Defroster

That's a real money-saving gimmick! It's designed to prevent frost damage to fruit trees, strawberries and muckland crops. It uses infrared heat generated by an oil flame, and means the savings of millions of dollars worth of fruits and vegetables.

Which makes us ask: What defrosting device are you using these days to keep the chill off your sales curve?

If you want to warm up Baltimore to the fact that you've got a worthwhile product . . . and you plan to use radio . . . we give you Radio Station W-I-T-H. This is the successful independent station in this big five-station town. W-I-T-H, the independent, delivers more-listeners-per-dollar-spent than any other station.

W-I-T-H, in the country's sixth largest city, belongs on any list trying to cover key markets.

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Headley-Reed, National Representatives
**THIS IS THE WALLACE FAMILY**

*of Jasper County, Illinois*

---

The L. E. Wallace family lives on a 240-acre farm near Montrose, Illinois... a farm Mr. Wallace took over from his father as a lad of 17. Last year, the Wallaces marketed 100 head of hogs, harvested 60 acres of corn and 60 acres of soybeans. Wheat, hay, pasture and a cow for their own dairy-food needs complete the Wallace farming operation in Jasper County.

More important is the fine crop of young Midwest Americans on the Wallace farm. There are seven daughters and two sons, augmented now by two sons-in-law and three grandchildren. Kathryn and Vera, married; Luella, teaching school; and Virginia and Ruby, secretaries, all live in nearby communities. The two youngest daughters and the two-boys still live at home, as does their 86-year-old grandmother. Donald, graduating from high school this year, plans to be the third generation of Wallaces to farm this piece of ground.

The Wallace family has been practically “raised” on WLS Dinner Bell Time — the youngsters especially enjoy the WLS National Barn Dance, and the family are long-time Prairie Farmer readers. "We pick up a lot of practical information from WLS," Mr. Wallace says, "we certainly enjoy Dr. Holland's inspirational words every day."

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focussed for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS... and upon loyal listeners depend advertising results.

---

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK... KOY, Phoenix... KTUC, Tucson... KSUN, Bisbee-Lowell-Douglas.
THE U.S. DEPT. OF AGRICULTURE SENDS A RADIO REPRESENTATIVE TO AUSTRALIA....

KGW's WALLACE KADDERLY

When the U.S. Dept. of Agriculture decided to send a special consultant on farm radio programs to Australia and New Zealand, the inevitable choice was Wallace Kadderly, KGW Farm Program Director. Mr. Kadderly's years of experience as director of radio service for USDA, and before that in similar capacities for NBC and Oregon State College, uniquely qualify him for the assignment. Clinton P. Anderson expressed the general feeling when he wrote to Wallace: "We in the Department of Agriculture are glad that you are going and that Station KGW is helping to make the trip possible...It gives me great pleasure to be able to count on you to act as the Department's radio representative in your contacts with the Australian radio people. This department has been happy to work with the Department of State to make your trip possible."

We of KGW wish Wallace Kadderly a pleasant stay in Australia. We know that, when he returns, his vast KGW farm audience will enjoy hearing about his experiences on the other side of the world as much as the Aussies and Anzacs will enjoy having Wallace with them.
BROADCASTING... at deadline

Closed Circuit

WITH 1947 NAB Convention definitely buttoned up for Atlantic City during week of Sept. 12, trade association now is exploring sites for 1948 session. Best bet: Los Angeles in November.

AFTER MONTHS of inquiry and analysis, one of largest banking organizations in East is setting up unit for construction loans to established station organizations for expanded facilities or for other station operations including FM and television. Service, soon to be announced, evaluates successful station operation as 60% management, 10% reputation and 30% security. Other banking organizations within last six months have been looking over radio for credit purposes [Closed Circuit, Feb. 10].

HARRY BANNISTER, general manager of WWJ Detroit, is chairman of new organization of NBC affiliates formed to combat anticipated move to eliminate station-break announcements and institute other network-nurtured reforms. Other committee members include H. Dean Fitzer, WDAF Kansas City; W. E. Dawbarn, WMJ Milwaukee; Nathan Lord, WAVQ Louisville, and Ralph Evans, WHO Des Moines.

AL JOLSON still talking fall program possibilities via transcriptions with General Motors latest likely sponsor. Automotive company was one of strongest bidders for Bing Crosby before Philco deal. Kudner Agency, for undisclosed client, also making bid for Jolson's services through Myron Kirke, radio director, now in Hollywood.

HILDEGARDE may be next personality to cast over to MBS as co-op program prospect. MBS and elation former CBS star last week to determine whether program with revised guest format is within reach.

QUESTION soon to face FCC is when to start assigning reserved FM channels. Plan setting aside every fifth Class B channel in an area and four of total 20 Class A's expires June 30, but there's some feeling on Commission for 5 or 6-month extension as further assurance that veterans and small businesses will have chance to apply. Others feel equally strongly that reservations to June 30, almost two years after war's end, is enough. It's certain however, FCC will give would-be applicants advance deadline, whenever settled.

ONSLAUGHT of Republican majority toward economies in Government expected to include effort toward severance of all personnel offices in independent agencies on ground that Civil Service Commission should handle personnel selection and classification. FCC personnel unit embraces some 20 people.

NAB board faces decision on demand for another NORC survey of public attitudes on (Continued on page 94)
WDEL

ILMINGTON, DELAWARE

SELLS

Helps advertisers build sales and good will in the stable, responsive area it reaches.

-Delaware, southern New Jersey, ports of Maryland and Pennsylvania. Learn how economically you can reach this important market.

WDEL

A STEINMAN STATION

5000 WATTS - DAY AND NIGHT

SALES REPRESENTATIVE

RADIO ADVERTISING COMPANY

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • HOLLYWOOD
"Render a service to your listeners and you're building a better radio station" is a guiding rule for WDGY's Program Planning Staff shown above. Commendation letters such as the one at the left are proof that WDGY continues to build a tremendously loyal audience in the Nation's eighth market.

New services—new features—new interests—all are expertly programmed by our planning staff to attract many new listeners as well as serve the old ones. Reach these loyal listeners inexpensively—effectively! Invest your time dollar in WDGY—the station that gives you Minnesota and then some!

Left to right—Craig Campbell, Public Relations Director; Mel Drake, Station Manager; Ken Crane, Program Director.
ON TARGET

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
WAKE UP TO THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

*The outside Pacific Coast market is that vast area outside the counties in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Anyone who is wide-awake knows that only the Don Lee Network really covers the Pacific Coast, since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,177,584 people spend approximately half of the $9,038,433,000 in retail sales annually).

**ONLY DON LEE** offers 41 stations (more than all other Pacific Coast networks combined) to do the job of inside and outside coverage.

**ONLY DON LEE** delivers more listeners than any other Pacific Coast network. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.)

Awaken the outside market to your product, too, by putting your show on Don Lee... the only network with facilities to reach both the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Network.
DIFFERENCES between the listening habits in an individual city and the national average, and the national ratings as a yardstick to measure local program preferences, are illustrated by results of a survey made Feb. 10-23 by WTMJ Milwaukee.

Bob Hope, the national top rated program that month, ranked fourth with Milwaukee listeners, although they rated him 32.1, more than a point above his national rating of 31.0. Milwaukee's favorite program was Life of Riley which rated 32.7 in that city, compared with its national rating of 14.4. Second on the Milwaukee roster was Red Skelton, rated 32.6 locally as against the national rating of 24.6. Charlie McCarthy placed third in Milwaukee, with 32.2, in contrast to its national rating of 24.6.

Variation in Listening

Another indication of Milwaukee's variation from the national average of listening habits is seen by a comparison of sets-in-use. In Milwaukee, the WTMY survey shows, the 6-10 p.m. average is 37.6%, the national average 32.8%. From 8 a.m. to 6 p.m. Milwaukee sets-in-use averaged 20.6% as against a national average of 19.4%.

These variations in listening habits of Milwaukeeans from the national norm are ascribed to several factors. With a large part of its population of German descent, musical programs rate well above the national average. Lacking a local Mutual station, that network's programs are receivable from WGN Chicago, 90 miles away. Differences in Milwaukee and national ratings might also be due to the "exceptionally large number of calls" in the Milwaukee study — 104,488 attempted and 74,414 completed. The number of completed calls, the report points out, represents an approximate average of 200 listening homes (actual sets in use) for every evening half-hour and between 300 and 400 listeners for its fifth-quarter-hour for a five-day period, Monday through Friday, over a two-week period.

The Milwaukee survey extended its calls for a two-week period, covering weekly half-hour shows twice and daily quarter hour shows ten times in contrast to those surveys usually conducted for short periods and with less frequency.

Nobody But Bakers

WHEN PHIL BAKER celebrates the seventh anniversary of his CBS Take It Or Leave It program on April 20, it will be before a studio audience made up entirely of people named Baker. The show is sponsored by Eversharp, Inc., Chicago, through the Biow Co., New York.

Sellers of Sales

E. B. W. F. R. D. Y. Jr., radio timebuyer for Batten, Barton, Durstine & Osborn Inc., New York, is one person to whom "Holiday" does not mean a day off. It does, however, denote success to Mr. Friendly, for when he was assigned to handle the Holiday Magazine campaign for BBDO last June it was his first big assignment. How capably he handled it is indicated by the fact that the circulation climbed from approximately 240,000 to over 600,000 in six months' time.

BORN in New York City on April 8, 1922, Mr. Friendly has lived there all his life. He was graduated from the Manhattan High School in 1941 and was taking post-graduate work when the war came along. He enlisted in the Infantry in June 1942, went through the Ft. Benning OCS and shipped to the Pacific with the Sixth Infantry Division. He participated in the New Guinea campaign and was eventually discharged with the rank of captain in December 1945.

Immediately after his discharge, he joined BBDO's timebuying department as assistant to Ed Dickson, becoming a full-fledged timebuyer last summer. In addition to Holiday, Mr. Friendly handles Saturday Evening Post, Curtis Circulation Co., and United Fruit Co., famous for its Chiquita Banana jingles.

Handsome Ed emphatically states that radio is not only simple but has no designs.

In the way of recreation, Ed likes to play gulf, watch football games, and go hunting. "Nothing is left to him," he adds, "I have to make up for those 3½ years in the Army."
Yes, more than 18,000 KVOO farm radio listeners wrote to KVOO in three weeks for a five-package seed offer as the result of KVOO Farm Department announcements. Every letter contained a dime and advised the time of day the writer heard the offer!

All announcements featuring this seed offer were made on Farm Department programs. No other promotion was used. We believe this gratifying response is powerful evidence of the faithful audience our Farm Department programs always enjoy. We know that every letter we received is proof that our listeners know any offer made by KVOO is a good offer and one that can be trusted!

Over eight years of diligent service to Southwestern farmers, ranchers and truck growers is already history to the KVOO Farm Department. No wonder it is recognized as the outstanding radio farm service institution of the Southwest!

"Tabulation not complete"
The case history of a successful Chicago advertiser...not yet on the air
Some advertiser in the Chicago market is about to snap up the participation now available on WBBM’s “Housewives’ Protective League-Sunrise Salute” combination.

Perhaps you are this advertiser. If so:

*Your sales story will be heard every week by one out of every four radio families throughout the country’s second biggest market!*  

*You’ll be reaching more listeners than are delivered in a week’s time by almost any other program—network and non-network, day and night—on any Chicago station!*  

...And thirteen weeks from now odds are better than even that you will renew your contract. (More than 50 of the 95 advertisers who have been on the program since the initial broadcast in August 1942 signed up for second three-month runs!)  

In fact, if the law of averages means anything, you’ll be a sponsor for 54 weeks!

Your HPL-SS sales messages are sure to get attention. Ad-libbed into the program, they will be given the kind of honest recommendation that one friend gives another. And your commercials will get action. Listeners will know your product has been submitted to a rigid consumer test...endorsed by a housewives’ panel, 3,000 strong...and awarded the HPL stamp of approval.

Three days a week, these effective sales messages of yours will be heard on “The Housewives’ Protective League” (4:00 to 4:30 p.m., Monday through Friday, and 1:00 to 1:30 p.m. on Saturday). On the other three days your wares will be sold on “Sunrise Salute,” broadcast from 6:00 to 6:55 a.m., Monday through Saturday. Both shows are emceed by Paul Gibson—a past master at talking about everything from a Hindu recipe for soup to a convincing story about your product.

Are you this advertiser?  
You can be.  
Just call WBBM or Radio Sales—today.

WBBM  
Chicago’s Showmanship Station  
Columbia Owned • 50,000 watts, 780 kc.

Represented by Radio Sales, the Spot Broadcasting Division of CBS with Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
OVERTIME!

To you who think that radio-station representation is all cakes and ale, we accurately report that the kind-hearted caricature above was drawn on a Sunday morning, long after the regular 40-hour week of the F & P Colonel depicted. It's our Arthur J. Barry of the New York Office, doing some overtime—which is a perfectly normal situation for all of us. Our work ends only when we finish your jobs. If midnight oil is required, we burn it. And gladly. Want proof?

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
FCC Issues New FM Allocation Plan

Four-Channel Separation Is Keystone For Assignments in Same Area

By RUFUS CRATER

**Text of Proposed Rules, Standards and Allocations in special supplement, pages 24A, 24B, 72A and 72B**

PLAN for nationwide reallocation of FM channels, employing minimum four-channel separation as the keystone for assignments in the same area, was issued late Thursday by the FCC.

Designed to eliminate interference arising between stations operating in the same cities under the present alternate-channel method of allocation [BROADCASTING, March 17, 24, 31, April 7], the plan is based on proposed rules and standard changes which the Commission announced simultaneously and set for hearing May 8-9.

The plan calls for full-scale realignment of channel assignments throughout the U. S. and will affect about 90% of the approximately 200 stations already licensed or in interim operation in addition to channels as yet unassigned.

More Availability

While four-channel (800 kc) separation is the plan's minimum standard for same-city assignments, much greater separation is provided in most cases except in the largest cities.

The Commission emphasized that 10 area would lose channel availabilities under the proposal, and that some would gain. The allocation plan, which would replace the plan issued under present rules in December 1945 and subsequently revised, provides for 1,685 Class B stations, compared with slightly more than 1,600 in the original allocations.

Like the present allocation plan, it applies only to Class B channels and would be subject to adjustment from time to time to meet the demand for channels in various areas.

There would be no change in the number of either Class A or Class B channels—20 of the former and 60 of the latter. But the present block allocations of each would be eliminated. Class A's and Class B's would be scattered throughout the FM band.

Announcement of the proposed changes followed by approximately a month disclosure by BROADCASTING that readjustment of assignments was under consideration [BROADCASTING, March 17, 24], and that a plan normally embracing four-channel separation in the same city would be announced shortly. [BROADCASTING, March 31, April 7].

FCC said that "in view of the limited number of FM stations that have completed full construction, it appears that changes in frequency assignments may be made at this time without causing substantial expense to the stations now on the air or under construction." Some 200 stations are licensed or operating on an interim basis, FCC said, noting that 20 to 25% of these have completed full antenna construction.

"Since FM transmitting antennas normally may be used for any channel in the FM band, readjustment or retuning is usually all that is required. With respect to stations operating with temporary antennas, it is not contemplated that frequency changes would have to be made in most cases until the permanent antenna is installed. The expense involved, therefore, would usually be limited to that required for transmitter crystals and recalibration of the frequency monitor," the Commission declared.

**May Apply Now**

Until the proposed changes are adopted, FCC said stations now in operation or wishing to start operation may request special temporary authorization for use of a frequency assignment under the proposed allocations plan. If there

(Continued on page 82)

**Advertising's Headaches Are Studied**

ANA Support For Ad Council Is Urged By Kobak

**THREE HUNDRED AND FIFTY** members of the Assn. of National Advertisers, meeting at Chicago's Drake Hotel April 7-9, discussed mutual problems of peacetime conversion and means of creating the greatest selling program in the history of advertising. Subjects ranged from market research to merchandising in all media.

Broadcasting's part in the national economy was scrutinized at a radio council meeting at which A. N. Halverstadt, advertising director of Procter & Gamble Co., presided. This session, held on Tuesday, heard a proposal by Edgar Kobak, MBS president, for strong support for the Broadcasters Advisory Council. Mr. Kobak urged cooperation of all advertisers in doing a better selling job through improvement of radio advertising and program techniques.

Each discussion was aimed at determining how to improve the national economy through advertising. The various sessions also were concerned with the ways advertising could combat labor difficulties, Communism and poor employer-employee relations.

Address by Chase

The question of improving employer-employee relations was covered in the Wednesday morning sessions on "A Program for American Industry." Highlighting this session was an address by Howard Chase, public relations director of General Foods Corp, and chairman of the joint ANA-AAAAA public relations committee.

Worker disinterest, Mr. Chase pointed out, is costing American industry millions of dollars annually in defective merchandise, lay-offs and decreased production. Through an organized system of labor and public relations based on modern advertising, he said, renewed interest in the employees' role in industry can be established.

Major action which took place at the radio council meeting included:

**Broadcasting Advisory Council:** On question put by Mr. Kobak as to active participation of ANA in future activities of the Council, members voted to act in an advisory capacity.

**AFRA:** I. W. Diggs, legal council for ANA, said advertisers should be represented in future negotiations between AFRA and networks since it was the advertisers who were footing the bill for talent.

**Television:** ANA members expressed opinion that television had great possibilities as advertising medium but doubted it could be used satisfactorily for national advertising. Recommended that no action be taken on video's advertising potential at first time.

(Continued on page 82)
How AFM Will Whack Up Royalties

Disposition of $2,000,000 From Record and Disc Makers Analyzed

HOW THE American Federation of Musicians will whack up nearly $2,000,000 in royalties collected from record and transcription manufacturers for development of "musical culture" and relief of musicians was indicated in calculations made last week, based on the known denominators.

These calculations are set forth in the accompanying table. They are based on data released by James Cesar Petrillo, AFM president, last February when the royalty collections aggregated $1,756,435 as of Dec. 31, 1946. But the royalties are coming in at an increasing rapid clip, with the likelihood that between $2,000,000 and $2,500,000 additional will be collected in 1947.

The royalties accrued to the union from the agreement reached with the record companies nearly four years ago, with the understanding that the funds would be spent exclusively by locals of the AFM, on a quota basis, to provide free musical entertainment and to compensate the participating musicians.

There was violent protest against the fund on the ground that AFM was setting up a "private WPA" with no control over disposition of the money. Mr. Petrillo last February, however, said that each local would assign musicians to perform for charitable enterprises, at hospitals, public concerts and events which do not compete with commercial music. The musicians playing such performances would be paid out of the fund at prevailing scales and would not be taxed by the union.

Record Prices Up

Recording companies and transcription companies are paying a royalty ranging from 1/4 cent to five cents per record at the source. The AFM president has argued that this does not "cost the public a cent," contending that the money has come from the profits of the companies. Record prices, however, generally have increased.

Mr. Petrillo announced that the fund would be allocated to locals on a pro rata system, except that

local in major cities where musicians personally realized the benefits of recording dates, will be given proportionately less than those in communities where musicians depend on local performances to earn their living.

The plan, as outlined by AFM, provides that each local shall receive $10.43 per member except those in New York, Chicago and Los Angeles, each of which would receive $10.43 for each member up to 5,000 and $2 for each beyond that figure.

The table produced herewith is based upon the above formula and is based upon the membership of the locals in major markets, as computed and published by AFM headquarters.

1. Of the $1,756,435 in royalties collected, $1,651,058 has been allocated.
2. All Locals—First 5,000 members—$10.43.
   Each additional member over 5,000—$2.00.
3. Local City  
   Members  
   Per Member Amount
   802 New York City 24,666 $10.43 to 5,000 $101,522.00
   10 Chicago 10,975 $10.43 to 5,000 112,100.00
   47 Los Angeles 10,483 $10.43 to 5,000 10,975.00
   5 Detroit 4,413 $10.43 to 5,000 4,077.00
   6 San Francisco 4,010 $10.43 to 5,000 4,070.00
   77 Philadelphia 3,795 $10.43 to 5,000 3,928.85
   50 Boston 2,477 $10.43 to 5,000 2,582.21
   1 Cleveland 2,116 $10.43 to 5,000 2,221.86
   8 Milwaukee 1,216 $10.43 to 5,000 1,008.18
   149 Toronio 1,796 $10.43 to 5,000 1,832.28
   73 Detroit 1,652 $10.43 to 5,000 1,734.66
   76 Seattle 1,495 $10.43 to 5,000 1,595.82
   164 Newark 1,294 $10.43 to 5,000 1,356.05
   161 Washington, D.C. 1,295 $10.43 to 5,000 1,362.50
   9 Santa Louis 1,238 $10.43 to 5,000 1,296.05
   20 St. Paul 1,238 $10.43 to 5,000 1,296.05
   40 Houston 1,158 $10.43 to 5,000 1,213.74
   406 Montreal 1,139 $10.43 to 5,000 1,179.77
   1 Cincinnati 1,139 $10.43 to 5,000 1,179.77
   225 San Diego 1,020 $10.43 to 5,000 1,083.50

Ohio Campaign

SPOT radio campaign beginning April 20 is planned by Schoenfeld, Huber and Green, Chicago, for Fruit Industries Ltd. (California wines) Campaign will cover Cleveland, Youngstown, Canton, Dayton, Columbus and Cincinnati markets over stations not yet determined, for a 13-week period. Sponsor also renewed spot campaign on WMJL Milwaukee for 13 weeks.

Mars to Expand

MARS, Inc., Chicago candy manufacturer, plans to add 19 stations to those airing its NBC program "Curtain Time," effective May 3. Additional outlets: WWJ, WMJ, WOC, WJAC, WSAN, WSAI, WKVY, WAZL, WGL, WIBA, WSJS, WBBS, WTMX, WSIA, WDIX, WSMB, KSMC, KARK, KOAM.

SEASURE OIL Co., Santa Barbara, Cal. (crude petroleum producers) on May 1 starts five weekly "Gas Again" on KMJ in Hollywood, and seven on KFCA in Los Angeles stations. Tues.-Thurs., 3:30-3:45 p.m. (PST). Contract is for 26 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

Networks Report No Great Disruption During First Week of Telephone Strike

RADIO BROADCAST appeared to be running according to schedule with no major difficulties reported by the networks as a result of the telephone strike, as Broadcasting went to press.

With no maintenance for the permanent operating lines, there was always the chance of a breakdown if the strike continued to drag on, but network officials, with their fingers crossed, reported normal operation.

It seemed unlikely that either of the radio engineers unions would participate in any sympathy strikes. The National Association of Broadcast Engineers and Technicians had "no strike" clauses in its contracts with NBC, ABC and WOR New York. CBS engineers, the International Brotherhood of Electrical Workers (AFI), did not threaten an action either.

A change in format was necessary for MBS' new program "Opinion-Air," which had its premiere Wednesday evening. The program called for listeners to phone in their opinions on the controversial question under discussion, but because of the strike, they were requested to write letters instead. ABC received permission to do a remote from the locale of the Texas tornado, and CBS was able to get through a few special broadcasts such as Red Barber's show from Reel Stadium in Dallas, Tex.

Most Western Electric plants were still shut down almost 100%, with no settlement considered imminent and company spokesmen conceding that a settlement by Western Electric depended on what happened in the telephone industry. The company's largest plant, The Hawthorne in Chicago, was only about 60% operative because many workers did not cross picket lines. It is believed, however, that delivery of radio transmitters will be affected, for the Winston-Salem and Burlington, N. C. plants which manufacture radio equipment, are not on strike.

Hooper Unaffected

Operations of C. E. Hooper Inc. have not been affected so far. This month's first survey, originally scheduled for April 1-7, was changed to March 31-April 6 when the strike became almost certain and thus was completed before the walkout became effective. The next survey is scheduled for April 15-21, but can be postponed another week if the strike continues, according to a Hooper official.

The New York Telephone Co. bought one minute spots and chain break announcements on most of New York City's stations last week and explained the emergency use of the telephone. ABC, meanwhile, offered time and facilities to all sides involved in the strike, and broadcast frequent instructions for emergency use of the telephone, weather reports, time signals and news bulletins dealing with the strike's progress.
Can Radio Alleviate Agency Tasks?

The second questionnaire in Broadcasting's poll of advertising agencies (fifth in the Trends series conducted by Audience Surveys, Inc.) was submitted to a representative cross-section of advertising agency executives andime buyers in late February.

The panel was asked:

(1) To rate the usefulness of the facts and information which broadcasters now supply to agencies;

(2) To suggest what additional data are needed to facilitate agency use of radio;

(3) To evaluate radio station merchandising and promotion activities; and

(4) To specify which of these activities they would pay more to obtain.

Results of the survey follow.

The first question was designed to follow up the results of the first agency poll (reported in Broadcasting Jan. 6 and 20) in which he panel rated radio third (after magazines and newspapers) in the usefulness of the facts and information which it furnished advertising agencies.

After a simple statement of this earlier finding, the panel was asked: How do you rate the information and facts which you now get from radio? (See Table I).

Agency executives are most pleased with the program logs supplied them, least pleased with rating data. Twice as many rated program logs "good" (48%) as gave top praise to any other information or facts supplied them by broadcasters, and fewer (7%) considered program logs "poor" than gave any other single item. With the exception of program logs, none of the factors reported was rated "good" by more than a quarter of agency respondents, and none "poor" than "good." Opinions were registered for each service. Approximately one out of every three respondents consider rating data, market data, program data, descriptions and coverage figures "poor."

Panel members were then asked: "What facts and information which you are not now regularly receiving are needed to facilitate your use of radio?"

Analysis of the "free answers" to this question show that agency people want either additional or improved data as shown in Table II.

<table>
<thead>
<tr>
<th>Table II</th>
<th>% of All Respondents</th>
</tr>
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<tbody>
<tr>
<td>Ratings and audience listenerhip 22%</td>
<td></td>
</tr>
<tr>
<td>Coverage</td>
<td>9</td>
</tr>
<tr>
<td>Availability information</td>
<td>9</td>
</tr>
<tr>
<td>Market data</td>
<td>6</td>
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<tr>
<td>Data on sponsorship of programs and spots</td>
<td>6</td>
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<tr>
<td>Program logs</td>
<td>4</td>
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<tr>
<td>Cost per listener</td>
<td>3</td>
</tr>
<tr>
<td>Program case histories</td>
<td>3</td>
</tr>
<tr>
<td>Audience response data</td>
<td>3</td>
</tr>
<tr>
<td>All other</td>
<td>6</td>
</tr>
</tbody>
</table>

Examination of the replies to this question clearly indicates that most agency executives are not seeking new kinds of data from stations but want data extended and improved.

Thirty-eight percent of the panel, more than half of all those answering this question, want more or improved audience information of one kind or another (ratings and audience data, 22%; coverage, 9%; case histories, 3%; cost per listener, 3%; and audience response data, 1%).

Typical of the data requested by this major group are:

- Ratings and listenerhip data:
  - "Faster rating information than we now receive"
  - "Local ratings"
  - "Comparison ratings on competing program periods"
  - "Ratings by quarter hours"
  - "Standardized ratings"

- "Data on who listens, by geographical area, by income, etc."
- "Qualitative listenerhip studies... and more studies of listenerhip impression by type of program and by nature of commercial"
- "Forthcoming listening habits of rural population by season"

Coverage:
- "Accurate coverage maps of all stations"
- "Standardization of coverage information—BMB is a good step forward"
- "More honestly on actual coverage"
- "Comparative coverage figures between overlapping stations"
- "BMB where stations do not overlap"

Case histories:
- "More case report facts on spot placements"
- "Concrete, detailed 'success stories' for various types of sponsors"
- "Case histories of specific results obtained by use of radio alone or in conjunction with other media"

Cost per listener:
- "Cost per 1,000 radio homes by periods"
- "Cost per listener comparisons with similar costs for other media"

Audience response data:
- "Statistics on audience response to specific programs, in terms of mail, etc."
- "With all due respect for BMB, etc., I would rather buy time on the basis of a bona fide mail count, i.e., a letter written in for a specific purpose, or to buy an article without free offers made"

Nine per cent of the panel members want improvements in availability information. Representative comments are:
- "Quicker action when availabilities are needed"
- "More frequent data on availability"
- "More accurate availabilities—what have we been given availabilities which often prove inaccurate even in instantaneous reply for contracts."

Six per cent seek better or more market data:
- "More useful market data, in-

Radio Writers Guild Authorizes Strike Against Four Networks

AUTHORIZATION of a writers' strike against the four major networks, was voted last week by the Radio Writers Guild.

Newspaper and Hollywood locals of the Guild on Monday night voted by a large majority to empower the Guild's strategy committee to give a strike against the networks "at any time," according to Roy Langham, the Guild's national executive secretary.

Chicago's Radio Writers Guild decided by a vote of 130 to 3 to join New York and Hollywood in a strike resolution.

The strike vote followed what the Guild described as fruitless efforts to entice the networks into negotiations on behalf of freelance radio writers.

A meeting between negotiators for the Guild and the four networks was held Thursday in New York without a decision being reached.

Emerging from the meeting, Mr. Langham told Broadcasting: "Up to now, the networks have not expressed willingness to recognize the Radio Writers Guild or to negotiate with the Guild. The network representatives are to give us their final word next Thursday."

During the conference, the networks were understood to have stood pat on the contention they have held since the beginning of the Guild's overtures, that a determination by the National Labor Relations Board as to whether freelance writers were independent contractors or employees was needed before bargaining could begin.

One network executive said the Guild had assumed it would not take the issue to the NLRB. The networks, he said, were "now considering" issues introduced by the Guild at the conference.

"The networks," he said, "have never expressed an unwillingness to talk with the Guild. The question that needed settling, however, before they would agree to bargain collectively with freelance writers was whether such writers were employees, he said.

Two-Year Endeavor

For nearly two years, the Guild has sought—first from the American Assn. of Advertising Agencies and more recently from the networks—recognition of the Guild as a bargaining unit for the freelance writers who are the majority membership of the Guild.

Neither the AAAA nor the networks has yielded, each defending that freelance writers are inde-
Personnel Lack Slows FCC—Denny

Staff Must Be Increased
To Reduce Backlog,
Chairman Says

FCC CHAIRMAN Charles R. Denny declared last week that the achieving of prompt action on broadcast applications depends upon the Commission's obtaining more personnel.

He asserted that in his opinion the delays which await applications today are "intolerable," and that FCC has "about exhausted its ingenuity so far as inventing things and procedures are concerned. To move the accumulated hearing load at a satisfactory pace will necessitate putting more people on the job."

The long-range hope, he said, is and should be to act on applications, by outright grant or designation for hearing, within 30 days after they are filed; to hold hearings within 30 days after designation, and to issue decisions within 30 days after hearing.

Little Hope Voiced
But he saw little chance of reaching this goal under present conditions.

The necessary increase in personnel, he declared, can be accomplished only by an increase in staff strength.

[Editor's Note: Under normal procedure, additional personnel would not become available until July 1, 1947, beginning of the new fiscal year. However, the Congressional Record shows that in an effort to advance the date for putting added employees on this work the Commission has requested a supplemental appropriation for the last three months of the present fiscal year [Broadcasting, Feb. 24]. Budget Bureau said the supplement, involving $82,000, if granted would be used to add as many as possible of the approximately 80 additional workers requested by FCC for the coming fiscal year.]

Mr. Denny outlined his views, and cited figures to support them, in response to a query by Broadcasting.

Review FCC Status
By comparison with the goal of final action even on docket cases within a maximum of 90 days, he noted that 472 AM applications before the Commission as of April 1 had been there more than six months; 118 from four to six months; 172 from two to four months, and 355 under two months.

