like you do here?"

In chemistry, physics or medicine, a Dane, a Swede, a Russian, a German and an American may each remain completely conversant with the work of the other through the internationally accepted scientific terminology of his respective field.

If radio audience measurements are to create efficiency, rather than to contribute to waste in advertising, they must be called by names which enlighten rather than confuse and mis-lead. If the layman in radio is not going to look with suspicion or distrust at the work of the measurer, report titles and descriptive matter must say what they are. If every newcomer to radio is not to be confused by a conflicting maze of definitions, they must be clear, simple and precise.

### Proper Usage

All making measurements of the audience actually listening to a program, network or station at any particular time should use the word "audience" in the descriptive term. Example: Station Audience Rating always appears on all contents pages in City Hooperatings Reports. The presence of the word should reveal that the Report belongs in the generic class of audience measurements whether the method of measurement revealed on the front cover is coincidental, coincidental-diary, recall, roster or whatever.

Those making measurements by cities or counties to establish the potential and/or aggregate radio families served by a station or network should use a different word. The presence of it (and the word "area" suggests itself because of its years of acceptance and use) should reveal that the Report falls into the category of area measurements whether the method (revealed on the Report cover) is NBC all-county, CBS ballot, FCC signal-noise ratio, signal strength, mail count or BMB.

If American radio is to merit nation-wide or to find world-wide acceptance for its methods of measurement (as it has for much of its technical and program pioneering), it must take a page from the centuries of experience in other fields of scientific research and unequivocally concede that the foundation stone for every scientific development is words chosen to transmit clear, accurate and precise information among the participants in the experiment.



## Texas Best Radio Buy Serving Texas Twin Cities Dallas & Fort Worth

"How to Save Money" is a matter of simple arithmetic... and so is this opportunity for double coverage of the Billion Dollar Dallas-Fort Worth Markets... twice for one price, at simultaneous or separate hours.

Use these two established 5000 watt stations for coverage that will SELL these dominant twin markets, at a 2 for 1 price combination.



**S'HELP US  
THERE IS  
A  
CHICKEN  
BRISTLE (Ky.)!**

People often ask us if we "make up" the funny names of every tucky towns that appear every week in our WAVE advertisements. The answer is "NO"! They're all real towns—including Chicken Bristle! We think the point is obvious. WAVE coverage is concentrated in (and reaches every part of) the Louisville Trading Area, which has more money and buys more goods than all the rest of Kentucky, combined. No other station can make that claim. Want availabilities?



## PLANE CRASH COVERAGE

### NBC's Dave Brinkley Describes Newfoundland Disaster

#### As Pool Network Reporter

FIRST NEWS of the rescue of the survivors of the Newfoundland plane crash of Sept. 18 was sent out the following Saturday afternoon by Dave Brinkley, WRC (NBC) Washington news editor, who covered rescue operations as a pool network reporter.

Despite the fact that there were only two telephone lines out of the area, one of them out of operation, and cable communications were "practically nonexistent," Mr. Brinkley phoned to NBC headquarters in New York the first news of the rescue as the helicopter landed at Gander Field. A few minutes later, at 5:05 p. m. (EST) Saturday, Sept. 21, he broadcast

to all four networks a report of the rescue of the first four survivors to be brought back.

Previous to that time he had flown over the wreckage and wire recorded a description which was played to New York, rerecorded there and played back at 11 p.m. Saturday on WEAf New York.

Saturday evening he interviewed four members of the rescue party and succeeded in getting through a cabled story to New York. Shortly after he had cabled the story the appearance of the Northern Lights cut off all communications until the following day.

Mr. Brinkley flew to Gander Field in the ATC plane that car-

ried the disassembled helicopter which was assembled on the field for the rescue. The plane in which he flew to view the wreckage was an RCAF plane that had brought three CBC correspondents to the scene, and which crashed on the edge of Gander Field the following day.

The CBC correspondents in the plane, Chief Announcer Barry MacDonald, News Editor Fred Brickendale, and Engineer Jim Murphy, were unhurt. Members of the staff of CBH Halifax, they were the first radiomen to view the wreckage of the fatal crash, after flying into Gander Field Friday.

They wire recorded a description of the wreck on Friday, which was aired that evening to CBC and relayed to MBS and ABC. On Saturday they interviewed the pilot of the rescue plane and the medical officer at Gander.

## Guest Quits FCC For Amherst Post

### New York Regional Attorney Named Alumni Secretary



MR. GUEST

JAMES ALFRED GUEST, regional attorney in charge of FCC's New York field office, has resigned from the Commission effective Oct. 15 to accept a position as secretary of Amherst College Alumni Assn., Amherst, Mass. [BROADCASTING, Sept. 23].

Mr. Guest graduated from Amherst in 1933, a classmate of FCC Acting Chairman Charles R. Denny Jr. He earned his law degree at Yale U. and then attended the Geneva (Switzerland) School of International Studies.

Upon completion of his studies, Mr. Guest joined the Newark office of Prudential Life Insurance Co. of America, assigned first to the litigation and then to policy sections. He joined FCC Dec. 1, 1942.

Among the cases which Mr. Guest has been active in are: Foreign language broadcasts and illegal radio stations (working with Radio Intelligence Division during the war); Providence (R. I.), FM hearings, and more recently the New York television and currently the New York FM hearings as Commission examiner.

Mr. Guest is married to the former Elizabeth Laney Montignani. They have three children: Alison, 7, James Alfred, 5, and Anne, 2.

## WOL Goes 5 kw

TIMED to tie in with exclusive Mutual coverage of the World Series, WOL Washington will increase power to 5 kw fulltime tomorrow (Oct. 1), with heavy promotion utilizing newspapers, car cards, movie trailers, billboards, mail and a special ceremony at the new transmitter in Montgomery County, Md. Merle S. Jones, station general manager, said elaborate special network shows will focus attention on WOL as a top news station.



# WSBT

is really an old-timer in the South Bend, Indiana market. WSBT has won the confidence of its listeners through a quarter-century of friendly service. People like WSBT—listen to it faithfully. A terrific "Hooper" proves it.

960 KILOCYCLES  
1000 WATTS  
COLUMBIA NETWORK



Paul H. Raymer Company • National Representatives



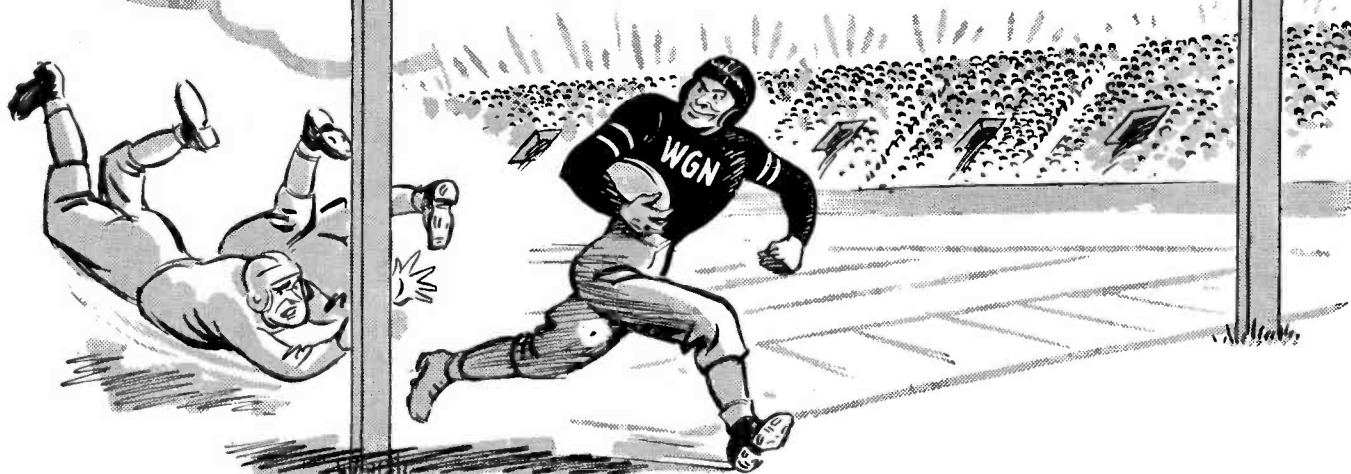
## 1946 FOOTBALL PROGRAM ON WGN

Sponsored by



September 21 . . . . . Illinois at Pittsburgh  
 September 28 . . . . . Notre Dame at Illinois  
 \*October 5 . . . . . Wisconsin at Northwestern  
 October 12 . . . . . Purdue at Notre Dame  
 October 19 . . . . . Wisconsin at Illinois  
 October 26 . . . . . Illinois at Michigan  
 November 2 . . . . . Ohio at Northwestern  
 November 9 . . . . . Indiana at Northwestern  
 November 16 . . . . . Northwestern at Notre Dame  
 November 23 . . . . . Illinois at Northwestern  
 November 30 . . . . . Southern California at Notre Dame

\*Subject to World Series Date



## SCORING REGULARLY with middlewestern listeners!

WGN scores consistently each fall with sports-minded listeners. Our scoring formula is quite simple: An imposing line-up of top games eloquently described by an expert on sports . . . in this case Jack Brickhouse, a nationally known sportscaster.

Remember, the best football is played in the middlewest, and the best of it is broadcast over WGN. It is another example of the program leadership WGN listeners have come to expect.

*A Clear Channel Station . . . . .  
 Serving the Middle West*

**WGN**

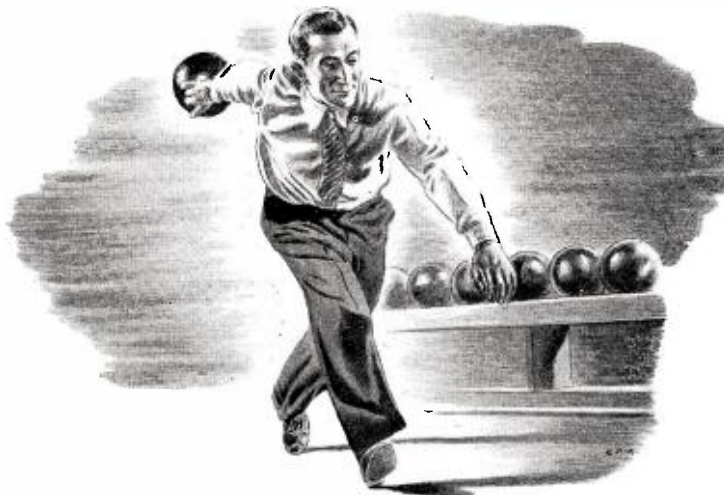
**CHICAGO 11  
 ILLINOIS**  
 50,000 Watts  
 720  
 On Your Dial



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.  
 West Coast Representatives: Keenan and Eickelberg  
 235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

# YOU MAY BE ABLE TO BOWL TEN 300 GAMES\*—



## **BUT—YOU CAN'T ROLL INTO WESTERN MICHIGAN ON AN OUTSIDE BROADCAST**

You might just as well try to roll a howling ball through a stone wall as to try to broadcast through Western Michigan's "stone wall" of fading! Even 50,000-watters pound to little avail on this queer barrier.

Hence people in Western Michigan, even more

than people in other sections, consistently tune to "home" radio stations. And their first choices are WKZO-WJEF. WKZO in Kalamazoo and WJEF in Grand Rapids offer you complete coverage of Western Michigan—far more radio homes than any other combination. Write for all the facts, or just ask Lewis H. Avery, Inc.

\* H. Martin did it, according to American Bowling Congress Records.



**BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY**

**LEWIS H. AVERY, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**



To bring the club's income into line with increased expenses, REC President Robert D. Swezey polled the club's membership on a proposal to increase dues for active members to \$10 a year, for associate members to \$5. He received approval of the increase by a vote of 211 to 18.

**MICHAEL RITTENHOUSE**, former NBC announcer and more recently with Mary D. Chase Productions, New York, has been appointed night manager of WIP Philadelphia.

★  
Represented by  
**HEADLEY-REED COMPANY**

BROADCASTING • Telecasting

**THESAURUS**—Music of Manhattan  
**PIN UP**—Enoch Light  
**MacGREGOR**—Aaron Gonzales  
" Jimmie Grier  
" Veronae Stevens  
**LANG-WORTH**—D'Artega  
**ASSOCIATED**—Victoria Cordova  
**STANDARD**—Carlos Molina  
" The Californians  
**WORLD**—Mischa Borr

September 30, 1946 • Page 37

**PHIL REILLY**, former publicity director of WINX Washington, has been named commercial manager of WLBR, new Lebanon Broadcasting Co. station at Lebanon, Pa. WLBR is scheduled to go on the air around Nov. 1.

**RICHARD GERKEN**, released from the Navy as chief petty officer, joins the New York office of John Blair & Co. as account executive. He reports to **RICHARD D. BUCKLEY**, Blair vice president.

**WILLIAM W. FIRMAN**, formerly with WIND Chicago and other midwest stations, has joined ABC Central Division as local network spot salesman.

**THOMAS D. RISHWORTH**, manager of NBC program package sales since January, has accepted the directorship of Radio House at the U. of Texas. Mr. Rishworth joined NBC in 1941 as assistant director of public service programs.

**ELAYNE PETERSON** has been made traffic manager of KROW Oakland, Calif., replacing **GENNIE NELSON**, resigned.

KMPC Hollywood has issued rate card 16 covering increase to 50,000 w effective Oct. 1, 1946. Change is applicable only to new advertisers. Current advertisers remain on old rate card until Oct. 1, 1947.

**ROLLY FORD** has been appointed sales manager of CHUM Toronto. He first started in broadcasting in 1930 as a salesman on CJCJ Calgary, moved to Vancouver where he joined the sales staff of CJOR in 1935, then director of



public relations for CJOR. He was in the RCAF from 1939 to 1944, when he was loaned to the National Film Board as newsreel cameraman, covering many wartime assignments.

**CHARLES E. MIDDLEY JR.**, CBS sales service manager, Sept. 26 opened his seventh annual course on "The Business Side of Radio" at the New York U. Division of General Education. Classes are held at CBS headquarters once weekly.

**LARRY BUSKETT**, account executive of KMPC Hollywood, has been made secretary of San Fernando Golf Club, Woodland Hills, Calif.

**GEORGE BALLOU**, WGBS Miami, Fla., salesman is father of a boy, George, Jr. **DAVE WILLIAMSON**, San Francisco manager of Homer Griffith Co., has been transferred to firm's Hollywood office as general manager. He also continues in a supervisory capacity over firm's other offices. **H. G. WELLS**, account executive, has been promoted to

San Francisco office manager of the firm. **J. H. (Johnny) JOHNSTON** has resigned as Los Angeles manager of W. S. Grant Co.

**RICHARD HESS**, supervisor of research of CBS M & O stations and Radio Sales, New York, arrived in Hollywood last week.

**ARTHUR POPFENBERG**, formerly with NBC and INS as well as several stations and advertising agencies, has been appointed salesman in the Taylor-Howe-Snowden New York office.

**CKVL Verdun, Que.**, has appointed **H. N. Stovin & Co.**, Toronto, as exclusive representative. Station expects to be on the air late in December with 1 kw on 990 kc.

**HARRY C. FOLTS**, former eastern manager of Packer-Central Outdoor Advertising Co., has been appointed account executive of the New York office of

Joseph Hershey McGillvra Inc., station representative. Mr. Folts was recently discharged from the AAF after 3½ years of service.

**KTBI Tacoma, Wash.**, has named **Gene Grant & Co.**, Hollywood-San Francisco, as Pacific Coast sales representative.

**BOB KAUFMAN**, account executive of KFWB Hollywood, is father of girl born Sept. 16.

**CHARLES V. WOODWARD** has returned to accounting department of KYW Philadelphia after 3½ years in the Army. He was a first lieutenant.

**PAN AMERICAN Broadcasting Co.**, New York has been appointed exclusive representative of Radios La Cooperativa Vitallia, Chile's eight-station network.

**WTVL Waterville, Me.**, has appointed Radio Advertising Co., New York, as exclusive national representative.

**HENRY GERSTENKORN**, assistant sales manager, Don Lee Broadcasting System, Hollywood, in New York the past week contacting agencies, due to arrive in Chicago today (Sept. 30) on similar mission.



**ALBERT E. SINDLINGER**, executive vice president of Audience Research Institute, New York, has resigned. Executive direction of the firm will be shared by **JAMES L. WOLCOTT**, general manager, and **JACK SAYERS**, presently West Coast representative.

**CLAUDE McCUE**, executive secretary of Los Angeles AFRA, arrived in New York Sept. 27 for national negotiations with networks and advertising agencies.

**ARTHUR E. DURAM**, former director of promotion and research for Hillman Periodicals, has been added to O'Brien & Donnan, New York, as head of newly established radio department. Prior to three years of service with AAF in ETO, Mr. Duram has been with WHO WOC WCBS.

**FREDERIC W. ZIV Co.**, Cincinnati, has placed quarter-hour transcribed "Barry Wood Show" under local sponsorship for 52 weeks (one to five weekly) on WEOA KATE WIRE WMBB.

**TED COTT**, program director of WNEW New York, has been signed by Tone Products Corp. of America to produce complete line of firm's "Merry-Go-Sound" children's records. He becomes vice president of disc firm, continues WNEW activities.

**WILLIAM MEYER**, after four years in armed forces and previous to that merchandise manager of Consolidated Millinery, New York, has been appointed advertising and publicity director of Tele-Tone Radio Co., New York.

**ALBERT EARL** has been appointed assistant advertising manager of the Columbia Recording Corp. Mr. Earl has been with the company since 1944 and has had charge of artist tour promotion, cooperative advertising and catalogs.

**CARL R. FITTKAU** has been appointed publicity representative for the Home Radio Division at Sunbury, Pa. and the Industrial Electronics and X-Ray Division of Westinghouse in Baltimore. Mr. Fittkau succeeds C. M. MEEHAN and will headquarter at Baltimore. Mr. Meehan is director of public relations for Westinghouse Radio Stations.

**KEVIN SWEENEY**, manager of Fletcher Wiley Productions, Hollywood, arrived in Boston last week to confer with New England group affiliates on "The Housewives Protective League" programs. From there he proceeds to New York, Pittsburgh, Chicago and St. Louis in two weeks of conferences.

**MARGARET ETTINGER & Co.**, Hollywood, has been appointed to handle national publicity and exploitation campaign for CBS "Eddie Bracken Show." **SAM CASCIO**, administrator of veteran affairs for the Hallicrafters Co., Chicago, has been appointed personnel director. In his new position, Mr. Cascio will have charge of all industrial relations and personnel functions in addition to his present duties.

**JOHN P. McCRACKIN** has joined San Francisco staff of Knight & Parker, market research firm.

# WJHL

Johnson City, Tenn.

*will operate on*

# 5000 WATTS

*Effective October 1*

910 KC

# WJHL

Johnson City, Tenn.

5000 W (D)

1000 W (N)

NATIONAL REPRESENTATIVES: HOWARD H. WILSON COMPANY

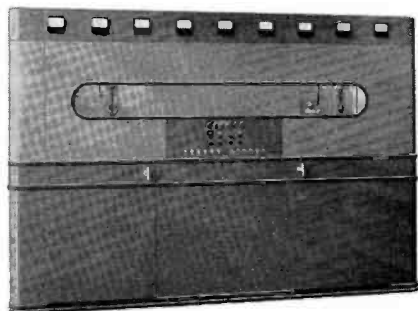


# LEADERSHIP

***Since the "Beginning of Radio Time"!***

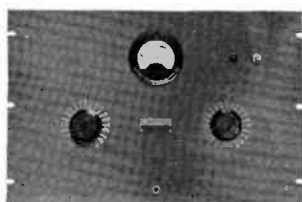
## EVERYTHING FOR RADIO BROADCASTING from the PLANS to the COMPLETED STATION

For completeness, engineering, efficiency, reliability and simplicity, GATES broadcasting equipment is adequate for any need. GATES service is complete—from the plans for your dream station to the completed job. Only representative units are shown herein. Write for complete details of any type of equipment you may require.



### 5 & 10 KILOWATT TRANSMITTERS

MODEL BC-5—new development, meeting all demands for a modern, versatile 5-Kilowatt Transmitter. Also made as a 10-Kilowatt Transmitter—MODEL BC-10.



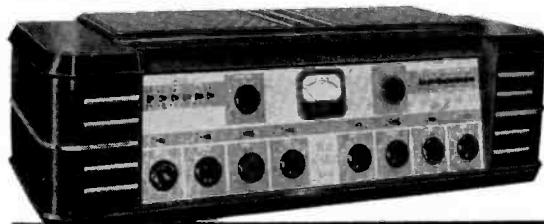
### LIMITING AMPLIFIER

MODEL 28-CO—The most modern equipment for securing high average modulation levels with low distortion and noise. Trouble-free performance.



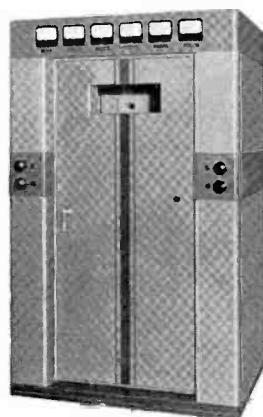
### LINE AMPLIFIER

MODEL 6C—a flexible Unit which may be used in recording, monitoring and line amplifier service. May be used throughout the station.



### Speech Input Console

MODEL 30—De Luxe designed for eye appeal as well as engineering efficiency in radio stations and recording studios of all sizes. Write for specifications.



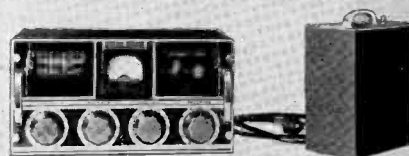
### 1-KILOWATT TRANSMITTER

MODEL 1-E—a new, modern, 1-Kilowatt Transmitter embodying improvements and features that will make your station outstanding in operation. Write for complete specifications.



### PREAMPLIFIER

MODEL 60-A—designed to furnish ample gain for any transcription pickup to bring the level up sufficiently to feed line amplifier.



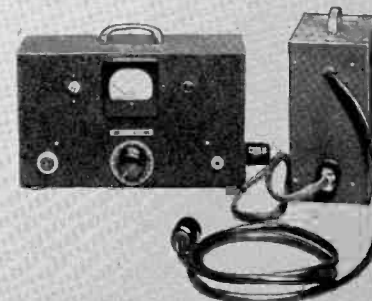
### Dynamote Remote Amplifier

This is one of the most popular remote amplifiers in use today. In its weather resistant case with power unit, (it may be taken anywhere on remote jobs necessitating headphones and microphones).



### REMOTE CONDITIONER

MODEL 6S—a superior unit for single microphone remote applications. Easily portable. Write for specifications.



### REMOTE COMPACT

A single channel remote amplifier which is easily transported as a single unit, in airplane baggage type carrying case which is part of the equipment. Comes in two models—GR-80, GR-70. Write.



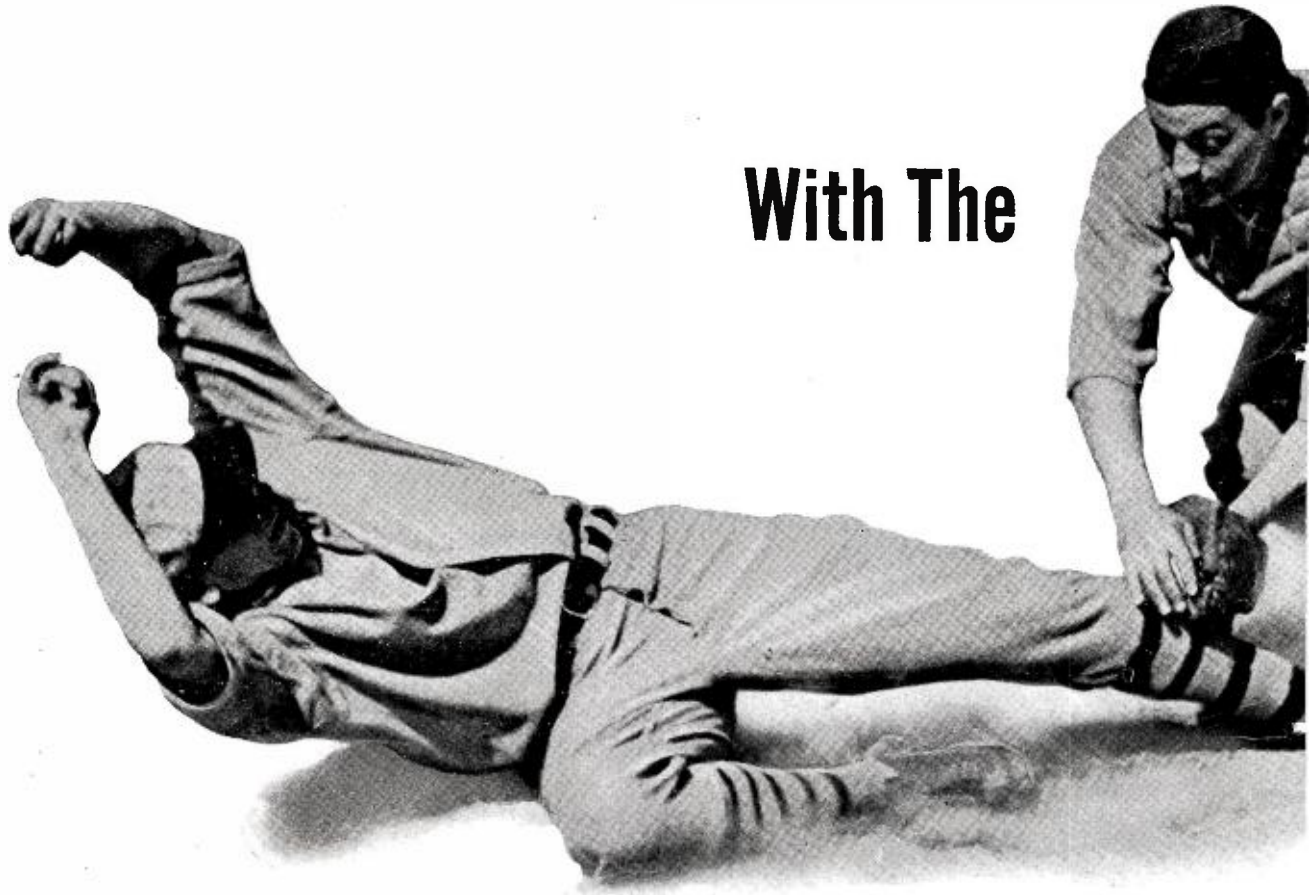
**GATES RADIO CO., Quincy, Ill.**

NEW YORK OFFICE:  
9th FLOOR • 40 EXCHANGE PLACE

SOLD IN CANADA BY  
CANADIAN MARCONI CO., LTD., MONTREAL

**Exclusive Manufacturers of Radio Transmitting Equipment Since 1922**

**With The**





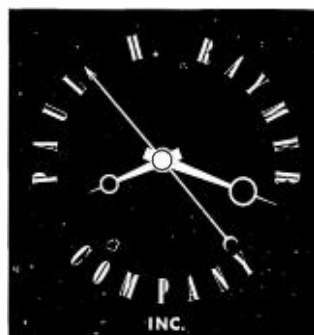


## Right Men In the Field—

This play started in the field...and paid off where it counts most. It takes men out there who know the game, who have a way of being in the right place at the right time for a truly winning combination.

And that's why this company has been so successful during the past fourteen years. Our men in the field know where to be and when to be there. They are specialists in their positions. They've trained hard, have come up through the "minors" and are proud of their experience and ability.

