WLS microphones visited 60 Midwest communities in 1946, for a total of 195 special remote broadcasts serving special areas as well as the entire territory.

This is the kind of service that counts—going direct to city or town or county, meeting old friends, making new ones, getting the local people on the air.

For the year, 2,579 guest speakers appeared before our microphones. The largest percentage were county agents, superintendents of schools, farm organization leaders and everyday people with a worthwhile message.

This is the 1946 WLS report of stewardship—and it makes a unique kind of WLS coverage map—four great states covered with service!
THE ED DINSMORE SHOW
Ed emcees the whole block of morning programs from 6 to 9 A.M., which includes his own musical program from 6:00 to 6:30 A.M., 7:00 to 7:15 and 7:45 to 8:15 A.M. Ed is celebrated for his easy-to-listen-to selections, his ability to charm breakfast listeners who are not in the mood for brash nosiness at that hour, and his skilfull, personalized commercials. A few choice availabilities in quarter-hours and 1-minute spots.

BILL HICKOK
This young disc manipulator is really a sensation. His first show had half the studio staff standing around listening. He selects numbers with unerring taste for housewife listening, and vocalizes over the record with a voice which we know has a big future. He weaves in commercials with a polish and a sense of timing which are extraordinarily effective. Bill's quarter-hour HARMONY HOUSE is available from 12:30 to 12:45 P.M., and a few quarter-hours and 1-minute spots are available in his BILL HICKOK SHOW from 1:30 to 2:30 P.M.

Greater Boston Listens to WCOP's Great Local Programs

Top talent and program promotion — that's the combination which is luring listeners for WCOP local shows. It's luring customers, too, with commercials deftly woven into programs. Here are two new personalities on WCOP's roster of top talent.

RATES AND AVAILABILITIES FROM ANY KATZ OFFICE

WCOP Boston

5000 watts
Greater Boston's Good Neighbor
Assists in Apprehending Murder Suspect

March 3 — The Yankee News Room received a bulletin at 9:15 A.M. concerning the slaying of an eleven-year-old Malden, Massachusetts, girl. WNAC interrupted its Tello-Test program with a flash.

The mother of a 17-year-old parolee was listening to the Tello-Test program. Already suspicious of the boy because of his appearance and manner of the night before, the mother called the police, and the boy, twice convicted of crimes, was taken into custody.

At 2:05 P.M. the boy, Robert L. Coombes, signed a confession. WNAC was first, at 2:14 1/2 with an announcement of the confession.

Aids in Saving a Life

February 27 — The Yankee Network News Service helped to save a life when the Quincy, Massachusetts police phoned an emergency call for a blood donor.

Mrs. James Fay, momentarily expecting the birth of a child, was taken to Quincy Hospital in a police ambulance by Patrolman Walter Buckley.

Soon after her arrival, the emergency call was made stating that she was suffering hemorrhages and was dying. Blood of a rare type — RH 400 negative — was needed to save her life and possibly that of the unborn child.

At 7:20 A.M. the appeal was made by WNAC on Nelson Churchill's 7:15 Yankee News broadcast. In ten minutes the first volunteer responded and within a short time 35 persons had volunteered — several from distant points in Massachusetts and Rhode Island.

The blood donor who got there first was Walter Buckley, the very patrolman who had taken Mrs. Fay to the hospital. Buckley had returned to his home for breakfast and was listening to WNAC when he heard the appeal. He remembered that his blood had been typed RH 400 negative. He immediately returned to the hospital. The transfusion was given. Shortly after eight o'clock, a baby girl, six pounds and six ounces was born, and the mother's life was saved.
WILLIAM BARLOW, once publicity director of WLW Cincinnati, later in same post at WINS New York, joins FM Assn. soon to handle publicity assignment.

TALK of possible revival of independent affiliates organization keeps cropping up. NBC executives have been hearing more of it at their SPAC flea circus sessions currently under way.

WRITING of new NAB code likely to be long and difficult undertaking. Document expected to develop in segments, with news standards suggested as first job for special NAB standards committee.

GRAPEVINE has it that more than 100 stations can be bought on the right terms. Unprecedented licensing of new AM stations which has seen total (licenses plus CPs) increase from 1,000 to more than 1,600 in past year held responsible for uptrend.

SHORTAGE of essential terminal equipment for coaxial cable networking of television (only two sets of gear are in operation) has caused television CP holders and licensees from Boston to New York to protest the use of microwave relays with greater diligence.

LOWELL B. MASON, baby member of Federal Trade Commission who has introduced new theme in Government-industry cooperation, may spring one soon aimed toward radio. He is espousing standards of fair trade practice to be developed by each industry, with Federal Trade Commission doing policing. Could that be possible method of handling self-regulation in radio programming?

THOSE predicting Chairman Charles R. Den- ny's departure from FCC because of changed complexion politically can put away their crystal balls until end of year anyway. He's determined to see International Telecommunications Conference through, to run from May through September and then some.

ALL WAS SERENE at first closed meeting of negotiating committees of ASCAP with NAB in New York last week (story page 77). What wasn't told is that ASCAP isn't seeking rate increase, which might mean automatic extension of existing contracts through 1958 when current charters expire Dec. 31, 1949. Sweetness and light aspect is far cry from historic brass knuckle encounters of past.

ANENT COPYRIGHT, NAB Music Advisory Committee is confronted with mounting tide of station complaints claiming pressure tactics by smaller copyright groups. Claims are based on purported failure to clear music at source. Stations are faced with automatic infringements at $250 each, plus proposal to wipe out claims if blanket license is taken.

RAZOR CAMPAIGN • American Safety Razor Corp., N. Y., April 8 begins promotion of Gem "Guiding Eye" razor on MBS Adventures of the Falcon program, Tues. 8:30-9 p.m. Spots also to be used in approximately 30 cities throughout country. Agency, Federal Adv., N. Y.

TONI SPONSORS • Toni Home Wave, through Foote, Cone & Belding, Chicago, March 31 starts for 52 weeks sponsorship 2:15-2:30 p.m. (CST) Mon., Wed., Fri. portion of Ladies Be Seated on ABC.

ABC REPLACEMENT • Replacement for ABC Pot of Gold program being discontinued on network April 2 by Lewis Howe Co. (Tums), St. Louis, will be Beulah program currently heard as sustainer.


CAMPBELL TO EXPAND • Campbell Soup Co., Camden, N. J., to expand into daytime radio; show and network undecided. Agency, Ward Wheelock, Philadelphia.

MORE CONSOLES PRODUCED; FM, TV OUTPUT INCREASES

OUTPUT of radio-phonograph console sets increased in February though total production for short month was down, Radio Manufacturer's Assn. announced Friday. AM-FM total rose from 51,318 in January to 53,594 in February. Television set production rose from 5,437 in January to 6,243 in February—nearly equal to entire 1946 total.

Of 1,379,966 sets of all types produced in February (January total was 1,564,171), 153,007 were consoles, 843,616 table models. Of AM-FM sets, 7,986 were table models, 768 table radio-phonograph sets and 45,626 consoles. In television group were 5,652 table models, 881 consoles, 10 converters. Auto radios totaled 183,940.

FCC PRaises ADAIR

HIGH praise for George P. Adair's service while Chief Engineer voiced Friday by FCC (earlier story page 15). "Mr. Adair has done a magnificent job in a most trying and difficult post," Commission said. "During the time he has been chief engineer he has had to deal with the complex problem of frequency allocation to the various services in order to prepare communications for the postwar period. This allocation work in which Mr. Adair played a leading role paved the way for an orderly swift expansion in all phases of electronics, broadcast, common carrier, safety and other communication fields. The Commission expresses its appreciation of Mr. Adair's services and wishes him every success for his future."
COVERS A CAPITAL MARKET

The Nashville retail trade area is a 51 county cut right through the heart of middle Tennessee and southern Kentucky. . . . With annual retail sales totaling $356,977,000 these counties are truly Tennessee's capital market area. . . . And WSIX's coverage concentrates on this rich territory. . . . So your sales message will reach a wide audience who have the buying power you need—and who listen regularly to favorite programs broadcast over WSIX!

5,000 WATTS 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Augusta is the retail trading center of Eastern Georgia and a large part of Western South Carolina, including the highly industrialized Horse Creek Valley and the resort city of Aiken.

Within the good-listening area of WTNT (.5 mv/m contour) there are 26,380 homes. These 130,000 people have a much higher per capita buying power than the average for the South.

This rich and progressive Augusta area of the South is on the move. Note the "site" on map where work has already commenced on the $150,000,000 Clark Hill power and navigation project. Completion of this project will make this Savannah River country another Tennessee Valley.

Schedule WTNT — The NBC Station — Today

* Measured Service Area by Ring and Clark, measured January, 1947
Effective April 1, 1947, John Blair & Company takes over national representation for WHB, Kansas City’s Dominant Daytime Station. Your John Blair man will be ready to give you the full story on the big sales possibilities in Kansas City Marketland. And he’ll be ready with fine availabilities for your sales messages and your Spot Programs.

He’ll have the story, too, on big WHB improvements coming early this summer. That’s when WHB goes full-time... with 5000 Watts... on 710 Kilocycles. Ask your John Blair man to give you the facts fast on this better-than-ever buy... in this better-than-ever market.
BECAUSE IT:
1. Features direct crystal control
2. Gives the most desirable electrical characteristics
3. Contains fewest circuits, fewest tubes
4. Has the simplest circuits
5. Is easiest to tune and maintain
6. Has inherently the lowest distortion level

AND ELIMINATES ALL:
7. High orders of multiplication
8. Complex circuits
9. Expensive special purpose tubes
10. Discriminator frequency control circuits
11. Pulse counting circuits for frequency control
12. Motor frequency stabilizing devices

See your consulting engineer and write for fully illustrated booklet giving complete technical data and information. Write today to:

RAYTHEON MANUFACTURING COMPANY
Broadcast Equipment Division, 7475 North Rogers Avenue, Chicago 26, Illinois
LOOK! There's a Diamond at Your Feet...

Why not pick it up, Radio Industry?

How your competitors would reach for it if they could!

It's all yours—you who buy or sell time and talent, and you who build programs.

What is it? It's the business man's measurement of radio—NRI CUMULATIVE-COMMERCIAL AUDIENCE.

This new, practical yardstick offers three vital advantages—to advertisers and agencies, as they battle tough postwar competition;

to program producers, as they seek to build shows that will sell more goods;

to sellers of time and talent, as they face increasingly intense competition from other media.

I. It measures the great uncounted radio audience—the 83 percent of homes beyond the reach of 33-city coincidental phone ratings. It records accurately the appetites of Main Street as well as Broadway.

II. It measures the cumulative audience reached by a series of broadcasts. This is the market coverage of your program. (See the Chart.)

Only by intelligent, aggressive use of this cumulative yardstick can the sellers of radio avoid short-changing themselves in postwar competitive battles for the advertiser's dollar.

And only this cumulative yardstick can show the advertiser what portion of his market is covered adequately—and what portion is left wide open for unopposed aggression by his competitors.

III. NRI CUMULATIVE-COMMERCIAL AUDIENCE reports, for the first time in radio history, the number of homes hearing each program's commercial messages! This is done for (a) each individual broadcast and (b) each series of successive broadcasts. (See the Chart.)

Thus the seller of radio has a new, keen-edged sales weapon unavailable to competing media.

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

Thus NRI frees the radio industry from the costly shackles imposed by the single, arbitrary, 33-city coincidental phone rating, which—through inability to measure (a) audience size, (b) market coverage (cumulative audience) or (c) audience reached by commercials—has failed to express the true and larger values of radio in reaching markets.

If you use network or national spot radio, let us show you how the new NRI CUMULATIVE-COMMERCIAL AUDIENCE, and many other equally useful exclusive features of NRI service, can help you get the most out of your radio dollar.

Radio, there's a diamond at your feet! Why not pick it up?*

*As so many others have already done.

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### TWO KINDS OF RADIO YARDSTICKS
(For a typical evening program)

<table>
<thead>
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<th>NIELSEN RADIO INDEX</th>
<th>(Accurate electronic data from homes of all types)</th>
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<td><strong>COINCIDENTAL RATING</strong></td>
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NIELSEN RADIO INDEX—A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, time selling of Radio.

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2101 HOWARD STREET
CHICAGO

A. C. NIELSEN COMPANY
WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

500 FIFTH AVENUE
NEW YORK

BROADCASTING • Telecasting

March 24, 1947 • Page 9
Feature of the Week

IT'S NOT OFTEN that a burglar takes the trouble to advise a radio station news room of the location where he committed a burglary. But it did happen in New Westminster, B.C., and there was a reason.

Several times daily CKNW New Westminster tells its listeners they will receive $1.00 for the best news story submitted that day. And so, on March 15, a Vancouver burglar with a nose for news and a flair for the unusual "scouted" all Vancouver and New Westminster. In fact, he was so far ahead with the news that nobody believed him.

Phones Station

About 9:30 p.m. the CKNW news room received a call from a man who said: "I've got some real news — only two people know about it, you and I. It's a robbery - I've just robbed a house in the 2900 block East Pender in Vancouver of $230." Checking with the police, the newsmen found that no report had been received of a burglary in that district.

Later there came a second call from the self-styled 'burglar'. "I'm not kidding. It really was a robbery," he said, explaining that he had called again to correct an error — the robbery was not in the 2800 block East Pender; the correct address was 2745 East Pender.

Again a hasty check with the police failed to produce any word of a robbery, but the CKNW newsman traced the phone calls and found that one had come from a cafe and the other from a tram station in the same vicinity. On the next newscast, the CKNW announcer repeated his offer of $1.00 for the best news story of the day and asked the bold burglar to come forward and claim his dollar.

Next morning about 7:45 a.m. the burglar phoned again. "I'm awfully sorry I'm so modest," said he. "I really couldn't come and get the money. Please give it to charity— or better still send it to 2745 East Pender!"

Checking with the police again, the CKNW newsmen was told that the home of William Economy, 2745 East Pender, had been entered during the night and that the burglar had got away with $235 — $185 in bills and $50 in silver.

Added Donation

The CKNW management added $49 to the dollar won by the burglar and contributed the money to a fund for wives of two policemen who lost their lives recently in a battle with the Vancouver underworld.

The CKNW-burglar story hit the front pages of every newspaper in Vancouver and New Westminster as well as other papers.

Sellers of Sales

RAY SIMMS is a newcomer to the agency side of radio but is a veteran of the radio business. He recently joined Kenyon & Eckhardt's time buying department as assistant to Frank Palmer, chief time buyer.

Born in Montclair, N. J., Sept. 26, 1918, he went through Montclair Academy and Marmon hacker High School and attended the U. of Vermont. His first job was as sales manager of Highway Safety Products. Then he joined WCHV Charlottesville, Va., as copywriter, announcer and salesman. After a short stint there, he moved to White Plains, N. Y., where he became head of the copy department of WPAS. In 1942 he came to New York and WOV as an announcer. Simultaneously, he worked for the production department of the OWI.

It was at that time that he became afflicted with a bone disease in his legs. He moved to Vermont for his health. While there he joined WCAX Burlington, Vt., as production manager. Later he joined WAGE Syracuse as an announcer and night manager and then he did production work at ABC in Washington, returning to WCAX as assistant to the general manager. He served in this executive capacity until he joined Kenyon & Eckhardt.

Ray is in charge of spot buying for the following accounts: Kellogg Co., Wesson Oil & Snowdrift, Chesapeake & Ohio, Border Coffee, Industrial Tape, Pete Marquette.

Simms is a former Katherine Webster. They have two children, Christian, 3, and William, 1. Painting pastels of animals and golfing are Ray's hobbies.
As much a part of the St. Louis scene as Forest Park, is St. Louis’ KWK. Twenty years of living as St. Louis lives, heralding its growth, recording its triumphs ever since Lindbergh flew the Atlantic, KWK knows the mood and the spirit of St. Louis. St. Louis listens to KWK as evidenced by the Hooper ratings. St. Louis believes KWK as shown by the year-in, year-out sponsorship of KWK programs by advertisers whose one criterion is results.
NO. 1—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

G. H. Q.!

This salubrious scene, friends, shows our Vice-President Jones Seovern in his New York sanctum with a visiting station executive. It's a scene you can witness almost any day of the year, in any of our sanctums from coast to coast. Why? Because F & P offices are G.H.Q. for spot-broadcasting—real clearing houses for radio information of every kind. If there's any dope you want, let us show you how quickly we can dig it out for you!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Reverses Its Decision in KSTP Case

Hubbard Transfer Approved 2 Days After Denial

IN AN UNPRECEDENTED 11th-hour action, FCC last Thursday night reversed its two-day-old decision to refuse transfer of control of its now KSTP St. Paul, Minn., to either Stanley E. Hubbard, after Aviation Corp. relaxed its option for re-purchase to apply to 49% of KSTP stock at $661,500 instead of 75% at $1,200,000.

The Commission approved by a 4-to-1 vote (Comr. C. J. Durr dissenting) the $825,000 sale of 75% to Mr. Hubbard, already 25% owner. The action, Mr. Hubbard's transfer of controlling interest, made known Tuesday.

The original Hubbard-Avco agreement, rejected by the Commission the preceding Tuesday by a 3-2 vote, would have given the Avco-Crosley interests an option to acquire 75% interest in KSTP from Mr. Hubbard for $1,200,000 between the sixth and seventh months after FCC approval of the transfer of 75% by-the-estates to Mr. Hubbard for $825,000.

Under the revised agreement, Victor Emmanuel, chairman of the board of Avco, and his company content themselves with an option for 49% interest—less than stock control. Mr. Hubbard had failed to negotiate a loan in customary banking channels after the Commission's initial adverse decision was made known Tuesday.

Loan by AVCO Continued

Under the new contract approved by FCC in the garrison finish against the option expiration, the $550,000 loan by Avco to Mr. Hubbard at 4% interest is continued ($825,000 to acquire the 75% interest, $25,000 for expenses). But Avco-Crosley (WLW Cincinnati, WINS New York and other radio interests) cut their option from 75 to 49%, at $675 a share as compared to $800 a share under the old 75% option, for a total outlay of $661,500. In event Avco does not exercise the option, Mr. Hubbard has three years rather than 13 months to repay the $850,000 loan. If the option is exercised, Mr. Hubbard will have three years to pay the $18,850 difference between the option price and the amount of the loan.

The first option's requirement that Mr. Hubbard maintain a minimum reserve of $318,000 in the KSTP treasury is abandoned. (The reserve now exceeds $500,000.) Mr. Hubbard is released from the requirement that he get Avco-Crosley approval on capital expenditures, and the requirement that Avco be permitted to name a member of the KSTP board during the six-month option period also is waived.

The Commission's first decision, announced Tuesday, followed by four days completion of the hearing in which both Mr. Hubbard and a group of St. Paul-Minneapolis businessmen were seeking re-authorization of the station under FCC's Avco Rule [BROADCASTING, March 17].

The Tuesday announcement, clearing the way for further consideration if the Hubbard-Avco option agreement were revised, said that FCC "will enter an order effective midnight Thursday, March 20, denoting its consent to the transfer of control of Station KSTP St. Paul, Minn., to either Stanley E. Hubbard or I. A. O'Shaughnessy, et al, and The Thomas Hamm Brewing Co. Counsel for the parties were today advised of the nature of the order which the Commission plans to enter so that they might have the benefit of as much notice as conditions permit before expiration on March 20, 1947 of the present contract with the trustees [of the Shields-Brown estates]."

Earlier Vote Close

In the session leading up to the Tuesday announcement, the Commission voted 3-2 against approval of transfer to Mr. Hubbard under the then-existing option conditions, and 3-0 against approval of transfer to the latter group. In the 3-2 vote, Comrs. Clifford J. Durr, Ray C. Wakefield, and Rosel H. Hyde sided against Chairman Charles R. Denny and Comr. E. K. Jett.

One commissioner, Paul A. Walker, (Continued on page 88)

Mr. HUBBARD

Decision Booms Interest in Television

More Black and White Station Requests Are Expected

A MARKED STEP-UP in production of television equipment and a renewed interest in the establishment of black-and-white television stations were expected last week to result from FCC's ruling that commercial color video is not yet ready.

The decision followed months of industry uncertainty, which in many instances has limited production, and was cited along with television costs as one of the main reasons for the large-scale withdrawals of station applications last spring and summer.

Manufacturers felt that its effect would be to encourage concentration on black-and-white production by removing the fear that equipment might momentarily be rendered obsolete by adoption of new standards, and that, similarly, it would encourage broadcasters to enter the black-and-white field and the public to invest more readily in television sets.

Its effect on experimental color operations—which the Commission emphasized should be continued—was not predicted immediately. FCC authorities said about half a dozen manufacturers and four standard broadcasters have grants for experimental operations including work with color, but that it has no data on the nature or extent of such work.

CBS, which was estimated to have spent about $2,000,000 in developing the sequential color system which FCC found inadequate, had no immediate comment pending a study of the 14-page decision. Nor did RCA, developer of the simultaneous color method and one of the principal opponents of the CBS proposals.

"Forthright Analysis"

Another opponent, Allen B. Du Mont Labs, however, asserted that "the Commission and its legal and engineering staffs are to be congratulated on a forthright statement of the existing situation." The company predicted its own 1947 receiver production "will be more than doubled because of the decision."

One leading television executive, who declined to be identified with his comment, said that "at last a man can go ahead and work in television and make his own mistakes without being stymied by the fear that they will be made for him by someone else."

J. R. Poppele, president of Television Broadcasters Assn., which opposed Columbia's proposals, expected the decision to have "far-reaching consequences in speeding up the expansion of a television service to the public."

"As a result of the Commission's decision," Mr. Poppele declared, "the public can expect the production and manufacture of television receivers to be greatly accelerated and that the number of applicants for commercial black-and-white television stations will be increased materially during the next few months. Meanwhile, we urge continued experimentation in color television until such time as a commercially feasible system can be

(Continued on page 14)

March 24, 1947 • Page 13
Television Boom  (Continued from page 18)

devised and made available to the public.

The TBA executive said CBS and Dr. Peter C. Goldmark, its engineering research director, deserve great credit for their contributions toward the development of a color television system," but that commercialization of color television should be reserved "for the future," and indeed, FCC last week denied the CBS petition for commercial color video in the 450-920 mc band.

The standards proposed by CBS in its color debate controversy, FCC concluded, fall short of "the optimum performance which may be expected of a color television station during a reasonable time." The Commission cited two main reasons for its decision:

(1) A belief that field-testing has been inadequate;

(2) A belief that "there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored," particularly in view of recent developments in electronics. There are not enough frequencies between 480 and 920 mc, FCC noted, for more than one system.

The longer designed system expected generally to have a stabilizing effect on both manufacturers and public, by giving assurance that black-and-white sets may be produced and sold at a price not likely to risk of being out-dated by new standards (story page 13).

The Commission commended CBS, its engineering research director, Dr. Peter C. Goldmark, and his staff "for their continuing interest in the field and for the great strides that have made in this field in so short a period. It expresses hope that all persons with a true interest in the future of color television will continue their experimentation in this field in the hope that a satisfactory system can be demonstrated at the earliest possible date."

Acceptable Factors

A criterion of a practical television system is adequacy for home use from the standpoint of such factors as picture brightness and contrast, color breakup or lack of it, size of viewing screen, and cost. CBS has tested its system extensively, the Commission noted, most of the tests have been in the laboratory or under controlled conditions, and none have been made in homes.

From the standpoint of brightness and flicker alone, FCC feared that "the risk of approving the Columbia system would be that fewer people can be carried in view of the fact that a picture is not sufficiently bright for general home use." It is subject to objectionable flicker. Regarding cost, the Commission pointed out that "the objective of television . . . of bringing news, education, culture and entertainment to large numbers of people can not be carried out unless television receivers are manufactured and sold at a price which the average family can afford to pay."

Another major consideration, the report noted, is channel width. CBS standards, employing a 16-mc channel, would permit "but 27 channels" in the requested 450-920 mc band (now used for experimental video operations). The Commission said it had hoped to provide for a "truly nationwide competitive television system" in this band, in which the public would not be saddled with an inferior service. If it had been granted, the Commission said, the public would have been saddled with an inferior service. If, in the event of a receiver that could not be made satisfactory in rooms with normal illumination, FCC feared that "the brightness and contrast of the picture would not be sufficient for home use." For that reason, FCC said, "every effort must be made to have the color television receiver manufactured and sold at a price which the average family can afford to pay."

By comparison with the 27 color channels which would be available under CBS standards, the present black-and-white allocations (ranging between 44 and 216 mc) provide for 13 channels of 6 mc each.

System "Untested"

It was pointed out that the simultaneous color system of RCA, one of the chief opponents of the CBS sequential method, employed a 12.5 mc band width. The Commission said this system is "as yet too untested" to determine whether it would be practicable or would be economically satisfactory but that its narrower band width and higher frame rate (30 per second, compared to CBS system's 24) comprise "a development that is highly (Continued on page 70)

Page 14 • March 24, 1947 BROADCASTING • Telecasting
NAB Adds Three New Top Executives

Filling Posts Rounds Out 18 Months For Miller
By J. FRANK BEATTY
(See editorial page 46*)

NAB last week completed its long-range expansion program with appointment of three top-level executives. The action came on the eve of moving to the new $350,000 broadcasting headquarters building. Named to the key positions were:

Robert K. Richards, editorial director of Broadcasting, to be Director of Public Relations.

Harold Fair, program director of WHO Des Moines, to be Director of the new Program Dept.

Royal V. Howard, vice president of Associated Broadcasters, San Francisco, to be Director of Engineering.

Filling of these positions by President Justin Miller marks completion of an 18-month rebuilding period in which the association has

* Announcement of Mr. Howard's acceptance was not made public until Friday after Broadcast-

ing's editorial page had gone to press.

Art King, Sol Paul Get Promotions In 'Broadcasting'

STAFF REALIGNMENTS in both editorial and advertising departments of Broadcasting were announced last Friday by Sol Taishoff, editor and publisher.

Art King, managing editor, succeeds to the post vacated by Robert K. Richards, who has resigned to join NAB as public relations director, effective April 15. Sol Paul, New York advertising manager, was elevated to advertising director, and will continue to headquarter in New York. He will continue to report to Maury Long, business manager at Washington headquarters.

Fred Fitzgerald, formerly assistant to the managing editor, was named news editor, a new post in Mr. King's department. Mr. Fitzgerald will have as his assistant Paul Fulcomer, previously a copy editor.

Mr. King joined Broadcasting more than two years ago after 20 years in newspaper work, principally as managing editor of the Winston - Salem Journal-Sentinel. During the war, he served in the Office of Censorship at Washington headquarters.

Mr. Paul joined Broadcasting in 1940 and served as manager of the Chicago bureau until his transfer to New York in 1943 as New York advertising manager.

Mr. Fitzgerald came to Broad-

ing in October 1935 as a junior staff member. He was on leave from 1942 through 1945 while serving in the armed forces.

Mr. Fulcomer was named to the news staff last November after 15 years with magazines and newspapers in the Midwest.

Mr. RICHARDS

been enlarged to perform a complete industry service. The action comes as NAB faces such tasks as the writing of an industry code covering advertising and program standards, along with new functions centered in technological advances, rapid increase in number of stations, and advent of FM, television and facsimile services.

Mr. FAIR

Appointment of Mr. Richards to head public relations, with responsibilities on the policy level, comes just a month after NAB's announcement that it was undertaking a national radio campaign to promote radio and combat anti-broadcasting movements. The campaign was agreed on Feb. 18-19 at a meeting of the Public Relations Executive Committee.

Networks and stations are to coordinate their efforts in the drive, which will include preparation of transcribed talks and scripts for station use; integration of station and NAB public relations chairman in the 17 districts and through State associations; scheduling of a radio news panel at the next NAB convention.

Mr. Richards has wide industry acquaintance and knows broadcasting from all sides through experience as an editor, official at the Office of Censorship during the war, and station executive. He assumes a chair that has been vacant since 1941 when Edward M. Kirby went to the War Dept. as chief of the Radio Branch. Mr. Kirby served as public relations council in the winter of 1945-46, resigning to start his own public relations business. Edward J. Heffron acted as executive assistant-public relations for a six-month period, resigning last January to enter law practice.

In assuming directorship of the new Program Dept. on April 15 Mr. Fair brings to NAB well over a score of years experience. He has been a leading figure in programming and has attained wide recognition for his achievements at WHO. He was called in as consultant to NAB. (Continued on page 71)

Sterling to Succeed Adair at FCC

Present Chief Engineer To Form Firm In Washington

GEORGE P. ADAIR has resigned as FCC Chief Engineer to open offices as a consulting radio and electronics engineer in Washington, D.C., effective April 30, and George E. Sterling, assistant chief engineer in charge of the Field and Research Branch and wartime chief of Radio Intelligence Division, was named to succeed him.

Mr. Sterling, 52, has been engaged in radio activities since 1908 when he established his first amateur station at his home at Peeks Island, Portland, Me. He entered the Federal service as a radio inspector in the Bureau of Navigation, Dept. of Commerce, in 1923. In 1936 he was made inspector in charge of the Third Radio District, Federal Radio Commission, with headquarters at Baltimore, and in June 1937 he was transferred to Washington, D.C. and appointed assistant chief of the Engineering Dept.'s Field Division.

He was named chief of the National Defense Operations Section of the Field Division on July 1, 1940, and on June 1, 1942, was promoted to assistant chief engineer and chief of RID. He was placed in charge of the Field and Research Branch on Dec. 19, 1945.

He served as a delegate of the Provisional International Civil Aviation Organization at the Demonstrations of Radio Aids to Air Navigation by the United Kingdom at London from Sept. 7 to Oct. 5, 1946, and subsequently at demonstrations by the U. S. Government at Indianapolis Oct. 9-18, 1946. He is a senior member of the Institute of Radio Engineers.

Mr. Sterling is author of The Radio Manual, a textbook comprehensively covering radio theory, the operation of radio communication equipment, and procedures. Sales of the book have exceeded 50,000 copies and a fourth edition is now in preparation.

Mr. Adair's offices will be at 1833 M St. N.W., Washington. His associates in the consulting firm will be announced later. Mrs. Lula Robbins, a clerk in the FCC Engineering Dept.'s FM Division, will be...
Mortimer to Head Advertising Group

General Foods Executive Takes Place of James W. Young

CHARLES G. MORTIMER JR., vice president in charge of advertising for the General Foods Corp., has been elected chairman of the Advertising Council, it was announced last week.

James W. Young, senior consultant of J. Walter Thompson Co., the outgoing chairman, will remain active in the Council as a member of the board and as chairman of a newly-organized committee to consider general plans and policies and to make recommendations. Mr. Mortimer's old post as head of the executive committee went to Albert E. Winger, president of the Crowell-Collier Publications Co.

Named as directors-at-large were Charles Luckman, president of Lever Bros. Co.; Roy Larsen, president of Timer; Edward Kohak, president, MBS, and James W. Young, the retiring chairman. Continuing as directors-at-large are Chester LaRoche, chairman of the board, Lever Bros. & Ellis; Harold B. Thomas, vice president, Pedlar & Ryan Inc.; John Sterling, publisher of This Week, and T. S. Reppler, president of the Council. Two more vacancies remain to be filled.

Reelected as vice chairmen were Kerwin H. Fulton, president, Outdoor Advertising Inc.; Paul West, president, ANA, and William Reydel, partner, Newell-Emmett Co. The post of secretary-treasurer again went to Frederic R. Gamble, president, AAAA.

In reviewing the Council's first full peace-time year, Mr. Mortimer said: "(1) Advertising has demonstrated in peace as in war a conspicuous ability to help solve national problems. (2) It is just plain, ordinary good business to use some of the power of its advertising for this purpose. It has proved again and again that public service advertising is the best type of public relations."

The council is finding support from top management officials, according to Mr. Mortimer, "because the program has brought such credit and prestige to advertising, to individual firms and business in general."

De Soto-ABC Deal Near

SALE of the ABC period preceding the Bing Crosby Show (Wed., 10-10:30 p.m.) to De Soto Division of Chrysler Corp., for a transcribed program starring Judy Garland was reported to be near the closing point last week. ABC has long been seeking a big-name, high-budget program to precede the Crosby show and thus bolster its Wednesday night strength, now derived chiefly from Mr. Crosby and the Henry Morgan comedy program which immediately follows. Agency for De Soto is BBDO.

Radio 'Czar' Rumor False, Kobak Says

EDGAR KOBAK, president of Mutual Broadcasting System, took time out last Monday in Chicago to deny reports that the proposed advisory council on radio would recommend a "czar" over broadcasting. Mr. Kobak is chairman of the committee studying the possibility of such a council.

"We are approaching the subject from an objective viewpoint," Mr. Kobak said. "We're not on the defensive. Radio isn't bad. A few enlightened advertisers drifted together and just want to see what can be done to make it better," he declared.

Mr. Kobak pointed out that other public institutions besides radio are frequent subjects of criticism, "among them the schools and the railroads," but that no one proposes they should be abolished.

"What we are specifically anxious to do is to form a clearing house of ideas from agencies, advertisers and broadcasters, which will advance radio as a public service," he said.

The idea of a "czar" would be ridiculous because radio is a split-second business, he declared. "How could you turn to someone in enough time for a decision?" he asked.

MARGARET'S RATING
President's Daughter Is Given

21.1 for ABC Appearance

IF YOU'RE stranded in the Hoop-erating doldrums, hire a President's daughter to make her debut on your show.

Last week it was announced that Margaret Truman had earned a 21.1 rating in her appearance with the Detroit Symphony on ABC Sunday, March 10. The previous rating of the program, that for March 2, had been 2.7.

Miss Truman won a bigger rating with her singing than her father's in his best performance on the air. His address to a joint session of Congress March 12 over four networks was rated at 19.9.

Ratings, by quarter hours, for the 8-9 p.m. symphonic program starring Miss Truman were: First quarter, 17.8, second, 19.9, third, 21.1, and fourth, 13.3. It was during the second and third quarter hours that Miss Truman expanded her voice for the first time to public investigation.

ABC estimated that Miss Truman's audience numbered 19 million. Her share of the audience was 36.1, sets in use were 49.9. The average rating for the full hour was 18.

All Stations Asked by AAAA to Adopt 2% Cash Discount

A SOLICITATION of all U.S. stations to adopt the 2% cash discount policy was undertaken last week by the American Assn. of Advertising Agencies.

A letter signed by AAAA President Frederic R. Gamble was sent to all stations which do not present allow the discount and to station representatives. It followed other letters recently sent by two agencies, Young & Rubicam and BBDO, which, according to the AAAA, resulted in adoption of discount by 20 stations.