He asserted that this backlog would be even larger "except for the vast amount of work that the Commission has disposed of in the last year." Again he cited supporting figures.

In AM alone, he declared, FCC has disposed of 1,215 applications since Jan. 1, 1946 (to April 1, 1947). These included 295 in 1946 and 222 in the first three months of this year. In the same period 1,572 applications have been received, and 757 were already on hand when the period started.

Increased Backlog
The number of pending cases—awaiting disposition—has grown from 757 on Jan. 1, 1946, to 890 a year later, to 1,114 on April 1, 1947. The figures represent only AM applications for new or changed facilities.

New-station grants in the same 15 months totaled 632 (535 in 1946 and 100 in the first quarter of this year). By comparison, Mr. Denny noted, the old Federal Radio Commission made a total of 594 new-station grants from 1927 to 1934, and FCC made a total of 469 from 1934 through 1945. Thus 1,695 AM stations have been authorized since the first days of FCC. With 85 declinations through the years, the number of stations operating or under construction as of April 1 was 1,610.

The backlog of hearing cases, inculded in the overall total of 1,114 pending AM applications, also has grown. As the broadcast band becomes more and more clogged, more and more applications will face competitive consideration. It is in these cases which take most time that the AM hearing total on Jan. 1, 1946, was 369. Mr. Denny pointed out that the Commission inaugurated the five-a-day hearing plan in late 1945 and disposed of 29 dockets during the ensuing year, but nevertheless came up to 1947 with 492 awaiting disposition. During the first three months of 1947 the number grew to 537.

Time Lag
The lag here, it was noted, usually comes between the hearing and issuance of decision. For this reason, Chairman Denny said, the Commission lately has been more concerned with getting out decisions on cases than in holding hearings for the relatively new ones.

Mr. Denny held out hope that machinery already set in motion with the FCC's march toward de-accumulating the backlog, would come back at theold A.M. stations and the present plans for establishment of duopoly.

SEVENTH CHAIRMAN of the FCC was filled Thursday when Edward Mount Webster, former Chief Communications Officer of the Coast Guard and one-time Chief Engineer of the FCC, took the Commissioner's oath from Miss Panzy Wiltshire, wife of FCC Personnel Division. The ceremony was witnessed by members of his family, Commissioners and top FCC staff members, and dignitaries of the State Dept., Coast Guard and Navy, including Admiral J. F. Farley, Coast Guard commandant. A few minutes after the oath was administered, Commodore Webster, who has taken part in many Commission meetings as Chief Engineer, participated in his first meeting in his new status as Commissioner.

GOP Whets Economy Axe for FCC

Chairman Urges Cutbacks And 'Close Scrutiny'
Of Commission

REPUBLICAN ECONOMY axe started lowering on FCC last week as the Independent Offices Appropriations Subcommittee set April 28 as the tentative date to hear Commission justification of a $7,300,000 budget.

Chairman Richard B. Wigglesworth (R-Mass.) said he has not had time to study justification already submitted by the Commission (Broadcasting, March 10) but he was on record for both economy and close scrutiny of FCC's handling of its authority.

Commission authority thus moves into focus of a Congressional triple play. Senate Interstate & Foreign Commerce Committee Chairman Wallace H. White Jr. (R-Mo.) is expected to introduce a bill to amend the Communications Act in about two weeks. The White bill is aimed toward re-definition of Commission powers to bring into line with "intent of Congress."

A complete bill is already in draft form. Sen. White's concern with FCC's program censorship indicates he may seek to confine Commission program jurisdiction solely to consideration of renewals every three years, FCC authority over broadcasting business also is expected to be modified if not completely eliminated in the pending White proposal. In view of Sen. White's protests against Commission promulgation of network regulations it is likely that he may seek to remove regulatory power from FCC and incorporate regulations in his own bill.

Ownership controls appear to be in line for reform, possibly to provide licensees with privileges of operating one station in each band without being subject to duopoly. Thus a licensee may be under the White bill, to operate an AM station, an FM, television, facsimile and any other new type of mass communication service. He is probably, however, considering limitations upon the number of station which a single entity may own in different areas.

FCC Probe
Meanwhile on the House side Chairman Charles A. Wolvertor (R-N.J.) of the Interstate & Foreign Commerce Committee is studying plans for establishment of subcommittee to initiate FCC investigation prepared by a special panel (Broadcasting, April 7) expected to be approved on the floor within two weeks.

House Republican leadership is understood to have crystallized a decision to back the Wolvertor Committee against any attempt to set up a select committee to probe FCC.

FCC money worries are multi-

(Continued on page 78)

Broadcasting • Telecasting
In 1936, Iowa grew 190 million bushels of corn. Ten years later, in 1946, production had increased nearly four-fold, to 661 million bushels. A large part of this increase was due to the rapid utilization of hybrid corn by Iowa farmers. And that's how WHO comes into this story.

In 1937, the WHO Radio Corn Festival was inaugurated, offering prizes for the best samples of corn in three different classes. We thought it a huge success, even though only enough entries were submitted to fill three tables in our Studio A! However, three-fourths of the awards went to hybrid corn growers.

During each succeeding year, another Festival has been held, with more classes, more prizes, more entries, more emphasis on hybrids, and more publicity, via WHO, for the progressive corn grower.

The 1947 Festival, held this past January, was the all-time record breaker. It drew more than 1000 entries from 16 States, competing for prizes in 37 classes. Thousands of visitors came to the show, and four broadcasts conducted from the exhibit were heard by hundreds of thousands of intensely interested farmers all over the Midwest.

The WHO Radio Corn Festival is the largest event of its sort in the United States. It has given tremendous impetus to today's better corn-production everywhere. It is one of many really significant special services which WHO conducts regularly— is also one of many reasons why WHO is the first-choice radio station in Iowa Plus, for public and advertisers alike.
Drastic Labor Bill Is Before House

Hartley Strike Ban Would Benefit Radio Field

By PETER DENZER

STRONG MEDICINE for labor was proposed Thursday in a controversial Labor-Management Relations bill introduced by Rep. Fred A. Hartley (R-N. J.), chairman of the House Labor Committee.

The proposal is known as "equal treatment" demands made by management during almost three months of hearings, but it was recognized that the measure would be watered down considerably by the Senate, where more moderate legislation is in the making.

The Hartley bill would ban jurisdictional strikes, industry-wide bargaining and would bring unions under jurisdiction of the anti-trust laws for violation of monopoly provisions. It probes deep into inter-union relations for the first time requiring specific regulations for the conduct of union voting and membership procedures.

The bill was introduced over objection of most of the Committee's Democratic members and from some of the Republicans. But Chairman Hartley predicted that all 15 of the GOP members "plus some Democrats" would vote for the bill.

The proposal specifically covers the communications industry and therefore, according to Rep. Hartley, makes special legislation against the telephone strike unnecessary. He will not press action on a bill (H. R. 2861) introduced March 31 to permit emergency use of the injunction against striking telephone workers.

The bill also bans the closed shop through it penalizes a company where it is accepted both by management and labor. Secondary boycotts are banned through the application of the anti-trust laws.

'Featherbedding' Defined

Featherbedding is defined as a practice which requires an employee to hire persons in excess of the number of employees reasonably required to perform actual services, or to render payments in any form in lieu of employment in excess of actual requirements, or royalty payments to permit continued production. This definition is in effect a ban on the practice itself.

Regulations on the conduct of internal union affairs are propounded as "employee rights." Thus, under the proposal, union members "shall have the right to be free from interference, restraint or coercion of any kind in the formation or conduct of their own labor organizations, or in the conduct of their own affairs..." They would also be guaranteed participation in fair elections of union officials, and an annual accounting of union income and disbursements. Due checkoff would be permitted only when authorized in writing by the member.

One provision almost certain to meet the approval of both chambers denies recognition to any union which carries communists on its national or international board.

The bill would replace the present National Labor Relations Board with a new agency having sole function of deciding labor cases. An independent carrier, as the labor relations law would investigate cases, present them to the board and take decisions into court for any necessary enforcement.

Morse Opposition

In the Senate, opposition to an ominous measure, much milder was shown by the Morse Opposition. The Senate, where the strongest from former War Labor Board member Sen. Wayne Morse (R.-Ore.) who predicted the 13-man Senate Labor Committee would mustache their beards against the bill. Sen. Morse advocates separate legislation to deal with individual issues, such as union responsibility for breach of contract.

Passage of certain provisions of the House bill, such as the anti-featherbedding definition, would give radio listeners protection in free radio service afforded by the Lea Act even if the latter does not pass the Supreme Court test due April 28.

Biggest gain for radio would be passage of the ban against secondary boycotts, sympathy strikes and jurisdictional disputes.

Strikes against the "national interest," defined to include communications, would be handled by temporary injunction, good for 75 to 90 days. During that period mediation and arbitral would be tried. Failure to effect settlement would leave the way open to court action, but the government would also be free to bring another injunction.

This section would apply to telephone strike, although there is little or no chance that it will be affected by Morse. That ban would be also be free to bring another injunction.

WOKO Reorganization Plea Denied

FCC to Take Applications For Station's Channel Until June 1

A NEW REQUEST for WOKO Albany's facilities (1460 kc, 1 kw, 500 w night) was expected last week to be filed before June 1 by at least some of the station's present owners, after FCC ordered WOKO deleted and invited applications for its facilities.

The Commission (1) rejected WOKO Inc.'s pending petition to reorganize and be granted renewal of license, and gave the company until Aug. 31 to "wind up its affairs"; (2) denied the petition of Van Curler Broadcasting Corp. for immediate consideration of its already heard application for WOKO's facilities, and (3) announced that until June 1 FCC "will entertain applications from any person" for WOKO's assignment, such applications to be considered competitively with Van Curler's.

FCC's orders were viewed as a clear-cut invitation to the present WOKO owners for a new proposal for ownership and operation of the station. In view of the present common-ownership aspects of WOKO and WABY Albany, it appeared likely that any new WOKO application involving present owners would be conditioned on their disposing of WABY stock in event of a grant.

What proposals a new application would make had not been decided by station authorities. In the WOKO reorganization plan which FCC rejected, Harold E. Smith, who was found by FCC to have aided in concealment of 24% stock interest of Sam Pickard, would have traded his voting for non-voting stock but would continue as general manager. Raymond M. Curtis would then have had control (255 shares) and the Press Co., publisher of the Albany Knickerbocker News, would have owned the rest of common stock (250 shares).

Further Action Awaited

Still not acted upon by the Commission, however, is an application whereby the ownership of WOKO and WABY would be separated: the Press Co. would give up its interest in WOKO or Mesers. Curtis and Smith's minority interests in WABY, which Press Co. would then own outright. But counsel pointed out that the WABY application was contingent upon FCC approval of the WOKO reorganization and that, since the latter has been disapproved, the WABY plan presumably will be withdrawn.

FCC's orders, adopted April 4, were released last Wednesday, exactly four months after the Supreme Court upheld the Commission's denial on March 27, 1945, of WOKO's application for license renewal. The denial was on grounds that the 24% interest of Mr. Pickard, former Radio Commissioner and one-time CBS vice president, had been concealed in various representations made to the Federal Radio Commission and FCC.

Separate Jett Opinion

The Commission's final order were not wholly unanimous. Com. E. K. Jett concurred in the result but issued a separate opinion asserting that the orders "should be further clarified" to protect "innocent parties," including WOKO employees who might lose their job and to assure Albany listeners (continuance of the satisfactory service which has been, and is being, rendered by station WOKO).

Com. Jett suggested that "pending proposal looking toward reorganization of WOKO or an other proposal which one or more employees and/or stockholders of WOKO Inc. desire to have considered should be embodied in an application for a construction permit." He felt that an such applications should be designated for hearing with the Van Curler application but that Van Curler, whose application was heard last November, should be allowed to supplement its hearing record "in any way that it deem necessary" without the necessity of resubmitting the entire evidence. He asked that the FCC make sure that the application will be submitted and hearing held on the basis of resubmission of the entire evidence. He asked that the FCC make sure that the application will be submitted and hearing held on the basis of resubmission of the entire evidence. He asked that the FCC make sure that the application will be submitted and hearing held on the basis of resubmission of the entire evidence.

"(Continued on page 91)
FIRST IN CHICAGO

Formal opening April 13, 1922 (as WGU)

First broadcast as WMAQ October 2, 1922, featuring comedian Ed Wynn

First to broadcast a regular series of educational programs—in cooperation with the University of Chicago—November 28, 1922

First to broadcast a music appreciation program—1922

First—and only—Chicago station to broadcast Democratic and Republican conventions—1924

First to originate network commercial program series—Victor Phonograph Co. concerts on 22 station hookup—March, 1925

First to broadcast presidential inaugural ceremonies (Calvin Coolidge—1925)

First to broadcast regular daily schedule of professional baseball games—1925

First to broadcast an intercollegiate football game—1925

First to carry Amos 'n' Andy—January 10, 1928

First to broadcast two-way trans-Atlantic telephone conversation—1928

First Chicago station to install complete crystal control, with 100% modulation—1929

First to broadcast Marion and Jim Jordan (Fibber McGee and Molly)—1931

First to collaborate with a major university in creating a summer institute for special training of personnel for radio—1942

WMAQ—Chicago's No. 1 Station
The Voice of America's No. 1 Network

Twenty-five years ago, the highest broadcasting standards were set for WMAQ. In a quarter-century of broadcasting in the public interest, WMAQ has never deviated from that high purpose.

With sincere thanks to all whose contributions have made possible its record of achievement, WMAQ renews its pledge to maintain its first position in the nation's second market through the service it will render.

FIRST IN CHICAGO

50,000 WATTS 670 Kc.
Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY
EXECUTIVES of WQXR New York and Stock Products Inc., register satisfaction in quintuplicate after completing negotiations for a 52-week contract for Guest Conductor. Program made its bow April 2 and is heard Wednesdays and Fridays from 7:30-8 p.m. Shown are: (l to r) Robert Krieger, WQXR account executive; Hugh Kendall Boice, WQXR vice president in charge of sales; John Foulis, general sales manager for Stock Products; Mario M. Morpurto, vice president of Stock Products; Robert Durr of Shappe-Wilkes Inc., agency handling the account.

Austin and Rubicam to Address AAAA Sessions in New York

SENATOR Warren R. Austin, U. S. delegate to the United Nations, and Raymond Rubicam, chairman of the Information Committee of the Committee for Economic Development, and former chairman of the board of Young & Rubicam, will be the featured luncheon speakers at the April 16 and 17 sessions of the American Assn. of Advertising Agencies Annual Meeting at New York's Waldorf-Astoria. It was announced last week by Frederic R. Gamble, president of the association.

Mr. Rubicam's address on April 16 concerning timely economic research of the CED will be limited to an audience from AAAA member agencies, while Senator Austin's address the following day will be open to members and invited guests.

Sessions on April 17 will deal with the theme "Work for Advertising,"

Retailers Advised to Put TV, Fax in Future Plans

RETAILERS will experiment seriously with television and with facsimile newspapers when they become practical. This is one of the objectives listed under the heading of "Points to Consider in Retail Advertising" in a 32-page pamphlet just published and entitled "What the Retailer Should Be Thinking About Now!"

Pamphlet is the latest in a series of continuing merchantile studies issued by Alfred J. Silberstein-Bert Goldsmith Inc., New York advertising agency. Some of the basic problems which confront retailing as a result of the rapid transition from a war to a peace economy are reviewed in the pamphlet.

and will be handled under four headings: Personnel, Research, Ethics and Relations. Personnel will be under James H. S. Ellis of the Kudner Agency who will report for his special committee on education and training the details of examinations and aptitude tests designed to attract high caliber young people to advertising.

Research talks will be built around the new AAAA Washington Newspaper Reader Survey and recent studies by the Advertising Research Foundation, Traffic Audit Bureau and BMB. The ethics discussions will review details of a new AAAA plan for a monthly interchange of opinions about advertising which members deem to be in bad taste. The final session on relations will have the first public announcement by the Joint ANA-AAAA Committee on Improvement of Public Understanding of Our Economic System.

Williams to WFRC

W. E. WILLIAMS, former general manager of WJZM Clarksville, N. C., has been appointed manager of WFRC Elizaville, N. C., owned by the Piedmont Carolina Broadcasting Co. Management hopes to begin operation by June 1 and to put a new FM station on the air some time thereafter.

Oldsmobile Renews

D. P. BROTHER, Detroit advertising agency, has renewed current contracts for Oldsmobile transcribed announcements in about 50 market areas. Contracts will extend through June on a three-a-week basis.
Test of Quality...

The length of the fibers from which fine woolen cloth is woven gives you one important test of its quality.

To ascertain the quality of a news service, nine fundamentals of quality must be considered in relation to each other. They are all-important in testing the quality of the news service you offer to your listeners.

Not the least of the nine are these three*

- **Mechanical facilities**—for, even though a news service may have physical access to news anywhere around the globe, it fails in the crucial test if it lacks the full mechanical facilities to get that news to you *promptly* for your listeners.

- **Speed**—a fundamental that permits the fastest possible delivery to you of news, reported first-hand, direct from the scene...as contrasted with delivery of rewritten, second-hand versions.

- **Accuracy**—attained only by unrelenting emphasis on meticulous gathering...checking...rechecking...and integration of every significant fact.

News via radio is a public service in which quality must not be compromised. And unless the news service upon which you depend is woven of strong and testworthy threads, it will fail in the full definition of quality that is synonymous with The Associated Press. Therein lies the reason why more of the nation's public-minded radio stations have turned to The Associated Press than to any other radio news service.

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

*Three of the nine fundamentals of news service quality—objectivity, concentration of purpose, and manpower—have already been defined in this magazine. Watch for the remaining three.
WFIL Prepares Detailed Program Audit

Air Time of Station Mathematically Computed

A SEARCHING probe of general program classifications which computes station air time as mathematically as financial expenditures has just been unveiled by WFIL, Philadelphia, Inquirer station and ABC affiliate.

The analysis, a full time assignment for one employee on a continuing basis, was devised in March 1946 by Paul P. Peter, of the management consulting firm Frazier & Peter, at the request of Roger W. Clipp, WFIL general manager. Mr. Clipp submitted the idea as a research problem, hoping for a comprehensive and ever current showing of program balance. By coincidence, the plan was put to working discussion just two days prior to publication of the FCC Blue Book.

The first annual program report just disclosed serves as a clearly enumerated label, identifying the ingredients of WFIL as (1) an advertising medium and (2) a local institution. Depth of the analysis is shown in its five point structure: (1) type of program (sustaining, commercial); (2) source (network, recorded, wire, local-live); (3) time and length; (4) content (music, drama, speech, variety, news, sports and special events); (5) intent (entertainment, educational, religious, agricultural, civic interest and government).

Content and Intent

The content and intent classifications, constitute the most important attributes of stations' required accounts of stewardship. The content chart is of literal nature and serves to show quickly the proportionate time designated to obviously broadcastable material. The intent category touches the creation and interpretation of such material.

In the WFIL plan, most of the subdivisions occur under intent. For example, programs classified as educational are further delineated as informative or cultural. News broadcasts are defined as informative, symphonic music as cultural education. Speech, sub-divided into talks, debates, conversations, becomes consequently entertainment, informative education and civic interest. Local sports coverage is considered of civic interest.

On the source chart, the commercial standing of live local programming rates favorably with that of sponsored ET shows which, for the most part, feature nationally known talent. "Wire" broadcasts here mean chiefly news programs utilizing syndicated material. Broadly WFIL's first annual program report shows a balance of 66.2% entertainment; 33.8% in the public interest; 60.5% commercial; 39.5% sustaining. Included in all time tabulations are announcements of varying lengths. On the public service ledger these are tabulated according to frequency and show the scope and number of the station's contributions to a given cause. In 1946 the following rated highest as free time recipients: U. S. Savings Bonds, Red Cross, Salvation Army, Army Recruiting, and Navy Recruiting. Obscure but worthy causes such as the "Barren Hill Fair" and "Sewing Salvo" were also represented.

The continuing program audit is being retained as a standard feature of WFIL operation. According to Mr. Clipp: "A perpetual examination and record of program information is not an idle inventory for year-end review. As soon as the first monthly figures were compiled we put the analysis to use in daily program planning. One highly practical aspect of the analysis is the fact that it provides ready comparison of public taste with station offerings."

"Potent Defense"

"In this time when adverse criticism of radio is fast becoming the national pastime, a thorough program analysis, sincerely motivated and seriously applied, becomes a radio station's most potent defense because it answers invective with fact."

"Looking over the cumulative findings of the first year of non-stop program study we were more than a little pleased with the overall picture of local programming. Perhaps our position as a network affiliate causes undue sensitivity on this point but the analysis proved that local production could successfully complement network programs and hold its own in listener and commercial appeal.

"This, it seems to me, is a lot of valuable information to be gleaned from a series of monthly computations requiring an average of fifteen pages. Our admiration is strong for Paul Peter, who drew the blueprint."

"The WFIL program analysis is not ostensibly a popularity gauge. Possibly, at some future date, we will superimpose listener surveys to see how well the twain meets. As it stands now, we are keeping minutely posted on the station's stock in trade."

Frazier & Peter continues to conduct semi-annual audits of WFIL program accounting, attaching certification of the firm. The analysis system devised for WFIL has since been offered to other radio stations.

FMA Acquires New Site For Washington Offices

FM ASSN. will move May 5 from its present office at 1010 Vermont Ave., N.W., Washington, to 921 12th St., with the telephone remaining Republic 8532.

Joan Richardson, formerly of Aviation News, has joined FMA's publicity department, according to Bill Bailey, executive director. She will serve under William L. Barmann, publicity director, who assumed his duties last week.

Baseball Opener By TV

OPENING GAME of the Washington Senators and the New York Yankees in Washington, complete with the first ball tossed out by President Truman, this afternoon (April 14), will be televised by a Du Mont field crew, telecast on WTTG Washington and WABD New York as an exclusive Du Mont program. April 12, the Du Mont video cameras will be at Yankee Stadium in New York for the Yankees’ first home game with the Philadelphia Athletics.
Proposed Modifications of FM Rules, Standards, and Allocations

(As Announced by FCC April 10, with Hearings Called for May 8-9, 1947)

The Commission today announced the adoption of a notice proposing to amend its FM rules and engineering standards and scheduling a hearing on May 8 and 9 concerning the proposed changes. This proposed revision of the tentative allocation plan for Class B FM stations which would be employed if the proposed amendments to the rules and standards are made final. The Commission believes that the proposed changes would provide a more rational allocation of spectrum space and improve FM allocation and would prevent interference as has occurred recently in some instances.

The proposed rules and standards were adopted by the Commission following hearings held in the summer of 1946. On the basis of information and testimony, it was concluded that FM receivers would be subject to objectionable interference from stations operating on any channel removed from the designated station.

Accordingly, the FM standards adopted by the Commission in September, 1946, provided for operation of stations in city or suburban channels. Separate blocks of frequencies were provided for stations in city and Metropolitan-Rural (now Class B) stations. The allocation plan provided for Class B stations was adopted in order to provide a number of facilities. An allocation plan was adopted for Class A stations, since this appeared unnecessary; further, simpler allocation and application procedure were adopted for Class A stations.

The Commission endeavored to provide from one and one-half to two times as many Class B channels per city as AM stations, with a limit of 30 Class B channels for major cities like New York, Chicago, and Los Angeles, and such cities as may be designated in the necessary group in major cities.

Several instances have occurred in which Class B stations in any overall allocation plan.

At the present time 34 stations in 13 cities are in operation as Class B stations. Since many of these stations have changed frequency assignments in the past, they now have completed full antenna construction.

The proposed changes in the FM rules and standards which would improve the performance of FM receivers now in use and would make no significant changes in cost or in the method generally used are now on file for public examination. The proposed changes in the FM rules and standards would provide for the establishment of a new minimum separation between Class A and Class B stations, that would be used between Class A and Class B stations in adjacent cities in areas where the demand requires.

It is expected, however, that only in a few areas will it be necessary to employ this minimum separation. In these areas it is expected that the difference in the number of Class B stations will limit the interference to the Class B station to a small area around the Class A station, and will thus permit the Class A station to serve its community and adjacent areas.

The proposed changes would provide for a more rational allocation of spectrum space and improve FM allocation.

Proposed Revision of Tentative Allocation Plan for Class B FM Broadcast Stations

The attached proposed revision of the tentative allocation plan for FM broadcast stations is based on revisions made recently in the FM rules and standards. The proposed changes in the FM rules and standards are designed to simplify and improve the allocation plan, as revised by the Commission in September, 1946. The proposed allocation plan is based on assignments in a general area which are for the most part, alternate channels (400 kilocycles apart). Recent developments appear to indicate that such operation results in interference in many of the receivers being produced at the present time. As a result, the proposed revision provides for a minimum separation of Class B stations in the same general area of 500 kilocycles.

In no case has the number of Class B channels in an area been reduced in this proposal. Several channels have been added. The lack of a channel listing for a particular locality does not necessarily indicate that such channels are not available there. For example, a channel might be assigned in the next area. The assignment is based on assignments in a general area which are for the most part, alternate channels (400 kilocycles apart). Recent developments appear to indicate that such operation results in interference in many of the receivers being produced at the present time. As a result, the proposed revision provides for a minimum separation of Class B stations in the same general area of 500 kilocycles.

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Kentucky leads the nation in AGRICULTURAL GAINS

IN LAND VALUE INCREASE
Kentucky leads the Nation

The average increase in the price of farm land in Kentucky has been 1½% per month since 1941—THE HIGHEST IN THE NATION.

Using the 1935-44 ten-year period as a basis, the average increase in value per acre as of July, 1946, was:

KENTUCKY ................. 132%
United States Average ........ 77%

Mr. Kentucky Farmer received $449,139,000.00 for his 1945 marketings—and in 1946 the yield was even greater.

AND REMEMBER—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

Radio Station
WHAS

LOOK TO LOUISVILLE

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
CIO Union Is to Sponsor Leland Stowe
In News Commentary Series Over MBS

IN WHAT was believed to be the first sponsorship by a labor union of a series of weekly broadcasts on a network, the United Electrical, Radio and Machine Workers of America last week announced it would sponsor a 52-week series of weekly news commentary broadcasts by Leland Stowe on MBS.

Beginning April 23, the new program, entitled You—and the News!, will be heard on 55 MBS stations each Wednesday, 7:30-7:45 p.m., eastern standard time and 6:30 p.m. central standard time. The series was placed through Cross & Arnold, New York.

Commenting on the decision by the UE-CIO to sponsor the series of broadcasts, Albert J. Fitzgerald, general president of the union, said, "In the interests of an informed America, the 600,000 men and women of the UE are proud to present the news commentary of Leland Stowe each week to the American people.

"The sponsoring of Mr. Stowe by our union is an important step in radio because of the great need for unbiased reporting of the news on the air. There have been numerous instances in which commentators have tried to bring their listeners an unbiased, truthful picture of the news have been censored or have lost their contracts. Meanwhile commentators who reflect the propaganda of big business, who smear the labor movement and who oppose progressive legislation find no difficulty in finding sponsors among big industries."

In a statement which he issued at the same time as Mr. Fitzgerald’s statement, Mr. Stowe said:

HAPPY FIRST program is occasion for mirth among this trio following recent start of CBS TONY MARTIN SHOW (Texaco), Smiling are (l to r): Ed Cashman, Kuker Agency Inc. Hollywood office manager and program producer; J. H. S. Ellis, agency president; Donald W. Thornburgh, CBS western division vice president.

"I welcome the opportunity to return to radio commentating because this is an unusual juncture both in the affairs of the nation and of radio. As in the past, I can only report facts as I find them and express my measured opinions, independently, as I hold them. This is the precise opportunity which the United Electrical, Radio and Machine Workers of America has offered me. I shall try to exercise it with a deep sense of responsibility to the American people and our common freedoms."

THREE VICE PRESIDENTS ARE ELEVATED AT RCA

JOHN G. WILSON, former operating vice president of the RCA Victor Division of RCA, Camden, N. J., has been appointed vice president and general manager. F. D. Wilson, former vice president in charge of personnel of the Victor Division, has been appointed vice president in charge of operations, and Joseph H. McConnell, former vice president and general attorney, has been named vice president in charge of law and finance.

John G. Wilson has been with RCA Victor since 1944. Prior to joining RCA he was executive vice president of the United Wall Paper Co., and previously he was vice president and general manager of Goldblatt Bros. department store in Chicago.

F. D. Wilson joined RCA in 1936 as a district manager at Minneapolis and in the same year was brought to the company's headquarters in Camden as national manager of field sales activities. In 1942 he was appointed general manager of the RCA Victor Division's purchasing department.

Prior to joining RCA in 1941, Mr. McConnell served with the New York law firm of Cahill, Gordon, Zachery and Reindel. He was appointed RCA Victor general counsel in 1942.

Dinner Postponed

NBC's Ten and Twenty Year Clubs annual induction dinner, previously scheduled for May 5 at New York's Waldorf-Astoria, has been postponed until sometime in June.

NASHVILLE...

and its retail trade area

make a prosperous pair. . . . Here the family's everyday purchases of food, clothing and other items add up to yearly retail sales of $356,977,000. . . . These sales reached a new high last year. . . . This year there's a good share for your products, but no single salesman on your force can give adequate coverage of family buyers in this territory without strong support. . . . That's where WSIX fills your need. . . . You can get effective, consistent coverage of a large buying audience who tune regularly to favorite programs broadcast over WSIX.

5,000 WATTS
980 KC
AMERICAN
MUTUAL
National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
FM BROADCASTERS=

FM NOW READY FOR MASS MARKETING=AN INEXPENSIVE EXCLUSIVELY FM RECEIVING SET AND TUNER IN TABLE MODEL SIZE WITH CONSOLE QUALITY=IF YOU'RE READY WITH FM AND DONT WANT TO AWAIT THE CONTEMPLATED 1 TO 3 YEARS FOR YOUR LISTENING AUDIENCE TO BE DEVELOPED THIS FM RECEIVER AND A UNIQUE PLAN FOR DISTRIBUTION IN YOUR SERVICE AREA IS PROBABLY THE ANSWER=INTERESTED?

INQUIRE-WRITE-PHONE-WIRE, ELECTRONICS INC.

934 BOWEN BLDG., WASHINGTON, D.C.
PHONE REPUBLIC 6363
Important Facts Gathered from One of the Largest Local Surveys in Radio Research History...

NEW, dramatic proof that WTMJ DELIVERS most of the listeners... most of the time, morning, noon and night

- Forget all "general rules" when you plan your Milwaukee spot broadcasting schedule, for another comprehensive analysis of listening habits in this wealthy market has been completed as the result of one of the most tremendous local research projects in the history of the broadcasting industry.

Over 104,000 Attempted Calls

Two crews of carefully trained operators, under the direction of competent supervisors, worked from a central switchboard to check radio listenership in Milwaukee. A constant barrage of telephone calls covered every period of the broadcasting day, morning, noon and night... every day of the week. Over 74,000 calls were completed during a two week period in this rigidly supervised coincidental survey.

Report Covers Major Broadcasting Periods

A comprehensive, factual report, covering every day of the week and each period of broadcasting from 7 in the morning through 10:30 at night, has now been compiled and is in the process of being distributed to sponsors and agencies. The size of the sample and the thorough method of compilation assure you of new, important facts on listenership in the Milwaukee area. It is your guide to greater audiences... greater productiveness for your Milwaukee radio dollars.
Hour after hour, day after day, WTMJ ratings top comparable national ratings. Here are the facts:

- **Average WTMJ Weekday Daytime Network Ratings**: 6.7
- **Average WTMJ Nighttime Network Ratings**: 21.3

When "the man from Petry" talks about the solid WTMJ daytime listenership, he is talking facts. Look at these daytime network ratings on WTMJ, and compare them with national figures.