The radio stations we represent recognize this winning combination. Their volume of spot sales is proof of it.



**PAUL H. RAYMER COMPANY, INC. • RADIO ADVERTISING**

**NEW YORK • BOSTON • DETROIT • ATLANTA • CHICAGO • LOS ANGELES • SAN FRANCISCO**

# Editorial

## Time Shopping Early

LAST SUNDAY, daylight savings time terminated for those estimated 30,000,000 souls residing in DST areas. But for upwards of 100,000,000 people who live by "radio time," it ended a Babel of confusion. Life, they feel, will be normal again. (This has no relation whatever to the *private* interests of station, advertiser and agency personnel, who for the next few weeks will be mumbling to themselves trying to unscramble schedules).

But will things be normal? Realignment of schedules will remain only until next April, when DST again takes over *unless* remedial measures are invoked. New York sets the pace. When it goes EDST, all program schedules are forced to conform. The problem erupted this year because during the war, the nation was on daylight saving time by Act of Congress.

The chaos wrought by DST goes beyond the station itself. It means wholesale rescheduling for local and national and regional spot accounts. Only the network program gets the right of way. And that is done for the benefit mainly of the larger cities observing fast time.

Uniform time is the answer. It should be either *national* DST or *national* standard time. The transportation systems—railroad, ship and plane—have had the problem from the beginning. They have found their solution in observance of local standard time everywhere. The DST areas are in the distinct minority population-wise. So the majority areas control—EXCEPT in radio. In a Democracy everything should work by majority rule.

Let's have the majority rule in radio, too. We're for uniform standard time. We're going to try to do something about it.

*EMERSON Radio & Phonograph Corp. is undertaking its heaviest advertising campaign to include 5,000 insertions, aggregating 3 million lines, in 500 newspapers through the end of October.*

*Hasn't Emerson ever heard of RADIO as an advertising medium?*

## Surface Observation

THE LETTER from Acting FCC Chairman Charles R. Denny Jr. to Robert Brown, INS executive news editor, interpreting the "wire news-local news" issue projected in the Blue Book is an interesting study in underwater swimming.

Mr. Denny, in his letter, actually grants the petition of Mr. Brown. Mr. Brown had asked that the Blue Book language be amended to provide that wire copy rewritten in radio stations and voiced locally be classified as "local" rather than as "wire." Mr. Denny responded, in effect, that an amendment was unnecessary since what Mr. Brown asked was exactly what the Commission meant all the time.

We have reason to believe that there are some at the Commission who wish they had never heard of the Blue Book. Whether Mr. Denny is among these, we do not know. But he can't keep swimming under water forever. Sometime, in the face of pleas for modification, he will have to emerge for air—at which point he may have to say "yes" or "no" instead of spitting between his teeth.

## Acid Avco Test

PRACTICAL test of the so-called Avco-transfer procedure recently formally adopted by the FCC develops with the completion of the transaction under which control of KSTP St. Paul passes from trustees of the estates of the original financial backers to ultimate new control—in this instance Avco (Aviation Corp.) itself.

Here is a case where Stanley E. Hubbard, president and general manager since the station's founding more than a score of years back, fortuitously found himself in the position of arranging to acquire control himself or of liquidating his own 25% holdings. The trustees of the estates, under the trust mandates, could not invest in the expansion of the Minneapolis-St. Paul licensee into FM and television, presumably on the ground that these were "speculative ventures."

Mr. Hubbard has been the policy and directing head of KSTP from the start. He desires that the station enter these new fields to keep abreast of the art. He had an option to acquire the 50% holdings of the Shields estate at the best bona fide outside offer. He now has acquired both the Shields 50% and the Brown 25% from the trustees, under an arrangement whereby Avco, which loaned him the money, holds an option to purchase the 75% six months hence.

It appears to us consistent with the pronounced policy of the FCC that the first phase of this transaction—Mr. Hubbard's acquisition of the trustee stock—should not be open to public bidding under the Avco procedure. Under the Hubbard-Crosley transaction, fiscal control would change, but the continuity of management would not be disturbed. Thus policy control would remain where it has resided for 20 years—in Mr. Hubbard.

By the same token, it appears fairly obvious that when Avco-Crosley exercises its option to purchase control, the public advertisement-open bid procedure will apply.

Radio is just rounding out its first ownership generation. There unquestionably will be other cases from now on paralleling the Hubbard-KSTP case—where banker-trustees will be loath to invest in new enterprises essentially a part of the broadcasting art. Certainly those who have been instrumental in building station properties, particularly those holding minority interests, should not be forced to compete with outside interests under the Avco procedure, all other things equal.

## Everything's All Set

THERE ARE interesting implications to be found in figures on set production in August.

The Radio Manufacturers Assn. reports that an alltime production record was established during that month, despite the fact that manufacture of FM receivers fell off the July figure by more than 30%.

Does this mean the public does not want FM sets? Or does it mean that manufacturers do not want the public to have FM sets—yet. Your guess is as good as ours.

But what it does mean is *this*: the public wants American radio. Whether they get it on FM or AM, they are buying receivers in order to hear programs.

That is the important element to consider in analyzing objectively the currents of controversy that flow around the AM-FM issue. The program is the thing, and if it's being transmitted, the public will receive it—by devices of its own selection.

## Our Respects To—



EDWARD JOSEPH HEFFRON

**D**ESIRABLE but not universal among practitioners of the fine art of influencing public opinion is an intimate familiarity with the thinking processes of people. NAB's new public relations expert, Ted Heffron, knows people and knows also the evolution and operating problems of broadcasters.

Ted learned about people the hard way—through actual rough and tumble soap-boxing. Back in the 30s he spent many Sunday afternoons in Washington's Franklin Park as spokesman for the Catholic Evidence Guild. There he stood on a box, operating a one-man panel as crowds gathered and flayed him with questions.

Most of the questions were sincere, others just plain ornery. Guild speakers, many of them prominent in Washington life, were trained to take on all comers. Ted took them on, answered their queries if he could, passed them by if he couldn't. After a few years of Sunday afternoon oratory he became adept at public speaking—especially without benefit of script.

Ted's first job after graduation from Georgetown Law School in 1931 came about through family necessity. Arrival of his first child just a year after he was married and while he still was in school, had created fundamental economic problems in the Heffron household. Ted had been working his way through school by serving in the U. S. marshal's office.

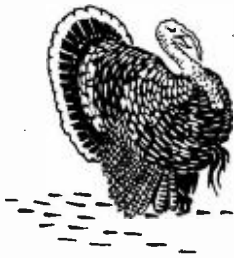
An opening developed at the National Council of Catholic Men, then in need of an assistant to the executive secretary. Ted got the job and quickly found himself in broadcasting, for his first assignment was to edit scripts for the NBC *Catholic Hour*, checking them for radio and public relations policy.

Three years later he was named executive secretary of the council, taking full charge of its public relations activities. Under his guidance the *Catholic Hour* developed into one of the most popular religious programs on the air. The council job took him into official Washington circles and all over the nation—and into loudspeakers on many occasions.

Having become thoroughly familiar with broadcasting from the programming side, Ted found himself deep in the heart of the regulatory problems that vex broadcasters when the industry's trade association was framing the original NAB code in 1939. Opposition among Catholic elements was heavy, inspired to some extent by the furor that surrounded the Sunday declamations of Father Coughlin. Whether they agreed with the Royal Oak priest or whether they deemed him a rabble-

(Continued on page 44)





## You CAN TALK TURKEY, TOO!



**Y**ou can talk turkey even if you don't know anything about the bird, itself, except how it tastes. When Bill Shomette and Walter Cardwell discuss turkeys, they do know their subject, because Mr. Shomette is WOAI's Farm and Ranch Director and Mr. Cardwell is Director of Luling Foundation Farms, a 1223 acre, non-profit project for the purpose of improving agricultural operations in the Southwest.

*"Turkey raising is a risky business, especially when the birds are young," said Mr. Cardwell, "but WOAI makes it a lot safer for many turkey raisers.*

*"If it were not for advance warning on weather conditions, for instance, a turkey raiser could be ruined. He could lose a lot of money, too, if he didn't have the up-to-date market broadcasts because the newspapers are always a day or two old when they reach many farmers.*

*"I know from talking with them that the farmers actually consider WOAI a part of their business. And the importance of entertainment in these rural homes can't be overlooked. I really believe a lot of people wouldn't stay on the farm if they didn't have a radio—they'd feel too 'out of things'."*

The Luling Foundation Farm is in the great "turkey triangle" of Texas which includes thousands of square miles and from which hundreds of thou-

sands of dollars worth of birds are shipped to every part of the United States each year.

WOAI is the only 50,000 watt, clear channel broadcasting station in eighty-eight counties of southwest Texas of which even the great "turkey triangle" is a small part. WOAI's coverage extends to 30% of the population of Texas and this 30% accounts for 28% of the retail sales of the state. It is the only station serving much of this area.

We feel that we have a great obligation toward these people—to give them markets, agricultural information, weather data and good entertainment—and we are proud of appreciative statements like Mr. Cardwell's which thousands of our listeners, including dairymen, cattlemen, oilmen and others, have made.

We know they depend on us and we'll continue to give them our best!



THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

**50,000 WATTS** Clear **CHANNEL**

## Respects

(Continued from page 42)

rousing menace, many Catholics feared adoption of a broadcast code that would restrict religious groups and personalities in their use of the medium.

Ted was consulted by those in charge of the code project. He studied the provisions and decided they were sound, logical and impartial. Quickly he found himself in the middle of the pro and con groups, but didn't stay there long, coming out boldly in favor of the code. Ed Kirby, one of the code conceivers, observed the other day that the document never could have been adopted without Ted Heffron's help.

Birthplace of NAB's publicist—for protocol purposes the title is executive assistant for public relations under President Justin Miller and Executive Vice President A. D.

Willard Jr.—was E. Dubuque, Ill., April 3, 1905. Ted attended E. Dubuque schools, then went to Loras College, Dubuque, where he received his A. B. in 1927.

Eager to become a lawyer, he selected the Nation's Capital as the best spot to get a legal education and hold a job at the same time. He enrolled at Georgetown and went to work for the Merchant Fleet Corp. After a year he got a better job at the U. S. marshal's office. In August 1929 he married Louise Howze, of Marion, Va., whom he had met at the home of a friend.

### Passed Bar Exams

The next year, though still 12 months away from his LL.B., he passed the District of Columbia bar exams, an achievement that eased the strain of attending school and supporting a family of three—though he went on to get his degree nevertheless.

Ted soon veered away from a

barrister's career, but he satisfied his litigious yen by teaching commercial law at Strayer College of Accountancy in Washington. In 1940 he was awarded an honorary LL.D. by Loras, delivering the commencement address.

In 1943 he was appointed by an interfaith committee to draft recommendations on religious broadcasting at the Ohio State Institute for Education by Radio.

Last spring when Mr. Kirby resigned the NAB public relations post, NAB started looking for a successor. It needed to look only a few blocks across Northwest Washington, recommendation after recommendation pointing toward Ted, one of the Capital's active public relations counsellors.

He has three children, who provide about all the hobby one man can handle. When there's any time left, he indulges his gardening and golfing proclivities.

## News



**ROBERT J. HENNESSY** has been named director of special events and publicity of KMOX St. Louis, filling post long vacant since resignation last July of **JERRY HOEKSTRA**. Released from AAF as captain, Mr. Hennessy before the war had been with CBS special events and publicity under **H. V. KALTENBORN** and **PAUL WHITE** in network's New York studios. He was in Army for five years. At KMOX he rejoins **J. SOULARD JOHNSON**, station's director of public relations, with whom he worked at Scott Field, AAF base near St. Louis.

**WINN Binghamton**, N. Y., has entered into a cooperative agreement with the Binghamton Sun, morning daily, for night news coverage.

**RAINE BENNETT**, WRC Washington commentator, has had his writings on Pacific Islands accepted for inclusion in the Encyclopedia Britannica. He currently is heard over WRC in a Sunday fifteen-minute program, "Islands in the News."

**BOB VAUGHN** has been named sports director of KIDO Boise, Idaho. He covers eight broadcasts locally and has a twice-weekly sports roundup.

**RALPH WORDEN**, WGAR Cleveland news editor since 1936, has been named to newly created post of director of public affairs. Mr. Worden is to assist labor, political and civic organizations on best utilization of radio time allotted to them. **CHARLES DAY**, member of WGAR news staff, has been appointed acting news editor to succeed Mr. Worden.

**JOE PAVELICH**, Montana State U. Journalism student, has been added to the news department of KGVO Missoula, Mont., as local reporter. He is veteran of 3½ years service in AAF in South Pacific.

**GEORGE GRIM**, foreign correspondent and columnist for Minneapolis Tribune, has been signed by WCCO Minneapolis to do six morning and three evening newscasts weekly. He succeeds **JOHN RALEIGH** who resigns after four years with station as newscaster and commentator.

**DON WATRICK** Sept. 30 joins the WJR Detroit sports staff. Formerly with WXYZ Detroit and Michigan Radio Network, he will handle play-by-play accounts of the U. of Michigan football games. **CHARLIE PARK** will handle color and assist. The J. L. Hudson Co. of Detroit is sponsor with Wolfe-Jickling-Dow-Donkey, agency.

**HAL O'HALLORAN Jr.**, is the new farm editor of WMRN Marion, Ohio. Mr. O'Halloran spent three years in the AAF and was news and sports writer for WLW Cincinnati prior to his entry in service.

**MORRIS MILLER** has transferred from the announcing staff of KGLO Mason City, Iowa, to the news department of that station.

**CENTRAL NEWS AGENCY** of China early in 1947 will place in operation at Nanking two new 20 kw radiotelegraph transmitters just completed by Press Wireless Mfg. Corp. According to **CHUNG-CHIN KAO**, former director of the radio division of the agency, units will be utilized mainly for radiotelegraph, teleprinter and radiophoto operations and will be coordinated with the Press Wireless international network and other communications organizations for distributing news throughout the world.

**FRED RAINS**, former Army Special Services lieutenant, is newest addition to the local news staff of KWTO Springfield, Mo. He succeeds **WALTON D. CLARKE** who resigned to take post as director of radio workshop at Kent U., Kent, Ohio.

**SCOTT WEAKLEY**, special events director of KROW Oakland, Calif., has started course in radio voice and workshop at Oakland Technical Evening School.

**JOSEPH HARSCH**, CBS newsmen, is the father of a boy.

**CHARLEY CRAIG** has joined KODY North Platte, Neb., as news editor.

**JOHN ADAMS**, CBS White House correspondent, is the father of a girl, Abigail. **KXOK** St. Louis Sept. 30 adds AP to its lineup of news service facilities, including UP, INS and Reuters.



# Crops Never Stop Growing in Magic Valley

It's hard to believe, but it's true . . . every day of the year, Valley folks are raising crops . . . citrus fruits . . . cotton . . . vegetables. The perfect year 'round climate, coupled with the fertile delta soil of the Rio Grande has made the Valley one of the richest farm areas in the country. The effective buying power is far above the national average . . . \$650.00 per person or an annual total of 165 million dollars. This is only a start, for each year more and more land is placed under cultivation. It's a market that is expanding rapidly in a p-e-r-m-a-n-e-n-t way. KRGV, the strategically located station penetrates Magic Valley from end to end. It's the proven way to effectively reach this Magic Market.



AFFILIATED WITH

TAYLOR-HOWE-SNOWDEN  
Radio Sales



affiliated with  
NATIONAL  
BROADCASTING  
Lone Star Chain  
1000 Watts

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG



# For the 6<sup>th</sup> Consecutive Year...



**HOME FEDERAL SAVINGS & LOAN ASSOCIATION**  
TULSA, OKLAHOMA  
3RD & BOSTON

LOUIS W. GRANT  
President

August 29, 1946

Mr. Gus Brandborg  
Commercial Manager  
Radio Station KVOO  
Philmore Building  
Tulsa, Oklahoma

Dear Mr. Brandborg:

We are pleased to renew Home Federal Savings and Loan Association's contract with Radio Station KVOO for the sixth year. This 10:00 p. m. fifteen minute newscast over the past six years has proved beyond a doubt to be the best medium of advertising which this Association has ever had.

While the newscast since the war may not have the listening audience that it did during the war, it has not been noticeable insofar as the results for our Association are concerned.

We appreciate the cooperation which we have received from Radio Station KVOO during the time that we have been one of your advertising customers.

Sincerely,

*L. W. Grant*  
President

LWG:e

HOME FEDERAL SAVINGS AND LOAN ASSOCIATION  
VETERANS HOME LOANS  
DREW BLDG

HOME FEDERAL  
SAVINGS & LOAN  
ASSOCIATION



For the 6th consecutive year the Home Federal Savings and Loan Association of Tulsa, one of the southwest's largest, has renewed its sponsorship of the nighttime 10 o'clock newscast on KVOO. This is signal recognition of the effectiveness of this service. It is with pride that we acknowledge the letter above and extend our congratulations to Mr. L. W. Grant and the Home Federal organization on their proud achievements during the past years. We are pleased to have had a part in this successful growth.

OKLAHOMA'S GREATEST STATION • 50,000 WATTS • NBC  
EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES

**MYRON CURRY**, KMBC Kansas City announcer, has been promoted to continuity director. He assumes duties of **ROBERT LIGGETT** who was appointed program director of WCAR Pontiac, Mich.

**HARRY LUBCKE**, director of television, Don Lee Broadcasting System, Hollywood, flies to Washington Oct. 5 for two-day conferences with government officials on networks electronic research. From there he proceeds to New York to attend TBA Convention.

**JACK FULWILER**, 1946 graduate of the U. of Georgia School of Journalism, has been named head of the J. Walter Thompson Co., Atlanta, media department.

**CAPT. WILLIAM S. NEWKIRK**, on terminal leave from the Army, is to return to the program and announcing staff of KTRH Houston, Tex. He last served with Philippine Scouts, 43rd Infantry Regiment. He enlisted in the cavalry in 1942.

**MILDRED BAILEY**, director of "Food Is Fun" on WCOP Boston, is to be speaker at the Hartford radio conference for Connecticut clubwomen Oct. 10.

**BARNEY KEEP**, announcer at KEX Portland, Ore., is the father of a boy.

**BEN PALEY**, CBS Western Division director of program operations, is in the Los Angeles Cedars of Lebanon Hospital, where he underwent an operation on Sept. 18.

**JAMES McCANN**, KYW Philadelphia announcer, Sept. 21 married **MILDRED**



**BROWN** of the Wellman Agency, Philadelphia.

**TOM HOTCHKISS**, production manager of KGER Long Beach, Calif., has resigned to enter his own business.

**MARILYN MAXWELL** has been signed as featured vocalist on the NBC "Abbott & Costello Show," resuming Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co. for Camel cigarettes [BROADCASTING, Sept. 23]. Nat Wolfe will produce. Agency, William Esty & Co., New York.

**MARJORIE SHELDON** has been appointed director of civic events for WGL Fort Wayne, Ind. Miss Sheldon was winner of top honors at the Fifth Annual NBC-Northwestern U. Radio Institute last August.

**GIL SHAW**, announcer of WMBG Richmond, Va., has returned to the station following release from the Navy as ensign. He served two years, part of time in Pacific. **G. CONRAD RIANHARD**, formerly with WMTM Danville, Va., has

joined the program department of WMBG.

**ALBERT COLEMAN**, musical director of WSB Atlanta, Ga., has been selected to direct the music of the Southeastern World's Fair in Atlanta, Sept. 27-Oct. 6.

**FREDERICK KARCH**, KYW Philadelphia producer, has been named director of the Neighborhood Playhouse, theatre group, and in addition will teach dramatics to Junto, adult education group.

**HOBE DONOVAN**, Hollywood writer-producer of the NBC "Smilin' Ed McConnell Show," in New York for three weeks. **MAX HUTTO** is handling the show during Mr. Donovan's absence.

**LORRAINE JENEVEIN**, head of KGO San Francisco continuity department, has announced her engagement to Ward Duchene, former Navy lieutenant who is now a metallurgist at the Crucible Steel Co., Pittsburgh.

**STAN WARANCH**, former Army announcer and disc announcer for WSSV Petersburg, Va., has resigned to attend

college at the Richmond Professional Institute, Richmond, Va.

**LARRY LUNKER**, former free lance writer of Chicago, has joined the continuity staff of WFMJ Youngstown, Ohio.

**JACK QUINN**, former record mc at WERC Erie, Pa., and formerly with WICA Ashtabula, Ohio, has joined WMRN Marion, Ohio. Mr. Quinn did special Army shows from Camp Millard, Bucyrus, Ohio, over WMRN while serving in the Army.

**DELLA FOSS PAIN**, former script writer at CBC Winnipeg studios, is now writing 52 half-hour radio plays for 3DB of the Australian Broadcasting System. She is now in Frankston, Victoria, Australia.

**NORMAN LUCAS**, senior producer of CBC Winnipeg, won the autumn golf tournament of the Radio Broadcasters Club of Winnipeg. **PERCY BURDETT**, **PAUL OLYNYK**, **FRANK SIMON** and **HENRY ELSASSER**, musicians of CKY Winnipeg, won team trophy.

**DON BONHAM**, former announcer at KWNO Winona, Minn., and **STAN TORGERSON**, formerly with AFRS in Aleutians, have been added to the announcing staff of KGLO Mason City, Iowa.

**EDWARD SHATTUCK**, corporation lawyer and member of General MacArthur's staff during war, is now moderator of "Open Forum" on KMPC Hollywood.

**ROBERT H. O'SULLIVAN**, chief announcer of KJWB Globe, Ariz., has resigned to join announcing staff of KWFC Muscatine, Iowa.

**WALT SHELDON**, former assistant to the program director of WCAU Philadelphia and China reporter for ABC wartime show, "The Fighting AAF," has been named copy and accounting chief for KOAT Albuquerque, N. M. He has been in radio since 1937.

**DAVID K. FULTON**, former special events director for WGAC Augusta, has been named program director of WALB Albany, Ga.

**DORT LIBIN**, released from the Army, has been appointed assistant to **NORMAN REED**, program director of WWDC Washington. He succeeds **SID PETERS**, who resigned to freelance.

**DONNELLE SHANNON**, script writer at WWDC Washington who recently was married to James Fitzgerald, has resigned from the station. She is succeeded at WWDC by **LYNNETTE WILSON**, former assistant to **IRA WALSH**, public events director.

**TANNIS MURRAY**, talks department, CBC Toronto, is attending the International Assembly of Women at South Kortright, N. Y., Oct. 12-22, as one of four Canadian women invited to attend the conference.

**ROSS ROWLANDS**, former chief announcer of CKCW Moncton, N. B., has joined CKDO Oshawa, Ont., as program director. He served with the RCAF during the war.

**ART LINKLETTER**, Hollywood mc of various network shows, has completed his book "Out of My Head" which is to be published in March by Doubleday & Doran. The book covers 13 years of author's ad lib experiences and includes parts of 15,000 interviews which he broadcast.

**GLEN LANGLAND**, who portrays Barton Drake on MBS "Mystery Is My Hobby," has been signed for role of Captain Rex Morgan in 20th Century Fox film version of "Forever Amber."

**FRANK McHUGH** has succeeded **STU ERWIN** in title role of CBS "Phone Again, Finnegan."

**TOM CONWAY** will portray Sherlock Holmes when that mystery detective series resumes on ABC stations Oct. 12.

**MERVYN AMOLS** and **ANTHONY CUMMINGS**, formerly with WCOP Boston and WLEU Erie, Pa., respectively, have joined the announcing staff of WJLS Beckley, W. Va.

**BILL WILLER**, former KALL Salt Lake City news commentator and before that director of public service at KUTA that city and WIP Philadelphia as announcer, has been added to the KROW Oakland, Calif. announcing staff.

**DONN CHOWN**, announcer at WJR Detroit, has been appointed head of script department. Day after promotion he became the father of a girl. While waiting at the hospital he wrote the initial script of a new WJR program.

**JERRY JACOBY** of CBS Hollywood program department and Kenneth L. Parsons were married Sept. 13.

**JIMMY WALLINGTON** has been assigned announcer on NBC "Duffy's Tavern" resuming Oct. 2.

**PAUL SNYDER**, former staff announcer of WCFL Chicago, is now freelancing in Hollywood.

# KFYR is the NORTHWEST'S GREATEST ADVERTISING MEDIUM

**GREATEST CIRCULATION:** 176,630 homes—12% more than all radio homes in Seattle and Spokane combined—according to NBC's latest all-county survey.

**HIGHEST RATINGS:** KFYR shows have higher local ratings—every hour, every day—than any other station—according to Robert S. Conlan's latest survey (April, 1946).

**GREATEST BUYING POWER:** Farm income alone in North Dakota (only part of KFYR's six-state primary) last year was over half a billion dollars. In the first two months of 1946, North Dakota farmers received 44% more income than in the same period of 1945—according to the Federal Reserve Bank Review (May, 1946).

**BEST RESULTS:** 85.3% of KFYR's current business is from advertisers who have used KFYR before—who know from experience that KFYR sells the Northwest as no other medium does!

## KFYR Bismarck, N. D.

5000 Watts Day and Night  
NBC Affiliate 550 Kilocycles

National Representatives:  
JOHN BLAIR & CO.



**\$5.00 on  
the WINR**

**T**HE girl in this picture is a winner. On our very first day on the air — on the very first street quiz program sponsored by a Triple Cities furrier (name on request), she won \$5.

**S**HE crossed the street, walked a half block to the sponsor's store and, within five minutes after the program had ended, put down the \$5 (and a lot more) for the coat she wears.

**T**RIPLE CITIES WOMEN have money to spend. Every week, 20,013 of them take home **\$700,453.\***

\*Source, N. Y. State Dept. of Commerce



This is the  
Actual Girl  
— and the  
Actual Coat



**For QUICK Results Put Your Money on the**

**WINR**

**NBC in the Triple Cities — Endicott, Binghamton, Johnson City**

**At Binghamton  
New York**

**DAVID CARPENTER  
GENERAL MANAGER**

**HEADLEY-REED  
National Representatives**

# Time Buyers!

## "Spot" PROGRAMS PUT CLIENTS IN THE DOUGH!



Here's a batch of glittering programs based on NBC "Spot's" definite-success recipes. Definite-success recipes? Yes, indeed. For all combine the essential ingredients necessary to win a sit-up-and-listen audience—the *most valuable audience that money can buy*. For instance:

... these programs are featured on "Spot's" Key Stations in 11 vital markets

... Key Stations that broadcast day in and day out to 57% of the radio families in the U. S.

... radio families with *34.2% greater buying power* than the average for the whole country.

So if you really want to put your clients in the dough ... call "Spot" *this very minute* ... for "Spot's" programs sell like hot cakes!

**WEAF**.....**New York**  
"H. V. Kaltenborn Edits The News"—This distinguished news analyst—Dean of American Radio Commentators—heard regularly on the NBC network, is available for local sponsorship. 7:45-8:00 pm, Monday, Wednesday and Friday.

**WBZ**.....**Boston**  
"Bump Hadley"—an authority on Sports, who speaks from experience as a great athlete. 6:15-6:30 pm, Mon. thru Fri.; 6:30-6:45 pm, Sunday.

**WOWO**.....**Fort Wayne**  
"Hoosier Hop"—national favorites, this mighty famous group is available right now for local sponsorship. 9:30-10:00 pm, Tuesday.

**WMAQ**.....**Chicago**  
"Clifton Utley," noted commentator, offers a brief, informative and fast-moving news summary, followed by his comments and analyses. 8:45-9:00 am, Monday thru Friday.