The AAAA asked broadcasters to endorse now the principle of the 2% cash discount but explained that they might well wait until the issuance of their next rate cards before putting it into effect, thus obviating the loss of revenue.

"You can adopt the cash discount with no loss of revenue," wrote Mr. Gamble, "if you make allowance for it in setting your rates. Providing for the discount is essentially a 'wash operation' that costs nobody anything except the slow payer. It is distinct from an actual rate increase, which can be made only with due regard for competition and the effect on advertising volume."

Although no specific figures were available, the AAAA estimated that the number of stations now allowing the discount "may be as low as 10%.

With his letter Mr. Gamble included a copy of a resolution adopted by the AAAA board of directors June 25, 1946, committing the Association to a campaign to encourage the widespread adoption of the discount policy.
Course of Labor Legislation Eyed

What Ultimate Action Will Be Still Topic for Speculation

LABOR ABUSES affecting the radio industry will be met with legis-
latively proposals but whether the final law will carry the strength of
suggestions made by industry, including the NAB, is a matter for
considerable speculation on Capitol Hill.

Points of concern stressed in let-
ters from NAB President Justin Miller to chairman of the House
and Senate labor committees will be “fully covered” in the House
committee bill, according to Chair-
man Fred A. Hartley, Jr. (R-N.J.).
The House bill, expected to be re-
ported out of committee by the end of
the month, proposes, Mr. Hart-
tley told BROADCASTING:
1. to assure management and la-
bor equal protection under the law;
2. to protect industry from the
secondary boycott;
3. to make labor contracts en-
forceable;
4. to outlaw the jurisdictional
strike;
5. to set up safeguards against
featherbedding and union-enforced
royalty payments upon production;
6. to extend protection to all in-
dustries in broadcast and those which
provide “services,” as opposed to those
which produce “goods and materi-
als.”

Point Not Covered

Apparently the only major point
still not substantially resolved by the
House committee is a definition of
the closed shop and the extent to
which it should be restricted.

Industry charges that unions
have engaged in monopolistic prac-
tices, such as the secondary boy-
cott, probably will be met by pro-
viding for the application of anti-
trust laws to union organizations,
hitherto exempt from the Sherman
and Clayton acts.

Chairman Hartley told broad-
casting that “if unions had kept
their own house clean there would
have been no necessity for the type
of legislation we are now prepar-
ing.” He declared that unions have
to go to the extreme that re-
sulted in “the blackerton on man-
gagement” which brought about the
enactment of both the Wagner Act
and the anti-trust laws.

He indicated that there would be
specific provisions directed against
union collection of royalties for spe-
cial union funds. He said union
members “have no business” impos-
ing royalties on production, and if
such funds are desired by union
members or organizations for any
purposes, it should be up to unions
to assess their membership out of
earned wages.

Union members declared Mr. Hartley,
“cannot, in all justice, be permitted
to prescribe the conditions under
which management must operate if
it is to be successful and maintain
the usual protection necessary for both
the welfare of workers and the con-
tinued expansion of enterprise.”

Chairman Robert A. Taft (R-
Ohio) of the Senate Labor Com-
mittee could not be reached for com-
ments as to whether he has re-
frained from committing his group
before the committee bill is writ-
ten, it is apparent that the upper
chamber has not reached the degree
of agreement achieved in the
House. The Senate committee is ex-
pected to write both a moderate, more
“compromise” labor legislation.

Senato Committee's Bill

Compromise Seen

GOP members of both House and
Senate Labor Committees, however,
have been in continuous consulta-
tions and it is conceded that the
House bill will provide the basis for
a compromise which will result in
a conference measure striking a
mean between proposals from both
sides.

Labor debate on the floor of the
Senate probably will cut across
party lines with one bi-partisan

Radio Labor Relations Analyzed

Headaches Will Be Eased In Next Few Months, Expert Believes

By JOSEPH L MILLER

SOME of broadcasting’s biggest la-
bor headaches probably will be
cured by Congress within the next
few months. If the Supreme Court
gives its blessing to the Lea Act, to
boot, a new era of friendly and
mutually satisfactory relations be-
tween the broadcasters and those
who work for them should result.

If the Supreme Court decision
shoe doesn’t fit radio’s foot. Hence some
of the labor legislation that is get-
ing most attention doesn’t mean
much to radio. The closed or union
shop, for instance, never has been
much of a problem. A few broad-
casters with genuine, deep-felt ob-
jection to requiring an employer
to join a union to get or keep a job
have fought it out with unions on
the closed or union shop issue. Most
have accepted it as the best means
of stabilizing conditions in the stu-
dio or transmitter. Nor has indus-
try-wide bargaining, save once, been
a controversy.

When Congress fails to outlaw
either the closed shop or industry-
wide bargaining, then, broadcasting
will have to get along as it is. It will
gain much when Congress:
1. Bans certain types of secon-
dary boycotts and sympathy
strikes.
2. Bans jurisdictional strikes.
3. Requires unions to bargain.

The entire industry would cheer
if Congress outlawed all types of
secondary boycotts and sympathy
strikes because the network system
of broadcasting makes broadcasting
especially vulnerable to this type of
union action. It appears unlikely at
this time, however, that the law
makers will go that far. What they
probably will do is to outlaw sym-
pathy strikes and secondary boy-
cotts where jurisdictional disputes
are entailed.

For instance, Union A can now
go to Network B and point out that
the employees of Affiliate C are non-
union or at least not to the same
degree of unionization as Union A. Union A can then refuse to work for Network B until the employees of Affiliate C are
brought into Union A. Coercion of one
kind or another usually results

from even the threat of such a refu-
sal to work. In fact, Affiliate C
can be coerced into violating the
Wagner Act.

Congress is going to stop that
sort of monkey business. It prob-
ably won’t outlaw secondary boy-
cotts or sympathy strikes in sup-
port of economic (wage and hour)
disputes.

 Jurisdictional Strikes

There are two principal types of
jurisdictional strikes, one the kind
just described and the other a fight
between two or more unions as to
which shall perform a given job.
Congress intends to set up machin-
ery, probably in the National La-
bor Relations Board, for the com-
promisory, peaceful settlement of
both. Broadcasting should give its
lodest cheer for this one because an
industry which is rapidly ad-
vancing technologically is most sus-
ceptible to jurisdictional feuds.

Every change in the art, mechan-
ical or program-wise, gives ground
for a new scrap. The employer,
helpless, sits by and suffers.

He sometimes even suffers to the
extent of paying one union to do

Senate Confirms Appointment Of Webster to FCC’s Vacancy

EDWARD MOUNT WEBSTER

was confirmed as the seventh mem-
er of the FCC March 18 by the
Senate without a ripple of contro-
versy from any source. There’s been
no dissent either in the Senate Inter-
state and Foreign Commerce Commit-
tee, which approved him unanimously on March 17, or on the Senate floor. He will serve for the unexpired term of
former Chairman Paul A. Porter,
which ends June 30, 1949.

Because of the demands upon his
time by the National Assn. of
American Broadcasting, of which he
has been telecommunications head,
Commodore Webster will be unable
to assume his FCC post until about
mid-April. Once sworn in, he is expected he will

immediately pitch in on prepara-
tions for the International Tele-
communications Conference to get
under way in Atlantic City May
15, and change in the art, mechan-
ical or program-wise, gives ground
for a new scrap. The employer,
helpless, sits by and suffers.

He sometimes even suffers to the
extent of paying one union to do

(Continued on page 7)
10 Accusations Often Heard Are Analyzed And Refuted

By CHARLES HULL WOLFE
Radio Commercial Dept. BBDO

THE FEDERAL Communications Commission and private critics attack radio commercials with what appears to be impressive evidence, which the broadcasters maintain is strange silence that may be interpreted as an admission of guilt. Review of hundreds of criticisms which have appeared during the last 25 years in publications representing a wide range of viewpoints, as well as a study of the accusations of commercials in the famed FCC Blue Book of 1946, show that all major attacks fall into one of ten categories.

Unavoidable Irritants

No single person has made all of these objections, and no one has attempted to refute them all. This defense is neither a whitewashing maneuver nor a rose-colored assumption that commercials are perfect. It may simply be a statement of certain overlooked facts uncovered in my own work with advertising agencies and radio stations, and through correspondence with the FTC, NAB and the four principal networks. Here are the ten basic charges accompanied by capsule-version refutations which broadcasters can and should use in improving their public and government relations.

1—Broadcasters are morally and intellectually negligent in allowing commercials to intrude so jarringly on the listener. Those who make this objection, while conceding that advertising as a technique is a recognized instrument of society, commonly overlook this basic fact: certain fundamental psychological irritants are inevitably present in radio which are absent in other advertising media, and broadcasters are not responsible for them. The first of these four unavoidable irritants is:

(a) Radio's inability to give the listener the choice of what to hear and when to hear it. Publications not only permit but are unable to prevent their readers from deciding what ads, if any, they are to read, and when they are to read them. By the very nature of electrical transmission to a mass audience, the commercial must be more intrusive than the printed advertisement; and it is this interference, more than the commercial itself, which stirs up resentment. Psychologists recognize that interference with progressive activity is the fundamental cause of anger.

(b) Radio listening is essentially a group activity. What if every member of the family had to follow low with Sis when she daydreamed through her love story magazine? And if Dad had to read the fashion reviews with Mom, and Mom had to read the sports columns with Dad? The exact equivalent of these situations is created by the common habit of group listening; and not only are listeners exposed to programs which do not interest them, but to advertising which does, because (as in publications) the type of advertising is geared to the type of audience.

(c) The better the program becomes, the more the commercials are represented. The unfortunate paradox stems from the obvious fact that the more the listener enjoys the entertainment and the closer he holds his interest, the more he will be irritated by any interference, no matter how subtle or informative.

(d) The psychological reaction to the human voice tends to be to a voice with quite the same detachment with which he reads the printed word. This emotional response produces extreme reactions in radio listeners, causes some to fall in love with announcers—a phenomenon which, he will understand, helps make others commercial-haters. Why put all the blame on broadcasters or advertisers? Critics should consider how

Charles Hull Wolfe, of BBDO's radio commercial department, who writes and helps to supervise commercials for some of the country's largest radio advertisers, has heard repeatedly and grown tired of the criticisms leveled against radio commercials. Major attacks against commercials, says Mr. Wolfe, fall into ten categories. In the accompanying article, he has titled "The Commercial Talks Back," Mr. Wolfe gives his answers to the ten most frequently-made accusations. The article is a condensation of two chapters (60 pages) of a book Mr. Wolfe is now completing. Before joining BBDO Mr. Wolfe was commercial script director of WBLY New York, and previous to that he was continuity editor of WSTC, ABC affiliate in Stamford, Conn.

|”largely these four inevitable irritants are responsible, and then either adjust themselves to them, or tune out commercials altogether."

2—Commercials take away too much time from the entertainment part of programs, and are getting longer every year. The fallacy lies in the length of commercials in the 1920's with the length of commercials today. In the 20's, radio was still an experiment and as late as 1931 the broadcast industry suffered a net loss of a million dollars. Why compare the indirect selling announcements of this period with the direct selling of the new era, which not only supplies better, more costly programs, but maintains radio on a sound, self-sufficient basis? The comparison is false because it is made between two incomparable periods. Actually commercials today occupy only 6 to 12% of total radio time, while publication advertisements usually occupy 50% or more of the total magazine or newspaper space.

3—The vast majority of listening public is fed up with radio commercials. If there ever was any doubt about the answer to this accusation, it is dispelled by the recent nation-wide survey conducted by the non-partisan National Opinion Research Center. This study shows that 62% (Continued on page 56)

FM Interference Solution Offered

3 N. Y. Stations Willing To Change Their Frequencies

THE THREE New York FM stations, said to be creating interference to aviation instrument landing systems in that area, have offered to shift to other frequencies. In a letter to FCC chairman Charles Dillard, Jr., (Bill) Baley, executive director of FM Assn., stated that the trade organization had been in touch with WBAM, WYNY and WNYC-FM, the stations involved. All three, he declared, had evidenced a desire to cooperate fully with this solution.

The Commission has called a meeting this morning in Washington to be attended by representatives of the Civil Aeronautics Administration, Air Transport Assn., FMA, the three stations involved, and other interested parties. Representing FMA will be Everett L. Dillard, vice president; Leonard Marks, general counsel; C. M. Jan斯基 Jr., board member, and Mr. Baley.

Previously, the Radio Technical Commission for Aeronautics had issued its report on the interference which was of an image nature frequency, the facts, and emphasizing that the frequency shift is of a temporary nature to permit the airlines to install proper equipment.

(Continued on page 56)

4—Engineering should be initiated to develop a satisfactory band elimination filter for the purpose of reducing the FM signal picked up in the aircraft antenna system.

With respect to Item 2 above, the Commission has issued the design specifications of three different equipment manufacturers to determine what interference might result due to image response. It was not determined at the end of the receiver designers' meeting whether the design result might be based due to image from television channels 2 and 6, in the third design from FM channels No. 249-up.

With respect to Item 3, the RTCA cited lack of facts and time to formulate a definite recommendation and, accordingly, suggested the reference to another committee set up to study this specific problem. The voluntary solution to the interference problem offered by the manufacturers to the FCC in Mr. Baley's letter, is with the understanding that should a shift in frequencies be necessary the Air Transport Assn. has agreed to assume all expenses of the FM broadcasters in altering equipment.

FMA also requested that if such a shift did take place, the FCC and the CAA issue a joint public statement to explain the facts and emphasizing that the frequency shift is of a temporary nature to permit the airlines to install proper equipment.

(Continued on page 56)

Page 18 • March 24, 1947
“Clear!” “Clear?” “Clear!”

Railroads have a safety device in the engine cab to detect anything that might be on the track ahead. But from time to time, engineer and firemen check each other with “Clear!” “Clear?” “Clear!”

Good engineers don't take chances. Neither do the smart big league time buyers in radio. They keep on checking too—every step of the way.

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-per-dollar-spent than any other station in town.

And when W-I-T-H goes to work for a brand, there's always a clear track to speed up sales. Clear? Clear!

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President Represented Nationally by Headley-Reed
March 24, 1947 Page 19
CBS Consolidated Net Profits Rise 8.4% Says Annual Report

A SUMMARY of CBS activities in 1946 was contained in an annual report issued last week by the company to its stockholders.

Lashing out at radio's critics, some of whom "apparently would like to see popular entertainment programs replaced by political talks, public discussion forums, symposiums and social controversy shows," the report asserted that radio as a democratic medium must first serve the preferences of the majority and keep within reasonable proportions those programs designed for groups with special interests and tastes. Nevertheless, CBS has tried to serve minority tastes and arouse in listeners a keener awareness of program quality, the report said. For example, an estimated 5,000,000 people listened to the New York Philharmonic in one month of 1930, while 28,000,000 listened during a corresponding month in 1946.

Consolidated net profits in 1946 exceeded those of 1945 by 8.4%, while consolidated operating income before taxes was 14.3% less than in the previous year. The proportion of total net profits contributed by broadcasting operations declined from 46.4% to 47.6%, but Columbia Recording Corp.'s rose from 4.6% to 32.4% in 1946.

Revenue from sale of time dropped 8% last year, partially because of the critical shortages of materials encountered by many advertisers, causing them to curtail their campaigns, the report said. Rises in overhead and operating expenses also had their effect on profits.

CBS aired 27,253 separate broadcasts totaling 8,653 hours of programs during 1946. Of this total, drama comprised 7,183 broadcasts, news and sports 6,977, music 6,761, talks and discussions 4,485, variety and comedy 1,637, and religion 207. Of these, there were 28,561 U.S. origination, 1,013 from Europe, 197 from Asia and the Pacific, and 119 from other points.

The International Shortwave Department in its first full post-war year, collaborated with the State Department and broadcast a total of 48,999 hours from 9 shortwave transmitters. Programs of news, music, and special events were aired in 10 major languages.

Commenting on the sharply rising trend of interest in recorded music which reached unprecedented levels in 1946, the report said that Columbia Recording manufactured and sold more than 65,000,000 records, more than doubling the previous year's production. With 6,000,000 American homes equipped to play records and many more planning to purchase equipment, the trend is expected to grow in the future.

Columbia's commercial black and white television station, WCBS-TV, New York, issued its first schedule of rates in 1946 and by the end of the year 22% of the broadcast hours were sponsored by such major advertisers as Ford, Gulf Oil, Bristol-Meyers, Bulova, Benrus, Elgin, Gruen and Borden.

Title Bout Sponsor

IF projected championship bout between Joe Louis and an as yet unnamed opponent is staged in June in New York as announced last week, Gillette Razor Co. will again sponsor the nationwide broadcast over ABC, as present contracts of sponsor and network with Mike Jacobs run through August. Gillette is also the probable video sponsor of the title fight, as Gillette's contract with NBC television and NBC's with Jacobs are expected to be renewed following their expiration the end of May.

New Y. M. C. A. Series

NEARLY 500 stations will broadcast The Treasury of Wisdom, a series of five-minute recordings produced by the NBC Radio Recording Division in an effort to raise funds for rebuilding and expanding Y. M. C. A. facilities in war-torn countries. The series, produced for the World Youth Fund of the Y. M. C. A., is a sequel to the present series of six 15-minute programs titled Broadened Horizons.

25th Anniversary

WIP Philadelphia was to celebrate its silver anniversary of radio service on March 23. Special program was to be broadcast on MBS, of which WIP is an affiliate. Format of the show was a musical chronological review of radio advancements from 1922 to 1947.

To Start Campaign

ONE of the largest chain break campaigns, amounting to approximately $1,000,000, will start April 7 when American Tobacco Co., New York (Lucky Strike cigarettes), through Foote, Cone & Belding, New York, begins a six week campaign on about 900 stations throughout the country. The advertiser plans to utilise stations in 65 major cities and stations on the Keystone Broadcasting System to cover the beyond-metropolitan area. Chain break will be used 10 times daily and 5 times nightly on each station, and will feature the Sportsman Quadriplet with the LSMFT Theme. The Quartet was originally heard on the Jack Benny show on NBC, also sponsored by American Tobacco Co.
During the last five years, millions of kibitzers have followed Old Guide, Paul Bryant, and his sidekick, Louie Buck through swamps — into leaky boats — and under barbed wire fences. All through a WSM show that belongs alike to veteran and neophyte sportsmen — Get Out of Doors.

Each week Paul and Louie hit the trail with guns and tackle. And when they return to the studio they have authentic experiences and tall tales to relate on Get Out of Doors. With just the proper touch of comedy and drama this is an outdoor program that year after year continues to be a favorite with the folks in WSM’s five million population listening area.

WSM specializes in tailoring programs to individual requirements. We have the talent (300 entertainers) the experience (21 years) and the production know how to build Live Talent shows designed especially to sell Your Product.
WWL Delaying 25th Year Celebration Until Its New Studios Are Completed

MARCH 31 will mark the 25th anniversary of WWL New Orleans, 50-kw clear-channel Loyola U. outlet, but the station is postponing any formal celebration until completion of its new studios and offices in New Orlean's Roosevelt Hotel. The construction work is expected to be completed within two months, according to W. H. Summerville Sr., WWL general manager.

Old timers recall that WWL started as a university physics workroom and that the stage of Loyola auditorium once served as studios, with broadcasters working between the lowered front curtain and monk's-cloth backdrop. Studios later were removed to the basement of Bobet Hall on Loyola's campus, and still later—in 1932—to a second floor hallway in the Roosevelt Hotel. Present studios occupy a large part of the second floor of this hotel.

The four new studios now being built will employ a combination of curvilinear surfaces and acoustically-treated panels, General Manager Summerville reports. Two will be served by master controls, one for AM and one for WWL's FM affiliate, WWLH, which took the air last fall. The other two will serve as auxiliaries, for either AM or FM.

Controls will use the latest RCA plug-in type amplifiers with plug-in type relays. Consoles were designed by the WWL engineering staff headed by J. D. Bloom Jr., chief engineer. All studios will be of floated construction.

Among the early performers on WWL were the Boswell Sisters—Connie, Martha and Vet—then high school girls who played the banjo, saxophone and piano.

On the air as early as October, 1924, was one weekly program of WWL which has continued uninterrupted through the years—the Sunday morning broadcast of solemn mass from Holy Name church on the Loyola campus.

Earliest WWL transmitter, a 10-kw piece of equipment, was built largely from parts taken from a trunk set removed from a ship after World War I. The Rev. Edward Cassidy, S. J., purchased the set with $400 given the Jesuit Fathers at Loyola by a retired sea captain who admired the university's work in wireless.

Present 50-kw transmitter is located near Kemer, La., on Lake Pontchartrain. Faculty director of WWL is the Very Rev. Thomas J. Shields, S. J., president of Loyola.

Starting Date April 6 For WMLO, 1 kw, 1290 kc

WMLO Milwaukee, scheduled to start on the air April 6, has organized 25 civic groups in the area for a big inaugural celebration. The station will operate on 1290 kc, 1,000 w, as the Cream City Broadcasting Co. President is Gene Posner, a local attorney, and his brother, Arthur P. Posner, is executive vice president. Robert Hammerschlag is treasurer.

General manager is William Travis, formerly with Twentieth Century Fox Radio Exploitation Division. Lanny Pike is production manager, Robert Bradley program director, Alexander P. Strauss sales head. Mr. Bradley was formerly with WISN Milwaukee.

INFORMATION on housing shortage and an explanation of why radio industry support of public service messages on veterans housing is still considered vital are presented in a new fact sheet currently being mailed to participants in radio allocation plan of the Advertiser's Council. Advertisers will be asked to feature housing messages during two weeks in April.

LOUISVILLE'S WAVE
NATIONAL REPRESENTATIVES
5000 WATTS . 970 KC

Page 22 • March 24, 1947

IT'S "OILY" TO BED IN PETROLEUM (Ky.)

We're not trying to grease the skids for Petroleum (Ky.) The people there are probably healthy, wealthy and wise. Well, healthy, anyway! But the point is—when you buy radio in Kentucky, you either pay for listeners in towns like Petroleum, or you don't. On WAVE, you don't. You pay only for the Louisville Trading Area, and you get more buying power than in all the Petroleums combined.

Shall we "drum" up some business for you, in and around Louisville?

Bolen, Compton's L. A. Manager, Quits on May 1

MURRAY BOLEN, vice president and general manager of Compton Adv. Inc. Hollywood office for past three years, has submitted his resignation effective on or before May 1.

Lewis H. Titterton, New York radio director of agency, arrived in Hollywood last Saturday for conferences with Mr. Bolen as to his successor. With him is Jim Andrews, one time radio director of Lennen & Mitchell Inc., who has taken over as agency radio supervisor on NBC Victor Borge-Benny Goodman Show.

Mr. Bolen's resignation is understood to have been due to prolonged conflict with home office radio department over handling of WAVE's latter program, which, it is understood, will be cancelled at notification time May 15. Mr. Bolen stated that he was not in line for any other agency post but will take over an outside producer assignment following a much-needed rest.
ON KFNF
23 Years of Sincere Farm Programming
Assures the Acceptance of Your Message.

RAYMOND R. MORGAN COMPANY
ADVERTISING
6060 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA
December 9, 1946

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank:

We started using KFNF for one of our accounts in 1941. We learned of KFNF's cost efficiency through the recommendations of fellow growers. This client manufactured home-canning supplies, and the purpose of our radio broadcasting was to secure the names of home canners who would like to receive copies of an instruction book on home canning.

During the six years that we have been using KFNF, your station has always had the lowest cost per inquiry. Our radio schedule has always contained a number of 50,000 watters, and time after time KFNF has actually outpulled all 50,000 watters in total response, in addition to being the Number One station when rating according to lowest cost per inquiry.

Sincerely,

[Signature]

Robert C. Temple

CHICAGO OFFICE: GOODWIN, JOICE & MORGAN, PALMETTO BUILDING, CHICAGO 11, ILLINOIS

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
Are BMB’s Methods Effective?

CONCLUDING report of the Audience Surveys Inc. study of what BMB subscribers think about BMB: A detailed examination of radio station managers' evaluations of BMB’s management, its research formula, its selling methods (to stations), its reporting methods, and its efforts to explain the uses of its data, is presented in this issue by BROADCASTING TRENDS.

In three previous issues, Feb. 10, Feb. 24 and March 10, BROADCASTING TRENDS reported industry opinion about several important aspects of BMB: its performance, its consistency with previous coverage methods, its uses, its costs, and its proper frequency. All findings are from an investigation conducted in early January among managers of a representative sample of U.S. commercial stations.

In releasing this report BROADCASTING TRENDS is fully conscious of its responsibility to the radio industry and to the industry’s cooperative measurement organization, the Broadcast Measurement Bureau. Proper discharge of this responsibility requires that these points be underscored:

(1) The opinions about BMB reported here were the opinions of broadcasters in January 1947 when they had received their station reports, but before BMB area representatives had been delivered;

(2) Exposure to BMB in all phases is growing every day and opinions about it are changing as station and agency experience with BMB mounts.

Clearly (Table I) an overwhelming majority (74%) of BMB subscribers endorse BMB’s management—50% rate it “good,” and 24% as “fair.” Only 5% of all BMB subscribers regard it as “poor.”

Inspection of the replies to this question by geographical area (Table I) reveals that a majority of stations in all but one area, the Middle Atlantic-New England region, rate BMB’s management good. In the Middle Atlantic-New England states broadcasters are more undecided (28% said “don’t know”) than throughout the rest of the country, but few in this area rate BMB management “poor.”

Analysis by city size (Table I) indicates that station managers in cities of under 10,000 population hold the most favorable opinions about BMB’s management, while broadcasters in cities of 10,000-25,000 are least favorably impressed.

From 70% to 80% of all network groups consider BMB’s management “good” or “fair.” NBC affiliates, least undecided in their opinions, are high in both their approval and disapproval (56% consider BMB’s management “good,” 15% “poor”). Mutual affiliates are the most favorably disposed of all network groups, 57% rating BMB management good and none rating it poor.

Little significant variation is revealed when responses to this question are studied by rate classes.

While more than three out of five station managers regard BMB’s research formula as “good” or “fair,” approximately one in five (18%) rate it “poor.” Fifteen percent are undecided. It is apparent that subscribers are less willing to endorse BMB’s research formula than its management.

Stations in every geographical region (Table II) report that they consider BMB’s research formula good or fair by clear majorities. Middle Atlantic-New England and South Atlantic stations emphasize “fair” over “good.” East Central stations are strongest in their disapproval (20% said “poor”).

Station managers in cities of 500,000 population and over are most inclined to regard BMB’s formula favorably; 40% said “good.” none voted “poor” (Table II). Stations in the smallest cities (under 10,000) are also strong in their endorsement of the formula—47% rated it “good” and only 13% “poor.”

Clearer differences of opinion about BMB’s research method emerge from an analysis of replies by network affiliation (Table II). NBC affiliates are outstanding in their approval of the formula.

See Tables . . . . . Pages 27, 28, 65

Profits today in the land of tomorrow

we’re taking no siesta in the land of the fiesta!

Oil and gas in the Valley is proven. Total production of oil last year was 15,000,000 barrels, and Valley refineries handle the bulk of it, shipping it to markets where supply never meets demand. The Valley’s vast oil production adds to the Annual Income—a total of $250,000,000! And KRGV is the DOMINANT network station in this MAGIC MARKET!

Affiliated with NATIONAL BROADCASTING COMPANY Member of LONE STAR CHAIN REpresented by TAYLOR-HOWE-SNOWDEN Radio Sales

1290 ON THE DIAL KRGV TRANSMITTERS AND STUDIO AT EL PASO TAMIAD, EL PASO, THE MIGHTY EMPIRE OF THE BIGHORN VALLEY

SERVING THE “CITY” WITH A MAIN STREET 65 MILES LONG

Page 24 • March 24, 1947 BROADCASTING • Telecasting
Western Electric's new 10 kw FM transmitter is still the talk of broadcasters who saw it at the recent I.R.E. Convention.

Its sleek, business-like appearance, with full length glass doors and an unobstructed view of all tubes, caught their eye—but they were even more impressed by its technical characteristics and operating advantages.

Particularly, they liked its low intermodulation and low harmonic distortion, its Synchronizer for precise frequency control, and its Arc-Back Indicator, a new circuit for quick and accurate location of a faulty mercury vapor rectifier tube.

Western Electric's complete line of TRANSVIEW design FM transmitters will range from 250 watts to 50 kw. For full information, call your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.
One secret of long life and prosperous living in New England is the close attention New Englanders pay to their NERN station. In addition to the fun of listening to top-notch network programs, they are well advised on what to buy and where to buy it. So, it's always NERN, even unto the next—and the next—generation.
BMB Methods

(Continued from page 21)

followed by CBS and Mutual stations in that order. The non-affiliates, although registering greater approval than ABC affiliates, are most critical (29% consider the formula "poor").

The attitudes of the various network groups are illustrated by an examination of responses to this question according to base hour rate (Table II). Approval of the research formula increases directly with the stations' base hour rates: The higher a station's rate, the more likely is its manager to approve BMB's research; the lower a station's rate, the less probable is its manager's approval.

63% of BMB's subscribers approve its procedure in selling its services to stations—41% of these consider it "good," 22% "fair." Less than one subscriber in five (18%) regards BMB's selling methods as "poor." East Central Most Favorable

Analysis by regions (Table III) indicates that East Central stations are most favorable, and stations in the South Atlantic least favorable.

Considered by city-size groups, stations in cities under 25,000 population are most inclined to approve BMB's sales methods while stations in the largest cities (500,000 population and over) are most critical (40% said "poor"). Among the network affiliates, Mutual stations are strongest in endorsing BMB's selling and least inclined to be critical. Twenty-six per cent of CBS and NBC stations regard BMB's selling methods as poor.

Higher-rate stations ($200 and over) are more restrained in their praise than others, but are less critical than stations in the $100-$200 base hour rate class. (Table III)

Seventy per cent of all BMB subscribers approve BMB's method of reporting its findings to stations—45% find them "good," 25% "fair." Less than one in five (18%) regard this part of BMB's activities as "poor.

Particularly impressed with BMB's reporting procedures are stations in the East Central states, with stations in both the Middle Atlantic-New England and South Atlantic regions registering higher than average ratings of "good." Most critical ("poor") in Table IV are stations in the Middle Atlantic-New England and West Central areas.

Stations in large cities (500,000 and over) and in cities of 10,000-25,000 population are most inclined to consider BMB's reporting methods good. At the same time a large group of critics of BMB's reporting methods are to be found in cities of 500,000 and over (40% said "poor"). Mutual affiliates are most impressed with BMB reporting procedures (55% said "good," only 12% said "poor"). Non-affiliates are more critical than network stations, 36% said "poor." Analysis by rate structure reveals most satisfaction with BMB's reporting methods among stations (Continued on page 28)
something
women like
to look to

Women, bless 'em, love radio, if the programs have those ingredients which appeal to their romantic and sentimental natures.

WMC's program structure is intelligently keyed to the ladies, with top NBC "soap operas" and musicals, local and regional shows with an intrinsic family appeal, and special features that seek and find Memphis and Mid-South women.

-plan the station with the billion dollar market area

BMB Methods
(Continued from page 27)
in the middle rate class ($100-200), and least among the highest rate class stations.

BMB subscribers are weakest in their applause for BMB's work in explaining the uses of its material. A bare majority (51%) consider this part of BMB's work "good" (19%) or "fair" (32%). Thirty-seven per cent expressed their criticism by labelling it "poor." This is twice as many as the number who criticize BMB for poor management, poor research, poor selling methods, or poor reporting.

Most favorably disposed to its educational efforts are stations in the South Atlantic states. West (Continued on page 88)

| TABLE III |
| "From what you have seen of BMB's operation so far, how do you evaluate BMB's selling methods to stations?" |

<table>
<thead>
<tr>
<th>Total BMB Subscribers</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't Know</th>
<th>Unanswered</th>
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<tr>
<td>REGION</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Pacific &amp; Mountain</td>
<td>44</td>
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<tr>
<td>West Central</td>
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<tr>
<td>East Central</td>
<td>59</td>
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<td>15 7</td>
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<tr>
<td>Middle Atlantic &amp; New England</td>
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<td>40</td>
<td>12</td>
<td>- 8</td>
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<tr>
<td>South Atlantic</td>
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<td>21</td>
<td>37</td>
<td>9 6</td>
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<td>CITY SIZE</td>
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<tr>
<td>500,000 and over</td>
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<td>100,000-500,000</td>
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<td>22</td>
<td>8 11</td>
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<td>22</td>
<td>9 9</td>
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<td>8</td>
<td>5 16</td>
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<td>ABC</td>
<td>37</td>
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<td>11 11</td>
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<td>7 11</td>
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<td>10 8</td>
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<tr>
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<td>14</td>
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<tr>
<td>Under $100</td>
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<td>21</td>
<td>12</td>
<td>12</td>
<td></td>
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<tr>
<td>$100-199</td>
<td>43</td>
<td>15</td>
<td>28</td>
<td>7 7</td>
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<tr>
<td>$200 and over</td>
<td>35</td>
<td>31</td>
<td>22</td>
<td>3 9</td>
<td></td>
</tr>
</tbody>
</table>

PLAN AMERICAN STYLE FOR RADIO IN GERMANY

AMERICAN PATTERN for German radio is being prepared by Military Government officials to make German broadcasting enterprises public-owned, self-supporting and independent of government control, according to a report by Edwin Hartrich in the New York Herald Tribune.

A proposed radio charter for the State of Hesse provides freedoms including permission to sell broadcast time to advertisers. The first station which will be affected by the charter is Radio Frankfurt, heretofore operated by Information Control Division and supported partly by a two-mark-per-month tax from registered listeners.

The listener tax is a holdover from Hitler days and was a device which helped keep radio completely a tool of government.

Mr. Hartrich wrote that while Radio Frankfurt is so far the only German station affected by the charter, it may set a pattern for Radio Munich and Radio Stuttgart.

'Dry Radio' Bill to Get First Hearing on May 12

D R Y R A D I O is the object of bill by Sen. Arthur Capper (R-Kans.) destined to receive its first hearing May 12 before the Senate Interstate and Foreign Commerce Committee. The 82-year-old Republican has introduced a similar bill during each of the last seven legislative sessions, but has never before succeeded in getting a committee hearing.