- **Fred Waring**: 8.7
- **Front Page Farrell**: 7.5
- **Pepper Young's Family**: 7.8
- **Portia Faces Life**: 7.4

Nighttime network advertisers enjoy substantially higher than average listenership on WTMJ, and so do users of station breaks, participating and local programs. Examine these ratings.

- **Red Skelton**: 32.6
- **Life of Riley**: 32.7
- **Truth or Consequences**: 30.4
- **Fitch Bandwagon**: 27.4
- **Abbott and Costello**: 24.7

Outstanding local programs are the very foundation of WTMJ listenership. Ratings on local programs prove what scores of local advertisers already know..."any time is good time on WTMJ."

- **TOP OF THE MORNING (Participating)**: 12.1
  - Monday through Saturday 7–8 A.M.
- **GRENADE (Participating)**: 11.3
  - Monday through Saturday 15 N–1 A.M.
- **KILOWATT HOUR (Electric Co.)**: 14.7
  - Monday, Wednesday, Friday 6:45–7 P.M.
- **TODAY'S EVENTS (Sponsored)**: 19.5
  - Seven Nights per week 10–11:15 P.M.

The coincidental survey proves again that listeners tune in and stay tuned in to WTMJ. The survey covered 162 individual broadcasting periods from 7 A.M. to 10:30 P.M., seven days a week. Here are the number of periods in which each station reaching the Milwaukee market has the largest listening audience:

- **WTMJ**: 130.0
- **Milwaukee Station B**: 15.0
- **Chicago Station A**: 8.0
- **Milwaukee Station C**: 8.0
- **Chicago Station B**: 0.0
- **Milwaukee Station D**: 0.0
- **Chicago Station C**: 0.0

Four important facts for every buyer of radio time are obvious when examining the new Milwaukee listenership report:

**Fact 1**: Hour after hour, day after day, many more listeners tune to WTMJ than any other station in the Milwaukee market.

**Fact 2**: WTMJ ratings are consistently higher than the national ratings for the same network programs. Valuable WTMJ listening periods, not reflected in national surveys, can and do deliver a lion’s share of the Milwaukee listening audience.

**Fact 3**: Local WTMJ programs have developed ratings far in excess of national ratings for many top-flight network programs.

**Fact 4**: Any time is a good time for WTMJ sponsors. Facts from the Milwaukee listenership survey prove that listeners tune in and stay tuned to WTMJ...morning, noon and night.

**This Fact-Packed Survey Is Yours for the Asking**

If you have not yet received your copy of "Listening Habits," the exhaustive study of Milwaukee station and program preference, contact Petry, or write direct to WTMJ, Radio City, Milwaukee 1.
JUSTIN MILLER, president of the NAB, discusses the question "Does Radio Need a Czar?" with members of the Radio Executives Club. Judge Miller (center) addressed the club on that subject in New York April 3 (BROADCASTING, April 7). With him are (l to r): Frank Braucher, president of Periodical Publishers Assn.; Robert D. Sweezy, president of club; Fred Gamble, president of AAAA; Paul West, president of ANA.

Pecora Will Lead Radio Forum
Opening 3rd CCNY Conference

AN ALL-STAR question-and-answer session will be held at the New York Supreme Court Justice Ferdinand Pecora will open the third annual City College of New York conference on "Radio and Business" the evening of April 22 at the CCNY School of Business (BROADCASTING, April 7).

Answering questions from the listening public will be Lyman Bryson, CBS counsel on public affairs; Elaine Carrington, writer of daytime serials; Ted Cott, program director, WNEW New York; Walter Craig, vice president in charge of radio, Benton & Bowles; Ken R. Dyke, NBC vice president in charge of broadcast standards and practices; Leon Goldstein, vice president in charge of news and special events, WMCA New York; William E. Haskell, assistant to the president, New York Herald Tribune; William S. Hedges, NBC vice president in charge of planning and development; Walter Hoving, president, Hoving Corp., and USO chairman; Ted Johnson, ABC continuity acceptance head; Allen Kent and Ginger Johnson, writers of singing jingles; Elissa Landi, actress; William B. Lewis, vice president in charge of radio, Kenyon & Eckhardt; Mary Margaret McBride, women's commentator, WNBC New York; Henry Morgan, radio comedian, ABC; Basil O'Connor, president, National Foundation for Infantile Paralysis; Robert K. Richards, NAB public relations director; E. A. Roberts, president, Fidelity Mutual Life Insurance Co.; Adrian Samish, ABC vice president in charge of programs; Robert Saunder, ABC director of public affairs; A. A. Schechter, MBS vice president in charge of news, special events and press; Robert A. Schmid, MBS vice president in charge of advertising, promotion and research; Theodore C. Streibert, president, WOR New York.

The session will be conducted in radio style, with many of the questions presented in dramatized form. Subjects treated will range from daytime serials to government control, including commentators, commercials, audience participation shows, radio-press relations and politics. NBC, MBS, WNYC and WNEW will broadcast the meeting, either directly or as recorded rebroadcasts. WNYC and WINS will also broadcast the awards session closing the conference the evening of April 23.

Portions of some of the winning programs, including County Fair, Teen Age Time and weather jingles, will be presented during the awards session, when talent from ABC and WLBW Cincinnati will also appear. Joseph Beal of CCNY will produce the opening session, for which he and James Zea collaborated on the script. Jack Grogan of the college radio department will direct the cast of the dramatizations.

Benny Leads March West Coast Hooper

Hope Is Second, Skelton Third, Borgen Show Fourth

JACK BENNY led the list of first 15 programs in the March Pacific network Hooperatings report released last week, followed by Bob Hope in second place and Red Skelton, third.

The report showed an average evening audience rating of 9.5, a decrease of 0.5 from the last report and an increase of 0.4 from the rating for the same period last year.

Evening Sets-in-Use
Average evening sets-in-use reported were 54.9, down 2.0 from the last report and 1.0 more than a year ago. Average evening available homes was 78.0, down 1.2 from the last report and down 0.4 from a year ago.

The average daytime audience rating was 3.8, no change from the last report and up 0.1 from last year.

The average daytime sets-in-use reported were 16.5, which represented an increase of 0.1 from the last report, up 0.7 from a year ago.

The average daytime available homes was 68.7, up 0.5 from the last report, down 0.9 from a year ago.

The first 15 Pacific evening programs listed in the March report were...

FCC Changes

PROPOSED CHANGES in rules to eliminate requirement of oral and written examination of applicants for restricted radiotelephone operator permits were announced by FCC Friday. The proposal would substitute a requirement that applicants make written certification of certain data bearing on their qualifications.

WHERE'S CASEY?

BROADCASTING • Telecasting
Over 100 Stations Fully Equipped by Raytheon in Less Than One Year

An enviable record based on advanced engineering and modern design

- More and more station owners every day are turning to Raytheon for the very finest in broadcast equipment. Raytheon is leading the way with simplified circuit design, thorough engineering and complete dependability.

Across the nation, enthusiastic station owners and engineers (both AM and FM) praise the high fidelity, servicing accessibility and low-cost maintenance of Raytheon broadcast equipment—from Single-Channel Remote Amplifiers to 5 KW Transmitters. With Raytheon equipment they find it far easier to set up programs—and operation is so simple and logical that errors are cut to a minimum.

Be sure you have all the facts before you buy. Investigate Raytheon’s complete line of speech input equipment and both AM and FM Transmitters ranging from 250 to 10,000 Watts.

These superb Raytheon products assure the most practical application to your specific broadcast problem . . . bring you the finest in modern high fidelity and engineering excellence. Write or wire for illustrated specification bulletins, including complete technical data.

Devoted to Research and Manufacturing for the Broadcasting Industry
Though it isn't our custom to boast, quite a few of our birthdays (this is our 25th) have also been milestones in the Radio business. The KF"I's" have it below and in the column on the right, but we've saved one for the last. We've coined a word that typifies KFI thinking. It's the one that has given us the vision to see... the courage to pioneer. The one that dictates our policies—and results in our programming balance between the best in nationwide entertainment and the best local public service broadcasts in the West... it's the one that keeps us young! KFIimagination!

KFI milestones

1922—KFI introduces with a 5-watt homemade transmitter.
1923—KFImpresario demonstrated radio's possibilities by presenting a Wagner Opera in its entirety from the stage of the Los Angeles Opera House.
1924—KFIinstalls a 5000-watt transmitter.
1925—KFI instrumental in establishing West Coast network broadcasting by initiating a hook-up with KPO in San Francisco.
1926—KFI innovates Pacific Coast football broadcasts.
1927—KFI introduces listeners to NBC network.
1927—KFI inaugurates the first broadcast of the Hollywood Bowl summer concert season.
1931—KFI increases transmittal power to 50,000 watts.
1932—KFI initiates Pacific Coast listeners to the now world famous Richfield Reporter.
1941—KFI influences the vast Pacific Southwest Growers Industry by employing a full time Farm Director.
1943—KFI inspires talented young vocalists and musicians to great heights by establishing a continuous competition for young artists.

Now—KFI interest in the public welfare is demonstrated by the regularly scheduled public service programs which reflect the best thinking of Los Angeles' leading citizens and officials.

KFI integrity Our standard of advertising acceptance permits only such advertising as is in the interest of the general public, presented with good taste.

KFI ideals include the desire to keep pace with the times—to keep faith with our listeners—to see that our programming is in the interest of all the public, and to provide the best in radio entertainment.
FREE TIME SUGGESTION BY PAPER IS PROTESTED

PROPOSAL of Chicago Herald-Americans to provide a half-hour transcription without cost to stations brought a quick comeback from Frank E. Pellegrin, NAB director of broadcast advertising. Mr. Pellegrin sent a pointed letter to the newspaper suggesting it use radio time at published card rates.

The transcribed programs are based on Puck, dramatizing strips in the weekly comic section. They are offered in exchange for free plugs for the Herald-American and free time for the programs. The paper promises listing in the edition published for the locality of the station.

NAB received protests from stations that had received the offer, especially because of a statement in the Herald-American's letter which showed intention to promote the Puck program by purchasing space in local newspapers.

Member of BBC Board to Give Address Before Institute for Education by Radio

IN ADDITION to network executives and representatives of the FCC, participants in Ohio State U.'s 1947 Institute for Education by Radio [Broadcasting, March 3] May 2-5 at Columbus will include one of the first feminine members of the BBC's board of governors, presidents and deans of nearly 40 state and private schools and colleges, and a national CIO leader.

Miss Barbara Ward, youthful member of the BBC's control group, foreign editor of the London Economist and a member of the BBC Brains Trust program, will be the Institute dinner speaker. Her subject will be "Radio in One World."

Crossing the continent for participation in various panel sessions will be Hale S. Sparks, radio administrator for the U. of California; Paul Sheats, also of the U. of California, who will be chairman of the adult education meeting, and William Sener, director of KUSC, U. of So. Cal., who will speak on the "FM Educational Stations" panel.

Among personalities new to the Institute roster this year will be Howard London, radio director for the National Foundation for Infantile Paralysis, who will be chairman of the session on problems of national organization; Albert N. Williams, radio editor of the Saturday Review of Literature, and Jean Levy, UN director of films and visual information.

For the first time in Institute history the "Radio and Labor" meeting will have a general session to itself under the chairmanship of Morris Novik, public service radio consultant.

SARNOFF HELPS LAUNCH RADIO PIONEERS' GROUP

BRIG. GEN. DAVID SARNOFF, president of RCA, and other leading personalities in radio and advertising were to speak at the first official meeting of the Twenty Year Club of Radio Pioneers at the New York Harvard Club on April 11. The meeting was to formalize the club's organization and to celebrate the 25th anniversary of radio news broadcasting by H. V. Kaltenborn, NBC commentator and founder of the club.

Mark Woods, ABC president and president of the Twenty Year Club, was to be toastmaster at the dinner.

The program was as follows: "Freedom of the Air," a discussion by George Hamilton Combs Jr., WHN New York news analyst and chairman of the Assn. of News Analysts committee on freedom of the air; "The Twenty Year Club in Retrospect," a talk by Charles Hodges, professor of international politics, NYU and Twenty Year Club historian; "My Kaltenborn Headaches," by Francis Marling, advertising manager of the Pure Oil Co. of Chicago, Mr. Kaltenborn's sponsor on NBC; "Our Hero," by Lyle Van, announcer on the Kaltenborn news program; "The Beginnings of Radio," by Brig. Gen. Sarnoff, honorary president of the Twenty Year Club; "My Problem Child," by Frank E. Mullen, NBC executive vice president; "The March of Kaltenborn," recording presented by the NBC Production Dept.

'Mrs. Quarter Million' GIFTS valued at approximately $3,000 will be presented to the 250,000th woman attending Lela's Have Fun program heard over WGN Chicago, Mon. through Fri. 12-12:30 p.m. (CST). Occasion is the two-year anniversary of the show. The 250,000th guest will be designated "Mrs. Quarter Million" and given diamond set, washing machine, table radio, costume jewelry, vacuum cleaner, 1 a.m.s., watch, movie and projection camera, complete wearing apparel and numerous other items. Entertainment for the lucky guest will include supper, tickets for stage play "Harvey" and an evening at Chez Paree, night club. Limousine and chauffeur will be furnished winner. Event will take place some time during the week of April 21.
CINCINNATI'S leading musical personality for more than a decade, Burt Farber blends his brilliant piano with recorded music and his comments in a distinctive new afternoon program, with assured audience appeal. An unusual opportunity for your sales message to Cincinnatians. Participations available.

WSAI
A Marshall Field STATION
115 E. 4th St., Cincinnati 2, Ohio

Represented by AVERY-KNODEL, Inc.
AMERICAN BROADCASTING COMPANY
The RCA Image-Orthicon Television Camera
to 1946 tele programming than any other single factor"
Meet Mr. RATINGS of “Scotland Yard”

Broadway has seen him in a dozen or more smash-hits. Movie audiences from Maine to California have seen him in scores of SRO pictures.

Millions have heard him, as guest-star, on the top-fifteen radio shows including Allen, Benny, Burns, Burns & Allen, Crosby, Hope and Screen Guild.

Millions more followed him for three years (May 1943 to June 1946) as “Sherlock Holmes” on Mutual where he was the big factor that made that show. (His January 1946 National Hooperating was 12.2)

On January 21, he started on Mutual in a new show “Scotland Yard.” His first rating was 6.3. (His first Holmes rating was 4.4)

Yes, Basil Rathbone is Mr. Ratings of “Scotland Yard”, and with “Scotland Yard” he is going to repeat if not outstrip his former success. Why? Because in “Scotland Yard” he has an even better vehicle; in Peter Barry he has the writer (Barry also writes Falcon, Shadow, Exploring the Unknown); and in Carlo de Angelo (who produces Eno Crime Club, and other mysteries) he has the producer.

This four-way combination (Mr. Ratings, story, writer, producer) is the buy of the year for a sponsor. Why don’t you call for the full story?

Mutual Broadcasting System
WORLD’S LARGEST NETWORK

First spadeful of dirt at ground-breaking ceremony for new transmitter station of WBBC Flint, Mich., was lifted by Flint’s mayor, Edward J. Viall. Participating in ceremony were (1 to r) Edward Clark, vice president and secretary of Booth Radio Stations Inc.; Robert L. Balfour, managing director of WBBC; Eric V. Hay, executive vice president of Booth Radio; John Lord Booth, president of corporation; Mayor Viall; Arthur E. Sarvis, president of Flint Chamber of Commerce; E. J. Penny, executive secretary of Chamber.

WBBC in Flint, Mich., to Make Bow in June

WBBC Flint, Mich., new 1 kw Mutual affiliate on 1330 kc, is expected to begin operations in June, according to Robert L. Balfour, the station’s managing director.

To be known as “The Voice of Flint,” WBBC will be operated by Booth Radio Stations Inc., Detroit, owners of WJLB Detroit and WLOU Detroit.

WBBC’s debut will be marked with a program titled Your Land and Mine featuring Henry J. Taylor over the entire Mutual network on opening night. Michigan’s governor and other state and city officials will take part in the opening night ceremonies.

Mr. Balfour, WBBC’s managing director, was formerly business editor of the Flint Journal and served during the war as an officer on Admiral Halsey’s Third Fleet staff.

WROW, Albany Outlet, Begins Operations June 1

ALBANY, N. Y.’s first FM station, WROW, will go on the air about June 1, according to an announcement last week by John Lee, station manager.

Construction of a transmitting station in the Helderberg mountains south of Albany is expected to start in a few days. WROW is scheduled to operate 18 hours a day. Programs will originate in downtown Albany studios.

Mr. Lee was formerly with WOKO and WABY in Albany. WROW directors are Harry Goldman, Goldman & Walter Advertising Agency, Albany; Hy Abrams; Hy Rosenblum; Dr. John Quinlan and Louis Gross, president of the Union National Bank, Troy, N. Y.

WNAE Baptized

Warren, Pa. Outlet Fills Gap in Flood Crisis

WNAE Warren, Pa., barely three months old, got a literal baptism last week and earned widespread applause for its yeoman service when the Allegheny River flooded the town.

By special permission of the FCC, WNAE remained on the air until the crest of the flood passed at 2 a.m. Sunday, April 6. The station served as nerve center of the Red Cross’ disaster relief activities. Messages, warnings and instructions were broadcast to flood workers and victims after telephone service was disrupted.

WNAE’s manager, David Potter, offered the station’s facilities to the daily Times-Mirror, Warren’s only newspaper, whose plant was flooded. Despite the fact that there is no official connection between the two, WNAE broadcast a special 45-minute radio news edition for the Times-Mirror.

World’s Best Tobacco Market

WBTM - FM

DANVILLE, VIRGINIA

32,000 Watts

92.1 Megacycles

(On the air about April 1st)

World’s Biggest Textile Mills

Broadcasting • Telecasting
IN WORCESTER

WTAG delivers 147% MORE AUDIENCE than Station B

WTAG delivers 209% MORE AUDIENCE than Station C

WTAG delivers 298% MORE AUDIENCE than Station D

WTAG delivers 368% MORE AUDIENCE than Station E

TOTAL RATED TIME PERIODS HOOPER-INDEX JAN.-FEB. '47

Moreover, Only WTAG delivers Central New England

When You Buy Time — Buy An Audience!
This is CBS . . .  
The Columbia Broadcasting System  

and this is  
WWVA—The Friendly Voice  
from Wheeling, West Virginia  

WWVA is happy to join CBS on June 15th  
. . . adding an even greater effectiveness to  
the now complete coverage of the 500,000  
Radio Families* in the heart of the thriving  
steel and coal belt of the nation.  

* To be exact:  
BMB audience to WWVA  
500,170 Families - Day  
480,560 Families - Night  

A F O R T I N D U S T R Y S T A T I O N  

WWVA  
50,000 WATTS  

AFTER JUNE 15th
Du Mont Labs 1946 Net Loss $1,472,270; Video Receiver Orders Total $3,000,000

ALLEN B. DU MONT Laboratories showed a net loss of $1,472,270 for 1946, according to the company's annual statement, sent to stockholders last week. Company realized a net profit of $404,168 from the sale of $1,725,066 worth of cathode-ray instruments, but lost $1,553,463 on its television products business, which had net sales of $562,101. The company had a further loss of $704,051 on its video broadcasting operations, for which its income was $71,184.

In his statement, Dr. Du Mont, president of the organization, explained that whereas the manufacture of instruments continued with little change from prewar and war days, the production of television transmitters and receivers was a new venture. It was necessary, he said, "to engineer and product-design a complete line of new television receivers, transmitters and cathode-ray tubes. After designing the products and producing test models, it was necessary to test the equipment in the field under actual operating conditions." Then production lines were set up.

During 1946 the company shipped $562,101 worth of television products, but the production situation has so improved that in the first 10 weeks of 1947 shipments in this category totaled $1,008,000. As of March 1, the report stated, Du Mont had orders on hand for more than $5,000,000 worth of video receivers at retail prices, and for $479,440 worth of television transmitting equipment.

With the Wanamaker studios giving WABD New York "the world's largest and most complete television broadcasting facilities," and its new high gear antenna "making WABD the world's most powerful television station," the report said that this combination "places this station in an advantageous position as an originating network station." WTTG, Du Mont's Washington station, is also operating commercially and feeds outstanding Washington programs to New York via the coaxial cable.

Discussing the relationships of Du Mont and Paramount Pictures Inc., the report said that Paramount, holding all of the Du Mont Class B stock, is entitled to elect three of the eight Du Mont directors and the secretary, treasurer and assistant treasurer, while the Class A stockholders elect five directors, the president and vice president. Thus Paramount is "in an unequaled position to influence the policies of Du Mont."

The FCC, however, has ruled that Paramount and Du Mont are under common control within the meaning of the Commission's rules and regulations and on Jan. 16, when it granted the Du Mont application for a video station in Pittsburgh, it dismissed the applications for stations in Cincinnati and Cleveland. The Du Mont stations in New York and Washington and Paramount's in Los Angeles and Chicago, plus the Pittsburgh grant, make a total of five, the maximum allowed, FCC explained.

Both Paramount and Du Mont "vigorously maintained and presented evidence at hearings before the FCC that no such common control existed," the report stated, adding that when a hearing on the Commission's order is held "further arguments may be presented."

New WPTZ Policy

With dual motive of giving increased daytime entertainment to the Philadelphia video public and of providing retailers of television receivers with first rate programs for their demonstrations to prospects, WPTZ Philadelphia has inaugurated a policy of celebrity matinées, scheduled as frequently as top talent is available but not less than once a week.

KWSD Starts June 1

KWSD, 250 w Mount Shasta, Calif., station on 1340 kc now under construction, will go on the air June 1, according to Arthur Adler, general manager. Mr. Adler was formerly commercial manager of KMED Medford, Ore. KWSD's manager and chief engineer is Dave Rees, former chief engineer of KMED. Station is licensed to Shasta-Cascade Broadcasting Corp.
**DEALERS IN CAPITAL PREPARED FOR 'T' WEEK**

RCA Victor will employ an elaborate promotion campaign when it introduces its newest television receivers to the Washington, D. C., market with the televising of the opening major league baseball game of 1947, today (April 14). The broadcast of the game will be sponsored by approximately 50 retailers in and around Washington who have been franchised to handle the receivers. RCA Washington distributor is Southern Wholesalers.

In addition to the baseball games on April 14, 18 and 19, WTTG, Washington television station, will observe "T" week by carrying special afternoon broadcasts originating in Washington and New York.

U. S. Television Mfg. Corp. plans to have a number of large-screen sets (340 square inches) in dealers' hands, along with direct-view consoles.

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**LAGUARDIA WINS FLIGHT**

**Former New York Mayor Awarded Global Trip**

**As 1947 'One World' Radio-Press Prize**

FIORELLO H. LaGUARDIA, ex-mayor of New York City and director general of UNRRA, has been selected by the One World Award Committee as the 1947 winner for press and radio, and will receive a trip around the world by plane, it was announced yesterday by Jacques S. Ferrand, secretary of the committee.

The award was given to Mr. LaGuardia "in recognition of his outstanding national and international public services in his fearless stand on the radio and in the press, as well as in his public life generally, in furthering the highest ideals of One World."

Mr. LaGuardia is the second flight winner, the first in 1946 being Norman Corwin, who last week completed a series of broadcasts based on recordings made during the trip. In 1945, the committee selected David Sarnoff for radio, Darryl Zanuck for motion pictures, and Kent Cooper for press, but because of war conditions, the flights were not started till last year.

The idea of the award originated in December, 1944, in order to give annual recognition for outstanding contributions toward developing international understanding by representatives of the press, radio, and motion pictures.

The award was presented to Mr. LaGuardia at his home in Riverdale, N. Y., by Norman Corwin and the committee, but the formal presentation is not scheduled till early in May.

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**WIBW OFFERS YOU A GUARANTEED MARKET!**

By act of Congress, farmers are guaranteed parity prices for their crops and livestock until January 1, 1949.

By two decades of carefully planned service, WIBW has built the largest, most responsive farm audience in this area. With their selling prices guaranteed ... their production steadily increasing ... their high standards of living, these habitaul listeners are truly the First Families of Agriculture.

By using WIBW, you guarentee yourself a short-cut to the lion's share of this guaranteed purchasing power.

Serving the First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.

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**CLIFFORD DURR SPEAKER AT 'RADIO CRISIS' PARLEY**

FCC COMMISSIONER Clifford Durr will be the featured speaker at a "Crisis in Radio" conference called by the Progressive Citizens of America for April 19 at New York City's Capito1 Hotel, it was announced last week.

There will be two sessions at the conference. The first, at 1 p.m., will discuss whether or not the public ownership of the airwaves is being threatened and if so, by what forces. Speaking on this phase will be Commissioner Durr, Walter White, executive secretary of the National Assn. for the Advancement of Colored Peoples, and Mrs. Sidonie M. Gruenberg, director of the Child Study Assn.

The second session at 3 p.m. will outline a program of action and will feature PCA co-chairman Frank Kingdon and Norman Corwin, radio writer and chairman of the PCA radio division.

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**VIRGINIA NOTABLES HAIL WSVS AT DEDICATION**

WSVS Crewe, Va., 1-kw daytime independent on 660 kc, was formally dedicated April 6 in a program including a transcribed talk by Virginia Gov. W. M. Tuck and broadcasts from the station's studio's in Farmville and Blackstone, Va., as well as Crewe.

Transcribed speeches by Sen. A. Willis Robertson and Rep. F. H. Drewry; live talks by Walter Bishop, WJVA Richmond public relations director, and John Tansey, WRVA production manager, and transcribed congratulatory messages from WJVA Lynchburg and WBTM Danville, Va., and KGBU Burlington, Iowa, also were used. WRVA assisted with its remote facilities, enabling the station to make 29 separate pickups during the broadcast.

WSVS is licensed to Southern Virginia Broadcasting Corp., which is owned by five business and professional men and headed by Calvin S. Willis, retail jeweler. W. L. Willis Jr., former publicity director of WJVA, is general manager, secretary and a minority stockholder. On the air since April 4, the station is Raytheon equipped and has AP news and World transcription services. FCC's grant for the station, issued last September, is being appealed by WSM Nashville, dominant station on the clear channel WSVS uses daytime.

RICHARD HUDNUT SALES Co., New York, has renewed for 13 weeks "Jean Sablon" on CBS, Sat. 7:15-7:30 p.m. Agency: Kenyon & Eckhardt, New York.
For utmost flexibility of program control:

CUSTOM-BUILT CONSOLES BY Western Electric

Engineered by Western Electric audio specialists in cooperation with station engineers, these consoles are designed to meet the exact speech input needs of a particular station. They hit a new high in utility, versatility, and attractive appearance.

Standard Western Electric components are combined into circuit arrangements and cabinet designs to meet fully the broadcaster's individual requirements. Frequency response, distortion level and noise level are all better than the FCC standards for highest quality AM or FM broadcasting.

For full information on Custom-Built Consoles to meet your exact needs, consult your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

WOR is using three of these Western Electric Custom-Built Consoles.

WHAM has four Custom-Built Consoles like this for better program control.

KHJ will install ten specially engineered Consoles like this.

QUALITY COUNTS
Paging Cinderella!
ADD new demonstrations of radio’s public service: When a Juneau, Alaska, housewife got home with a pair of shoes she had just picked up at a repair shop, she was nonplussed to find one pump bigger than the other. Turning on her radio as she pondered the problem, she heard a message from the shoemaker broadcast on KINY Juneau’s public service program, Tem Talk, solving the mystery of the scrambled footwear. Such personal messages may be broadcast in Alaska, since other forms of communication cannot adequately serve the huge territory.

1050 OUTLETS TO GET NAM SHOW FULL YEAR
“YOUR BUSINESS REPORTER,” National Assn. of Manufacturers’ new 15-minute recorded series, is on way to 1,050 stations in U.S. and Hawaii and will be broadcast for 18 weeks, commencing on or after April 14. G. W. (Johnny) Johnstone, director of the radio department in NAM's public relations division, announced last week.

Series features talks by William Rainey, of NAM’s radio department, and former production director of NBC, on topics of the day and reports of happenings in business and industrial world.

WLIW (FM) Cincinnati increases broadcast time 26 ½ hours a week with new schedule started March 26, making broadcasting continuous from noon until 11:30 p.m. seven days a week.

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.
Here is the “KEY” to MORE BUSINESS for “Home Town Market” Broadcasters

Nationwide Representation

By a young (established 1940) yet seasoned and energetic SELLING ORGANIZATION, SPECIALIZING in serving ONLY KEY stations, in HOME TOWN MARKETS, under Metropolitan size. We can do a job for you too...for PROOF of this type of SPECIALIZED SERVICE, Phone, Wire, or Write to W. S. GRANT, 703 Market Street, San Francisco 3, California. Phone EX brook 6685.

Phone, Wire, or Write
W. S. Grant, 703 Market St., San Francisco 3, Calif.

W. S. GRANT CO., INC.
RADIO STATION REPRESENTATIVES
SAN FRANCISCO · LOS ANGELES · CHICAGO · NEW YORK

BROADCASTING · Telecasting

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CBS CHECKS PROMOTION METHODS OF AFFILIATES

A SUMMARY of the type and techniques used by affiliated stations was contained in a report issued last week by CBS. The report is based on replies received from 146 CBS stations which were sent questionnaires by the network last December.

All stations were found to be using local announcements, with the average station using 197 a month. Recordings were used by 116, while 87 used special local promotion programs varying in length from 5 to 15 minutes. Newspaper ads were employed by 99, billboards by 51, car cards by 46, movie trailers by 29, posters by 82, photographs by 122, house organs by 40, dealer letters by 117, and listings and feature boxes by 100. In addition, 61 stations resorted to miscellaneous techniques, including magazine ads, newspaper columns, syndicated columns, and matches as giveaways.

New Lipstick Transmitter Heard on CBS Program

UTAH's sports champions who have won national prominence were honored as part of state's centennial observance, now in progress. John Hodgson (1), centennial sports director, is shown with Arnold Ferrin (center), twice named to All-American basketball team, and Al Thomas, KUTA Salt Lake City promotion director, at banquet presentation by KUTA of ABC's All-American basketball team as selected by Joe Hasel.

**You'll "SPRINT" to SALES SUCCESS in GREATER KANSAS CITY when you hire KCKN**

To "break the tape" in the selling race, you need three things—the market, the buying power, the medium. In Greater Kansas City you'll find a mass market with an eight hundred million dollar (AFTER taxes) effective buying income. And through KCKN you'll take the quickest way to the winning line in this in-the-money market.

Because KCKN, and only KCKN, programs exclusively for metropolitan listener tastes, Kansas Citians look to KCKN for the kind of radio entertainment they enjoy. And so, via KCKN, your sales message is delivered straight to the market that counts—without the rate penalty of out-state coverage.

**MUSIC BY DAY • MUTUAL AT NIGHT**

The Voice of Greater Kansas City

BEN LUDY, General Manager, KCKN, Kansas City... WIBW, Topeka
ELLIS ATTEBERRY, Manager, KCKN, Kansas City

CAPPER PUBLICATIONS, INC.

**McCARthy SERIES**

Discs reportedly are offered to local Ford dealers

SERIES of five-minute transcriptions will be made by Joe McCarthy presenting the former New York Yankee manager's view on the pennant chances of the 16 major (American and National) league teams. The opinions of Mr. McCarthy express the transcriptions will be an exclusive radio feature. Similar offers from magazines and newspapers to do a similar series for them were said to have been turned down by Mr. McCarthy.