**WGY**.....**Schenectady**  
"Otis and Eleanor"—popular with WGY listeners for over 6 years, this team offers cowboy and folk tunes and friendly chatter. 8:30-8:45 am, Monday thru Friday.

**KYW**.....**Philadelphia**  
"Robert Heckert," news analyst, interprets news highlights daily for a large mid-day audience in Philadelphia. 12:50-1:00 pm, Mon. thru Fri.

**KDKA**.....**Pittsburgh**  
"Johnny Boyer Sportscastr"—Most popular sports announcer in the tri-state area, Boyer presents a nightly resume of sports news highlights. 11:15-11:30 pm, Monday thru Saturday.

**WRC**.....**Washington**  
"Stringtime"—light concert melodies, blended with smooth arrangements of popular show tunes by the ten-piece NBC String Orchestra and featured vocalists. 6:15-6:30 pm, Mon. and Wed.

**WTAM**.....**Cleveland**  
"Tam Manning, Sportscastr," known throughout the midwest, brings to the mike a constant procession of sporting events, interesting personalities, and unusual happenings. 6:00-6:10 pm, Monday, Wednesday and Friday.

**KOA**.....**Denver**  
"Fred Nesbit Sings"—A great new singing find, baritone Nesbit is presented twice weekly in a delightful quarter-hour of music. 6:45-7:00 pm, Thursday and 1:45-2:00 pm, Sunday.

**KPO**.....**San Francisco**  
"News of the World"—a network roundup of world news events; available for local sponsorship. 4:15-4:30 pm, Tuesday and Thursday.



# NBC SPOT SALES

New York, Circle 7-8300 ... Chicago, Superior 8300 ... San Francisco, Graystone 8700  
Washington, Republic 4000 ... Cleveland, Cherry 0942 ... Hollywood, Hollywood 6161  
Denver, Main 6211 ... Boston, Hancock 4239



# AGENCIES



**LIONEL PLACE** has been appointed Hollywood representative of Russel M. Seeds Co., Chicago, responsible to **JACK SIMPSON**, agency's radio director on West Coast shows. These include Red Skelton, "People Are Funny" and Carmen Cavallero. Seeds has severed connections with John Guedel Radio Productions, previous Hollywood representative, because Mr. Guedel desired to devote more time to other accounts.

**CONLEY, BALTZER & STEWARD**, new San Francisco advertising agency, has opened offices at 709 Mission St. Principals are **ROBERT W. CONLEY** and **IRVIN H. BALTZER**, former vice president and account executive respectively of The Conner Co., San Francisco, and **WILLIAM A. STEWARD**, art director. **JOHN A. COLETTI**, formerly in the art department of The Conner Co., and **MAURICE E. BURKE**, freelance illustrator-designer, also have joined agency.

**DAVID DUNNING BROWN**, account executive on Eydyol ("Peters & Garibole"), for nine years at Dancer-Fitzgerald-Sample, Chicago, has joined Foote, Cone & Belding, that city, in an executive capacity.

**GAIL D. GORDON**, formerly with McCann-Erickson, New York, in creative and account executive capacity, has joined Grant Adv., New York, as a member of the copy and plan board.

**M. C. BORLAND**, copy head of J. Walter Thompson Co., San Francisco, has resigned to become partner in Hannah Adv., that city, effective Oct. 1.

**ALBERT W. HUMM**, vice president of Hixson-O'Donnell Adv., New York, has been elected a director of the agency.

**COURTENAY J. MOON**, released from the Army and before the war New York and San Francisco account executive of Young & Rubicam, has joined the creative staff of McCann-Erickson, San Francisco. **KENNETH STRIKER** has switched from agency's San Francisco office to Los Angeles and is assigned to recently acquired Broadway Dept. Store account. **DON CRONIN**, ex-serviceman, has rejoined McCann-Erickson's production department in San Francisco.

**PAUL MONROE** has resigned as radio production director of Blow Co., New York, but will be retained on a free-

lance basis to continue directing the "FBI in Peace" and "Crime Doctor" shows for the agency as well as "Tonight on Broadway" on CBS until its current contract is up the early part of November.

**JERRY COLEMAN**, former account executive of Davis & Beaven, Los Angeles, and **DAKE JONES**, who has resigned as advertising manager of J. J. Sugarman interests, have formed their own agency in that city under name of Coleman-Jones Adv. Location is 404 W. 8th St.

**G. WILLIAM ANDERSON Jr.**, released from AAF and formerly with CBS, has joined Foote, Cone & Belding, New York, as assistant to **STEPHEN CZUFIN**, vice president and American Tobacco account executive on Lucky Strike radio.

**LAWRENCE A. ROCKLEIN Jr.**, formerly with OWI, has joined the Detroit creative staff of Brooks, Smith, French & Dorrance. With OWI he served as chief in the outpost at Brazzaville, French Equatorial Africa, and Leopoldville, Belgian Congo. He previously did radio writing for several national agencies.

**ROBERT E. ZEH**, group head with J. Walter Thompson Co., Chicago, has resigned to become vice president and account executive of Henri, Hurst & McDonald, Chicago, effective Oct. 1.

**F. J. SMALLEY Jr.**, manager of the New York office of Smith, Bull & McCreery, is recovering from a major operation.

**DICK GARTEN**, former announcer of KFWB Hollywood, has joined special events department of Smith, Bull & McCreery, Hollywood.

**MONROE W. GREENTHAL**, Army veteran and former vice president and director of advertising and publicity for United World Pictures, New York, has formed his own advertising agency, The Monroe Advertising Co., with temporary headquarters at 1250 Avenue of the Americas, New York. Among accounts new agency is handling are Universal International Pictures Co., J. Arthur Rank Enterprise and Winter Garden Theater, New York. Radio, in form of national spot campaigns and

quarter-hour programs, will be used after Oct. 15.

**LEONARD CARLTON**, former WLBB New York program manager and prior to that with OWI, has joined Kenyon & Eckhardt, New York, where he will work on the producing staff of The Borden Co.'s "County Fair" program. Previous to his association with OWI Mr. Carlton was radio editor of the New York Post.

**VERA LARKIN**, former assistant casting director of Ruthrauff & Ryan, New York, has joined the radio production department of Compton Adv., New York, as casting director.

**JEAN SIMPSON**, former radio copy writer on "Aunt Jemima" for Sherman K. Ellis (now LaRoche & Ellis), Oct. 1 joins Knox Reeves Adv., Minneapolis, as copywriter on General Mills account. **TOM SIATER**, former producer and announcer for MBS, has been appointed to the executive staff of Ruthrauff & Ryan, New York.

**DON STAUFFER**, vice president and partner of Sullivan, Stauffer, Colwell & Bayles, New York, is in Hollywood to look over West Coast offices and check on agency-produced programs originating from latter city.

**HUBBELL ROBINSON Jr.**, New York vice president in charge of radio for Foote, Cone & Belding, is in Hollywood to check on agency-produced programs originating from that city.

**JOHN BATES**, radio director of J. M. Mathes Inc., New York, is in Hollywood for initial broadcast of CBS "Sparkle-time With Meredith Willson" on Oct. 4.

THE VOICE OF MISSISSIPPI

# WJDX

5,000 D  
1,000 M



N. B. C.

## THAT AIN'T HAY!

Mississippi's oat crop last year amounted to 9,000,000 bushels. This was a record yield of 37 bushels per acre. Twenty per cent more acres of oats were planted this year than the all-time record average of 1945.\* Alert advertisers will see the opportunity for increased sales when this extra twenty per cent is added to the Mississippi farmers' gross income of \$517,054,000 for 1945.

**WJDX — the DOMINANT "Voice of Mississippi"**—effectively, efficiently covers this growing market.

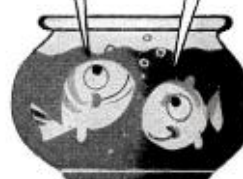
\* Miss. A&I Board

Owned and Operated by  
**LAMAR  
LIFE INSURANCE  
COMPANY**  
JACKSON, MISSISSIPPI



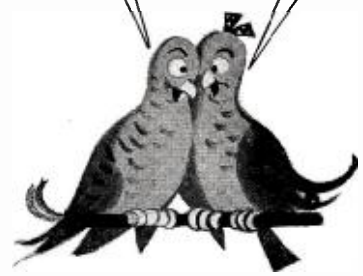
"RUSH HUGHES  
IS STARTING  
ON KXOK"

"YES, IN PERSON  
STARTING  
OCTOBER 7th"



"RUSH HUGHES  
IS STARTING  
ON KXOK"

"YES, IN PERSON  
STARTING  
OCTOBER 7th"



"RUSH HUGHES  
IS STARTING  
ON KXOK"

"YES, IN PERSON  
STARTING  
OCTOBER 7th"



# YES RUSH HUGHES IN PERSON IS STARTING ON KXOK OCTOBER 7th

He's record-making, record-breaking! A coast-to-coast Hooper hit with top ratings to the tune of 10, 11, 12 and 13. Rush Hughes is another addition to KXOK programming that explains why more and more listeners in St. Louis tune to 630 on their dial.

630 KILOCYCLES • 5,000 WATTS • FULL TIA

For Complete details, call a JOHN BLAIN representative

Owned and Operated by The St. Louis Star-Tim

## THE TRUTH ABOUT RADIO RESEARCH METHODS

by

**Edgar H. Felix**

**Director, Radio Coverage Reports**

An analysis of the principal types of radio research, including co-incidental telephone, automatic tuning records, listener surveys and field intensity coverage maps; effect of survey methods upon findings; types of findings which discriminate against or favor stations in various situations; how the form of questioning influences returns; how to select and specify surveys to meet your sales problem; the accuracy of various types of investigation and how to analyze them. A critical study of the radio research situation of interest to station managers, time buyers, promotion directors and students of research. Based on intensive study and scores of interviews throughout the field by a pioneer in radio research, who prepared the first radio station coverage claim (WEAF, 1922), instituted the first field strength survey, the first listener mail compilation and the first nationwide listener study. RESERVE YOUR COPY NOW. ONLY AS MANY COPIES AS ARE RESERVED WILL BE PUBLISHED. ESTIMATED PRICE NOT TO EXCEED \$6.75, BASED ON COST OF PREPARATION.

Address Post Office Box No. 241, Jackson Heights, N. Y.





# Sound's Right!

**The Sign of a Better Program for Your Station!**

ONE of the most important men in our transcription studio is the sound technician. Upon his "know-how" depends the superior quality which World's subscribers take for granted. In his skilled hands the most modern transcription equipment—Western Electric Vertical Wide Range Recording equipment—becomes the means to a better program for your station. These pictures show one of our skilled technicians at work. Listen to a World transcription. Think of this man. Remember—World means craftsmanship in electrical transcriptions.



**Quarterbacking** the recording session, the sound technician arranges musicians around the World microphone in such a manner that no part of the melody will be lost... no unblended note will creep through. His untiring efforts assure your listeners of unexcelled clarity and brilliance—life-like reproduction.



**This is it**—the final cutting! Star—in this case Bob Eberly—director and sound man combine their skills to produce another World-famous transcription. Another program unit starts toward its place in your World Library. Another in over 4,000 selections which you can offer prospective sponsors... with which you can build better programs.

## WORLD LIBRARY

WORLD BROADCASTING SYSTEM, INC.

*A subsidiary of Decca Records, Inc.*



NEW YORK • CHICAGO



HOLLYWOOD • WASHINGTON



## *It happened on NBC*

**STORY OF A CLUB ★** Every evening millions of Americans occupy reserved tables at the Chesterfield Supper Club. There are no charges of any kind, no tipping, and the only things sold are Chesterfield Cigarettes. The regular celebrities include singing stars Perry Como and Jo Stafford, the Satisfiers with Helen Carroll, Lloyd Shaffer's Orchestra and Martin Block of the smoke-dreamy voice and Lord Chesterfield mike-manners.

In addition, each night brings guest stars—famed personalities from the Radio City Air-Rialto, comedians and entertainers

from Broadway bistros and theaters, and babes who found their way in the Hollywoods. After all this had been on NBC for only two months—in February, 1945—the Chesterfield Supper Club was voted favorite fifteen-minute program by the nation's radio editors and columnists in the 1945 Billboard Poll. This distinction was repeated in the 1946 Billboard Poll.

The winner of many honors and awards himself, and the seventh son of a seventh son, there has been nothing mystical about handsome Perry Como's sensational rise to fame. He was a barber in small town Canonsburg, Pennsylvania, when

AMERICA'S NO. 1 NETWORK.





he was discovered by Ted Weems, and given a singing spot with the Weems orchestra. Night clubs, the movies, a singing engagement on the Fibber McGee and Molly show, best-selling records for RCA-Victor—all these came quickly, culminating in the role of singing master of ceremonies of the Chesterfield Supper Club. Como fan clubs flourish from Cape Cod to Cucamonga.

Feminine star of the Chesterfield Supper Club is lovely Jo Stafford, who made her radio debut at the age of 11 on an amateur show in California. Later Jo was a member of the Pied

Pipers, vocal group. She made her solo bow on the Chesterfield Supper Club, and proceeded to win award after award and blossom into a leading night club and recording star.

How to operate a night club? Decorate with sparklers like Perry Como and Jo Stafford, invite the greatest audience in the world—the NBC audience—route it on the superlative NBC facilities, and bill it in the company of other great shows heard on NBC. The result: five nights each week millions of American homes take on the distinctive audible décor of the Chesterfield Supper Club.



A Service of Radio  
Corporation of America

...the National Broadcasting Company

## TECHNICAL



**EARL ALLISON MERRYMAN**, two-war Navy radio veteran, has been appointed first assistant to **LAMAR NEWCOMB**, chief engineer of **WRL** Arlington, Va. Mr. Merryman returns to commercial radio after four years with the Navy in charge of all radar and radio installations in the PT bases in the South Pacific. He began his radio career in 1914 as an amateur at the age of 13. Several years later he became chief radioman on a Navy transport. He is former chief engineer of U. S. Recording Co. 1940-1942. Mr. Merryman was with FCC as monitoring officer. He re-enlisted in the Navy in 1942.

**ODELL HARTIS** has joined the engineering staff of **WSOC** Charlotte, N. C. **ADELBERT KELLY**, formerly at **WSYR** Syracuse, has been named chief engineer of **WINR** Binghamton, N. Y.

**HARRY NICEWINTERS**, engineer for **WIBG** Philadelphia, is the father of a girl.

**EDWARD de la PENA**, chief engineer, 6000 Sunset, Radio Center Broadcast & Recording Studios, Hollywood, Sept. 14 married Jean Penny in Los Angeles.

**E. D. SCOTT**, returned as colonel from service of 5½ years with the Canadian Army, has been appointed superintendent of broadcast services of Canadian

Pacific Railway, whose telegraph lines are used for network landlines. **GORDON S. BENNETT**, who took Mr. Scott's place while overseas, has been appointed assistant superintendent of broadcast services.

**JACK JOPLING**, chief engineer of **WGAC** Augusta, Ga., is the father of a boy born Sept. 18.

**MISCHA PELZ**, former studio supervisor of Don Lee Broadcasting System, Hollywood, has shifted to CBS engineering department as studio technician for mixing.

**JOSEPH GERL**, president of Sonora Radio and Television Corp., Sept. 19 addressed the Kiwanis Club of Charlotte, N. C., on "Television." Recording of address was carried by **WBT** Charlotte.

**EMMIT THOMAS KELLEY Jr.**, engineer at **WSB** Atlanta, Ga., is the father of a boy, Emmitt Thomas III.

**THOR LE CROIX**, vice president of **NABET**, and **JAMES BROWN**, local chairman of Los Angeles **NABET**, will fly to Denver for union's annual convention Oct. 13-20.

**MEL CODY**, studio engineering supervisor of **KMPC** Hollywood, reported for Army induction on Sept. 19.

**WILLIAM F. FRANKHART**, former chief radio engineer for Precision Specialties Inc., Los Angeles, has been appointed senior radio project engineer for Lear Inc., Grand Rapids, Mich.

**DONALD J. LEE**, engineer at **WLAW** Lawrence, Mass., Sept. 22 married Lois E. Ladd of Portland, Me.

## PROMOTION



**JAMES CULLEN, Jr.**, Navy veteran who first joined **WKRC** Cincinnati in 1939, has been named by that station to head new dealer relations department of **WCTS**, FM adjunct of **WKRC** to begin operations by next January. To further boost FM, station will devote considerable broadcast time to the new facility.

**ROBERT BLAKE**, **WOR** New York feature editor, also has been assigned the duties of trade editor in the station's publicity department.

**HELEN BRATTRUD**, CBS New York women's and fashion editor, arrived in Hollywood last week to confer with **MARJORIE LARKIN**, Western Division fashion editor, and **LLOYD BROWN-FIELD**, network West Coast press chief.

**ARTHUR E. LATHROP Jr.**, Yankee Network director of merchandising, is teaching course in advertising principles at evening division of Boston U. College of Business. Course started Sept. 23.

**RICHARD PACK** director of publicity, **WOR** New York, is to teach an evening

course in radio publicity and promotion at New York U. Course, which starts Sept. 30, is part of the radio program of the Division of General Education, the university's adult branch.

**FRED REINHARDT**, station relations director of **WJPF** Herrin, Ill., has been chosen a delegate to the National Convention of the American Legion in San Francisco. He will represent 25th District, Department of Illinois. While on the West Coast Sept. 29-Oct. 5 he will write reports for **WJPF** broadcasts.

### Poetry Contest

**NATION-WIDE** amateur poetry contest has been announced by **Sammy Kaye** in connection with his "Sunday Serenade" ABC program, Sun. 1:30-2 p.m. Prizes totaling \$1300 will be awarded to the winners whose entries will be accepted between Oct. 1 and midnight on Feb. 27, 1947, and will be published in the second edition of the Sunday Serenade Book of Poetry. Best poems also will be read by Mr. Kaye on his weekly Sunday broadcasts. Judges are Kate Smith, Ted Malone and Vernon Pope, editor of *Pagan Magazine*, which will publish winning poem. "Sammy Kaye's Sunday Serenade" is sponsored by Raymond Labs, St. Paul, Minn., through Roche, Williams & Cleary, New York.

### Boosts School

**KMJ** Fresno, Calif., to promote its Radio School for Teachers, has developed a folder explaining curriculum and providing admission ticket. Course is conducted twice weekly for 80 minutes at no cost. Among *McClatchy Broadcasting Co.* lecturers are: Francis Frater, educational director; Emil Martin, program director; Norman D. Webster, technical director, and Hamilton L. Hintz, agricultural editor. NBC Hollywood lecturers include Jennings Pierce, Western Division station relations manager, and John Cameron Swayze, Western Division manager of news and special events. Judith Waller, NBC Central Division director of public service, also will speak.

### Publicity Tie-in

**NATIONAL SHOE STORES**, New York, in a publicity tie-in with *United Artists Corp.*, New York, is using the theme "Hollywood Has Come to National Shoes" in its advertising copy for women's shoes. Commercials on firm's quarter-hour programs and spot announcements on **WMCA**, **WNEW** and **WOV** New York are promoting the "Cleopatra Sandal," worn by Vivien Leigh, star of latest *United Artists* release, "Caesar and Cleopatra." Similar promotions will be used by shoe company on forthcoming films. Agency for National Shoes is *Emil Mogul Co.*, New York.

### Esso Presentation

**COLORFUL** promotion brochure prepared by *Standard Oil Co. of New Jersey*, *Esso Marketers*, is being mailed to public officials whose comments on driving safety are used in *Esso* news program, sponsored on 40 stations six times weekly as well as on television outlet **WNBT** New York. The quotes used are those of motor vehicle commissioners of Delaware, Vermont and New Jersey. Each receives copy of his message and list of stations upon which it was aired. *Esso* agency is *Marshall & Pratt*, New York.

### Time Change Promotion

**KFI** Los Angeles has planned extensive car card campaign to inform listeners of new program times which follow cessation of daylight savings time in East. Utilizing 1,443 vehicles for three months, station will distribute 2,000,000 program listings by means of pockets attached to car cards. In addition **KFI** will use 150 billboards throughout Los Angeles area to promote programs.

### WHIT House Organ

**MONTHLY** listener newspaper is being published by **WHIT** New Bern, N. C., under title of **WHIT Mike Notes**. Vol. 1, No. 1 is dated September, contains night photo of station as well as of personalities identified with the station. Notes about programs, sponsors and Mutual talent is presented.

## Here's a network-calibre transcription show

in the { public listener's sponsor's } interest

"Keeping up with the Wiggleworths"

—an entertaining, interest-packed series dramatizing economic problems-of-the-day in terms the whole family understands and enjoys—lively episodes from the homely happenings and true-to-life adventures of a typical American family, the Wiggleworths.

### Top talent . . . direction . . . music!

Produced by Laurence Hammond—original music by Lloyd Shaffer—an all-star cast including Jack Ayres, Floyd Buckley, Eunice Howard, Bill Adams, Anthony Rivers, Marilyn Erskine, Susan Douglas.

- Now available for local and regional use on a sustaining or sponsorship basis—exclusive in each market.
- 78 fifteen minute open-end **WORLD** transcriptions, each a complete episode—providing ample time for announcements.
- Costs only \$3 to \$10 per program (based on station power) because it is produced as a non-profit public service.\* Same low price whether you sell sponsorship or use as sustainer.
- Currently scheduled on over 40 of America's leading stations, including:

**WOR** New York, N. Y.

**WHAS** Louisville, Ky.

**WWL** New Orleans, La.

**WKW** Cleveland, Ohio

**WKRC** Cincinnati, Ohio

**WMC** Memphis, Tenn.

**WAGA** Atlanta, Ga.

**WFBR** Baltimore, Md.

**WHEC** Rochester, N. Y.

For audition discs and further details, write, wire or phone

## NEW TOOLS FOR LEARNING\*

Helen Gill, Manager

280 Madison Avenue, New York 16, N. Y., Tel. LExington 2-8076

\* A non-profit organization for the promotion of economic education





**"BUT MR. CULPEPPER, A  
NERN STATION SAID THIS NEW FAN  
WOULD CUT DOWN OFFICE FATIGUE."**

And smooth everyone out, too — including the boss. When he recovers his balance he will discover that his well-intentioned secretary had only his welfare at heart—and that heart belonged to a NERN station. Naturally, she wanted the biggest and the best—even though it was designed for use at Willow Run.

**NERN STATIONS**

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

**NERN COVERAGE**

New England -- where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retail goods are consumed annually

New England --- where 11% of the capital resources of U S banks are held.

**NERN TIME**

A day-time quarter-hour costs only \$296.

No line charges.

Free studio facilities in Boston, Hartford or New York.

**Nationally represented by**

**WEED & COMPANY**

**New York   Boston   Chicago   Atlanta   Detroit  
San Francisco   Hollywood**

**'WHEN YOU BUY NERN YOU BUY A NETWORK'**

**nern**

**HARTFORD, CONNECTICUT**

**THE PROGRAM** schedule for the reshuffle of CBS developed programs in the 5:30-8 p.m. period [BROADCASTING, Sept. 23] were announced last week by Davidson Taylor, CBS vice president and director of programs, as follows: Monday, "Oklahoma Round-up"; Tuesday, temporarily filled by "The Chicagoans," to be replaced by a new program; Wednesday, "Theatre of Romance"; Thursday, "Hawk Larabee"; Friday, "That's Life" with Jay C. Flippen as m.c.

In addition to the afternoon strip, a musical half hour will be set aside from 11:30 to 12 p.m., Sunday through Thursday, starting Oct. 6. Sunday will feature "Music You'd Know"; Monday, "Eileen Farrell"; Tuesday, series undecided; Wednesday, Bernard Hermann and CBS orchestra in "Invitation to Learning"; Thursday, new series to accent youth in music and to be presented in cooperation with Julliard School of Music.

#### Concert Auditions

AUDITIONS for soloists 12-17 years are being held for the second successive year by the Young People's Concerts Committee of the New York Philharmonic-Symphony, with semi-finalists appearing in a series of 10 broadcasts on WQXR New York. Preliminary auditions, which are open to pianists, violinists, violists and cellists, will be held in January and February 1947, with five soloists chosen from the semi-finalists to appear with a symphony orchestra. Enrollments are being cur-



rently accepted and applications are obtainable from the New York Philharmonic-Symphony Society, Young People's Concerts Auditions, Room 1609, 113 W. 57 St., New York 19, N. Y. Contest is open to young people in the area covered by WQXR New York, includes New York State, New Jersey, Pennsylvania and New England.

#### Pre-Game Buildup

WIRE RECORDERS of WELO Tupelo, WCBT Columbus and WMOX Meridian, Miss., have been busy past week preparing series of five-minute programs of interviews with football stars and coaches of Mississippi State and U. of Mississippi. Programs will be used as pre-game buildup for play-by-play accounts of grid contests on Mid South Network.

#### Job Help

AS a public service, "Jobs Incorporated," weekly 30-minute program is conducted

on KRNK Roseburg, Ore., by Marshall Pengra, station manager, and Al Cordon, staff announcer. Augmented by live music and guest speakers, program is divided into five segments. They include listings by people who are job hunting; help-wanted listings by local business concerns; comprehensive weekly resume of labor picture by local U. S. Employment Service manager; success story department wherein accomplishments of previous week's program are listed; and a housing department listing availabilities that are not listed with real estate offices.

#### Negro Auditions

FIRST AUDITIONS were held Sept. 21 by WBBM Chicago to select a list of qualified Negro actors to augment those already on call from Skylott Players of the Parkway Community Center for "Democracy, U. S. A." series. Latter group has appeared exclusively on pro-

gram since its debut last May. WBBM hopes it will be able to improve quality of talent since it inaugurated policy of paying AFRA scale for Negro actors Sept. 14. "Democracy, U. S. A." is heard at new time, Sun. 10:30-10:45 p.m.

#### Delinquency Series

JUVENILE DELINQUENCY and its cure will be gone into during weekly public service dramatic series, "Are These Our Children?" which starts on ABC stations today (Sept. 29). With information from case histories of juvenile delinquency courts, frank and outspoken dramas will point out how much of blame is traceable directly to parents, schools, communities and the law. Blue Wright, ABC San Francisco producer, directs series. Richard Breen is script writer.

#### Give Away Show

HARD-TO-GET items are given away during twice-weekly 30-minute "Radio Market Basket" on KGY Olympia, Wash. Conducted by J. Harris Dorr, commercial manager, format includes Lou Crandall at the piano fulfilling listener requests. Each broadcast carries from 12 to 15 commercial announcements with a "mystery tune" thrown in for listeners to identify via telephone. Correct title results in merchandising gifts as awards.

#### Red Feather Aid

FOUR NETWORKS in Hollywood have agreed to collaborate on Hollywood's Red Feather campaign to produce a radio salute at Hollywood Bowl Oct. 12. Production will be handled by Charles Vanda, CBS Hollywood executive producer, assisted by Howard Wiley and Norman Ostby, ABC; Bob Forward, MBS; Seymour Berns, CBS, and Paul Pierce, script editor. Irving Landy will coordinate planning and presentation.

#### High School Sports News

WEEKLY program of high school sports news and interviews with school sports stars begins Oct. 4 on KRKD Los Angeles under sponsorship of Volt Rubber Co., maker of rubber-covered athletic equipment, and Helms Athletic Foundation, both of Los Angeles. Titled "The Volt Prep-Parade," program is signed for 13 weeks by Hixson-O'Donnell Adv., that city.