His measure (S. 265) would not only prohibit the broadcasting of any advertisement of alcoholic beverages but also make it unlawful for any liquor advertising to be carried in interstate commerce. The definition of "alcoholic beverages" is limited to apply only to such definitions as are carried in the statutes of the states or territories into which advertisements are broadcast or transported.
Kentucky leads the nation in AGRICULTURAL GAINS

TOBACCO is big dough in Kentucky!

KENTUCKY leads the NATION in production of GOLDEN BURLEY

The 1946 Kentucky golden burley crop totaled 403,025,000 pounds, more than twice as much as the total produced by all other burley states combined! (The 1946 national burley crop was 580,509,000 pounds.)

and that's not all . . .

In 1945, Kentucky farmers marketed 434,485,000 pounds of tobacco (all types). Tobacco sales on Kentucky auction floors in 1945 were $219,253,000.00. In 1946, Kentucky farmers sold 475,535,000 pounds of tobacco.

and remember . . .

Both Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, look to Louisville!

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

Look to Louisville

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
WEAW Extends Broadcast Time to 60 Hrs. a Week

WEAW, new FM station at Evanston, Ill., has extended its broadcast schedule to 60 hours a week, with sponsored time amounting to more than 68% of total time on the air, Edward A. Wheeler, president of North Shore Broadcasting Co., Inc., licensee, reports. Station now has 40 sponsors, 15 more than when it went on the air two months ago.

Mr. Wheeler states that sponsors are being signed to 52-week contracts, with current rates guaranteed for two years. Evanston accounts constitute a majority of WEAW sponsors, he says, but a number of the larger agencies also have placed accounts.

WEAW broadcasts with 250 w on Channel 282 (104.3 mc).

ESAU, BROWN NAMED GRIFFIN RADIO VPs

Mr. Esau

Mr. Brown

GRiffin Radio Interests, owner of KTUL Tulsa and KOMA Oklahoma City, has named two new vice presidents. They are John Esau, general manager of KTUL for five years, and Kenyon Brown, KOMA general manager for five years. They were also elected to the board of directors.

Mr. Esau joined KTUL in 1935, one year after the station had gone on the air. Starting as promotion manager, he later became national sales manager and assistant manager, and in 1942 was named general manager.

Prior to becoming manager of KOMA, Mr. Brown was with KVOO Tulsa and stations in Kansas City and Des Moines. He is a member of the CBS advisory board.

Victor Hely-Hutchinson

DR. VICTOR HELY-HUTCHINSON, 45, BBC director of music, died on March 11 in London, the BBC New York office reported last week. Dr. Hely-Hutchinson joined the BBC London music staff in 1926 and in 1934 left the organization to succeed Sir Granville Bantock as professor of music at the U. of Birmingham. He returned to the BBC in September 1944.

Cramer Is WABD General Manager

Will Remain as Executive VP Of Du Mont Labs


The change was part of a "streamlining" of the station's activities, described by Paul Eshleman, Mr. Cramer's assistant, following a meeting of the Du Mont board of directors. Board decided the company should not continue the program of video promotion which last year cost the organization some $550,000 until enough television receivers have been installed to make this new medium more attractive to advertisers and their agencies.

Essentially, Mr. Eshleman said, the change involves a temporary curtailment of the station's sales activities. Louis Spaza, who became WABD commercial manager several months ago after three years as operations head, left the station with Mr. Cuff, and no replacement is planned for the immediate future.

No curtailment is planned in WABD program activities, Mr. Eshleman stated. Station, which returned to the air early in March after a month's recess during which a new RCA turnstile antenna was installed, is now testing its new equipment with a series of movie programs and remote pick-ups of sporting events from Jamaica Arena, including both boxing and wrestling. Studio programming will be resumed April 1, he said, and the middle of April WABD will commence broadcasting the home games of the New York Yankees, which will continue through the 1947 season.

Bob Emery is in charge of programming and studio operations; Sol Patremio continues as WABD chief engineer, and Robert Jamieson has been given the new post of operations coordinator, serving as liaison between the engineering and program departments.

Price's Home

ONE OF THE OLDEST houses on Long Island will be home for Byron Price, wartime director of censorship, now assistant secretary general of the United Nations. The house, on the edge of UN property, dates back beyond 1700. Sperry Gyroscope Co. bought the property in 1941 and furnished it with pieces symbolizing the over 200 years of the house's existence.

BMB Credits KFYR

with a regular daytime audience of 271,540 families in the United States and Canada

KFYR AUDIENCE * BY DECILES

<table>
<thead>
<tr>
<th>% BMB PENETRATION</th>
<th>NO. OF COUNTIES (U.S.) OR CENSUS DIVISION SUBDIVISIONS (CANADA)</th>
<th>DAYTIME AUDIENCE FAMILIES</th>
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</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>53</td>
<td>82,570</td>
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<tr>
<td>80-100%</td>
<td>73</td>
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<tr>
<td>40-100%</td>
<td>143</td>
<td>229,000</td>
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<tr>
<td>30-100%</td>
<td>159</td>
<td>240,650</td>
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<tr>
<td>20-100%</td>
<td>176</td>
<td>257,630</td>
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<tr>
<td>10-100%</td>
<td>211</td>
<td>271,540</td>
</tr>
</tbody>
</table>

KFYR Station Audience Reprint containing complete BMB audience information by counties and measured cities available free on request.

* BMB Study No. 1—March, 1946

Canadian, BMB Study No. 2

KFYR Bismarck, N. D.

5000 Watts Day and Night

NBC Affiliate 550 Kilocycles

National Representative: JOHN BLAIR & CO.
A NATURAL COMBINATION

A boy... his pal... and a dog. In radio, the "natural" combination is fine facilities... popular programs... and powerful promotion.

WAGA's careful use of this combination has made possible the sales performance which has given WAGA the reputation for being the most progressive station in the Southeast's Number One market.

WAGA
ATLANTA
5000 Watts on 590 Kc. American Broadcasting Company.
Represented by Headley-Read.
COMPLETE ACCESSIBILITY
All components instantly accessible without removal of any chassis. Operating controls—switches, lights, meters, gain controls located on front panel. Tubes and plug-in electrolytic capacitors readily accessible from rear of cabinet. Permanently attached, hinged front panels serve as shelves when open, thus providing still greater convenience.

EXCELLENT PERFORMANCE
Extended frequency response, lower noise and distortion levels meet every requirement in FM, AM and TV service. More than satisfies all FCC regulations and latest RMA proposals. Any combination of input and output impedances may be used, with provisions for present 30 and 250 ohm or proposed 150 and 600 ohm microphones.

NEWLY STYLED ... Attractively finished, mechanically clean—these handsome blue-gray audio racks are a complement to any modern studio. Recessed panel mounting and General Electric amplifier construction eliminate the need for accessory trim.

HIGHLY ADAPTABLE ... New wiring duct affords maximum ease of installation and flexibility to meet the widest possible variety of station requirements. Full length duct covers and closely spaced wiring ports contribute to neatness of installation.

Audio Equipment Data Book FREE

Free to you for the asking is General Electric's new 44-page technical specification book that describes the new a-f amplifiers, accessories, and loudspeakers. Ask your General Electric broadcast sales engineer for a copy, or write to the Electronics Department, General Electric Company, Syracuse 1, New York.
General Electric's new high-fidelity audio equipment does away with complicated servicing procedures—puts every circuit component within instant reach! It assures you maximum on-the-air reliability, lower cost-per-hour of broadcast service—places your a-f facilities ahead of tomorrow's demands.

Advanced styling, plus attention to operating details, make this cabinet rack a must in the modern broadcast installation. General Electric cabinet racks are sturdy—made of heavy-gauge steel, adequately reinforced. The rigid, no-sag rear door is equipped with a full-size handle and smooth-acting latch.

FIRST AND GREATEST NAME IN ELECTRONICS

GENERAL ELECTRIC
Hope Rates Tops
In Latest Hooper
Fibber McGee & Molly Second;
Fred Allen is Third

FEATURING Al Jolson as guest star, the Bing Crosby program and the Eddie Cantor show returned to the list of first 15 programs on the March 15 program Hoopareport released last week.

"Bob Hope was first in the report, with Fibber McGee & Molly second and Fred Allen third. The average evening sets-in-use of 34.4 reported was up 1.6 from last report and up 3.8 from last year. The average evening rating was 11.4, up 0.6 from last report and up 1.5 from a year ago. Average available homes were 81.3, up 0.7 from last report, up 1.4 from a year ago. The current total sponsored hour index was 72% as compared with 73 last report, 77 a year ago.

The first 15 programs listed were as follows: Bob Hope 30.7, Fibber McGee & Molly 29.9, Fred Allen 29.5, Jack Benny 29.4, Charlie McCarthy 26.8, Red Skelton 25.9, Radio Theatre 24.0, Mr. District Attorney 23.6, Amos 'n Andy 23.8, Walter Winchell 22.6, Screen Guild Players 22.1, Bing Crosby 21.7, Truth or Consequences 21.4, Bandwagon 20.3, Eddie Cantor 19.7.

Young Widder Brown jumped from last place on the Hoopareports last top 10 in the previous report to first place in the list of daytime programs in the March 15 report, followed by When a Girl Marries and Right to Happiness.

Average daytime sets-in-use were 19.2, down 0.2 from last report and up 2.2 from last year. The average daytime rating was 5.2, down 0.1 from last report, up 0.6 from a year ago.

Average available homes were 73.6, down 1.1 from last report, up 0.8 from the same reporting period a year last. The current total sponsored hours index was 81%, as compared with 82% last report, 85% a year ago.

The top 10 week-day programs listed in the report were: Young Widder Brown 8.6, When a Girl Marries 8.0, Right to Happiness 7.8, Portia Faces Life 7.7, Romance of Helen Trent 7.7, Kate Smith Speaks 7.7, Our Gal, Sunday 7.6, Stella Dallas 7.5, Aunt Jenny 7.5, Breakfast in Hollywood (Kellogg) 7.4.

Ashby Named Manager
KERMIT S. ASHY, former sales manager of KVOP Plainview, Tex., has been appointed general manager of KPET, new daytime station on 690 kc, 250 w to begin broadcasting soon at Lamesa, Tex. KPET has applied to transfer its construction permit from present licensee, R. O. Parker, to Lamesa Broadcasting Co., a partnership consisting of Mr. Parker, Mr. Ashby, and Ross Woodson.

...cover Texas' Twin Cities with KFJZ-WRR

The lady could add that your sales punch hits with double force when you use these two Texas stations to cover the billion-dollar Dallas-Fort Worth markers...

Schedule your broadcast simultaneous or separate hours on both stations at once—for one price!

Careful programming and popular coverage have firmly established the listener-loyalty of these two dominant stations, and their combination adds up to "the best radio buy in Texas."

Take the lady's word for it...buy WRR and KFJZ, both for one price.

EDITOR'S NOTE: Many excellent letters have been received from listeners who participated in the "What I Think About Radio" letter writing campaign jointly sponsored by NAB and RMA, but a 74-year-old Santa Barbara, Calif., resident, William S. Long, wrote a letter to KIST Santa Barbara, stating that this is the best "outpost of civilization."

"Radio is superior to any other agency for the rapid dissemination and inoculation of cultural and educational formulas that promote mental, social and political understanding between divergent groups throughout the world. The voice of an eloquent and honorable Radio commentator conveys authentic and inestimable information in a manner that is easily understood by people of every class, be they of high or low degree.

Radio is not a rich man's monopoly. On the contrary, the poor, the illiterate, the blind, the shut-in and afflicted enjoy the diversified musical and literary programs, while the broadcast is heard simultaneously in the remotest sections of the globe.

A turn of the Radio dial places a national and international word picture at the disposal of young and old, and at a cost too small for computation, thereby making Radio the cheapest and best educator and entertainer ever known to the human race.

William S. Long,
1135 Olive Street,
Santa Barbara, California.

Edgar Morris Nominated To U. S. C. of C. Board
EDGAR MORRIS, Zenith Radio distributor in Washington, D. C., and one of the capital's outstanding business and civic leaders has been nominated to the Board of Directors of the U. S. Chamber of Commerce to represent the Third Election District. The Third District includes Virginia, West Virginia, North and South Carolina, Maryland and the District of Columbia. His nomination is the result of activities which included a long term as National Councillor for the Chamber of Commerce and memberships in such civic groups as the District of Columbia Board of Public Welfare, Community War Fund, American Red Cross.

Mr. Morris gained wide attention with the International Children's Christmas Broadcasts sponsored by the Greater National Capital Committee of which he is chairman. These broadcasts have for several years brought Christmas greetings from children of the Embassies and Legations in Washington to the children of their home lands. Last year the International Christmas Broadcast on ABC was televised for the first time.

CFCH to Boost Power
CFCH North Bay, Ont., inaugurates its new 1 kw RCA transmitter on March 24, increasing power from 100 watts. This is the fourth station operated by Northern Broadcasting & Pub. Ltd., Timmins, Ont., to increase power within the past few months. All equipment is RCA, and was installed by Northern's engineering staff under George McCurdy and with the cooperation of Jack Barnaby, CFCH chief engineer. Technicians from the Toronto engineering head-office, Walter Roach, Len Hogg and Gordon Jones, did the installations.

WBTM
DANVILLE, VIRGINIA
Telephone 2350

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

PHONE SANDY GUYER
DANVILLE 2350

American Broadcasting Company
Radio Appeal Leads Hit-Runner to Give Self Up

Conscience Hurts; Driver of Death Car Submits to Arrest

Had Made Three Previous Efforts to Surrender But Lost Nerve; Broadcast Made Up Mind

A radio broadcast was the underlying motive which made a conscience-stricken man walk into the Binghamton Police Headquarters yesterday and admit to Captain of Detectives Thomas J. Broughton that he was the driver of the hit-run car which struck and fatally injured a 60-year-old early Saturday morning on Clinton and Crandall streets. He had made three previous attempts to surrender but his nerve failed him.

If you have a message for only one person, or for all 225,000 in the Triple Cities, the sure way to win an interested hearing by the right people is to tell it over WINR. Then you reach people with money to spend—the third highest average individual income in New York State—the highest of all cities over 75,000.

George O'Connor—WINR's News Voice with Action-Getting Appeal

* From the Binghamton Sun — Wednesday, February 19, 1947

BROADCASTING • Telecasting

WINR

BINGHAMTON • JOHNSON CITY • ENDICOTT

DAVID CARPENTER, General Manager

HEADLEY-REED, National Representatives

March 24, 1947 • Page 35
Critics Answered
(Continued from page 18)
of the listening public prefers pro-
grams with, rather than without
advertising, that two-thirds is
satisfied with radio advertising as
it is, that one-quarter is willing to
"put up with it," and only 7% would
prefer a commercial-free ra-
dio. Other queries reveal that
the American people not only like
and trust radio, but believe it does
a better all-round job than news-
papers or movies.

 Alleged Misrepresentation
4—In their zeal to sell their prod-
ucts, commercials frequently falsify
or misrepresent. From the Federal
Trade Commission come these sur-
prising facts: In 1942, of the total of
362,827 printed ads examined, 18,221
or 5.02% were marked and set aside as being possibly false
or misleading. Of all the 1,001,450 ra-
dio commercials reviewed, only 17,-
925 or 1.79% were set aside as pos-
sibly false or misleading. In the
latest PTC report, covering 1946,
5,413 of printed ads were set aside as possibly false, and only 1.23% of the commercials were placed in
this category.
5—Radio is the black sheep
among advertising media. It would
be easy enough to answer this ac-
cusation in detail, but simply put
the first four answers together, and
you get a refutation of this charge.
6—Commercials appear to be con-
ceived for listeners of below-aver-
age intelligence, as indicated by
tedious repetition, incredible exag-
geration and silly jingles. Though
it is true that 56% of the American
people have not gone beyond eighth
grade, few radio advertisers work
on the outdated observation that
most adult Americans have only
the mentality of a 12-year-old. But
they do work on this premise—
that a large part of the radio audi-
ence is only half listening, is either
talking or doing something else
while the radio is on; and that the
audience at any particular pro-
gram or spot announcement time
is constantly changing. To make an
impression on this half-listening,
ever-moving parade, radio adver-
tisers find it necessary to make
their statements plain, simple and
unmistakable, especially because
the listener, unlike the reader, can-
not re-read radio copy. And since
the radio advertiser has no bold
type or flashy layouts at his dis-
posal, he must use either repetition
or a sound or musical effect to cre-
ate a comparable effect. The Na-
tional Opinion Research Center's
study shows that many listeners
actually enjoy jingles and other
special devices; and as far as ex-
tagitation is concerned, it is ex-
actly equivalent to the advertising
approaches used in printed media.

7—Announcers appear either to
coo or bawl, or else to slap the
listener with a mechanical hammer-
and-tongs delivery. Do critics ever
remember that announcers are
human, that they have their ups
and downs? Or that they are fre-
cently harassed, nervous and
tired? On the other hand, listeners
sometimes are voluntarily sur-
feited by too much listening and be-
come hypercritical of all radio
voices. The general high level of
what comes out of the loudspeaker,
and the broadcasters' care in choos-
ing staff announcers, should make
any one hesitate before ripping into
announcers. Dan Ehrenlich of WOR
New York, recently wrote:
"A audition approximately one
thousand men a year, and about
one percent of the auditionees
are ever considered for staff
employment; the rest must be
discarded because of inexperi-
ence or incompetence."

Not only are broadcasters show-
ing discrimination, but announcers
themselves are making a more con-
scientious, intelligent effort to avoid
the extremes, and to read their
commercials as naturally and in-
offensively as possible.

8—Stars of a program yield in-
tegrity when they participate
in commercials. Those who make
this charge would appear reluctant
to accept the basic formula of adver-
tising-supported radio. Ignoring
the fact that radio is a new medium
unlike anything that preceded it,
they compare it with the theatre
where the performer never takes
the role of a salesman. In the the-
atre, however, you pay for your
entertainment and get pretty much
what you pay for. In radio you
don't pay for your entertainment,
but you must expose yourself to
advertising messages whether they
come from an announcer, the star
of a program, or anyone else, so
that another man—the sponsor—
will be willing to pay for it. Radio
performers usually understand how
true this is and find that they are
maintaining their integrity despite
the side-line moralizers.

Frequency of Commercials
9—Broadcasters are enjoying ill-
earned incomes by cluttering up the
air with too closely-spaced commer-
cials. The simple truth about this
accusation is this—broadcasters
often responsible for advertising
abuses are the ones who are making
least money. These are the newer,
smaller or less financially secure
stations urgently in need of busi-
ness. With spot announcements sold
at relatively low rates as their chief
source of income, they must run
their spots pretty close together if
they want to stay out of the red,
and it is this practice as much as
any other that makes listeners see
red. Most of these stations are go-
ing ahead with the difficult job of
building their audiences and in turn
increasing their advertising rates
(Continued on page 40)

KMLB has more listeners than
all other stations combined in
Northeastern Louisiana!

For the third straight year, authenticating listening
surveys conclusively prove that KMLB has more
listeners in Monroe and Northeastern Louisiana
THAN ALL OTHER STATIONS COMBINED!

Reach this $103,629,000 annual buying power
with KMLB—the only radio facility clearly heard
in this area!

BROADCASTING • Telecasting

Page 36 • March 24, 1947
XLING XLING XLING XLING XLING XLING XLING XLING XLING XLING

Merchandisable Area

Bonus Listening Area

XLING XLING XLING XLING XLING XLING XLING XLING XLING XLING

Offices

BOX 1956 - BUTTE, MONTANA
SYMONS BUILDING - SPOKANE, WASHINGTON
ORPHEUM BUILDING - PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.
6381 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIF.

PACIFIC NORTHWEST BROADCASTERS

2½ MILLION PEOPLE with
A SINGLE CONTRACT

5% DISCOUNT FOR EACH MARKET ADDED

THE STATIONS

BOX 1956 - BUTTE, MONTANA
SYMONS BUILDING - SPOKANE, WASHINGTON
ORPHEUM BUILDING - PORTLAND, OREGON

THE WALKER COMPANY, 551 FIFTH AVENUE, NEW YORK, N.Y.
6381 HOLLYWOOD BLVD. • HOLLYWOOD 28, CALIF.

PACIFIC NORTHWEST BROADCASTERS

BROADCASTING • Telecasting

March 24, 1947 • Page 37
Hubbell Organizes Consultants Firm

Headquarters in Cincinnati, Offices in Other Cities

RICHARD W. HUBBELL, since 1944 television consultant to Cros- 
ley Broadcasting Corp. and production manager of Crosley's WLW 
Cincinnati, has left that post to organize Richard W. Hubbell & 
Assoc., television, radio and motion picture consultants. Firm has 
established temporary headquarters at 140 W. 9th St., Cincinnati, and will open a New York office at 630 Fifth Ave. 

Mr. Hubbell the week of April 7. The company is also opening offices in Washington and Hollywood and plans to start a Chicago office later in the year. Mr. Hubbell is one of five executives who resigned from Cros- 
ley [BROADCASTING, Jan. 27].

First client of the new firm is the Crosley organization, AVCO subsidiary. In addition to WLW, Crosley owns WINS New York, is now constructing video stations in Cincinnati and Columbus, has an application pending for a third station in Dayton and an option to purchase KSTP Minneapolis-St. 
Paul, which also has a CP for a commercial television station. Robert Jerome Smith, public relations counselor of Washington, D. C., has also retained Richard W. Hubbell & Assoc.

New firm aims at providing a consultant service to a limited number of non-competing clients, including broadcasters, sponsors and agencies. It will act in the fields of programming and production, in problems of management, merchandising and promotion, and coordinating the work of engineers in constructing and developing new projects.

Television will be a specialty for the new organization. Mr. Hubbell has been active in that field since 1939, when he joined the video staff of CBS, serving first as a director-writer-producer and later as television news editor. He is the author of two volumes on television: 1500 Years of Television and Television Programming and Production.

H. Russell McCune, creator and star of The Hank McCune Show, sponsored on KFI Los Angeles by Thrifty Drug Stores, is acting man- 
ger of the Hollywood office of the new company, located at 2201 
Tareco Drive. An alumnus of the Army Air Force who met Mr. Hub- 
bell in Cincinnati two years ago when he did some Army shows 
there, Mr. McCune will become ac- 
tive in the new firm as soon as his other commitments permit.

CHET MAXWELL, writer, producer and announcer, has joined production de- 
partment of WOCN New Brunswick, N. J.
new 1947 MICHELSON porto-playback FOR 16 INCH TRANSCRIPTION RECORDS

Brand New · Improved · Prompt Delivery From Stock

Here’s Charles Michelson’s 1947 version of the famous PORTO-PLAYBACK, for playing 16” transcription records at 33 1/3 r.p.m. and phonograph records...an entirely new conception of compactness, flexibility, tonal quality and ease of operation.

It has everything from good looks to the new permanent sapphire stylus and 16” transcription arm. Guaranteed to meet the exacting requirements of radio stations, advertising agencies, transcription companies and schools.

TO TELL AND SELL YOUR SALES STORY BETTER, ORDER YOUR PORTO-PLAYBACK NOW

CHARLES MICHELSON, inc.
PIONEERS IN RADIO TRANSCRIPTIONS SINCE 1934
67 West 44th St., New York 18 Phone: Murray Hill 2-3376

specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20” long, 12” high and 8½” wide.
SPEAKER: Latest design 6½ inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed, alternating AC current, 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone, equalizer, and volume controls.
GENNETT AND SPEEDY-Q SOUND EFFECT RECORD LIBRARY TRANSCRIBED PROGRAMS
Announces
appointment of
Avery-Knodel
INC.
as
Exclusive
National
Representatives

WEMP
BASIC ABC
The Station that Sells
Milwaukee

Hugh Boice, General Manager

Critics Answered
(Continued from page 36)

and the strictness of their regulations.

10—Advertisers and broadcasters are doing little if anything to improve the quality of radio advertising, and appear thoroughly satisfied with the status quo. On the contrary—and the public should be educated on this score—the American Association of Advertising Agencies and the National Association of Broadcasters are acutely aware of public criticism, and are making very concrete efforts to improve the quality of radio advertising and the public service rendered by sponsored programs. More progress is needed and will be made. Meanwhile, commercial broadcasting continues to make a substantial contribution to the American way of life. In the post-war era, as we face the problems of rebuilding markets, introducing new products and lifting public demand for goods to new levels, radio advertising will continue to do a job and do it well. Like other effective advertising devices, the radio commercial will play a part in helping small pay-rolls become large pay-rolls; it will continue to be a factor in mass distribution, which in turn is indispensable to mass production, to give America better products at lower prices.

Now it is up to the broadcasting industry to start a movement that will carry this ten-point public relations message to the American people.
radio: spark plug to the cash register

FASTER AND FASTER, into history, goes the sellers’ market. And out of the moth balls comes the American art of salesmanship!

Radio is doing an outstanding sales job in 1947. It is moving tons of merchandise... nationally, through network programs... and, with spot and local programs, in areas where producers want to pin-point their sales efforts. In this effective and flexible medium, the position of Westinghouse stations is unique. Here are six stations located in a half dozen of America’s most rewarding markets. Six stations which have won, through continuing service in the public interest, a high degree of audience loyalty. Six stations extremely resourceful in local promotion of their advertisers' programs... including, if you like, your own. Get details from the national representatives listed below.

WESTINGHOUSE RADIO STATIONS Inc
KD KA  KY W  KE X  WB Z  WB Z A  W OW O
National Representatives, NBC Spot Sales—Except for KE X • For KE X, Free and Peters

March 24, 1947 • Page 41
Mutual Network Now 409
As Nine Affiliates Join
MBS announced affiliation of nine stations last week, bringing the network's total affiliates to 409.

WLOF Orlando, Fla., 1000 w on daytime and 1260 kc and owned by Virginia-Florida Broadcasting Corp., joins May 1.

WDVA Danville, Va., 5000 w on daytime and 1000 n on 1260 kc and owned by Virginia-Florida Broadcasting Corp., joins May 1.

WGAD Gadsden, Ala., 1000 w on 1340 kc and owned by E. L. Roberts, joins May 1.

WWOD Lynchburg, Va., 1000 w on 1390 kc and owned by D. H. Dillard, joins May 1.

WTOB Winston-Salem, N. C., 1000 w daytime and 710 kc and owned by the Winston-Salem Broadcasting Co., joins April 15.

KMVI Wailuku, Maui, Hawaii, 1000 w on 550 kc and owned by the Maui Publishing Co., joined MBS and Don Lee last week.

WKRO Cairo, Ill., 250 w on 1490 kc, and KFVS Cape Girardeau, Mo., 250 w on 1460 kc, both owned by Owasso, Okla., join May 1.

WBBR Welch, W. Va., 250 w on 1340 kc and owned by McDowell Service Co., joins May 21.

KEYS to a new Ford sedan are presented to Hal Renollet (r), KOA Denver farm director, by Lloyd E. Yoder, station's general manager. Car was purchased for Mr. Renollet's use in his travels throughout the Rocky Mountain area to cover agricultural activities.

F. J. Russell, Sr., 67, Dies in Daytona Hospital
FRANK J. RUSSELL, Sr., 67, publisher of the News, Iron Mountain, Mich., and the Daily Mining Journal, licensee of WDMS, Marquette, Mich., died last Tuesday at a Daytona, Fla., hospital of a heart ailment. He had been taken to the hospital a few days earlier from his winter home at Ormond Beach, Fla.

Mr. Russell was widely known in newspaper circles in Michigan. He was succeeded as editor of the Mining Journal last year by his son, Frank J. Russell Jr., but retained his interest in the paper and continued as chairman of the board of Mining Journal Co. Surviving him, besides his son, are his wife and three sisters.

TV Booklet
BOOKLET containing nine separate plans for arrangement of television dealer demonstration rooms to meet varying requirements has been prepared by RCA Victor Home Instrument Dept. for franchised television retailers. The plans, which describe various standard rooms, mention arrangements to fit available space. Booklet also describes RCA Victor promotional material available to dealers.

Management

R. LEE BLACK, manager of KTVW Yakima, Wash., has been elected vice-president and member of board of directors of Cascade Broadcasting Co., station licensee.

LEW LOWRY, program director of WHIT New Bern, N. C., has been named assistant manager.

RALPH LAMBERT, president and general manager of WOBG Greensboro, N. C., is the father of a gift, Candice Elaine.

HENRY B. LOCKWOOD, member of executive committee and operating board of WOR New York, has been elected a trustee of The Brudetail Savings Bank, Brooklyn.

LLOYD E. YODER, general manager of KOA Denver, as 1947 campaign committee chairman of Denver Chapter, American Red Cross, pushed drive "over the top" by more than 60%, station reports.

EDWARD C. O'BRIEN, assistant manager of WPEN Philadelphia, has been named to head local Chamber of Commerce annual "Clean Up, Fix Up, Paint Up" campaign, May 3-17. Promotion of campaign will be done through spot announcements and transcribed messages.

WILLIAM J. ADAMS, manager of WHRC Rochester, has been in Hollywood conferring with CBS executives.

JOHN S. KNIGHT, manager of WIND Chicago and WQAM Miami, Fla., and president of Knight Newspapers, has been appointed a member of World Freedom of the Press Committee of Sigma Delta Chi, professional journalistic fraternity.

NATHAN L. HALPERN, assistant manager at CBS, is the father of a boy, Michael David.

J. N. THIVIERGE, managing director of CHBC Quebec, is on extended trip through southern part of U. S. He will return to Canada in June.

BILL REA, owner and manager of CKNW New Westminster, B. C., and Canadian representative for M. M. Cole Transcription Library, is on U. S. Pacific Coast for three weeks' business trip.

KRUX, in Phoenix, Ariz.,
On Air Round-the-Clock
KRUX Phoenix-Glendale staged a three-hour dedicated program highlighting the station's policy as Arizona's only 24-hour station. News, music and sports feature the round-the-clock schedule, along with a daily hour of Spanish language programs for the large Mexican population of Phoenix.

All-night program has been sold as a package to Medford Brewing Co., Medford, Wis. Station is owned and operated by Mrs. Gene Burke Brophy. John D. Morgan, formerly of WIND Chicago, is manager.

Radio 'Czar' Topic
ONE of the most timely, not to say most controversial, radio topics, "Does Radio Need A Czar?" will be discussed at the April 3 meeting of the Radio Executives Club of New York by NAB President Justin Miller. Mr. Miller is an ex-officio member of the NAB Special Standards of Practice Committee, which will shortly begin drafting a new industry code, and is also active in the new advertiser-agency-broadcaster advisory groups on commercial program standards which has been rumored as planning to step up a radio "Czar" comparable to those of the movies and baseball.

KTSM is building a beautiful and efficient new home
but their first thought is still the people who listen
and buy.
KTSM delivers them to you.

KTSM EL PASO, TEXAS

GEORGE P. HOLリングBERY CO., National Representatives

Page 42 • March 24, 1947
CFRB spells "SERVICE!"

Co-operation in every project of community interest

Featured personalities on all topical subjects

Regular newscasts—local, Canadian and world

Balanced programming that holds a loyal audience

Yes, in the CFRB lexicon, "service" means all these things!

During twenty years of operation, CFRB has maintained these vigilant standards. As we enter our twenty-first year of broadcasting, we renew our pledge... to benefit the community and serve the people... to produce balanced programs for you, our listeners... to produce better results for you, our advertisers. Towards this goal, we will carry forward our policy of PUBLIC SERVICE... through the next twenty years!

ONTARIO'S FAVOURITE RADIO STATION!
Yes, the mailman cometh—with tens of thousands of "proof-of-purchase" letters for one KXOK advertiser alone—Manhattan Coffee

Just a year ago, Manhattan Coffee started on KXOK with a 15-minute program, five days a week, at 11:30 a.m. Listeners were asked to enter a contest by sending in a proof of purchase—Manhattan Coffee label (or reasonable facsimile, of course).

Then things began to happen!

Week after week, the mailman brought more and more bags of mail. The weekly average for the first 13 weeks was 100% higher than anticipated. The second 13 weeks showed a weekly average that was 50% higher than the first 13-week average; during the third 13-week period, a 57% increase; and today the weekly mail response is almost three times what it originally was, and it's still growing!

These bags and bags of mail, week after week, have meant jars and jars of Manhattan Coffee sales. Dana Brown, Advertising and Sales Manager, Manhattan Coffee Company, says: "Surveys show that Manhattan Coffee has moved up from seventh place to second place in the St. Louis area. Manhattan Coffee distribution is broader than ever before—and the average number of pounds sold per outlet has more than doubled since a year ago. A great part of the credit for this increase must go to our program on KXOK."

Irwin A. Olian, President of Olian Advertising Company which handles the Manhattan Coffee account, says: "Based on past experience, we made a guess at the expected mail return from the program, and also anticipated a Hooper rating of 4 or 5. The contest response has been 5 to 6 times greater than anticipated—and the Hooper rating for the November, 1946-January, 1947, period was 7.5 (30.9% of the audience), which makes it a perfect score for KXOK."

A station's audience must be large enough, and have confidence enough in its station to achieve success like this. Add the fact that KXOK's rates are as low as or lower than any other network station in St. Louis and you have the reason why more and more advertisers put their okay on KXOK.
ADVERTISER Dana Brown, Advertising and Sales Manager of Manhattan Coffee Company, says:

"Average number of pounds of Manhattan Coffee sold per outlet has more than doubled since we began using KXOK about a year ago."

AGENCYMAN Irwin A. Olian, President of Olian Advertising Company, states:

"With a mail response 500% greater than we expected and with a Hooper rating of 7.5, this program for our client marked up a perfect score for KXOK."
FM Crisis

FM, which has been plagued with more than its share of troubles during its technical adolescence, now is confronted with what could well become a life and death crisis. The FCC, the FM Assn., and others close to the new aural service are in on the consultation.

The problem, covered in the March 17 issue of Broadcasting, and in this issue, goes to basic allocations. The tendency of stations and receivers to take advantage of their assigned channels, causing cross talk in primary coverage areas, now emerges not as a receiver design problem alone but one that affects the FM system itself.

In Syracuse, WSYR-FM was on the air several months with good results. WFBL-FM took the air one channel removed. The cross talk obliterated reception of both stations in a large part of the city. Listeners will not struggle to separate the public and the program director when a AM push button set will do the job. The same thing is happening in other areas.

The seriousness of this crisis is not minimized, although there has been a dearth of discussion about it. Syracuse, although exhausted with the visual clutter of the FCC allocation, which results in one station taking possession of the receiver from another. Something can be gained at this late date in attempting to saddle the blame. The Radio Technical Planning Board, of wartime renown, did recommend the present allocations plan, and the FCC did approve it. It now develops that not enough was known of the propagation characteristics of FM, which promotionally stamped all in radio, as well as many on the outside.