The transcriptions are to be syndicated by Robert P. Mendelson Productions, Buffalo, and it is understood on reliable authority that the series is being offered to Ford dealers for local use on an individual pay basis by the J. Walter Thompson Co.

Stations which have contracted for the series to date for a variety of sponsors other than Ford dealers include: KQV Pittsburgh, WINN Louisville, WKBW Buffalo, WSPD Toledo, WGBI Scranton, PA., and WERE Wilkes-Barre, Pa.

Mr. McCarthy plans to prepare the transcription series at his model farm near Buffalo where he is now living in retirement.

**Revised Radio Fact Sheet On New Army Is Issued**

AIDING the War Dept. with its problem of maintaining and increasing the prestige men in uniform enjoyed during the war, the Advertising Council, New York, prepared a revised radio fact sheet on Army prestige entitled, "Our New Soldier—Young, Skilled Volunteer," in connection with its radio allocation plans.

The revised sheet had its first use by network programs in formulating salutes and messages to men in the Army and possible recruits during the celebration of Army Week, April 7-12. Radio messages underscored the fact that this country is now building the largest, best-trained, technically educated, all volunteer, peace-time army in its history.

**WSM Wins Suit**

WSM Nashville has won a permanent injunction enjoining Golden Goose Corp. and its President R. L. Whitton from using the name "Grand Old Opera" or similar name alluding to the Saturday-night Grand Ole Opry show on WSM. The decision was handed down by U. S. Court for the Middle District of Georgia. WSM officials charged that the company, of Milbridge, Me., advertised its shows as "Grand Old Opera," "Radio's Barn Dance Review," and "Radio's Original Grand Old Opera" in connection with performances in Georgia.
- High power output—see ratings!—yet forced-air cooled for convenience of installation.
- Frequency up to 110 mc at max plate input.
- Ultra-modern in design and electrical characteristics.
- G-E Ring-Seal construction gives large terminal-contact areas.
- COMPACT and sturdy. Built to "take it" in hard station service.

Broadcast stations that prefer forced-air cooling, and builders of transmitters for this type service, both will welcome General Electric's Type GL-5518 triode—a NEW v-h-f tube with plenty of power, modern in every way, able to meet the exacting demands of FM with plus-marks for its performance.

A pair of GL-5518's, operating conservatively in a grounded-grid amplifier, will put out more than 12½ kw of power. Usually the GL-5518 needs no neutralization in grounded-grid circuits; but when required, a small amount of fixed neutralization suffices over a wide frequency band.

To these features should be added:
1. Extremely low lead inductance.
2. Minimum r-f losses due to silver-plating all external metal parts.
3. Topnotch electrical efficiency from generous ring-seal terminal-contact areas.

Let G-E tube engineers work with you to apply the GL-5518 to new equipment for the big FM broadcast market that favors air-cooling. Phone your nearby G-E office, or write Electronics Department, General Electric Company, Schenectady 5, New York.

General Electric
First and Greatest Name in Electronics

Broadcasting • Telecasting

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at is your choice in golf balls?

You can use either one of these balls. At first glance they look alike. One of them is precision made, with a fine balata cover. It has a liquid center and is tightly wound with pure rubber thread. It gives you better response, balance and control. The other has some of these qualities but not all of them. It costs a little less and looks like a bargain, but is it?

Like golf balls, station representatives may look pretty much alike—at first glance. We are proud of our fifteen year successful record, of our consistent adherence to the same principles and policies of operation. These things are more than just plans and promises—they give you positive proof of performance.
Beyond the Usual Call

AN EVENT noteworthy in radio transpired last month, with the transfer of KSTP-FM from the hands of Alonzo E. Showerman and wife to Stanley E. Hubbard, its founder, president, general manager, and one-fourth owner. There's nothing unique about station trading these days, but in this instance, there were unusual aspects both from the governmental and the business standpoints.

Mr. Hubbard held an option to purchase the trustee holdings for $825,000. He arranged with Aviation Corp., which owns WLN and WINS, through its subsidiary Crosley, to advance that amount to him and to give to Aviation Corp, an option to acquire the 76% at a later date for $1,200,000. Mr. Hubbard would have retained 24% with a management contract.

Just two days before expiration of the option, the FCC, by a 3-2 vote, announced it would deny the transfer, presumably because control ultimately would go to Avco. At the same time, the FCC, BOC (Brooke O'Brien) bid of a group of Twin City business men for the 75% block. The parties were so notified. The Avco executive committee was promptly convened by its president, Victor Emanuel, and sustained the recommendation of James D. Shouse, Crosley president, and R. S. Pruitt, Avco vice president and general counsel, that $850,000 be advanced to Mr. Hubbard, and that the Crosley-Avco content itself with 49% stock. The FCC, of course, expiration of the option, called a hearing, reviewed the new contract and approved the transfer.

Business-wise, the transaction probably can't be categorized as a good investment, since it isn't unusual for large entities to acquire less than control. But Avco felt it had an obligation which failed of approval through no fault of Mr. Hubbard. And the FCC majority may have felt constrained to see control of KSTP go to the company responsible for its development. Both attitudes are healthy, and the outcome is a source of encouragement to those who toil in the radio vineyard.

‘Budgeteering’

IN AN INTERVIEW elsewhere in this issue Chairman Charles R. Denny presents FCC's case for a larger budget for the fiscal year 1947-48. It may not be the full case. He deals solely with the amount of work the Commission has accomplished in standard broadcasting, the delays which confront applicants, the scope of the job yet to be done, and the need for more personnel with which to do it. In this, his reasons appear cogent.

It must be remembered, however, that personnel involves money. Appropriations Committee hearings on the 1947-48 proposal are now underway, and in the past, we have pointed out that FCC's request for $7,300,000 is the highest it has yet made in peacetime, and approaches even its peak wartime expenditure of $7,771,705 in 1942-43. We have determined, for the theory that nothing is more public, or more deserving of public discussion, than expenditure of public funds.

Proceeding on the same theory, we have propounded a number of questions which we felt might lead to substantial savings where savings should be made [BROADCASTING, March 3, 10]. In the light of Mr. Denny's most recent explanations, we do not feel impelled to retract any of those questions. Nor can we agree with him that FCC has exhausted its ability to devise time-saving methods so long as the Commission continues to make time-taking expeditions into the forbidden fields of programming and business aspects.

Not So Technical

ON THE PREMISE that an engineer can perform miracles and usually does, those on the live side of the mike usually take for granted most things that occur in technical radio. Hence, it behooves radiodrom to heed the changes in topside engineering personnel.

George P. Adair, who has been identified with the regulation of broadcasting at the FCC for sixteen years—the last three as chief engineer—has resigned to enter consulting engineering in Washington. The FCC has named George E. Sterling, senior assistant chief, to succeed him. Coincidentally, the NAB has appointed Royal V. Howard, vice president of Associated Broadcasters, as its director of engineering. Mr. Adair more than deserves the tribute he received upon announcement of his resignation [BROADCASTING, March 24]. He performed highly meritorious service during one of the most trying periods in radio's development. He leaves government service with the good wishes of all.

In Mr. Sterling's place, the FCC makes a logical appointment. He has had radio experience going back to 1905; has been in the Government since 1919; and has been a war director of the FCC's Radio Intelligence Division.

With "Doc" Howard's appointment, the NAB completes its executive organization. He brings to the NAB an almost ideal background. There are arduous days ahead in technical radio—just as tough as those since V-J day. The International Telecommunications Conference gets under way in Atlantic City in May to run through the fall. Although in the rarefied atmosphere of technical broadcasting, Mr. Adair showed, we think, how dramatically effective radio broadcasting can be.

There could be no more eloquent testimony to the value of radio than the written word. What Mr. Harkess did was done by other commentators for other networks. The wire recorder, a war product first used for battlefield reporting, now becomes a standard tool of the radio newsman.

‘Drama in Newscasting’

FROM THE editorial page of the St. Louis Post-Dispatch (KSD), April 8 issue:

One recent evening, as Richard Harkess told of the tragic accident record in coal mines, he paused in his news broadcast and said, "Here's how John L. Lewis said it." Out of the loudspeakers thundered the actual voice of John L. "That's the way our society treats our coal miners!"

There is another voice rose to the resonance of an organ, dropped to a whisper, dipped with sarcasm. Like a veteran actor, he was making his point on mine safety in a congressional committee room, and those in the radio audience felt they were right there with him—transported by wire recordings skillfully into the continuity of the news report.

Mr. Harkess has used the wire recorder to reproduce recent testimony by Dean Auchter, Under Secretary of State; J. Edgar Hoover, FBI chief, and other authorities. In every instance it is true that this becomes a win, timeliness that only radio could produce. Mr. Auchter's entire statement of broadcasted public record. As we have shown, we think, how dramatically effective radio broadcasting can be.

There could be no more eloquent testimony to the value of the written word. What Mr. Harkess did was done by other commentators for other networks. The wire recorder, a war product first used for battlefront reporting, now becomes a standard tool of the radio newsman.

Our Respects To—

ALONZO WILLIAM KANEY

A FEW DAYS AGO a man in his office at NBC Chicago glanced idly at his calendar, drew a circle around Sunday, April 13, took a meditative puff on his cigar and, for a few minutes, let his mind wander back through the years to 1922. Alonzo William (Sen) Kaney, stations relations manager, NBC General Division, suddenly realized both he and NBC's Chicago station, WMAQ, had been in the radio business a long time.

Actually, Mr. Kaney has been in radio even longer than WMAQ, which yesterday, April 13, celebrated its silver anniversary. Way back in 1921 (which month he can't remember) Sen Kaney walked into the office of Wilson (Scoop) Weatherbee, manager of KYW, then in Chicago, and got a job at $15 a week. He bought a black box called a microphone. He was one of Chicago's earliest announcers. As far as he remembers, he was the first full-time announcer in Chicago, but if anybody wants to lay claim to that dubious honor he won't argue.

A year later a young lady whose hair today is as silver as the anniversary WMAQ celebrates, Miss Judith Waller, found herself manager of a station which had the call letters of WGU. It was located in one corner of The Fair Store, which owned it, together with the Chicago Daily News. Both companies gladly placed the operation of this strange novelty with its servicing wavelength and its box and squeals in her hands. Today Miss Waller, now public service director of WMAQ, Walter Lindsey, now transmitter engineer, and Mr. Kaney enjoy membership in the 20 Year Club as the station's three oldest employees in point of service.

Mr. Kaney joined NBC (then located at 180 N. Michigan Ave.) in 1928 when the network did not own its Chicago outlet. He worked with such pioneers as Alies Traumel, I. E. (Chick) Showman and Frank E. Mullen, who thought it would be a good idea to broadcast a little music and news of interest to farmers and came up with a program called The Farmer's Radio Hour, and its sister program, the Farm Hour.

Early radio listeners all knew Sen Kaney because he was on the air either announcing, playing the piano, reading poetry, singing, or just "clowning around" every day from 9 a.m. to 12 midnight, unless, of course, a tube blew out, or a short-circuit threw the station off the air, which was not infrequent. Like, for instance, on Nov. 24, 1922, when WMAQ's log, as recorded by George Weller, read: "4:25 p.m. on air 12,175; tube blew out at 4:25 p.m. on air again 4:25 p.m.; tube blew again, 4:25 p.m. on air but no speaker. Cancelled program."

Sen (a life-long nickname he inherited from (Continued on page 52)
ON THURSDAY, March 20th, Helen Hall, on her daily broadcast, made a simple announcement that a penny post card would bring a free gift of a wall thermometer. She ended her chat with the whimsical plea, "Confidentially, I'd like a lot of mail, so I can say 'Dear Boss—you see, somebody does listen besides my mother.'"

Helen Hall started a heat wave of enthusiasm because 3,072 women answered her offer. Although many wanted that thermometer, a staggering number just wanted "the Boss" to know that Helen Hall was one of their favorites.

Helen Hall is available for your sponsorship. She can start for you a "heat wave" of buying by her large and loyal audience. Here's experience not experiment, for a sponsor seeking a tested and proved radio audience. It's well worth a call to WCBM today!

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer, President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder, General Manager
Respects

(Continued from page 50)

his grandfather, Alonzo William Kaney, one-time senator from Ohio recalls such hoary memories of the early days of radio as when he introduced a young, well-padded musician named Paul Whitman; an interview with a beautiful young actress named Mrs. Pat Campbell; two black-face comedians called "Amis 'n Andy" and a program entitled Smash-Outs with a young married couple, Marian and Jim Jordon.

When NBC bought WMAQ Sen Kaney moved with the furniture and automatically became program director of the station. In that position he found himself hiring and firing talented but unknown actors who were giving radio a flying while at liberty from a Gus Sun booking. The other day, while leafing through some old inter-office memos, he found one to Mr. Trammell in which he declared, "While obviously affecting the quality of our present programming, I submit the following budget for your approval.

There followed such names as Sisters of the Skillet, $200; Painted Dreams, (including writing and talent) $50; Vic and Sade, $105; Smash-Outs, $55. The pay was for a week's work and not a single performance. Even in 1933 NBC's program costs in Chicago for one week were only slightly in excess of $10,000 and the talent accepted their weekly checks with the feeling that the dream would disappear any moment.

In 1965, Mr. Kaney left the program department to become assistant to Mr. Trammell, and a young man named Sid Strotz, then manager of the Chicago Stadium, moved into the job.

As Mr. Trammell's assistant, Mr. Kaney had a chance to see firsthand the managerial brilliancy of the man who was responsible for NBC's network expansion and is today its president.

The fruition of network radio, he feels, took place in 1940 with NBC reaping a golden harvest of big-name programs, ranging from The General Mills Hour (four super-duper daytime dramas, all authored by Chicago's own Irna Phillips) through the Crosbys, the Bennys, and the Vanishes, with their various imitators, all carefully nurtured and developed by NBC. In Chicago, home of the daytime serial and the writing factories of the Phillips, the Hummerts, et al., NBC found itself battling with sponsors whose basic concept of thrilling drama was a brief 12-minute commercial plus "snappy" dialogue. Accordingly, the position of continuity acceptance editor was created and Sen Kaney, equipped with a dictionary, a sharp pair of shears and a determined look, went to work.

The next three years, which he spent manfully trying to keep NBC and its over-seas sponsors on speaking terms with the Federal Trade Commission, could better be forgotten. In 1948 he was rescued from what he considers the most thankless job in radio to become station relations director of NBC's Central Division.

With 52 stations and their respective managers under his wing he performs not only the usual routine of network-station relations but has developed an uncanny facility for locating non-existent hotel accommodations, train tickets, night club and theatre reservations on instant notice.

His hobby is travel, which has included a visit to Europe and last year culminated in a flying trip to South America on the cuffed as a favor of the Merchandise Mart, which awarded him second prize in a contest the building management conducted for suggestions on how to improve its exterior.

Mr. Kaney was born Aug. 19, 1894 in Cincinnati, but moved with his parents to Chicago as a boy. He graduated from Northwestern U. with an LLB, in 1916, just in time to join the Navy. He was commissioned as an ensign Nov. 2, 1918, and says the news frightened the enemy into surrendering on Nov. 11. He is married (to the former Miss Vera DeJong, of St. Louis, who was probably the first young lady to fall in love with a man's voice on the radio) and the Kaney's young daughter, Peggy, celebrated her 20th birthday March 31. The Kaney's live at the Edgewater Beach Apartments on Chicago's north side, a residence they have occupied for 15 years.
DAVID SARNOFF, Edward Sarnoff, of Portland, agency, with J. Sterling and assistant to exploitation department Jerry Drager, addressed council of Ruth Lundgren, U. of Chicago, in April 11 addressed Ad Club of Raleigh, N. C., on "Radio for Retailers" demonstration unit for Milan, Italy, where they will stage all-day television demonstration for two weeks.

Richard H. Hubbell of Port Arthur, former president for RCA, has joined Cone Advertising, New York, and has joined Cone Advertising, New York, to open a new office.

Wayne Varnum, former publicity director for Columbia Records, New York, and former public relations director for the firm, has joined Cone Advertising, New York, to open a new office.

Clarence H. Schimpff, who has operated radio and appliance store in New York radio field for 20 years, has been appointed sales representative for Esmerson Radio and Phonograph Corp., New York.

Eugene J. Reilly has joined Market Research & Adv. Inc., New York, as an account executive, Vincent B. Bray has been appointed sales promotion director of firm.

Ellensburg Public School System, Ellensburg, Wash, has established radio division, with L. Frances Dix, as director of radio education.

Thomas C. Flynn, formerly with CBS and before that with Sheldon, Morse, Huntington & Eaton, New York public relations firm, has joined radio staff of VIP Service Inc., New York, to handle publicity and production.

Clarence H. Schimpff, who has operated radio and appliance store in New York radio field for 20 years, has been appointed sales representative for Esmerson Radio and Phonograph Corp., New York.

Admiral Hits Peak

NET earnings in 1946 of Admiral Corp., Chicago, manufacturer of radios and major appliances, were over two and a half times greater than in 1945. This represents an all-time peak, Ross D. Siragusa, president, announced March 24 in his annual report to stockholders. Profits were greater than for the three previous wartime years, he stated. Net profits for the year ended Dec. 31 were $1,858,652.17, as compared with $771,610.15 for 1945.

NABET Rejects

Hollywood unit of National Assn. of Broadcast Engineers & Technicians has rejected average three percent escalator increase offered by ABC and NBC. Union seeks 10% hike and likelihood of strike vote is seen. Latter action reportedly will follow complete reports from component units across country.
Richard E. Gordy, president of re- gion's disbanded Pacific Coast Ad- vice, San Francisco, has been named gen- eral manager of KCO, San Bernardino, Calif., and KOOL Phoenix, Ariz. Both stations are now under construction and are scheduled to begin operations in June. Mr. Gordy is making his headquarters in Phoenix.

Howard Finch, production manager of WOAR Lansing, Mich., has been ap- pointed vice president of that station. Mr. Finch joined WOAR last February, becoming production manager after a year. He was before with WCJD for four years, returning to WOAR last year.

D. Aye Bayor, former program di- rector of WOAR Cleveland, has been appointed assistant general manager of WOAR, new 1 kw daytime station expected to begin operations June 1 in Cleveland.

Dick Crambie, former news editor of KJS, Bremerton, Wash., has been named general manager of KBRO, Bremerton, Wash.

Robert B. Lambe, commercial man- ager of WNC Asheville, N. C., has been appointed WNC general manager, succeeding C. Fredric Rabel, resigned. Mr. Lambe previously was with sales staff of WISW St. Louis, N. C.

Hugh B. Terry, manager of KLZ Den- ver, has been elected representative of N.A.C. for the Rocky Mountain states, and is scheduled to begin operations in June. Mr. Terry has been in the station's sales department since 1945.

Nominate WOR's Thomas To Head Advertising Club

The Advertising Club of New York nominating committee last week announced the following nominees to be voted upon at the club's annual meeting on May 13: president, term one year, Eugene S. Warren, sales manager, WOR New York; vice president, term three years, Andrew J. Haire, pres- ident Haire Publishing Co.; vice president term one year, Arch Dav- is, executive secretary Interna- tional Business Machines Corp.; treasurer, term one year, James A. Brewer, president, Brewer-Cantel- mo Inc.; director, term three years, John A. Walters, vice president, Remington Rand Inc.; director, term two years, Frank M. Head, vice president and general sales manager, United Cigar Whelan Stores Corp.; director, one year, Karl M. Mann, president, Case- Shepperd-Mann Publishing Corp.; director, one year, William J. Wall- lls, assistant treasurer, Office Op- eration Inc.

Wisconsin Meeting

League of Wisconsin Radio Sta- tions is to hold its first 1947 meet- ing in Milwaukee April 14. About 35 members are expected to attend, including Leslie C. Johnson, NAB 9th District director. The all-day meeting will conclude with election of new officers.
WGN has more listeners* in the NRI Chicago station area between 6:00 a.m. and 12:00 noon than any other Chicago station.

*Families listening a minimum of six minutes per week.

A Clear Channel Station... Serving the Middle West

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

Dear Cousin:

Well, just look at me, cuz. And here I thought I was a real seasoned rider! That horse and I got together all right...but never at the right time! Oh well, up and at 'em. Guess I'll have to do my KTSA listenin' standing up for a few days...but I do declare, it's sure nice to have such swell entertainment these nights. You know, cousin. On Monday, it's "Radio Theater." On Tuesday, "That Man" Godfrey! And so on. I just get such a contented and spring-fever-like feeling! We all are sure gettin' Fiesta-minded down here. You know, cousin. It begins next week. Sure wish all you folks could come down and dress up in Frontier clothes like we all do. Got a grand rodeo this year and also, of course, KTSA will broadcast the Battle of Flowers Parade.

Love and kisses,

Your Favorite Cousin, Kitty Kaye

KATSAN TIONE AND WESTERN NORTH CAROLINA

FOR ASHEVILLE AND

NOW REPRESENTED BY

Headley-Reed Company
If broadcasting is your business . . .
RCA MERCURY-VAPOR RECTIFIERS
are your tubes

Low-cost operation and long, trouble-free service are basic features of RCA mercury-vapor tubes.

Continuing research and engineering make this possible. For instance, there's the 872-A/872 and the 866-A/866 . . . with design advancements that provide new freedom from disastrous arc-back, reduce tube voltage drop substantially, raise the thermal efficiency of cathode coatings materially. And there's the 575-A and the 673 with their enclosure-type, zirconium-coated anode . . . improved designs that minimize bulb bombardment and increase anode heat dissipation.

RCA has a complete line
Whether your operation calls for high-power rectifiers like the 857-B and the 869-B . . . for medium-power rectifiers like the 872-A/872, 8008, 575-A, and 673 . . . or for low-power rectifiers like the 866-A/866 and 816 . . . buy RCA tubes. They're backed by a company that leads the way to better tubes at lower cost . . . through increased production, greater manufacturing efficiency, improved quality control.

For information on any RCA tube, write RCA, Sales Division, Section P-36C3, Harrison, New Jersey.
It Doesn’t Mean A Thing
Unless It’s Got That Ring

The original sale is wonderful
ring one for that
cash register

BUT...

it’s that second ring—the repeat business on the
original sale—that makes real profit.

That’s why WHHM is bringing in the business
for our advertisers. We know they’re getting results
... for we have only to look at our high rate of renewals
—we also know those results are healthful—for our
beautiful Hoopers are ever on the rise.

MORE LISTENERS PER DOLLAR IN MEMPHIS

The spot for your spots is

WHHM

RINGS THE BELL FOR SALES
MEMPHIS, TENNESSEE

Represented by
FORJOE & CO.
WMAQ Chicago Quietly Obviates 25th Anniversary With Half-Hour Program

WMAQ, NBC Central Division station in Chicago, 25 years old yesterday (April 13), quietly observed the silver anniversary with a half-hour program featuring its own talent.

The program, presented 3:30-4 p.m., featured music by WMAQ staff orchestra directed by Joseph Gallichio, and transcribed greetings from former NBC Chicago talent including Amos 'n Andy and Fibber McGee and Molly.

In the 25 years WMAQ has served Chicago it also has served as a springboard to fame for some of radio's best known personalities. It was on WMAQ, Jan. 28, 1928, that Wayne King made his first broadcast from the Trianon ballroom. Ed Wynn made his initial broadcast on WMAQ Oct. 22, 1922. Vincent Lopez, Phil Baker and Fred Waring and his famed Pennsylvanians are among others who entered radio via the station.

Notable 'Firsts'

WMAQ first went on the air April 13, 1922, with Miss Judith Waller, now NBC Central Division public service director, as manager. The station has achieved a number of notable "firsts" in the industry. It introduced the first children’s program (Hearing Americas First); the first educational program, a talk by a University of Chicago professor on astrology; the first play-by-play major league baseball broadcast, April 20, 1928, the first football broadcast, Oct. 3, 1925, and the first transoceanic news broadcast, Dec. 4, 1928, when John Gunther, then a Chicago Daily News correspondent in London, reported on the condition of the late King George V who was seriously ill.

WMAQ also was the only Chicago station to carry the first broadcast of a presidential inaugural address when Calvin Coolidge was sworn in as president, March 4, 1925.

Six months after WMAQ was dedicated its power was increased to 500 watts and in 1925 to 1 kw. Power again was increased in 1928 to 5 kw and in 1935 to 50 kw.

WOR COMMENTATOR BESSIE BEATTY, 61, DIES

BESSIE BEATTY, 61, WOR New York women’s commentator, and former editor and newspaper correspondent, died of a heart attack April 6 at the home of friends in Nyack, N. Y., Miss Beatty, in private life the wife of actor William (Bill) Sauter, had conducted a five-week women’s program 10:15-11 a.m.

As a tribute to Miss Beatty, WOR presented a special memorial program last Monday in her regular broadcast period. Participants included her husband; Harry Hershfield; Dorothy Thackrey, publisher of the New York Post; Alfred J. McCosker, MBS board chairman; Ferdinand Brueckner, playwright; Walter Hampton, actor, and Martha Deane, who is scheduled to leave her afternoon spot to replace Miss Beatty on the morning show.

Miss Beatty in 1943 won the radio award of the Women’s International Exposition of Arts and Industries because of her efforts to promote the idea of unity among the United Nations.

Now on ABC

THE NANCY CRAIG program, Woman of Tomorrow, currently heard on WJZ New York, effective April 14, becomes a five times weekly ABC cooperative program. The show will continue to be heard Mon. through Fri., 12:35-1 p.m.

All Keyed Up

WHEN announcer Roy Hansen of WDRC Hartford, went calling with his Market Basket program at a Glastonbury, Conn., home last week, the lady of the house was obliging but the front door key wasn’t. Assistants Roy and Eleanor Nickerson, equal to the occasion, carried the microphone through a front window and into the living room. After that it was easy.

New Sales Training Seminars Arranged

FRED A. PALMER, president of the Fred A. Palmer Co., Cincinnati, has announced a series of radio sales training seminars as a result of the enthusiastic approval of radio men of the first such conclave in Cincinnati last February.

According to Mr. Palmer, plans have been completed for seminars in San Francisco, April 28-30; Atlanta, Ga., May 28-29, and San Francisco, June 16-18. Two additional seminars are scheduled for later in the year, probably in Minneapolis and New York.

R. H. Fleming, vice president of the Palmer company and director of sales training activities, says the seminars will follow the general format used in Cincinnati, with morning sessions of lectures and demonstrations by industry experts followed by small clinic groups handling actual selling problems in the afternoons.

Radio men invited to conduct the various sessions include Don Davis, president of WHB Kansas City; Charles C. Caley, executive vice president of WMFB Peoria, Ill.; Frederic W. Ziv, of the Fred W. Ziv Co., Cincinnati; Fred A. Palmer; Robert D. Enoch, general manager of WFTOK Oklahoma City; Clark A. Luther, manager of KFH Wichita; Dudley Saumeng, sales manager of WIS Columbus, S. C.; Royal Penny, of the Paul H. Raymer Co., Atlanta, and Barron G. Howard, business manager of WRVA, Richmond.

Serving California’s

TWO GREAT MARKETS

KYA * KLAC

SAN FRANCISCO  •  LOS ANGELES

Represented by

ADAM J. YOUNG JR., INC.
NEW YORK  •  CHICAGO
Du Mont's new "Acorn Television Package" perfectly illustrates the adage "Mighty Oaks from Little Acorns Grow." Du Mont's Unit Construction offers the key to progressive, economic television growth. It offers savings of up to 64% over earlier estimates for building commercial television broadcast stations. And permits expansion in keeping with programming needs.

Yes, Du Mont, with 15 years of "television know how"—which includes building more television stations than any other company—now makes it possible for you to start your television station without huge investment. May we tell you more?

Wire or telephone today . . . ask about the Du Mont "Acorn Television Package."
WEEKLY commentary of Harold L. Jackes, former Secretary of Interior, heard on WQAY Silver Spring, Md., Tues., 5:50 p.m. (BROADCASTING, Feb. 21), will be transcribed and sold to other stations, starting in about 10 days. Ed Hart & Assoc., Washington, will handle distribution of package show. Using facilities of U. S. Recording Co., Washington, Hart Assoc. will transcribe program and mail it out Tuesday night to other outlets. Format of Mr. Jackes' broadcast, sponsored on WQAY by local Chevrolet dealer, has been changed from straight commentary to include "Keep the Record Straight Department" and sign off with open letter to some future in news.

Matrimony Series

IMPORTANT of sensible approach to matrimony to promote successful marriages is being featured in series of six weekly programs on Dominion Network from Toronto. "What About Your Marriage" talks are being featured by a doctor, cleric, psychiatrist, marriage counselor, lawyer and social worker.

In Honor of Booker T.

DEDICATED to the life, work and memory of Booker T. Washington, "The Record Mr. Washington" program was presented over WTAG Washington last Monday, 10:30 p.m. Special documentary show was timed to coincide with birthday of Mr. Washington, April 5. Title role was played by Gordon Heath, star of Broadway play, "Deep Are the Roots."

Cast of 12 actors was supplemented by Howard U. choir. Entire production was written, produced and directed by Harold Azine, WTOP producer.

Arias Opera

BROADCAST of entire performance of "Carmen," with all-amateur cast from Utah State Agricultural College, March 6 was presented on KVNU Logan, Utah. Performance was annual operatic production of College's music department, under direction of Professor Walter Weitz. Station reports very favorable acceptance of broadcast.

"Amateur Disc Jockey"

AMATEUR record m.m.c's are presented on "Amateur Disc Jockey Show," new Saturday feature on WJW Cleveland. Conducted by Walter Kay, WJW announcer, show features contestants in stations contest to pick Cleveland's "top amateur disc jockey." Contestants, who must be over 16 years old, submit names of three records and 400-word script for 15-minute record show. The five contestants are selected each week to appear on show. Weekly winners will compete in finals in June, and July 5 top winner will be presented with QE radio-phonograph. Record album is awarded to each contestant appearing on air.

Authors Quizzed

LITERARY puzzlers and questions prepared by high school English students are presented to guests authors on "Let's Balance the Books." Show, scheduled to start April 13 on WNEW New York, aired Sun. 6:30-7 p.m., show features Louis Untermeyer, author, as moderator. Guest authors are sent questions in advance which they attempt to answer on show. Program is presented in cooperation with editors of Saturday Review of Literature. Students who submit questions used on broad-cast receive subscriptions to the magazine as awards.

Artistic Ability

DESIGNED to encourage and develop artistic ability among children from 3 to 12 years of age, new "Skecht in Song" program has been started on WTAG Worcester, Mass. A song is played and title given, from which each child is asked to make a sketch of whatever the music suggests to him.

Weekly prizes are awarded to children making the best drawings. Prizes will be provided by Lobel Youth Center, sponsors of "Shining Star." Details are given by Man on the Street

MAN on the street show at WBHQ Memphis has added a new broadcast, "Man on the Street" program. Show is transcribed and played back the following morning to permit show to be heard by itself on the air. Show is designed to promote products of local sponsors by distributing products as gifts to participants.

Veterans' Problems

INFORMATION on handling veterans' problems is presented on new series designed especially for veterans and heard on WNTA Fort Wayne, Ind. Titled "Veteran's News Roundup," show is aired Mon. 4:30-4:45 p.m. William Junk, American Legion Command- er, and member of Veterans' Aid Commission of Fort Wayne, conducts show, answers veterans' questions and discussing their problems.

Civic Salutes

NEWS SALUTES to towns around Royal, Wis., are presented on WRAU that city by Jack Kelly, WEAU pro-lam program director and news editor, on his news program aired Mon. through Fri. 8:30 p.m. Mr. Kelly broadcasts show director from honor town as guest of a club or church, saluting town with review of activities of their churches, school, industries, etc. Following broad-cast, Mr. Kelly addresses organization on subject of radio-fee radio, radio news, educational radio and radio in the public interest. Broadcasts are spon-sored by Northern States Power Co., Wau Claire.