#### Veterans' Counsel

DEVOTED to current veterans affairs and problems, a new program, "State Your Case," started Sept. 27 on WNEW New York, Fri. 9:15-9:30 p.m. Produced in cooperation with New York Radio Division of the Veterans Adm., program presents chapter members of various veterans' organizations who place their views and questions before Veterans Adm. executives, experts on various phases of the Federal Government's VA program for ex-service men and women.

#### Festival Tie-In

WEEKLY series of WTAG Worcester, Mass., designed to acquaint youth with the "classes," "Make Friends With Music," is being planned around forthcoming Young People's Concert of the Worcester Music Festival. Station also has started new five-weekly series, "Friendly Neighbor," conducted by Ed White. Poetry, human interest stories and personal problem counsel are featured.

#### Explains Disturbances

IN RESPONSE to repeated complaints from airport area homeowners concerning increasingly heavy airplane noise, KID Denver sent special events crew aloft to record interviews with FAA and airline officials to explain necessity for taking off in various directions.

#### Grid Stimulus

WEEKLY series designed to promote interest in high school football games is being conducted by WSGN Birmingham. Each Wednesday evening a high school is saluted, with coach, team captain and stars interviewed, along with miniature pep rally and Saturday forecast.

#### WINN Morning Frolic

MORNING program started by WINN Birmingham, N. Y., "Coffee at the Community," treats audience to free doughnuts and coffee, plus quizzes and gags. Awarding prizes to participants and conducted by Jan Costley, program is aired five-weekly from local restaurant.

#### Teen-Age Disc Show

KIDO Boise, Idaho, has started Sat. 1-2 p.m. all-request record show for teen-age group. Program is titled "KIDO Campus Carnival."

#### Minneapolis Origination

MBS "Queen For a Day" originates in Minneapolis Oct. 28-29, Milwaukee Oct. 30-Nov. 1, then returning to Hollywood.

# fall..



## .. Schedules on WLAP will produce SALES RESULTS

**Serving  
The Rich  
Bluegrass  
Market**  
(Kentucky's 2nd)  
Since  
1933

- WLAP has the listener loyalty and response earned by 13 years of progressive broadcasting. Write us for our latest Hooper statistics.
- WLAP has a record of 90% renewals on local accounts. This spells but one thing . . . Sales Results.
- WLAP's Promotion Department has gained nation-wide recognition through their year-around intelligent promotional efforts. A "Bonus" for advertisers.
- WLAP serves the populous area of the rich, concentrated Bluegrass market, assuring you of dominant coverage at low cost.

— ABC AFFILIATE —



**MILLER WELCH, Manager**  
Lexington, Ky.

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

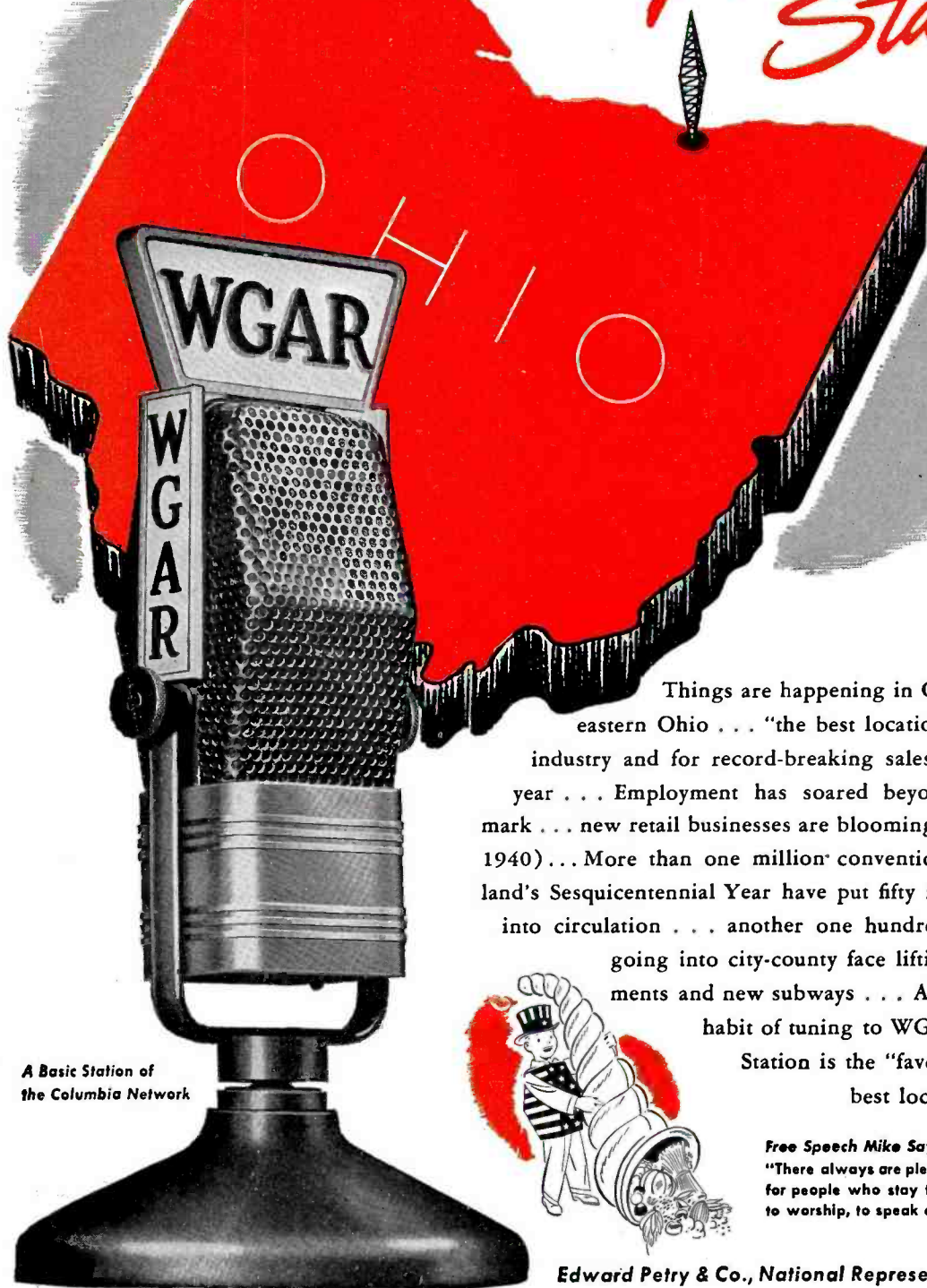
ASK A JOHN E. PEARSON REPRESENTATIVE FOR THE FACTS



# "the best location in the nation"\*

\* A bow to the Cleveland Electric Illuminating Company which has helped to attract more than 100 new industries to Northeastern Ohio, made this a still richer and greater market place.

*also has its  
Favorite  
Station*



A Basic Station of  
the Columbia Network

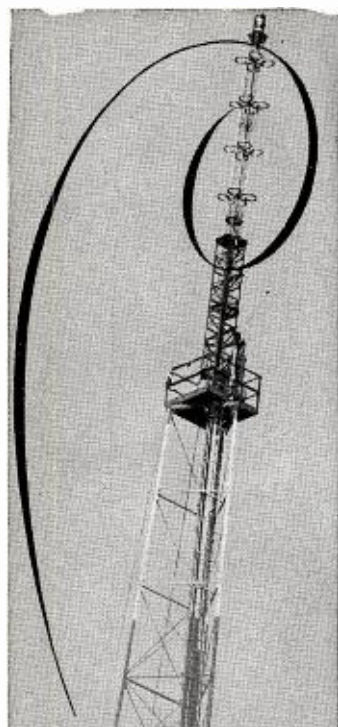
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**QUALITY COUNTS**

# ACTIONS OF THE FCC

SEPTEMBER 20 to SEPTEMBER 26

SEPTEMBER 20  
BY COMMISSION EN BANC

AM—1230 kc

William T. Brown, et al, d/b as Mojave Valley Bstg. Co., Barstow, Calif.—Granted CP for new station to operate on 1230 kc, 250 w, unlimited time, subject to CAA approval of transmitter site and antenna system; waiver of Sections 3.55 (b) and 3.60.

AM—1190 kc

Robert L. Tomlinson, Sr. and Jr., d/b as Rome Radio Bstg. Co., Rome, Ga.—Granted CP for new station to operate on 1190 kc, 1 kw, daytime only, provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour and subject to approval of transmitter site and antenna system by CAA and to compliance with Sec. 3.46 of the Rules.

AM—1490 kc

Howard L. Roberts, et al, d/b as Sun Valley Bstg. Co., Mesa, Ariz.—Granted CP for new station to operate on 1490 kc, 250 w, unlimited time, subject to CAA approval of transmitter site; waiver of Sec. 3.55 (b) and 3.60.

AM—990 kc

Supreme Bstg. System Inc., New Orleans, La.—Granted CP for new station to operate on 990 kc, 250 w, daytime only, provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within the 250 mv/m contour.

AM—1230 kc

Tri County Radio Corp., Shelby, Mont.—Granted CP(\*) for new station to operate on 1230 kc, 250 w, unlimited time.

AM—650 kc

Southern Virginia Bstg. Corp., Crewe, Va.—Granted CP(\*) for new station to operate on 650 kc, 1 kw, daytime only.

AM—1580 kc

Central Illinois Radio Corp., Peoria, Ill.—Granted CP(\*) for new station to operate on 1580 kc, 1 kw, daytime only.

AM—860 kc

Robert R. Thomas, Jr., Oak Hill, W. Va.—Granted CP(\*\*) for new station to operate on 860 kc, 250 w, daytime.

AM—710 kc

Dean Covington, et al, d/b as Coosa Valley Radio Co., Rome, Ga.—Granted CP(\*\*) for new station to operate on 710 kc, 1 kw, daytime; subject to further condition that approved equipment will be installed when available.

AM—1520 kc

Eastern Bstg. Co., Inc., Oyster Bay, Long Island, N.Y.—Granted CP(\*\*) for new station to operate on 1520 kc, 250 w, daytime.

AM—1490 kc

Radio Asheville, Inc., Asheville, N.C.—Granted CP (\*) for new station to operate on 1490 kc, 100 w, unlimited time.

AM—1430 kc

Metropolitan Bstg. Corp., Belleville,

Ill. and Robert L. & Richard P. Kern, d/b as Belleville News-Democrat, Belleville, Ill.—Designated for consolidated hearing applications of Metropolitan Bstg. Corp. and Belleville News-Democrat each requesting new station to operate on 1430 kc, 1 kw, unlimited time, DA-N.

AM—1230 kc

Wayne M. Nelson, Inc., Fayetteville, N.C., and Scotland Bstg. Co., Laurensburg, N.C.—Designated for consolidated hearing applications of Wayne M. Nelson, Inc. and Scotland Bstg. Co. "subject to WOL's at Florence, S.C. vacating this frequency," each requesting 1230 kc, 250 w, unlimited, at Fayetteville and Laurensburg respectively.

AM—1490 kc

Charles E. Dillon, et al, d/b as Greater Dallas Bstg. Service, Dallas, Tex. and Community Bstg. Co., Fort Worth, Tex.—Designated for consolidated hearing applications of Greater Dallas Bstg. Service for new station at Dallas, Tex., and Community Bstg. Co. for new station at Fort Worth, each requesting 1490 kc, 250 w, unlimited time.

Consolidate Hearing

Joseph M. Ripley, Leesburg, Fla., and Lake Bstg. Co., Leesburg, Fla.—Designated for consolidated hearing applications of Joseph M. Ripley contingent upon grant of application of WLOF requesting change from 1230 to 950 kc, for new station to operate on 1230 kc, 250 w, unlimited time, and of Lake Bstg. Co. for new station to operate on 1240 kc, 250 w, unlimited time.

AM—1450 kc

Ashbacher Radio Corp., Holland, Mich. and Roy C. Kelly, et al, d/b as KVN Co., Holland, Mich.—Designated for consolidated hearing applications of Ashbacher Radio Corp. and KVN Co., each requesting new station at Holland, Mich. to operate on 1450 kc, unlimited time, with 100 w and 250 w respectively.

AM—1450 kc

Norbert Bernard Donze and Elmer Lawrence Donze, partnership d/b as the Donze Co., Ste. Genevieve, Mo., and Oscar C. Hirsch, Flat River, Mo.—Designated for consolidated hearing applications of The Donze Co. for new station at Ste. Genevieve, Mo., and of Oscar C. Hirsch for new station at Flat River, Mo., each requesting 1450 kc, 250 w, unlimited time.

AM—680 kc

Mark A. Braymes and Frank Z. Temerson, d/b as Lomar Bstg. Co., Lancaster, Pa.—Adopted order granting petition requesting that its application for new station at Lancaster, Pa. to operate on 680 kc, 5 kw day, 1 kw night, unlimited time, DA-N, be designated for hearing in a consolidated proceeding with applications of Baltimore Bstg. Corp. to change facilities of WCBM Baltimore, Md. for new station and Tower Realty

(Continued on page 61)

\* Subject to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Standards.

\*\* Subject to waiver of Secs. 3.55 (b) and 3.60 and to condition that applicant, within 60 days from grant, file an application for modification of permit specifying a transmitter site and antenna system meeting the requirements of the Standards.

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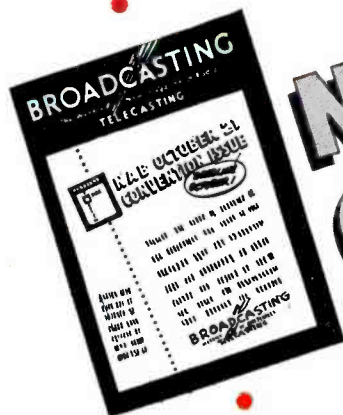


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Headline by-liners include: W. B. Lewis, Kenyon & Eckhart; Hon. Charles R. Den-ny, Jr., Acting Chairman, FCC; Judge Justin Miller, president, NAB; Leo J. Fitzpatrick; Sydney M. Kaye, vice president and general counsel, Broadcast Music, Inc.; Hon. E. K. Jett, member, FCC; DeQuincy V. Sutton, former head broadcast accountant, FCC; Frederic R. Gamble, president, American Assn. of Advertising Agencies, and others who have contributed to moulding policy in development of radio programming, economics and techniques.

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## FCC Actions

(Continued from page 58)

Co. for new station at Baltimore; further ordered that orders of Commission designating the Baltimore applications for hearing be amended to include Lomar application.

### Petition

**Homer Rodcheaver, Fort Wayne, Ind.**—Adopted memorandum opinion and order denying petition requesting reconsideration of Commission's action of Aug. 1, 1946, designating for hearing application for new station in consolidated application with application of Arthur S. Feldman for new station at Fort Wayne.

### Program Authority

**Mutual Bcstg. System Inc., Chicago, Ill.**—Granted extension of authority to transmit programs to Mexican stations known as "Radio Mil's Network."  
**Palouse Empire Radio Inc., Moscow, Idaho**—Designated for hearing application for new station to operate on 1450 kc, 250 w, unlimited time.

### AM—1340 kc

**Murray Bcstg. Co. Inc., Murray, Ky.**—Adopted order granting petition requesting (a) that its application for new station to operate on 1340 kc, 250 w, unlimited time be designated for a hearing in the consolidated proceeding designated to be held at Paris, Tenn. on applications of Paris Bcstg. Co. and James A. Dick and William W. Cranshaw each requesting CP for new station at Paris, Tenn., to operate on 1340 kc, 250 w, unlimited time; further ordered that Commission order of March 13, 1946 be amended to include application of Murray Bcstg. Co., Inc.; further ordered that Commission notice of Place of Hearing dated August 26, 1946, scheduling for hearing the Paris, Tenn. applications at Paris, Tenn. on September 28, 27 and 28, 1946, be amended to include the Murray Bcstg. Co. Inc. application and to provide that that application shall be heard at Murray, Ky.

### AM—1480 kc

**KTBS Shreveport, La.**—Adopted Decision and Order denying petition for reconsideration directed against the action of the Commission June 6, 1946, granting without hearing application of Wabash Valley Bcstg. Corp. for new station at Terre Haute, Ind. to operate on 1480 kc, 1 kw, unlimited time.

### AM—860 kc

**The Miami County Bcstg. Co. Inc., Picqua, Ohio**—Adopted Order designating for hearing application for new station to operate on 860 kc, 250 w, daytime.

### AM—1050 kc

**James R. Doss, Jr., Decatur, Ala.**—Designated for hearing application for CP for new station to operate on 1050 kc, 250 w, daytime.

### AM—1230 kc

**Voice of Augusta Inc., Augusta, Ga., Georgia-Carolina Bcstg. Co., Augusta, Ga., and Augusta Chronicle Bcstg. Co., Augusta, Ga.**—Granted petitions for leave to amend applications for new stations so as to change requested frequency from 1340 kc to 1230 kc and granted request that these applications as amended, be considered by the Commission on the basis of existing record in Dockets 6871, 7116 and 6872.

### AM—590 kc

**WARM Union Bcstg. Co., Scranton, Pa. and WBAX John H. Stanger, Jr., Wilkes-Barre, Pa.**—Designated for consolidated hearing application of WARM to change frequency from 1400 kc to 590 kc, increase power from 250 w to 5 kw, install new transmitter and direc-

tional antenna for day and night use and change transmitter location with application of WBAX to change frequency from 1240 kc to 590 kc, increase power from 250 w to 1 kw, install new transmitter and directional antenna for day and night use.

### SEPTEMBER 20

#### ACTION IN DOCKET CASES

The Commission announced adoption of a final decision granting the application of Star Bcstg. Co. Inc. for a new station in Geneva, N.Y. to operate on 1240 kc, 250 w, unlimited time, and denial of the applications of The Finger Lakes Bcstg. Co. Inc. Geneva, N.Y. and the Seneca Bcstg. Co. Inc. Rochester, N.Y. for the same facilities.

The Commission directed that the following cases be scheduled for Oral Argument Wednesday, Oct. 2 at 10 A.M.:  
**The Sandusky Bcstg. Co. Sandusky, Ohio;** **Lake Erie Bcstg. Co. Sandusky, Ohio;** **The Bay Bcstg. Co. Sandusky, Ohio;** **WCLS Inc. Joliet, Ill.; Piedmont Bcstg. Corp. (WBTV) Danville, Va.; Old Dominion Bcstg. Corp. Lynchburg, Va.; John M. Rivers Charleston, S.C. (WCSC); Drohlich Bros. Flint, Mich.; Booth Radio Stations Inc. Grand Rapids, Mich.; The 1600 (kc) Cases; Southern Media Corp. Coral Gables, Fla.; Atlantic Shores Bcstg. Ltd. Coral Gables, Fla.; Miami Beach Publishing Co. Miami Beach, Fla.; Valley Bcstg. Assn. Inc. McAllen, Texas; Howard W. Davis, McAllen, Tex.; Radio station KEW Ltd. (KVAL) Brownsville, Tex.**

### SEPTEMBER 20

#### BROADCAST ACTIONS

##### Renewals

Granted renewal of following station licenses for period ending August 1, 1949: **WSNJ WPAX WLOK WSNY KPBC WGAC WJIM WSSV.**  
**WJHO Opelika, Ala.**—Granted renewal of license for period ending Aug. 1, 1947.  
**WDNC Durham, N. C.**—Granted renewal of license for period ending Aug. 1, 1948.  
**WAGA Atlanta, Ga.**—Granted renewal of license for period ending May 1, 1949.  
**WHKC United Bcstg. Co., Columbus, Ohio.**—Granted renewal of license for period ending May 1, 1949.

**WJBK James F. Hopkins Inc., Detroit, Mich.**—Granted renewal of license for period ending Aug. 1, 1948.

**WGBF Evansville On The Air Inc., Evansville, Ind.**—On Commission's own motion, ordered that the special temporary authority for continued operation of WGBF be extended to Dec. 20, 1948.

The Commission approved request of National Bcstg. Co. to change call letters of its standard broadcast station WEAF and its FM station WEAF-FM, both in New York City, to WNBC and WNBC-FM, respectively, effective Nov. 1, 1946.

**WELI Inc., New Haven, Conn.**—Granted construction permit to increase power from 500 w, 1 kw-L.S. to 1 kw unlimited time, and make changes in DA.

### SEPTEMBER 23

#### ACTION IN DOCKET CASES

**Frank R. Gibson, Lake Charles, La.**—Announced proposed decision toward

grant of CP new standard station 1580 kc, 1 kw, unlimited time, conditioned upon the satisfactory adjustment of any reasonable complaints because of blanketing; at same time Commission proposed to deny applications of Louisiana Bcstg. Co. for same facilities at New Orleans. (Commissioner Durr issued dissenting opinion, suggesting both applications be denied and that applications from other qualified applicants in the Lake Charles area be invited.)

### SEPTEMBER 23

#### MOTIONS ACTIONS

##### BY COMMISSIONER WAKEFIELD

**The Fort Industry Co., Toledo, Ohio**—Granted petition insofar as it requests in the alternative that the application for a new station be removed from the hearing docket.

**The Toledo Blade Co., Toledo, Ohio**—Granted petition to dismiss without prejudice application for new television station.

(Continued on page 62)

# THE TIDE IS SHORE TO WDAY!



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## FCC Actions

(Continued from page 61)

Crescent Broadcast Corp., Philadelphia, Pa.—Granted petition to dismiss without prejudice application for a new FM station.

The Toledo Blade Co., Toledo, Ohio.—Granted petition for leave to amend its application for FM station, so as to supply revised engineering information, and the amendment was accepted.

The Danbury News-Times Co., Danbury, Conn.—Dismissed as moot petition for leave to amend application for a new FM station, since the application was dismissed without prejudice on Sept. 20.

The Danbury News-Times Co., Danbury, Conn.—Granted petition to dismiss without prejudice application for new FM station.

The Yankee Network Inc., Bridgeport, Conn.—Granted petition for leave to amend its application for a new FM station so as to supply revised engineering information, and the amendment was accepted.

News Publishing Co., Charlotte, N. C.—Granted petition for leave to amend its application for CP so as to specify frequency 1240 kc instead of 1400 kc; to change Par. 17 to show that the application requests the present facilities of WSOC if and when that station shifts to another frequency, and to add amended engineering data. The amendment was accepted and application removed from hearing docket.

Statesville Bestg. Co., Statesville, N. C.—The Commission, on its own motion, ordered that the application of Statesville Bestg. Co. be removed from the hearing docket.

Brookhaven Bestg. Co., Brookhaven, Miss.—Granted petition for continuance of consolidated hearing on petitioner's application and that of Radio Service Co. of Brookhaven, now scheduled for Sept. 30, and continued same to Nov. 4.

WSBT South Bend, Ind.—Granted petition for waiver of Sec. 1.387(a) of the

rules and accepted petitioner's written appearance in re applications of Booth Radio Stations Inc.

WHA Madison, Wis.—Granted petition for leave to intervene in re hearing on application of Radio Peoria Inc., presently scheduled for Oct. 1.

Sun River Broadcasters Inc., Great Falls, Mont.—Withdrew petition to take depositions in re application for CP.

WMBD Peoria, Ill.—Granted petition requesting continuance of further hearing in re application for CP now scheduled for Sept. 24, and continued same to Oct. 29, 1946.

Calcasieu Bestg. Co., Lake Charles, La.—Granted petition for leave to amend its application for CP so as to specify 5 kw non-directional operation during daytime, in place of 1 kw, DA daytime, and the amendment was accepted.

KFDM Beaumont, Tex.—Granted petition for continuance of hearing on application for CP now scheduled for Oct. 4, and continued same to Dec. 4, 1946.

Maricopa Broadcasters Inc., Phoenix, Ariz.—Granted petition for leave to amend its application for CP so as to specify revised DA design, etc., and the amendment was accepted.

KROD El Paso, Tex.—Granted petition for continuance of hearing on application for assignment of license now scheduled for Oct. 9, and continued same to Nov. 8, 1946.

WENY Elmira, N. Y.—Dismissed petition requesting in the alternative that WENY be permitted to intervene in the consolidated hearing in re application of Williamsport Radio Bestg. Associates and Locomotion County Bestg. Co.

Kelly Bell, Nacogdoches, Tex.—Granted petition for continuance of hearing on application for CP from Sept. 26 to Oct. 28, and the Commission, on its own motion, ordered that the hearing on this application be transferred from Nacogdoches to Washington, D. C.

KFDA Amarillo, Tex.—Granted petition for continuance of consolidated hearing on applicant's application from Sept. 23 to Nov. 4, in Washington, D. C.

Hot Springs Bestg. Co., Hot Springs, Ark.—Granted petition requesting reopening of the record for the purpose of receiving into evidence a letter from Ark. Power and Light Co., relative to its power lines near site of petitioner's proposed transmitter site; the record in these dockets was reopened for this purpose.

United Bestg. Co. Inc., Silver Spring, Md.—Granted petition requesting continuance of consolidated hearing on applicant's application and application of Arlington-Fairfax Bestg. Co. Inc., and continued said hearing from Sept. 24 to Oct. 2.

### SEPTEMBER 25 BY COMMISSION EN BANC

WINK Ft. Myers, Fla.—Granted renewal of license for the period ending Aug. 1, 1949 (Commissioners Durr and Hyde voting for hearing).

WIP Philadelphia, Pa.—Granted renewal of license for main and auxiliary transmitter for the period ending May 1, 1949.

KVOD Denver, Col.—Granted renewal of license for the period ending May 1, 1949 (Commissioners Durr and Hyde voting for hearing).

KHBC Hilo, Hawaii.—Granted renewal of license for the period ending Feb. 1, 1949 (Commissioner Durr voting for hearing).

## FCC Boxscore

STATUS of new station applications at the FCC as of Sept. 26:

AM—827 applications outstanding; 336 construction permits issued this year (of which two have been rescinded and two others merged). Total standard stations to date: 1335.

FM—328 applications outstanding; 531 conditional grants issued, of which 279 are now full CPs. Total FM stations: 593.

Television—43 applications outstanding; 30 construction permits issued (one CP returned). Total television stations: 36.

KYUM Yuma, Ariz.—Granted renewal of license for the period ending Aug. 1, 1949.

KHMO Hannibal, Mo.—Granted renewal of license for the period ending Feb. 1, 1947.

### BY THE SECRETARY

WFMR High Point, N. C.—Granted license to cover CP, which authorized installation of a new transmitter.

KLIZ Brainerd, Minn.—Granted license to cover CP which authorized a new station, and for change of studio location to Oak St. and Beach St., Brainerd, Minn. Waiver of Secs. 3.55 (b) and 3.60 of Rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WRNY Rochester, N. Y.—Granted modification of CP which authorized a new station, for extension of completion date to 12/1/46.

WBON Elberton, Ga.—Granted modification of CP which authorized a new station, to change type of transmitter (Composite) for approval of antenna and approval of transmitter and studio location at intersection of Jones St. & Lake Forest Drive, Elberton.

KHON Honolulu, T. H.—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time. Waiver of Sec. 3.60 of Rules granted; conditions. Also granted authority to determine operating power by direct measurement.

WINR Binghamton, N. Y.—Granted license to cover CP which authorized a new station on 1490 kc, 250 w, unlimited time. Also granted authority to determine operating power by direct measurement.

WCMV Canton, Ohio.—Granted license to cover CP which authorized a new station on 1060 kc, 1 kw, day, and for approval of studio location at 317 W. Tuscarawas St., Canton. Also authority to determine operating power by direct measurement.