Converging upon FM at the same time is the condition which is now threatening New York City, where the signals of at least three of the nine FM operating outlets are interfering with the visual instrument landing systems at the area airports, and may have installed defective Army surplus cathode ray receivers. It will take six to eight months to replace them. This may mean that the three stations (WBAM FM affiliate of WOR, WNYC FM and WGVY) may have to be shifted to other channels, or closed down temporarily.

But the drift problem is basic. It now is evident that if FM is to become the kind of service its inventor, Maj. Armstrong, and the FCC had in mind, then additional channels may in some manner have to be provided. To provide three or four channel separation in the populous areas, means a substantial enlargement of the existing band. Where can those channels be found? FCC's big job again.

Since the Syracuse tests, one top radio executive said FM may be "a flash in the pan, certain of early demise." Another said it means AM will remain "forever." From the standpoint of the radio industry we fervently hope this does not come to pass.

Time is of the essence. There must be a reallocation in those areas with multiple FM assignments or commitments, or a redefinition of channel standards, if FM is to be spared the mortal blow.

The Time Is Now

DO YOU, as a broadcaster, want daylight saving time again this summer? If so, do, stop reading now.

If you want uniform time from April through September, there's a long chance something can be done before the change April 27.

Rep. John Dingell (D.-Mich.), has introduced a bill (HR-2414) to put all interstate commerce, including radio, on standard time. Senate Bernard Maybank (D.-S. C.) has asked FCC Chairman Denny for some facts and figures on daylight saving time, including the number of stations generally affected by the eight hours of daylight saving time in 1946, and vice versa, along with maps showing the other side.

These legislators are interested in knowing how stations generally feel. They have heard from their own constituents, who probably informed them: (1) that about 30,000,000 souls reside in DST areas, and upward of 100,000,000 do not; (2) that New York sets the pace, and all the rest of the country is forced to conform in shifting program schedules; that folks live by "radio time," not local clock time; and (3) uniform time is the answer.

So, if you're interested, write your Congressmen and Senators, with drop copies to Messrs. Maybank and Price. Keep in mind that railroads and airplanes and ships and buslines operate on local standard time. So do the cows, horses, and ships. Maybank and Price, if they feel, as we do, that there should be standard time (no DST) for radio until there is Federal action establishing uniform time nationally.

(Editors note: Remember, the listening habit is the cornerstone upon which a radio audience is built, and any reduction in listening stimulates drift and may be more than offset by curtails listening; that the reduction in listening stimulates advertisers in taking summer hiatus; that radio in about three-fourths of the country is sold short to benefit the other fourth in which network programs originate.)

NAB's Top Echelon

AFTER MORE than a year's search, President Justin Miller and Executive Vice President A. D. Willard have now announced complete organization of the top echelon of the NAB. To the competitive directorates of public relations and programs have been named Robert K. Richards, editorial director of Broadcasting, and Harold Fair, program director of WHO Des Moines.

We feel the appointments should be applauded through out radio. They are in keeping with the highly meritorious selections made by Judge Miller in other key directorates since he assumed the presidency in October 1945.

Mr. Fair is one of the nation's best known program directors. In no small measure, he was responsible for the winning by WHO of the National League baseball championship award earlier this month. He comes to the NAB with a typical broadcaster viewpoint, rather than from the talent centers.

We of Broadcasting, feel that our loss of Mr. Richards is NAB's gain. He is a young man possessing rare talents as a reporter, writer and fact ferret. If we understand the scope and duties of a public relations director in a trade organization, Bob Richards will perform the same function for the NAB as he did for the ABC.

We are happy to release Bob Richards to the NAB, where he can continue to champion the free radio cause. It was with the same feeling that we saw our associate editor, Bill Bailey join FM Assn. as its executive director when that organization was formed.

GILBERT IRWIN BERRY

WHAT HAPPENS to an All-American when he puts his jersey away for the last time? Gilbert (Gil) Irwin Berry, second only to Red Grange as an Illini immortal, became network sales head for ABC Central Division.

He made two All-Americas (1930-1932), three All-Conferences (1930-32-33). He won letters in Illinois in football, and competed in baseball and track, belonged to Phi Delta Theta, Ma-wan-da and Sachem. He was, in short, a Big Man On The Campus throughout his college career. He was also the one bright star in the great Zuppke's otherwise gloomy horizon during 1931-32 when the Illini had a firm grip on seventh place and tied for fifth in '32 in the Big Ten.

Without Gil Berry, Zuppke once remarked, they would have had to rename the conference the Big Eleven, leaving no doubt as to what position his team would occupy.

Born March 21, 1911, in Lewiston, Ill., he attended Abingdon High School where he won berths on the annual All-State basketball, football and track teams. He also set an interscholastic record of 5.4 for the 50-yard dash in 1929 that has never been broken.

But it was on the gridiron that he really shone. He could run, he could pass, he could hit the line, and, what was even rarer, he could think. When he was graduated, Gil was sought after by the pressroom just getting into a box-office attraction.

He played in the first All-Star game in 1933 and in the East-West classic the same year. In 1935 he joined the Chicago Cards and played one season before deciding his brains were worth more than the jolting he got every week-end.

With a B.S. degree in journalism, Gil found the managing editors weren't looking for All-American reporters and his first newspaper job was as a classified ad salesman on the Herald-Examiner. In 1938 he joined the Katz Agency and worked in their Kansas City office until 1940. By that time, Mr. Berry was sold on radio.

In August 1940 he joined NBC Central Division and remained until the Blue-Red split, February 1942, when he moved over with the newly formed ABC as manager of WENR and local and national spot sales manager. Two years later he succeeded Joe Hartenbower as ABC Central Division network sales manager.

Under his direction, ABC network sales in

(Continued on page 48)
The Portland Traffic Safety Commission presents this Certificate of Accomplishment to Radio Station KOIN for Outstanding Achievement in the field of Public Safety Education. Dated December twenty-sixth, nineteen hundred and forty-six.

KOIN
A Marshall Field Station
PORTLAND OREGON

AVERY-KNODEL, Inc., National Representative
Radio on Page 1

Radio is front page news in Rome, Ga. (population, 26,282), which calls itself "Radio City—of the South, That Is." On page 1 of its March 14 issue Rome's Floyd County Herald (weekly) prints a table three columns wide and 4½ inches deep headed, "What's What in Radio City," with a sub-head reading, "(Of the South, That Is)." Table lists frequencies and power on which Rome's five stations—WRGA, WROM, WBIX, WRGA-FM and WLQA operate, as well as the hours of operation, location of studios and transmitters, dates the stations were established, names of the licensees, and the names of each station's president, manager, assistant manager or director, engineer and other personnel. In addition, a three-paragraph story on the front page of the same issue of the Herald announced the fact that Rome's newest radio station, WLQA, was to take the air the following week. WLQA, owned by News Publishing Co., which publishes Rome News Tribune, operates with 1 kw on 670 kc.

Midwestern NBC Station Representatives Confer

ANNUAL MEETING in Chicago of NBC officials and representatives of the network's Midwest affiliates was held March 13, 14 and 15. One hundred station representatives attended the closed sessions in the Drake Hotel.

Speakers representing NBC included Niles Trammell, network president; Clarence L. Menser, vice president in charge of programs; Charles P. Hammond, advertising and promotion director; Sidney H. Eiges, Press Department manager; Ken R. Dyke, vice president in charge of charge of broadcast standards; and William S. Hedges, vice president in charge of planning and development.

The March 15 session also included talks by John F. Royal, NBC vice president in charge of television; B. Bevill Jr., network's research director, and Frank M. Russell, vice president in charge of NBC's Washington headquarters.

Rules Revised

REVISED Rules and Regulations Governing Aeronautical Services were adopted at FCC March 10 and will become effective May 1, the Commission announced last Monday. The changes were proposed by the Commission in January, amended March 6 and debated in oral argument before the FCC on March 10.

FM Hookup Using Landlines Planned

3 Stations to Carry Weekly AAF Symphonic Band Concerts

A THREE-STATION FM hookup, said to be the first in FM employing landlines rather than radio relay, has been arranged to carry a series of weekly concerts of the AAF Symphonic Band to listeners in the Washington, Baltimore, and New York area.

The programs, each Wednesday from 10 to 10 p.m. starting March 26 and extending through May 7, will be broadcast by WASH Washington, WTHF-FM Baltimore, and W2XKX New York's high and low-band stations at Alpine, N. J., W2XMN and W2XEA.

WASH, which will originate the broadcasts is constructing a special stage to accommodate the 65-piece band in the Dept. of Interior Auditorium, Washington, where the concerts will be presented. Maj. George S. Howard is commanding officer and conductor.

Officials of WASH said 8,000-cycle lines would be used to carry the broadcasts to the Baltimore and Alpine stations, and that it was the first known FM "link-up" using landlines rather than radio relay.

The AAF, in an announcement of the concerts, pointed out that the band made one previous FM broadcast and that "calls praising the brilliance of music quality . . . were so numerous, limited switch-board facilities at the Dept. of the Interior building were pitifully overtaxed by the unexpected reaction."

KVOE Santa Ana, Calif., Increases Power to 1 kw

KVOE Santa Ana, Calif., 250 w station on 1480 kc and an affiliate of Don Lee-Mercury, has increased its power to 1 kw on March 12. Besides new RCA 1-K transmitter, equipment includes latest in Presto double-tune recording apparatus.

Licensee John J. Poor is Voice of the Orange Empire Inc., Ltd., with Ernest L. Spencer president and general manager. Larry S. Nicholson is sales manager, Wallace S. Wiggins program director and chief engineer, and Cecil G. Stephens assistant program director. Other personnel includes Stanley G. Guenicher, technical director and operator-engineer; Lesley E. Chatfield, chief announcer; Herb Smith, announcer; Marjory Marsh, promotion manager.

KRUX Radio Arizona

KRUX, new Phoenix station which went on the air March 5 [BROADCASTING, March 10], was incorrectly identified as key station of the Arizona Network. KOY is the Arizona Network’s key station. KRUX went on the air with the new Radio Arizona Network. BROADCASTING regrets the error.
The heart of entertainment has always been music.
The heart of American music is ASCAP

Down through the years it has been the professional ASCAP composer who has provided the foremost dance music, popular ballads, chorales, religious, concert and symphonic works.

There is no substitute for talent...and for more than three decades ASCAP has had the privilege of representing the leading talent in the field of music.

Today the Society is proud to offer the commercial user of music, through its licensing program, this comprehensive repertoire by the foremost authors and composers of America. Without an ASCAP, every organization or enterprise which uses music would be obliged to contact individual copyright owners to obtain permission to use their copyright works. That such a chaotic situation does not exist is due in part to the Society. With an ASCAP license, the music that means most to America is immediately available.

The American Society of Composers, Authors and Publishers

30 Rockefeller Plaza, New York 20, N.Y.
Hollywood, has vice operative for many years on AUSTIN York, ZEINER, Fur Fashions, B.

CHESTER J. WRIGHT, executive and director of Cleveland & Dept. of

Diego PONTIUS, manager. Subjects by own Yankee Network &

Co., & Fenton, has joined agency's copy editorial staff. Formerly with

James Thomas Chirurg as assistant to publicity at

Pardee, Cash & assistant to publicity at

former Colorado economists have joined agency's copy editorial staff. Formerly with

Hollywood -Chicago agency, that city, in capacity.

FRIEDEL as copy chief at agency.

PEYTON CARROLL, formerly with Poste, Cone & Belting, Hollywood, has been named account executive. RICHARD GANO of agency's production staff is Mr. Richmond as production head.

JOS PARKER, producer of Blow Co., Hollywood, has resigned to freelance. SHERMAN & MARQUETTE Inc. has moved Hollywood offices to 851 Hollywood Blvd. Telephone is Hollywood 3131.

HARRINGTON & BUCKLEY Adv., San Francisco, has opened Los Angeles offices at 896 Wilshire Blvd. GEORGE N. SCHNEY, recently resigned business and commercial manager of KFI Los Angeles, who joined agency as partner (BROADCASTING, Feb. 10), is manager of newly established offices.

BETTY SEELEY BISHOP, former fashion copy writer of J. W. Robinson Co., Los Angeles (department store), has joined Allbritton Press & Company, city, as assistant executive, replacing KAY C. JONES, resigned.

ROBERT L. NOUREE Jr., Pacific Coast manager of Dorland International-Pettingell & Press, Los Angeles, is in New York conferring with home office executives on summer-fall business.

T. E. BACKSTRA, formerly with Stewart-Lovitch, Toronto, and former radio director of James Fisher Co., that city, has joined Spitz & Mills, Toronto, in media department.

H. KENNETH BROWN, Army veteran formerly with Graphic Arts Unit of Dept. of Interior, has joined Kaufman & Assoc., Washington, as production manager, succeeding LOUIS KAUFMAN.

ALICE GARDNER, former copy writer for Howard & Singleton Co., has joined Atherton & Co., that city, in similar capacity.

LOUIS W. WINTERS, former advertising manager of Poste-Hayman Co., San Francisco (work clothes mgc.), has joined Rabistoff, Van Norden & Blount, that city, as assistant production manager.

ED FITNEY, formerly with Young & Rubicam, and Dohane & Coe in New York, has joined agency's copy staff.

AD KLEIN, former account executive of Blow Co., San Francisco, has joined Leon Lavin Advertising Adv., that city, in similar capacity.

JACK VAUGHN, for 12 years KIEV Glendale, Calif., salesmen, has joined Pat Co., Glendale.

THOMAS W. REICH, account executive at Ruthrauff & Ryan, New York, has been named to agency's plans board. He formerly was assistant advertising manager of Standard Oils, New York.

JAMES W. JOHNSON, executive of agency which sells for 75 years in Hollywood, has been elected a vice president.

DAVID OLEN & Assoc., Los Angeles, has established a new branch office in New York and has been elected a vice president.

ALDRIC RUTHERFORD, formerly with Ruthrauff & Ryan, New York, has joined Doherty, Clifford & Shenfield, that city, as account executive.

JAMES W. JOHNSON, executive of agency which sells for 75 years in Hollywood, has been elected a vice president.

DAVID OLEN & Assoc., Los Angeles, has established a new branch office in New York and has been elected a vice president.

JAMES W. JOHNSON, executive of agency which sells for 75 years in Hollywood, has been elected a vice president.

DON STAUFFER, vice president of Sullivan, Stanger, Colwell & Baynes, New York, is in Hollywood conferring with PENNY VAN NOSTRAND, head of Hollywood office.

PEYTON CARROLL, formerly with Poste, Cone & Belting, Hollywood, has been named public relations director of Western Adv., Los Angeles.

PEARL N. CLEMENTS, former copy writer of Lyle Hosler Adv., Peoria, Ill., has joined the Chicago Advertising Co., in similar capacity.

WILL GRANT Adv., Los Angeles agency, has moved to new offices at 315 West Ninth St.

THOMAS C. WILSON has withdrawn from Wilson, Boran & Assoc., Los Angeles, to devote full time to Thomas C. Wilson & Co., San Diego. Former agency's name continues unchanged.

FOOTE, CONE & BELTING, New York, has resigned account of Petroleum Advertising Co., New York, and has opened an office at 101 W. 33rd St., New York, under the name of Foote, Cone & Belting.

The Duane Jones Plans for 1947

For Best Employe Ideas

AT THE FIFTH anniversary celebration of the Duane Jones Co., held at the Metropolitan Club, New York, on March 15, the award ceremony was made by Mr. Jones, president, of the Duane Jones annual award to be granted to any employee who produces the award idea or idea that sells the most goods per dollar spent in 1947. The award trophy will be on view in the agency's reception room and at the Duane Jones annual award presentation at the sixth anniversary next year.

Mr. Jones also revealed that the agency which started with three products and $1,200,000 in billings in 1942, now has 31 accounts and total billings of $12,600,000 for 1947.

The agency has run full page ads in various newspapers entitled "Why not an award for the ad that sells the most goods?" explaining its award plan.

WAPB Transfer

CONSENT is asked of FCC in application filed last week for transfer of control of WAPB Ponce, P. R., from present group of stockholders to the same group with the approval of F. Salter, deceased. Mr. Palermo held 100 shares (4%). In his place in the new group is his widow, Iona Big ray Vida. Salter, acting as judicial administrator of the estate. No money is involved in the transaction. Another application will be filed using distribution of the 100 shares, the present request stated.

DON FRANCISCO, vice president of J. Walter Thompson Co., New York, will assume the principal speaker at the annual convention of the National Association of Advertisers this year.
This is November Sixth St., so named because on that day the City of Memphis voted overwhelmingly for TVA power.

Perhaps some day there'll be an "Aug. 1st Street" in Memphis

Aug. 1—that's an important day in Memphis history also. That's the day WHHM first went on the air.

Now, a little more than seven months later—look at the robust Hoopers* enjoyed by WHHM—the freshest concept in Memphis broadcasting.

We've found it pays to be independent but not aloof—for we cater to the desires of an appreciative audience for alert programming, music that's so easy to listen to... sports (ALL local play by play broadcasts)... news... in fact everything to keep audience attention at its peak.

The Avenue to Stepped-up Sales is plainly Marked -- WHHM

*WHHM delivers
More Listeners per Dollar
in Memphis

March 24, 1947

WHHM
MEMPHIS, TENNESSEE
THE MID-SOUTH'S 24 HOUR STATION

Represented by FORJOE & CO.

March 24, 1947 • Page 51
Housewives of Worcester and central New England go all out for WTAG's Modern Kitchen—and for good reasons, too. So do advertisers for equally good reasons. Gretchen Thomas speaks with friendly authority five days a week on everything connected with the kitchen—preparation of food, shortcuts to economy, the art of home making. Housewives abide by and are grateful for her recommendations. Just as Gretchen Thomas is a big favorite with thousands of central New England housewives, so do advertisers find this popular program a peak spot to keep brand names alive in this prosperous $300,000,000 market.

Available for food account participation.

State FM Group Planned

By Broadcasters in N. C.

Statewide organization of North Carolina FM broadcasters will be formed in Wilson on April 21 as an affiliate of the national FM Assn, launched in Washington, D. C., in January. FM broadcasters and applicants for FM licenses in North Carolina will be invited to join the new organization.

Plans for the meeting at Wilson were made March 14 at a meeting of the proposed new group's steering committee at Raleigh. Attending were Allan Wannamaker, WCVM and WMFM-Wilson; E. Z. Jones, WBBB and WBBB-FM Burlington; Keith Byerly, WBT and WBT-FM Charlotte; Joe Horne, Rocky Mount Teleaim; Gaines Kelley, Greensboro News-Record; Harold Essex, WSJS, WMIT and WSJS-FM Winston-Salem. Seventh member of the steering committee, Richard A. Dunlea, WMFD Wilmington, was unable to attend.

George Lavoie

George Lavoie, 67, manager of CJBR Rimouski, died on March 9 at his home after a short illness.
INVISIBLE BUT INVALUABLE

The invisible part of any Blaw-Knox Radio Tower is the accumulated experience gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

The Blaw-Knox Tower you buy contains this priceless element without extra cost to you. Let us discuss your requirements without obligation.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh 22, Pa.
Broadcasting Again to Take Top Role
In Promoting Treasury Bond Campaign

BROADCASTING will be the No. 1 medium in promoting the Treasury's new bond selling drive, to be conducted in June and July when a new "Buy a Bond a Month Plan" is introduced to supplant the pay-roll deduction plan, despite increased participation by other media.

Plans for media participation were drawn up at a meeting held in Washington Wednesday at which Secretary of the Treasury John W. Snyder explained the debt situation. Idea of the new campaign is to broaden the base of ownership of the $260,000,000,000 national debt, he explained. Individual purchases are expected to replace bonds held by banks, exchanging short-term for long-term debt. The plan has been tested in several states.

Persons who agree to buy a bond each month will sign a card directing a bank to debit their account each month, with bonds mailed to buyers monthly in franked envelopes by the Treasury. E-Bond sales have been increasing since V-J Day, according to Secretary Snyder. It said bankers report a trend to old-fashioned ideas of thrift, living within income and paying debts.

Treasury radio campaign material will include transcribed programs, transcribed spots and live spots. The Advertising Council has arranged with advertisers to place Bond messages on sponsored network programs with a total of 300,000,000 impressions per week. NAB will arrange for messages to appear on network sustaining programs and also will arrange participation of individual stations. In charge of this phase is Arthur C. Stringer, NAB director of special services, who attended the bond meeting as industry representative.

Time and space to be donated to the campaign will total $10,000,000, the Advertising Council estimates.

130 Stations Have 'Mikes'
As Local Weather Bureau
MICROPHONES are maintained by 130 broadcast stations in Weather Bureau offices, according to an article by Charles B. Carney in the March Domestic Commerce, published by the Dept. of Commerce. Mr. Carney, of the Division of Reports & Forecasts Weather Bureau, points out that the broadcasts include local and national forecasts and summaries of weather.

The latest forecasts, as a result of the broadcasts, thus are made available to merchants even in the smallest towns, Mr. Carney says in the article, titled "Weather Bureau Service to Retail Business."

A SUPER SHOW - A SUPER SALESMAN

Completely Transcribed

"HYMN TIME"

featuring

SMILIN' ED MCMORELL

78 QUARTER-HOUR TRANSCRIBED SHOWS

- HOURS BROADCASTING WITH A FOLLOWING NUMBERING MILLIONS, AND A RECORD OF SALES THAT RUNS INTO THE MILLIONS OF DOLLARS...FACTS SUBSTANTIATED BY SPONSORS AND STATIONS ALIKE.

CHARLES MICHELSO, inc.

For details and rates, write, wire or phone

CHARLES MICHELSON, inc.

Pioneer Program Producers Since 1934

67 WEST 44TH STREET, NEW YORK 18, N. Y. • MURRAY HILL 2-3376 - 5168

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ALLIED ARTS

Clayde D. Dickey, recently returned from a one-year assignment in Italy for ITT, has been appointed general sales manager of Magnavox Phone and Radio Corp., Clifton, N. J., manufacturing division of T.A.

E. A. Tracey, president of Majestic Records and Majestic Radio and Television Co., New York, is in Hollywood for two weeks to check Burbank plant and local video operations.

Elythyn Brookwater, senior field engineer of Los Angeles AFRA and Stanley Howard Edwards, chemical engineer, are to be married March 24.

EBBE DANIELS, film executive and executive producer of Hal Roach Studios, Culver City, Calif., has made agreement with Enterprise Records to establish new juvenile record department under the name of EBBE DANIELS PRODUCTIONS in Hollywood. She will produce the children's records exclusively.

Lawrence M. Braun, former vice president of Electronic Corp. of America and RCA International Corp., in association with Samuel Davis, former employees of ITT, have formed Universal Mart Assoc. Corp. Offices are at 12 Moore St., New York.

Robert C. Black, former director of advertising and publicity relations for automotive division of Earl C. Anthony Inc., Los Angeles, and later in recording division of KFI, that city, has joined Bishop & Assoc., Los Angeles.

David Tytherleigh, Hollywood district manager of ASCAP, is the father of a girl.

Leonard Jacob II, former second vice president of International Telephone and Telegraph Corp., New York, has been elected a vice president of firm. He has been with IT&T for more than 20 years.

Lance C. Ballou Jr., Navy veteran, has been appointed promotion manager of W. B. Television Mfg. Corp., New York. Mr. Ballou recently completed survey tour of television cities from coast to coast.

Pierre F. Marshall, former head of advertising for McCormick & Co. Baltimore, has been appointed advertising manager of Magnavox Co., Fort Wayne, Ind. (radio-phonographs).

Frances Hyslop, formerly with research division of RKO, New York, has joined Selling Research Inc., that city.

Charles Michelson Inc., New York, has issued report on orders for new Michelson Portable-Mike machine received since first of year. Report includes 62 stations, 19 advertising agencies, 15 transcription companies, 6 schools and 2 publishers.

Expands TV Schedule

General Foods Corp., New York, which recently contracted with WCBS-TV New York to co-sponsor with Ford Motor Co. that station's telecasts of the 77 home games of the Brooklyn Dodgers this year, last week announced that its campaign will include both other New York television stations. On WNBT (NBC) the food concern will sponsor a full-hour telecast each Thursday evening. Details are not set, but it is anticipated that 50 minutes of that time will be devoted to a video version of Juvenile Jury, sponsored by General Foods on Mutual. Company's WABC (Blue) schedule calls for five weather reports weekly. As with the baseball telecasts, various products will be featured on the commercials, with three agencies involved in their preparation—Benton & Bowles, Foote, Cone & Belding, and Young & Rubicam.
The Sun never sets on Presto Recording Equipment

There's hardly a spot on the globe that isn't within hearing distance of Presto equipment. The reason lies in the unadorned merit of the equipment itself. Engineers are not easily taken in by fine phrases relating to the equipment they use. It is always the performance that counts.

The record of Presto firsts in the recording field is long and imposing. Presto creative engineering plus precision manufacture have kept Presto in the forefront for more than a decade. This is evidenced by the high regard in which Presto equipment is held, not only in this country, but everywhere in the world. It all adds up to this supportable statement: Engineers prefer Presto for performance.
March 14 Decisions

BY COMMISSION EN BANC
Midland BestCo., Kansas City—Denied petition insofar as it requests reconsideration of Commission's order of Jan. 24, 1947, designating petitioner's application for hearing and referendum of Oct. 23, 1938 as disapproved. Insofar as petition requests determinations regarding interference with stations WXO (Kansas City) and WMIN (Kansas City), petition is granted and issues 4 and 5 are revised. Further order that Commission reconsider applications presently scheduled for hearing and referendum with meaning of the Rules and Standards.

WKMI Dearborn, Mich.—Denied petition for enlargement of issues in application for license to cover WOOG, Dearborn, Mich., as a non-commercial educational station.

WLW New York—Denied petition to dismiss without prejudice application for television station.

Harold M. Jacobs, Calif.—Denied petition to dismiss without prejudice application for television station.

Montana Best and Television Corp., Missoula, Mont.—Granted petition to dismiss without prejudice application for television station.

Missouri Radio Assn., Missouri, Mont.—Commission on its own motion reverts to hearing of applications.

Texas Star BestCo., San Antonio—Granted petition for waiver of Rules and accepted written appearance in reapplication.

Merco BestCo., Grosse Pointe, Mich.—Denied petition for leave to amend application so as to add station to the applications for a station to serve the area.

East Side BestCo., Kirkland, Wash.—Denied petition for leave to amend application so as to change the application to include a station to serve the area.

Radio Voice of Springfield, Ill.—Commission on its own motion reverts to hearing of applications.

WAIM Anderson, S. C.—Denied petition for leave to amend application to include a station to serve the area.

Standard Tobacco Co., Inc., Mayville, Wis.—Denied petition for leave to amend application for CP so as to show change of location and population as proposed to be served.

Columbia BestCo., Fort Worth, Tex.—Denied petition requesting continuation of hearing on its application presently scheduled for March 25, and continued said hearing to May 22 at Fort Worth.

March 14 Decisions

ACCEP TED FOR FILING

AM-1290—Grant.

Acceptance for filing

Date

AM-1290

Alaska BestCo., Fairbanks, Alaska—CP new AM station 1290 kc 1 kw.

AM-1340

Alaska BestCo., Steward, Alaska—CP new AM station 1340 kc 250 w.

Remote Pickup

Wm. Odosky, Portable, area of Southern Calif.—CP new remote pickup station 1540 kc 5 kw.

AM-1390

Deland BestCo., Deland, Fla.—CP new FM station K261Bc.

AM-1450

Cumberland Co., Pikesville, Ky.—CP new AM station 1240 kc 250 w.

AM-1120

Keig Crowley, Mod. of CP as modified, which authorized new AM station, to make changes in ant. and change type of CP.

Modification of CP

WBOC Salisbury, Md.—Mod. of CP which authorized changes in antenna, power, power with antenna, power, power, and changes in transmitting equipment and installing AM-N to make changes in DA for N use.

AM-1490

WGMK Bay City, Mich.—CP mount FM ant. on top of AM tower and more trans.

Modification of CP

KYSM-BestCo., Fargo, N. D.—Mod. of CP which authorized new AM station, to make changes in transmitting equipment and installing AM-N to make changes in DA for N use.

AM-1490

KAFM St. Cloud, Minn.—CP to make changes in ant. and CP.

AM-1490

KSYE Oklahoma City—Mod. of CP as modified, which authorized new AM station, to change type of transmitter, and studio location.

AM-1490

KWBU Corpus Christi, Tex.—Mod. of CP which authorized new AM station to change type of transmitter, to change hours of operation from 2 am to 7 am.

AM-1490

KWOM Gulfport, Miss.—CP new FM station (Station B) Channel 254 (98.5 mc) as authorized.

AM-1490

KXSE Great Falls, Mont.—CP new FM station, transmitting equipment and installing AM-N to make changes in DA for N use.

AM-1490

KWCC St. Paul, Minn.—CP new AM station 750 kc 250 w.

AM-1490

KXEY-AM Berkeley, Calif.—CP as modified, which authorized new AM station, to change type of transmitter, and studio location.

AM-1490

KWTF Port Huron, Mich.—CP to make changes in ant. and CP.

AM-1490

March 17 Decisions

THE SECRETARY

KYFD Long Island, N. Y.—Grant.

March 17 Decisions

BY THE SECRETARY

KXSI St. Paul, Minn.—Grant.

March 17 Decisions

WBBM Chicago, Ill.—Grant.

March 17 Decisions

WIPR Chicago, Ill.—Grant.

March 17 Decisions

WLOF Norfolk, Va.—Grant.

March 17 Decisions

WANG Bangor, Me.—Grant.

March 17 Decisions

Continued on page 60
UN BROADCASTS WELL RECEIVED BY RUSSIANS

IN CONTRAST to cold shoulder accorded by Soviet Government to the State Dept's Voice of America Russian-language program, a comparatively hearty official reception has been given to UN broadcasts from studios at the Lake Success, N.Y., meeting grounds.

The UN Radio Division has broadcasting four months in five languages—Russian, English, French, Spanish and Chinese—over facilities provided by the State Dept. and the Canadian Broadcasting Corp.

Whereas Voice of America has been experiencing poor reception—due partly to sun spots—the UN programs have been picked up with marked success, even on ordinary five-tube sets.

The Soviets have been so impressed by the quality of UN news programs that the Moscow Radio Committee, an official government agency, has reportedly recorded many of them for rebroadcast throughout the Soviet Union, and in some cases by Radio Moscow for its foreign listeners.

Color Commentary?

READERS of the Washington Post last week found a two-column story headlined "CBS Loses Plea to Operate Color Television Stations" followed by a headline of equal size proclaiming "Not So Wild a Dream." No adendum to the color television story, however, the latter headline was in an advertisement of the book of the same name by Eric Seveaid, director of the CBS Washington news bureau.

WDUZ Green Bay Plans To Start About April 15

WDUZ, owned by Green Bay Broadcasting Co., will be launched about April 15 at Green Bay, Wis., Ben A. Laird, president and general manager, announces. Station has FCC authorization for fulltime operation with 250 w on 1400 kc and will be affiliated with ABC. Studios and offices, now under construction, will occupy an entire floor of Green Bay's Nicolet Bldg.

General Manager Laird formerly held a similar post at WOSH Oshkosh, Wis., and also previously was with WHBY Appleton, Wis. Besides Mr. Laird as president, officers of the company include: L. S. Kramlich, vice president and treasurer, and C. L. Kramlich, secretary. The Kramlichs, new to radio, own the Kramlich chain of food stores in Wisconsin.

Robert C. Nelson is program director of WDUZ.

Commercial

O'VILLE F. LAWSON, formerly with WTOP Washington, D.C., has joined the Walker Co., Minneapolis, as sales manager.

LOUISE METER and BOB LAMB have joined CHSJ Radio in Kew Beach, Calif., as account executives.

DON STALEY, account executive of KFPO San Francisco, has transferred to CBS that city, in similar capacity.

RIL L. CAMPBELL, has been named sales manager of KYON Plainview, Tex., succeeding KERMIT S. ASHY, resigned.

BETTY ROBINSON, member of sales department of WOGY Minneapolis, has been appointed traffic manager.

RICE WATTS, formerly with various Los Angeles area stations, has been named sales manager of KYON San Diego.

ELMER F. ANDERSON, formerly with Veterans Administration, Indianapolis, has been named grocery trade relations field representative of Indianapolis area for WLW Cincinnati.

FORJOE & Co. has been appointed as national representative for WNEX Macon, Ga.

ROBERT L. NICOL, account executive at WTTM Trenton, N.J., has been awarded by Judges of City of Philadelphia with Palma, for distinguished service as pilot observer while serving with 5th Artillery Div.

HERBERT SCHORR, formerly with WSIP and WAGE Scranton, Pa., has joined sales staff of WOV New York.

DIANA BRISTOW, formerly with KKBO Aberdeen, Wash., has joined KWSC Pullman, Wash., as sales assistant.

JOHN L. PALMER, formerly with KGW and KEX Portland, Ore., has joined KOIN that city, as national advertising manager.

KFWO Los Angeles has appointed Gene Grant of Co., Hollywood, as national sales representative.

JOHN BLAIR & Co., Chicago, has been appointed national sales representative for WKBW Buffalo. Appointment was made during special two day program, May 20-21, with representatives of station and Blair firm meeting to discuss program and business policy.

ASCAP Bill Vetoed

COPYRIGHT bill forbidding owners of musical works to operate in conjunction with other copyright owners to enforce public performance of their works was vetoed March 15 by Gov. Ralph F. Gates, of Indiana. The bill had been amended to exclude broadcast stations, networks and television. Gov. Gates said the bill is open to "serious constitutional questions" and deals with a subject which should be dealt with on a national level.

Directors to Meet

QUARTERLY MEETING of directors of Assn. of Broadcasters will be held at Toronto on April 15. Executives of CAB will report on the regional meetings held throughout Canada since they last met and will forward recommendations of member stations regarding preparation of briefs for presentation to parliamentary committees, action on CBC regulatory matters and recommendations on FM, as well as plans for the CAB annual meeting at Jasper, Alta., June 9-12.

TRUSCON RADIO TOWERS

made strong
stay strong
under the most
difficult service
requirements

- WSPR, Springfield, Mass., owns and operates two Truscon Radio Towers. Recently it was necessary to move one of the towers 50 feet to a new foundation. The Truscon tower was left intact...even the tower lights were left in position...the whole job of moving, as shown by the sequence of photos here, was accomplished in two days...and the tower was put back into service immediately.