Trans-Atlantic Show

TRANS-ATLANTIC broadcast of "Junior Town Meeting of the Air" program on WSM Nashville, April 16 will be carried simultaneously by BBC and WSM at 12:45 p.m. (CST). Broadcast will be supported jointly by WSM and local morning newspaper, Tennesseean. Students from Nashville and London will duet subject "Is Nationalism Wrong Today?" Following talks, which stu-dent prepares, an open forum will be held allowing British and American children to ask extemporaneous quest-ions of each other. "Junior Town Meet-ing of the Air" normally is presented during week at one of Nashville's transcribed and rebroadcast on WSM, Sat. 10:15 a.m.

Youth Discussions

CURRENT problems of local, state and federal governments are discussed from youth's standpoint on "The Voice of Tomorrow" program over KOME Tulsa, Okla. Series is presented by Tulsa Junior Chamber of Commerce. Four contestants present talks on current topic and three school officials act as judges. Local merchants contribute prices to be awarded to those selected as having given superior talks.

Local News

STRESSING local news, new series titled "California, Final Edition" has been started on KXW San Francisco. Show is devoted to news coverage of San Francisco Bay exclusive and presents news, feature stories and sports.

Centennial Anagrams

CENTENNIAL anagrams contest is feature of "The Something for the Ladies" daily show on KXLA Salt Lake City. Florence Smith and Kay Richins, con-ductors of show, announce a word well known in Utah history and award prizes for persons who submit greatest num-ber of anagrams by scramble original letters. In addition to daily prizes, once a month special word is announced and special grand prize of vacuum cleaner is awarded.

Vocational Guidance

VOCATIONAL guidance is keynote of new series over WOAC Augusta, Ga. Titled "Choosing Your Profession," series is directed to graduating seniors of high schools and colleges. On each
**Quizpiration**

with

DALE CROWLEY

NOW AVAILABLE

TRANSCRIBED


dale crowley productions

box one

washington, d.c.

april 14, 1947 • page 63

entertaining half hour radio bible quiz has 6 years of tested family appeal

if you seek a half-hour feature of real worth, challenging to the radio audience, wholesome, unique in the quiz field, QUIZSPARATION meets all requirements. Dale Crowley, renowned radio minister, author of the program, demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge.

QUIZSPARATION has been acclaimed by radio listeners, congressmen, religious leaders—and just plain folks who enjoy good entertainment. It is adapted to public service programming—or for sponsorship by an alert advertiser.

with 6 years of mounting popularity in the nation’s capital, QUIZSPARATION is a tested, proved program, good-humored, non-sectarian.

**facts about quizpiration:**

- Unrehearsed contest between competing groups selected from churches, colleges, congress, youth, adult bible classes, the general public.
- Questions, based on the bible, are selected each week from hundreds sent in by listeners, only factual questions, free of controversy, are used.

for complete details—and an audition transcription—write

daule crowley productions

box one

washington, d.c.
April 4 Decisions

BY THE COMMISSION

Announced are amendments to rules governing commercial radio operators to eliminate existing requirements and written applications of applicants for restricted radiotelephone operating permits and to substitute therefor requirement that such applicants show in writing certain allegations of fact bearing upon qualifications for such permits.

BY COMMISSION EN BANC

AW-1450 Colorado

The Southeastern Broadcasting Co., Lamar, Colo.—Granted CP new station 1450 kc 250 watt; existing antenna tower to be used.

WBIZ Inc., Evan Clark, Wil.—Granted CP new station 1400 kc 250 watt; existing tower to be used.

Blackstone Broadcasting Co., Inc., Tyler, Tex.—Granted CP new station 600 kc 500 watt; engineering condition.

WEW-AM-600 Miami

Engineers Conference to control transfer of operation over Dickson, N. D., from 4 individual transferors to 7 new individual transferors.

KODAM, Kittanning, Pa.—Granted CP new station 500 kc 500 watt; engineering condition.

KODA-1460 Cheyenne, Wyo.—ренewed license to operate.

KYWT-1100 Coshocton, Ohio—Granted CP new station 1100 kc 1000 watt; existing tower to be used.

KODP-1500 Kingman, Ariz.—Granted CP new station 1500 kc 1 watt; existing tower to be used.

KFPD Anchorage, Alaska—Accepted memorandum proposal and order denying petition for reconsideration directed against Commission's action of Jan. 30, 1947, granting application of Midight Sun Broadcasting Co., and ordered that condition to Jan. 30, be changed to require that the Midight Sun Broadcasting Co. agree to cease complaints of interference resulting from the operation of the station with the permit.

KCPD-1600 Kansas City, Mo.—Renewal application for CP at 1600 kc 250 watt; existing tower to be used.

Columbia Basin, Co., Ephrata, Wash.—Renewal application for CP for 7 areas in the application to be 1500 kc 250 watt; existing tower to be used.

WXW-500 Sisseton, S. D.—Renewal application for CP at 500 kc 250 watt; existing tower to be used.

Pickwick Television Station Corp., Bethune, Ill.—Granted CP new station 1200 kc 1000 watt; existing tower to be used.

The Alton Broadcasting Corp., Alton, Ill.—Renewal application for CP for 7 areas in the application to be 1600 kc 2000 watt; existing tower to be used.

ARCO-1350 Colusa, Calif.—Renewal application for CP for 4 areas in the application to be 1350 kc 1000 watt; existing tower to be used.

KCPX-1250 Redlands, Calif.—Renewal application for CP at 1250 kc 1400 watt; existing tower to be used.

WOC-1370 Columbus, Ohio—Renewal application for CP at 1370 kc 600 watt; existing tower to be used.

KMPR-1600 Spencer, Ind.—Renewal application for CP at 1600 kc 1000 watt; existing tower to be used.

KCMX-1500 Colusa, Calif.—Renewal application for CP at 1500 kc 2000 watt; existing tower to be used.

KCCM-1100 Springfield, Ohio—Renewal application for CP at 1100 kc 2000 watt; existing tower to be used.

KVA-1350 Miami, Okla.—Renewal application for CP at 1350 kc 500 watt; existing tower to be used.

KTXW-750 Natchez, Miss.—Renewal application for CP at 750 kc 500 watt; existing tower to be used.

KCHC-1400 Redlands, Calif.—Renewal application for CP at 1400 kc 1000 watt; existing tower to be used.

KCTV-1260 Redlands, Calif.—Renewal application for CP at 1260 kc 1500 watt; existing tower to be used.

KCMO-1240 Kansas City, Mo.—Renewal application for CP at 1240 kc 2000 watt; existing tower to be used.

KCPX-1150 Redlands, Calif.—Renewal application for CP at 1150 kc 2000 watt; existing tower to be used.

KCCM-1100 Springfield, Ohio—Renewal application for CP at 1100 kc 2000 watt; existing tower to be used.

KCMX-1150 Colusa, Calif.—Renewal application for CP at 1150 kc 2000 watt; existing tower to be used.

KVA-1300 Miami, Okla.—Renewal application for CP at 1300 kc 500 watt; existing tower to be used.

KTXW-700 Natchez, Miss.—Renewal application for CP at 700 kc 2000 watt; existing tower to be used.

KCHC-1350 Redlands, Calif.—Renewal application for CP at 1350 kc 1400 watt; existing tower to be used.
ARTIST'S CONCEPTION of the new studio-transmitter building of WJLD Bessemer, Ala. On the Bessemer-Birmingham Superhighway, the building is expected to be completed within three to five months. Owner is the Johnston Broadcasting Company, which also holds a grant for an FM station in Birmingham and is seeking a 5 kW AM station in that city.

grants without hearing it is
dismissed.

Gorod H. Brezak, Marquette, Mich.
-Granted petition for leave to amend application for 600 kHz with 1 kW D instead of 1200 kHz. Amendment accepted and application removed from hearing dock and held in Commission's files without action until May 1.

Ishpeming Best, Co., Ishpeming, Mich.
-Commission's decision on its own motion removed from hearing dock application.

Crescent Broadcast Corp., Shenandoah, Pa.
-Granted petition for continuation of consolidated hearing in re Docket 680 et al, and continued further hearing presently scheduled for April 17 to May 1.

-Granted petition for leave to amend application to specify 1 kW and 1960 kHz instead of 10 kW, and to show revised DA.

Radio Broadcasting Co., Houston, Tex.
-Granted petition for continuation of hearing upon application presently scheduled April 14, and continued same to June 16.

Hudson Valley Bestg, Co. Inc., Albany, N.Y.
-Granted petition requesting to show revised information on proposed programs.

Southern Bestg, Co., Montgomery, Ala.
-Granted petition for leave to amend application to specify 1 kW instead of 10 kW, and to show revised DA.

WGKX Charleston, W. Va.
-Commission on its own motion continued further hearing in re renewal of WQKX and WCHS, presently scheduled April 15, to April 28.

-Commission on its own motion continued hearing scheduled April 4 to April 18. (Action taken 4/7.)

Emlira Bestg, Corp., Emlira, N.Y.
-Granted motion to dismiss without prejudice application. (Action taken 3/30.)

April 4 Applications...

ACCEPTED FOR FILING

Modification of CP

WEXNO Hollywood, Calif.
-CP which authorized new FM station, to Andrew B. Haley, t/a Rose Bowl Baths.

KAGH Pasadena, Calif.
-Voluntary assignment of CP which authorized new FM station, to Andrew B. Haley, t/a Rose Bowl Baths.

AM—1240 kc.

KFKM San Bernardino, Calif.
-CP which authorized new FM station, to Andrew B. Haley, t/a Rose Bowl Baths.

KSMO San Mateo, Calif.
-License to cover CP, as modified, which authorized new FM station and to specify studio location and to determine operating power by direct measurement of ant. power.

License for CP

KEO San Mateo, Calif.
-License to cover CP, as modified, which authorized new FM station and to specify studio location and to determine operating power by direct measurement of ant. power.

Modification of CP

WAVY Savannah, Ga.
-CP which authorized change in frequency, increase in power, installation of new trans. and NA-N and change in trans. location, to make changes in DA and FM station, on top of AM tower and change trans. location.

WRAK Muncie, Ind.
-CP which authorized new FM station, for approval of ant. to change type trans., trans. site, equipment, trans. location and to specify studio location.

WLBC-AM Munson, Ind.
-CP which authorized new FM station, to make changes in ant. and change trans. location and to specify studio location.

WLBC-FM Munson, Ind.
-CP which authorized new FM station, for extension of completion date.

License for CP

WPAC Ann Arbor, Mich.
-License to cover CP, as mod., which authorized increased power and installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFOR-FM Lincoln, Neb.
-CP which authorized new FM station, to change type trans., trans. site, ERP to 24 kW, make changes in ant. and change commencement and completion dates.

License for CP

WFBL-FM Syracuse, N.Y.
-License to cover CP which authorized new FM station.

AM—1240 kc.

WSOC Charlotte, N. C.
-CP to install new vertical ant. and mount FM antenna on top of AM tower.

Modification of CP

WHOI Monroe, N. Y.
-CP which authorized new FM station, for approval of ant. to change type trans. and for approval of trans. and studio location.

WBFD Worthington, Ohio.
-CP which authorized new FM station, to make changes in trans. location and change studio location.

Modification of CP

KSEO-AM Durant, Okla.
-CP which authorized new FM station, for extension of completion date.

WPAR Ponce, P. R.
-CP increase power from 1 to 5 kW and install new trans. and change ant. location.

Modification of CP

WHHT Harriman, Tenn.
-CP, as modified, which authorized new FM station, to make changes in ant. type.

KBBR Bremerston, Ala.
-CP, as modified, which authorized new FM station, to make changes in trans. equipment, trans. location and to specify studio location and to make changes in trans. location and to specify studio location.

License Renewal

WABW Indianapolis—License renewal.

WEHS Chicago—Same.

APPLICATION DISMISSED

Assignment of License

WYBO Cumberland, Md.
-Voluntary assignment of license to The Times News Bestg, Company. DISMISSED April 2 by reason of lapsing dates.

TENDERED FOR FILING

(Continued on page 68)

April 14, 1947  Page 63

LINCO provides a tried and proved Antenna system to meet your specific need at a minimum of cost and maintenance—backed by a 50 year record of unexcelled experience and stability.

RESULTS COUNT!

Scores of stations GET Results with LINCO—and the "LINCO EXTRAS" at no extra cost:
1. Moderate Initial cost
2. Optimum Performance
3. Low Maintenance cost
4. 5 years Insurance
5. 50 years Experience
6. Single Responsibility

Write today! Our engineers will translate your requirements into planned action.

JOHN E. LINCO & SON, INC.
EST. 1897  CAMDEN, N. J.
Five thousand letters telling us about their favorite "School of the Air" program — that's what came rolling in to WCBS a couple of weeks ago. We sent the writer (or school kids) along with an expense paid visit to New York City. I guess it's little things like this that make promotion a big job for you, so am I going to be on the lookout to keep those important papers in one stack. Let's emphasize the effectiveness of WCBS and WOR in tobacco belt of eastern North Carolina.

Mr. Murphy

WCHS
Chicago

BETTY BUNN, formerly with KNX Hollywood, has joined CBS New York press information department. She is the daughter of a famous radio and television personality.

Cecil Woodland, promotion director of WSNY Schenectady, N. Y., has been named chairman of Advertising Committee of "Town of Tomorrow" campaign, building plan for Schenectady's business district.

Earl Mullin, ABC publicity manager, is the father of a boy.

KYF Biamack, N. D. has appointed Harry Lavin Inc. at Park, N. D. to handle advertising and promotion.

Julius Glass, promotion director of WHBC Canton, Ohio, is the father of a girl, Lee Ellen.

Birthday Cards
BIRTHDAY CARDS are being mailed to each junior member of "Children's Playhouse" program aired on WHB New York, Sun. 6-9 p.m. in cooperation with Greeting Card Industry, New York. WHB is distributing 5,000 of the cards to young listeners.

Paper Weight

PAPER WEIGHT in form of chalk character "Joe Tobacco" leaves being distributed to the trade by Tar and Tobacco Broadcasting System. Name of WRTP Washington, N. C. and WRBZ Clinton, N. C. Letter accompanying paper weight announces that character's name is "Goldie" and that "Just by placing a package of cigarettes in your store, you make a job for you, so am I going to be on the lookout to keep those important papers in one stack. Let's emphasize the effectiveness of WRTP and WRBZ in tobacco belt of eastern North Carolina.

Ad Clinic

BROCHURE announcing Personal Development Clinic is being distributed by Peoria Adv. & Selling Club, Peoria, Ill. Brochure gives program of clinic, which will be held April 24-25. Pages illustrate biographical sketches of principal speakers, order blank request cards.

Program Rating

PROGRAM SCHEDULE for April 6-11 for WRGB General electric radio station in Schenectady, N. Y., was mailed to listeners with punch-out reply card for rating program. Listeners are asked to rate programs on (a) excellence, (b) good, (c) fair, and (d) poor and also to indicate number of persons seeing each program.

WVP Announcement

SILVER colored folder announcing 25th anniversary celebration of Philadelphia to be distributed to the trade by that station. A twenty-five cent piece is glued to cover of announcement, which presents inscription, "Many thanks... You've made it a happy, prosperous quarter century." Inside of folder presents brief history review of growth of radio as "The Voice of America" and WVP as "Philadelphia's pioneer voice for twenty-five years."

Central anniversary

PROGRAM SCHEDULES for KYDY Salt Lake City, Utah's Centennial 1847-1947" stripped atop 180,000 in white on red background with drawing of covered wagon. Panel in center carries different story each two weeks of some phase of Utah history and development.

News Sheet
NOON NEWS sheet is mimeographed and distributed daily to noon service clubs by KYFD Fort Dodge, Iowa. Sheet is printed in blue, black, and white. "You're on the Air with KYFD," sheet goes world news in brief form. Station prepares news sheets at 11:45 a.m. each work day and distributes them to all local service clubs.

Anniversary Ad
FULL PAGE advertisement announcing 25th anniversary of WPAD "Pueblo's" Ky., was presented in March 23 issue of local Pueblo Sun Democrat. Pictures of WPAD staff members outline page with center copy, headlines "We're 17" and gives review of services offered by WPAD and WPAD-FM.

Visitors' Tags
VISITORS' TAGS with inscription "Visiting KYW Educational Program" Today are being distributed to students visiting KYW Philadelphia studio for participation in daily in-school" cartoons. These tags are 21 inches in diameter, done in yellow and blue, with string attachment for convenient hanging on student's coat.

Blotter-Calendars
TWO COLOR blotter-calendar giving schedules of Texas League San Antonio Missions baseball games are being distributed with WAC San Antonio promotion for broadcasts of games over that station. Blotter consists of 40-weeks of home games in one color, road games in another color, and name of opposing team listed under each calendar date. Station also has distributed window placards to all attention to broadcasts of games, to be heard nightly at 10:15 p.m.

WCHS
Charleston, W. Va.

Yr. Aug.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>McNARY &amp; WRATHALL</td>
<td>985 National Press Bldg., Di. 1205, Washington, D.C.</td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>LABS: GREAT NORTHERN, H.J., LITTLE FALLS 4-1000</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>501-503 Munsey Bldg., Dist. 8456, Washington, D.C.</td>
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<tr>
<td>Commercial Radio Equip. Co.</td>
<td>INTERNATIONAL BLDG., DI. 1319, WASHINGTON, D.C., PORTER BLDG., LO. 8821, KANSAS CITY, MO.</td>
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<tr>
<td>RING &amp; CLARK</td>
<td>55 Years of Experience in Radio Engineering, MUNSEY BLDG., REPUBLIC 2347, WASHINGTON 4, D.C.</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service, EARLE BLDG., WASHINGTON, D.C., NATIONAL 6513</td>
</tr>
<tr>
<td>LOHNES &amp; CULVER</td>
<td>MUNSEY BUILDING, DISTRICT 8218, WASHINGTON, D.C.</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>Consulting Radio Engineers, Specializing in Broadcast and Allocation Engineering, Earle Building, Washington 4, D.C., Telephone NATIONAL 7757</td>
</tr>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>PAUL A. DUMAS, ASSOC., 1400 CHURCH ST., N.W., DE. 1234, WASHINGTON, D.C.</td>
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<tr>
<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service, EARLE BLDG., WASHINGTON, D.C., NATIONAL 6513</td>
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<td>HAROLD B. ROTHROCK</td>
<td>1019 EYE ST., N.W., NATIONAL 0196, WASHINGTON, D.C.</td>
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<tr>
<td>GARO W. RAY</td>
<td>991 BROAD STREET, PHONE 5-2055, BRIDGEPORT, CONNECTICUT</td>
</tr>
<tr>
<td>LENT &amp; POAST</td>
<td>1319 F ST., N.W., DISTRICT 4127, WASHINGTON, D.C.</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>1422 F ST., N.W., Kellogg Bldg., Washington, D.C., REPUBLIC 3984</td>
</tr>
<tr>
<td>HOLEY &amp; HILLEGAS</td>
<td>1146 Briarcliff Pl., N.E., Atlanta, Ga., ATWOOD 3328</td>
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<tr>
<td>VICTOR J. ANDREW CO.</td>
<td>363 E. 75th ST., TRIANGLE 4400, CHICAGO, ILLINOIS</td>
</tr>
<tr>
<td>DIXIE B. McKEY &amp; ASSOC.</td>
<td>1730 Connecticut Ave., N.W., Washington, D.C., ADAMS 3711</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS, BOND BLDG., EXECUTIVE 5870, WASHINGTON, D.C.</td>
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<tr>
<td>WELDON &amp; CARR</td>
<td>1605 CONNECTICUT AVE., MI. 4151, WASHINGTON, D.C.</td>
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<tr>
<td>CHAMBERS &amp; GARRISON</td>
<td>1519 Connecticut Avenue, Washington 6, D.C., Michigan 2261</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1703 K ST., N.W., REPUBLIC 1851, WASHINGTON, D.C.</td>
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<tr>
<td>UNIVERSAL RESEARCH LABORATORIES</td>
<td>1 Nib Hill, Douglas 5380, San Francisco, Calif.</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>HIGHLAND PARK VILLAGE, DALLAS 5, TEXAS, JUSTIN 8-6108</td>
</tr>
<tr>
<td>COLTON &amp; FOSS, INC.</td>
<td>927 19TH ST., N.W., REPUBLIC 3883, WASHINGTON, D.C.</td>
</tr>
<tr>
<td>JOHN CRETZ</td>
<td>318 BOND BLDG., REPUBLIC 2151, WASHINGTON, D.C.</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST., PHONE 1218, ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>GILLE BROS.</td>
<td>1108 LILLIAN WAY, GLADSTONE 6178, HOLLYWOOD, CALIFORNIA</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>830 GREGG STREET, PHONE 7242, COLUMBIA, SOUTH CAROLINA</td>
</tr>
<tr>
<td>H. V. ANDERSON &amp; ASSOCIATE</td>
<td>715 AMERICAN BK. BLDG., RA. 0111, NEW ORLEANS, LOUISIANA</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>1100 W. ABRAM ST., PHONE 1218, ARLINGTON, TEXAS</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>Allocation &amp; Field Engineering, 20 Algoma Blvd., Ph. Blockhawk 22, Oshkosh, Wis.</td>
</tr>
<tr>
<td>PRIESMAN &amp; BISER</td>
<td>AM, FM, Television Allocation, Station Design MANAGEMENT TRAINING ASSOCIATES 3308 14th St., N.W., Washington 10, D.C., ADAMS 7299</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>CONSULTING RADIO ENGINEER, 622 Madison Avenue, TOLEDO 4, OHIO</td>
</tr>
<tr>
<td>Barclay &amp; Saxon</td>
<td>Radio Engineering Consultants, 2915 Red River, Phone 2-5055, Austin, Texas</td>
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Lehigh
Invites Your Inquiries for
AM-FM TV TOWERS

LEHIGH 414 FOOT
AM-FM TOWER WSPA
SPARTANBURG, S. C.

LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PL.
NEW YORK 4, N. Y.

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

Page 68 • April 14, 1947

FCC Actions
(Continued from page 65)

April 7 Decisions . . .

DOCKET CASES ACTIONS
(By the Commission)

AM-1400 kc

Birney Imes Jr. and Grenada Besty, Co. Grenada, Miss.—Announced

procedure of proposed decision to grant

application of Birney Imes Jr. for new

station 1400 kc 250 w unl., cond.; pro-

posed to deny application of Grenada

Besty, seeking same facilities.

AM-1070 kc

WBIC Indianapolis—Adopted order

severing from consolidated proceeding

and granting motion of WBIC to increase power

from 5 kw to 50 kw on 1070 kc, cond.

BY THE COMMISSION

Amended Dec. 3-47 of rules governing announcement and technical repor-

tions so that during annual periods in

which daylight saving time will be

effective requirements of section are

waived with respect to network pro-

grams transmitted and retransmitted one

hour later. (Continued from page

29.)

BY THE SECRETARY

WCL Carbondale, Ill.—Granted li-

tence to cover CP which authorized new

station 1070 kc 1 kw.

WCLT Carbondale, Ill.—Granted li-
tence to cover CP which authorized new

station 1070 kc.

Southeastern Besty, Co., area of Char-

leston, W. Va.—Granted mod. licenses to

relay stations WCBJ and WERK to change

corporate names from Southeastern

Radio Co. to Jefferson Standard Besty

Co.

WWAP Pasadena, Calif.—Granted mod. CP

t extension of completion date

date of experimental TV station to

10-20-47.

WXPR Area of Chicago, Ill.—Granted CP

convert experimental TV station to

experimental TV relay station.

WXIX Temple, Tex.—Granted mod. CP

which authorized installation of new

transmitter, new vertical ant. with

FM ant. mounted at top and changes

in vertical ant. and change in trans-

mitter. (Continued from page 65.)

WASK Lafayette, Ind.—Granted mod.

CP for extension of commencement

and completion dates to 5-1-47 and 7-1-47

respectively.

WBNZ Bridgton, N. J.—Granted mod.

CP for extension of completion date

to 6-21-47.

WCLF Clearwater, Fla.—Granted mod.

of CP to change type trans.

WPAP Ports mouth, Va.—Granted CP

for extension of commencement and

completion dates to 7-1-47 and 7-1-47

respectively.

WPAS White Plains, N. Y.—Granted mod.

CP for extension of completion date

to 6-1-47.

WCME Bollis, Id.—Granted license to

t cover CP which authorized new station

1360 kc 250 w unl. cond.

CBS, Portable, New York.—Granted CP

new experimental TV relay station. Also

granted license to cover same.

WTHL, Portable, Area of Houston, Tex.

—Granted license to cover CP which

authorized new remote pickup station

KBWM.

The Keystone News Assn. of Portable

Area of Detroit.—Granted new CP ex-

perimental TV station.

WKAB Mobile, Ala.—Granted mod. CP

for extension of completion date

to 8-22-47.

WPHI Philadelphia.—Granted mod. CP

for extension of completion date

to 8-1-47.

KOPN Port Angeles, Wash.—Granted

mod. CP for extension of completion date

to 8-22-47.

WMRF Lewistown, Pa.—Granted mod. CP

for extension of completion date to

9-29-47.

KAVV Have, Mont.—Granted license to

t cover CP which authorized new station

940 kc.

Frank R. Pidcock Sr., Moultrie, Ga.

—Granted mod. CP which authorized new

FM station to cover completion and

commencement dates of 10-4-47 and

10-10-47 respectively.

KOAG-FM Stillwater, Okla.—Granted

mod. CP for extension of completion date

to 10-15-47.

WCRG-FM Mobile, Ala.—Granted-

t mod. CP which authorized new FM sta-

tion to change completion date to

9-17-47.

KKOK-FM Eau Claire, Wis.—Granted

mod. CP which authorized new FM sta-

tion to change completion date to

10-3-47.

KSD-FM St. Louis, Mo.—Granted mod. CP

which authorized new FM station to

change completion date to 10-3-47.

WMFO Jersey City, N. J.—Granted CP

which authorized new FM station to

change completion date to 9-13-47.

WHTR Reading, Pa.—Granted mod. CP

which authorized new FM station to

change completion date to 9-29-47.

WJHP York, Pa.—Granted CP

which authorized new FM station to

change completion date to 9-29-47.

WQXI Muscle Shoals, Ala.—Granted CP

which authorized new FM station to

change completion date to 9-29-47.


Louis.—Granted license to cover CP for

new experimental relay station

KNID, cond.

WCAL Northfield, Minn.—Granted CP

install new FM station.

WWGS Tifton, Ga.—Granted mod. CP

which authorized new station, to make

change to Tecumseh Co., Rte. 1, KEB.

WTRA Alhonna, Pa.— Granted CP

which authorized new station, for

approval of ant. and approval of trans.

and radio locations; cond.

KOMO-FM Seattle, Wash.—Granted CP

which authorized new FM station to

change commencement and completion

dates to 9-28-47 and 10-29-47.

WICU Urbana, Ill.—Granted CP

change frequency and install new trans.

and change ant. system for noncom-

mercial educational broadcast station.

WVAN-FM Lynchburg, Va.—Granted CP

which authorized new FM sta-

tion to change completion date to

10-3-47.

WKMA Alitus, Okla.—Granted mod. CP

to change type trans. and make changes

in transmitter.

KOMO Seattle, Wash.—Granted mod. CP

for extension of completion date to

10-3-47.

KDL Del Rio, Tex.—Granted CP

which authorized new station to change to

10-7-47.

WMBY Birmingham, Ala.—Granted CP

which authorized new station for

extension of commencement date to

4-13-47.

WGBM Greenwood, S. C.—Granted CP

install new vertical ant.

KOLE Port Arthur, Tex.—Granted mod. CP

which authorized new FM station for

approval of ant., change type trans.

and change location.

WEMP Milwaukee—Granted CP inst-

all new ant. and make changes in

license.

KAFY Bakersfield, Calif.—Granted li-

ence to cover CP which authorized new

FM station and change of studio location;

1490 kc 250 w unl. cond.

KWHO-Salt Lake City, Utah.—Granted li-

ence to cover CP which authorized new

station 810 kc 250 w D.

KXLM Clayton, Mo.—Granted license to

t cover CP which authorized new

station 1320 kc 1 kw D cond.

KSDM-FM Fredericksburg, Md.—Granted mod. CP which authorized new FM sta-

tion to change completion date to

9-6-47.

WHYN-FM Holyoke, Mass.—Granted CP

which authorized new FM station, to

change commencement and completion
dates to 9-28-47 and 9-29-47 respectively.

WASX Akron, Ohio.—Granted license to

t cover CP which authorized new FM sta-

tion 1300 kc 1 kw cond.

WABD-FM Fayetteville, Pa.—Granted mod. CP which authorized new FM sta-

tion to change completion date to

9-6-47.

WJW-FM Cleveland, Ohio.—Granted CP

which authorized new FM station, to

change commencement and completion
dates to 8-20-47 and 9-27-47 respectively.

WABC New York.—Granted CP

license to cover CP which authorized new

FM station, to change completion date to

8-29-47.

WANNC-FM Westfield, Mass.—Granted mod. CP, which authorized new FM sta-

tion, to change completion date to

8-29-47.

WABC Radio City, N. Y.—Granted lic-

ence to cover CP which authorized new

FM station, to change completion date to

10-10-47.

THE SHEPHERD TOWNS TV STATION

Heard by most by most

in the BUYING Ark-La-Tex

SHERREPOW 50,000 WATTS
Represented by The Branham Co.

BROADCASTING • Telecasting

(Continued from page 65)

Tuesday's agenda opens with these papers: "Design Considerations in an Automatic Gain Control and Limiting Amplifier," by William Jurak, Langenow Co.; "FM Modulated Links," by E. T. Olland, Federal Telecommunications Labs.; "Design Considerations for Commercial Radar Equipment," by Coleman London, Westinghouse Electric Corp.; "Navigational Computer," by A. C. O'mberg, Bendix Radio Division. Cocktail party will be held after the afternoon meeting, followed by a dinner with Dr. W. C. Measure, RMA Engineering Dept. director, as toastmaster. Dinner speaker will be RMA Director Fred R. Lack, Western Electric Co. The engineers will tour the GE new Electronic Park April 30.
IT'S AN EXPECTANT MOMENT as E. M. Roberts (second from right), vice president of the St. Louis Star-Times turns on the trans-mitter of KXOK-FM, putting the station on the air March 26. Arthur Rekart, chief engineer for KXOK and KXOK-FM, is behind Mr. Roberts. At left are Robert Nicholas, KXOK engineer, and David Bain, district manager of Kansas City office of RCA.

W2XDK Brooklyn, N. Y.—Granted CP for retransmission of CP which authorized new experimental TV station.

WKAN Kankakee, Ill.—Granted mod. CP which authorized new station to change type ant., for extension of completion date to 120 days after grant.

WSYS Crewe, Va.—Granted mod. CP which authorized new station to change type trans.

KDWT Stamford, Tex.—Same.

KBYF Oklahoma City—Granted mod. CP which authorized new station to change type trans. and to change studio location.

April 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGAD Gadsden, Ala.—Mod. CP as modified, which authorized new AM station, to change type trans. and to change name of applicant from E. L. Roberts to E. L. Roberts 1/2 Coosa Valley Bosig. Co.,

License for CP

KRXJ Glendale, Ariz.—License to cover CP as modified which authorized new AM station and to specify studio location.

Modification of CP

KPNF-FM Palo Alto, Calif.—Mod. CP which authorized new FM station, for extension of completion date.