WLAN Lancaster, Pa.—Granted license to cover CP which authorized a new station on 1320 kc, 1 kw, day, Secs. 3.55

**BALTIMORE'S**  
*Listening Habit*

**WCBM**

**MUTUAL BROADCASTING SYSTEM**  
John Elmer, Pres.  
George H. Roeder, Gen'l Mgr.  
FREE & PETERS, Inc., Exclusive Nat'l Rep.

NETWORK STATION "A" NETWORK STATION "B" **WHHM** NETWORK STATION "C" NETWORK STATION "D"

**WHHM**

IN THE MIDDLE OF THINGS IN  
**MEMPHIS**  
"WORLD'S LARGEST COTTON MARKET"



(b) and 3.60 of Rules waived; conditions. Also granted authority to determine operating power by direct measurement.

**WIRA Ft. Pierce, Fla.**—Granted license to cover CP which authorized a new station on 1400 kc, 250 w, unlimited time. Secs. 3.55 (b) and 3.60 of Rules waived; conditions. Also granted authority to determine operating power by direct measurement.

#### BY COMMISSIONER WAKEFIELD

**KRRV Sherman, Tex.**—The Commission, on its own motion, removed application for CP from the hearing docket.

**Ross and Co., Marshall, Tex.**—Granted petition to dismiss without prejudice application for CP.

**Marshall Bstg. Co., Marshall, Tex.**—The Commission on its own motion, removed from the hearing docket application for CP.

**James A. Dick, et al, d/b as Paris Bstg. Co., Paris, Tenn.**—Granted motion for continuance of consolidated hearing on petitioner's application and applications of Paris Bstg. Co. and Murray Bstg. Co. Inc., from Sept. 26 to Oct., at Paris, Tenn.

## Applications . . .

#### SEPTEMBER 20

##### AM-1240 kc

**William E. Brooks, Brewton, Ala.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

##### AM-1220 kc

**Thomaston Bstg. Co., Thomaston, Ga.**—CP new standard broadcast station to be operated on 1220 kc, 250 w and unlimited hours of operation.

##### AM-1400 kc

**WRJN Racine, Wis.**—CP to install new antenna to support mast for FM antenna.

##### AM-1230 kc

**Newel S. Cahoon, tr/as Craig Bstg. Co., Craig, Col.**—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

##### AM-1490 kc

**KBOL Boulder, Col.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna and transmitter and studio locations.

##### AM-1400 kc

**KCOL Fort Collins, Col.**—Modification of CP which authorized a new standard broadcast station, to change type transmitter, for approval of antenna and transmitter location—AMENDED: to make changes in transmitting equipment.

##### AM-1230 kc

**KELN Ely, Nev.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, to change type transmitter, and to change transmitter and studio locations.

##### AM-1240 kc

**KBMV Billings, Mont.**—Modification of CP as modified, which authorized a new standard station, to change type of transmitter.

##### AM-1490 kc

**The Mesilla Valley Bstg. Co., Las Cruces, N. M.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

#### Application Returned:

##### AM-1450 kc

**WGL Fort Wayne, Ind.**—License to cover CP which authorized to move transmitter.

#### Modification of CP

**KEVR Seattle, Wash.**—Modification of CP which authorized increase in power. Installation of new transmitter and directional antenna for day and night use, and change in transmitter location, for changes in directional antenna. (Request of attorney.)

#### Applications Tended for Filing:

##### AM-590 kc

**Andrew Jarema and Frank H. Altdorffer, tr/as The Binghamton Broadcasters—CP** new standard broadcast station to be operated on 590 kc, 500 w and daytime hours of operation.

#### Transfer of Control

**WHPC-FM Harrisburg, Pa.**—Consent to transfer of control to Gertrude McCormick, Conway Olmsted, and Dauphin Deposit Trust Co., executors of the estate of Vance C. McCormick, deceased.

##### AM-1240 kc

**West Virginia Radio Corp., Elkins, W. Va.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

##### AM-1170 kc

**KSDJ San Diego, Calif.**—Consent to voluntary assignment of CP from licensee to Clinton D. McKinnon.

#### SEPT. 23

##### AM-1450 kc

**WKAL Rome, N. Y.**—Modification of CP which authorized a new standard broadcast station, for approval of antenna, change type of transmitter and for approval of transmitter location.

##### AM-1490 kc

**WBTA Batavia, N. Y.**—CP to install new antenna and make changes in ground system.

##### AM-970 kc

**WCSH Portland, Me.**—License to cover CP which authorized installation of auxiliary transmitter. 970 kc, 100 w power.

##### AM-950 kc

**WORL Boston, Mass.**—Transfer of control of licensee corporation from Harold A. Lafount, Sanford H. Cohen and George Cohen to Bitner Bstg. Co. through sales of 1000 shares of Class A preferred stock and 1000 shares of Class B common stock.

##### AM-1240 kc

**WHIZ Zanesville, Ohio.**—Authority to determine operating power by direct measurement of antenna power.

##### AM-1310 kc

**WNAE Warren, Pa.**—Modification of CP which authorized a new standard broadcast station, to change type of transmitter and to specify studio location.

##### AM-730 kc

**Radio Anthracite Inc., Nanticoke, 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 730 kc, change power from 250 w to 1 kw, hours of operation from unlimited to daytime, make changes in antenna and change type transmitter and change transmitter location.

##### AM-1240 kc

**West Virginia Radio Corp., Elkins, W. Va.**—CP new standard broadcast station to be operated on 1240 kc, 250 w and unlimited hours of operation.

##### AM-1510 kc

**Golden West Bstg. Co., Childress, Tex.**—CP new standard broadcast station to be operated on 1510 kc, 250 w and daytime hours of operation.

##### AM-1280 kc

**Tom S. Whitehead, Brenham, Tex.**—CP new standard broadcast station to be operated on 890 kc, 250 w and daytime hours of operation—AMENDED: to change frequency from 890 to 1280 kc, increase power from 250 w to 1 kw, make changes in antenna and change type transmitter.

##### AM-1180 kc

**Eugene J. Roth, Jack L. Pink and James M. Brown, d/b as Radio Bstg. Associates, Houston, Tex.**—CP new standard broadcast station to be operated on 1180 kc, 250 w and daytime hours of operation—AMENDED: to change type of transmitter.

##### AM-1490 kc

**WSBR Superior, Wis.**—License to cover CP as modified, which authorized a new standard broadcast station; authority to determine operating by direct measurement of antenna power.

##### AM-860 kc

**WFOK Milwaukee, Wis.**—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-1400 kc

**Community Radio Corp., Grand Forks, N. D.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

##### AM-1340 kc

**The Pittsburgh Publishing Co., Pittsburgh, Kan.**—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

##### AM-1450 kc

**KVMV Twin Falls, Idaho.**—License to cover CP which authorized installation of a new transmitter.

##### AM-1450 kc

**KSVP Artesia, N. M.**—Modification of CP which authorized new standard broadcast station, for approval of antenna, to change type of transmitter, for approval of transmitter location and to specify studio location.

(Continued on page 64)



**WWL**  
New Orleans  
shouts its shows  
on car cards  
throughout the year  
Folks turn first to—



THE GREATEST SELLING POWER IN  
THE SOUTH'S GREATEST CITY  
50,000 Watts - Clear Channel  
CBS Affiliate

Represented Nationally by  
The Katz Agency, Inc.

*Congratulations!*

To WHN New York and Ted Husing, emcee for WHN's brand new "Husing's Bandstand". Yessir, we mean THE Ted Husing. That's Personality! That's Husing! That's Terrific!

To KFWB Los Angeles on Bill Anson's more than 100,000 replies to a simple request on The Hollywood Bandstand. No giveaways, no prizes, and they bought their own stamps. 100,431 answers! Whew! That's audience!

To the William G. Rambeau Company for two fine new stations — WHBC, Canton, Ohio and WPAY, Portsmouth, Ohio. Both famous for management and cooperation. Thank you, Gene Carr!

To our old friend, Bob Alburty, of WHBQ Memphis for the Joe Manuel Show. A local hilly-billy and his geetar with a 5.8 rating against tough competition. Attaboy, Robert!

To WIL St. Louis for the "sell out" on "Housewives' Treasure Chest." One program completely sold out and just two openings left on the second "Treasure Chest" at 10:30 AM. Step lively, folks!

To H. J. Brennen and WJAS Pittsburgh for having the foresight to inaugurate a new streamlined women's program in Pittsburgh. It's "Around the Town" with Anne Cristy. It's 9:15-9:30 AM. It's a participator! It's easy to buy!

REPRESENTED BY  
**RAMBEAU**  
RADIO'S FIRST SPECIAL REPRESENTATIVES

# WAKR

AKRON

## First in Listeners!

### TOTAL RATED PERIODS\*

HOOPER STATION LISTENING INDEX—DECEMBER, 1945 THROUGH APRIL, 1946

## FCC Actions

(Continued from page 63)

**FM—Unassigned**  
Joe L. Martinez, Albuquerque, N. M.—CP new FM broadcast station to be operated on frequency to be assigned by FCC and coverage of 3600 sq. mi.

**FM—104.9 mc**  
Santa Clara Bcstg. Co., San Jose, Calif.—CP new metropolitan FM broadcast station to be operated on frequency to be determined by chief engineer of FCC and coverage to be determined—**AMENDED:** to change type of station frequency from to be determined by chief engineer of FCC to channel 285, 104.9 mc, type of transmitter, transmitter and studio location, and make changes in antenna system.

### Applications Tendered for Filing:

**AM—1010 kc**  
WINS New York—Voluntary assignment of license to Crosley Bcstg. Corp.

**AM—680 kc**  
Foundation Company of Washington, Philadelphia, Pa.—CP new standard broadcast station to be operated on 680 kc, 10 kw and unlimited hours of operation.

**Assignment of License**  
WEOA Evansville, Ind.—Voluntary assignment of license to WFBM Inc.

### SEPTEMBER 24

**FM**  
WKRC-FM Cincinnati—Modification of CP (which authorized a new FM broadcast station) to specify population as 1,496,500 install new transmitter and make changes in antenna system.

**FM**  
WIP-FM Philadelphia, Pa.—CP to specify coverage as 11,179 sq. mi., install new transmitter and make changes in antenna system.

**AM—760 kc**  
WTNC Tarboro, 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 and studio locations.

**AM—1450 kc**  
WGKL Hendersonville, N. C.—Modification of CP which authorized a new

standard broadcast station for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

**AM—1490 kc**  
KRGH Borger, Tex.—Modification of CP which authorized a new standard broadcast station, for approval of antenna and to change type of transmitter.

**AM—1390 kc**  
Model City Bcstg. Co. Inc., Anniston, Ala.—CP new standard broadcast station to be operated on 1390 kc, 1 kw, directional antenna and unlimited hours of operation.

**FM**  
Dixie Bcstg. Co., Montgomery, Ala.—CP new FM broadcast station to be operated on frequency to be specified by FCC and coverage of 9,552 sq. mi.

**FM**  
Robert W. Rounsaville, Cleveland, Tenn.—CP new FM (Community) station to be operated on frequency to be assigned by chief engineer of FCC.

**FM**  
WBRL Baton Rouge, La.—CP to specify coverage as 14,660 sq. mi., population as 751,255, install new transmitter and make changes in antenna system.

**AM—560 kc**  
KWTO Springfield, Mo.—CP to increase from 1 kw night, 5 kw day to 5 kw day and night and make changes in directional antenna for night use.

**FM—104.1 mc**  
Fulton County Bcstg. Co., Canton, Ill.—CP new FM broadcast station to be operated on channel 281, 104.1 mc, and coverage of 3,211 sq. mi.

**FM**  
WEHS Chicago, Ill.—CP to specify coverage of 7,615 sq. mi., install new transmitter and make changes in antenna system.

**AM—1490 kc**  
Burbank Bcstrs. Inc., Burbank, Calif.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—1340 kc**  
New Mexico Bcstg. Co. Inc., Gallup, N. M.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

**AM—1340 kc**  
KCNA Tucson, Ariz.—Modification of CP which authorized a new standard

broadcast station for approval of antenna, approval of transmitter location and change studio location.

**Applications Tendered for Filing:**  
**AM—1490 kc**  
Louis F. Leurg and F. F. McNaughton, a Partnership d/b as Seminole Bcstg. Co. In or near Wewoka, Okla.—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

**AM—1420 kc**  
Forest Capital Bcstg. Co., Lufkin, Tex.—CP new standard broadcast station to be operated on 1420 kc, 1 kw, directional antenna night and unlimited hours of operation.

**AM—1320 kc**  
WAGF Dothan, Ala.—CP to change frequency from 1400 to 1320 kc, power from 250 to 1 kw, install new transmitter and directional antenna night.

**AM—1340 kc**  
Shasta Cascade Bcstg. Corp., Mt. Shasta City, Calif.—CP new standard broadcast station to be operated on 1340 kc, 250 w and unlimited hours of operation.

### SEPTEMBER 24

**AM—830 kc**  
WNEL San Juan, P. R.—Modification of CP which authorized to change frequency and install directional antenna for day and night use, for extension of completion date.

**AM—1520 kc**  
WKBW Buffalo, N. Y.—License to operate main transmitter of station on regular basis.

**AM—1190 kc**  
WANN Annapolis, Md.—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 specify studio location.

**AM—910 kc**  
WABI Bangor, Me.—Modification of CP, as modified, which authorized increase in power, employing directional antenna night and make changes in transmitting equipment, for extension of completion date.

**AM—1050 kc**  
WPAG Ann Arbor, Mich.—Construction permit to increase power from 250 w to 1 kw and install new transmitter.

**AM—800 kc**  
WCHA Chambersburg, Pa.—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—1400 kc**  
WCAW Charleston, W. Va.—Modification of CP which authorized a new standard broadcast station to specify frequency as 1400 kc, to change type of transmitter, for approval of antenna and for approval of transmitter and studio locations.

**AM—750 kc**  
WSB Atlanta, Ga.—CP to install new type of transmitter.

**AM—870 kc**  
WWNC Asheville, N. C.—CP, as modified, which authorized to install directional antenna for night use, increase power, installation of new transmitter and to move transmitter location, for extension of completion date.

**AM—600 kc**  
WPDQ Jacksonville, Fla.—Modification of CP, which authorized change in frequency, installation of new directional



### INCREASES IN THE MARKET



Upon receipt of the Broadcast Measurement Bureau's 1946 Radio Families booklet, we immediately made some calculations to see how KFI has increased its sales potential in its Primary Area since the last census. In 1940, there were 1,126,781 radio families in KFI's Primary Area. This figure has increased to 1,514,710 in 1946, which is a 387,929 gain or 34.4%. On the basis of counties within states, this is the picture: Of the eleven counties in California in KFI's Primary Area, there is a 368,976 or 33.3% gain. Of the four counties in Arizona in KFI's Primary Area, there is a 7,205 or 54.6% gain. Of the five counties in Nevada in KFI's Primary Area, there is a 11,748 or 177.1% gain. Greatest numerical gain of any county in KFI's Primary Area is found in Los Angeles where the radio families increased 247,251 since 1940.

### A REPORT ON PROMOTION



Through October, November and December of 1946, Station KFI has scheduled a showing of inside Car Cards to be carried by 1443 vehicles in the Los Angeles Area. The poster (in 4 colors) gives a general audience promotion message but has the added feature of a take-one pocket which will contain KFI's complete program log. Estimated distribution of this log will exceed a million and a half monthly.

640 KILOCYCLES **KFI** 50,000 WATTS  
CLEAR CHANNEL  
Banks C. Anthony, Inc.  
**NBC** for LOS ANGELES  
Represented Nationally by Edward Petty and Company, Inc.

**MAJOR LEAGUE**

**BASEBALL**

**PLAY BY PLAY**

that's why people **STAY** tuned to

**WILM**

1450 **ON YOUR DIAL**

THE VOICE OF MUTUAL IN WILMINGTON, DELAWARE

Sell More in LOUISVILLE with

**WINN**

BASIC STATION

**AMERICAN BROADCASTING COMPANY**

HARRY McTIGUE General Manager



antenna for night use and new ground system, for extension of completion date.

**AM-1230 kc**  
James Roland Brewer, tr/as Tell City Bstg. Co., Tell City, Ind.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**Modification of CP**  
**WEPQ Milwaukee, Wis.**—Modification of CP, which authorized a new standard broadcast station for approval of antenna and approval of transmitter and studio locations.

**AM-1280 kc**  
Neehan-Menasha Bstg. Co., Neehan, Wis.—CP new standard broadcast station to be operated on 1280 kc, 1 kw and daytime hours of operation.

**AM-1490 kc**  
**KMHK Mitchell, S. D.**—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio location.

**AM-600 kc**  
**KSJB Jamestown, N. D.**—License to cover CP, as modified, which authorized increase in power, installation of new transmitter and directional antenna and change transmitter and studio locations; authority to determine operating power by direct measurement of antenna power.

**AM-1400 kc**  
Raymond M. Beckner and Melvin B. Williams, a partnership d/b as Royal George Bstg. Co., Canon City, Col.—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM-1340 kc**  
**KREM Spokane, Wash.**—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and approval of transmitter and studio locations.

**AM-1240 kc**  
**KBKU Eureka, Calif.**—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter and for approval of transmitter and studio locations.

**AM-1340 kc**  
**KSIL Silver City, N. M.**—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-1400 kc**  
**KSTR Great Falls, Mont.**—Modification of CP, which authorized a new standard broadcast station, for approval of antenna, to change type of transmitter, approval of transmitter and studio locations.

Applications Tendered for Filing:

**AM-1230 kc**  
Richard Field Lewis, Jr. and Winslow T. Porter, a partnership d/b as Berkshire Bstg. Co., North Adams, Mass.—CP for a new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**AM-910 kc**  
**WKNB New Britain, Conn.**—CP to change frequency from 840 to 910 kc, power from 1 kw to 5 kw, hours of operation from daytime to unlimited, install directional antenna for day and night, new transmitter and change transmitter location.

**AM-1290 kc**  
Frequency Bstg. System Inc., Shreve-

port, La.—CP new standard broadcast station to be operated on 1290 kc, 250 w and unlimited hours of operation.

**AM-1230 kc**  
Louise C. Carlson, New Orleans, La.—CP new standard broadcast station to be operated on 1230 kc, 250 w and unlimited hours of operation.

**AM-900 kc**  
**Northwestern Theological Seminary and Bible Training School, Minneapolis, Minn.**—CP new standard broadcast station to be operated on 900 kc, 1 kw and daytime hours of operation.

**AM-1490 kc**  
**Bermac Radio Inc., La Crosse, Wis.**—CP new standard broadcast station to be operated on 1490 kc, 250 w and unlimited hours of operation.

SEPTEMBER 25

**AM-1400 kc**  
**WNOC Norwich, Conn.**—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-900 kc**  
Richard H. Balch, Utica, N. Y.—CP new standard broadcast station to be operated on 900 kc, 250 w and daytime hours of operation.

**AM-910 kc**  
**Miami Bstg. Co., Miami, Okla.**—CP new standard broadcast station to be operated on 910 kc, 1 kw, directional antenna for night and unlimited hours of operation.—AMENDED: to change directional antenna from night use only to day and night.

**AM-1450 kc**  
**Marshall Bstg. Co., Marshall, Tex.**—CP new standard broadcast station to be operated on 1450 kc, 250 w and unlimited hours of operation.—AMENDED: re officers, directors and stockholders.

**AM-1340 kc**  
Walter A. Graham, Tifton, Ga.—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 Walter A. Graham to Tifton Bstg. Corp.

**AM-870 kc**  
Fred H. Whitley, Kannapolis, N. C.—CP new standard broadcast station to be operated on 870 kc, 1 kw and daytime hours of operation.

**AM-810 kc**  
Kinston Bstg. Co., Kinston, N. C.—

CP new standard broadcast station to be operated on 810 kc, 1 kw and daytime hours of operation.

**AM-850 kc**  
George Johnston & George Johnston, Jr., d/b as Johnston Bstg. Co., Birmingham, Ala.—CP new standard broadcast station to be operated on 850 kc, 1 kw night and 5 kw day, directional antenna night and unlimited hours of operation.—AMENDED: to make changes in directional antenna pattern.

**AM-850 kc**  
**WRUF Gainesville, Fla.**—Extension of special service authorization to operate unlimited time, with power of 100 w after sunset at Denver, Col. for the period beginning 3 a.m., EST, Nov. 1, 1946 and ending 3 a.m., EST, Nov. 1, 1949.

**AM-1400 kc**  
**Coastal Bstg. Co., Lakeland, Fla.**—CP new standard broadcast station to be operated on 1400 kc, 250 w and unlimited hours of operation.

**AM-700 kc**  
**Middle West Bstg. Co. Inc., St. Paul, Minn.**—CP new standard broadcast station to be operated on 700 kc, 1 kw night, 5 kw day, directional antenna and unlimited hours of operation.—AMENDED: to change frequency from 580 to 700 kc, power from 1 kw night, 5 kw day to 1 kw, hours of operation from unlimited to daytime, change type transmitter, transmitter location, and directional antenna to vertical antenna.

**AM-1280 kc**  
Eugene Bstg. Inc., Eugene, Ore.—CP new standard broadcast station to be operated on 1280 kc, 1 kw, directional antenna and unlimited hours of operation.—AMENDED re changes in directional antenna pattern.

**AM-960 kc**  
**Maricopa Bstg. Inc., Phoenix, Ariz.**—CP new standard broadcast station to be operated on 960 kc, 5 kw, directional antenna night and unlimited hours of operation.—AMENDED re officers, directors and stockholders.

**AM-1220 kc**  
Abraham Kofman and Sara F. Kofman, Co-Partnership, d/b as Times-Star Publishing Co., Alameda, Calif.—CP new standard broadcast station to be operated on 1210 kc, 1 kw and daytime hours of operation.—AMENDED: to make changes in frequency from 1210 to 1220 kc, make changes in antenna and ground system.

## Pacific Coast Metropolitan Districts

(BMB — RADIO OWNERSHIP — 1946)

- |                  |                 |                       |
|------------------|-----------------|-----------------------|
| 1. Los Angeles   |                 |                       |
| 2. San Francisco |                 |                       |
| 3. Seattle       |                 |                       |
| 4. Portland      |                 |                       |
| 5. San Diego     |                 |                       |
| 6. Tacoma        |                 |                       |
| 7. San Jose      | 64,390 Families | 62,100 Radio Families |
| 8. Fresno        |                 |                       |
| 9. Sacramento    |                 |                       |
| 10. Spokane      |                 |                       |
| 11. Stockton     |                 |                       |

*The San Jose Market Is Still Growing . . . Fast!!*

*Reach it Exclusively*

*with*

*"The Voice of San Jose"*

**KSJO KSJO-FM**

1000 Watts

Top O' The Dial

W. S. Grant Company—National Representative

PROGRAM SERVICES AVAILABLE

World  
Standard  
Radio Research  
United Press Bureau

EQUIPMENT

Half Wave Antenna  
W. E. A. M.  
G. E. P. M.  
G. E. Console  
W. E. Speech

# KANSAS

# CITY

# IS

# A

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# Z

# Y

# MARKET

PORTER BLDG.  
KANSAS CITY, MO.

EVERETT L. DILLARD  
General Manager

ELIZABETH WHITEHEAD  
Station Director



Pioneer FM Station in  
the Kansas City Area

Ask for Rate Card 3

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC-FM

Almost Sold Out!

The Shoppers Special,  
WDRC's big morning show,  
accommodates many adver-  
tisers Monday through Sat-  
urday, 7 to 9 a.m. But  
there are only two 1-min-  
ute availabilities left, Tues-  
day, Thursday and Satur-  
day. Contact Wm. Malo,  
WDRC, Hartford 4 Conn.,  
or Paul H. Raymer Co.

# ON THE AIR...



## in the air...

### A High-Flying Program That Central New York Looked at . . . . and Listened, Too!

Audience-getting showmanship has always been part of WFBL's radio service to Syracuse and Central New York.

When "Dairyleisure Time", a live, local program, went on the air for the 2,000th time, WFBL sent its key performers up in the air. While the transport flew over a greater portion of WFBL's primary area, and listeners actually could see it, they heard Jim De Line, M.C., and Dick Workman, featured vocalist, sing from the plane while the accompanying orchestra played in the studio.

WFBL's switchboard was swamped with calls . . . and these were multiplied by mail comments.

This was another "first" for Syracuse's first radio station, which has pioneered in using and demonstrating the many advances in radio techniques.

It's this kind of showmanship that keeps Central New Yorkers listening to WFBL . . . and listeners make sales.

For case histories, write or wire any Free & Peters office, or



# WFBL

Syracuse, N.Y.

## FCC Controversy

(Continued from page 15)

cast station in Detroit." AM-FM duplication, it was pointed out, is a general practice in radio.

In dissenting from approval of the King-Trendle transfer, Commissioners Durr and Walker cited their views regarding "excessive prices" as outlined in their minority opinion in the Crosley-Avco case.

(In that case, FCC proposed to ask Congress for authority to control sales prices, and Acting Chairman Denny later reiterated that the request would be made if the Avco Rule on station transfers was adopted. The rule was adopted a few days before Congress adjourned.)

Their dissent, Messrs. Durr and Walker declared, "relates specifically to the price being paid" and "the resulting impairment in public service which we feel will result." They called attention to the \$2,155,000 "good will" figure in the \$2,800,000 assigned as the purchase price of WXYZ. (The majority said "good will" value was about \$2,000,000.)

### ABC Desire

The majority said they felt that ABC's application for the station was based upon a "desire to obtain a radio station which will on a long-term basis strengthen its economic position and its competi-

tive position with other networks," and that "such acquisition by the transferee will strengthen its financial position. . . ."

The minority contended that the \$2,800,000 price of WXYZ is the "highest known price" (emphasis theirs), "although some of the past transfers have involved clear channel stations, operating with 50-kw power, as well as numerous regional stations with comparable or greater coverage than Station WXYZ." Both WXYZ and WOOD, it was pointed out, are regionals operating with 5 kw.

Average net income of the two stations, officials testified at the hearing, was about 73% for WXYZ to 27% for WOOD in the two years ended last Dec. 31. Tangible net worth was estimated at approximately \$620,000 for WXYZ and \$75,000 for WOOD. Average earnings were capitalized about six times in determining the purchase price.

The network's projected stock issue, which would reduce Board Chairman Edward J. Noble's holdings from about 71 to 36% but leave him still the dominant stockholder, was approved without dissent. "The refinancing plan," FCC found, "will improve the company's financial position and will enable it to render a better broadcast service."

The King-Trendle transfer is from George W. Trendle and John

H. King (40% each) and H. Allen Campbell and Howard O. Pierce (10% each). The company on March 30 this year had total assets of \$1,508,180, counting good will as \$305,000, and, as corrected by outside public accountants, a net worth of \$770,000 exclusive of good will. Net income of WXYZ in 1945 was \$341,139 before federal taxes and \$97,581 after taxes; for WOOD, \$132,251 and \$37,789.

## GUNNISON IS KILLED IN HONGKONG CRASH

ROYAL ARCH GUNNISON, wartime MBS correspondent in the Philippines, last week was killed in the crash of a Royal Air Force plane at Hong Kong, the British Air Ministry advised MBS. Mr. Gunnison was 37.

Mr. Gunnison, who covered General Douglas MacArthur's headquarters for the network during the Philippines operations, was on a trip through the Far East for The North American Newspaper Alliance at the time of his death. He had also made a few broadcasts recently for Mutual from several points in Asia and the Southwest Pacific.