This is a typical example of Truscon Radio Tower ruggedness—the result of good engineering, good materials and good construction. Truscon can engineer any type of tower you desire...guaranteed self-supporting either tapered or uniform cross-section...tall or small...AM or FM. Truscon engineering consultation is your without obligation. Write or phone our home office at Youngstown, Ohio, or any of our numerous and conveniently located district sales offices.

TRUSCON STEEL COMPANY

YOUNGSTOWN 1, OHIO

Subsidiary of Republic Steel Corporation

Manufacturers of a Complete Line of Self-Supporting Radio Towers Uniform Cross-Section Guyed Radio Towers Copper Mesh Ground Screen Steel Building Products.
WSM NASHVILLE employees joined in a pre-broadcast test of the General Electric "opinion meter," which made its national debut this month in Nashville under the sponsorship of WSM and The Tennessean. The electrical device, which measures degrees of opinion of an audience of 120 people in 10 seconds, was given its first air demonstration on WSM's farm show, Noontime Neighbors, on March 11.

Miller Leads Drive To Assist Juveniles

Calls on Stations to Take Active Role in Campaign

ALL BROADCAST stations were urged to take active part in the effort to ease the juvenile delinquency problem in a letter sent by Justin Miller, NAB president, to member stations.

Judge Miller has been in consultation with the Dept. of Justice through the Conference on Juvenile Delinquency and has been active in a committee of the American Bar Assn. The problem is urgent and must be attacked at the community level, these groups agree.

He declared radio "is ideally situated to stem-wind a nationwide drive" in communities because of its ability to arouse public awareness of the danger inherent in the problem. A series of bulletins will be sent stations and several NAB departments are gathering ideas, scripts and research material.

Judge Miller's letter concluded: "I should like to be able to say that the thousand broadcasting stations that belong to NAB are going into action in a continuing fight to help American youngsters become good American citizens."

The subject is expected to come before the NAB Program Executive Committee, which meets April 1-2 at the Waldorf-Astoria, New York. Committee chairman is Merle S. Jones, WOL, Washington.

SALES FIGURES ARE UP FOR GENERAL FOODS

DOLLAR SALES of General Foods Corp. in 1946 topped 1945 figures by 14.1%, marking the ninth straight year a new record high level has been reached, it was announced last week by Clarence Francis, chairman of the board.

Last year's sales were reported as $330,991,107, as compared with $290,028,096 in 1945. Net earnings, after providing $3,000,000 for contingencies, were $18,147,515, or $3.25 per share, while in 1945 they were $13,143,763, or $2.36 per share. Although no provision for contingencies was made during 1945, this was added in 1946 in lieu of the substantial increase in commodity prices during 1946. Income tax in 1946 amounted to $13,033,000, while in 1945 it was $14,763,000.

Mr. Francis said that "behind the sales increase lay both larger unit volumes of sales of most of the major divisions, and increases in average unit prices which reflect principally the higher costs of materials and higher wages and salary rates."

WDRC Moves

WDRC-FM Hartford, Conn., is now sending signals at its permanent location of 94.3 mc, a shift from 106.3 where it has been for some time. The station is on the air daily from 3 to 9 p. m.

The "Magic of a New Market"

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

The Voice of Pomona Valley

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

The MUTUAL program that pulled

1,000,000 letters in 125 days

The program is "Heart's Desire"—the new daytime surprise hit—produced by America's top originator of daytime successes including Mutual's "Queen."

"Heart's Desire" started on Mutual on September 9 and immediately the mail began to pour in. By October 19, the program had received over 100,000 letters; on November 15 it was over 250,000. By that time (with no attempt to reach a record mail pull) there was no stopping it. On February 27th the 1,000,000th letter came in. They're still flooding in—the record for one week being 126,000 letters.

That's audience response that an advertiser—that you—can convert into bigger sales figures—because the program is available for sponsorship.

And here are additional facts:

"Heart's Desire" has the strip a half-hour following the high-rating "Queen For A Day," In between is "Harlem Hospitality Club" (catch this one, too).

"Heart's Desire" has a loyal, growing audience. Its rating trend is almost an exact duplicate of "Queen's" rating pattern.

"Heart's Desire" has strong emotional appeal ... and exceptional merchandising possibilities.

"Heart's Desire" is not only a moderate cost show—it's a buy.

We will be glad to rush you the full story.
USE NRBR's RADIO CAMPAIGNS for Local Advertisers

50 or more campaigns each month — 12 commercials packed with tested sales appeal and presence in each campaign. Also Seasonal Campaigns, Special Events and "Credible Program Ideas, Planning Guide and other important side. Used by more radio stations that all other continuity services combined, you are priced to save. Write for FREE SAMPLE today.

The National Research Bureau, Inc.
Chicago 10, Ill.

\[quote\]
“A Clearing House of Tasted and Successful Ideas.”
\[/quote\]
frequency from 1450 to 1230 kc, and
install new vertical ant. with FM antenna mounted on top. Contingent upon relinquishment of 1230 kc by WRJD.

AM-1260 kc

WINZ Hollywood, Fla.—CP to change hours of operation from D to unii., with 1 kw D and 1 N, install DA N only, and change trans. location.

AM-1290 kc

WSIR Winter Haven, Fla.—CP to change frequency from 1150 to 1230 kc.

AM-1340 kc


AM-1290 kc

WHOW Clinton, Ia.—MOD. CP which authorized new AM station, to change power and hours of operation from 1 kw D to 1 N, 5 kw D, unii., time change type of trans. and DA N only for night use, and approval of trans. location.

AM-700-1950 kc

WSYI Helsinki, Ill.—MOD. CP which authorized increase in power, change type of trans. and studio location, from change frequency from 1140 to 1150 kc, change hours and hours of operation from 1 kw D to 500 w N J D unii., install DA N only for N use and for extension of commencement and completion dates.—AMENDED to make changes in DA (D) for N use only.

AM-1500 kc

KVGB Great Bend, Kan.—MOD. CP which authorized increase in power, installation of new DA and DA N for N use, and change trans. location, to change type of trans. and for extension of commencement and completion dates.—AMENDED to make changes in DA (D) for N use only.

AM-1450 kc

The Acme Best Co., Elizabethtown, Ky.—CP for new standard station 1450 kc 250 w unii.

AM-1450 kc

John F. Kramer, Cambridge, Md.—CP for new AM station 1450 w 1 kw D.

AM-810 kc

KCMO Kansas City, Mo.—MOD. CP which authorized increase in power, installation of new DA and DA N for N use, and change trans. location, to change type of trans. and for extension of commencement and completion dates.—AMENDED to make changes in DA (D) for N use only.

AM-1370 kc

WSAY Rochester, N. Y.—CP to increase power from 1 kw unii. to 5 kw unii., install new trans. and make changes in ant. (DA-N) and change from DA-DN to DA-N.

AM-850 kc

WBXW Utica, N. Y.—CP to change frequency from 1230 to 850 kc, increase power from 2 kw D and 5 kw N to 5 kw D and N, install new trans. and DA-D for D and N use, and change trans. location.

AM-630 kc

WMFD Willimington, N. C.—CP to change frequency from 1450 to 620 kc, increase power from 1 kw D and 1 N to 5 kw D and N, install new trans. and DA-D for D and N use, and change trans. location.—AMENDED: to make changes in DA (D) for N use only and modify DA to DA-D.

AM-1390 kc

WLAI Lancaster, Pa.—CP to change frequency from 1260 to 1290 kc, change hours of operation from D to unii., with power of 1 kw D and 1 N, install DA (D) for D and N use and change trans. location.

AM-1530 kc

Roy Hofheins and W. N. Booper, a partnership d/b/a Texas Star Broadcasting Co.,

(Continued on page 69)
Mr. Cox

MURRAY COX, former county agricultural agent for Stephens County, Okla., has joined KMBC San Antonio, and its FM outlet, KISS, as new editor. Cox has joined KMBC San Antonio, and its FM outlet, KISS, as new editor.

LEE WOOD, for four years news writer for SAM HAYES, Hollywood newspaper-commentator, has joined ABC Hollywood newsroom staff.

AL ELLISON, newsmen at WAAB Worcester, Mass., is convalescing after a major operation.

HAL RODD, formerly of CJOB Winnipeg, has joined CWX Vancouver, as night supervisor and news editor.

FRANK LOUTRETT, manager of ABC Western Division news and special events, March 8 convened National Council of Catholic Women of Archdioce of San Francisco, under "Radio as an Instrument of Good."

Application Is Tendered For Severance Of WOKO Dupoly Tie With WABY

SECOND PHASE of the move by WOKO Albany, N. Y., to place itself in position to request a regular license was effected last week through filing at FCC of application for severance of dupoly association with WABY that city. First phase constituted reorganization of WOKO ownership so as to remove from a voice in station's corporate affairs those whose actions had constituted the basis for Commission's denial of license renewal for WOKO [Broadcasting, March 3].

Present application asks transfer of 52.5 shares in WABY held by Raymond M. Curtis, and a like interest held by Harold E. Smith, to Press Co, Inc. in exchange for its 250 shares in WOKO. The two transferors in addition to their WABY holdings give the Press Co. a money consideration of $5,000 each. Transcript then would hold all 300 outstanding shares in WABY. Press Co. publishes the Albany Knickerbocker News.

Under the first phase of the reorganization Mr. Smith exchanged his 255 shares common stock (33.55%) in WOKO for non-voting stock and does likewise with the additional interest resulting from the WABY deal. Mr. Smith is general manager of WOKO and before the reorganization had been officer of the licensee.

WOKO president and treasurer, Mr. Curtis, also owns 255 shares in that station. With acquisition of acquisition of part of the Press Co. interest, and relinquishment of voting interest by Mr. Smith, he gains control of WOKO. Consent to this shift was requested in the earlier application.

The overall reorganization plan had been proposed by WOKO in January following decree by the U. S. Supreme Court upholding the FCC's denial of license renewal [Broadcasting, Jan. 20]. This high court decision had reversed previous ruling of the District Court of Appeals. The Commission's no-renewal stand resulted from citation for hidden ownership of a 26% interest for 12 years by Sam Pickard, ex-Radio Commissioner. Mr. Smith had been found to have aided Mr. Pickard.

With filing of the second application the WOKO plea for a "second chance" is complete and ready for Commission action. FCC last month granted WOKO its second special temporary authority for operation since the SCOTUS decision. This STA is effective until April 1.

WOKO is also seeking increase of power from 1 kw day and 500 w night to 5 kw, on 1460 kc. There is pending an application of Van Curler Broadcasting Co. for 5 kw on 1460 kc should WOKO be deleted. WABY is assigned 250 w on 1400 kc.

Don Lee Video

NEW television master control console has been developed by Harold Jury, chief engineer of WEXX. Don Lee Hollywood video station. Identified as a cross fade cabinet, console facilitates switching from one camera to another, permitting greater flexibility in handling fades, dissolves and eases synchronization of sound and video levels; it further eliminates pauses and jagged image edges.

KREM Spokane Will Air Professional Ball Games

KREM, new 250 w Spokane, Wash., fulltime independent on 1340 kc, has completed negotiations for broadcasting Spokane professional baseball games this season for the first time since the beginning of World War II. Cole E. Wylie, manager of the station, which went on the air Jan. 18, also announced that a check of KREM's April schedule showed a 4 1/4 -ft. tower atop Spokane's eight-story Realty Bldg., in which both studios and transmitter are located.

Before becoming manager of KREM, Mr. Wylie spent 22 years in radio as announcer, salesman, and partner in KQF Wenatchee and KVOS Bellingham, Wash, and manager of ZBM Bermuda. Other key members of the staff include: Vernon Cox, sales manager, formerly with Des Moines Register and Tribune, KRNT Des Moines and KHQ Spokane; Mrs. Helen Wylie, in charge of traffic and station relations; Byron Mortenson, program director, former agency continuity writer and continuity editor of WTV Dayton and WPIC Sharon, Pa.; Loyd Salt, sports editor, former KGA Spokane news editor; John Fahey, local news and special events, former with NBC Chicago as news and special events editor. KREM is employing announcer-operators, headed by Henry Poole, formerly chief engineer at KFIO Spokane.
listed various subjects discussed by Bob Oerther, m.e. of program. Titled "What's all the bustle about..." promotion piece for Miss Kerry Jones' program features pictorial scenes from her broadcasts.

WOW News
COMPLETE program schedule and news of staff members and news of activities is presented to listeners of WOW Omaha, Neb. In monthly publication titled "WOW News Tower." News sheet is "issued to increase interest in WOW radio programs, and is offered to listeners at low subscription fee.

Shamrock Squeakers
SHAMROCK Squeakers from Ireland were distributed by WCPF Chicago, March 17 to participants on "Curbside Quiz." 1:15 p.m. and "The Gay Studio" 4:30 p.m. Tallman's were flown from Ireland to stations to be used as souvenirs on shows.

WCAE Schedule
PROGRAM SCHEDULE for weeks of March 17 and 24 is being distributed to the trade by WCAE Pittsburgh. Program is presented in colorful folder form with cover featuring 3-minute flash sports strip, "Baseball Briefs," Mon. through Sat. 4:30 p.m.

"WIFIL House"
NEW RECORD show, "WIFIL House," on WIFIL Milwaukee, has been distributed to salesmen, service men and others of American Broadcasting Companies, Inc., to be used when you sleep, make sales while you sleep. "WIFIL House," in print, is featured in latest promotion folder of that station. Drawing of a house appears on cover with inscription, "Here's something to WIFIL about." Copy of folder contains best suggestions, per Dawes, m.e. of new show, and quotations of rate prices.

FM Promotions
PROMOTIONAL program for FM broadcast station being presented on WACH, Chicago, Mass., by John S. Lloyd, station's general manager, and Horace Stovin, chief engineer. Station has applied for FM channel, but it has not yet been granted. Broadcast talks of improved technical features of FM, where to locate FM programs on FM band, and where to buy sets.

Serving California's TWO GREAT MARKETS

KYA \* KLAC
SAN FRANCISCO \* LOS ANGELES

Represented by ADAM J. YOUNG JR., INC.
NEW YORK \* CHICAGO

BROADCASTING \* Telecasting

March 24, 1947 \* Page 63

Promotion
BALLIN RESIGNS R&R TO ASSUME FCB POST
ROBERT BALLIN, vice president and radio director of Ruthrauff & Ryan, Hollywood, has resigned to join Fote, Cone & Belding as vice president in charge of Hollywood operations on July 1.

With Ruthrauff & Ryan for past five years, he first joined the agency in New York as producer of "Voz Pop." In fall of 1946 he was transferred to Hollywood as producer of NBC Jack Benny Show. When latter's sponsor switched from Ruthrauff & Ryan to Fote, Cone & Belding, Mr. Ballin continued as producer, nevertheless.

He will continue as producer of Benny program for remainder of season with new producer to be assigned in fall. Meanwhile Hilliard Marks has joined FCB & B to assist in production of program.

Many FM Inquiries
PREPARATORY to launching of FM operations by WSTV Steubenville, Ohio, about May 1, a booklet giving facts about FM was mailed to more than 250 servicemen this month by J. M. Troesch, technical director of the Friendly Group, of which WSTV is a member.

Mr. Troesch reports he was swamped with phone calls and letters, some asking for jobs and others seeking more information. Technical personnel of WSTV-FM will be in charge of Mr. Troesch, Charles S. Shepherd, chief engineer, William Chesnes, Frank Schaefer and Joseph Bobalick.

"IBCing you"... in INDIANAPOLIS

What the "Hoopers" won't tell you the "Hoosieratings" will

Don't think for a minute that we do not treasure our Hoopers. But it has troubled us no end that they are only indicative of the popularity of WIBC programs in Indianapolis, alone... giving no hint of the magnitude of WIBC audiences throughout the rich, 33-county market of Central Indiana. And so we have coined a word to remedy this deplorable situation. The word is "Hoosierating," and, if you will examine the BMB reports and our 1946 mail analysis, you will find that the programs presented daily by Indianapolis' "live talent station" have a very robust and constantly growing "Hoosierating." See your John Blair Man for verification.

JOHN BLAIR & COMPANY - NATIONAL REPRESENTATIVES

075 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

NEW BUSINESS

MANHATTAN SOAP Co., New York (Sweetheart Soap and Blu-White Flaxen), March 31 for 52 weeks starting "Katie's Daughter" on NBC, Mon. through Fri. 8-10 a.m. Agency: Duane Jones Co., New York.


RENEWAL ACCOUNTS

GENERAL FOODS Corp., New York (La France and Saltine), Mar. 31 for 52 weeks "The Second Mrs. Burton" on CBS, Mon. through Fri. 2-2.15 p.m. Agency: Young & Rubicam, New York.

NETWORK CHANGES

U. S. ARMY RECRUITING March 27 shifts "Sound-Off" on MBB to CBS, Fri. 7:30-8 p.m. Agency: N. W. Ayer & Son, New York.

DOMINION GOVT., WARTIME PRICES and TRADE BOARD, Ottawa (rationing and price mistakes), March 29 drops "Household Counselor" on 31 Trans-Canada stations, Mon. thru Fri. 11-12:15 a.m. Agency: MacLaren Adv., Toronto.

MILES LABORATORIES, Toronto (Alka Seltzer), March 29 drops "Saturday Night Round Up" on 20 Dominion network stations, Sat. 9-9:30 p.m. Agency: Cockfield Brown & Co., Toronto.

CBS AFFILIATES MEET MANAGERS of approximately 35 CBS affiliates in Mountain and Pacific stations will convene in San Francisco March 27-28. Donald W. Thornburn, network western division vice president, and Edwin W. Buckkaw, coast manager of station relations, will address meeting.

INVESTMENT COMPANIES of America, Los Angeles (finance), has appointed "The Big Four" to handle national advertising. Current and future media assignments include: SALLY STAR INC., Hollywood, Cal.; ABC TELEVISION STATIONS OF AMERICA, Los Angeles (chain dairy), CALIFORNIA FOUNDATIONS Inc., Los Angeles (dairy), COAST VAN LINES, Los Angeles (moving & storage) and " radius of America, Los Angeles (plastic specializations), All stores feature Hill Art, EDWARD E. EAGLE DISTRIBUTORS, Los Angeles (liquid invisible masque facial preparation), has appointed Allied Adv., Los Angeles, to handle regional advertising. Radio will be used.

CITIES SERVICE OIL Co., New York (gasoline), has started recorded programs on eight Ontario stations. Agency: Harold F. Stanfield Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont. (Quaker Oats), has started one-hour musical jingles on 13 Canadian stations. Agency: Spitzer & Mills, Toronto.

LORIE Ltd., Toronto (watches), has appointed Ellis Adv. Toronto, to handle all advertising, and is continuing current campaign of time signals and weather reports on number of Canadian stations.

RAYMOND LABORATORIES (Canada), Toronto (Ray-Cure), has appointed Charlie Fisher Co., Toronto, as advertising agency and has started campaign on number of Ontario stations.

BRISTOL-MYERS Co. of Canada, Montreal (Saf-Trol, Talcum, Tissue), has appointed Messrs. Fisher & Co., Toronto, to handle advertising.

ANAMIC MOTO-SCOOT Co., Chicago (power scooters), has appointed Lieber Adv., Chicago, to handle advertising. Radio will be used.

MOORE DIV. of CONLON-MOORE Corp., Juliet, Ill. (heating and cooling), has appointed Kane Adv., Bloomington, Ill., to handle advertising. Radio will be used.

NEW & USED CAR DEALERS of Glendale, Calif. (cooperative group), April 1 starts for 52 weeks "Buy on Brand" spot announcement campaigns on KKOCA KLAC KMKC KRED XLKO KGPF WPFW in 23 Southern California stations to be added. Approximately 1,200 announcements monthly will be used. Agency: Pat Patrick Co., Glendale.

WILLIAM & Co., Portland (coffee, spices, canned foods), has appointed Short & Beam Adv., that city, to handle Pacific Coast advertising. Radio will be used.

SPRING HILL NURSERIES, Tipp City, Ohio (flower and fruit trees), started 5 and 15-minute programs on WJR WZL WLS WILF WHO WHIO WHRI WLER. Agency: Don Kerrey Co., Dayton, Ohio.

GRIFFITH DISTRIBUTING CORP., Cincinnati, Ohio (electric appliances), has appointed Dunerman & Co., that city, to handle advertising. Radio will be used.


S.O.S. Co., Chicago (Magic Scouring Pad), has started spot announcement campaign in all metropolitan market throughout U. S., using one-minute and 15-second spots. Agency: McCann-Erickson, San Francisco.

SOUTHLAND PRODUCTS Co., Los Angeles (Lyk-Wu colored car wax), appointed Atherton & Co., Hollywood, Los Angeles' largest non-personal advertising. Film is using weekend schedule on KBLA and KFWB Los Angeles. Contracts are for 26 weeks.

ROCKVIEW MILK FARMS, Downey, Calif. (home delivery service), has appointed John F. Whitehead & Assoc., Los Angeles, to handle Southern California advertising. Radio is to be used.

MERCK & Co., Inc., Chicago, has appointed Nelson Conselman, Co., that city, to handle advertising. Quarter-hour program on WBBM Chicago, and spot announcements on other stations in area being used.

SYNCO PRODUCTS Inc., Chattanooga, Tenn. (soap washing compound), has appointed Nelson Conselman, Co., that city, to handle advertising. Radio to be started.

BORDEN Co., New York, for its newest product, Lady Borden Ice Cream, will start spot campaign in 150 cities throughout country in April. Product is currently being promoted on Borden Co.'s "Ginny Simms Show" on CBS, Fri. 9-9:30 p.m. Agency: Young & Rubicam, New York.


MEDFORD BREWING Co., Medford, Wls. (Medford Beer), has started six-times weekly "The Medford Beer Night Watch" program on KRUX Phoenix, midnight to 6 a.m.

PEP BOYS of California, Los Angeles (auto accessories), Mar. 10 started weekly "Pep Boy" campaign featuring Service Stations. Agency: Foote, Cone & Belding, Los Angeles, to handle advertising.

GILLETTE SAFETY RAZOR Co. of Canada, Montreal (razor blades), plans to start running a Kennedey Derby May 3 on 18 Dominion network stations. Agency: MacLaren Adv. Co., Toronto.

FRED VARNAU, assistant to sales manager of Frederic Ziv Co., Cincinnati, and BEVERLY SHOENSTEIN, of 250 Co., bookkeeping department, have been married.

Admiral Profits Up
NET PROFITS of Admiral Corp., Chicago, for 1946 totaled $1,088,625, equal to $2.10 a share of capital stock outstanding, according to Ross D. Siragusa, president. This compared, he said, with $711,310, or 79 cents a share in 1945. Sales of $36,189,850 topped total sales of $48,146 by 15%, despite severe shortages of parts and raw materials.

"Wish the boss would advertise on WDFD Flint—the lousie!"
TABLE IV
"From what you have seen of BMB's operation so far, how do you evaluate BMB's method of reporting its data to stations?"

<table>
<thead>
<tr>
<th>Total BMB Subscribers</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't Know</th>
<th>Unanswered</th>
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<tbody>
<tr>
<td>REGION</td>
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<tr>
<td>Pacific &amp; Mountain</td>
<td>37</td>
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<td>West Central</td>
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<td>East Central</td>
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<td>South Atlantic</td>
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<td>CITY SIZE</td>
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<td>500,000 and over</td>
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<td>100,000-500,000</td>
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<td>$200 and over</td>
<td>50</td>
<td>16</td>
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TABLE V
"From what you have seen of BMB's operation so far, how do you evaluate BMB's educational efforts in explaining the uses of its data?"

<table>
<thead>
<tr>
<th>Total BMB Subscribers</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
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<td>32</td>
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<tr>
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<td>25</td>
<td>59</td>
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</tbody>
</table>

BMB Methods
(Continued from page 28)

Central managers are most critical (Table V).

Large city managers (500,000 population and over) lead the criticism among the city-size group, with criticism tending to decrease as size of city decreases.

Again mutual affiliates show most appreciation for BMB's educational efforts, although 26% of its stations labelled it as "poor." Least impressed are non-network and NBC stations.

Analysis by hour rate reveals that criticism of BMB's educational efforts increases directly with increase in rate: the higher a station's rate, the more critical it is of the BMB's job of explaining its uses (Table V).

The following table recapitulates the replies to the five questions discussed in this report. It shows that BMB won the approval of a majority of subscribers on all five counts ("good" and "fair" combined equal more than 50%):

<table>
<thead>
<tr>
<th>Management</th>
<th>Research formula</th>
<th>Selling Methods</th>
<th>Reporting Methods</th>
<th>Educational Efforts</th>
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<td>19</td>
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<td>5</td>
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</tbody>
</table>

Audience Increase

AUDIENCE attendance at programs originating from CBS Hollywood studios reached an all-time high with 1,592,206 persons in 1946 network reports. This was 346,244 more than in 1945. Meet the Miates, six weekly half-hour CBS Pacific audience participation show, led all programs with 231,460 persons in attendance.

"From what you have seen of BMB's operation so far, how do you evaluate BMB's:

- Management?
- Research formula?
- Selling methods to stations?
- Method of reporting its data to stations?
- Educational efforts in explaining the uses of its data?"

IN CHATTANOOGA

THE OUTSTANDING STATION FOR 21 YEARS HAS BEEN

WDOD

FIRST IN

ADVERTISING LISTENER ACCEPTANCE PUBLIC SERVICE

CBS

5,000 WATS DAY AND NIGHT

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

March 24, 1947 • Page 65
BILL HAIRE, assistant chief engineer at WHBQ New Bern, N. C., has been named chief engineer, succeeding DAVE HARRISON, who has joined WHIT engineering staff.

CLIFF MILLER, on technical staff of KVO Phoenix, has been named chief engineer. LOUIS SURLETT, who has been serving as chief engineer, will be in charge of KVO transmitter and crew. Mr. Miller will supervise all radio engineering as well as administration of technical staff. During war he served four years overseas as an AAF squadron officer, rejoining upon discharge.

Mr. Miller

GEORGE SCHIMMEL, WQXR New York engineer, has announced his engagement to Phyllis Suchick.

BILL COLLINS, formerly with CKWV Vancouver, B. C., has joined technical staff of CKWV New Westminster, B. C.

WALTER VAN NOSTRAND, owner of Van Nostrand Radio Engineering Service, Atlanta, Ga., is recuperating at his home from an attack of pneumonia.

LES BOWMAN, CBS Western division chief engineer, is in New York for home office conferences with network executives.

CHARLES M. EINING, Navy veteran, has joined engineering staff of KOY, succeeding F. A. NELSON, retired.

New Type Phone-Radio Hookup Ready for Farms

NEW TELEPHONE system consisting of a combination radio and telephone hook-up for use by farms and ranches is being installed by the Bell Telephone Labs., Paul W. Blye, transmission engineer of the firm, told a General Electric science forum in an address broadcast on WGY and WGFH Schenectady.

"Four Colorado ranches have their own radio terminals, and from one of them a wire-line goes to four more ranches," Mr. Blye explained. "As far as any of these patrons is concerned, his telephone might be right in town. He simply picks up his handset, the operator answers, and he gives the number he wants."

KIRO Adds to Staff

KIRO, scheduled to begin operation next month at McAllen, Tex., with 1 kw fulltime on 910 kc [BROADCASTING, March 3], has added several men to its sales and production staff. Ingham S. Roberts, general manager of Valley Broadcasting Assn. Inc., KIRO licensee, announces. The additions include: Bert Metcalf, who has been a member of the radio news and speech faculty of the University of Denver; news editor; Glance Kligore, just released from the merchant marine, staff announcer; Murray Coe, who has had sports announcing experiences, head of sports department; H. R. Halcom, until recently on the staff of KRVG Weslaco, Tex., announcer-salesman.

STUDIO-TYPE video receiver which indicates the type of picture being sent out from the television transmitter is examined by General Electric district representatives who were in Syracuse for a series of television conferences. L to r: W. C. Jaeger, Boston; Philip G. Caldwell, video equipment sales manager at Syracuse, under whose direction the meetings were held; S. W. Poszgay, Chicago; M. F. Chapin, Minneapolis.

Farm Set Ownership Is 75.9% In Final Tabulation by Census

Radio sets were found on 75.9% of the occupied farms in the United States as of Jan. 1, 1946, according to final results of the 1945 Census of Agriculture made public last week by the U. S. Census Bureau.

Complete census results show that 4,204,007 of the 5,612,802 occupied farms in the nation are equipped with at least one radio receiver.

The bureau had estimated last summer, on the basis of a 223-county sample, that 76.2% of occupied farms (4,237,000 out of 5,677,000) had radio sets. This preliminary estimate, which the bureau said might be in error as much as 2%, is thus found to have been accurate within a fraction of a single percentage point [BROADCASTING, Aug. 5, 1945].

The Census of Agriculture figures cover the number of farms on which there is at least one radio receiver. A farm with two or more homes or families and two or more receivers counts as only one radio farm.

Figures on farm radio ownership issued by BMB in the spring of 1946 estimated that 76.3% of rural farm dwelling units were equipped with radio as of Jan. 1, 1946. While this figure is the same as the preliminary census finding, the two are based on different formulas, BMB covering farm dwellings and the Bureau showing number of occupied farms [BROADCASTING, May 20, June 5, 1946].

Using the total number of farms as a base, regardless of presence of one or more dwellings, the Bureau found that 72.8% of the total 5,859,169 farms had at least one radio set.

(Census of Agriculture figures on radio ownership by states were published by BROADCASTING during 1946 as they were computed by the Bureau.)

The census data show that while the number of farms dropped by 238,000 during the 1940-45 period, the number operated by full and part owners increased 263,000, with 67.5% of all farms operated by full and part owners in 1945 compared to 60.7% in 1940. Fewer farmers were engaged in off-farm work in 1945, it was found, despite the reduction in farm labor supply.

Use of Machinery

Use of machinery on farms increased rapidly during the five-year period, with 2,787,624 reporting electricity compared to 2,032,316 in 1940. In 1945 1,866,109 farms had telephones compared to 1,526,954 in 1940. Use of mechanical devices such as tractors and trucks also increased rapidly, increasing farm production and enabling farmers to send more products to market.

Value of farm products sold or used by farm households in 1944 totaled more than 18 billion dollars, an increase of more than 10 billions over 1939, with a higher price level accounting for a significant part of the increase.

Average size of farms increased as the number of farms decreased. The number of farms 180 acres or larger was 44,000 greater in 1945, with the number under 180 acres declining by 281,000. Average size of farms increased from 174 to 195 acres in five years.

Startling gains in production were revealed from 1939 to 1944, with crop and livestock gains described as phenomenal. A tremendous increase occurred in the number of farms having a total value of farm products in excess of $4,000.

BROADCASTING • Telecasting
Over 7 Million More to Be Spent Next Year by BBC, Says Paper

LONDON - By William Pingrey

THE BBC will spend more next year, it was disclosed in a Government White Paper just published.

For all broadcasting services—domestic, television, overseas programs—the estimate is £15,250,000 (US$55,400,000). This is an increase of £1,565,000 (US$7,424,000).

Commenting on the bigger budget, the London Star said it “will make listeners wonder how far they are getting value for money,” adding: “The BBC may claim, on the basis of listener research, that a great majority of listeners are satisfied with what they get. But there is a good deal of criticism of which the BBC appears to be oblivious, though it reaches newspapers.”

CBS Withdrawing WCCO FM Request

Network Says Several Factors Complicate Its FM Plans

FCC’s FM multiple ownership rule, its interpretation that WAFI-FM Birmingham is a CBS FM station, and its FM channel-reservation policy holding up consideration of the CBS Washington FM application were cited by the network last week as “complications” contributing to the withdrawal of its FM application for WCCO Minneapolis.

Columbia has five FM grants, one less than the maximum permitted by FCC rules, and has applications pending for Boston and Washington. The Boston application has been through hearing. The Washington bid is being withheld by FCC from consideration until after June 30 when the Washington area’s “reserved” channel becomes available for assignment.

The CBS statement on its Minneapolis withdrawal, which was taken without prejudice to a later application, was as follows:

“The CBS position with respect to applications for FM stations in various cities is complicated by a number of factors. Among these are the FCC’s rule limiting ownership of FM to six stations; the FCC’s interpretation that the WAFI Birmingham FM station—in which CBS has a 45% non-voting interest—should be counted as a CBS FM station; and the FCC’s reservation rule which precludes granting of the CBS application for a Washington FM station until after June 30 of this year.

“Accordingly, in view of the complications, Columbia has withdrawn its application for a Minneapolis FM station for reasons of administrative convenience. This withdrawal does not mean that CBS has abandoned plans for a Minneapolis FM station.”

The network has grants for FM affiliates of its WCBS New York, WBEM Chicago, KMOX St. Louis, KNX Los Angeles, and WAPI.

Milestones

G. A. RICHARDS, president of WGAR Cleveland, WJR Detroit and KMPC Hollywood, celebrated his birthday March 19 coincidently with 10th anniversary of latter station’s ownership.

CJCA Edmonton, Alta., May 1 marks 25th birthday with inauguration of new Canadian Marconi transmitter... CBC International Service is now in its third year of Mr. Richards’ operation.

Four NBC affiliates—KOMO Seattle, KHK Spokane, KGW Portland and KFI Los Angeles—April 2 at special dinner meeting in Los Angeles will receive plaques honoring 20 years of affiliation with that network. NBC and station officials will attend.

Daytime News Editor Bill O’Neill has started his second year of newscasting over WTAG Worcester, Mass. Phil Davis, musical director and orchestra leader of the CBS Here’s to Ya’ show, this month marks his 25th radio anniversary.... Commercial Manager William Malo of WDBC Hartford, Conn., is observing his 17th anniversary with the station this month. Mr. Malo joined WDBC in 1930. Pearl & Lowenstein, Memphis jeweler, is now in its 14th year of sponsorship of the same recorded program each Sunday on WHBQ that city. Street & Finney, New York, celebrated its 45th anniversary on March 15.

CJOB Winnipeg, on the anniversary of its first year on the air, has distributed to advertising agencies and advertisers a wall card bearing Elmer Wheeler’s famous poem, “You can’t erase the spoken word.” CJOB microphone is background for the poem. KWK St. Louis celebrated its 20th birthday on March 17 with a cocktail party for the entire staff held in the future home of that station at 4th and Pine Sts.