WTRF Sanford, Fla.—Mod. CP which authorized new AM station and to specify studio location.

Application Dismissed

WCON Atlanta, Ga.—Mod. CP which authorized new AM station, to change type trans. and to change studio location.

WAXY Watertown, Iowa—Mod. CP which authorized new AM station, to make changes in vertical ant. and change trans. and studio locations.

Wapo Paducah, Ky.—CP install new vertical ant. and change trans. and location.

Modification of CP

WGAY-FM Silver Spring, Md.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

WCSO-AM Pocatello, Idaho—License to cover CP as mod., which authorized moving old main trans. and installation of comp.-5 kw amplifier. Asairy trans. with DA-DN and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBTC-FM Charlotte, N. C.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WCOL-FM Columbus, Ohio—Mod. CP which authorized new FM station to change ERP to 50 kw (6-3-47) and make changes in ant. system and change commencement and completion dates.

WFPG Green Bay, Wis.—Mod. CP which authorized new FM station, to change completion date.

WNAM Nenah, Wis.—Mod. CP which authorized new AM station, to change type of station, make changes in vertical ant. and change studio location.

License Renewal

KECK Oceana, Tex.—License renewal.

WGMF Shenectady, N. Y.—Same.

WANJ New York—Same.

APPLICATION DISMISSED

WKOG Fort Wayne, Ind.—Mod. CP which authorized new AM station, to make changes in DA and mount power on top of AM tower. DISMISSED April 3 by request of attorney.

TENDERED FOR FILING

( Since Feb. 7)

WMGY Montgomery, Ala.—Request for special service authorization to operate AM station, 1150 kc, 500 w unli., and to exceed the limitations thereon.

Transfer of Control

Wocos Columbus, Ohio—Consent to transfer of control to Radio Columbus.

April 8 Decisions . . .

BY THE SECRETARY

KLPN Minot, N. D.—Granted license to cover CP which authorized change in power to 1 kw-N 5 kw-LB unli., and installation of new trans.

WWOL Lackawanna, N. Y.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WGBR Newport News, Va.—Granted mod. CP which authorized new station, for extension of completion date.

WGGF New York, N. Y.—Granted CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WGHF New York, N. Y.—Granted CP. CP for extension of commencement and completion dates to 3-26-47 and 7-12-47.

WWBO Cleveland—Granted mod. CP which authorized new station, for extension of completion date.

WWTN Evansville, Ind.—Granted mod. license to change corporate name from Vanderhix on the Air Inc., to On the Air Inc.

WVNS Burlington, N. C.—Granted li-cense to cover CP which authorized new station 1150 kc 1 kw D, and to specify studio location.

WGBF Lubbock, Tex.—Granted mod. CP which authorized new station for approval of ant. and for approval of trans. and studio locations.

WGBF Evansville, Ind.—Granted mod. license to change corporate name to On the Air Inc.

BLYN Canon City, Colo.—Granted

mod. CP which authorized new station, for approval of ant. to change type trans., and for approval of trans. location.

WLCT Liberty, N. Y.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WGHF Charleston, Va.—Granted license to cover CP which authorized installation of new trans.


WAYY Waycross, Ga.—Granted mod. CP for extension of completion date to 6-25-47.

WDAB Chattanooga, Tenn.—Granted mod. CP for extension of completion date to 6-25-47.

WGCY Albany, Ga.—Granted CP install new trans. and vertical ant., and to change trans.

WDVA Danville, Va.—Granted mod. CP which authorized new station to change type trans.

KTI Twin Falls, Idaho—Granted li-cense to cover CP for extension of completion date to 7-2-47.

WMBH Joplin, Mo.—Granted CP make changes in vertical ant.

WGA-RFM Bethlehem, Pa.—Granted CP which authorized new FM station, for extension of completion date to 10-4-47.

WLOB Claremont, N. H.—Same except 6-4-47.

WDNC-FM Durham, N. C.—Same except 6-4-47.

WWMF Washington—Same except 11-3-47.

WWKFM Wheeling, W. Va.—Same except to 10-4-47.

WGNU-OFM Oklahoma City—Same except 11-12-47.

WCOX Newark, Ohio—Same except 10-15-47.

(Continued on page 78)

Sends For Your Copy Today!

Everyone in radio can learn from this new, comprehensive manual. Special price on quantities of five or more. Make checks or money orders payable to The Journal Co., 333 W. State St., Milwaukee 1, Wis.

April 14, 1947 — Page 69

BROADCASTING • Telecasting

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been selling on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips; for the sponsor’s sales have soared over 400% since Charlie began to philosophize about fish.
THE BROADCASTING

Prosperous WRRF Trade

The WRRF trade is bringing 
stable income from such 
successful advertisers as  
Mr. and Mrs. Louis Amstrong,  
Mr. and Mrs. John L. Ford,  
Mr. and Mrs. Albert D. 
Stimson, and Mr. and Mrs.  
J. R. Jitney. These 
 advertisers have been 
active in the WRRF 
market for many years, and 
their continued support 
is greatly appreciated.

In every section of the nation 
there is one station that is 
recognized as the leader. In East- 
ern North Carolina, heart of the 
rich Bright Leaf Tobacco 
Belt, that station is WRRF.

WRRF is the regional 
station of a wealthy and 
growing market of 600,000 
people. The WRRF trade area, 
radiating from its home in Wash- 
ington, N. C., includes many 
prosperous small towns 
surrounded by one of the most 
ferile agricultural belts in the 
nation.

Last year's tobacco crop 
alone brought $175,000,000.00 
to this market. This market is 
a stable economy southly 
based on agriculture. Its 
increase in buying power is due 
to higher prices for its premium 
products and increased 
yields brought about by scien-
tific farming methods.

If you want to reach this "as 
good as gold" market . . . 
invest your advertising dollar in 
WRRF. Write us today for our 
new informative booklet.

Affiliated With 
ABC NETWORK

TAR HEEL 
BROADCASTING SYSTEM 
WASHINGTON, NORTH CAROLINA

NATIONAL REPRESENTATIVES
FORJOE & CO.
New York  Los Angeles  Chicago

Page 70  April 14, 1947

Reg  Merridew, production head 
and chief announcer of WOAR Cleve- 
land, has been named WOAR Pro-
gram director, succeeding Dave 
Baylor, resigned.

Sam Carter, writer on CBS "Lux Ra-
dio Theatre" and former Hollywood film 
Experience writer, has completed three act 
play, "Dear Listener."

Harry J. Bock, manager of NBC 
Television department, Hollywood, 
April 10, and will remain an announcer at 
San Diego Advertising and Sales Club.

Bill Reid, formerly of CKY Toronto, 
has joined announcing staff of CKLW 
Windsor-Detroit.

Jack Wolsey, announcer of CJOC 
Calgary has resigned to operate 
own business.

Larry Hamilton, formerly of CJEK 
Kirkland has joined announcing 
staff of CHUM Toronto.

Norah E. Kersta, manager of NBC 
Television department, Hollywood, has 
risked teaching position for an emergency 
appendectomy.

Don Allen, of KNCN Fort Worth, 
Texas, has been named station's program 
director. Jim Bradley and Mickey 
Murphy have joined KNCN announcing 
staff.

Herb Graham, formerly with WBCD 
Chicago and chief announcer at AFCS 
Washington, D.C., has joined announcing 
staff of KFMR Elmina, N. Y.

Stan Jones, formerly of CJAD 
Montreal, has joined announcing staff of 
CAJ Toronto.

Gordon Kibby, formerly with WLW 
Grand Rapids, and WWJ Detroit, has 
joined announcing staff of WKXO 
Minneapolis as program director.

Ed Flynn, program director at WSNY 
New York, has been named chairman of 
Radio Committee for "Town and 
Country" campaign, rebuilding plan 
for Schenectady's business district.

Robert Roth, former staff and 
special events announcer for KSTA 
Barboursville, Calif., has joined announcing 
staff of WMAL Washington.

Madie Weaver, of traffic department 
of KFMB Hollywood, has transferred 
to station's production department.

Barney Buck, formerly with WRB 
Fort, Pa., and WWHO Pittsburgh, has 
joined WGN Glen Falls, N. Y., as 
program director.

John Lots, former program 
director of WRUR Pittsfield, Mass., and 
previously program director for WDRS 
Waterbury, Conn., has joined announcing 
staff of WWIR New York.

Lister Sinclair, Toronto script writer 
and producer, will conduct summer 
school in radio writing at U. of British 
Columbia, Vancouver, B. C.

Dr. Philip Eisenberg, CBS research 
psychologist, is the author of a book, "Why 
We Act As We Do," recently published 
by Alfred A. Knopf, New York.

Ted Iseli, formerly with CBS short-
wave department, has joined program department 
of KGMB CBS Honolulu affiliate.

Bob Duane, former assistant program 
director of WJY Oklahoma City, and 
previously with WSAI Cincinnati, has 
returned to WSAI as m. c. of a new show.

John F. Connors, former director of 
public relations and radio for St. 
Maximilian College, San Francisco, has 
joined announcing staff of WLS Chicago, 
C. 8. C.

Victor Corev, education director 
of KDKA Pittsburgh, April 11, addressed 
general session of 5th Annual 
Convention of Eastern Ad Sales Asn., which 
met in Philadelphia April 10, 11 and 12. Mr. 
Corev spoke on "Art on the Air for 
Advertising Purposes" and other activities. 
He also spoke on "Television in a 
Multicultural Society," and "Trends in 
Radio and Television." He also gave 
several workshops in radio and art project.

Paul L. Minchin, former announcer 
and combat correspondent with AFPS, 
will join program department of Sun 
Country Broadcasting Co. of Arizona, 
Phoenix, June 1 when graduation from 
UNLV.

Gowner Strunk has been made pro-
duction manager of KOL Seattle.

Paul Snider, former announcer of 
WCFL Chicago, has joined KFVD Los 
Angeles in similar capacity. He replaces 
Fred Albert, resigned (BROADCAST-
CASTING, April 7).

Harry Gutteroth has joined an-
ouncing staff of KOMA Tulsa, Okla.

Charles St. John, formerly with 
WABC New York and WJW Chicago, 
has joined KYF Phoenix, as writer-
announcer. He also serves as chief 
announcer during evening hours.

Frank M. Lokey, former program 
director of WLIX Lexington, Ky., has 
joined announcing staff of WTON 
Staunton, Va.

Robert Sterrett, former announcer at 
WTON Staunton, Va., has joined 
Announcer's Workshop Inc. for a month 
and has joined announcing staff of 
CFNI North Bay, Ont.

Pete Carnegie, announcer of CJKL 
Kirkland Lake, Ont., is the father of a 
boy.

Sam Iwings has been appointed mu-
cisal director of KCHI Phoenix.

Dale Reeder, of "Judy Dell of the 
Wishing Well" program on KDFD Salt 
Lake City, and Ray R. Sellef, were 
married April 10.

Hal Reif, former staff announcer 
with WSIV Pekin, Ill., has joined WGN 
Chicago, in similar capacity.

Advertisers and Agencies Get CBS Program Listing

The first in a series of monthly 
CBS program news letters 
listing programs available for 
sponsorship on CBS, is being sent this 
month to advertisers and agencies 
by Harold Williams, CBS director 
of commercial program development.

Among the programs listed is 
the "Art Linkletter House Party," 
to be heard Mon.-Fri., 4-4:25 p. m., as 
a CBS Co-op show, which is now 
listed as available for network 
sponsorship as a 25 or 30-minute 
program.

WWDC Gets Plaque

For outstanding work in 
promoting better understanding 
between racial groups, WWDG Wash-
ington March 31 was presented 
a plaque by the Institute on 
Race Relations. Ben Sturowe, 
WWDC general manager, accepted 
the plaque for the station. For the 
past year, WWDC has presented 
every Sunday a program devoted to 
better race relations, "Ameri-

gans All," and has joined in numerous 
other activities to promote under-
standing between peoples.

Charles Warren has returned to an-
nouncing staff of WWAQ Alexandria, Va., 
after six months absence.

Paul Dean, announcer at WTAG Wor-
cester, Mass., and Evelyn Szanzcy have 
announced their engagement.

Dave Williams, former announcer 
and assistant news editor at WZKO 
Kalamazoo, Mich., has joined KGNO 
Waukegan, Ill., as program director and 
announcer.

National Representatives  Paul H. Raymer Co.
Broadcasting  Telecasting
Orson’s Predecessor

A MYSTERY for 23 years has just been cleared up by Gene Darlington, a radio pioneer and one of the first “ham” operators in Schenectady, now with General Electric in San Francisco. He has just written to GE in Schenectady explaining the “possible signal from Mars,” as written up by New York newspapers in 1924. When Mr. Darlington was with WGY, attached to W. C. White’s staff in the research lab, they used to test new tubes and circuits over their 10 w transmitter. One morning they forgot to turn the transmitter off after a test, and the automatic code signal went on through the next night and day. Someone in New York heard the signals, called the newspapers, and the “Mars signal” story got started.

New Tube Manual Issued by GE Electronics Dept.

GENERAL ELECTRIC’s tube division has prepared a new 700-page technical manual on electronic receiving tubes which is expected to be of value to broadcasting station engineers and radio repairmen.

The manual outlines the applications and performances of GE’s receiving tubes and contains performance curves, ratings, outline drawings and other extensive data. An expander-type binder permits revision as later information becomes available.

Copies at five dollars each may be ordered from GE’s Electronics Department, Schenectady 5, N. Y.

New Broadcast-Reception TV System Is Announced

EMERSON Radio & Phonograph Corp. has announced a multi-broadcast-and-reception television system comprising one or more camera-microphone units, a combined viewer and speaker, a central unit to synchronize sound and sight, and a tuner to pick up standard video broadcasts.

Designed primarily for industrial and educational institutions, the system might be used for time and motion studies, quality control, etc., in industry, or for classroom instruction or supervision from a central office in education.

Emerson expects to make the system available shortly, with the company’s engineers studying the requirements of individual users before they make the installations. Later on, when standards have been established, company expects to use mass production and distribution methods for the systems.

Changeable Car Card

STREET CAR and bus cards with changeable panels for promoting several New York and Boston television programs are being used by KFAP, Omaha. Cards are in three colors. Panel copy carries name of program and time card is printed separately.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. S. C. District 1640

The Robert L. Kaufman Organization
Technical Maintenance, Construction, Supervision and Business Services for Broadcast Stations

Throw Sales & Erecting Co.
Radio Towers
Electric, lighting, painting & Ground Systems

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
advisory, studies, program policies.
Little Building
Boston 16, Mass.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

FREQUENCY MEASURING SERVICE
Highest Accuracy—Anytime

STANDARD MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652
End, Okla.

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
ROUTE 1—BOX 830
REDWOOD CITY, CALIF.
Phone Woodside 871

EMERSON Radio & Phonograph Corp.

New York, has increased its recording equipment with installation of two Allied Recorders and also has purchased wire recorder for use on spot programs, pick-ups and interviews for rebroadcast.

KSEI
POCATELLO, IDAHO

Broadcasting • Telecasting

GOING PLACES FAST
in Idaho

ACKNOWLEDGEMENT

JAMES E. O’HAGAN, former vice president of Oregon Heat Control Co., Los Angeles, has joined Allied Record Mfg. Co., Hollywood, as executive vice president.

CHRISTINE EDWARDS, formerly with Columbia Records advertising department, Bridgeport, Conn., has been named director of publicity for Columbia Records, New York, succeeding WAYNE VARNUM, resigned.

MICHAEL CONNER, in charge of Midwest Recording Division of Decca Records, has been appointed head of firm’s west relations bureau in New York.

ELI OBERSTEIN, vice president in charge of popular recordings for RCA Victor, New York, is in Hollywood for week of conferences and recording sessions.

COLUMBIA RECORDS Inc., New York, has merged advertising and publicity departments into one department under direction of JOHN BIRGE, advertising manager of firm.

WWRL New York, has increased its recording equipment with installation of two Allied Recorders and also has purchased wire recorder for use on spot programs, pick-ups and interviews for rebroadcast.

WINFIELD SCOTT McCAUCHEL AND ASSOCIATES
Consulting Radio Engineers

TELEVISION SPECIALISTS
410 Bond Bldg., 809 B Windermer Ave., Washington 6, D. C.
District 0232
Sunset 2373

GERALD T. McCAUCHEL

CONSULTING ENGINEER

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS

BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

APRIL 14, 1947 • PAGE 71

VACANCY
YOUR FIRM’S NAME in the “vaccancy” will be seen by 13,500 radio dealers—station owners and managers, chief engineers and technicians—applicants for AM, FM, television and facsimile facilities. Write or wire...

BROADCASTING
FOR 20 YEARS of network affiliation with NBC, four Western stations including KFI Los Angeles, KGW Portland, KHQ Spokane and KOMO Seattle were awarded plaques at recent Pacific affiliates meeting. Presenting and receiving are (1 to r): O. W. Fisher, KOMO general manager; Earle C. Anthony, KFI owner; Dick Dunning, KHQ vice president; Niles Trammell, NBC president; H. Q. Cox, KGW manager.

Applicants' Program Plans Sway FCC
In Proposed Grant for Grenada, Miss.

A 4-2 DECISION pinned squarely on program plans was handed down by FCC last Monday, proposing to grant Birney Imes Jr.'s application for a new fulltime 250-w station on 1400 kc at Grenada, Miss., and to deny Robin Weaver's bid for the same facilities.

The majority found that Mr. Imes "presented a well-balanced and well-designed program proposal," while Mr. Weaver "has made no substantial effort to ascer-
tain what program service Grenada requires, or to meet such requirements" and "has furnished only sketchy information regarding his program proposal and has submitted no program log."

This, they concluded, outweighs the factor of "diversification of station ownership" which would result from a grant to Mr. Weaver in view of Mr. Imes' ownership of three existing Mississippi stations; WCBI Columbus, WMOX Meridian, and WELO Tupelo.

Chairman Charles R. Denny and Comm. Rosel H. Hyde dissented, conceding it was a "close case" but favoring a grant to Mr. Weaver because of the diversification of ownership factor.

Mr. Weaver, secretary of the Clarksdale (Miss.) Chamber of Commerce, applied in the name of Grenada Broadcasting Co. From 1939 to 1943 he lived at Phila-
delphia, Miss., and was in partnership with Mr. Imes' father, Birney Imes Sr., in the weekly Neshoba Democrat. In 1944 he built WROX Clarksdale, which he sold to Mr. Imes Sr. in 1945. WROX and Mr. Imes Jr.'s stations form the Mid-South Network.

Approval of WCOS Transfer Is Sought
Sale Price Is Placed at $200,000 in FCC Application

APPROVAL to sale of WCOS COLUMBIA, S. C., for approximately $200,000 is requested of FCC in an application filed last week with the Commission. The petition seeks consent to transfer control of Carolina Broadcasting Corp., WCOS licensee, from present group of businessmen and Paramount Pictures Inc., to Raizel Columbia Inc., composed of Ernest D. Black and associates, identified with ownership and operation of WBML Macon and WDAK Columbus, Ga.

The present owners of WCOS state they wish to withdraw from broadcasting.

WCOS operates fulltime with 250 w on 1400 kc.

The transfer is from Radio Columbia, composed of Ernest D. Black, president, who is president of WBMI and vice president of WDAX; E G. McKenzie, vice president and also WBML vice president; A M Woodall, vice president, WDAX manager, and C. W. Pittman, secretary-treasurer, WBML manager. Each holds quarter-interest in Radio Columbia. Mr. Black holds half interest in WBML as does Mr. McKenzie. Mr. Black also owns 25% of WDAX and is 30% owner of Gulf Broadcasting Co., Mobile, Ala., applicant. Mr. Woodall holds quarter-interest in WDAX and 45 interest in Gulf Broadcasting.

The stock of WCOS is divided into class A and class B issues with Paramount holding the entire class B issue.

The class A stock of the transferor is divided among 10 businessmen. These are: Warren Irvin, 2 shares; Hardy Hardy, 20 shares; Emil Bernstein, 15 shares; Nas Well, 66 shares; Roy L. Smith, 4 shares; M. S. Hill 66 shares; R. L. Wilby, 72 shares; H. K. Kincley, 7 shares; J. H. Harrison, 20 shares; R. M. Kennedy, 54 shares.

The consideration stipulated for WCOS is $200,000 plus a sum equal to the difference between the station's net worth on June 21, 1946, and Dec. 6 of that year.
Proposed Amendments to Indicate Sections of Standards of Good Engineering Practice

I. DEFINITIONS

(1) Antenna height above average terrain.

The term "antenna height above average terrain" means the height of the angular elevation center of the radiation above the terrain 2 to 10 miles from the antenna, and the general use of this term will not authorize the use of Class A broadcast stations in central cities of metropolitan districts having four or more standard broadcast stations.

II. FREQUENCY CHANNELS (C) - 107.7 299

107.3 297

107.1 295

106.7 293

106.3 291

105.9 289

105.5 287

105.1 285

104.7 283

104.3 281

103.9 279

103.5 277

103.1 275

102.7 273

102.3 271

101.9 269

101.5 267

101.1 265

100.7 263

100.3 261

99.9 259

99.5 257

99.1 255

98.7 253

98.3 251

97.9 249

97.5 247

97.1 245

96.7 243

96.3 241

95.9 239

95.5 237

95.1 235

94.7 233

94.3 231

93.9 229

93.5 227

93.1 225

92.7 223

92.3 221

91.9 219

91.5 217

91.1 215

90.7 213

90.3 211

89.9 209

89.5 207

89.1 205

88.7 203

88.3 201

87.9 199

87.5 197

87.1 195

86.7 193

86.3 191

85.9 189

85.5 187

85.1 185

84.7 183

84.3 181

83.9 179

83.5 177

83.1 175

82.7 173

82.3 171

81.9 169

81.5 167

81.1 165

80.7 163

80.3 161

79.9 159

79.5 157

79.1 155

78.7 153

78.3 151

77.9 149

77.5 147

77.1 145

76.7 143

76.3 141

75.9 139

75.5 137

75.1 135

74.7 133

74.3 131

73.9 129

73.5 127

73.1 125

72.7 123

72.3 121

71.9 119

71.5 117

71.1 115

70.7 113

70.3 111

69.9 109

69.5 107

69.1 105

68.7 103

68.3 101

67.9 99

67.5 97

67.1 95

66.7 93

66.3 91

65.9 89

65.5 87

65.1 85

64.7 83

64.3 81

63.9 79

63.5 77

63.1 75

62.7 73

62.3 71

61.9 69

61.5 67

61.1 65

60.7 63

60.3 61

59.9 59

59.5 57

59.1 55

58.7 53

58.3 51

57.9 49

57.5 47

57.1 45

56.7 43

56.3 41

55.9 39

55.5 37

55.1 35

54.7 33

54.3 31

53.9 29

53.5 27

53.1 25

52.7 23

52.3 21

51.9 19

51.5 17

51.1 15

50.7 13

50.3 11

50.0 9

49.6 7

49.2 5

48.8 3

48.4 1

29.9 0

29.5 0

29.1 0

28.7 0

28.3 0

27.9 0

27.5 0

27.1 0

26.7 0

26.3 0

25.9 0

25.5 0

25.1 0

24.7 0

24.3 0

23.9 0

23.5 0

23.1 0

22.7 0

22.3 0

21.9 0

21.5 0

21.1 0

20.7 0

20.3 0

19.9 0

19.5 0

19.1 0

18.7 0

18.3 0

17.9 0

17.5 0

17.1 0

16.7 0

16.3 0

15.9 0

15.5 0

15.1 0

14.7 0

14.3 0

13.9 0

13.5 0

13.1 0

12.7 0

12.3 0

11.9 0

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8.7 0

8.3 0

7.9 0

7.5 0

7.1 0

6.7 0

6.3 0

5.9 0

5.5 0

5.1 0

4.7 0

4.3 0

3.9 0

3.5 0

3.1 0

2.7 0

2.3 0

1.9 0

1.5 0

1.1 0

0.7 0

0.3 0

0.0 0

...
FCC Actions

(Continued from page 59)

Decisions Cont.:

WBXY-FM Buffalo, N. Y.—Same except 7-27-47.

WRLC-FM Toccoa, Ga.—Same except 7-27-47.

KIDU-FM Boise, Idaho.—Same except 9-30-47.

WSFA-Montgomery, Ala.—Granted mod. CP which authorized new FM station for extension of commitment and completion dates to 4-1-47 and 10-1-47 respectively.

WMAZ-Macon, Ga.—Same except to 11-11-47 and 5-11-48.

KBBN San Bernardino, Calif.—Same except to 6-27-47 and 4-27-48.


WMNH-FM Wrentham, Conn.—Same except to 4-23-47 and 10-23-47.

KFAM Omaha.—Granted license to cover CP which authorized new transit. DA-N change frequency to 1110 kc to 50 kw. hours of operation to 11 uln and move transit.

WCLE Cicero, Ill.—Granted license to cover CP which authorized new station 680 kc 1 kw. cond. for change of studio location.

WBTB Troy, Ala.—Granted license to cover CP which authorized new station 1460 kc 3 kw. cond.

WNGO Mayfield, Ky.—Granted license to cover CP which authorized new station 1320 kc 1 kw. D. cond.

KDSL Deadwood, S. D.—Granted mod. CP which authorized new station for approval of ant. of station, to studio location and to change name of applicant to John Daniels et al., d/b/a Radio Network of The Black Hills.

KYTC Austin, Tex.—Granted license to cover CP.

KDONE Suite, Mont.—Granted license to cover CP which authorized new station 1650 kc 3 kw. cond.

KGOB Hailucena, Tex.—Granted mod. CP which authorized new station, for approval of ant. of station, for change of type, and approval of the station, to and from studio location.

WKHI Bremerton, Wash.—Granted mod. CP which authorized new station, for approval of ant. of station, for change of type, nonrecurrent FM ant. on AM tower and for approval of temporary studio locations.

WBXY Evansville, Ind.—Granted mod. CP which authorized new station, for approval of ant. of station, for change of type, nonrecurrent FM ant. on AM tower and for approval of temporary studio locations.

WBZX Lock Haven, Pa.—Granted license to cover CP which authorized new station 1230 kc 250 w. unil.

KGOV Grants Pass, Calif.—Granted mod. CP for approval of ant. to make changes in trans. eqpt., approval of ant. and studio locations.

April 9 Decisions:

DOCKET CASE ACTIONS

(By the Commission)

WOKO Albany, N. Y.—Announced memorandum opinion and order to deny petition for reconsideration and grant of license renewal application. Granted further extension of special temporary authorization for continued operation of WOKO until Aug. 31 in order to permit station to wind up affairs and terminate operations.

Van Curtiss Bestg. Corp., Albany, N. Y.—Announced memorandum opinion and order denying petition for present consideration and grant of the application or CP new AM station 1460 kc 5 kw unil.

FCC Correction

Application of WKLY Blackstone, Va., in March 28 FCC report should read as request for mod. of CP (authorizing new FM station) to change output of station, instead of approval of ant., to change type trans. and trans. location.

(facilities of WOKO Albany). Application continues for new FM station at which time it is to be consolidated for hearing with any other applications to be filed for same facilities.

BY THE COMMISSION

Conditional FM Grants

The KCKN Bestg. Co., Kansas City, Kan.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details (*).


The Fort Industry Co., Lima, Ohio—Same.

Altoona Bestg. Co., Altoona, Pa.—Same.

The Valley Pub. Co., Harrison, Tex.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details (*)

Valley Evening Monitor Inc., McAllen, Tex.—Same.

Dairyland's Bestg. Service Inc., Stevens Point, Wis.—Same.

Dairyland's Bestg. Service Inc., Wisconsin Rapids, Wis.—Same.

Hearing Designated

Seattle— for amplifier, change of past. and Everett Bestg. Co. Inc., Everett, Wash.—Designated for consolidated hearing applications both requesting class B FM stations.


KXCA Lebanon, Pa.—Granted CP for new TV station; channel 7, 6-22-47; vise power 50 kw out 4 kw on and 500 kw unil. 4-14-47.

April 9 Applications

APPROVED FOR FILING

AM—380 kc

WMUY Montgomery, Ala.—Special service authorization to operate on 380 kc 1 kw-D and 300 w-N unil for period not to exceed 60 days.

AM—500 kc

KWIR Flagler Beach, Fla.—CP change frequency from 1360 to 600 kc. increase power from 250 w-D to 1 kw-D and 250 w-N, install new trans. and make changes in vertical ant.

AM—1450 kc

KKCA Sacramento, Calif.—CP to install new trans.

KUHH Huntington, W. Va.—CP for approval of ant. and move trans. and trans. location.

KEKJ Jacksonville, Fla.—CP for approval of ant. and make changes in vertical ant.

(*) Conn. Durr for hearing.

(Continued on page 77)
Here's why you should choose this

1000/500 Watts - The 20T will deliver 1000 watts fully modulated to your antenna on any specified frequency between 540-1600 kc. Instantaneous power reduction is accomplished merely by turning a switch.

High Fidelity Performance - Inverse feedback in the audio circuit maintains brilliant performance over normal changes in operating conditions. R-f power amplifier filaments are connected in quadrature to reduce the noise level. The audio frequency response varies less than 1 db from the mean value between 30-10,000 cps. Distortion is less than 3% up to 95% modulation. The residual noise level is more than 65 db below 100% modulation.

Dependable Operation - Two complete temperature controlled oscillators are furnished, with selection by means of a tap switch. Recycling d-c overload relays keep the transmitter on the air after a transient surge, yet will shut down the equipment and protect the circuits if the overload results from a damaged transmission line or other failure. This transmitter is rated for continuous duty at +45° C.

Convenient Controls - Centralized controls and eye level meters contribute to the ease of operation. All principal circuits are metered. Variable tuning elements are motor driven.

Accessibility - The 20T is the first kilowatt transmitter to utilize two bay construction and vertical chassis, with all tubes accessible from the front of the transmitter and visible through the front doors. Opening a door operates both electrical and mechanical interlocks; closing the door restores the transmitter to normal operation.

The 212A Studio Console - Provides all facilities for auditioning or rehearsing, cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room announce microphone, two turntables, and nine remote lines. Designed especially for simultaneous operation of AM and FM transmitters.

Features - 10 independent input channels - 8 preamplifiers - 2 program amplifiers - 9 remote lines - monitor amplifier - talkback circuits - on-the-air light connections - 2 VU meters - telephone type push button switches - can be tilted while in operation - 30-15,000 cps audio response - less than 1% distortion - 5 speaker monitor output - suitable for AM and FM.
Collins AM Kilowatt Combination

1 Impressive and attractive styling that will enhance the beauty of your station.
2 Substantial appearance and sturdy construction.
3 Precise engineering and heavy duty components, conservatively operated, to give you efficient and continuous operation.
4 High fidelity through all circuits to safeguard the brilliance of your programs.
5 Prompt delivery.

The 213A Transcription Turntable—For recording and reproducing with higher broadcast quality.

Features—78.26 rpm and 33.33 rpm ± 0.5%.

- Speed regulation (wow) not more than 0.07% rms at 78.26 rpm; not more than 0.13% rms at 33.33 rpm.
- Starting time (to full speed from slipping record) 3/4 revolution at 33.33 rpm, 3/4 revolution at 78.26 rpm.
- Speed change by lever action with motor either running or stopped.
- Maximum of 5 seconds between recording and playback for 15 minute recording under normal recording conditions.
- Negligible hum and rumble—motor is suspended on rubber shockmounts and turntable is driven by two rubber idler wheels. Hysteresis motor is employed.
- Constant peripheral speed—idlers are self-aligning, and are removed from contact with turntable when the unit is not in operation. The rubber idlers are always circular in shape and never become distorted.

Your choice of pick-up group.