The correspondent and his wife, Marjorie, were trapped in Manila when the Japanese invaded the Philippines in 1941. They were repatriated after spending 22 months in internment. The couple collaborated on a book, *So Sorry, No Peace*, after their return to the U. S. Mr. Gunnison then returned to the Pacific to cover the war for MBS and NANA.

## UN Radio Official

NEW CHIEF radio officer of the United Nations Dept. of Public Information is Carlos Garcia-Palacios, formerly CBS assistant in charge of public relations for Latin America. He will administer liaison and programming of the radio division. He once served with the League of Nations and is a native of Chile.

CLEVELAND'S

# Chief

STATION



## DELIVERS THE WAMPUM

WJW advertisers profit with the station that has a strong hold on Northern Ohio's daytime billionarea.

WJW delivers the wampum with programs specially planned for local audiences, gives you more daytime dialers in the Cleveland area than any other regional station.

BASIC  
ABC Network  
CLEVELAND, O.

# WJW

850 KC  
5000 Watts  
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY



10,000 Watts **WIBG**

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



# Kobak Says Mutual Affiliates Will Reach 425 Station Total

MUTUAL's zealous aggrandizement of local outlets will result in a network of 425 stations, Edgar Kobak, MBS president, announced last week at a press luncheon in New York.

The Mutual president said that the network would embrace 400 affiliates by early next year and that its probable eventual size would involve 425 stations.

"It won't be long," he said, "before we'll be able to show a technical map of our coverage that will make people sit up and take notice."

## Expanding as Planned

The network's expansion campaign, he said, was proceeding according to careful plan. Economics permitting, "we think it's as important to reach a sheepherder in New Mexico as a family in Brooklyn," he said.

Within the past 15 months, he reported, Mutual had added a total of 1,250,000 radio homes to its coverage. The expansion of facilities, he said, had brought about an impressive increase in the number of programs that were being sponsored on the full net. Two years ago a single account was broadcast to all Mutual stations. Now 60% of Mutual's business volume is carried on the full net.

MBS coincidentally announced the addition of six more affiliates, bringing the network's total number of stations to 355.

WWCO Waterbury, Conn., operating with 250 w on 1240 kc joins MBS on Oct. 1. The station is owned by Mitchell G., and Milton H. Meyers, and Ruben A. Aronheim.

Effective Nov. 1, KGFL Roswell, N. Mex., operating with 250 w on 1400 kc, and owned by W. E. Whitmore joins MBS and on the same date KWEW Hobbs, N. Mex., joins MBS operating with 100 w on 1490 kc, and also owned by Mr. Whitmore.

WLAR Athens, Tenn., owned by the Athens Post-Athenian and op-

## In NAB Fold

IT IS likely that WGN Chicago will decide to join the National Assn. of Broadcasters, Edgar Kobak, president of Mutual, predicted last week. "We have a hunch they'll join reasonably soon," he said.

erating with 250 w on 1450 kc affiliates Nov. 15 and, effective Nov. 26, KHOZ Harrison, Ark., operating with 250 w on 1240 kc and owned by Dene O. Hester, Roy Millum and Robert S. Wheeler becomes an MBS affiliate.

WHKP Hendersonville, N. C., operating with 250 w on 1450 kc and owned by the Redege Broadcasting Co., joins MBS on Oct. 15.

## KAVE to CBS

CBS Sept. 29 added another affiliate, bringing the network's total number of stations to 160. KAVE Carlsbad, N. M., operating with 250 w on 1240 kc, owned by the Carlsbad Broadcasting Corp. and managed by Norman R. Loose, joined the network as a bonus station to KROD El Paso, Tex.

## Trimount Names

TRIMOUNT CLOTHING Co., Boston (Clipper Craft clothes for men), has appointed William H. Weintraub & Co., New York, to handle advertising. Firm will sponsor on MBS a quarter-hour show featuring Lewis E. Lawes, former warden of Sing Sing Prison, in episodes based on actual case histories from the warden's files, starting Oct. 20, Sun. 1-1:15 p. m. Show has not been named. Clipper Craft clothes was handled by Emil Mogul Co. when it sponsored Tommy Harmon last year.

## Upcoming

Sept. 30-Oct. 2: 37th Annual Meeting of National Advertisers, Hotel Traymore, Atlantic City, N. J.  
Sept. 30-Oct. 6: Inter-American Broadcasting Conference, Mexico City.  
Oct. 6-9: Advertising Specialty National Assn., Palmer House, Chicago.  
Oct. 7-10: Financial Advertisers Assn. National Convention, Fairmont Hotel, San Francisco.  
Oct. 10-11: Television Broadcasters Assn. second video conference, Waldorf-Astoria, New York.  
Oct. 21-23: School Broadcast Conference, Hotel Continental, Chicago.  
Oct. 21-24: NAB Convention, Palmer House and Stevens Hotel, Chicago.  
Oct. 28-30: Stephens College Radio Conference, Columbia, Mo.  
Oct. 31-Nov. 1: RMA Labor Seminar, Bismarck Hotel, Chicago.  
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.

*In Eastern North Carolina  
your product is sold  
when you use . . .*

**WRRF**  
Washington, North Carolina



930 KC • 1000 Watts

Soon 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over \$175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.



**TAR HEEL**  
BROADCASTING SYSTEM

Washington, North Carolina  
National Radio Representatives  
FORJUE & CO.

New York • Chicago • Los Angeles

September 30, 1946 • Page 67



"That ad over WFDF Flint sure made it hot for us."

*Announcing*  
THE APPOINTMENT OF  
**The William G. Rambeau Co.**

as

NATIONAL SALES REPRESENTATIVES  
*for Radio Stations*

**WHBC**  
MUTUAL

CANTON, OHIO



**WPAY**  
C B S

PORTSMOUTH, OHIO

*Effective October 1, 1946*

## NATIONAL ADVERTISERS WERE POLLED



Every sixth manufacturing executive on the SALES MANAGEMENT subscription list was recently asked this question:

DOES THE SALES DEPARTMENT  
TAKE AN ACTIVE PART IN  
DETERMINING THE LIST OF  
MEDIA TO BE USED IN YOUR  
ADVERTISING (original  
selections, additions,  
rejections.)?

41 per cent of these national advertisers gave a written answer and here's how their replies were divided:

**84.3% said, "Yes"**  
**15.7% said, "No"**

You may want to know *which* executives in the sales department are most important in media selection. The responses to the other parts of this revealing survey will give you the full story.

A total of five questions about advertising plans were asked, and you can obtain a complete tabulation of the answers by writing to our New York office and asking for the "Survey of Company Executives."

And remember—your *one sure path* to the sales manager's desk is a consistent advertising campaign in SALES MANAGEMENT... the *only* publication specifically edited for the sales executives of national advertisers and the magazine with more sales officials among its subscribers than *all* other publications in the sales-advertising field combined.

*Sales* MANAGEMENT

386 FOURTH AVE. NEW YORK 16, N. Y.  
CHICAGO SANTA BARBARA

## Crosley KSTP

(Continued from page 15)

Trust Company of St. Paul, trustees for the Shields and Brown estates, to permit KSTP to enter into television and FM, regarded as "speculative ventures." As a consequence, conversations have been in progress for several months looking toward sale of this stock. The late Messrs. Shields and Brown had been president and secretary, respectively, of the National Battery Co. and had financed Mr. Hubbard in the establishment of KSTP in 1925.

Mr. Hubbard held an option to purchase the Shields stock for the best bona fide outside offer.

A number of important entities in radio, it is understood, had entered preliminary negotiations for the Shields-Brown interests. A bid of approximately \$1,100,000, it is understood, had been made by the Ridder interests, which publish the St. Paul *Pioneer Press* and other newspapers and which hold 50% interest in WTCN, Twin Cities station.

### Fly Special Counsel

Mr. Hubbard completed the loan transaction on Sept. 21 with R. S. Pruitt, secretary and general counsel of both Aviation Corp. and Crosley, in St. Paul. Previously conversations with respect to the projected loan had been entered into in New York by James Law-

## No Pick-ups

TWICE on the same program cross-country pick-ups failed to come through—a rarity in domestic broadcasting. During the CBS *We the People* Sept. 26, first a scheduled pick-up from Chicago failed, then Hollywood didn't come through. Unofficial explanation: An AT&T technician slipped. Gulf Oil Co. sponsors the show. Young & Rubicam is the agency.

rence Fly, former FCC chairman, as special counsel for Mr. Hubbard, and H. Preston Coursen, attorney for Avco-Crosley. Paul D. P. Spearman, Washington attorney and regular counsel for Mr. Hubbard, is filing transfer papers with the FCC.

Victor Emanuel, prominent New York industrialist and financier, is chairman of the board of Avco. He acquired Crosley Corp. (broadcasting as well as manufacturing) last year for approximately \$22,000,000 and took over WINS New York from Hearst Radio Inc. last July for \$1,700,000 plus a credit of \$400,000 on transmitting equipment in fulfillment of a contract entered into by Crosley prior to Avco's acquisition of that company.

Upon completion of the \$850,000 Avco loan at 4% interest, Mr. Hubbard promptly entered into negotiations with the First Trust Co. on purchase of the Shields and

Brown stock. He told BROADCASTING last Wednesday that he had completed the purchase and that there would be no change in policy direction, personnel or overall operations of KSTP. Mr. Hubbard has been president and general manager of the station since 1925 and is responsible for its development into one of the premier stations of the Midwest.

Gross \$1,200,000

KSTP roughly grosses about \$1,200,000 annually. Its net operating revenue before taxes is in the neighborhood of \$250,000. The company has approximately \$325,000 in cash reserve.

Mr. Hubbard, it is understood, paid \$550,000 for the Shields 50% block and \$275,000 for the Brown block. This left an evaluation of \$275,000 for Mr. Hubbard's 25% interest.

If and when Avco-Crosley exercises its option, the stipend of approximately \$1,200,000 would be for acquisition of 75% of the stock and would give the company working capital with which to develop television and FM.

The only announcement forthcoming from Avco-Crosley was a statement Tuesday that Crosley officials had confirmed negotiations "for the purchase" of KSTP subject to approval of the FCC.

## Dan Thompson Elected Chicago Publicity Head

DAN THOMPSON, radio director of the National Safety Council, Chicago, was elected president of the Chicago Publicity Club, succeeding Robert E. Borden, Commonwealth Edison Co., at annual election Monday, Sept. 23.

Other officers elected by the board of directors include Bruce Dennis, WGN public relations director, treasurer; Fred G. Heuchlong, Chicago Park District, first vice president; Julian J. Jackson, Arnold & Jackson, second vice president; Ralph Johnson, Western Electric Co., third vice president, and Mary Rose Noel, American Airlines, Inc., secretary.

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

# KOIN

It takes an informed  
community to do  
a community job.

**PORTLAND, OREGON**

**CBS Affiliate**

LEWIS H. AVERY, Inc., Nat'l. Rep.



# PAC Book Charts Plan for Air Time

## Locals Are Briefed On 'Protesting' Refusals

THE CIO Political Action Committee's campaign to buy or beg radio time to put across CIO-supported candidates in the forthcoming election and to perpetuate the OPA was given added impetus last week when the PAC issued its *Radio Handbook of 1946*—a sequel to the original *Handbook* of 1944.

Meanwhile investigators for two committees of Congress were studying the PAC announcements, instructions and *Handbook*. Robert B. Barker, chief investigator and assistant general counsel of the House Special Committee to Investigate Campaign Expenditures, said he would file a report with Chairman J. Percy Priest (D-Tenn.) after completing his investigation.

Investigators for the House Committee on Un-American Activities likewise were studying the transcriptions and *Handbook*, which, one member of the staff said, "closely follows the Communist Party line."

Vigorous public protests against stations refusing to carry the CIO propaganda and formal protests to the FCC are urged in the new *Handbook*, which was published under a forward signed by Jack Kroll, director, CIO Political Action Committee.

Augmenting its own campaign for free time the CIO tells its locals to "make a list of all commentators and newscasters on your radio" and to send to all of them "items of importance from your point-of-view."

Emphasis is placed on spot announcements, scheduled preferably before popular network programs or during participation shows.

"If You Get in Trouble" is the caption over instructions of what to do should a station refuse to give free time "or even sell you time for your campaign."

"Do not let them bamboozle you," says PAC. When a station manager refuses to give the CIO free

time or to sell time "here is what you do:

"1. You ask the station manager to give you his refusal and his reason for refusing in writing.

"2. Copy that letter and attach it to your explanation why you think his refusal is unfair.

"3. Send copies of his and your letter to: Charles Denny, Acting Chairman, FCC, Washington, D. C.

"4. Send copies to the CIO Political Action Committee for our attention and action. (NOTE: Alan Reitman, PAC publicity director, told BROADCASTING early this month that the PAC would not protest refusal to carry CIO programs, but "might object" if copy were "censored" [BROADCASTING, Sept. 9]).

"5. Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it.

"6. If there are other radio stations in your community, approach them for time while your protest is publicized."

### FM Ideas

There's a section on FM and why labor unions should operate FM stations. FM can provide "ten thousand stations or more without interference and without static," says the CIO and "that should mean: that labor unions, fraternal organizations, veterans' groups, progressive groups of every kind, should be able to own FM stations and have their own outlets. . . ."

In his forward Mr. Kroll declared it to be "our responsibility to make certain that the people's rights on the air should be maintained and the best use of the radio

for the welfare of the people should be promoted."

In a letter dated Sept. 24 to all CIO locals, Mr. Reitman gave instructions for handling the PAC's transcribed announcements. In addition to a series calling on listeners to register and another to vote, the PAC has prepared open-end transcriptions on "public issues" such as OPA, housing, socialized medicine, etc. and space for the local CIO to urge support for certain candidates who go down the line for the PAC issues or for plugs opposing candidates who failed to vote for "strong price controls" or the "health of the people."

Mr. Reitman told the CIO locals: "Get your time and use these spot announcements. If the radio station tries to censor them, tell the manager this is a paid political broadcast and must be treated as such. Remember, too, that repetition is the key to success in spot announcements. Try and purchase as many as you can."

He urged that the CIO "get time in the morning or in the evening" and to "place your spots in between popular programs which have a large audience, or on local women's, sports or popular music programs."

## GREENVILLE, S. C. ... A SHORT RIDE TO BUY



for 123,000  
PEOPLE

Greenville is the buying spot for over 123,000 people living within 10 miles of downtown Greenville... trading center for a 50-mile area of 711,711 people... heart of Greenville County, the state's leader in 1945 Retail Sales (\$73,645,000\*).

# K P A C

# M B S



# 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

✓+✓✓!  
NBC on 590  
**WOW**  
OMAHA Plus  
WRITE, WIRE OR PHONE  
JOHNNY GILLIN  
OR JOHN BLAIR

**KFMB**  
*Sells*  
**SAN DIEGO**

Going Up! 1946  
U. S. Census shows  
San Diego metropolitan  
district with post-war ci-  
vilian population of 465,720.  
San Diego city population jumps  
78% over 1940! This lu-  
crative market is yours  
"from the inside"  
with KFMB.

**KFMB**  
BASIC AMERICAN NETWORK  
(Pacific Coast)  
**SAN DIEGO, CALIF.**

Cared and Managed by JACK GROSS  
Represented by the SANHAM CO.

Hon. E. A. Tritz  
McJunkin Advertising Co.  
Chicago, Illinois

Dear Ed:

Did'ja ever eat a synthetic steak? No, we don't have them down here yet, but I've been thinking about all the miracles these chemists down here uncovered during the War and figured that maybe one of 'em might come up with a test tube T-bone steak. As it is now, they make nylon hose and ten thousand other items right out of coal and natural gas. 'Course with payrolls in Southern West Virginia totalling \$400,000,000 last year and this being the chemical center of the world, you can understand that we hill billies must be making something, even if it's not a juicy steak.

Yrs.

Algy

**WCHS**  
Charleston, W. Va.

## Durr

(Continued from page 17)

factor favoring the grant of the Lake Charles application."

They found that Mr. Gibson, a contractor in general drilling and water supply work, is "legally, technically and financially qualified"; has lived in Lake Charles for 17 years and in Louisiana all his life, and has had "wide experience in the affairs of Southwest Louisiana."

It is FCC policy, they said, "to welcome newcomers to the field of radio and particularly those concerning whom there can be little doubt regarding their knowledge of the community because of long residence and active participation in the affairs of their society." They said they were "relying upon Mr. Gibson's commitments that he will completely familiarize himself with the responsibility of a licensee of a radio broadcast station."

### Challenges Basis

Commissioner Durr challenged the dependence placed by the majority in the equitable-distribution section of the Act. The choice, he contended, is not only between communities but between applicants, "one of whom has clearly demonstrated his qualifications, and the other of whom, on the record before us, has failed to demonstrate his qualifications or even his understanding of the problems and responsibilities of a broadcast licensee."

Mr. Gibson is a two-thirds partner in Layne-Louisiana Co., a general drilling and water supply contracting company and sales firm for water supply machinery and diesel and gasoline engines, which in 1945 grossed \$500,000 worth of business. His daughter, Jane G. Barham, is a one-third partner in the company, one of 10 controlling Layne-Bowler Co., a manufacturing firm at Memphis. Mr. Gibson also has large agricultural holdings.

### R&R Hollywood Change Puts Ballin in Charge

RUTHRAUFF & RYAN in a realignment of responsibility placed Robert Ballin, vice president, in charge of Hollywood radio operations of Ruthrauff & Ryan Inc. Under new setup, in addition to his regular duties he takes over those of Nate Tufts, vice president and former head of agency's Hollywood radio division. Despite shift of American Tobacco Co. account to Foote, Cone & Belding under the arrangement, Mr. Ballin will also continue as producer of NBC Jack Benny Show.

Sam Pierce has been made West Coast Supervisor of radio production for Ruthrauff & Ryan Inc. with Glenn (Doc) Middleton assigned to CBS *Surprise Party*. Mr. Tufts has been offered an account executive assignment in New York, but he is expected to resign from agency.

1889

Paul S. Huber

1946

PAUL S. HUBER, 57, president of Norfolk Newspapers Inc. and chairman of the board of WTAR, died Wednesday morning. He had been in ill health for some time, his condition becoming serious three weeks ago.

Mr. Huber became president of WTAR over a decade ago when the station was acquired by Norfolk Newspapers Inc., a consolidation of the *Ledger-Dispatch* and *Virginian Pilot*. Last January he became chairman of the WTAR board and Campbell Arnoux, for 10 years general manager, was elevated to the presidency.

Mr. Huber was active in local and State affairs. He was a member of the board of Richmond Newspapers Inc., an officer and director of Petersburg Newspaper Corp., Petersburg, Va., and director of Seaboard Citizens National Bank and many other corporations. He was a member of the Second Presbyterian Church, Norfolk, and for many years served on the Board of Deacons.

He was born in Chambersburg, Pa., but spent nearly all of his business life in Norfolk. In 1907 he joined the staff of the *Ledger-*



Mr. HUBER

*Dispatch*, rising to secretary to the publisher, secretary-treasurer, and business manager. With Frederick Lewis he acquired control of the paper in 1929, acting as president and general manager until the 1933 consolidation with the *Virginian Pilot*.

Surviving are his wife, Elizabeth L. Huber; a son, Paul Huber Jr., and a daughter, Rebecca Huber.

### New Call Letters

NEW CALL LETTERS which have been assigned to recently-authorized stations include: WFUN Huntsville, Ala. (Huntsville Bcstg. Co.); WJOR Bangor, Me. (Bangor Bcstg. Service); WTHI Terre Haute, Ind. (Wabash Valley Bcstg. Corp.); KLIZ Brainerd, Minn. (Brainerd Bcstg. Co.); KXLW Clayton, Mo. (St. Louis County Bcstg. Co.); WNEB Worcester, Mass. (New England Bcstg. Co.); WHAN Charleston, S. C. (Charleston Bcstg. Co.); WIRL Peoria, Ill. (Illinois Valley Bcstg. Co.); WRNY Rochester, N. Y. (Monroe Bcstg. Co.); WATZ Alpena, Mich. (Midwestern Bcstg. Co.); WTBK Troy, Ala. (Troy Bcstg. Corp.); WSBK Superior, Wis. (WFCB Inc.).

### Moves to Houston

NINTH DISTRICT field headquarters of FCC Sept. 23 moved from Galveston to Houston, Tex. L. I. McCabe will head the new office located in Room 216, U. S. Appraisers Bldg., 7300 Wingate St., Houston 11.

### WJOR on 1230 kc

WJOR Bangor, Me., a new addition to the Mutual network, operates on 1230 kc. BROADCASTING, Sept. 16, incorrectly listed the station's frequency as 1340 kc.

**5000 WATTS**

**WORLD'S MOST MEMORABLE BATTLE ROUNDS**  
**IDEAL MARKET BETTER GUARANTEE**

**NBC IN RICHMOND, VA.**



# AM Station Licenses Pass 1,000 Mark

## Denny Says Expansion Of Radio Follows FCC Policy

THE 1,000 mark in AM station licenses in the U. S. was reached and passed last week, while in all types of broadcasting 2,052 stations were operating or had been authorized and 1,218 new-station applications were pending.

Besides the licensed AM stations, now numbering 1,005, there are 330 AM construction permits outstanding and 827 applications for new standard facilities before the FCC.

The Commission announced that the 1,000th AM license went to Indian River Broadcasting Co. for its WIRA Fort Pierce, Fla., a 250-w fulltime outlet on 1400 kc. The station, headed by Douglas Silver, freelance writer and radio producer, was authorized last January and started program tests May 15.

"It is significant," a Commission press release declared, "that the licensee which brings the number of these regular program outlets into the four-figure category will serve a locality where there was no previous standard broadcast station."

### FCC Policy

"The rapidly increasing number of radio stations as indicated by the issuance of this 1,000th license is in line with the Commission's policy of encouraging the spread of radio service over the country as widely as possible and also encouraging diversification of ownership for the promotion of freedom of speech," FCC Acting Chairman Charles R. Denny asserted.

"The stations have great opportunities to provide the means for local expression and to stimulate local participation in the solution of the difficult community, national and international problems in this transition era," he said. "Every additional radio station provides the American people with a new instrument for vitalizing our democracy and for access to whole-

some entertainment and education."

Expansion of the broadcasting field in the last 10 years was sketched by FCC in noting that 10 years ago there were 632 stations all AM, while now there are 1,005 standard stations licensed; 65 FM outlets offering regular programs; 48 FM stations holding regular licenses; 531 FM applicants with conditional grants or construction permits; six licensed television stations and 30 with preliminary grants. There are 328 pending applications for FM and 43 for video.

### Noncommercial

In noncommercial educational broadcasting there are six licensed stations, 20 outstanding construc-

tion permits, and 20 pending applications. There are 36 international broadcast stations, while 40 stations have been licensed or hold construction permits to engage in developmental and experimental work with a view to improving broadcast equipment and techniques.

Issuance of the licenses passing the 1,000 mark was authorized Sept. 18-19 and announced last Wednesday. Besides WIRA they went to KLIZ Brainerd, Minn. (1400 kc, 250 w); KHON Honolulu (1400 kc, 250 w); WINR Binghamton, N. Y. (1490 kc, 250 w); WCMV Canton, Ohio (1060 kc, 1 kw daytime); WLAN Lancaster, Pa. (1320 kc 1 kw, daytime).

## FCC Need for More Funds Seen As Hearing on Budget Is Held

A BID for increased funds for the next fiscal year to permit staff expansion and speedier handling of its record workload presumably was made by FCC last Thursday to the Bureau of the Budget.

Although the hearing was private and the law prohibits disclosure of the budget requests, it has been estimated that the Commission would need—and ask for—at least a \$7,000,000 appropriation for the 12 months starting next July 1 [BROADCASTING, Sept. 9].

The Commission this year is on a budget of \$5,560,000—and announced Monday that for lack of funds it was suspending its special investigation into Western Union Telegraph Co.

Headed by Acting Chairman Charles R. Denny Jr., the FCC delegation at the all-day hearing at the Budget Bureau included all Commissioners except Clifford J. Durr, who was en route to Moscow for the five-power Telecommunications Conference. Top Commission staff men also were in the group.

An indication of the extent of

the backlog of applications before the Commission was given in a news release the day before the hearing conducted. (See story above.)

Industry circles concede the Commission must have more personnel if it hopes to catch up on pending and still-coming applications. There is need also for more space, even with the staff at its present size, it was pointed out.

Afer studying FCC's estimates, the Budget Bureau will make its recommendations to President Truman late this year. Subject to revision by the President, the requests will then be transmitted to Congress in the Presidential budget message in January.

The FCC group at the hearing was to include Chairman Denny; Comrs. Rosel H. Hyde, E. K. Jett, Paul A. Walker and Ray C. Wakefield; General Counsel Benedict P. Cottone; Chief Engineer George P. Adair; Personnel Director Gilbert H. Hatfield; Director William B. Robertson of the budget and planning division; Charles S. Hyneman, assistant to the chairman; Chief Accountant William J. Norfleet; James A. Barr, chief of AM division, engineering department; Vernon L. Wilkinson, assistant general counsel in charge of broadcast division; William N. Krebs, assistant chief engineer, safety and special services branch; Lester W. Spillane, assistant general counsel in charge of safety and special services division; Harold J. Cohen, assistant general counsel in charge of common carrier division; Ralph Jones, chief of a section, common carrier division, engineering department; John Russ, chief, international division, engineering department.

In dismissing its special investigation into Western Union services and operations, the Commission made plain it was temporary.

# KFRE FRESNO

## Sells more Profitably

A RODMAN RADIO STATION  
**KFRE-KRFM Fresno**  
REPRESENTED BY JOHN BLAIR & CO.



## The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

**WSPA** Spartanburg, South Carolina

5000 watts day, 1000 watts night, 950 Kc. Rep. by Hollingbery  
PBS STATION FOR THE SPARTANBURG-GREENVILLE MARKET



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**DOES HAVE AN  
EDITORIAL POLICY**

**For Twenty Years We  
Have Vigorously Defended  
RADIO'S RIGHT TO SERVE  
PUBLIC INTEREST**

**WESTERN SLOPE  
BROADCASTING CO.  
GRAND JUNCTION, COLO.  
REX HOWELL, PRESIDENT**

your MUTUAL friend

**TRY IT AND "SPOT"  
THE DIFFERENCE**



**WHBO**

W. H. BEECUE  
Memphis: E. A. Alburty, Gen. Mgr.  
Represented by RAMBEAU

# IT'S A FACT!

You can cover Ohio's Third Market at  
less cost. American Network affiliate.

Ask **HEADLEY-REED**

# WFMJ

**YOUNGSTOWN, OHIO**

**CKNW**  
has more listeners  
than any other 250  
Watt Station in Canada

**CKNW**  
NEW WESTMINSTER, B.C.

## Need For World Air Network Is Again Urged by Sarnoff

A WORLDWIDE radio network of both international shortwave and domestic stations, to be operated by the United Nations in the interest of peace, was recommended last week by a round-table on mass communications at the first meeting in Washington of the National Commission on International Education, Scientific and Cultural Cooperation [BROADCASTING, Sept. 23].

The recommendations, based on a report by a subcommittee of consultants headed by Edward W. Barrett, executive editor of *Newsweek*, were made after Brig. Gen. David Sarnoff, RCA president and NBC board chairman, appealed to the round-table to support a worldwide broadcasting system in the interests of peace.

General Sarnoff, in Washington Wednesday to report to President Truman on his trip abroad, unexpectedly attended the NCIESCC round-table on mass communications.

"I personally think that radio—not excluding other media—is as great a potential force in world peace as atomic energy is a potential force in world war," said General Sarnoff, who served in the European Theatre during the war. He declared that if the United Nations are to accomplish peace they must "set their sights high."