The Women’s Advertising Club of Baltimore March 15 celebrated its 25th anniversary with a dinner dance at the Sheraton-Belvedere Hotel, that city. Jimmy DuRante and Garry Moore March 28 start their fifth year together on their regular broadcast over CBS. Show is sponsored by Rexall Drug Co. through N. W. Ayer & Son, New York.... Fred Robbins, m. c. of the WOW New York 1580 Club record show, was to be given a Town Hall testimonial concert by artists in the modern music field on his seventh radio anniversary, titled “Great Names in Modern Music.” Concert was to feature artists and instrumentalists from various orchestras. Mr. Robbins was to receive an award for contribution to popular music appreciation.
DRAMATIC series of Robert L. Blythe, program sponsor, is a 30-minute program to air on NBC, beginning May 12, to be aired Mon. through Fri. 1:30-2 p.m. as co-producer and producer of the program, are being prepared for national network presentation, with Messrs. Blythe and his associates of the program. The program, "Operation Children," will feature Sid Summerfield, former chief clerk of the Manhattan Police Department, and will be based on the experiences of that department. The program is produced by Criterion Radio Features, Chicago.

Juvenile Features

CLASSICAL MUSIC of interest to children is being prepared for network presentation, with an original program to be presented on "The Children's Concert Hour" on WCAE each weekday at 9 a.m. Students from Holyoke and Chiefl public schools are being selected by competition to act as announcers for this show, and printed programs are mailed to families in area schools. Also used program for musical appreciation study WACE also presents "The Skipper's Sportytime," (five talent juvenile program presented on New York station WCAE, high school pupils in dance orchestras, as well as professional artists, will be taken on the air, and will be accompanied by his band. The program, which is sponsored by the WACE production department, is produced by WACE director of radio and television, and is designed to be used as a study program for students.

Music for Desert Isle

NOVEL recorded musical show, titled "Music for Desert Isle," has been written and recorded by Mr. Blythe. The program, which is a 30-minute program, is to be aired on NBC, beginning May 12, to be aired Mon. through Fri. 1:30-2 p.m. The program is to be presented on "The Children's Concert Hour" on WCAE each weekday at 9 a.m. Students from Holyoke and Chiefl public schools are being selected by competition to act as announcers for this show, and printed programs are mailed to families in area schools. Also used program for musical appreciation study WACE also presents "The Skipper's Sportytime," (five talent juvenile program presented on New York station WCAE, high school pupils in dance orchestras, as well as professional artists, will be taken on the air, and will be accompanied by his band. The program, which is sponsored by the WACE production department, is produced by WACE director of radio and television, and is designed to be used as a study program for students.

Salutes to Pennsylvania, which is being prepared for network presentation, with an original program to be presented on "The Children's Concert Hour" on WCAE each weekday at 9 a.m. Students from Holyoke and Chiefl public schools are being selected by competition to act as announcers for this show, and printed programs are mailed to families in area schools. Also used program for musical appreciation study WACE also presents "The Skipper's Sportytime," (five talent juvenile program presented on New York station WCAE, high school pupils in dance orchestras, as well as professional artists, will be taken on the air, and will be accompanied by his band. The program, which is sponsored by the WACE production department, is produced by WACE director of radio and television, and is designed to be used as a study program for students.

Sport effect record of typical traffic accident, complete with scream, opens "March of Dimes" series on the air on NBC, beginning May 12, to be aired Mon. through Fri. 1:30-2 p.m. The program, "Traffic Accident," is being prepared for national network presentation, with an original program to be presented on "The Children's Concert Hour" on WCAE each weekday at 9 a.m. Students from Holyoke and Chiefl public schools are being selected by competition to act as announcers for this show, and printed programs are mailed to families in area schools. Also used program for musical appreciation study WACE also presents "The Skipper's Sportytime," (five talent juvenile program presented on New York station WCAE, high school pupils in dance orchestras, as well as professional artists, will be taken on the air, and will be accompanied by his band. The program, which is sponsored by the WACE production department, is produced by WACE director of radio and television, and is designed to be used as a study program for students.

Operation of Radio

TO ACQUANT public more thoroughly with operation of radio in general, new weekly series, "Traffic Accident," is being prepared for network presentation, with an original program to be presented on "The Children's Concert Hour" on WCAE each weekday at 9 a.m. Students from Holyoke and Chiefl public schools are being selected by competition to act as announcers for this show, and printed programs are mailed to families in area schools. Also used program for musical appreciation study WACE also presents "The Skipper's Sportytime," (five talent juvenile program presented on New York station WCAE, high school pupils in dance orchestras, as well as professional artists, will be taken on the air, and will be accompanied by his band. The program, which is sponsored by the WACE production department, is produced by WACE director of radio and television, and is designed to be used as a study program for students.

Adopted Children

PROBLEM of adoption of children is theme of new series aired Mon. 3:30 p.m. on WEEI. Sponsored by Greater Boston Community Fund on the air on NBC, the program, "Let's Help Children," is new series is titled "Our Adopted Children," and will be aired weekly. The series is being prepared for two-month period. Series is aimed at building more informed public opinion on the subject of adoption, and is designed to be used as a study program for students.

In the Detroit Area, It's...

CHARLIE GEHRINGER
Talks!

Month after month, we've been telling you how the smart folks at this station keep dreaming up, building up, and producing local shows that make people in the Detroit Area listen... and buy!

Now look what we've done.

Charlie Gehringer... the all-time best second sacker in baseball... one of the big sport names anywhere, (and for sure, in Tigertown) TALKS about baseball in his own chatty, informal way. On the air the last two weeks as this goes to press, it's a sport show that clicks like a sharp single with the score tied!

...another reason why more advertisers look to us regarding radio... and save time and money doing it!

In the Detroit Area, It's...

J. E. Campeau, Managing Director
Guardian Bldg., Detroit 26 • Mutual Broadcasting System

CLW

Canadian Rep., H. N. STOVIN & Company

ADAM J. YOUNG, JR., INC.

KLW

Washington, N. C.

WRFB

WASHINGTON: Student group known as "Radio OHS," comprised of students from Gardner High School, Boston, produces weekly quarter-hour program and operates station over WOR in that city. Under supervision of Ben Hines, WRFB's announcer and assistant program director, group has been organized as typical radio station staff, with about 10 students who were chosen by audition. "Radio OHS" programs present discussions of interest to local students.

Floral Tribute

WEELY tribute to some Moncton, N. B., personality whose deeds on behalf of community merit recognition is aired over CKWW Moncton, on Monday program each Sun. 6:30 p.m. titled "An Orchard to You," and sponsored by Rae Fraser, Moncton florist. Personality of the week's program, titled "Orchard to You"... (right)

BROADCASTING: As an authoritative, reporting agency, now in its 48th year, is a national corporation, incorporated in New York. It's a unique combination of listening pleasure and entertainment, with a network of programs that are designed to be listened to by all members of the family. The company's goal is to provide programming that is both informative and entertaining, and to do so in a way that is respectful of the diverse interests of its audience. By focusing on quality programming and maintaining strong relationships with its listeners, the company has built a loyal following of fans who appreciate the value of its content. In addition to its broadcast offerings, the company also produces digital content, such as podcasts and web series, that complement its radio programs and extend its reach to new audiences. Through its commitment to innovation and excellence, BROADCASTING continues to be a leader in the media industry, delivering programming that is both timeless and relevant to the needs of its listeners.
FCC Actions (Continued from page 61)

March 20 Decisions

BY COMMISSION EN BANC

AM-1090 KBCX Portland, Ore.—Grantconditional
grantee. Ordergrantee. 
AM-1350 KXW Corp., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KJG, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KXJ, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KJY, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KZK, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KXZ, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KXY, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
AM-1350 KXZ, Inc., Jackson, Wyo.—Grant
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AM-1350 KXZ, Inc., Jackson, Wyo.—Grant
for new station 1200 kw D; engineering conditions.
Television Boom
(Continued from page 18)

the GE Receiver Division at Bridgeport, Conn.

"GE resumed its developmental program in black and white television at the close of the year and has been in production on transmitters and supplementary equipment for some time. This equipment is being made at the company's plant at Syracuse."

John Hoge, vice president of U. S. Television Corp., which has concentrated on production of large screen projection receivers for use in movie theaters, etc., said his company is "very pleased with the decision, as we are of the opinion that color television is five to ten years away for practical purposes."

Benjamin Abrams, president of Emerson Radio & Phonograph Corp., whose 10-inch screen console video sets are expected to reach retailers early in April, with a table model to follow shortly, told Broadcasting that he is "100% in accord with the decision." He expressed the belief that the FCC action will "clear up the picture so that set manufacturers can go about with greater certainty." He said he hoped that "when color comes it will be an all-electronic system so there need be no obsolescence of black-and-white receivers."

Du Mont Statement

In the statement for Du Mont Labs., Dr. Allen B. Du Mont, president, said:

"The formal decision of the FCC deferring the establishment of color television standards is of greatest importance, and cannot be too highly stressed. The effect should be widespread and instantaneous. The FCC recognizes that further development is necessary before color television can be offered to the public.

"The decision comes at an opportune time. Many radio manufacturers have withheld their television activities awaiting this decision and the public has been slow to purchase television receivers until this important question was settled. Manufacturers can immediately proceed with their production plans and make many more receivers available for the fall market."

"The decision by the Commission indicates their conclusion that much additional development work is needed before color television is ready for public consumption. Color pictures are vastly inferior to black-and-white pictures as regards to brilliance, detail and size. It was further demonstrated that Commission that high-frequency transmission necessary for color pictures was only practical when transmitter and receiver were within line-of-sight. This factor, in itself, greatly reduces the coverage of color transmission, and some method must be devised to overcome this before color pictures can compete in coverage with the black-and-white standards now being received behind hills and beyond the horizon."

CURRENT DEFICIT OF CBC

EXPLAINED BY DR. FRIGON

A DEFICIT in the current fiscal year and careful operations in the new fiscal year starting April 1, are announced by Dr. A. Frigon, CBC general manager, in the March issue of Radio, CBC staff monthly. CBC does not count on more commercial revenue in the new fiscal year, but expects an increase in listener license fees. CBC expects "the construction of four high-power (50 kw) stations being built this year will not affect our future budgets, because revenues from the sale of time on these stations will more than compensate for their operating costs."

Dr. Frigon points out that the CBC, "the last source of revenue, license fees (listener and independent broadcasting stations) and the so-called commercial revenues" in 1946-47 amount to approximately $3,880,000 and $1,770,000 respectively. In the 1947-48 fiscal year CBC is budgeting for approximately $8,000,000, of which $2,465,000 will be for salaries and superannuation charges.
Succeeds Fair

John Hagarty Kerrigan, who has been in broadcasting 15 years, has been named program director of WHO Des Moines. He succeeds Harold Fair, who resigned last week to become director of the new NAB Program Dept. (see separate story). Mr. Kerrigan joined WHO in 1940 as singing announcer, being promoted to production manager in 1941.

Complete technical standards for transcriptions and recordings, with international emphasis; addition to NAB Engineering Handbook; encouragement of doctorate studies on mutual impedances of directional antennas...

By-Laws Revision

Revision of the association's by-laws came before a special By-Laws Committee Thursday and Friday, the second day consisting of a joint meeting with the Finance Committee. Besides complete modernizing of the By-Laws to whip them into workable shape, due after years of patching and amending, the two committees discussed the matter of NAB dues.

The present NAB budget of around $650,000 represents a sharp trimming at the San Francisco board meeting last January, but provides funds to operate the new Program Dept. and to staff the Public Relations and Engineering Depts.

The By-Laws Committee went into inequities in the present classification of members by amount of annual income. The actual dues can be changed by the board, which will meet May 21-22 in Washington. The board is expected to consider the revised By-Laws along with quarterly adjustment of the budget and proposals to increase dues.

Under an amendment to the By-Laws adopted at the 1946 convention, By-Laws can be amended by a membership referendum. The board can authorize a referendum upon petition of 5% of the active membership. Thus the By-Laws could be completely revised and adopted by the membership prior to the Sept. 15-19 convention in Atlantic City.

When the Special Standards of Practice Committee meets Monday in New York, with Robert D. Sweeney, MBS vice-president and general manager, as chairman, it will face two major hurdles. First, it must try to devise a workable code that will suppress the current clamor against commercial radio and program standards. Second, it must develop a method of enforcement that will not bring the wrath of Dept. of Justice antitrust officials.

The Standards of Practice, though somewhat generally followed by the industry, actually have been disavowed by NAB for some time. They are a dehydrated version of the original Code of Ethics, which had to be rewritten in 1945 after the FCC's decision in the WHKC Columbus case. In this decision FCC rapped NAB's knuckles for alleged censoring of UAW-CIO programs and refusal to permit solicitation of memberships on the air.

Recommendations Likely

Under an amendment to the By-Laws adopted last October the board may promulgate a new code. Thus the special committee likely will make recommendations to the board.

With all these problems, and many others, to be tackled, the association for the first time will be adequately staffed in suitable quarters. The new building is located at 1771 N. St. in Northwest Washington, a short distance from the Mayflower and Statler Hotels. It is across the street from the present row house where headquarters since the Government took over the Normandy Bldg. offices early in the war.

Cost of the stripped new building last year was approximately $255,000. It contains four complete floors, along with basement and attic. Extensive structural changes were required to meet local regulations and to adapt the building to office use. Original completion date was set for last autumn, but legal complications along with material shortages caused considerable delay.

Original plans for the remodeling were prepared under direction of Mr. Middlebrooks before his resignation.

The old NAB building has been leased to the Canadian government for five years as an embassy annex.

Richards Well Known

Mr. Richards became editorial director of Broadcasting in October 1944. He came to Broadcasting form the Office of Censorship where he had served two years as assistant to J. Harold Ryan, Assistant Director in charge of radio.

At Censorship Mr. Richards was in constant contact with broadcasters and made several swings around the nation to acquaint stations with operation of the voluntary code.

He was born in Urbana, Ohio, Jan. 26, 1913 and educated in the Urbana public schools. At Ohio State U. he was editor of the Daily Lantern and received a Bachelor of Science degree in journalism. In 1934 he joined the copy department of Campbell-Ewald Co., Detroit, leaving the following year to accept a post as city editor of WAIU (now WHKC) Columbus.

Mr. Richards left WAIU in 1936

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NAB Adds  
(Continued from page 71)  

to join the editorial department of The Cincinnati Post, where he served also as announcer-news-er on the newspaper’s station, WCPO. In 1938 he was named production director of WSHPD Toledo, managed by Mr. Wayne. When the latter was appointed to the broad-  
cast censorship post in 1941 by Byron Price, Office of Censorship director, he took Mr. Richards with him as assistant.  

Margaret Elliott, Mr. Richards’ secretary at BROADCASTING, will continue as his secretary at the NAB when he takes over his du-  
ties April 15.  

Mr. Howard has been given an indefinite leave of absence by Mr. Dummi, who told BROADCASTING: “I am honored that NAB should select Mr. Howard for this im-  
portant undertaking. I am sure he will do so again.”  

Alfred E. Towne, chief of transmission transmitter facilities for Associated Broadcasters, will as-  
sume Mr. Howard’s duties. He has been with Associated 11 years. Mr. Howard reports to NAB May 1.  

Widely Known in Radio  
“Doc” Howard, widely known in the industry as an engineering executive, consultant and inventor, was appointed engineering vice  
president of Associated Broadcast-ers and Universal Broadcasting Co. San Francisco, in May 1945. Wes-  
ley I. Dummi is president of Asso-  
ciated and Universal. The company owns and operates KSFO San Francisco and international stations KWID and KWIX. Mr. Howard also is engineering director of  

KXL-A Pasadena.  

During the war he served as  
director of a special scientific staff at headquarters ETICUSA for  
Office of Scientific Research & Develop-  
ment with the Army in Europe. He was hospitalised as a result of  

enemy action. He is a pioneer in  
shortwave and aeronautics. The last 12 years he has  

directed the 100,000 w KWID and the  

50,000 w KWIX. He is inventor of the  

Progar, a robot monitoring system used at KSFO several years which has received wide  
acceptance in the postwar develop- 
ment period.  

Mr. Howard is a senior member of IRE and past chairman of its  
San Francisco section, as well as radio representative for the com-  
bined engineering societies. He was a  

member of the International Committee, Board of War Com-  

munications, former NAB Engi-  

eering Executives Committee mem-  
ber, and American Insti-tute of Electrical Engineers. He has  
served on the international and  
standard broadcasting committees of Radio Technical Planning Board.  

Mr. Fair, 43, has been in broad-  
casting since 1921 when he organized his own dance band in Chicago, where he attended  

BROADCASTING • Telecasting
TV Summary

(Continued from page 14)

able to conclude that the brightness of the Columbia picture is adequate for home use.

(2) Flicker.—Equally as important and closely related to the problem of brightness is flicker. In the case of television, in the case of motion pictures, an increase in brightness of the picture (without an increase in frame rate) accentuates the flicker. This is a factor which operates as a serious damping block in the path of increasing the brightness of the Columbia picture.

Moreover there are several factors concerning the tests upon which the Columbia testimony is based which sufficiently minimize the value that is to be placed on the first place, these tests were conducted with a relatively small group of persons. In addition, all of these persons were not only employees of Columbia but in addition were employees of the same department which has responsibility for the overall circuit color television. Finally, even these tests showed that there was a great difference of opinion among individual observers as to what constituted perceptible flicker. If the results of the tests are to be given any weight, the test results with the disinterested persons and a sufficient number must be chosen and randomly selected so that there is no reason to assume that the results are satisfactory not merely to a small group of people but to the great majority of viewers.

Second Limiting Factor

A second limiting factor is the sensitivity of the applicable to the Columbia tests arises from the fact that they are based on a viewing ratio of 7 to 1. That is, the observers were seated at a distance from the television receiver that was seven times as much as the height of the receiver and the witnesses testified that the optimum viewing distance was 4 to 1. It is estimated that the tendency to observe flicker increases as one draws closer to the receiver, that is, as one draws farther away. Many home owners would find it impossible to place their receiver in the best possible position for viewing. Since this is so, the Commission is in a position to make it possible for the system to be used in the average home and under normal circumstances. In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use under normal circumstances. In the best possible position for viewing. Since this is so, the Commission is in a position to make it possible for the system to be used in the average home and under normal circumstances. In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use under normal circumstances. In the best possible position for viewing. Since this is so, the Commission is in a position to make it possible for the system to be used in the average home and under normal circumstances. In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use.

Color Breakup

(4) Color breakup.—One of the points which have been made in the favorable report of the sequential color system is that since the color wheel is rapidly turned, the rapid alteration of the three primary colors, the color in the picture has a tendency to suffer under certain circumstances. During the demonstration in New York, the observers associated with those companies opposed to the Columbia proposal stated that color breakup was apparent, while Columbia stated that there was no color breakup. On the Columbia able opinion, the question of whether or not there is or is not color breakup is to be determined by the individual viewer and there is no substitute for testing the system in a representative number of homes under normal conditions. Furthermore, a wide variety of subjects are presented over a fairly broad range of conditions.

(5) Receiver design.—It is obvious that the receiver will not be wholly satisfactory unless larger viewing screens are provided. At present there are 26-inch direct-viewing tubes for use in the home. Incorporating a viewing tube of that dimension into the Columbia color television system involves some difficult problems.

Larger pictures, of course, can be produced by means of a projection receiver. On this point, Columbia testified that it had built such receivers. In the past but at the present time such apparatus is not available. It is well known that projection receivers are more expensive to produce and that a picture as a direct-viewing receiver is less expensive and less likely to be subject to the serious doubts concerning the adequacy of the brightness of the Columbia picture. Furthermore, a person viewing the picture would be far more likely to observe the effects of the projection receiver, this problem would be of much greater consequence.

(6) Design of other equipment.—No equipment has yet been designed which will operate in the upper part of the television band. Receiving antennas of fairly complex design have been built and tried out to some degree; antennas have not been constructed and used. Add weight of the antennas should therefore be mentioned.

So far as studio and pickup equipment is concerned, Columbia stated that it has been used in the studio and that the pickup camera and has pointed it out the window. In Canada, the camera and pickup equipment were not used.

To these defects it must be added that no attempt was made to demonstrate this equipment at the hearings. Moreover, Columbia admitted that it had used this equipment to televise sporting events or any outdoor special events.

III

In addition to the question of field testing, the Commission is of the view that further experimentation is quite necessary in the color television field. Furthermore, the Commission is of the view that the Columbia system is in effect the present monochrome television system with color added, while the system affords an adequate black-and-white service to the public, the fact remains that it was developed and standardized before the extensively used these electronics which took place during the war.

It is quite possible that as a result of wartime discoveries, improvements can be made, for example, by the addition of picture sharpness, a simpler and more-effective synchronization system, of course, a better sound system, etc. Furthermore, wartime developments may show that there is an entirely different method or technique of the television performance. However, the Commission is of the view that the color television system which is superior to both. Before standardizing television in the upper band, we should be sure that all of the wartime developments have not been explored and the extent to which further improvements can be applied to the advantage of television.

Two Chief Problems

Two specific problems, in the Commission's opinion, should be carefully considered. There are two problems which must be further experimentation looking toward.

First, they have to do with the question of whether the present system is adequate. For example, if it is highly desirable and should be conducted with a frame rate of 25 per second and yet should be accompanied with a 12.5 mc band. While this system is as yet too early to say whether it will prove to be practicable or whether it results in degrading television performance, the Commission feels that the frame rate of a higher frame rate is far better for the color television system. It seems that the upshot of the mechanical color wheel is that the frame rate is to be increased to 50 per second, which adds to the price. The Commission feels that this is highly desirable and should be done. Furthermore, it is the opinion of the Commission that the present color system is adequate. However, the Commission is of the opinion that this is not true. It is the opinion of the Commission that the present color system is adequate. However, the Commission is of the opinion that this is not true. It is the opinion of the Commission that the present color system is adequate. However, the Commission is of the opinion that this is not true. It is the opinion of the Commission that the present color system is adequate. However, the Commission is of the opinion that this is not true. It is the opinion of the Commission that the present color system is adequate. However, the Commission is of the opinion that this is not true. It is the opinion of the Commission that the present color system is adequate.

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Move to Abolish OIC

Majority of Subcommittee Favoring Abandonment Of Federal Agency

MAJORITY of House Appropriations Subcommittee dealing with money requests for the State Dept.'s Office of International Information and Cultural Affairs (OIC) is in favor of complete abolition of that agency, which has jurisdiction over Government overseas voice broadcasting, it was learned Thursday.

Assistant Secretary of State for Public Affairs William Benton and OIC Director William T. Stone appeared before the subcommittee Thursday and Friday to justify an OIC budget totaling $31,000,000, including approximately $10,000,000 for international broadcasting.

Chairman Karl Stefan (R-Neb.) is the subcommittee's most vigorous champion of the OIC but despite his leadership it appears likely that a majority of the seven-man group will recommend complete abandonment of the OIC and all its functions, on grounds that Government investment in better cultural relations abroad has not produced tangible results.

Also involved is an additional $6,000,000 deficiency request for fiscal 1947, intended for establishment of "Voice of America" programs being sent out in 25 languages over facilities leased by the State Dept.

OIC battle for funds this year was reminiscent of a similar struggle last year when a $19,000,000 request was pared to $10,000,000 in the House and then completely restored by a Senate Committee which heard strong support for international broadcasting from certain broadcasters and prominent radio and newspaper writers (BROADCASTING, May 20, 1946).

It was during the Senate hearings that first mention was made of the International Broadcasting Bureau, as it was expected to be reactivated by a Senate Appropriations Subcommittee headed by Sen. Joseph H. Ball (R-Minn.). A number of Senate committee members—probably a bi-partisan majority—have been recorded in favor of State Dept. cultural affairs programs.

Of the 11 members on the Senate committee those sympathetic to OIC are expected to include beside Chairman Ball, Senators: Styles Bridges (R-N.H.), Homer Ferguson (R-Mich.), Leverett Saltonstall (R-Mass.), Millard E. Tydings (D-Md.), and Theodore F. Green (D-R. I.).

The $10,000,000 earmarked for international broadcasting represents an increase of $2,500,000 over last year's request, exclusive of the deficiency request for $6,000,000 for relay facilities.

A slash in OIC requests would probably present a major obstacle to Assistant Secretary Benton's plan for the International Broadcasting Foundation, expected to be transmitted to Congress by April 6. Since IBF presumably would assume the entire burden of international broadcasting now borne by the State Dept., present funds for that function would probably merely be transferred from the OIC to IBF.

IBF proposals were completed by Mr. Benton several weeks ago, but were delayed by the Budget Bureau where, it was learned, there were demands for a strengthening of the role played by Government in administration of the Foundation.

Varying degrees of support for OIC's international broadcasting are expected this year as last, from NBC, CBS, General Electric, Crosley Corp. Six of seven private licensees who lease their transmitters to the State Dept. have already indicated a favorable position on government participation in international broadcasting (BROADCASTING, Feb. 24).

MAC MOSHER has been appointed supervisor of broadcast operators at CBS's international short wave service, Montreal, succeeding Gabriel Archambault who resigned to open Canadian school of electronics.

U. S. May Drop Its Foreign Broadcasts

Benton Calls Move Inconsistent With Greece-Turkey Aid

RECOGNITION that Congress is considering abolishing State Dept. overseas voice broadcasting was noted last Wednesday by Assistant Secretary of State William Benton in an address before the Foreign Press Assn. in New York.

He characterized as "paradoxical" the fact that Congress "seem favorably disposed towards appropriating $400,000,000 to support President Truman's proposal for Greece and Turkey . . ." [BROADCASTING, March 17] while at the same time there exists "a real liklihood" that our overseas information program may be stricken from the budget (see story this page).

He declared that the Office of International Information and Cultural Affairs is needed to correct "distortions and misconceptions that are deliberately spread throughout the world about the United States."

Russia, he indicated, has the most efficient propaganda machine in the world which includes a total of 260 shortwave program-hours a week in 31 languages. Part of Soviet effectiveness, he pointed out, is due to internal Communist organizations which carry the Russian line deep into the populations of the countries where they operate.

He declared that the United States "can learn much from other countries" which are conducting in information programs with a real aim to build mutual understanding through international information and cultural activity.

"But if information is debased into propaganda in the American sense of the term," he added, "and if an information organization is largely devoted to psychological warfare, to building up hostility and fear toward other nations, this, of course, tends to create a world environment of fear and suspicion."

WADHAM & CO., Portland, Ore. (cable, "Jackpot," addresses, etc.) is prepared to design your radio advertising.

FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas
in TOPEKA

FREQUENCY MODULATION

Page 74 • March 24, 1947
Miller Analyzes
(Continued from page 17)

the job and another equal amount for not doing it. FM and television already have raised a few jurisdictional issues. Scientific developments as yet unforeseen will raise many more.

Requiring unions to bargain should beautifully supplement the Lea Act, if its constitutionality is upheld, and should mitigate the loss if Supreme Court scraps it. The American Federation of Labor never has been noted for bargaining. It writes its laws, it determines its scales of pay, it determines how many men the employer shall hire. Once in a long while a local will try to work out a deal with an employer, or the international president will try to talk some sense into the heads of an obdurate local.

The usual tactic, however, is to issue a "take it or leave it" ultimatum. The prime example of this was the 1942 convention's decision not to make phonograph records after August 1 of that year—period! Not until Senator Wheeler and a Senate Committee turned ter-rific heat on Mr. Petriello would he say under what conditions he would make records. That is not collective bargaining, and Congress is going to give the go-ahead some of the gan-der's sauce.

Seizure Bill

Only one proposal before the Senate and House labor committees should really worry either the broadcasting industry or its unions. That is the bill to permit government seizure of a public service industry when a strike threatens, with working conditions frozen and profits going to the government. Even without the latter feature, ask the man who has handled what he thinks of seizures—ask John L. Lewis or Sewell Avery. Try as it will, the government just isn't able to run a business without fouling it up to a greater or lesser degree. And once the government moves in, there's no telling how quickly it's going to get out. That's especially the case in an industry like broadcasting where a consider-able number of misguided souls would like to see the government run it anyway.

Seizure legislation got its greatest impetus from the recent Su-preme Court decision giving John L. Lewis a $710,000 kick in the pants for calling a coal strike last November while the coal mines technically were in possession of the government. Some short-sight-ed Congressmen got the idea that if seizure could both stop a strike and whom John L. in the process, it must be good. Any long-range thinking will quickly bring the op-posite conclusion. Broadcasting, probably more vulnerable on this score than any other industry, should speak its mind quickly.

In FM Poll 90% Vote For No Commercials

CHICAGO FM listeners indicated an overwhelming desire for a non-commercial operation as a result of a mail poll conducted by WEFM, Zenith Radio Corp. station in Chi-cago.

Ted Leitzel, Zenith publicity di-rector and manager of WEFM, said the company had decided to make its first audience survey in seven years of operation and for the past two weeks has asked listeners (esti-mated at 65,000) to express their opinion about the station's program policy.

Although he termed the 7,000 letters received as a "poor response" over 90% of those responding indicated they preferred FM without commercial sponsorship. The re-mainder said they would listen to commercial programs rather than see the station go off the air. Mr. Leitzel said that although WEFM was costly to operate, Zenith was not in favor of accepting commer-cial sponsorship "at the present time." He voiced the opinion that in Chicago FM is in competition with too many commercial stations to provide listeners with sponsored programs.

"As it is, WEFM is the only Chi-cago FM station [WGNB recently went commercial] to provide listen-ers with programs free of sing-ing commercials and other objec-tionable announcements," he said.

Webster
(Continued from page 17)

since Mr. Porter's resignation two years ago, the FCC will have its full complement of seven members. Mr. Webster presumably will be available for voting on all matters in which the votes are involved. This condition has hampered the Com-mission in many instances in recent months.

On Floor Tuesday

The Webster nomination, ap-plauded generally throughout the radio and communications fields, likewise was accepted virtually au-tomatically by the Senate. Senator White (R-Me.) of the Inter-state Commerce Committee, brought the nomination to the floor Tuesday with the comment that it was the only one on the calendar which was there with "no opposition." This was so despite the fact that Mr. Webster politically is an independ-ent, and has never voted. He is a native of vio-leteless Washington.

Mr. Webster, it is expected, will hew closer to the conservative line on the FCC typified by Commis-sioner E. K. Jett, himself an ex-ponent of more recently by Chair-man Charles R. Denny. Commis-sioner Ray C. Wakefield, California Republican whose term expires June 30, also has been swinging to the right in recent weeks, but evidently has retained his affection for Blue Book type cases involving programming and business considerations so vigorously sup-port-ed by the Durr left-wing ele-ment, heretofore in the majority. Commissioner Wakefield is a can-diate for reappointment, but there is known opposition prevalent in regular Republican ranks.

FM DEMONSTRATION IS PLANNED BY FMA

A DEMONSTRATION of FM's full fidelity will be presented April 14 in Albany when the FM Assn. section holds its meeting [Broad-casting, March 17], Leonard L. Ash, temporary chairman, an-nounced last week.

An NBC symphony orchestra, with soloists, will originate a special program for the FMA meeting over WGFM Schenectady, the General Electric FM station. It will be re-ceived by air at the convention headquarters at the Ten Eyck hotel.


NBC Program Conference Will Be Held in 3 Cities

WITH SPECIAL emphasis placed on local programming, listening trends and daytime programming, a series of three-day program and production conferences for program representatives of NBC affiliates and NBC Program Dept. execu-tives will be held successively in New York, Chicago and Hollywood beginning May 14. The schedule is: New York, May 14, 15 and 16; Chicago, May 21, 22 and 23; Holly-wood, May 27, 28 and 29.

The NBC Program Dept. under the supervision of Clarence Men-ser, inaugurated the series last year to effectuate closer coordination and understanding between the network stations. Mr. Menser will conduct the conference this year also.

Transmitter Situation; Elliott Sanger, vice president and general manager of WQXR-WQXQ New York, on "Programming FM Based Upon AM Experience.

The new GE film, "Naturally It's FM," will be premiered at the Albany meeting.

Among FMA officials scheduled for short talks are Roy Hofheinz, president; Leonard H. Marks, gen-eral counsel, and Bill Bailey, execu-tive director.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn what it's all about. San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent sta-tion. Ask your Universal Radio Sales rep.

HONOLULU

Now in its 25th Year of Continuous Broadcasting Service

Affiliated with the HONOLULU ADVERTISER - Represented by THE KATZ AGENCY, INC.

BROADCASTING • Telecasting

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TERM USAGE COVERED IN HOOPER BULLETIN

Radio Labor
(Continued from page 17)

people requires a positive labor policy recognizing mutual rights, functions and freedoms of management, labor and the public. Present laws do not afford this protection or do they prevent collective bargaining abuses, he said, mentioning those arising from closed-shop monopolies held by some unions.

Besides retarding economic growth, these abuses limit freedom to select occupation and impair business efficiency, he continued. He noted that the two industries have a mass of evidence on the subject and suggested legislation should create "the proper environment for peaceful industrial relations," besides assuring individual right of employment, efficient functioning of private enterprise and recognizing "that rights are balanced by responsibilities."

'Free Radio Imperative'

"A free radio is imperative to American democracy. It would be as dangerous to the welfare of the people if unions were able to control radio operations as if private-ownership monopoly were permitted." He reminded that America's national policy has been to prevent concentration of monopoly ownership, with union dictatorship as repugnant in broadcasting as in other industries.

Judge Miller said the closed shop, and particularly the closed union membership and the secondary boycott, "are powerful instruments which must be closely restricted, just as has been done with respect to similar instruments formerly used as a flagrantly abusive union practice and a genuine restraint of trade."

He condemned the secondary boycott as "a flagrantly union practice and a genuine restraint of trade," contending it should be an unfair labor practice for employers to use concerted action to withhold their patronage or services from customers, dealers, distributors or suppliers of an employer. This instrument of industrial coercion and control has been used against radio, and others are proposing it, he told the committees, with NAB unalterably opposed to it. Action by Congress to make secondary boycotts unfair, he suggested, should cover services as well as goods, and prevent distorted use of the union label.

Wildcat, jurisdictional and sympathetic strikes should be made illegal when they involve breach of contract, he said. Recent NLRB ruling denying protection to workers who violated a nonstrike proviso, and an employee not guilty of unfair practice was cited. Specific amendment of the Wagner Act, Judge Miller proposed, should incorporate the NLRB ruling and also encompass wildcat, sympathetic and jurisdictional strikes.

Hits Royalty Payments

He called royalty payments on production or services unsound when paid to unions for their unrestricted use. He said this amounted to a grant of taxation power to the union and that he feared spread of the practice through the American economy.