Write today for illustrated bulletins describing these newly completed units. Order now for prompt delivery.

FOR BROADCAST QUALITY, IT'S...

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

April 14, 1947 • Page 75
VIDEO POLL BY WBKB
Sensational Increase Is Indicated in Chicago
Area Television Audiences

RESULTS of the first television poll in Chicago, conducted by WBKB and released April 5, indicated not only a sensational increase in the size of the Chicago television audience but an overwhelming preference for sports and other action type entertainment.

Statistically, WBKB mailed out 1,071 four-page questionnaires, with twelve questions concerning preferences of television broadcast hours and programs. The survey was based on WBKB programs for the week of Feb. 16-22.

W. C. Eddy, WBKB television director who authorized the survey, said that 40.5 of the questionnaires were returned, indicating that an average of 4,400 guests witnessed programs on an estimated 1,700 home sets in the Chicago area. An additional 5,382 persons witnessed WBKB television broadcasts in taverns and other places of business during the test period, Capt. Eddy disclosed. Based on returns received, WBKB, Chicago television audiences prefer observing programs from 1:00 p.m. to 5:00 p.m. and from 7:00 p.m. to 12:00 midnight.

Nighttime audiences are nearly twice as large as daytime audiences, the survey disclosed. Sunday and Friday are favorite nighttime listening periods, with Monday afternoon topping all daytime listening periods. As anticipated by WBKB, Capt. Eddy said, remote shows, particularly sports, topped all other types of television programs with 50%.

Live shows rated 30% and film shows 30%. However, WBKB's audience did not indicate they preferred sports to the exclusion of other programs. It was notable, Capt. Eddy declared, that answers indicated a desire for more dramatic, educational and news shows from the studio.

AMERICAN HOME EARN RECORD NET FOR YEAR
NET INCOME of American Home Products Corp. rose from $5,824,838 in 1945 to $8,897,921 in 1946, while sales increased 23% over 1945 to $142,680,212, highest in the company's history.

Part of this increase was attributed to inclusion of operations of businesses purchased during 1946, including Chef Boy-Ar-Dee Quality Foods and Josephine Consumer Goods Inc. The company acquired the entire stock of the 275 Madison Corp., which houses most of the New York office. Volume of business was apportioned as follows: Ethical drugs 32%, foods 31%, packaged drugs 19%, household products 11%, colors and dyes 4% and cosmetics 3%.

New York's Video Dealers Will See Exhibit of Sets
MORE than 1,000 franchised television receiver dealers in the New York metropolitan area have been invited to visit the exhibit of receivers in connection with the Television Institute, to be held April 14-15 at the Hotel Commodore, New York, under the auspices of Television, and to witness telecasts of the baseball games on both afternoons. In addition to the sets on display, the exhibit will also contain more than 100 photographs of outstanding video commercials, shown by Young & Rubicam, Duane Jones Co., Gardner Advertising, The Fair Store, WBKB Chicago and WRGB Schenectady.

In addition to the 51 talks to be given during the seven panels, four seminars and two luncheon sessions, the two-day meeting will also present some demonstration video shows, with the audience participating as camera operators, directors and spectators.

SPONSOR VISITED AGENCY
When Henry P. Bristol (†), president and general manager of Bristol-Myers, in Hollywood on business, dropped in to chat with Tom Lewis, Young & Rubicam Inc., vice president in charge of radio and Hollywood operations. Mr. Bristol's organization currently sponsors Duffy's Tavern and The Alan Young Show on NBC.

Detroit Theatre Pushed As Radio Producing Hub
HENRY H. REICHHOLD, president of Reichhold Chemicals Inc., and Musical Digest magazine which sponsors the ABC Sunday Evening Hour program featuring the Detroit Symphony, is currently making a strong bid to secure wide use of Detroit's Music Hall theatre as a radio production center, it was announced last week by Kenyon & Eckhardt, New York, agencies handling the Sunday Evening Hour.

The theater is now the origination point of the Sunday evening Detroit Symphony program and during the past few months has been equipped with modern theatrical necessities, including broadcating studios, rehearsal studio and transcription and recording facilities. Television presence from the Music Hall also are being planned.

Arrangements have been made for a complete producing, writing designing, arranging and music staff to go into operation under the direction of William Merrill and Richard Charlton, experts in these fields. The agency also reported that blueprints now being drawn up will offer package shows for sponsors in Michigan.

The Shortest Route
To Results in
This Area Is Via

Halifax
Nova Scotia
Maritimes Busiest Station
Contact
JOS. WEDD & CO.
350 Madison Ave., New York
5000 Watts
Soon!
Applications

AM—1350 kW

chner Lewiston, Ida.—Special service authority at station, Co., 250 w u ni, for period ending not later than 15.

Modification of CP

WGJ Lewiston, Ida.—CP which authorized change in frequency, increase in power, installation of new trans. and DA-DN, change trans. and studio location, for extension of completion date.

WSPC Seminole, Ky.—MD. CP which authorized new AM station, for approval of ant. and change in frequency, extension of approval date, and to change studio location.

WGUV Evansville, Ind.—MD. CP which authorized new AM station, for approval of ant., new frequency, and to change trans. and studio location.

Assignment of License

WBK Pittsburgh, Mass.—Voluntary assignment of license to Greylock Bestg. Corp.

Modification of CP

WBBW Joplin, Mo.—MD. CP which authorized changes in ant., and installation of FM ant., to change type trans. and for extension of completion date.

WKLC Lewiston, Mont.—MD. CP, as mod., which authorized new AM station, for extension of completion date.

WMPB Hiram, Tenn.—MD. CP which authorized changes in vertical and horizontal direction, increase in power, installation of new trans. and DA-DN and change trans. and location, for extension of completion date.

AM—730 kW

TENDERED FOR FILING (Since Feb. 7)

Ware Bestg. Co., Waycross, Ga.—CP new station at Waycross, Ga., for approval of new tran. and DA-DN, pending issuance of license for completion date.

April 10 Decisions...

DOCKET CASE ACTIONS (By Commission)

AM—1050 kW

Northern Kentucky Airways Corp. and Northern Kentucky Radio Corp., Covington, Ky.—Announced adoption of preferred decision to grant application of Northern Kentucky Airways Corp. for new AM station at Covington, Ky., 1000 kW D, and to deny mutually exclusive application of Northern Kentucky Radio Corp.

WLOX Bestg. Co., Biloxi, Miss. and WGCN Bestg. Co., Gulfport, Miss.—Adopted final decision granting application of WLOX Bestg. Co. for new station at Biloxi, 1690 kHz 250 w u ni, cond.; denied application of WGCN

WE ARE IN THE PINK

Yes, the Grand Valley of Western Colorado is one of color these days, with millions of peach trees in bloom. Fruit bearing contributes over five million dollars to the annual economy of this area. Thus, it is both literally and figuratively true that

KFXJ

Serves a PEACH of a MARKET at GRAND JUNCTION, COLORADO

Represented by Homer Griffith Company

BROADCASTING • Teletasting

FCC Actions (Continued from page 73)

April 10 Applications

ACCEPTED FOR FILING

FM—Unassigned

Pacific Bestg. Co., Los Angeles—CP new FM station class B on Los Angeles area, subject to filing of objections to amendment, for extension of completion date.

Modification of CP

WIMB Birmingham, Ala.—MD. CP which authorized new FM station, to change trans. site, type trans., 10 kw, frequency to operate on 106.1 MHz, with 100 kw ERP, for operation on frequency, with approval of engineering details.

Assignment of License

KVOU Tilton, Ga.—License to cover, as modified, which authorized new AM station and authority to determine operation of station, for completion of ant., power.

Modification of CP

WCFI Chicago—MD. CP which authorized increase in power, change new FM station, subject to filing of objections to amendment, for extension of completion date.

WBT Charlotte, N. C.—MD. CP, as mod., which authorized installation of new DA-DN, for extension of completion date.

KOB Odesa, Tex.—MD. CP which authorized new AM station, for extension of completion date.

License for CP

KVOU Uvalde, Tex.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant., power.

Modification of CP

KFXM-FM San Bernardino, Calif.—MD. CP which authorized new FM station, for extension of completion date.

KCKO Tulare, Calif.—CP to change frequency from 1240 to 1270 kHz, increase power from 250 w to 1 kw, install new trans. and install DA-DN, AMENDED to change DA-DN.

AM—1540 kW

Dale S. Crowley, Washington—CP new AM station, 1540 kHz 1 kw D, AMENDED to change trans. location.

TV—8900-7050 kW

WIXX Chicago—CP to install new trans. change frequency, power, antenna, extension of ant. system, frequencies: 8900-7050 kHz via special for FM unit.

WMIX-FM Mt. Vernon, Ill.—MD. CP, site, which authorized new FM station, to change trans. site, ERP to 137 kW, change operating site above average terrain to 461 ft.; make changes in ant. system and change commencement and completion dates.

April 10...
ROGER W. CLIPP, general manager of WFIL Philadelphia, last week called for "television rates tailored to suit the budgets of local retail advertisers" at a meeting of advertising men and women at Philadelphia's Poor Richard Club.

Mr. Clipp spoke at "Television—Today and Tomorrow" a panel sponsored by WFIL, "Initial commercial television rates must be low enough to appeal to the average local advertiser," he declared. He said such a popular price policy will enable television broadcasters to begin operations with all their available programs on a commercial basis.

"Glamorous Hollywood settings for television shows can now be dispelled as being horse-and-buggy plans. It has been proved that most basically-good radio programs will make good television shows," The Denny

(Continued from page 18)

another expediting procedure at some later date.

He did express "hope" that the plan would meet the May 1 deadline insofar as Line 2 applications are concerned. These more engineering cases, which heretofore have had little chance of getting through the line in less than nine to 12 months, were primarily responsible for the expediting plan. If these are cleared up, Mr. Denny said, the engineers can then concentrate more fully on applications now in Line 1.

While he made no predictions, his views on the expediting procedure did not conflict with earlier forecasts that the more difficult cases—those in Line 2—would be completed probably by May 1 or within a few days afterward at the outside, while the simpler, Line 1 cases would not be [Broadcasting, April 7].

DeMille in Court

CECIL B. DeMILLE presented an argument for rights to membership in AFRA despite his refusal to pay one dollar political assessment in Nov. 1944, before California State Supreme Court on April 10. Neil McCarthy, counsel for Mr. DeMille, offered argument supporting contention following grant of such hearing by state’s highest court in February. Previously two lower courts had supported union’s right to expel him from membership. With expulsion, Mr. DeMille was forced to relinquish post of director-m.c.-narrator on weekly CBS Lux Radio Theatre.

ASK LOWER TV RATES

Prices Should Be Tailored to Local Advertising

Pocketbooks, WFIL Executive Asserts

Young and West Criticize Rising Advertising Costs

ADVERTISERS must reduce their costs by getting more for the advertising dollar, Thomas H. Young, advertising director of U. S. Rubber Co., and ANA board chairman, told the Chicago Federated Advertising Club Thursday. Paul B. West, ANA president, also called for increasing costs and said advertising techniques were proved sound during the war and can do a comparable job in building a better future. Both speakers doubted if advertising could double its budget in an effort to double the American economy. Mr. Young said that while product selling is the first problem of the advertiser, manufacturer and human relations are becoming increasingly important and will consume much of a proposed industry program prepared by a joint ANA-AAAA committee for presentation to the AAA next Thursday in New York.

Kearney to MBS

DON L. KEARNEY, on the sales staff of the Katz Agency, on April 21 joins the cooperative program sales department of Mutual Broadcasting System, it was announced last week.

GOP-FCC

(Continued from page 18)
Radio Technique Advised For GOP Women Politicos

Radio and advertising techniques for effective political action were urged last Thursday by Rep. Margaret Chase Smith (R-Me.) in an address to Republican women leaders.

Speaking before a luncheon of the National Republican Women's Club, Rep. Smith advised GOP women to take a cue from "day-time radio serials" to arouse greater political interest in women voters. Women, she said, do not like to listen to "stereotypes and stilted speeches at night" when they have less time to listen.

The morning hours, ordinarily devoted to the conventional serial type program, could be effectively used, she said.

Joins NBC Early

KSYL ALEXANDRIA, La., joined NBC on April 5, several weeks ahead of schedule, it was announced last week by Eastern Co. Woolley, NBC director of stations department. Owned by the Fox Broadcasting Co., the station operates full time on 250 w and 1400 kc.

Philco Denies Rumors of Video Relay Circuit

Reports that Philco Radio Corp. is preparing to establish a radio relay circuit for transmitting television programs between New York and Washington have been denied by Ernest B. Loveman, general manager of Philco's video station, WPTZ Philadelphia.

Mr. Loveman said that his company is "intensely interested" in the development of radio relays for television and that an exhaustive research program is being carried on in that field. He cited the "almost daily" pickup of programs from WNBT New York (NBC) for simultaneous broadcast on WPTZ, which last fall became the first affiliate in the NBC television network, as an example. These programs are transmitted to Philadelphia via a relay station designed, erected and maintained by Philco engineers.

Work is now under way to transform this one-way radio relay into a two-way proposition and tests have been made in sending signals from Philadelphia to New York. Mr. Loveman said, but he reported himself unable to say when this northbound relay may be ready.

COY DUTIES REALIGNED AT 'WASHINGTON POST'

WAYNE COY, executive vice president and general manager of WINX Washington, on May 1 will be detached from his duties as assistant to the publisher of the Washington Post to devote full time to the newspaper's expanding radio properties. In addition to WINX, he is supervising installation of a high-power FM adjunct, to supplement the present temporary WINX-FM. Facsimile experimentation also is under his direction.

R. C. O'Donnell, station manager, becomes assistant general manager.

Succeeding Mr. Coy as assistant to the publisher of the Post is Alexander F. Jones, managing editor since 1938. Named managing editor is James Russell Wiggins, for the past year assistant to the publisher of the New York Times and liaison with WQXR and other Times radio properties.

Eugene Meyer, who with Mrs. Meyer owns the Post, will serve as chairman of the executive board. Mr. Coy is a member of the NAB board representing small stations, and a member of the FM Assn. board. He is a former assistant to President Roosevelt.

 Floridians Meet

FLORIDA Association of Broadcasters will hold its annual meeting at the Tuttawithel Hotel, Birmingham, Ala., April 30, according to an announcement last week by FAB President Jim LeGate, WIOD Miami. FAB officers for the current year will be elected during the afternoon session.

Derr Is Named Assistant Sports Director of CBS

JOHN J. DERR, who has been on CBS Sports Director Red Barber's staff since September, 1946, has been appointed CBS assistant director of sports.

He succeeds Jimmy Dolan who resigned several weeks ago.

From 1939 until 1942 Mr. Derr directed the sports staffs of the Greensboro, N. C.

Mr. Derr Daily News and Evening Record. Entering the Army in April, 1942, he served 30 months in the CBI Theatre as sports editor of the CBI Roundup, the theatre's official newspaper. He also did several sports broadcasts for the AFMS.

Mr. Derr has been editor of Red Barber's five times weekly sports program on CBS since last January.
Battle Is On for Political Radio Time

Reece Asserts Free Time Given Truman April 5 Was ‘An Abuse’

BATTLE FOR radio time in waging the 1948 Presidential campaign was touched off last Monday by GOP National Chairman Caroll Reece.

Mr. Reece served notice on three networks—NBC, MBS and ABC—that he may request free time equal to that given President Truman during the $100-per-plate Jefferson Day dinner April 5. He declared the President’s address was part of the Democrat’s fundraising campaign and constituted “an abuse of radio facilities, and possibly a violation, of the spirit and letter of the legal restrictions upon political contributions by corporations.”

He estimated value of the free time at $30,000 in addition to approximately $200,000 brought to Democratic party coffers “as the result of the Washington dinner alone . . .”

Both parties are fully alert to radio’s effectiveness in reaching the electorate and both have benefited from free time. An appreciable amount of time was given the GOP during its Lincoln Day campaign for funds. Republican Congressmen are heard regularly by radio listeners in home districts, either through regularly scheduled live broadcasts or by recordings made in Washington and shipped to stations. At least 25 GOP Congressmen have weekly or bi-monthly programs—presented as public service—with possibly an additional 50 legislators expecting to complete arrangements for free time.

Statistics Unavailable

A significant number of Democratic Congressmen enjoy the same air privileges although party headquarters in Washington does not yet have statistics available.

During the 1946 Congressional elections Democrats and Republicans alike bought time from the networks and local stations for the avowed purpose of raising campaign funds for an abuse of radio facilities, and possibly a violation, of the spirit at least of the legal restrictions upon political contributions by corporations. I realize, of course, that this is an inherited abuse for which I am not inclined to hold the broadcast networks responsible. In fact, in my opinion, one of the many heritages

from the days when public office was considered private property, I fear the impression has grown up that radio time is a royal prerogative, some how to be given without question whenever requested and without regard for the purpose to which it may be devoted. I feel confident that the broadcasting industry must regard this not only as a nuisance, but also as a very expensive nuisance, for the reason I have indicated above. I am sure that the broadcast networks are in no doubt about having the nation’s broadcasting facilities tied up for purposes a time when many would prefer to listen to their programs and news in the normal manner.

However, this use of radio free time has been approved, and so long as the present Administration remains in power, I see no possibility of a change in that situation. In view of or the frankly partisan nature of the address delivered by Mr. Truman (in addition to the fund-raising phase to which reference has been made) I believe that I would be justified in asking on behalf of the Republican Party that an equal amount of free time at a comparable time be made available. I do not think this would suit the convenience and interests of the Party, but I assure you, however, that if such an allocation of free time were made I believe it would be used for proper political purposes—not as an excuse for extracting reluctant campaign contributions from the pockets of office-holders.

I do not at this time make that request, but I think in all fairness I should let you know of my close possibility if future developments should give me cause to change my opinion. Thus, an excerpt from a radio announcement: "You may be able to see us in color in Los Angeles or Los Angeles in color."
NAB Area C Districts Holding Two-Day Parley in Kansas City

NAB resumes its area and district chairman's meeting (Continued from page 14) in Area C (Districts 10 and 12) convening at the Muehlebach Hotel, Kansas City, in a two-day session with a radio news clinic to be held Wednesday. (See other meetings in Upcoming, page 92.)

Now staffed to perform a complete trade association service for the broadcasting industry, NAB will have six members of its headquarters executive crew at the area meeting. Harold Fair, new program department director, will attend the meeting as a representative of WHO Des Moines, a District 10 station, and assume his association duties at the close of the meeting.

The Kansas City agenda will follow along the general lines of the West Coast area and District 14 meetings held last January in San Francisco and Salt Lake City. District 10 director, John J. Gillin and District 12 director, William B. Way, KVOO Tulsa, are not up for reelection this year, since even-numbered districts have elections in even-numbered years.

Judge Miller to Speak
President Justin Miller will discuss regulatory, legislative and public relations activities in his opening talk. A. D. Willard Jr., executive vice president, will report on general association activities, the headquarters operation and the campaign to promote interest in public service broadcasts of stations.

With industry attention centered on work of the Special Standards Macklin, vice president; Tom E. Hill, secretary, and Norbert J. Dor- sel, treasurer. Messrs. Macklin, continue his brothers, are officers of John H. Coffin Co., department store. W. R. Macklin also holds one-eighth interest in Richard P. Ernst Realty Co., which owns three of the six Covington movie houses. Mr. Hill is partner and general manager of G. W. Hill & Co., grocery firm, and secretary and general manager of the Ernst Realty Co. Mr. Dorsel heads Dorse Co., New York, Ky., flour and food company. Mr. Miller, brother of A. L. Ellerman of the proposed grantee, is president of H. Ellerman & Sons.

The Commission found that the stockholders of both applicants are local residents with "impressive records of public service activities.

Although Covington has a population of 62,018, it is considered a part of the metropolitan area of Cincinnati and therefore the proposed 0.5 mW/m² service area will embrace 937,167 persons. The Commission also found that slight interference will result to WIBC Indianapolis under that station's new 50 kw operation (see page 91), but FCC said such "interference can be considered negligible."
are conflicting requests, stations now in operation will be given preference "except where transmitter location makes it desirable from an engineering viewpoint to assign another channel."

The FM channel reservation plan, withholding certain frequencies from assignment until July 1, would not be affected except that the reserved Class A channels would be 224, 240, 272, and 288, instead of 297-300, inclusive. Class B channels are reserved on the basis of one out of every five allocated to a particular area.

The proposed standards changes would involve establishment for the first time of interference standards for stations operating 400 and 600 kc apart, although they make no specific proposals in this respect. Officials said tests of receivers are now in progress which will help to determine what proposals should be made.

The changes also would provide for assignment of Class A stations in the same manner as Class B stations with respect to interference contours, replacing the simpler mileage-separation method currently used with Class A's. FCC called this a "minor procedural problem which would not appear to restrict the development of Class A stations."

Channel Availability

It was pointed out that since some Class B channels would be adjourned to Class A's, "the availability of Class A channels to a given area is governed not only by the number of previous Class A assignments, but also by the number and location of Class B assignments in that area. However, in all areas examined to date the number of Class A facilities is equal to or exceeds the number previously available."

With a normal separation of four channels would prevail between Class B assignments in the same city or metropolitan area, FCC said, "a minimum of 400 kc (alternate channel separation) would be used between Class A and Class B stations in adjacent cities in a few areas where the demand requires."

But, the Commission added, "it is expected that only in a few areas will it be necessary to employ this minimum separation. In these cases it is expected that the difference between the two classes of stations will limit the interference to the Class B station to a small area around the Class A station, and will permit the Class A station to serve its community and adjacent area."

FCC pointed out that its adoption of the alternate-channel system of allocations within a city, in September 1945, was based on a hearing at which, from "information and testimony, it was concluded that FM receivers would not be subject to objectionable interference from stations operating on alternate channels (400 kc removed from the desired station)."

"Recent developments," the Commission continued, "appear to indicate that such operation results in interference in many of the receivers being produced at the present time."

It was pointed out that there are now 34 stations in 13 cities in operation on alternate channels from other stations in their respective cities. Few listeners, but several stations, have reported either interference or difficulty in identifying stations close together on the dial, FCC said.

"Assuming that receiver characteristics are a governing factor in FM allocations, the Commission said it is studying selectivity and other characteristics of present receivers and is attempting to anticipate probable characteristics of sets to be produced in the future."

The proposed changes make no provision requiring Class B stations to be located outside the city in which it has main studios. They do continue the requirement that Class A stations locate their transmitters as near the center of the city as possible.

Much of the actual experience behind the proposed changes was gained in tests of alternate-channel operations of two stations at Syracuse, N. Y. —WSYR-FM and WFB-L-FM—at which John E. Doane of FCC's FM Engineering Section represented the Commission. The contemplated changes and the new allocation plan were drawn up largely under the direction of Chief Engineer George P. Adair and Cyril M. Braun, head of the FM Section of the Engineering Dept.

The Commission provided that persons opposing or wishing to modify the proposed rules and standards changes may be heard in an en banc session May 8-9 provided they file briefs or written statements by May 1. Fifteen copies of each brief and statement should be filed.

ARCHITECT'S drawing of new studio-transmitter-office building of KTBI Tacoma, Wash. All operations of KTBI will be moved into the structure when station shifts frequency at a date yet to be announced. KTBI probably will be occupying its new quarters by mid-April, according to H. J. Quillinan, president.

RGW

(Continued from page 17)

pendent contractors and hence outside the limitations of collective bargaining.

The Guild claims a membership in New York, Hollywood and Chicago of 1500, of whom only 300 are employed on staffs. All others, including those writing under contract, are considered as freelance workers.

Earnings of individual Guild members vary from as high as $75,000 a year to as low as a few hundred dollars, according to the Guild's own reckoning. About 50% of the members earn less than $2000, a year, the Guild claims, many of them writing for radio on a part-time basis.

At the New York meeting last Monday, Oscar Hammerstein II, president of the Author's League, parent organization of the Guild, pledged the League's support of a strike action. Richard Rodgers, president of the Dramatics Guild, and Christopher LaFarge, president of the Author's Guild, also promised the support of their organizations. A telegram from the West Coast Screen Actors Guild promised financial assistance in the event of a strike.

Sale Approved

SALE of Dickinson (N. D.) Radio Assn., permits of KDIX Dickinson (1230 kc, 250 w), to group of local business and professional men for approximately $21,500, has been given FCC approval. Trans- fer is designed to answer duopoly questions evoked when KGCU Xand- dan, N. D., applied for 1 kw instead of 250 w on 1270 kc. Sellers: W. H. Walton and F. M. Foster (28% each), and Robert Cummins (10%), all having interests in KGCU, and P. J. Weir (28%). Mr. Weir has 14% in new partnership; others: W. K. Johnson, W. O. Rabe, F. P. Whitney, C. R. Du- kart, Leroy Moorman (14% each); W. E. Reigel (10%); F. J. Basefieg (6%).
ANA (Continued from page 15)

At an earlier session Tuesday, BMB came in for criticism along with newspaper and magazine readership studies from Dr. D. R. Lucas, technical director of the Advertising Foundation and vice chairman of the Dept. of Marketing, School of Commerce, New York U. Dr. Lucas termed the findings of BMB as "inflated and not statistically correct." BMB President Hugh Feltis said in rebuttal that Albert Politis' independent check of BMB findings denied Mr. Lucas' statement and that area sampling in the New York area indicated that while mathematical variations might exist they did not affect ranking of radio listenership for stations in the area. Mr. Feltis said the 10% undercoverage by BMB disposed of such variations.

Endorse Second Study
ANA unanimously adopted a resolution urging BMB to subscribe to the second study to be made by BMB in March 1948. The ANA took the action following an address by Mr. Feltis at the radio council meeting on the opening morning of the convention.

The resolution said, in part: "Be it resolved that ANA is grateful to broadcasters who by having financed BMB evidenced the desire to provide advertisers with factual, unbiased and uniform audience information. Be it further resolved that advertisers make extensive use of BMB data to increase the effectiveness of their radio advertising."

The ANA gave a vote of thanks to its own BMB board and radio committee for their efforts toward solving problems involved in making its first study.

Concluding meeting Wednesday was sponsored by the ANA holding equipment group. Marshall Adams, advertising director of Mufflin Manufacturing Corp., called for endorsement of a proposed plan to establish a nationwide service in 5,000 cities which would enable customers to learn the names of local dealers or distributors of nationally advertised products through Western Union. Mr. Adams said the service would enable advertisers to check directly the results of all media advertising, including radio, and could be started as early as October.

Future of Advertising
The future of advertising as reflected in the addresses of almost all speakers at the ANA sessions could be summed up as follows: "The first study notes that during the war years and the sellers market following the war advertising had a comparatively easy time. But the easy days are about over; selling and merchandising are becoming competitive. Advertising must harden its muscles. It must get itself in condition for tougher days ahead."

Tower Help Found
KGBS Harlingen, Tex., Musical Clock program, provided the setting for what the situation describes as a demonstration of the effectiveness of radio advertising. Bill Porter, KGBS chief engineer, was chatting informally with Steele McAlhanan, announcer of the show, about the need for extra climbers to help in the construction of the station's new 420 ft. tower. Within five minutes two experienced men had called the station, the KGBS management reports, and within an hour seven men had reported at the station for work.

BROADCASTING FORUM TO OPEN AFA MEETING
RADIO departmental will be held May 26 under NAB auspices at the 43d annual convention of the Advertising Federation of America, in Boston. The program will be held from 9 a.m. to 12:15 noon on the opening morning of the convention.

Participating will be Dr. Kenneth H. Baker, NAB research director, who will discuss the NORC survey "The People Look at Radio." Frank J. Pellegrin, NAB Director of Broadcast Advertising, will show applicability of the NORC survey to radio sales and advertising and discuss the Joske retail report.

Hugh M. Feltis, BMB president, will speak on "Measuring Radio Acceptance." Harold Fellows, general manager of WEER Boston, a member of the convention committee, is in general charge of the department.

Sarnoff to Speak
BRIG. GEN. DAVID SARNOFF RCA president, and Cesar Saerchinger, official radio commentator of the American Historical Assn. on NBC, will participate in a New York Times-sponsored panel on "Does World Peace Depend Upon Free Communications?" on April 24 in Times Hall, New York.

Sen. White Declines
STATE DEPT. reported last week that Sen. Wallace H. White Jr. (R-Me.) had turned down its invitation to head U.S. delegation to the International Telecommunications Conference beginning May 15 in Atlantic City. Francis Colt deWolf, Chief of State Dept. Telecommunications Division said FCC Chairman Charles R. Denny Jr. had been promised to inform Sen. Wallace's place. Mr. Denny's choice will be final when it is approved by President Truman.

Record Firms Deny Dealers Repressed
Longer told Veterans Will Get Aid in Opening Businesses
MAJOR RECORDING companies have assured Sen. William Langer (R-N. D.) they will do everything possible to help veterans desiring to set up as dealers.

Assurances came from RCA Victor, Loew's Inc., Decca and Columbia Records after hearings held April 5 (BROADCASTING, April 7) to explore complaints that manufacturers' practices had injured or repressed small dealers.

Testifying before Senator Langer were: J. W. Murray, RCA vice president in charge of Victor Record Co.; Leopold Friedman, vice president and secretary, Loew's Inc. Jack Kapp, president, Decca Records Inc.; and Edward Wallerstein, Columbia Recording Corp.

The record men all declared their distribution systems did not discriminate against dealers. They explained that they could not supply dealers with enough records to meet consumer demand, and that this shortage had of necessity limited the number of new dealers who could economically be permitted to operate. In spite of the lag of production, they said, expansion of the recording industry already has permitted like expansion in the number of retail outlets, many of which are going to veterans.

Langer Explains Action
Senator Langer told BROADCASTING he was principally interested in bringing veterans' problems to the attention of manufacturers. He indicated that eagerness of manufacturers to help small retailers had impressed him, and that his future efforts will be to see suggested corrections in distribution carried out by the industry. He has instructed the Federal Trade Commission, meanwhile, to make a survey of the recording industry to determine whether there have been any illegal mergers. FTC inquiry is being made by William Blair, assistant chief economist.

VIDEO CLAUSE INCLUDED IN SCREEN ACTORS' PACT
TELEVISION will be covered in a projected contract being offered to Hollywood's motion picture studios by the Screen Actors Guild, it was announced last week. The pact will be a renewal of the ten-year basic contract which expires May 15.

New term contracts as drawn up by the Guild for individual actors permit them to retain earnings from television. Our advertising feature will be embodied in the new overall contract being negotiated by the Guild with the film studios.

Further, no member of the Guild will be permitted to appear in video where audiences must pay to view the telecast, if the union has its way.

Gainsborough ASSOCIATES INC.
SUITE 1200
507 FIFTH AVE., N. Y.

Studebaker builds national sales with locally produced spot radio programs

JOHN BLAIR & COMPANY
REPRESENTING RADIO STATIONS

END
Nationwide FM Service Seen by 1948

Set Makers Pledged To Promotional Cooperation

LOOKING ahead to Jan. 1, 1948, makers of radio receivers and transmitters foresee FM broadcasting actively operating as a nationwide service with a complement of finished equipment that will include:

- 620 transmitters of 1 kw and up, manufactured by the end of 1947, along with 90-250 w transmitters.
- 2,000,000 receiving sets shipped from factories in 1947.
- FM set production at a year-end rate of 5,000,000 per year, and still climbing.

Based on a "realistic" report on the outlook of FM, a special committee of the Radio Manufacturers' Assn. last week reported on its survey of FM plans of receiver and transmitter makers. The committee found set makers planning to produce 2,665,949 receivers with FM circuits in 1947. Allowing for production difficulties, the committee estimated 1947 FM set output between 1,600,000 and 2,100,000.