"I think your recommendations must be bold," he said. "You must think of it in the future and not be afraid of the technical and financial problems." The success of international broadcasting depends on (1) freedom to listen and (2) facilities, he said.

### Recommendations

The round-table's recommendations included these points: (1) That the Division of Mass Communications employ techniques which have been developed by commercial media; (2) that commercial media have a large part in furthering objectives of UNESCO; (3) that UNESCO utilize the radio, press and motion pictures as "instruments of education, culture and scientific advancement," adding "UNESCO is no less concerned with the protection of the peoples of the world against misuse of these media."

(4) Alluding to an implication that financial support by UNESCO might lead to "forms of government control going beyond the clear intent of the report," the round-table recommended that when financial assistance is extended it should be on terms of emergency aid; (5) that the subcommittee's report is "warmly endorsed;" (6) that the United Nations and UNESCO should establish and operate as soon as possible a worldwide radio network; (7) that pending establishment of such a network, UN

and UNESCO should use all present radio facilities, including, if necessary, exploration of the possibility of purchasing one or more existing radio stations.

At a news conference Tuesday William B. Benton, Assistant Secretary of State in charge of Public Affairs, said he agreed with the subcommittee's report but felt that the committee "underrates the value of UNESCO broadcasting in contrast to other proposed activities." Mr. Benton pictured broadcasting as the "quickest means" of reaching the most people at minimum cost.

He referred to State Dept.'s operation of this country's 36 transmitters on 56 frequencies and said the "commercial broadcasters" want to continue the present set-up whereby the Government leases full time from the licensees. Asked about announced intentions of World Wide Broadcasting Foundation (WRUL WRUF Boston), of assuming program responsibility for 25% of the time, under an Act of Congress passed earlier this year, Mr. Benton said "it would be unsound to give preference to any one licensee."

## KANA Moves Dwelling To Go Into Operation

BY MOVING a town dwelling to the new station site and remodeling it to provide modern station facilities, KANA Anaconda, Mont., was able to overcome building restrictions and go on the air Sept. 20. The station uses 250 w on 1230 kc. It is owned and operated by Mosby's Inc., owner of KGVO Missoula, Mont.

A. J. Mosby is president and Don Jones, manager. The construction permit was granted April 11. Raytheon equipment is used. A 180-foot Wincharger tower stands next to the largest smokestack in the world at the Anaconda Copper Co. smelter. KANA is represented by Weed and Co.



VIEWS on his two-month business trip in Europe were given at White House Wednesday by David Sarnoff, RCA president and NBC board chairman, at invitation of President Truman. He said his company has 95% of its operations in the U. S., and does not plan to acquire or build broadcast stations in Europe.

## SIX MORE STATIONS RECEIVE RENEWALS

SIX NEW license renewals for standard stations were granted by the FCC Sept. 19 and announced last Wednesday. All had been on temporary license for short periods of time. KHMO Hannibal, Mo., granted a renewal for the period ending Feb. 1, 1947, had been on temporary since June 1, 1945.

Comms. Clifford J. Durr and Rosel H. Hyde voted for hearing on two of the renewal applicants: WINK Fort Myers, Fla., and KVOB Denver. Commissioner Durr also voted for hearing on the application of KHBC Hilo, Hawaii.

Stations granted renewals were: WINK Fort Myers (for period ending Aug. 1, 1949); WIP Philadelphia (for period ending May 1, 1949); KHBC Hilo (for period ending Feb. 1, 1949); KYUM Yuma, Ariz. (for period ending Aug. 1, 1949); KHMO Hannibal (for period ending Feb. 1, 1947); KVOB Denver (for period ending May 1, 1949).

**WCKY**

the **50,000**  
watt voice  
of Cincinnati

**WENX**

**DAILY PROGRAMS IN**

Italian Polish  
English Jewish  
German

5000 WATTS DIRECTIONAL OVER NEW YORK  
America's Leading  
Foreign Language Station



# Surplus Broadcast Equipment Is Rare

## House Hearing Shows One Transmitter Was Sold

BROADCASTING equipment has been one of the rare items in the billion dollar electronic stocks acquired by War Assets Administration, it was indicated last week as a special House committee started an inquiry into this phase of leftover war supplies. Chairman of the committee is Rep. Slaughter (D-Mo.)

Only one new broadcast transmitter for medium or high power had been sold by WAA by last spring, it was brought out in testimony by William L. Foss, member of the engineering consulting firm of Colton & Foss and for five months chief of the WAA Electronics Branch.

This 50 kw RCA transmitter was bought by Louis Wasmer, owner of KGA Spokane, for \$72,500 on a veteran's priority at a public sale conducted by the WAA Richmond office [BROADCASTING, April 1]. Mr. Foss testified that some months after he left the branch he was retained by Mr. Wasmer to inspect and ship the transmitter. He ordered repair parts from RCA and General Electric to replace damaged equipment. Before undertaking the task he received approval of the WAA Legal Dept. to avoid any misunderstanding that might have arisen out of his former connection.

### Radio Trucks

The House hearing into surplus sales centered much of the time around disposition of some 200 Chevrolet radio trucks equipped by Hallicrafters Co., Chicago, and sold later as surplus by the company, acting as a WAA sales agent. The trucks, including transmitters and receivers, had a declared value of \$7,500. They were sold second-hand early this year by Hallicrafters for \$4,500. The committee probed deficiencies in documentation of the transactions.

Mr. Foss was asked about business relations of his engineering firm with Hallicrafters. He said the firm had received \$2,500 and had about \$2,000 coming for engineering research. This includes research and development for Hallicrafters and the Army and Navy on short-wave communication apparatus and a small radio for infantry use.

### Parties and Gifts

Questioned about parties and gifts from agents during his surplus activity, Mr. Foss said he frequently warned staff members about accepting entertainment from companies doing surplus business.

He volunteered the information that two bottles of liquor were left on his desk just before Christmas, but didn't know where they came from. "It was darn good whiskey and I took it home," he said.

Mr. Foss traced expansion of the Electronics Branch, with its hundreds of millions of dollars worth of declarations, from a half-dozen unorganized employees to an active organization with chain of authority.

Criticized because his branch did not have a complete inventory of this material, he commented that the Signal Corps alone needed 15,000 persons merely to catalog its own electronic inventory whereas the surplus problem was many times as complicated, with 50% of the surplus declarations from the military inaccurate, and only 60 people handled the job.

Mr. Schwarz told the committee that Western Electric Co. had been permitted to look over surplus declarations in a search for material suitable for telephone purposes. List of the material uncovered was sent to all interested companies and sold at an advertised public sale, he said.

Electronics surplus was kicked around by a second committee last week, a Senate Military Affairs Subcommittee making public a report charging incompetent, lax and "sometimes dishonest" supervision of surplus sales. Like the House

group, it criticized failure to process veterans' priority certificates. Mr. Foss, questioned on these certificates, said a large share of them did not specify exact types of equipment desired and could not be processed even if desired items had been available.

Both committees have been looking into charges that certain manufacturer agents received choice salable equipment while others received unwanted items and junk.

## Moscow Delegates Enroute Last Week

FOURTEEN delegates, seven staff members and five industry representatives left Washington National Airport at 3 p. m. Tuesday for Moscow to attend a five-power telecommunication conference preliminary to a world plenipotentiary conference scheduled tentatively for April 15, 1947, in the U. S. [BROADCASTING, Sept. 23].

Slated to leave early Monday morning, the plane bearing the U. S. delegation was delayed until Tuesday afternoon because of weather conditions. Meanwhile State Dept. Wednesday was advised by the director, Bureau of the International Telecommunication Union, Bern, Switzerland, that this country's invitation for a World Telecommunications Conference to begin April 15 next year was telegraphed Sept. 19 to all interested nations.

Definite plans for the world plenipotentiary conference are expected to be made at the Moscow sessions which were to open Sept. 28. In addition to the world conference delegates in Moscow are scheduled to discuss preparation for special meetings, including creation of a committee to study a new official international list on frequencies and a special conference on shortwave broadcasting.

The latter conference is expected to be held in Moscow or Brussels, following the five-power meeting. Delegates from the United Kingdom, France and China are meeting with the U. S. and U. S. S. R. at the five-power conference.

### Adopts Revised Plan

ADOPTION of revised report for the allocation of frequencies below 25,000 kc [BROADCASTING, July 15] was announced by the FCC last Wednesday. The report was formally adopted Sept. 19. Statements concerning the effect of this service-allocation were received by the Commission from Lorain County Radio Corp., A.T.&T., National Federation of American Shipping Inc., Radiomarine Corp. of America and Mackay Radio and Telegraph Corp. The American Radio Relay League had suggested that FCC include amateur service in the service-allocation band 1750-2000 kc.

**55.4%**  
of all Iowa radio families  
**"LISTEN MOST" to**  
**WHO**  
10.7% to Station B!  
50,000 Watts Des Moines  
**FREE & PETERS, Inc.**  
Representatives

The Shortest Route  
To Results in  
This Area Is Via  
**CHNS**  
HALIFAX NOVA SCOTIA  
Maritimes Busiest Station  
Contact  
JOS. WEED & CO.  
350 Madison Ave., New York  
**5000 WATTS**  
**SOON!**

FOR UNUSUAL  
PERFORMANCE IN IDAHO?  
  
**KSEI**  
POCATELLO · IDAHO

IN TOUCH WITH TOMORROW  
... IN TUNE WITH TODAY

**KGW**  
PORTLAND, OREGON  
REPRESENTED BY EDWARD PETRY & CO.

The Largest  
**TRANSCRIPTION**  
**LIBRARY**  
OF  
AMERICAN FOLK  
MUSIC  
**M. M. COLE CO.**  
823 S. WABASH AVE.  
CHICAGO 5, ILL.

BEST 50,000 WATT  
BUY OF THE WEEK  
  
**Robert Lewis**  
Sensational young disc  
jockey with a unique sales-  
pulling personality. Available  
Participation Basis.  
**WHN** NEW YORK  
Represented by RAMBEAU

## Help Wanted

Wanted—Manager of radio station to locate in midwest who would be interested in acquiring an interest in the station. Give experience and qualifications. Box 614, BROADCASTING.

Southeastern 5 kw station needs additional transmitter and maintenance engineer. Grand opportunity get real experience on high power equipment and directional. Reply will be kept confidential. Give full details, including salary requirements. Box 762, BROADCASTING.

South Georgia station needs three engineer-announcers. Box 893, BROADCASTING.

Key management personnel—New major network station under construction in Honolulu now completing selection of key management, sales, and program personnel. Submit full experience, references, family data, and anticipated salary in application. Box 915, BROADCASTING.

Announcers-position requiring knowledge of board, must develop own shows and handle newscasts. \$50 for 40 hour week with midwest station. College graduates only, unless thoroughly experienced. Box 940, BROADCASTING.

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. Our staff knows of this ad. Include samples. Box 953, BROADCASTING.

Wanted—Experienced continuity writer who can also handle woman's program. Neat appearance, good personality. Write Box 958, BROADCASTING.

Time salesman—For Mutual affiliate, no radio competition, practically virgin field in pleasant prosperous city. Send photo, qualifications Joe Spring, WASK, Lafayette, Ind.

Good announcer with first class phone license wanted by Intermountain 5 KW NBC affiliate. Opportunity for advancement and to apply ability. Substantial salary. KGR, Butte, Mont.

Commercial manager—Aggressive New England local needs topnotch commercial manager. Wonderful opportunity for right man. Wire or write Box 887, Grand Central Station, NYC.

## Wanted to Buy

Local station in city of  
10,000 or 50,000

Box 968, BROADCASTING

We need immediately an experienced **COMMERCIAL MANAGER** who is primarily a **time salesman**. Commission and drawing account. TWO combination announcers-operators with 1st class licenses. Salary consistent with experience and ability. **CONTACT IMMEDIATELY** C. Leslie Collday, WEPN, Martinsburg, West. Va.

Radio stations all over the country are using **HAROLD ABBEY** cartoon gags and spot illustrations on their program schedules, mailing pieces, bulletins, local advertising, etc. . . with startling success! These spots and panel gags will "pep up" your copy and reading matter 1000%. Every job tailor-made to your needs —by America's foremost Advertising Cartoonist. Harold Abbey 600 Madison Ave., Plaza 8-2658 New York 22, N.Y.

## ARE YOU 'TIME-BUYER' POOR?

Buyer with seven years' topnotch agency experience covering all phases of spot and network would like to get in on the ground floor of a new outfit. Am a female but not given to temperament.

BOX 967, BROADCASTING

# 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 (Cont'd)

Wanted: Two first class operators for 250 watt AM and 3 kw FM station. Can use immediately. Experience desirable but not necessary. Write Tom Barber Chief Engineer, WMGA, Moultrie, Georgia.

Experienced commercial copywriter. Assist in public relations work. Box 969, BROADCASTING.

Key station new regional network, super year-round climate, scenery, etc. Albuquerque, N. Mex. Fastest growing town in southwest. Engineer-announcers, first class ticket, 3 needed. Rush disc, references. Box 1419, Albuquerque, N. Mex.

Wanted—chief engineer for a new 250 watt station using all new Western Electric equipment. Write C. B. Randall, President, Arkansas-Oklahoma Broadcasting Company, Ft. Smith, Arkansas.

Radio Announcers, producers, writers and other artists are needed immediately. Send transcription, picture and details to Linton J. Sawyer, Radio Productions, 603 Dekum Building, Portland 4, Oregon.

First class operator, also announcer for 250 watt Mutual affiliate, WHSC, Hartsville, S. C.

Operator-announcers for new station at Douglas Arizona, \$65.00 per week contact KSUN, Bisbee, Arizona.

Openings—1st class operators—announcers, salesmen, girl Fridays. RRR (Agency). Box 413, Philadelphia.

Operator—First class, announcing experience desirable. State experience, training, salary, full details first letter to KPFA, Helena, Montana.

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.

Newscaster-announcer. Three years minimum station experience required; able to edit and compile own newscasts and do some general announcing. Leading metropolitan market, 5 kw basic network station. For New York interview between September 30 and October 6, call Weed & Co., 350 Madison Ave., New York City.

Announcer. Topflight, versatile, experienced, steady. A real opportunity. If you can deliver. For New York interview between September 30 and October 6, call Weed & Co., 350 Madison Ave., New York City.

## Situations Wanted

Transmitter operator, veteran, single, desire change, one year experience. State salary and hrs. per week. Box 961, BROADCASTING.

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.

Program director-announcer, now working at station wishes to make change. Thoroughly experienced in all phases of promotion, production, and announcing. Box 922, BROADCASTING.

Manager: Highest qualifications: desires position South or middle west: Outstanding record, sales, public relations, executive. Personal interview my expense. Box 938, BROADCASTING.

Announcer—Experience ranging from 250 watt to 50 KW NBC platter jockeying, straight and slanted commercials, news, special events. I want a permanent affiliation with a station offering a future, located in a good family town. Will answer all inquiries. Box 939, BROADCASTING.

Experienced MC-announcer wishes position doing audience type or disc shows with station having high standards of showmanship. 9 years experience on local and network shows producing and announcing. As G.I., handled radio programs for three Army posts and Treasury Dept. Excellent references. Box 944, BROADCASTING.

## Situations Wanted (Cont'd)

Looking for a good all-around announcer for small station work? Graduate of leading New York school. Veteran, will travel. Disc available. Box 951, BROADCASTING.

Newscaster-announcer, 3½ years. Desires change for better opportunity with progressive station. Former program director. Minimum \$225 month. Available ten days. Married. References. Transcription. Box 952, BROADCASTING.

Experienced engineer, will work combination, first phone. Vet, 33, married, 6 years commercial radio, 16 years amateur experience. 2 week availability. Box 954, BROADCASTING.

Writer—fourteen years, five big time radio. At last able and willing to live in reasonable sanity. Interested in program direction where imagination and ability is the rule. Prefer New England. Box 955, BROADCASTING.

Time salesman-announcer. 10 years experience. Expert newscaster, sports and every phase modern broadcasting. Personal interview desired. Box 956, BROADCASTING.

Early morning disc jockey, years experience, successful show, different, must pay good salary. Box 957, BROADCASTING.

Need a capable general manager, commercial manager or time salesman, 15 years selling experience—11 years advertising, 5 newspaper, 6 radio as commercial manager and salesman. Good working knowledge all phases broadcasting. Hard worker, executive ability, loyal, conscientious. Finest references. Last 10 years in present city. Employed. Go anywhere. Age 35, married, one child. Interested in permanent association. What have you to offer? Box 959, BROADCASTING.

Manager—Good salesman, promotion minded. Technical background, first class license. Now managing successful independent. Major network experience. Box 871, BROADCASTING.

Woman commentator—writer—program director. Young, personable, college graduate. Journalism—home economics training. 7 years radio, 2 with NBC. N. Y. Prefers position outside. U. S. Box 962, BROADCASTING.

Experienced play-by-play all sports and news in midwest metropolitan area. Would like opening in either above or management end. Highly qualified. Educational background—not a drifter. Will go anywhere. Box 963, BROADCASTING.

Television production? Public service programming? What can you offer college-trained producer and writer with wide experience in educational films and radio. Box 964, BROADCASTING.

Announcer—A-1 voice. Former radar operator, USMC. Conscientious, reliable. Excellent references. Richard W. Ziegler, 206 Walton, Fitchburg, Mass.

Announcer. Experienced on leading record station (Baltimore); also network affiliate. Bill French, 213 South Front St., Harrisburg, Penna.

Announcer—Good personality, reliable. solid background. Three years radio operator, USCG. Disc available. J. C. Zane, 41 Haunnewell Ave., Providence, R. I.

Available—Qualified—Sports men, engineers, Radio's Reliable Resources, Box 413, Philadelphia

Announcer—Graduate student in radio. Ambitious. Conscientious. Good service record. Charles Wood, 20 Roosevelt Ave., Poughkeepsie, N. Y.

**RADIO ANNOUNCING GENIUS** experienced all types announcing; network and independent. **DESIRES EMPLOYMENT IN WELL-MANAGED STATION.** Nondrinker, ex-Quartermaster, 23 years, single man, can furnish **EXCELLENT REFERENCES** by actual radio men including present employers. Will write copy. Pleasant, dignified yet friendly voice. **PREFER SOUTHWEST.** To further advance is reason for wanting change. Disc on request. Make me an offer. Send wire, carrier pigeon or letter to Box 965, BROADCASTING

## For Sale

For Sale—a complete FCC approved 250 watt transmitter, two sets tubes, two crystals and limiting amplifier. Recently taken out of service. Make offer. Box 780, BROADCASTING.

For sale—250 watt station in Southern State. Box 960, BROADCASTING.

Generator set, new, one 35KW Clark Engine generator set, 240 volt, 60 cycle, 3 phase, 3 wire system consisting of an Electrical Machinery 43.7 KVA generator, Waukesha motor, switchboard and starting battery. Purchasing Department, The Milwaukee Journal, WTMJ, Milwaukee, Wisconsin.

250 watt transmitter, complete with one set spare tubes. FCC approved. First check for \$800.00 will buy it. Al Bamford, 516 18th, Oakland, Calif.

For sale: 250 watt complete transmitter taken out of service Sept. 10. Ready for immediate delivery. KOOS, Coos Bay, Oregon.

For sale—WE 304-A kw transmitter. Has been cleaned, checked and reconditioned and is ready to go. Unexcelled as an auxiliary transmitter. First check for \$1750 gets it. F.O.B. E. A. Albury, Southern Broadcasting Service, Hotel Gayoso, Memphis, Tenn.

## Wanted to Buy

Western Electric 639, 618 and RCA 44BX, 88-A microphones complete with mounting fixtures but without internal mechanism. Desire undamaged cases to use as dummies for photographic purposes. Write to Box 495, BROADCASTING.

General Radio 516-C or 916-A radio frequency bridge. Box 966, BROADCASTING.

## Miscellaneous

Advertising agency would like to hear from radio stations that will accept mail order accounts, percentage basis. Confidential. Box 887, BROADCASTING.

Have \$5500 and first class phone ticket for investment in radio station. Box 928, BROADCASTING.

Engineer has ten thousand to invest in new or existing station with services. Box 970, BROADCASTING.

# FOR QUICK SALE 40% OF Outstanding Stock OF Station WSL Roanoke, Virginia

This is an opportunity that occurs only once in a "Blue Moon" for the investor overloaded with 2, 3 and 4 percent investments. Roanoke is within the first 140 metropolitan districts of America, and is one of the finest equipped and managed stations in the south.

## REASON FOR SELLING

The present owners are within the FCC's multiple ownership rule which they desire to correct through the sale of this stock.

For complete information write, wire or phone Edward A. Allen or Philip P. Allen, at

**Lynchburg Broadcasting Corp.**  
Telephone 3030  
Lynchburg, Virginia





## NAB GOLF TOURNAMENT OCTOBER 20 ACACIA COUNTRY CLUB

**DIVOT DIGGERS!** Have you sent in your entry for the NAB Golf Tournament, Acacia Country Club, Chicago, October 20? Send it along to **BROADCASTING** now so we'll have everything ready to a "tee."



... and take another look at the big sterling loving cup to be awarded to the low net winner.

Busses leave Palmer House and Stevens Hotel, 9:30 a.m.

**BROADCASTING**  
The Weekly News Magazine of Radio  
TELECASTING  
NATIONAL PRESS BLDG.  
WASHINGTON 4, D. C.

# FCC Delays WBAL Renewal Hearing; Hearst Files Plea

EARLY HEARING on the application of newsmen Drew Pearson and Robert S. Allen for WBAL, Baltimore's 50-kw, 1090 kc assignment apparently was precluded by FCC action last week.

The Commission postponed for 60 days WBAL's renewal hearing, which had been set for Oct. 1, and failed to act on the Pearson-Allen petition for consolidation of their application with the renewal case.

Issues in the WBAL renewal, awaited since the application was set for hearing last February, are expected to be announced within two weeks, interpreted as providing WBAL an opportunity to "meet the issues," by petition for reconsideration, in an effort to secure renewal without hearing.

### WBAL Petition

In a last-minute petition opposing the Pearson-Allen request for consolidated hearing of the two cases, Hearst Radio Inc, licensee of WBAL, argued that consolidation would constitute "pre-judgment" of the petition for reconsideration and grant of renewal which WBAL has a right to file when the issues are announced.

The proposed Pearson-Allen station, if granted, could not get into operation before expiration of the WBAL renewal term on May 1, 1948, the petition contended. Therefore, Hearst claimed the two applications are not mutually exclusive, and consolidation "would inevitably delay disposition of the renewal application . . ."

Meanwhile, it was disclosed that Hearst Radio had retained the Washington firm of Dempsey & Koplovitz to serve in the case with WBAL's regular Washington counsel, Littlepage & Littlepage, under the direction of Hearst Attorney John J. Burns, former Federal judge.

Hearst's opposition to consolidation of the two applications, filed by Attorneys Thomas P. Littlepage Jr. and William J. Dempsey, maintained that a grant of the renewal application would not prejudice the rights of Messrs. Pearson and Allen, and that even in case of denial Hearst would still have a right to comparative consideration with the new applicants.

Hearst expressed "firm belief" that it can meet the issues of the renewal case when they are announced. Referring to FCC's Blue Book, which compared the extent of commercial programming of WBAL under Hearst ownership with plans outlined by a former owner, the petition said the Blue Book itself "makes it clear that Hearst cannot be charged with any discrepancy between promise and performance in its operation of Station WBAL."

"The most important consideration of all, however, is the factual

knowledge that Hearst's operation qualitatively considered has been one of solid merit from the standpoint of public interest," the petition added.

If a hearing on the Pearson-Allen application is held, it was noted, FCC "quite certainly" would want Hearst to file an application covering substantially the same period contemplated by the two newsmen's application, since the present WBAL application was filed in February 1945. But to ask for such a new application now "would be premature" since "several months" will be needed for the Commission to reach the Pearson-Allen application in its processing lines, the petition asserted.

Messrs. Pearson and Allen, who jointly wrote the daily *Washington Merry-Go-Round* and conducted a weekly commentary first on MBS and later NBC-Blue until Col. Allen went into the Army, filed their application for WBAL's facilities in the name of Public Service Radio Corp. [BROADCASTING, Sept. 23]. Mr. Pearson, who now conducts the newspaper column alone, has a Sunday evening 15-minute news commentary on ABC, sponsored by Lee Hats. Col. Allen, still in the Army, would manage the proposed station.

## Northwest Stations Set Regional Network Plans

FIRST two-State regional station group, to be sold as a whole or any one or more stations, has been formed by stations in Oregon and Washington, the NAB Small Market Stations Division, headed by J. Allen Brown, has been informed by Fred F. Chitty, general manager of KVAN Vancouver and KOOS Coos Bay, Ore. Homer H. Griffith is representative for the group, which will start promotion activity Oct. 1.

Member stations, operating as the Oregon-Washington Group, are: KWIL Albany; KORE Eugene; KRNK Roseburg; KAST Astoria; KFLW Klamath Falls; KSLM Salem; KVOS Bellingham; KWLK Longview; KBND Bend; KOOS Coos Bay; KXRO Aberdeen; KRKO Everett; KPQ Wenatchee; KELA Centralia; KGY Olympia.

## CBS Airs Service

A SPECIAL Yom Kippur program will be broadcast on CBS on Oct. 3, 5:30-6 p. m., with service conducted by Rabbi Solomon A. Fineberg, director of community service for the American Jewish Committee. Guest speaker will be Rear Admiral Lewis L. Strauss, president of the Temple Emanuel, New York, and special assistant to the Secretary of Navy during the war.

**MEASURE**  
YOUR ADVERTISING DOLLAR  
ANY WAY YOU LIKE



JOHN BLAIR & CO. - NATIONAL REPRESENTATIVES

IN CHICAGO  
IT'S  
**UNIVERSAL**  
FOR  
ALL RECORDINGS  
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CHICAGO'S LARGEST  
Independent STUDIO  
Still Recording and  
Re-Broadcasting for  
ABC  
NETWORK



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FOR THOROUGH COVERAGE  
and Best RESULTS

RADIO STATION **KID** 5000 WATTS  
NATURAL

IDAHO'S  
MOST POWERFUL  
STATION

JOSEPH HERSHEY MCGILLVRA, Inc.  
National Representatives

By actual survey

**TORONTO'S  
MOST LISTENED-  
TO STATION**

DIAL 580

**CKEY**

did you say  
**KSFO**

yes — on  
**5-6-0**

Everyone likes music  
**KSFO**  
SAN FRANCISCO  
represented by  
UNIVERSAL RADIO SALES  
New York • Chicago • San Francisco  
Los Angeles • Seattle

EXCLUSIVE  
COVERAGE OF  
THE CHAMPLAIN  
VALLEY AREA

**WCAX**  
BURLINGTON

VERMONT'S  
ONLY CBS  
STATION

1000 WATTS • FULL TIME

National Representatives:  
Taylor-Howe-Snowden

Only  
**KROD** 600 KC  
1000 WATTS

CBS

Completely Covers

**THE EL PASO MARKET**

FARM STATION?

YES! FOR TWENTY YEARS OUR  
ENTERTAINMENT AND SERVICES  
HAVE BEEN PLANNED FOR  
FARMERS IN KANSAS AND AD-  
JOINING STATES.

**WIBW** The Voice of Kansas  
in TOPEKA

## Rep. Clarence F. Lea to Retire In 1948 Following 16th Term

REP. CLARENCE F. LEA (D-Calif.), chairman of the House Interstate & Foreign Commerce would retire at the end of his next term in 1948. He will have served 32 consecutive years, 28 of them as the nominee of both Democrat and Republican parties from his district.