As to featherbedding, he proposed that if collective bargaining and private enterprise are to be compatible, "the process should, and will, cover basic work conditions, including the right to hire management workers." He said NAB does not believe collective bargaining should give a union power to limit or fix the number of employees for a company.

With development of FM and television, Judge Miller predicted, radio may experience intra-union conflicts over who gets what hit the movie industry. In this category he listed disputes between rival unions that forced cancellation of television programs and platter-turner controversies. "We strongly urge that Congress establish machinery within the NLRB, or otherwise, to resolve jurisdictional claims," he concluded.

Two San Francisco Stations Struck

AFRA strike against two San Francisco stations, KYA and KSFO, with 17 staff announcers and 15 free lance radio artists involved, went into effect at 6 a.m. last Wednesday, forcing both stations of the Picketers were placed at the studios and transmitters of both stations, and IBEW workers refused to cross the picket lines.

The strike went into its second day operators of the two stations gave no indication that they wished to renegotiate with AFRA, whose leaders said that if negotiations were not reopened the dispute might spread to four other independents in the Bay area—KJBS and KSAN San Francisco and KROW and KLX Oakland.

Strike was called after efforts by the Federal Conciliation Service to bring about settlement of the dispute had failed, William Ely, president of AFRA's San Francisco chapter, announced.

Meanwhile, William Gavin, acting business manager of AFRA, gave assurance that the picket lines at KYA and KSFO would apply to the pickets in all major broadcasting and would not affect any other union employees who work in the buildings housing the two stations. KYA is located in the 11th Street Bidwell area, where the San Francisco Examiner is published, and KSFO at the Mark Hopkins Hotel.

AFRA members are asking independent station owners for salary increases, fees for all commercial programs and other concessions.

"The board's direction, the following statement says."

"The broadcasters of America support President Truman on his opposition to the secondary boycott. We only regret the ill-conceived attempt to placate labor by the recommendation for correction of this unfair practice in the collective bargaining agreement."

"The radio industry at this time strenuously endorses legislation to prevent the secondary boycott, in any form, and hopes that Congress will take immediate steps to dispose of it. We believe this serious obstacle to mutually beneficial relations between employers and management."

"If the broadcasting industry is to be given the same protection as other industries, labor legislation should be expanded to cover "services" as well as "goods and materials."

"The secondary boycott has been the most critical, but it does no more than the only collective-bargaining abuse perpetrated by certain unions on the radio industry."

"The broadcasters of the nation want Congress to enact sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and the employers to whom they are bindingly responsible; (3) protects industry from jurisdictional strikes; (4) safeguards the economic system from such coercive and monopolistic union practices as featherbedding, the extraction of royalty payments, and the use of the union label on the instruments of boycott."

"The appended statement outlines, in greater detail, the position on the foregoing points. I trust that it will be possible to incorporate this letter and attached statement into the official printed record."

If you desire any further information on our position, please call me."
Rescinding of 20% Tax on Restaurants And Bars Using TV Sets Is Possibility

REVERSAL of the Federal ruling that a 20% amusement tax must be added to tickets in bars and restaurants using television sets loomed as a distinct possibility with the news that J. R. Poppele, president of the Television Broadcasters Assn., had been granted a "sympathetic" audience with the Bureau of Internal Revenue in Washington last week.

The original ruling from the Treasury Dept. stated that a television set visible to all or most of the patrons of a bar or restaurant "constitutes a public performance for which the proprietor would be liable under the meaning of the internal revenue code and makes it subject to tax.

The television industry voiced immediate objection, claiming that such a ruling at this time would be a serious blow to the future of television, because no bar owner could tax his customers another 20% nor could he afford to carry the burden alone. The ruling would only result in a virtual halt in sales of sets to bars. TBA argued further that television was like radio except for the added element of sight and sound, and should not be classed in the same category with cabaret entertainment.

New York City, which had levied a $2 monthly fee on establishments with television sets for offering motion picture entertainment, last week rescinded the order. Asked why the fee had been cancelled, Deputy Commissioner of Finance Patrick J. Meehan replied: "I don't think it's a motion picture."

Elaborating on the viewpoint of TBA, Mr. Poppele, in a letter to the Bureau of Internal Revenue, said, "Television, it is true, provides a unique form of entertainment, but it also makes available to the American people a public service instrument of tremendous importance. Hence, it appears that one would be stretching a point in classifying television as strictly an amusement and forgetting about its other important qualities."

Summarizing TBA's request for repeal, Mr. Poppele said, "To impose a 20% levy on television, while specifically exempting all other mechanical devices (radio sets, juke boxes, and even live instrumental music) would be discriminatory. Further, imposition of the tax would seriously curtail the sale of receivers for use in public places, thus striking vitally at television's right to existence."

FM Outlet at New Haven To Be Launched Tonight

WBIB, New Haven, Conn., FM station will be launched tonight (Monday) with an hour-long dedication to "The Waldorf Astoria's" in New York. This station, operating with initial power of 250 w, will be on the air daily from 10 a.m.-2 p.m. and 6-9 p.m., Sol Chain, general manager, announced. The plan is to close the 2-5 p.m. gap as soon as feasible.

Within a month, WBIB's power will be increased to 3 kw and by September the station expects to reach its full power of 20 kw, according to Mr. Chain.

WBIB is equipped with two recorders for presentation of delayed broadcasts of local events. Station plans coverage of local as well as national and international news, and will use its own staff plus the AP news wire.

FCC Aids Amateurs

LIST of channels available to amateurs was made public Friday by the FCC, with comparison of present and proposed frequencies. The list was issued in advance of the International Telecommunications Conference opening at Atlantic City in May. The number of amateur operators is 18,000, compared to 60,000 before the war, according to FCC, with 50,000 amateur stations in operation. About 1,600 applicants are handled every month. The present frequency allocation contains many channels added since the war. In its release the FCC said it will continue "to give sympathetic consideration to the problems which affect the welfare of that service." The U. S. has indicated it will vigorously support amateur allocations.

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Heard by most
Preferred by most
in the BUYING Ark-La-Tex

KWH

The Shreveport Times Station
March 24, 1947 • Page 77
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Todd Leaving KVOR

JIM TODD, KVOR Tulsa announcer, is leaving to manage a new station, KSWI Woodward, Okla., about July 1. Mr. Todd, who did his first announcing at KFPW Fort Smith, Ark., received the H. P. Davis Memorial Award in 1948 for general excellence in announcing in the central time zone. He has done some work with network shows, having announced the U. of Chicago Round Table and having worked with the Dinning Sisters, Ma Perkins, Vic and Sade and other NBC presentations.

Work on our new transmitter nears completion. It won't be long before

**WLAW**

LAWRENCE, MASS.

becomes

New England's

BEST radio buy

with

50,000 WATTS

NATIONAL REPRESENTATIVES

WEED & CO.

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**Springfield Pleas For 1320 kc Denied**

FINAL DECISION was adopted last week by FCC denying both competing applications pending for 1320 kc facilities at Springfield. Most was filed by WATS Springfield and WATR Waterbury, Conn. To deny both applicants in a consolidated proceeding is an unusual Commission decision. The ruling was based on interference problems peculiar to both proposed operations. Proposed denial was issued Feb. 14 [BROADCASTING, Feb. 24].

FCC denied the WATR petition for move to Springfield and increase in power from 1 to 5 kw on 1320 kc on the grounds that it would result "in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield which already has a Class I station, a regional station and a local station in operation."

WMAS' request to switch from 250 w, sep 14 kc to 5 kw on 1320 kc was denied because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference to both" even if WMAS remained in Waterbury and continued to operate with 1 kw.

FCC also found that neither proposed operation would comply with requirements of its engineering standards.

New Posts Are Assigned Two at Stromberg-Carlson

THOMAS F. HARRISON, with the Stromberg-Carlson Co., Rochester, for the past 23 years, has been appointed credit manager of the Mutual Broadcasting Union, with full responsibility for all radio and telephone accounts sold by the Rochester sales branch.

Arthur J. Fink, former special credit representative of Stromberg-Carlson, has taken over the supervising of accounts receivable and bookkeeping in addition to his present responsibilities for radio and telephone distribution and for special credit analyses.

Prior to joining Stromberg-Carlson in 1945, Mr. Fink had been employed for 10 years by Dun and Bradstreet. Mr. Harrison came to Stromberg-Carlson from the Eastman Kodak Co.

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**Ream Feted**

JOSEPH H. REAM, recently elevated to CBS executive vice presidency, was honor guest at reception at 1450 kc to 5 kw. A CBS Washington office headed by Vice President Earl H. Gammons. Approximately 200 representatives of Washington officialdom and radio and press corps attended.

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**Opportunity** knocked for John Spottwood, owner and general manager of WKWF KSWI, and he was ready with his hand on the doorknob. His station was the logical channel through which President Truman, vacationing in Key West, could listen to his daughter Margaret's radio debut March 16. The only hitch was that Miss Truman was signing over ABC, and WKWF is a Mutual affiliate.

Mr. Spottwood called on the President, told him he would try and make arrangements. He negotiated for a most unusual plan whereby the station would cancel the regularly scheduled MBS programs 8 p.m. to 9 p.m., and would carry instead the ABC schedule for that hour [BROADCASTING, March 17].

A Class A circuit was ordered from the WKWF transmitter to the test board of AT&T in Miami where the nearest outlet of ABC, WGBS, is located. To ensure against possible failure, Mr. Spottwood ordered a direct line from the station to the temporary White House.

The President listened to the program over a Master RCA Monitor speaker which WKWF had installed for his use. With the President at the time of the broadcast were: Charles Ross, presidential press secretary; Hon. William D. Hassett, secretary to the President; John R. Steelman, assistant to the President; Fleet Adm. William D. Leahy, Chief of Staff; Clark Clifford, legal advisor to the President; Rear Adm. James H. Foskett; Neal Holm, President's personal friend; Mr. Spottwood.

Immediately following the program, the President telephoned Miss Truman in Detroit, and Mrs. Truman in Washington.

From 6 to 6:20 p.m. March 16, WKWF presented a special program featuring the network respondents who were accompanying the President on his trip. Those heard were: Bryson Rash, ABC; William Hillman, MBS; Bjorn Bjornson, NBC; and John Adams, CBS. As soon as the program went off the air, the station received a telephone call from the President himself, expressing appreciation of the program. Most of the members of the official staff also congratulated Mr. Spottwood over the telephone.

**WFAH-FM Alliance, Ohio, Starts (250 w, 104.7 mc)**

WFAH-FM Alliance, Ohio, went on the air March 16 on an 8-hour schedule (11 a.m. to 5 p.m. Saturday and Sunday, 2 p.m. and 5 p.m. daily), operating with 250 w on 104.7 mc. Application is pending with the FCC for an increase to 1 kw, and the station plans to expand its broadcasting schedule as FM receivers flow into its service area.

A. J. Holles, owner of the Review Publishing Co., is also owner of WFAH-FM [BROADCASTING, July 22, 1946], and the manager of the station is Paul W. Reed, former news editor of the Alliance Review and veteran of two wars.

Studios, transmitter and tower occupy a 3-story brick structure, which also includes three apartments for staff members. UP wire service is being used.

Staff, in addition to Mr. Reed, includes: W. H. Probst Jr., chief engineer; Artie McCracken, assistant engineer; Robert Hansen, production manager; Robert Gates, music director; James Burnett, announcer; F. A. Joseph, sales manager; Elizabeth Larsen, women's features; Mabel A. Reed, office manager.

**Political Bill Killed**

BILL forbidding broadcast stations and networks, as well as newspapers and periodicals, from charging rates higher than regular rates for political advertising has been killed by the Montana House. The bill had passed the Senate Feb. 21. The bill provides for fines from $50 to $100. Its provisions included charges for recording. A similar New Hampshire statute has been held constitutional by the State Supreme Court and the U. S. Supreme Court has twice refused to review.

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**NBC Plans Chicago Video Station by Early 1948**

NBC CENTRAL DIVISION, Chicago, will "definitely" include a television station by early 1948, Niles Trammell, network president, revealed during a press conference in that city.

Mr. Trammell said contracts already had been signed to house a transmitter in the Civic Opera Bldg., with studios located in NBC's Chicago headquarters, the Merchandise Mart.

Mr. Trammell side-stepped questions as to whether the NBC television station would go on the air with electronic color or black and white. "Let's just say we will have a television station on the air in Chicago," he said.

**Around the Mike are (l to r): Meares, Spottwood, Rash, Hillman, Bjornson and Adams.**
JBC Policy on Political Broadcasting Is Altered

JBC’s position on the political broadcasts scheduled on the BCC was heard last Tuesday when the “time minister talked on “The Economic Situation.” Speaking for the opposition on Thursday was Anthony Eden, member of House of Commons. The broadcasts marked a departure from the recent policy of no controversy on air, and were the first of 12-year programs on political matters.

Of the 12 broadcasts, six will be given to the Labor Government, five to the Conservative opposition, and one to the Liberal opposition. Each will be free to use one of its quota of broadcasts to reply to the points raised in the other party broadcasts.

Cancer Campaign

THE KICK-OFF broadcast in the American Cancer Society’s April appeal, featuring Bob Hope, Jimmy Smitts, Jerry Colonna and others to be announced later, will be aired over MBS Monday, March 11, 10:30-11:00 p.m. Supervising production will be Jack Runyon of Bow Co. and Al Capstaf of Foor, Cone & Belding.

WCFC Boosts Power

WCFC Beckley, W. Va., has increased power of its FM transmitter from 250 to 1500 w, half its allowable power, with improved reception reported. The FCC reports that Beckley stores sell FM receivers as fast as shipments are received, with public demand increasing. Local special events are featured on the programs.

ABC Hollywood Quarters

DESPITE lack of official confirmation, ABC Hollywood appears set to remain headquartered in NBC Radio City, that city, until 1960 under terms of new lease which is being negotiated. Added two new audience studios and intention of NBC to move some departments into adjoining Building B explain turn of latest negotiations.

Summer Replacements

SUMMER replacement for the Hour of Charm, sponsored by Electric Companies Advertising Program, Sun., 4:30-5 p.m., on CBS, will be an eight-week show featuring Peggy Lee, vocalist, Woody Herman as m. c., and Dave Barbour and his orchestra. Replacement starts July 15, originating on the West Coast. Dramatic show featuring Pat O’Brien and Lynn Bari, and presenting small town druggist as character, will be the summer replacement for the Jimmie Durante-Garry Moore show, sponsored by Rexall Drug Co., Fri., 9:30-10 p.m., on CBS. Replacement starts July 4. N. W. Ayer & Son, New York, is agency for both accounts.

EXCEPTION FOR STEEL SEEN IN SOVIET VISA

JOHANNESTEELE, ex-WWH New York commentator, was reported last April 18 leaving London going to the United States, being the Foreign Minister’s conference without recognition from the U. S. State Dept. The Soviet Government, in granting a visa to Mr. Steel, had apparently made a special exception of his case since the quota of 36 U. S. correspondents now in the Russian capital was set by agreement of the two between the U. S. and the State Dept.

As foreign editor of Reader’s Scope, Mr. Steel was 62nd on a list of newsmen applying for visas through the State Dept., which had protested earlier Moscow limitations and succeeded in raising the quota from 20 to 30. A State Dept. spokesman told Broadcasting that although it knew nothing about Mr. Steel’s status, the Soviet Government has the privilege of granting visas to whomever it chooses. Moscow apparently has that limitation on the number of foreign correspondents who might attend the Moscow parleys were necessary because of a severe housing shortage.

A Reader’s Scope spokesman said Mr. Steel “is on his own there,” so it was presumed that the former radio commentator was in Moscow on behalf of his own monthly newsletter, The Johannes Steel Report on World Affairs.

Air Kentucky Games

PLAY-BY-PLAY descriptions of games which the U. of. Kentucky has played at the annual National Invitational College Basketball Tournament at Madison Square Garden, New York, have been presented by WGRG Louisville and WKLX Lexington. Both stations will broadcast the final game to determine the national championship (Monday). It will be Kentuck vs. U. of Utah.

WEAM Signs Little

SIGNING of Little Jack Little, well known radio entertainer, as afternoon record m. c. at WEAM, new station scheduled to begin operations at Arlington, Va., March 31 (BROADCASTING, March 17), was announced last week by Charles Zurhorst, WEAM manager. Mr. Little, who has been playing night club engagements recently, will handle WEAM’s record show six days a week, Mon.-Sat., 1-5 p.m.

On Workshop Faculty

WALTER HACKETT, formerly on the staff of NBC, is a member of the faculty of the Summer Radio Workshop being presented by the New England Committee on Radio in Education and Boston U. M. Durante-Garry Moore show, sponsored by Rexall Drug Co., Fri., 9:30-10 p.m., on CBS. Replacement starts July 4. N. W. Ayer & Son, New York, is agency for both accounts.

KFH Transfer

APPLICATION has been filed with FCC requesting transfer of control of Radio Station KZH operator of KFH and KFH-FM Wichita. Kan., from the Victoria Murdock Estate to Wichita Eagle Inc. Involves are 300 shares (50%) of the KFH capital stock. There is no money consideration. Marcellus M. Murdock, vice president and general manager of KFH as well as publisher of the Daily Wichita Eagle, is sole surviving trustee of the Victoria Murdock Estate and as such had elected to form Wichita Eagle Inc. to handle the business matters of the estate. All stocks and interests have been turned over to this firm in exchange for its stock which has been distributed among the estate beneficiaries. There results no change of interests in KFH, the application stated.

Damrosch Retiring

DR. WALTER DAMROSCH, who has been musical counsel for NBC since 1929, will retire on April 1. From 1920 to 1942 the 85-year-old conductor and composer conducted Friday morning Radio Music Appreciation Hour. After 1942 Dr. Damrosch continued in an advisory capacity as musical counsel for the network. He will be guest of honor at a dinner to be held by NBC on March 31 at the Waldorf-Astoria Hotel, New York.
Help Wanted

Texas station will train veteran in sales, solicitation of new accounts. Full details to Box 946, BROADCASTING.

Announcer—News and music, must have at least 1 year experience. Will have opportunity with N. Y. State NBC affiliate, WOR, New York City. Please send complete details of your experience. Reply Box 8, BROADCASTING.

Engineer, experienced and willing to work evenings, desired. Reply Box 12, BROADCASTING.

Announcer—Established station in West Virginia. Positions open for announcer-engineer in new 1,000 watt independent N. C. station. Maried man preferred. Reply Box 25, BROADCASTING.

Engineers with ambition wishing to develop radio potential. Opportunities to grow with popular southwest station, offering good salary, excellent benefits, plus free flying. All references considered. No flusters considered. Box 25, BROADCA STING.

Sales representative and qualified closers apply ABB Personnel Service, Box 413, Philadelphia.

Manager! If thoroughly experienced apply BROADCASTING. Box 413, Philadelphia.

Combination 1st class engineer and announcer for popular Detroit ABC affiliate. Excellent opportunity. Box 209, BROADCASTING.

Sales representative and qualified closers apply ABB Personnel Service, Box 413, Philadelphia.

WANTED—Second engineer for highly regarded station in New England. Must have thorough experience in radio sales, and must have complete knowledge of market. Position with top opportunity. Write full details and send snapshot to Box 54, BROADCASTING.


WANTED—3 transmitter engineers, preferably single, with minimum of 5 years experience. Must not be required. Station WOAC, Charleston, S. C. Write Box 15, BROADCASTING.

WANTED—Continued experience and prove your ability as a transmitter on new 10,000 watt ABC affiliate, KULA, Honolulu. Stations in California, Texas, and New York. Operate full modern methods and radio writing. Include all particulars, photograph, experience, mature and appropriate men preferred. Pay own transportation. Write P. O. Box 1479, Honolulu, Hawaii.

WANTED—Sports announcer—Baseball, football, basketball. Must be experienced. Prefer man with some experience with opportunity to do part time sports at $20 commission. Excellent opportunity. Write WSH, Oshkosh, Wisconsin.

New thousand watt station in New York city, starting up in August, seeks one announcer, preferably one who has already worked, and gained experience, on the dial. Apply Engineers box, 1807 Eastern Ave., Brooklyn, N. Y.

WANTED—Executive experience, 10 kw. radio engineer for a thousand watt station. Write Box 184, BROADCASTING.

KULA Honolulu. 15 kw. ABC affiliate accepting applications of licensed technicians. Transportation expense not required. Salary $50 per week, box 91, BROADCASTING.

WANTED—First class engineer with some sales experience. Must be experienced and looking for position with aggressive station in southwest. 28, box 28, BROADCASTING.

Experience young man seeking excellent opportunity in commercial department of established station. Background includes time sales, traffic, and program writing. Has worked for three outstanding radio professionals in advertising department. Reply Box 28, BROADCASTING.

WANTED—Engineer, 15 years experience, with advertising knowledge, 25 years experience, desires position as traffic manager for group of independent stations, has worked with time radio salesmen who is also available. Reply Box 956, BROADCASTING.

Experienced on-air announcer with excellent record desires aggressive position at well known on-air station. Has 25 years years experience in local and national business, with radio and TV. Box 5, BROADCASTING.

Assistant manager—13 years experience, seeks position as regional network—station, age 28, married, veteran, Box 15, BROADCASTING.

Available two men qualified for program director job. One Fair-weather, snow-selling, sales, special events, sports announcing, organ, piano, voice, accordion, duet, platter shows, 8 years experience, long experience with thorough ground for eight years success, excellent recommendations, veteran, $4,000. Reply Box 9, BROADCASTING.

Chief engineer, 10 years 50 kw. manufacturing experience, desires position with aggressive station in south west. Reply Box 11, BROADCASTING.

Situations Wanted

Situations Wanted (Cont’d)

Script writer with experience in education department of fifty thousand watt station in the East. Please enclose script writer or director. Simple scripts expected. Rate now employed. Box 27, BROADCASTING.

Production-promotion man for aggressive, new or established station. Reply Box 23, BROADCASTING.

Sportscaster! Top experience. Available 3 weeks. BROADCASTING, Box 413, Philadelphia.

Direct printing experience RR, Personnel Service, Box 413, Philadelphia.

Available April 1st. Industrial trio, singing Western fades. Pleas, write Box 413, Accordian, straight and steel guitar and fiddle. 672 New York Ave., Creston, Iowa.

Engineers, first class, with extensive experience in broadcasting, FM and television. Contact R. E., 393 N. Monroe St., Spring, Texas, or Wyandotte, Kansas City, Mo.

For announcements. Referee phone. Construction experience, married, sober, reference required. Box 87, Laughlin, P. O. Box 397, Eureka, Calif.

Hal Styles may solve your problem with your Hayward, Calif. capeman. Veteran or non-veteran, who has been thoroughly endorsed by radio professionals in announcing, newscasting, control operation and continuity writing. Write or phone one of the following: KOPO, 340 W. 10th St., Chicago, Ill. or KBPR, 4130 Colorado Ave., Los Angeles 9, Calif.

Desire responsible position at same station. Experienced but capable. Disc jockey for Washington, D. C., Dick McMullen, 430 W. 52nd St., Chicago, Ill.

Announcer, top voice, single, technically competent, experienced, wants position as newscaster for a large metropolitan station. Write or Wire V. J. Kahanek, 703 S. 13th St., Kansas City, Mo.

Experienced farm and trade writer wants position in industry, radio, advertising. Must have ability to work well with people. Write 1807 University, Columbus, Mo.

Situations Wanted (Cont’d)

WANTED—Disc jockey terminating excellent position April 1st. Desires change to other coast. Box 36, BROADCASTING.

WANTED—Announcer and former professional disc jockey for rising station. Versatile, good selling voice, able performer. Must be interested in advertising. No Eastern city preferred. Audition disc music and speech. Available. Box 38, BROADCASTING.

A MAN WHO HAS EXPERIENCE AS...: A writer for MGM in Hollywood... Assistant play editor for MGM in New York... Announcer for the Blue Network (WMAL)... Staff announcer for WMCA in New York... Associate producer for the Blue Network (WMAL)...

To fill your present needs for a chief announcer or program director—new station. Reply Box 37, BROADCASTING.


Two first class ticket combination op- tions to play in the mountains. Located in heart of hunting and fishing country. Call (100 feet) at Winton, Montana. Two first class ticket combination options to play in the mountains. Located in heart of hunting and fishing country. Call (100 feet) at Winton, Montana.
Bond Drive Results

THROUGH the Advertising Council’s radio network and spot allocation plans, U. S. Savings Bond messages during 1946 received about two billion listener impressions each working week. The Council did not break the percentage contributed to radio by advertisers and media during last year, but announced that a $10 million boost in all advertising media helped to build the volume of bond sales in 1946 to a total of more than seven and a half billion dollars.

For Sale (Cont’d)

Radiotone recorders RA16 with amplifiers and tuner and R16less amplifier. Both have Audax playback suitable for transcription turntables. Perfect condition, bargain. Bill Gall, Harrisburg, Ill.

Fierce wire recorder, new, 4 reels of wire. Immediate delivery. $600. J. M. Trosch, WTV, Steubenville, Ohio.

Accept in Broadcasting.

In broadcasting.

Also, preferred. Commercial experience:

Thiel, Rib Box - Versatile, 386 watts, $350.00 delivered. WSDB, Olean, N. Y.

Audax PRO-5 pickup and arm with sympath. box, delivers 990. West Madison, Kirkwood, Missouri.

For sale: Gearless recording machine. Hand wax shaver, two Western Electric cutters and auction pump. Write WBBK.

For sale: Immediate delivery, new 250 kw; Class B; license approved and accepted by FCC. Sale due to change from 250 kw to 500 watts. Faith Shore Broadcasting Company, Preston, Maryland.

Also, immediate delivery 1 kw 304-A WE transmitter with spare tubes just like new. $1500. Power increase. Price $6500. Price includes 24 kw WE limiter. Radio Station KFPD, Los Angeles.

Wanted to buy—250 watt network amplifier Box 902, BROADCASTING.

Interested in buying several good second-hand transmitters from 100 to 1000 watts complete. Interested in medium wave AM. Give complete particulars. Box 22, BROADCASTING.

Wanted: 5000 watt transmitter available for sale. Reason: Moving. Accept job as announcer, copy writer, or traffic director. Need 5000 watts or over. Box 53, BROADCASTING.

Four New FM Conditional Grants and 15 CPs Are Issued by FCC

FOUR conditional grants were authorized by FCC last week for new FM stations. Three are for class B facilities and one is for class A assignment. FCC also announced pre-licensing permits for eight FM grantees and seven CPs to others in lieu of previous conditions.

One class B grant goes to Newnan Broadcasting Co., Newnan, Ga., with the Commission adding channel 238 B to that city, and deleting the facility from LaGrange, Ga. Newnan Broadcasting previously had received a local AM assignment which was withdrawn earlier this month as result of relation to regional grant in Nashville, Tenn. Applicant concluded, and for hearing because of possible interference with existing operations [BROADCASTING, March 10]. The Nashville applicant, Volunteer Broadcasting Co., Inc., has received the originally requested Newnan facility of 1300 kc (with 5 kw) on condition that it find Newnan a suitable frequency, which it does not. The Nashville AM request also goes to hearing.

The other conditional class B FM grants go to AM operators: J. H. Nelson, (WEGO), Concord, N. C.; and Newnan Co. (WNAM), Neenah, Wis.

Commissioner Dunn voted for hearing in favor of class A Grant No. 330 to Donald and Reynolds at Okmulgee, Okla. Mr. Reynolds is holder of CPs for both AM and FM facilities in Fort Smith, Ark. He also is owner of Community Service Broadcasting Co., AM applicant in Erie, Pa.

The Commission approved authorization permits for FM outlets. FM call, if assigned, needed prefix. AM affiliations are given in parentheses. Power given is effective radiated power and antenna height is height above average terrain.

Grants are:

Twin City Bosts. Co. Inc. (WCCU), Lewiston, Me.-Class B; 92.3 (mc) (292); 9 kw; 270 ft.

Tri-State Bosts. Co. (WBOC, WCAO through stockholders), Cumberland, Md., Class B; 91.1 (mc) (254); 2 kw; 1570 ft.

WQFY, The Argus-Press Co., Owosso, Mich.—Class A—104.7 mc (No. 284); 1 kw, 210 ft.

Ponctue Bosts. Co. (WPCA), Pontiac, Mich.-Class A—92.5 mc (No. 226); 20 kw; 500 ft.

WLOA, Crasley Bosts. Corp. (WLW), Cincinnati—Class B—91.1 mc (No. 251); 10 kw, 500 ft.

WQMW, The Sotoo Bosts. Co. (WPAY), Portsmouth, Ohio—Class B—104.7 mc (No. 250); 500 kw; 700 ft.

Boomer Bosts., Okahoma City—Class B—106.8 mc (No. 255); 3 kw; 520 ft.

LIVE FM KALZ Inc. (KALE), Portland, Ore.—Class A—96.1 mc (No. 241); 22 kw, 500 ft.

WEEX Bost Pub. Co. (WEST), Easton, Pa.—Class A—105.7 mc (No. 280); 3 kw, 300 ft.

WNJD H. C., Winold (AM permitted), Montrose, Pa.—Class B—154.3 mc (No. 257); 3.5 kw; 585 ft. (Cont’d)

WITF, Clearfield, Pa.—Class A—97.9 mc (No. 236); 750 ft.

White Rose Bosts., York, Pa.—Class B—93.3 mc (No. 237); 1 kw; 700 ft.

Subject to change pending decision in hearing on Dockets 7724-7725.

Four New FM Conditional Grants and 15 CPs Are Issued by FCC

Situations Wanted (Cont’d)

Announcer—32, single. One year radio school training in all phases. Desirous of position with progressive station. Disc, photo on request. Box 42, BROADCASTING.

Announcer-experienced all phases of radio, college education. Age 22, married. Desires to combine talent fees. Box 42, BROADCASTING.

Chief engineer—FM & AM experience. 7 years radio, 20 years TV. Also, development and design with equipment manufacturer. Box 43, BROADCASTING.

Administrative assistant with knowledgeable traffic, sales, and program background, correspondence and other business procedures. Presently employed, but desires making worthwhile and permanent connection with broadcasting. When do you need me? Box 44, BROADCASTING.

Editor-announcer. Foreign correspondent, features, columnist, reporter. Twenty years experience, good voice, capable. Box 48, BROADCASTING.

Writer: Experienced continuity and dramatic. Credits ranging from comedy to documentary. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Announcer—Young, versatile, with voice that sells. Brush up course in voice production. Radio sales, travel anywhere, available immediately. Box 90, BROADCASTING.

Announcer—Versatile, experienced. Disc shows, news, sports, specialized baseball and football. One thirty-six years in business. Box 90, BROADCASTING.

Good announcers are desirables. Desire position new live wire Midwest, present. Future ready. 10 to 12 years experience. Excellent voice. Box 52, BROADCASTING.

Announcer—Lead screw. Deviation meter: Good experience. $50 per week. Box 52, BROADCASTING.

For Sale

For sale, immediate delivery, in perfect operating condition. gear, rectifiers, frequency modulator, type 475B and 581A development units, 4000 watt units. Box 990, BROADCASTING.

One 1000 amp meter. Box 982, BROADCASTING.

For sale—Scull recording table, single lead, new variable condenser. Box 990, BROADCASTING.

Rex-Kut recording equipment; two tables—new. Better offer takes all. Box 94, BROADCASTING.

For sale—BOA 303 A frequency monitor—range 1500-60 M.C. complete with tube and crystals. In perfect working condition. First check $125.00 get monitor; two checks complete deal. Broadcasting Corporation, Bankert, North Carolina.


New York.

For—Ready for immediate installation 1000 watt, 304C Western electric transmitter, complete with 2500 foot tower of choice, 2000 foot frequency meter. Feedback circuit diagram and instruction manual. Wire or phone: KIM 300, New York, N. Y.


BROADCASTING • Telecasting

Education by Radio

Ohio State U. Announces Plans For Annual Sessions

DAY-TO-DAY programming and the challenge of the Blue Book will hold the attention of broadcasters attending Ohio State U.'s 17th annual Institute for Education by Radio on March 25-26. Major general sessions and smaller group meetings will aim to discuss specific "how" and "when" techniques of effective public service.

"Radio and Life," a special "public service" will be aired at the opening general session on "Public Interest, Convenience and Necessity," Lyman Bryan, executive vice-president of the CBS of America, 850 N. Michigan Ave., Chicago, III., will speak.

Speakers will include Edward R. Morrow, vice-president of CBS; William Fay, vice-president of Sylvania Electric Products, Inc., E. Capehart of Indiana; and Robert K. Richards, who on April 15 assumes a new position as public relations director of NAB.

"Radio and Life," will be a general session topic for the first time in the Institute's history. Chairman will be Morris Novak, radio consultant. Speakers lined up thus far include James McCann, president, Woodrow Wilson; Charles W. Capehart of American Civil Liberties Union, and Allen Saylor, radio representative of the UAW-CIO.

Dr. Harrison B. Summers, former head of radio service clubs for ABC, now on Ohio State's speech department faculty, is acting director of the 1947 Institute.

Henry Marob, ABC comedian, was presented a plaque on March 20 by the Urban League of Philadelphia at its annual dinner for his "entirely sincere struggle against intolerance and bigotry on his ABC weekly program."
AD CLUB'S LUNCHEON TO HEAR FM PANEL

Panel on "FM as an Advertising Medium" will be held at the March 25 luncheon of the Washington Advertising Club, meeting at the Statler Hotel, Washington. Demonstration of FM will be given by WASH Washington, which also will pick up the panel discussion.

Presiding will be Bill Bailey, executive director of FMA, with these participants: Roy Hofheinz, FMA president; Leonard L. Asch, WBCA Schenectady; Hugh D. Laverty, account executive, McCann-Erickson, presenting the agency viewpoint; and a question period will follow. Questions not answered for lack of time will be answered later by mail, Mr. Bailey said.

All-Negro Serial

CHICAGO may originate radio's first all-Negro daytime serial if plans between WJJD and Davis, Young and Powell, Chicago Negro advertising agency, are successful. Agency plans to produce and cast "Here Comes Tomorrow using Chicago Negro actors. Originator of idea is Richard Graham, writer of "Democracy U.S.A."

Toaster Named

J. R. POPELE, vice president of WCR New York and president of the Television Broadcasters Assn., will serve as toastermaster at the Tuesday luncheon session of the Television Institute to be conducted by The Televisor April 14-15 at the Hotel Commodore, New York. Thomas Hutchinson, author of "Here Is Television," will head a production panel on Monday, while Dr. A. N. Godsmith, consulting engineer in radio and television, serves as chairman for a simultaneous panel session on station operation. Irwin A. Shane, executive director, Television Workshop, and publisher, The Televisor, will conduct a program panel and demonstration on Tuesday. Two-day seminar will conclude with four round-tables on video writing, advertising, station problems and television for retailers.

WHEN Mrs. William McCormick, a Lockhaven, Pa., housewife, answered her telephone on March 16, and told Ralph Edwards, m. c., of NBC's "Truth or Consequences" show, that the mysterious "Mrs. Hush" was Clara Bow, she became the winner of prizes totaling $17,590, an all-time high for radio give-aways. Not only did this fabulous contest make Mrs. McCormick happy, but it raised more than $400,000 in contributions to the "March of Dimes" campaign.

Last Jan. 25 "Truth or Consequences," sponsored by Procter & Gamble Co. for Duz, began broadcasting a mysterious voice of a woman called "Mrs. Hush" who, each week, recited a four-line verse which contained clues to her identity. To be eligible for the competition, listeners had to write a letter in 25 words or less on "We should all support the March of Dimes because" and enclose a contribution to the campaign along with the entry. Three letters were picked each week and the writers were phoned during the broadcast to give their opinions on who "Mrs. Hush" was. The first week of the contest three prizes were offered, and by the time Mrs. McCormick guessed the answer on March 15, there were more than a dozen. Mrs. McCormick, her sister, and a neighbor had gotten their heads together and figured that "Mrs. Hush" was Clara Bow. They had sent in a total of 24 letters during the time the contest was in progress at the rate of one a week. It was Mrs. McCormick's eighth letter that was picked as one of the three best for the week ending March 15.

Three Share Prizes

The prizes, which Mrs. McCormick and the two other women are still trying to split three ways were: A 1947 Ford Sportsman convertible automobile; Bendix washer; United Airlines trip to New York for two with a week-end suite at the Waldorf-Astoria Hotel; a 14-karat diamond and ruby Bulova watch at $747; RCA Victor console radio phonograph with a $100 library of Redseal records; a Jacobs home freezer filled with Birds Eye frozen food; a Tappan glass-top refrigerator; Electroly vacuum cleaner with all attachments; a Crosley Shelvador refrigerator; a week's vacation for two at Sun Valley, Idaho, with transportation paid; a Brunswick billiard table installed in the home; an Art Carvel $1,000 diamond ring; a complete Hart, Schaffner and Marx wardrobe for each adult in the immediate family; a Fitzgeralds residence steel heating boiler; free mail service for one year; a 144-piece set of American china; a Remington-Rand typewriter; a Luscombe Silvair airplane worth $2,500; a Roper house painting job inside and out by Sherwin-Williams.

More than one million entries were received by the program.

Sackett Buys Daily

SHELDON F. SACKETT, owner of KROW Oakland, Calif.; KOOS Coos Bay, Ore. and KVAN Vancouver, Wash., has announced the purchase of the Vancouver (Wash.) Sun, a daily newspaper. Mr. Sackett also publishes the Coos (Bay) Times. The Short & Baun advertising agency, Portland, has been appointed to handle advertising for the interests.

To Name Distributor

COLUMBIA Recording Corp., New York, will appoint a Hawaiian distributor for the firm within the next two weeks, and Paul E. Southward, vice president in charge of sales of Columbia records, has left for Honolulu to interview applicants. During the war Columbia's products were distributed in the Hawaiian Islands by the H. R. Basford Co., distributors of Columbia masterworks and popular records in San Francisco.

Elects Directors

COMMITTEE on Consumer Relations in Advertising March 18, at the annual luncheon meeting at the Waldorf-Astoria Hotel, New York, elected the following as board directors: Allen L. Billing, president of Fuller & Sons; Robert Newell, president of NAB; William Reydel, president of Newell-Emmett Co., New York; Frank Stanton, CBS president; Enno D. Wimius, president of Anfenger Adv., New York, and Roy C. Witter, NBC vice president.

Schwerin System's Service Expanded

Now Available to All National Advertisers, Agencies Told

SCHWERIN System of Program Improvement is now available to national advertisers in addition to NBC, Horace Schwerin, head of the research organization, told Chicago agency executives March 18. Results obtained from a study of more than 100 NBC programs since last August, Mr. Schwerin, together with Hugh Beville, NBC director of research, outlined at the meeting of both proposed programs and programs now on the air have aided the network in improving their overall quality.

Mr. Schwerin also announced the first commercial rates to clients exclusive of NBC, whose contract expires June 30. Until June 1, Schwerin rates will be $750 for audition tests of each half-hour program, with 25% discount for quarter-hour programs. For continuous studies (more than one program in the same day) the fees will be $500 for each half-hour, with 25% discount for quarter-hour programs.

Discusses Cost

Based on tests made on NBC's own RCA-Victor program (Sun., 1-1:50 p.m., CST) Mr. Schwerin said research costs per dollar of increased value to the client (using increase in share of audience as an indicator) amounted to approximately two cents.

He emphasized that improvements or changes in the program based on research findings involved no actual increased costs of talent or production.

Mr. Schwerin also said that research on NBC program from August, 1946, to March, 1947, indicated that commercials must be either dropped or drastically reduced to register a high percentage of retention by the listener.

Commercials that registered neither approval nor disapproval showed the highest rate of indifference, he said.

Schwerin Research Corp. also will enter the field of spot announcement testing for individual advertisers.

KZRH Now 10 kw

KZRH Manila has increased its power from 1 kw to its full authorized 10 kw. Station, which is the Philippines affiliate of NBC, operates at 750 kc, and a simultaneous shortwave transmitter carries all programs on 9640 kc (31 meters). KZRH studios occupy the 7th floor of the Insular Life Bldg. in downtown Manila and include a studio and main kitchen seating 400 persons.

The station maintains a staff capable of handling English, Tagalog and Chinese broadcasts, according to Bert Silen, president and general manager of Manila Broadcasting Co., licensee.
KSTP
(Continued from page 13)

was ill and did not participate but was contacted at home by telephone and kept informed of developments.

In the Thursday vote, Comrs. Denny, Jett, Hyde, and Wakefield favored approval to Mr. Hubbard under the revised Avco option. Comr. Durr held that neither application should be approved. Comr. Wakefield did not participate.

Following the Tuesday announcement, Mr. Emmanuel, after conferring with Mr. D. Shouse, president of Crosley, suggested that the whole matter be re-canvassed with a view to modification of the option terms. R. S. Fruit, Avco vice president and general counsel, flew to Washington from San Diego, where he was engaged in matters relating to Consolidated Vultee, another Avco property. Messrs. Shouse and Fruit, with Fred Preston Courson, Avco attorney, also met in Washington.

After the contract was revised Thursday, the FCC, which previously notified the principals that a modified proposal might be entertained, was advised that a new arrangement had been made. Chairman Denny personally notified the members of the available Commissioners—himself, Mr. Jett, Mr. Hyde, and Mr. Durr. Commissioner Wakefield was ill with influenza.

Meet in Denny's Office

Those present at the hurriedly called meeting, held in Mr. Denny's office, included Mr. Emmanuel, as counsel for the St. Paul-Minneapolis syndicate, along with members of FCC's legal, engineering and accounting staffs. Frederic J. Ball, partner in the firm of Pierson & Ball, Washington attorneys, presented the revised contract as counsel for Avco-Crosley, and explained the terms of the proposal.

Following this presentation Paul D. P. Spearman, counsel for KSTP and Mr. Hubbard, highly complimented Avco-Crosley. He pointed out that Mr. Hubbard had not been able to raise the necessary capital from other sources and that Avco, through Mr. Shouse's good offices, had agreed to modify the proposal and relinquish its control option.

Mr. Hubbard told the Commission that he did not intend to sell a share of "control" stock and expressed complete satisfaction with the transaction as revised.

Mr. Bradley objected to the revised contract on the ground that it did not have the approval of the Avco board. Mr. Ball, however, explained that a revised transaction had been approved by Mr. Emmanuel's executive committee of five at a meeting in New York at 4 o'clock Thursday afternoon.

The St. Paul-Minneapolis syndicate, which had, as principals, William F. Johns Sr., one of its members and president of Ridder-Ohios Inc., national publishers' representatives, to the management of KSTP if it won control had based its desire to keep control of the station in local hands. In a last-minute development at the hearing, the syndicate had offered to withdraw its application if it would relinquish its option to acquire control.

The 75% is owned by the estates of Lyttton A. Shields (50%) and Frank M. Brown (25%).

Text of FCC's order, released Friday:

ORDER
At a session of the Federal Communications Commission held in its Studio B, Thursday, January 27, 1943, the Commission, having under consideration the application of Helen B. Anderson and The First Trust Company of St. Paul, Minnesota, to transfer the Commission licenses held by Helen B. Anderson and The First Trust Company of St. Paul, Minnesota, to Thomas E. Hubbard, trustee, and adding to the order entered on March 13 and 14, 1947, a public notice issued March 18, 1947, in which the Commission announced that it would enter an order effective mid-May 1947, denying its consent to the transfer of control by D. Shouse and Preston Courson, to either of the proposed transferees. The public notice of transfer filed on the date of this present order was being given counsel for the parties so that they might have the benefit of as much notice as conditions and schedules would permit, it is ordered that the transfer of control by D. Shouse and Preston Courson to Stanley E. Hubbard, trustee, and Helen B. Anderson, and the transfer of the Commission licenses held by Helen B. Anderson and The First Trust Company of St. Paul, Minnesota, to Thomas E. Hubbard, trustee, and Helen B. Anderson, be, and it is hereby ordered, approved.

The Commission having under consideration a supplemental agreement, dated March 29, 1947, received in evidence on March 20, 1947, over the objection of Mr. Jett, Mr. Hyde, and Mr. Durr, and the application of Helen B. Anderson and The First Trust Company of St. Paul, Minnesota, to transfer the Commission licenses held by Helen B. Anderson and The First Trust Company of St. Paul, Minnesota, to Thomas E. Hubbard, trustee, and adding to the order entered March 13 and 14, 1947, a public notice issued March 18, 1947, in which the Commission announced that it would enter an order effective mid-May 1947, denying its consent to the transfer of control by D. Shouse and Preston Courson, to either of the proposed transferees. The public notice of transfer filed on the date of this present order was being given counsel for the parties so that they might have the benefit of as much notice as conditions and schedules would permit, it is ordered that the transfer of control by D. Shouse and Preston Courson to Stanley E. Hubbard, trustee, and Helen B. Anderson, be, and it is hereby ordered, approved.

The Commission's decision will be issued in later days.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Bowie
Secretary

Paul A. Walker not participating; C. J. Durr disinterested, transfer to neither applicant should be approved.

Negotiations End

NEGOTIATIONS between CBS and the IBEW were suspended on Thursday for reasons that neither side would make public. The present contract, which expires March 28, is understood to provide that any new contract will be made retroactive, according to a union source. No date was set for the next session, but it was learned that a joint committee should meet, since it takes that long to notify and assemble the union delegates from various parts of the country.

The only station giving primary coverage to the Scranton-Wilkes-Barre-Hazleton-Berwick region.

Senor White has already made clear that his bill will be as complete as possible an expression of Congressional intent as to FCC's control over programs and business practices of stations. He is on record for having criticized the Supreme Court (in the Frankfurter) decision of May 10, 1943, which upheld the Commission's chain broadcasting regulation. He is known to feel that Commission procedure needs to be more definitely outlined by Congress.

Many specific points in his proposed bill await completion of a survey being made under the direction of Edward Cooper, Interstate Committee's communications expert who has been given responsibility for supervising the writing of radio legislation.

Local 802 and Network Accord Seems Assured

AGREEMENT between the major networks and Local 802, New York, of the American Federation of Musicians last week appeared virtually assured as negotiations reportedly were resolved to a few salary considerations. It was understood that one point still at issue was the union's demand for vacations with pay, a subject on which the networks had given no indication of yielding. One negotiator's session was held last week; another will probably be called this week. One network executive was hopeful that a contract might be signed before week's end.

Canadian Set Report

CANADIAN manufacturers produced 72,900 radio receivers in January, according to figures released by the Radio Manufacturers Assn. of Canada, Toronto. Total production in 1946 was 580,576 sets, nearly all of which were table models.

White Expecting to Introduce New Radio Bill Within Month

RADIO LEGISLATION, long-awaited as a new yardstick for FCC operation, is well advanced through stages of a survey initiated by Chairman Wallace H. White of the powerful Interstate and Foreign Commerce Committee. Senator White told his colleagues last Thursday that he hoped "to be enabled" to introduce a bill [BROADCASTING, Jan. 27] in about a month.

Although the bill will derive its framework from the old White Wheeler bill of the 78th Congress many provisions of that legislation included at the insistence of former Chairman Burton K. Wheeler (D-Mo.) will be either eliminated or re-written.

One provision particularly seemed destined for complete elimination. It was, in effect, a statement of Congressional policy recommending, although not with the force of law, a pattern of "public service" programming. Although it would not have given FCC legal through to enforcement if the type regulations, it was felt that it would greatly encouraged extension of Commission activity into programming standards. Senator White objected to the policy statement at the time it was written on grounds that it would have, by indirect, given FCC possible justification for going outside what he felt was a too vaguely defined "intert of Congress."

Mr. White said he was spending as much time as possible in the bill and added smilingly that no one, either in industry, or FCC had seen "a line of it."

Whether there will be a Senate investigation of FCC remains a question as it was indicated, of what developments in the first Congressional examination of the Commission—an imminent scrutiny of the Commission's spending activities due within the next two weeks before a House Appropriations Subcommittee [BROADCASTING, Feb. 17].
Permission Given to Air Foreign Policy Hearings

PERMISSION for networks to record historic hearings of the House Foreign Affairs Committee on President Truman's foreign policy proposals were granted Thursday in a secret session which reversed an earlier decision to ban recording equipment.

It was understood that certain committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from NBC, however, that the hearings would be covered "impartially" overcame objections.

NBC was the only network to request recording privileges, but with the door opened to one network, all became eligible. Both NBC and MBS planned to record the second day's hearings on Friday.

New Transcription Policy in CBS Western Division

CBS TRANSCRIPTIONS will no longer be verboten in CBS Western Division operations with the advent of daylight savings time. It was learned last week, details of the policy change are expected to be explained to CBS affiliates at meeting in San Francisco March 27-28.

Aside from aiding listenership by airing programs broadcast from 5-6 p.m. (PST) on transcribed repeat basis in 9-10 p.m. (PST) slot, the move will tend to bolster revenue by keeping this time in Class A instead of allowing it to fall into Class B as a result of daylight savings time.

Plane Message Test

PAN AMERICAN AIRWAYS, Miami, has been granted temporary permission to operate an experimental Class 2 station to test a toll telephone message service to passengers in flight. Under the FCC's order, Pan American is not to charge for the service during the six-month test period.

FM Amendment

ORDER was adopted by the FCC last week amending Sec. 1.121 of Part 1 of its Rules to provide for authority by the Commission's chief engineer to act upon applications requesting special temporary authority for interim FM operation. The order adds as follows a new sub-paragraph: "(r) For special temporary authority to provide an interim FM broadcast service provisionally such requests from FM conditional grantee or holder of FM construction permits." Here-tofore the Commission itself has had to pass upon such requests and last week granted an extension of an experimental FM station to Peoria Broadcasting Co. in Peoria, Ill. Firm is licensee of WMBD that city.

PLOTKIN WILL TESTIFY IN FAVOR OF H.R. 1470

FCC Assistant General Counsel Harry M. Plotkin is scheduled to appear before House Judiciary Subcommittee today (March 24) in support of a bill designed to ease the burden on the Supreme Court of appeals from the orders of the Commission and certain Agriculture Dept. orders.

The measure (H. R. 1470) originated from the Administrative Office of the Supreme Court [BROADCASTING, Feb. 3] and gives the high court discretion over FCC appeals whereas they are now reviewed "as of right."

First hearing on the bill came last Monday when Chairman Orin L. Phillips of the Committee of the Judicial Conference of Senior Circuit Judges—the agency which drafted the bill—explained its origin and purpose to the House group.

As BROADCASTING went to press there were no requests from the radio industry to take part in today's hearing, although Reed Rollo, president of the Federal Communications Commission Bar Assn. had called a meeting of his group to determine whether the Association would issue a statement on the proposed legislation. He did not, however, foresee opposition to the bill.

Expands Service

ROBERT J. SMITH & Assoc., Washington, has changed its name to Robert Jerome Smith, Public Relations, with representation in New York, Chicago, and Hollywood in addition to Washington, it was announced last week by Mr. Smith. The new firm of Richard W. Hubbell & Assoc. (see story page 38) also has been retained by the Smith organization and its services made available to clients. Mr. Smith states that he expects this adds to complete national service in all media is facilitated.

Crandall Leaves Hospital

GEORGE CRANDALL, CBS director of press services, was discharged from Methodist Hospital, Brooklyn, N. Y., March 22, after convalescing from surgery on his leg to repair an old injury. He is currently resting at his farm in Hancock, N. Y., and is expected back at his desk within a week.

WGT-M FM Dedicated

FORMAL dedication of WGT-M FM Wilson, N. C. was held March 10, 8:30 p.m., with a special program featuring messages from industry and civic leaders. Among those adding expressions of support were: Gov. R. Gregg Cherry, FCC Chairman Charles R. Denny, MBS President Edgar Kobak, KAA, through Bill Bailey, Maj. Edwin Armstrong, and NAB President Justin Miller. WGT-M FM began operations March 1, with 4 kw radiated power.

NFTW Committee to Make Phone Strike Decision

POLICY COMMITTEE of the National Federation of Telephone Workers was scheduled to meet at 10 a.m. today (Monday) at Hotel Raleigh in Washington, D. C., to decide whether or not to go through with a national strike of telephone workers set for April 7. Forty-nine of the 52 are affiliated with the Federation, and 39 of them are involved in the current dispute with the Bell System. Scheduled to attend today's meeting, besides delegates of each of the 39 unions, whose 287,000 members have voted overwhelmingly in favor of the strike.

The policy committee has full authority to decide whether a strike ranging from 10c to $1.00, which is enclosed in response to nationally advertised premium offers.

Currently Caryl is handling several premium operations for General Mills. All of the money—stolen from mail belonging to General Mills, according to Mr. Cargill. The robbery occurred on a Sunday, only in the day when cash receipts of the firm are not picked up by Brinks Service.

Book on Journalists

JUST OFF the press is "More Post Biographies," edited by John E. Drewry, dean of the U. of Georgia's Henry W. Grady School of Journalism. Volume is a collection of 22 articles which have appeared in the Saturday Evening Post on journalists, journalism and other subjects "journalistic." Among personalities whose work is discussed are Raymond Clapper, Hugh Baillie, Helen Bonfils, Mary Coyle Chase, "Ding" Darling, Philip LaShle, John S. Knight, Arthur Krock, Bill Mauldin, Eugene Meyer, Drew Pearson, Emily Post, Ernie Pyle and Helen Rogers Reid. Other subjects treated are reporting news, women journalists, newsrooms, the Christian Science Monitor, Who's Who, Philadelphia Bulletin and Encyclopedia Britannica.
Nine New AM Outlets Granted; N. M. Grantee Returns Two CPs

AUTHORIZATIONS were made by FCC last week for eight new day-time standard stations and one fulltime AM outlet. Two of the daytime grants go to same pair of individuals, both newspaper publishers.

At the same action the Commission authorized cancellation of construction permits for KROX Clvis and KDAG Rehoboth, N. M. Cancellations were requested because of the poor health of A. R. Hebenstreit, principal stockholder in New Mexico Broadcasting Co., permittee of the two stations and licensee of KGGM Albuquerque and KYSF Santa Fe.

The CPs were granted as follows:

Lauringburg, N. C.—Scotland Broadcasting Co., 1000 kc, 1 kw, day (engineering conditions). 

Quinby, Mass.—Asher Broadcasting Co., Inc., 1350 kc, 1 kw, day (engineering conditions).

Nashua, N. H.—Nashua Broadcasting Corp., 600 kc, 1 kw, day.

Investors, Inc.—Mountain Broadcasting Service Inc., 1490 kc, 250 w, unlimited (engineering conditions).

New Orleans—Sky Broadcasting Service, 690 kc, 1 kw, day (engineering conditions).

Waukegan, Ill.—Seminole Broadcasting Co., 720 kc, 250 w, day (engineering conditions).


A principal in Scotland Broadcasting Co. is Victor W. Dawson, vice president and 24% stockholder, who also is manager of WFNC Fayetteville, N. C., vice president of WLPM Suffolk, Va., and part owner of Kinston Broadcasting Co., permittee for new 1 kw daytime outlet on 1000 kc at Kinston, N. C. A like interest in Scotland Broadcasting is held by Edwin Pate, president, who is president of Commercial State Bank. He has other local business interests.

J. R. Dairimple Jr., local businessman, is secretary-treasurer with 12% interest. Remaining 40% is divided equally among five local businessmen; D. J. Sinclair, E. H. Evans, John F. McNair, Halbert M. Jones and Edwin Morgan.

President of Asher Broadcasting Service is Joseph H. Tabin, chief announcer of WINS New York. He has 176 shares common and will be general manager. James Asher, who holds like interest, has had four years of radio experience and now is sales manager of Standard Bros. Inc., food manufacturer. He will be station's commercial manager.

Morton R. Wade, with army radio background, holds 30 shares common. Other stockholders are; Ralph R. Stoddard, 30 shares common, 185 shares preferred; Mrs. Agnes G. McHugh, 20 common and 38 preferred; Ben I. Warner, 122 preferred. Morton R. Goldfine will be clerk and a director.

Nashua Broadcasting is headed by Arthur A. Newcomb, president (20%), former commercial and assistant sales manager of WOBB Hyannis and WLAW Lawrence, Mass. Mr. Newcomb will be general manager of the new station.

Others in firm are: Elmer F. Blakey, vice president (5%), cashier and vice president of Indian Head National Bank; Homer J. Bailey, secretary-treasurer (70%), owner of Wingate Drug Store and half owner Carroll Cut Rate Store; Antoine A. Guertin (5%), attorney.

Mountain Broadcasting Service is equally owned by Frank G. McKeen, president, who is chief owner of a regional auto supply chain; Harold P. Hunnicutt, vice president, owner of Princeton Pepsi-Cola Bottling Co. and Dewey J. Bailey, secretary-treasurer, 90% owner of Lynch Clothing Store.

Sky Broadcasting Co. is a partnership composed of A. L. and Leonore H. Chilton and James Ralph Wood. The Chiltons have each been associated with KLRB Little Rock, Ark., and now each hold 45% interest in KGHI Little Rock.

Mr. Wood is an attorney and sole of Southwestern Life Insurance is vice president and general counsel, Dallas.

Mr. Collup for six years has been a radio engineer, serving with several stations and during the war a Civil Service radio engineer at College, Clinton, Mo. Remaining interest is divided equally among group of local business and professional men. These are: William Barksdale, secretary, Lipman Balle, president, Robert and Cecil Roper and Hugh Gray.


DIPLOMATIC PROGRAM OFFERED TO STATIONS

STATIONS throughout the country are receiving letters and an attached blank announcing an available transcribed series, From the Embassies, offered at cost. Letter is signed by Robert S. Allen, formerly associated with Drew Pearson in the "Washington Merry-Go-Round" column, and president of the Public Service Radio Corp. of Md. Mr. Allen's corporation is applicant for facilities of WBAL Baltimore.

"Ambassadors, foreign ministers and their staffs," says the letter in part, "will be given the opportunity to describe the traditions and customs of their native lands.... They will definitely NOT be propaganda.

"In an effort to do our part in creating international goodwill, we contemplate transcribing these programs and making them available to any radio station at the cost of the platter itself.... The programs may be sponsored or sustaining...."

A copy of the printed letter, sent last week by BROADCASTING, was dated March 2. Neither Mr. Allen nor his attorney would comment on the series. The latter indicated, however, that no public comment would be made until after the WBAL hearings. Several embassies, including the British, Russian and Greek, queried by BROADCASTING, had no knowledge of the series.

AFRA URGES MERGING WITH ALLIED UNIONS

NEW YORK AFRA membership adopted a resolution last Thursday night proposing a merger of AFRA and other branches of the Assn. of Actors and Artists of America into a single union [BROADCASTING, March 17].

AFRA will appoint a committee to "urge and promote the adoption of the amalgamation" of the various unions. The committee will report to the membership at its next meeting.

The resolution committed AFRA to take the lead in promoting merger of the individual unions.

Advocates of the amalgamation argue that one large union would mean cheaper individual membership dues, as well as greater unity and strength. A single card holder could work interchangeably for any of the currently separated divisions.

The Assn. of Actors and Artists of America at present includes AFRA, Actors Equity, American Guild of Variety Artists Chorus Equity, Hebrew Actors Union, Hungarian Actors and Artists, Italian Actors and Artists, Screen Actors Guild and Brother Artists Assn.

CELEBRATION of Army Week (April 6-12) by WBBC Chicago, in cooperation with Army Recruiting Service, includes representation of medals to soldiers on air and appearances of foreign-language speaking Army officers on programs. Permanent Army recruiting post has been opened in station's lobby to serve Chicago's West Side.
At Deadline...

THREE NEW AM CPs
GRANTED CONDITIONALLY

FCC FRIDAY granted conditionally three new standard stations to: Anson Radio and Broadcasting Co., Wadesboro, N.C., 1210 kc 1 km daytime; Paso Broadcasting Co., Paso, Tex., 920 kc 1 km daytime, and Jose E. del Valle, Santa Fe, N.M., 740 kc 10 km unlimited with directional.

Interest of 90% in Anson Radio is equally divided between Robert Phillip Lyon, drugstore and business interests, and his son, Risen Allen Lyon. Remaining 10% held by Milton D. Searbrook, WOHS Shelby, N.C., commercial manager.

Paso Broadcasting is equal partnership composed of following: Edward V. Mead, oil well service and baking company interests; J. T. Carroll, third-owner WEAR Pensacola, Fla.; Lewis O. Seibert, general manager of KGKL San Angelo, Tex., and Robert M. Jackson, Editor of Corpus Christi (Tex.) Caller-Times.

Jose E. del Valle has been assistant sales manager of Puerto Rican Cement Co. and holds other real estate and business interests. Grantee must file for modification of CIF specifying antenna design to reduce radiation toward CMJN Camaguey, Cuba.

FCC 'NIGHT' POLICY

NIGHTTIME-ONLY applications will not be considered by FCC unless rules are changed, after hearing, to permit such operation. Commission indicated Tuesday. Indications are oral argument on Texas 1450 kc cases when Charles W. Balthrope, San Antonio, orally renewed request for night-only operation if he can't get fulltime grant [BROADCASTING, March 10]. Applicants in case are Gonzales (Tex.) Broadcasting Co., which received proposed grant for 1450 kc with 250 w fulltime, and Mr. Balthrope, Express Publishing Co. of San Antonio, and Taylor (Tex.) Broadcasting Co., all of whom received proposed denials [BROADCASTING, Feb. 10]. Hearing record was ordered reopened to take additional evidence on interference between Taylor operation and WACO Waco.

WOLS TRANSFER ASKED

CONSENT to transfer of control of WOLS Florence, S.C., from F. M. Schnibben to Melvin H. Purvis is requested in application reported Friday as tendered for filing with FCC. Contract states Mr. Purvis acquires 60% interest held by Mr. Schnibben for $40,000. With acquisition Mr. Purvis would own all outstanding stock. Mr. Schnibben is withdrawing because of poor health and desire to retire, application states. He originally financed firm and has been holding part of Purvis stock as security until paid for from dividends. Mr. Purvis before service in armed forces had been general manager of WOLS.

WEEK WINS FM

WEEK Peoria, Ill., headed by Oklahoma Gov. Robert S. Kerr, Friday was conditionally granted Class B FM outlet. Commission added FM channels 238 and 246 to Peoria general area and cancelled oral argument set last Friday for Peoria FM applications. Action resulted from WEEK petition.

RMA ASKS REVENUE BUREAU TO EXEMPT TV FROM TAX

FORMAL request for exemption of television receivers from 20% cabaret tax (early story page 77) under Sec. 1700-E of Revenue Code filed Friday by Radio Manufacturers Assn. with Charles J. Valaer, Acting Deputy Commissioner. BMA executive vice president, said Bureau previously ruled television not subject to 10% excise tax on radios. Sale of TV sets interfered with Bureau ruling, he said.

Joseph Geri, Sonoro Radio & Television Corp., chairman of RMA Excise Tax Committee, has asked all broadcasters to contact Senators and Representatives on behalf of reduction of excise tax on sets. RMA Committee will meet with revenue officials April 9.

D. C. PLEA DENIED

FOUNDATION Co. of Washington's application for new D. C. station on 580 kc with 5 kw fulltime, mutually exclusive with WQQW Washington's existing daytime station on 570 kc, denied by FCC. Action followed dismissal, by U. S. Court of Appeals for District of Columbia, of Foundation's protest against WQQW grant. FCC, upheld by court, noted Foundation application filed 19 days after WQQW grant last June and rejected Foundation plea for comparative consideration. Elmer Pratt, Washington communications attorney, is Foundation president. Owners include Lawrence Heller, former majority owner of WINX Washington. The company also is seeking new Philadelphia station.

ALLOCATIONS UNCHANGED

NO CHANGES involving broadcasting or mass communications contained in frequency service allocations to non-government fixed and mobile services in 30-40 and 152-162 mc bands, announced by FCC Friday as adopted with some revisions in plans released in January [BROADCASTING, Jan. 13]. In 152-162 mc case, Commission said four networks' objections to sharing of same channels by remote pickup (satellite) services should be reallocated stations involve "a matter of continuing study by the Commission and may be decided at a later date after the scope of service of the relay press stations has been determined."

WGBF GETS REGULAR RENEWAL

REGULAR LICENSE renewal for WGBF Evansville, Ind., on temporary for duplicating reasons since Oct. 1, 1944, granted by FCC and announced Friday. Grant, for period ending Nov. 1, 1948, followed sale of WEDO Evansville to WFBM Indianapolis interests by Evansville and the Air Inc., WGBF licensee [BROADCASTING, Dec. 9, 1946]. FCC Friday also announced renewal to Feb. 1, 1950 for KCMJ Palm Springs, Calif.; to March 1, 1948 for WHAS Louisville's W2XW1-FAX and WBNS Columbus, Ohio's W2XUM-PAX, and to May 1, 1948 for WHK Cleveland's developmental WXUB.

PROGRAM TIME CHANGES ANNOUNCED BY MBS

MBS last week announced following changes in program times:

With cancellation of McGarry and His Mouse by General Foods Corp., New York (Sanka), sustainer Scotland Yard featuring Basil Rathbone and currently heard Tuesdays, 8-8:30 p.m., moved to Monday, 8-8:30 p.m., effective April 7, period to be vacated by McGarry show.

Trimmont Clothing, N. Y., sponsor of The Warden's Crime Cases currently aired on MBS Sundays, 2-2:15 p.m., effective April 8 moves to Tuesday, 8-8:15 p.m., and Commercial Credit Co., Baltimore, switches Special Investigator currently on MBS Sundays, 8:30-8:45 p.m., to Tuesday, 8:15-9:30 p.m.

Agency for Trimmont is William Weintraub Co., New York, while Sheldon, Quick & McElroy, New York, handles Commercial Credit account.

TWO NEW STATION DENIALS

FILED too late for consideration under FCC rules, new-station applications of Biloxi Broadcasting Assn. (for Biloxi, Miss.) and Pacific States Radio Engineering (for Pittsburg, Calif.) dismissed by Commission. Rules say applications will not be considered with mutually exclusive applications already on file unless held in abeyance before hearing on older case. Biloxi application, for 1340 kc with 250 w, dismissed without prejudice to refiling when final action taken on Gulf Broadcasting Co. application for same assignment at Mobile. Similarly, Pacific States, seeking 1470 kc with 250 w, may refile at disposition of KSAN San Francisco's bid to change from 1460 to 1460 kc. Hearings are already on both KSAN and Gulf Broadcasting cases.

OXARART JOINS CBS

FRANK OXARART resigned as head of Los Angeles agency bearing his name to join CBS Hollywood today (March 24) as head of West Coast transcontinental sales. Agency being purchased by James M. Shelley and William Harvey, formerly Mr. Oxarart's junior partners.

WHAS Louisville, Ky., Friday was granted assignment of license from Courier Journal and Louisville Times Co. to WHAS Inc., newly formed corporation wholly owned by assignor.

AUDIENCE SURVEYS has acquired new space, same address 347 Madison Ave., New York. New telephone is Murray Hill 6-9282.

People

ADRIAN SAMISH, ABC vice president in charge of program and advertising, March 25 is to be married to Ernestine Witte by Judge Ferdinand Pecora, Chief Justice of the Supreme Court of New York.

J. ALLEN BROWN, NAB Assistant Director of Broadcast Advertising, to address West Virginia Broadcasters Assn. luncheon March 29 at Huntington, W. Va. He will address local Ad Club March 28.

TRIS COFFIN, commentator, news analyst and author of the book Missouri Compromise, joins ABC's Washington news staff.

BROADCASTING • Telecating
The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW's Farm Program Director... and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944... and we still don't know how he does it. For example: besides directing and appearing on the daily broadcasts of "Everybody's Chore Time" and "Everybody's Farm Hour," Roy conducts two highly popular Sunday morning farm shows, "From the Ground Up" and "Farm Front"... is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW's practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody's Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW's famine investigating party on a six weeks' tour of Europe's worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, "I don't know, but I love it!"

Which is probably why WLW's farm programming won VARIETY'S award for "contributing to the world's breadbasket"... was cited as "outstanding" in BILLBOARD'S poll of radio editors. It's also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.
Television today is clearer, sharper, and brighter—thanks to the improved kinescope, or picture tube, perfected at RCA Laboratories.

The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater you see on the face of the tube is the identical twin of the skater being televised.

Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces everything the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

An RCA Victor television receiver brings you all the action, drama and excitement that you’d enjoy if you were at the event in person—and on top of that it’s all brought to you in the comfort of your own home . . . you don’t have to move from your favorite chair.

RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its finest, be sure to select the receiver bearing the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 20 ... Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.

Exclusive "Eye Witness" feature on all RCA Victor home television receivers "locks" the picture in tune with the sending station. This new improvement assures you brighter, clearer, steadier pictures—as steady as a picture hanging on a wall. If television is now available in your vicinity, ask your local RCA Victor dealer for a demonstration.