Rep. Lea

Strong proponent of amending the Communications Act to spell out the powers of the FCC, Congressman Lea helped to write the original Radio Act of 1927 and its successor, the Communications Act of 1934. Mr. Lea has contended that the law is good but that the courts and FCC both have attempted to place interpretations "not intended by Congress."

That Representative Lea hopes, as his final contribution to his country, to sponsor a new Communications Act which will set at ease the minds of broadcasters, now in turmoil over FCC policies and regulations, is no secret on Capitol Hill. He had planned to introduce such legislation during the 79th Congress, but the end of the war and other pressing legislation forestalled it.

While he was chairman of the Select Committee to Investigate

### NEBLETT CONTINUES PRESENT PROGRAMS

NEBLETT RADIO Productions, Chicago, headed by the late Johnnie Neblett, who died in an airplane crash Sept. 15 [BROADCASTING, Sept. 23], will continue to package *So the Story Goes*, transcribed feature which starred Mr. Neblett as commentator. The company now has 260 transcribed episodes of the popular program which is currently carried by 90 stations.

The Neblett firm also will continue to produce and sell *Louise Massey* and the *Westerners*, under contract to Mr. Neblett as a transcribed program.

Mr. Neblett died intestate and the courts have yet to appoint an executor. It is understood that two-thirds of his estate will go to a son by a former marriage, Benjamin, 6, whose guardianship is shared by his mother, Mrs. Dorothy Neblett, and Mr. Neblett's brother, Thomas.

Before Mr. Neblett's death he was under contract to Russel M. Seeds, Chicago, to star in a five-minute ABC program, *Fact or Fiction*, for Brown & Williamson Tobacco Co., effective Oct. 6, 12:55-1 p.m. CST. Jack Simpson, radio director of the Seeds agency, said no replacement had been selected but that the program would be aired.

the FCC during the 78th Congress, Mr. Lea learned much of the ways of the Commission, as well as the confusion of broadcasters. His report, at the conclusion of the session, strongly urged that Congress review the Communications Act and strengthen it.

Now 72, Congressman Lea said he wanted to retire while "still blessed with good health."

He was author of the Lea Act, designed to curb the excessive practices of James Caesar Petrillo and to protect broadcasters from other "unreasonable" demands. He wrote the original Federal Airport Act, now a law.

Mr. Lea, whose service in the House is exceeded by only five other members, has served with a total of 1900 Congressmen since he took office in 1917.

He was renominated for his 16th term—the 15th time by both major parties—at the California primaries last spring.

## WJZ to Celebrate 25th Year Oct. 1-7

LOOP ANTENNAS were entwined on the console, batteries were spilling their green chemicals onto the rug, and from headphones, or speakers looking like oversized ear trumpets, came noises like a thimble being rubbed on a tin washboard. That was radio 25 years ago.

WJZ, New York, first radio broadcasting station now the ABC key outlet, will celebrate its 25 years of operation the week of Oct. 1-7. Station breaks and special announcements will call listeners' attention to WJZ's Silver Jubilee throughout the week.

### Its First Program

Oct. 7, 1921, WJZ went on the air with its first program, a description of World Series baseball between the New York Giants and the New York Yankees. Announcer, master of ceremonies, and general utility man was Thomas Cowan.

When WJZ went on the air, its studio was a reconverted ladies powder room with old rugs for drapes, a rented piano and a gramophone. Westinghouse Electric and Manufacturing Co. had received the license in September 1921, and placed its 500 w transmitter atop the Westinghouse factory in Newark, N. J. In 1923 RCA bought WJZ and moved it to 42nd St., New York. Operation the following year came under the title of National Broadcasting Co., located at 711 Fifth Ave.

In the fall of 1925, WJZ moved its transmitter to Sound Brook, N. J., upped its power to 50 kw. NBC was organized a year later, and for the next 16 years WJZ

## UOPWA Certified In CBS Elections

CERTIFICATION of the United Office and Professional Workers of America (CIO radio guild) as the bargaining agent for CBS white collar workers was finally ordered by the National Labor Relations Board last week.

The UOPWA will open formal contract negotiations with CBS immediately, according to Norma Aronson, the union's organizational director. The union expects to request a general 25% salary increase.

The original NLRB election for union representation was held on June 14, but formal certification was held up during the past three months by the board hearings on the AFL union charges that workers in the television department of CBS should be made a separate representation unit.

## CBS Series

CBS EXECUTIVES will meet with leaders of labor, business and farm organizations at a luncheon, Oct. 1 at the Hotel Statler, Washington, to discuss the network's plans for its forthcoming 39-week series of programs reporting on the nation's economy.

## Swift Renews ABC

SWIFT & Co., Chicago, has renewed sponsorship of the 9:15-9:30 a. m. segment of ABC's *Breakfast Club*, Monday through Friday. Contract for 52 weeks was placed through J. Walter Thompson Co., Chicago.

was anchor outfit for the Blue Network of NBC. In 1942 Blue was separated from NBC and at the same time WJZ was re-born and its own management organization was formed under the direction of John McNeil, present station manager. In 1943 the Blue Network Co., was sold to Edward J. Noble, and became ABC.

The "HAPPY MEDIUM" Station

KTUL covers the MONEY-MARKET of Eastern Oklahoma... JUST RIGHT... because it's neither too LARGE nor too SMALL. Buy the "Happy Medium" Station. Write for information.

FREE & PETERS  
National Representatives  
John Evans, General Manager

**KTUL**  
5,000 WATTS • TULSA



## Huffington Is Appointed Head of Red Cross Radio

E. WALTER HUFFINGTON, former general manager of WSSV Petersburg, Va., has been appointed radio head of the American Red Cross, in charge of domestic and foreign radio activities. He assumed his duties at Washington headquarters today (Sept. 30). Mr. Huffington succeeds Julie Dickinson who is now Washington representative for J. Walter Thompson Co. [BROADCASTING, Sept. 2].

Prior to going with WSSV, Mr. Huffington had been program director of WTMA Charleston, S. C. For three and a half years before joining WTMA he was regional radio director for OWI for Virginia, North and South Carolina, with headquarters in Richmond. Previous radio experience included commercial positions with WPTF Raleigh and WTAR Norfolk.

## Spingarn

(Continued from page 18)

than some advertisers spend on a spot announcement." (That, brother, is a SPOT.) (Note to P. A. C. Inc.: 77 words.)

### Rich Vein There

If one washes the silt with care, he may find other shining gems in the Spingarn treatment of "Radio is Yours." For example, on Page 16 the author observes that the networks and station licensees have remained silent in the controversy surrounding the Blue Book. And on Page 19, or about three Hoover quotations later, appears this devastating revelation: "The industry has been accused of trying to instill an abject fear into the FCC staff and at times it seems to have succeeded." (24 words.) It is not difficult, in view of this authoritative disclosure, to envision such as Charles Denny and Clifford Durr huddling in white terror behind the day's docket.

There's much more in Jerome's booklet. We would quote it here, but we're limited to 500 words. And most of what Jerome says has been written before. The booklet is 31 pages long, attractively printed and bound and you can get it and 120 others of P. A. C. Inc. for \$5. Address: 22 East 38th St., New York 16.

Jerome, being a lawyer, has a sense of the dramatic and there's a twister on his recitation. It goes like this:

"Will the Blue Book become the basis upon which future station grants will be made? Or will it merely become another praiseworthy addition to the National Archives? In large measure the answer to that question will depend upon you, the listeners. It's your radio." (44 words; cumulative total, 247 words.)

So it is. It's your radio. And Jerome's. We'd suggest he give his share back to the Indians. It's only their faces that are red.

## Dies in Studio

AFTER TAKING part in an audience participation show on WEEI Boston, Sept. 20, Mrs. Harriett French, 60, of Portsmouth, N. H., told the m.c., "I have just realized my life's ambition." Then she died. A friend who was with her said Mrs. French had been under a doctor's care for a heart ailment for more than a year. The program continued with neither listeners nor studio audience aware of the death.

## HEARING TO RESUME ON N. Y. NEWS FM

NEW YORK *Daily News*, whose right to operate an FM station was challenged by American Jewish Congress [BROADCASTING, July 15], is slated to resume cross-examination of its challenger when further hearings on New York FM applications open today (Sept. 30).

Engineering data relating to several of the 17 applications were received in a session last Monday, when it was indicated that *News* questioning of opposing witnesses, started during the earlier proceedings in New York, would be renewed today. The current session will be held in Washington. Five channels are now available, four others being reserved until July 1, 1947.

Counsel for AJC implied, in the New York sessions, that the *News* was anti-Semitic.

## Universal Radio Sales Will Handle PST Discs

PUBLIC SERVICE TRANSCRIPTIONS Inc., Washington, whose series on questions of public interest will start about Oct. 15, has arranged with Universal Radio Sales, New York, to handle the discs. Selden Menefee, executive director, announced the following members of firm's advisory board:

I. Keith Tyler, director of Institute for Education by Radio, Ohio State U.; Kathleen N. Lardie, president, Assn. for Education by Radio; Mrs. Gertrude Broderick, executive secretary, Federal Radio Education Committee; Sen. Elbert D. Thomas (D-Utah); Dr. Helen Dwight Reid, American Association of University Women; Dr. Forest R. Moulton, administrative secretary of American Association for the Advancement of Science; William Higinbotham, chairman, Federation of American Scientists; Livingston Hartley, editor, "Atomic Information," National Committee on Atomic Information; Dr. Harlow Shapley, Harvard U.; Albert Leitch, director of radio, U. S. Chamber of Commerce; H. L. McCarthy, executive director, New Council of American Business Inc.; Boris Shishkin, economist, AFL; Kermit Eby, director of education, CIO; Lyle M. Spencer, director, Science Research Associates, Chicago; Carl Spaeth, dean, Stanford U. Law School; Dudley Orr, trustee, Dartmouth College; Wesley I. Dumm, president, Universal Broadcasting Co., San Francisco; George Hatch, general manager, Intermountain Network; Morris Novik, public service radio consultant, and Edward M. Brecher, Metropolitan Broadcasting Corp., Washington.

NAB Convention exhibit is planned by firm.

## CCBS TO REHEARSE ITS CASE OCT. 20

REPRESENTATIVES of the 16 member stations of Clear Channel Broadcasting Service will meet Sunday, Oct. 20, at the Palmer House in Chicago to discuss and approve plans for their final presentations in the FCC clear channel hearings.

Victor A. Sholis, CCBS director, announced the meeting date last week. It coincides with the opening of the NAB convention, to be held Oct. 20-24 in Chicago. Louis G. Caldwell of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, is CCBS legal counsel.

Meanwhile resumption of the clear channel sessions before November appears unlikely as the Commission still has not issued its promised 30-day notice of the next and supposedly final session. Last session was on Aug. 5. The delay is to permit engineers of both FCC and industry participants to complete preparation of final technical data.

With the resumption date still un-set, hope for a decision this year faded further.

## Southwest Group Forms New 5-Station Network

ZIA NETWORK, a five-station group with headquarters at KOAT Albuquerque, N. M., will soon begin service in the New Mexico-West Texas region. The other stations are: KFUN Las Vegas, N. M.; KGAK Gallup, N. M., and projected stations in Santa Fe, N. M., and El Paso, Tex.

KOAT is owned by A. E. Buck, president; Frank C. Rand Jr., secretary-treasurer, and Merle H. Tucker, vice president and general manager. Mr. Buck and Mr. Tucker are partners in KGAK. KFUN, owned by E. N. Thwaites, will be an affiliate. The new station in Santa Fe is owned by Mr. Rand and will be operated by the New Mexico Publishing Co. The El Paso application is under the name of El Paso Broadcasting Co., which is owned by Mr. Rand, president; Mr. Buck, and Mr. Tucker. The name Zia is taken from the sun god of the Southwest Indians.

## Vick Chemical Up

SALES of \$37,185,778 for fiscal year ended June 30, 1946, were reported to stockholders by Vick Chemical Co. last week. In preceding fiscal year sales amounted to \$35,608,278. Net profit of \$3,802,358 for 1945-46 was reported, as compared with \$2,737,662 for 1944-45.

## OPA Drops Quartz

OPA last week suspended from price ceilings fused quartz tubing and quartz crystals, all grades and qualities. Quartz is used widely in electronics, especially in transmitters, certain loudspeakers, microphones and crystal headphones.

## BMB Mails

BROADCAST Measurement Bureau began mailing its audience reports last week to subscribing stations. Information contained in the station reports will be given out generally after Oct. 7. Reports are being mailed by cities, assuring receipt by all subscribing stations in a city on the same day. Reports contain daytime and nighttime audience maps and a detailed report of the station's day and night audience by counties and cities, numerically and as a percent of total radio families. BMB has decided that prior to making reprints available, BMB will refer all inquiries regarding station audiences direct to each subscribing station involved, allowing them to present BMB data in complete form.

## ABC Moves To Dominate Wednesday Night Shows

IN A MOVE obviously aimed at domination of the Wednesday night audience, ABC last week announced it would shift *Pot O' Gold*, the once hugely successful listener attraction, from its originally intended Thursday spot to the Wednesday period immediately preceding Bing Crosby.

*Pot O' Gold*, under sponsorship of Tums, through Roche, Williams & Cleary, will be heard Wed. 9:30-10 p. m., beginning Oct. 2. Two weeks later, the transcribed Crosby show, for Philco, through Hutchins Adv., at 10:10-10:30 p. m. and the Henry Morgan show, for Ever-sharp, through Biow Co., at 10:30-11 p. m. will begin. Mr. Morgan, ABC's new funnyman, stands to inherit a considerable audience from Mr. Crosby, who is of proven listenership, and *Pot O' Gold*, if it turns out upon its renascence to be the attraction it was before it left the air several years ago, will doubtless deliver a sizable audience to Mr. Crosby.

## Elliott and Daly Agency Is Set Up in Oakland

FORMATION of Elliott and Daly, San Francisco-Oakland advertising agency, as successor to the Lasky Co. was announced last week following resignation of Philip G. Lasky who has returned to Associated Broadcasters Inc. as vice president and general manager [BROADCASTING, Sept. 23]. Wallace F. Elliott, Mr. Lasky's partner, has acquired the latter's interest and has sold half interest to Jack Daly, who had been in charge of the San Francisco office.

Associated Broadcasters is licensee of KSFO San Francisco and of the international shortwave stations KWID and KWIX, properties of Wesley I. Dumm, president.

# At Deadline ...

# People

## AUGUST SET PRODUCTION 30% ABOVE JULY

SHIPMENTS of radio sets in August—1,700,000—were 30% above July's figure of 1,300,000 and 55% above the average monthly production in 1940-41, Civilian Production Administration announced Friday. Radio Manufacturers Assn. members, representing over 90% of industry, produced 1,442,757 sets [BROADCASTING, Sept. 23].

Of total production table models comprised 85%, consoles 7% and auto sets 8%, CPA found. Table model output was 91% above prewar average, with consoles 22% below and auto sets 40% below prewar. Supplies of several components, including tubes, gang condensers and wood cabinets continue short, says CPA.

July set production was 1,221,745, U. S. Census Bureau reported. This included 708,405 home radios (except battery); table (including compact), 691,009; console 17,396; battery operated, except auto, 174,777; auto 149,679; radio-phono combinations 188,884. No television sets listed. July production includes 15,311 AM-FM and other, table, console models. Total value of shipments for month was \$37,712,973. CPA estimated July output 1,300,000 sets.

## GOVERNMENT TO DEFEND LEA ACT IN AFM BRIEF

LEA ACT abridges none of four Constitutional amendments as alleged by James Caesar Petrillo; it actually repeals strike-injunction section of Norris-LaGuardia Act; courts never have upheld unlawful strikes, while Petrillo called unlawful strike, Government was to claim today (Monday) in brief to be filed in U. S. District Court, Chicago, answering brief of music czar, it was learned Friday.

Dept. of Justice remained silent on assignment to prosecute AFM chieftain on Lea Act violation charges in strike against WAAF Chicago, but J. Albert Woll, Chicago, district attorney who had been handling case, announced he had "withdrawn" following Washington conferences [BROADCASTING, Sept. 23]. Government reply brief to Petrillo contentions due Sept. 19; Justice Dept. given extra time to revise original Woll brief and permit district attorney—son of Matthew Woll, AFL second vice president, to step down. AFL is on record supporting Petrillo.

## IBEW LOSES AT WSB

IBEW failed to obtain majority of votes in election among technical employees of WSB Atlanta. Election ordered fortnight ago by National Labor Relations Board, which ruled all technicians eligible to vote. IBEW had asked election be confined to technicians at main transmitter.

## WJBW HEARING DESIGNATED

APPLICATION of Louise C. Carlson for 1230 kc, 250-w assignment of former husband's WJBW New Orleans [BROADCASTING, Sept. 23] designated for hearing with WJBW license renewal Oct. 10 in New Orleans, FCC said Friday. WJBW, licensed to Charles C. Carlson, up for further renewal hearing on engineering complaints. Mrs. Carlson says threat of WJBW renewal denial jeopardizes share of station profits she gets under divorce decree.

## MILLER RESERVES NAB UNESCO POLICY

JUSTIN MILLER, NAB president, advised Assistant Secretary of State William Benton that NAB had not yet considered recommendations of National Commission on International Educational, Scientific & Cultural Cooperation, and reserved privilege of supporting whatever "other policy might be so adopted" by NAB (early story page 72).

Mr. Miller, who presided at round table on mass communications at Commission meetings, said he "went along" with recommendation of Brig. Gen. David Sarnoff for international network of UN or UNESCO "with great interest, but without comment." While he didn't anticipate adoption of "any other policy" by NAB, Mr. Miller said he must "necessarily reserve the privilege of representing the point of view of the NAB."

## BMB BOARD APPROVES SECOND STUDY IN 1948

BMB Board of Directors, meeting Friday in New York, unanimously adopted resolution calling for second study of station and network audiences in March 1948.

Board also voted to devote 1947 to four major projects: Evaluation of 1946 study, experimental research, refinement of techniques; promulgation of full use of 1946 station and network audience information by advertisers, agencies and broadcasters; solicitation of subscriptions for participation in BMB's activities, including 1948 survey; servicing subscribers with respect to interpretation of reports and correct statistical presentation. BMB board meets again Oct. 22 in Chicago.

More than 1,000 attended BMB clinics in N. Y. and Chicago, July-September. N. Y. attendance about 600. Advertisers accounted for 15%, agencies 32%, stations 14%, networks 16%, station representatives 13%, independent researchers 6%, press 3%, others 1%.

## NARBA DELAY ASKED

FCC FRIDAY requested State Dept. to ask for postponement of filing proposals for Third North American Regional Broadcasting Conference from Oct. 1 [BROADCASTING, Sept. 2]. Reason: Commission too busy on other matters to complete NARBA data. Under schedule adopted last Feb. 25 in NARBA Interim Agreement, all signatory nations were to submit to Inter-American Radio Office, Havana, 12 copies of conclusions following studies for new NARBA. Should Oct. 1 date be postponed, all subsequent dates, including Third Conference now scheduled for mid-September next year in Canada, would be deferred.

REV. DALE S. CROWLEY, "Washington's Radio Minister," applied to FCC for 1 kw daytime station on 1450 kc in nation's capital.

## GIMME REWRITE! OVER

FIFTH ESTATE helps Fourth Estate in covering news stories at *Philadelphia Record*. Two-way radio communication now set up between city desk and reporter-photographer team in auto, first such press set-up in that city.

TED FISHER, formerly with Ruthrauff & Ryan, joined Pedlar & Ryan, N. Y., as media director.

ARTHUR POPPENBERG, former eastern sales manager, Arthur B. Church Productions, N. Y., and previously with ABC Spot Sales, appointed salesman in N. Y. office, Taylor-Howe-Snowden Radio Sales.

AL DAVIDSON Jr., formerly with Kenny Delmar Productions, named director of newly-formed radio department, Wortman, Barton & Gould, N. Y.

WALTER S. KLINE, former commercial manager, KVSO Ardmore, Okla., in charge of new Dallas branch office, Homer Griffith Co., 711 Construction Bldg.; phone, Riverside 2673.

## BROZA LEAVES WCAU

STAN LEE BROZA, vice president in charge of programs, WCAU Philadelphia, radio pioneer resigning Jan. 1, Dr. Leon Levy, station president-general manager, announced. Mr. Broza to give fulltime to personal artists management, concentrating on son, Elliott Lawrence, band leader. Succeeding Mr. Broza is Joseph T. Connelly, WCAU news editor and director of special features. Norris West named assistant.

## FARM SAFETY WINNERS

WHO Des Moines won in 10 kw to 50 kw division and ABC in national network division of National Farm Safety radio contest, sponsored for second year by National Safety Council, Chicago. Other winners: 1 kw to 10 kw division—WKY Oklahoma City, for second time; less than 1 kw—WMOH Hamilton, Ohio; regional networks—Special Farm Network of Ohio State U. and WOSU Columbus. In 10 kw to 50 kw division, WTIC Hartford, WLS Chicago and WPTF Raleigh received special praise. KLZ Denver runner-up in 1 kw to 10 kw division. Winners receive NSC's "Award of Honor for Distinguished Service to Safety."

## PLUNGES TO DEATH

DOUGLAS W. BRASHEAR Jr., lately of Grant Adv. N. Y., son of Richmond, Va. American Tobacco Co. executive, Friday plunged to death from 76th floor offices of Grant agency, Empire State Bldg., N. Y. Former Marine pilot, he suffered from battle fatigue, said friends.

## FILES FOR PHILADELPHIA

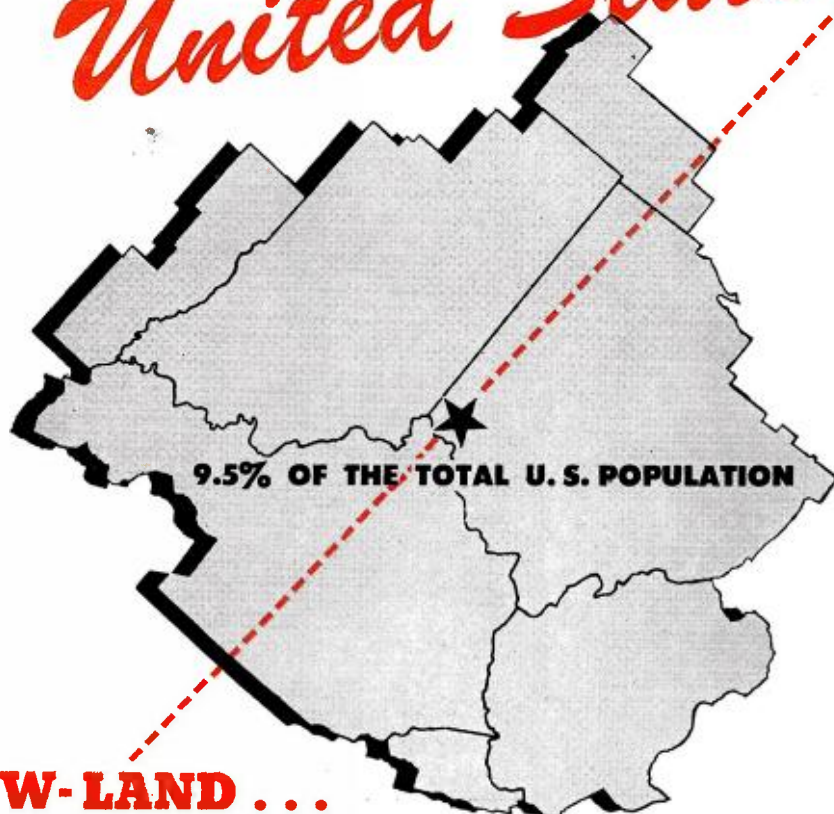
APPLICATION of Foundation Co. of Washington for new 10-kw Philadelphia station on 680 kc, DA fulltime, reported Friday by FCC. Foundation Co., headed by Washington radio attorney, Elmer W. Pratt, to seek intervention in Oct. 7 hearing on Baltimore 680 kc applications of WCBM Baltimore and Tower Realty Co. Firm also seeks to upset 570 kc Washington daytime grant to Metropolitan Broadcasting Co. and comparative consideration with own 5-kw, 580 kc fulltime application for nation's capital.

HEARING on Community and Ohio-Michigan companies' Toledo FM applications, scheduled today (Sept. 30), postponed on FCC's own motion until further order, after *Toledo Blade* withdrew, Commission said Friday.

BROADCASTING • Telecasting



*This Much of the  
United States*



**IS WLW-LAND ...**

IN WHICH

12½ Million People Live . . . And Spend 3½ Billion Dollars  
Annually. 6½ Million Live in Large Cities . . . 3½ Million Live  
in Smaller Cities and Towns . . . 2½ Million Live on Farms.

## **WLW-LAND BECAUSE**

17 of Every 20 Radio Families Listen Regularly to WLW . . .  
And They Listen a Total of 866 Million Minutes Per Week.\*

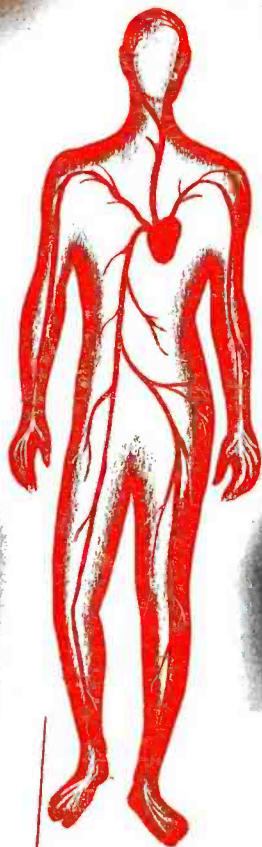


\* Listening Data From Nielsen  
Radio Index, Aug.-Sept., 1945

THE NATION'S MOST MERCHANDISE-ABLE STATION  
CROSLEY BROADCASTING CORPORATION

anatomy of

# RADIO LISTENING IN OKLAHOMA



## QUICK FACTS

**COVERAGE** WKY is heard regularly morning, afternoon and evening by more persons in Oklahoma than is any other station; by 60% or more of the listeners (primary) in 41 counties in the morning, in 37 counties in the afternoon, and in 32 counties at night.

**AUDIENCE** WKY has the largest habitual Oklahoma audience of any station. In 27 Oklahoma counties, WKY is the most listened-to station in the morning; during the afternoon and at night, it is the station listened to most in 29 counties.

**PROGRAMS** WKY is the dominant favorite of Oklahoma listeners for news, market reports, educational and farm programs. WKY's decisive audience preference around the clock is evidence of its over-all program superiority.

**FARM FAVORITE** WKY is the station heard regularly and listened to most by Oklahoma farm families. One reason, no doubt, is that WKY carries most the farm-slanted programs which farmers themselves like best.

**SEND FOR COPY** These and hundreds of other interesting important facts of interest to time buyers and radio people are contained in "The Oklahoma Radio Audience, Winter 1945-46", the second impartial statewide study of radio listening in Oklahoma conducted by Dr. F. L. Whan, University of Wichita. A copy will be sent at your request.

# WKY

OKLAHOMA CITY

Owned and Operated by the  
Oklahoma Publishing Company

Representative: THE KATZ AGENCY, INC.

THE OKLAHOMA  
RADIO AUDIENCE  
WINTER 1945-1946

A STUDY BY DR. F. L. WHAN  
UNIVERSITY OF WICHITA