FMMA prepared its survey at the suggestion of FM Assn. and revealed the figures at a joint RMA-FM luncheon meeting last Tuesday at the Hotel Statler, Washington. The RMA survey committee was named by RMA President Ray C. Cosgrove, Crosley Corp., with L. F. Hardy, Philco Corp., as chairman.

FLOW OF FM SETS from production lines is increasing at rate of 23% a month, RMA told FM Assn. at joint luncheon Tuesday. Present were (seated, 1 to r): Everett L. Dillard, WASH Washington; Ray H. Manson, Stromberg-Carlson Co.; A. White, Philco Corp.; Leonard Marks, FMA general counsel. Standing: S. F. Taylor, Western Electric Co.; E. A. Nicholas, Farnsworth Television & Radio Corp.; Bond Geddes, RMA; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA; Arthur Freed, Freed Radio Corp.; L. F. Hardy, Philco Corp.; RMA President Ray C. Cosgrove, Crosley Corp.; H. C. Bonfig, Zenith Radio Corp.; Wayne Coy, WINX-FM; E. L. Hall, Pilot Radio Corp.; Bill Barlow, FMA; James Seecrest, RMA.

The meeting was the first of a series of joint discussions by the two groups. Next meeting will be held in late May with FMA as host. At that time FMA will report on FM programming.

Cooperation Pledged

RMA pledged cooperation with FMA's promotion campaign designed to educate the public as to the advantages of FM. FMA pledged to support RMA in its promotion work. The RMA committee disapproved the "don't buy a set without FM" campaigns, which FMA explained it does not endorse. FMA asserted that it favors a positive approach in urging the public to buy FM sets. RMA approves this type of promotion.

Few cheap sets will be made in 1947, according to the RMA survey, which shows 43,000 table AM-FM sets to retail under $50; 810,720 AM-FM table models to retail over $50.

Production plans include 1,596,729 AM-FM consoles with phonograph, 70,000 consoles without phonograph, according to the estimates. Only 146,000 FM-only sets will be manufactured.

RMA's estimates show a 23% rate of increase per month in production of receivers with FM, increasing from 81,318 last January to a predicted 425,000 next December.

In January, FM sets comprised a little over 3% of the 1,564,171 units of all kinds made by RMA members (over 90% of total industry capacity). Next December FM sets will comprise 35% of total production, according to the manufacturers, or 64% if auto, battery and export sets are excluded.

Most of the FM sets produced in 1947 will go to regions having FM service, manufacturers say.

These regions will be served by 700 FM stations, FCC Chairman Charles R. Denny has predicted.

Transmitter production in the FM category this year, according to RMA's estimate will include 90 units of 250 w power; 230 of 1 kw; 205 of 3 kw; 185 of 10 kw.

Manufacturers are delivering some 3 kw and 10 kw transmitters now, with most firms delivering FM growth will be gradual and that cheap FM sets would be a mistake at this time.

"Any such set would necessarily with today's knowledge, be low in sensitivity and have poor selectivity in relation to the established standards of AM," RMA warned. "Such performance would do irreparable harm to FM before it had a chance to prove itself as a service."

RMA reported that FM is a "tremendous new advance." It continued: "It is true that under the right conditions, FM supplies certain advantages to the consumer. As far as the public is concerned these advantages will be realized when stations of sufficient power are broadcasting, and their radio set is of such a character as to allow them to receive the transmission with the lack of noise and the added fidelity that are inherent in FM. In addition to this, however, the program material must be of such nature as to attract the listener and make him want to make the necessary additional investment in the radio product which is required by the added FM service."

FMA accepted this warning.

GOOD MORNING FOR YOU!

You'll always find a good morning at CLEVELAND'S CHIEF STATION. WJW has walked away with the greatest morning audience in Cleveland—and for many months.

Yes—WJW mornings are beautiful! And—because advertisers have seen what the daytime Hoopers show—they know that WJW also delivers more afternoon listeners per dollar than any other Cleveland station!
along with RMA's reminder that AM program service, with 60,000,000 listeners, has developed over a quarter-century, as a criticism of FM. RMA's reminder of FM where increased cost appear such an added service should take enormous production ance, await better transmitter and speakers.

RMA declared it logical that such an added service should first appear in expensive receivers, where increased cost can be most readily absorbed. The RMA report said low power of FM transmission requires "great sensitivity and selectivity in the receiver, with good audio systems and speakers. Low-cost FM sets await better transmitter performance, it added. FMA took the position that coverage of FM transmitters with 1 kW or more surpasses that of regional AM and even some 50 kw outlets.

Dual System Problems
RMA's committee said AM stations still far outnumber FM, with many sections lacking service, and said it does not "propose to penalize that segment of the buying public which is interested only in AM reception by imposing the additional FM services and costs into receivers of their choice." Set makers must maintain high volume AM production if they are to produce FM sets in quantity, the committee said.

The RMA report said greater cooperation between receiver manufacturers and broadcasters is essential for a large FM audience. Total production of all kinds of radio sets in March was 1,385,399, according to FMA's monthly publication. The figures were prepared in time for the RMA-FMA meeting and are not complete in some categories. Production in January was 1,564,771 units, in February, 1,579,966 units.

Output of table models under $12.50 factory billing was 60,138 in March, a sharp falling off from the 115,227 sets in this class produced in January. This trend reflects signs of saturation in the lowest price field. Output of table models over $12.50 billing in March was 594,881 models, also down from January and February.

March output included 7,443 AM consoles, 2,685 AM-FM consoles, 122,312 table-phonograph models without FM and 4,214 with AM-FM; 90,058 AM phonographs, 56,250 console phonographs with AM-FM; 183,252 portable AC/DC battery sets, 38,428 table battery sets, 187,916 battery sets.

Television output in March (not complete for some producers) included four converters, 5,346 table models, 1,179 direct view consoles, 97 projection consoles, 21 direct view telephonic-phonograph models, two projectors television-phonograph models.


FCC's Sterling Delivers Keynote Speech At FMA Region 1 Convention in Albany

GEORGE E. STERLING, chief engineer designate of the FCC, will deliver the principal luncheon address at the Region 1 meeting of FMA Assn., conv. e n t in today (April 14) at the Ten Eyck Hotel, Albany, N. Y. The meeting marks the first regional session of FMA. Attendance of 400 was predicted by Bill Bailey, FMA executive director, with manufacturers and broadcasters alike registering in large numbers.

Leonard L. Aach, temporary region chairman, will open the meeting, with response by Roy Hofheinz, FMA president. Morning program includes premiere of the General Electric color film "Natural Color FM." After broadcast of a special NBC symphony program from WQGM Schenectady, Prof. Edwin H. Armstrong, FM inventor, will speak on "Development and Future of FM." Winding up the morning session will be a panel including Jack Gould, radio editor, New York Times; Fritz Updike, publisher of the Sentinel, Rome, N. Y.; Bruce Robertson, senior associate editor of BROADCASTING; Carlos Franco, Young & Rubicam; Richard P. David, general manager of H. S. Barney Co., Schenectady; Helen Wood, WIBX-FM Utica, N. Y.; and a Schenectady housewife.

Mr. Sterling

Luncheon toastmaster will be Harold E. Blodgett, WBCA Schenectady. Also speaking at the luncheon will be Mr. Hofheinz; Leonard H. Marks, FMA general counsel; Mr. Bailey; Everett L. Dillard, WASH Washington.

Panel on facsimile will feature John V. L. Hogan, president of Radio Inventions Inc. and W. G. H. Finch, president of Finch Telecommunications Inc. A panel on FM programming will include El liott Sanger, WQXQ New York; Morris Novik, consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Thomas F. McNulty, WMCP Baltimore. Election of officers will conclude the proceedings.

Chandler Named

PHILIP CHANDLER, vice president and general manager of Los Angeles Times-Mirror Corp., has taken over pro-tem supervision of the organization's FM and television interests following the death of Harry Miller. Mr. Miller served as assistant to the publisher in addition to handling the Times-Mirror's radio activities.

WCAU Weatherman

WEATHER program with a new twist is now presented Monday through Saturday afternoons by WCAU Philadelphia as a public service. Dr. David M. Ludlum, director of meteorology at Philadelphia's Franklin Institute, answers laymen's questions about the mysteries of weather forecasting. During the war Dr. Ludlum served as weather adviser for the invasions of Africa and Europe.

John F. Manierre

JOHN F. MANIERRE, 44, chief of the FCC Chicago Law Dept., was found dead in his wrecked plane April 6 atop a mountain between Harmon and Davis, W. Va. He had been missing since March 25 when he took off from Huntington, W. Va., to fly to Washington and was lost in stormy weather [BROADCASTING, April 7]. Funeral services were held Thursday at Mr. Manierre's home town of Winnieks, Ill. Ray Lewis of the Commission's legal staff represented the FCC.

CKEY Toronto is installing a new 5 kw Continental transmitter and building an addition to its transmitter building at Scarborough Bluffs, east of Toronto.

NO matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language persons—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:

2,350,000 Jewish speaking persons
2,103,727 Italian speaking persons
1,130,000 German speaking persons
786,456 Polish speaking persons
350,000 Spanish speaking persons
6,817,127 foreign language prospects

That you get the whole picture. Our trained, experienced person depar tment will assist in translating your copy. Remember WBNX means New York coverage in your language. Photo: Lotte Stern for You get the whole picture with WBNX

April 14, 1947 • Page 85
As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

Trends
(Continued from page 17)
including such things as specific retail and wholesale outlets, number of competitive products in the field, etc."
"Market data rarely forthcoming, even when requested from the station"
"Standardized market information"
Six per cent want to learn more about the stations' current sponsor list:
"More station logs showing users of spot—so that we may avoid program conflict with stations' list of clients and their purchases"
"Complete sponsorship data in connection with program logs"
Four per cent of the agency respondents make program log change suggestions. Included are:
"Weekly instead of monthly program logs"
"Have all program logs list adjacent chains—only approximately 40% are doing this"
"Special local event calendar"
"Program descriptions"
Among the miscellaneous group (6%) are these observations:
"(Have data) honest—not astronomically"
"Need complete facts in a standard form"
"Research"
"Radio stations do not coordinate what facts they have at present. If they would assemble the material they have, it would be very helpful as well as provide uniform measurements"
Because of the continuing controversy over the value of station merchandising and promotion activities, the agency panel was asked:
"What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?" (See Table III.)
A majority of the panel consider every item of value (either "great value" or "some value") in aiding a radio campaign.

Reactions of Agencies
Agency executives are most enthusiastic about station newspaper advertising, least impressed with dealer bulletins. Two out of every three feel that such promotion (newspaper advertising) is of great value; 27% find it of some value; only 9% see little or no value in it.
"Courtesy announcements and newspaper publicity both rank high in the minds of agency people. Although 35% of the panel endorse wholesale dealer calls as being of great value, 19% find them of little value, and 8% see no value at all in them. Low on the list are movie trailers, listener publications, and dealer bulletins, none of which rates more than 20% in "great value," although a majority still find some value in them."
When asked:
"'Which of the services would you be willing to pay more for station time to obtain?' the replies were:

<table>
<thead>
<tr>
<th>TABLE IV</th>
<th>% of All Respondents</th>
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</thead>
<tbody>
<tr>
<td>Newspaper advertising</td>
<td>21%</td>
</tr>
<tr>
<td>Dealer calls</td>
<td>16</td>
</tr>
<tr>
<td>Car-cards</td>
<td>16</td>
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<tr>
<td>Counter displays</td>
<td>9</td>
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<tr>
<td>Wholesale calls</td>
<td>8</td>
</tr>
<tr>
<td>Bill-boards</td>
<td>7</td>
</tr>
<tr>
<td>Window displays</td>
<td>7</td>
</tr>
<tr>
<td>Courtesy announcements</td>
<td>6</td>
</tr>
<tr>
<td>Listener publications</td>
<td>3</td>
</tr>
<tr>
<td>Movie trailers</td>
<td>3</td>
</tr>
<tr>
<td>Dealer bulletins</td>
<td>1</td>
</tr>
<tr>
<td>None</td>
<td>4</td>
</tr>
</tbody>
</table>

*Percentages add to more than 100 because some respondents listed more than one item.

Analysis of the replies to this question reveals a close correlation between the general appraisal of these merchandising and promotion methods (Table III) and the order in which agency executives would be willing to pay for them. The sole exception is courtesy announcements, which 57% feel are of great value, but only 6% would pay more for. Presumably agency people feel that no outside costs are involved and consequently that such service should be offered gratis by stations.

Throughout, the number of those willing to pay for these services in proportion to those who feel they are of great value (Table III) is low—rarely exceeding one-third. Thus, only one out of every three who feel that any service is important is willing to pay more for station time to get it. Forty per cent of the respondents state that they feel none of the services should cost more, regardless of its value. Presumably, this group feels strongly that stations should render these services as part of their current performances.

The second portion of this ballot will be reported in BROADCASTING April 29, when the panel's views and preferences on rate card forms and frequency discount structures will be released.

NEA URGES PROTESTS ON UNFAIR PRACTICES
NATIONAL ELECTRONICS Distributors Assoc. urged business and Congress last Wednesday "to join together" in protest against unfair union practices.

NEA's executive secretary, Louis B. Calamaras, sent a message to Congressmen urging amendment of the National Labor Relations Act to prevent secondary boycotts. The message, addressed to all members of both Senate and House Labor Committee, was cabled Wednesday morning.

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Mr. Calamaras wrote that Assoc. Radio Distributors of San Francisco, an NEA member, "faces economic ruin" because of a fictitious labor dispute imposed by Warehousemen's Local 860, AFL. He said the local had requested privilege of soliciting union membership from "non-unionized employees. The request was granted willingly. When the solicitation failed, he continued, "the Union representative informed Associated that unless pressure was put upon the employees to join the Union, a picket line in front of the establishment would commence."

Refusal of the distributor to accede to Union pressure has resulted in virtual stoppage of business because "the public believing that an honest labor dispute exists is refusing to patronize the place."

What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?

<table>
<thead>
<tr>
<th>TABLE III</th>
<th>Percent of All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Promotion and Advertising</td>
<td>Great Value</td>
</tr>
<tr>
<td>Newspaper advertising</td>
<td>66%</td>
</tr>
<tr>
<td>Courtesy announcements</td>
<td>57</td>
</tr>
<tr>
<td>Newspaper publicity</td>
<td>34</td>
</tr>
<tr>
<td>Dealer calls</td>
<td>28</td>
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<tr>
<td>Billboards</td>
<td>37</td>
</tr>
<tr>
<td>Wholesale calls</td>
<td>29</td>
</tr>
<tr>
<td>Car-cards</td>
<td>46</td>
</tr>
<tr>
<td>Counter displays</td>
<td>42</td>
</tr>
<tr>
<td>Special letters to dealers</td>
<td>39</td>
</tr>
<tr>
<td>Window displays</td>
<td>43</td>
</tr>
<tr>
<td>Movie trailers</td>
<td>33</td>
</tr>
<tr>
<td>Listener publications</td>
<td>45</td>
</tr>
<tr>
<td>Dealer bulletins</td>
<td>36</td>
</tr>
</tbody>
</table>

INTERNATIONAL BROADCASTING
BMB Adds Five New Directors, Retains AAAA Board Members

FIVE new members have been elected to the board of directors of the Broadcast Measurement Bureau, three by the NAB to represent broadcasters and two by the Association of National Advertisers for their members, it was announced on Tuesday by the BMB. All representatives of the American Association of Advertising Agencies were re-elected.

The NAB's new directors are Hugh M. Beville Jr., director of research, NAB; E. P. H. James, manager of sales operations, MBS, and Hugh Terry, manager of KLZ.

HUGH FELTIS LEAVES N. Y.
ON SPEAKING JUNKET

Hugh Feltis, BMB president, left New York April 5 on a three-month coast-to-coast tour during which he will address 14 NAB district and regional meetings in addition to special meetings of advertisers and agencies, called to discuss BMB. He will also talk before meetings of BBM, Canadian counterpart of BMB, the Advertising Federation of America, the Los Angeles Advertising Club and the Advertising Assn of the West.

The speaking dates currently scheduled are: NAB district and regional meetings—Kansas City April 14, Houston April 21, Roanoke April 28, Birmingham May 1, New York May 8, Chicago May 8, Baltimore May 27, Boston June 2, Portland, Ore., June 17, San Francisco June 26 and Los Angeles July 2.

Mr. Feltis will discuss BMB with advertisers and agencies at meetings in Kansas City April 16, San Antonio April 18, Houston April 23, Memphis April 25, Baltimore May 28, and San Francisco June 27.

He will address the AFA in Boston May 28 and speak before the BBM in Toronto June 2, Winnipeg June 6 and Jasper June 8. On June 23 Mr. Feltis will speak before Advertising Assn. of the West at Sun Valley and he will be the speaker at the Los Angeles Advertising Club July 1.

Herrick Forms New York Video, Commercial Firm

A NEW television and commercial firm has been formed by F. Herrick, producer of commercial films, with offices and studios at 112 West 89th Street, New York. Mr. Herrick, president of the organization, recently produced the Let's Go Skating film.

Thomas R. Cox Jr., former national sales manager of ABC affiliates, Waterbury, Conn., and WNBAB Bridgeport, Conn., is general sales manager of the organization and Joe Bratton, assistant radio director of Erwin, Wasey & Co., New York, is associated in an advisory capacity.

Lost and Found

VIDEO for lost and found is a newly discovered purpose of medium by the staff at KFI Los Angeles. At a recent demonstration, a tearful young girl aware of her father's absence concluded she was lost. Recognizing her plight, Ronald C. Oxford, station's executive producer, put the girl before the cameras. Elsewhere in the building, her father recognized his daughter on the screen and claimed same promptly.

BMB'S REPORTS SOUND, RESEARCH EXPERT SAYS

BMB'S REPORTS based on "once a week or more" listening habits are "theoretically sound," Alfred Politz, New York research expert, declared in an address before the Chicago chapter of the American Marketing Assn. April 8.

Mr. Politz described various problems associated with reader sampling and then launched into results of a re-check of BMB returns from a "typical" radio family area near New York City. He said BMB's restriction of station listening was kept low because it produces an audience close to the number of people who "can" listen to a station. A higher requirement of daily or weekly listening, he declared, would confine the audience to people who like programs on a particular station, which would have no relation to audience distribution.

Mr. Politz praised BMB's low cost, estimating that to arrive at a nationwide precision sample covering 3,000 counties, towns and cities would have cost one or several million dollars more than the cost of the combined quota and mail survey of BMB.

He said that had BMB attempted to measure likes and dislikes related to program popularity the entire purpose of the survey would have been defeated.

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.
Help Wanted

Wanted—Announcer—engineer for progressive AM/FM station. Must have 2 years experience. Send resume to Box 15, BROADCASTING.

Wanted—Time salesman, 15% commis- sion on sales. Established time. Box 63, BROADCASTING.

Promotion manager—3 kw network sta- tion with 35 year local background. Several years’ experience in sales promotion and advertis- ing. Excellent opportunity in growing station. Send resume to Box 41, BROADCASTING.

Chief engineer—7 kw Independent AM, FM, and TV. Strong and creative management. Must be experienced in selling, personnel, and technical management. Box 28, BROADCASTING.

Market manager—5 kw AM, 3 kw FM. Must have a complete understanding of programming, sales and promotion. Box 77, BROADCASTING.

Marketing manager—AM/FM with FM over winners. Must have at least three years’ experience. Must understand the needs of the community and be able to meet them. Box 14, BROADCASTING.

Executive producer—AM/FM. Must have at least two years’ experience. Must have excellent communication skills and a complete understanding of programming. Box 11, BROADCASTING.

News director—AM/FM. Position available July Ist. Extensive experience in all phases of broadcast engineering including consulting. Box 34, BROADCASTING.

Assistant news director—AM/FM. Must have at least one year of experience. Box 29, BROADCASTING.

Staff announcer: a top Florida station has openings for thoroughly experienced, all serious applicants. Permanent position with future, Sales plus an entertainment background, experience and photography first. Box 157, BROADCASTING.

We need an engineer, $30-$35 weekly. We need a first class engineer with announcing ability. Needs woman’s director with announcing and operating ability if interested. In fast growing station. Southern write salary expected to Box 152, BROADCASTING.

FM time salesman wanted for New York City station. Must have age, experience. Box 166, BROADCASTING.

Wanted—Chief engineer, new 5 kw sta- tion. Must have experience in radio and television antenna experience preferred. Experienced engineer. Box 170, BROADCASTING.

Announcer—Full growing midwest network outlet, city 100,000, wants experienced news men. Must have knowledge of all phases of news work. College degree, excellent typewriting. Box 174, BROADCASTING.

Manager wanted by 14 year old 250 watt station in prosperous midwest city. Must like sports and be a good manager. Box 19, BROADCASTING.

Central control operator with first class license. Send references and complete details on experience. Also picture. Box 192, BROADCASTING.

Announcer with first phone $60 weekly to start. ABC affiliate. KENO, Las Vegas, Nevada.

Combination engineer-announcer wanted—Must be experienced in both on- and off-air phone ticket. Experience desired but not necessary. Must be able to be contacted immediately by telephone or wire giving full details. Box 178, BROADCASTING.

Combination men for new 250 net station. Rugman & Son, Scranton, Pa.

Program director for new 500 watt day- time station. Must be experienced in both on and off air. Must handle news. Box 1, BROADCASTING.

Assistant advertising manager. Better than average opportunity for man who qualifies. Send resume. Box 3, BROADCASTING.

New local station scheduled to open about May 1, will need two combination announcers-engineers, announcer and newscaster also experienced office secretary. Must be able to type. Include re- cent photo or snapshot. KKLO, Lewistown, Montana.

Situations Wanted

Assistant sales manager with knowledge traffic, station relations, sales, ET serv- ice, production, and other business procedures. Presently employed, but de- sires working full time and permanent position. Available May lst or as soon as possible. Box 44, BROADCASTING.

Writer: Experienced continuity and station production. Must be able to write original, interesting, well-planned copy. Must be familiar with documentary. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Situations Wanted

Chief engineer—Seek to connect with progressive AM/FM company. Excellent background and FM, design, con- struction, operating, and maintenance. Equipment design with manufacturer. Available immediately. West Coast. Phone Chicago, Ardmore 7289.

Situations Wanted

Chief engineer—Installation experience for new or re-equipped stations. Oper- ating and maintaining. Equipment design with manufacturer. Available immediately. Major firm in west. Phone Chicago, Ardmore 7289.

Situations Wanted

News specialist, including editing. Re- liable, conscientious. Presently employ- ed. Available immediately. BROADCASTING.

Producer available June Ist. Extensive experience in all phases broadcast engineering including consulting. Box 43, BROADCASTING.

Engineer, experienced transmitter stu- dent, available. Make offer. Box 143, BROADCASTING.

Station manager, 17 years personnel, sales, news, etc., experience, want new station, either AM or FM. Box 197, BROADCASTING.

Situations Wanted

Engineer—Two experienced announcers with some experience writing continuity for new 250 watt progressive station. Send disc and letter stating previous experience and salary expected. N. Y. Office. Box 194, BROADCASTING.

Disc Jockeys—Announcers—Experienced for new England, California, R.R., Fer- rington. Box 121, BROADCASTING.

Wanted—Chief engineer for AM day- time and FM unit. Applicant must be experienced, at least 25 years within 150 miles of Detroit. Studio and transmitter experience essential, also ability to handle local intransi- tory emergency. Please give references, and give on request. Box 155, BROADCASTING.

Writer-announcer—Good education, ra- dio experience and experience in the ad- ditional above basis, can accept any salary to compensate for experience. Box 156, BROADCASTING.

Program director-announcer—Govern-ment or commercial. Ability to pro- gramming, community minded. Single. Salary, xfer or new station. Box 205, BROADCASTING.

Vacancy announces. Handle all sports, general studio announcing. Veteran, single. Box 161, BROADCASTING.

Box 177, BROADCASTING.

Box 178, BROADCASTING.

Box 179, BROADCASTING.

Box 180, BROADCASTING.

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Box 195, BROADCASTING.

Box 196, BROADCASTING.

Box 197, BROADCASTING.

Box 198, BROADCASTING.

Box 199, BROADCASTING.

Box 200, BROADCASTING.

Box 201, BROADCASTING.

Box 202, BROADCASTING.
Radio, stationדר at 201 N.E., Salem, Oregon.

If you can disprove without can or town

The report concluded that “in the present world, international broadcasting is essential to the protection of the United States’ interests and commitments abroad

Sees 400,000 Video Sets Produced During 1947

THAT THE TELEVISION receiver industry will produce about 400,000 video receivers of all types during 1947, or about 20 times as many as were in use at the time of the beginning of 1946, was the prediction of Ry- nolds R. Kraft, general sales manager of NBC’s television department, in an address before the Edison Electric Institute in Chicago.

Pointing out that if each of these video sets is used on an average of only one hour a day, the annual consumption would total about 45,800,000, Mr. Kraft cited the example of the Philadelphia Electric Co. which is sponsoring a daytime video show, Philadelphia, that runs for two afternoons a week, with an audience acceptance and appreciation on a par with evening programs.

and to the building of a peace based upon mutual understanding. If the International Broadcasting Foundation plan is adopted, and the report indicates, foreign listeners will have to be informed “in some clear-cut manner” that the programs are not necessarily expression of official U.S. policy.

The paper was emphatic on two points: That the government must continue in the international broadcasting business because private interests cannot afford to offer necessary world-wide coverage and that the “Voice of America,” although its effect cannot be accurately measured, has been tremendously effective.

BUILD WORLD OPPORTUNITY
Bryson Says Broadcasting Thus

Can Aid Future Peace

PLANS so far submitted for international broadcasting, while intended to serve a good purpose, are not good enough to overcome some objections. An article by Mr. Bryson, CBS counselor on public affairs, told Dr. Arno Huth’s class on international broadcasting on April 8 at the New School for Social Research, New York.

Although it is true that broadcasting can make a contribution to international understanding, “it is necessary to look with some skepticism on most of the plans now being discussed,” Mr. Bryson pointed out.

Despite the obstacles, he said, “we can spread our ideas around the world with radio, bringing the events as they happen to every country, and on that will be based one of the great elements in future peace programs.” Mr. Bryson said that radio can put friendly and helpful ideas into entertainment and drama and build up international friendship that way. And, of course, we can use radio to spread news. An important thing is not to expect too much too soon and then be disappointed and lose courage for the long pull.”

FOR SALE

Southwest Station

Excelsior 250 watt network affiliate located in choice southwest market. Primary coverage more than 250,000. Said the report, foreign listeners will have to be informed “in some clear-cut manner” that the programs are not necessarily expression of official U.S. policy.

The paper was emphatic on two points: That the government must continue in the international broadcasting business because private interests cannot afford to offer necessary world-wide coverage and that the “Voice of America,” although its effect cannot be accurately measured, has been tremendously effective.
FCC Authorizes 36 Conditional Grants for New FM Stations

TWENTY-EIGHT conditional grants for new FM stations were authorized Thursday by the FCC. Of these 10 are for class A facilities which will be free for construction. All are subject to further review and approval of engineering details.

At the time the Commission authorized a construction permit for a new FM station to the Huntsville Times Co., licensee of WHBS Huntsville, Ala. Facilities are class B with power of 10 kw. Antenna height above average terrain is 1,150 feet. Frequency will be assigned after final proceeding in Docket 6788, the class B FM reallocation case (see story page 15).

The conditional grantees are (AM affiliation in parentheses):

* Fultont County Broadcasting Co. (WBBS) (AM grantee — WNBB, Duales, Ind.; WBBQ, Columbus, Ohio; WHBS, Huntsville, Ala.);

Class B Stations

The class B conditional authorizations:

* LaGrange Broadcasting Co. (WLAG) La Grange, Ga.; Queen City Broadcasting Co. (KDFM) Boise, Idaho; Modern Broadcasting Co. of Baton Rouge, La.; J. F. Richmond, et al., doing business as Tulare-Kings Counties Radio Association (KTRC Visalia, Calif.; KFCV, Fresno, Calif.; Amplitude Printing Co. (KSMO), San Mateo, Calif.; Clinton Broadcasting Corp. (KROS), Clinton, Iowa; James R. Pearson (WJRI), Tuscaloosa, Ala.; McClatchy Broadcasting Co. (KFKB, KKW, KJIM, KJEM, Modesto, Calif.; Birney Instructional Concepts (WOXO), Meridian, Miss.

Clark Assocs. (WBNP, Binghamton, N. Y.), Buford, N. Y.; Leon Wysatynski, trading as Greater Erie Broadcasting Co. (WWOL, Lackawanna, N. Y.), Buffalo, N. Y.; Wyoming Valley Broadcasting Co. (WBIK), Wilkes-Barre, Pa.; Greenville Broadcasting Co. (WESC), Greenville, S. C.; Tenness Beaver Broadcasting Co. (WAGC), Chattanooga, Tenn.; Claudia T. Johnson (KBBC), Austin, Tex.; Sky Broadcasting Service (KSKY), Dallas, Texas; Ohio Valley Broadcasting Corp. (WPAR), Parkersburg, W. Va.; Central Broadcasting Co. (WSAU), Waussau, Wis.

Principal in Modern Broadcasting Co. are: Louis S. Prejean, attorney, president and 36.3% owner; Charles C. Barnard, and Jack S. Burke, consulting engineers, 23%, each; vice president and treasurer, respectively; Jack E. Gremillion, attorney, secretary and 10.2%; Francis H. Lee, director and 5.6%; Lefebvre J. Lefebvre, with the Department of Revenue, State of Louisiana, director and 1.7%.

William H. Miller, also an applicant for Painesville, is owner of International Metal Hose Co.

Other Ownership

Three local businessmen hold equal interest in Gale Broadcasting. They are: Bernard Jacobs, general manager Brown Bag Co., president; Lester Jacobs, third owner Castle Bakery, vice president; and Harry Brown, owner Brown Bag Co., secretary-treasurer.

Group of five businessmen hold 20% interest each in Citizens Broadcasting Co. They are: W. P. Wright, Gulf Oil Products distributor, president; E. P. Nead, bakeries owner, secretary-treasurer; O. D. Dillingham, in ice, dairy products, lumber and oil businesses, vice president; E. L. Thornton, head of Thornton Dept. Store and Thornton Motors, director, and J. R. Yonge, director.

Comr. Clifford J. Durr, voted for hearing on two cases, the grants to WEAM Arlington and Central Broadcasting, Waussau, Wis. Earlier in the week the FCC has announced conditional authorizations of four cases A and four class B outlets. Comr. Clifford J. Durr, voted for hearing in each decision.

Recipients of the class B authorizations are KCKN Kansas City, Kan.; Binghamton Press Co. Inc., Binghamton, N. Y.; WLOK Lima, Ohio, and WLSW Alloupa, Pa. The class A grants go to The Valley Publishing Co., Harlingen, Tex.; its affiliated firm, Valley Evening Monitor Co., McAllen, Tex., and Dairyland’s Broadcasting Service Inc., for both Stevens Point and Wisconsin Rapids, Wis. As of the grants are subject to further review and engineering conditions.

The Binghamton Press Co., which publishes daily Binghamton Press, is owned by Frank E. Quinnett Newspapers. Capital is identical with ownership of WESE Elmira, N. Y. (also conditional FM grantees); WHCU and WHEF-FM, Honesdale, Pa.; WH Forbidden, Conn. ( also conditional FM grantees); WOKO, S. C., (also AM grantee); WHDL Allegheny, N. Y.; and WDCN, Binghamton Press has pending an AM application.

The Daily Publishing Co. and Valley Evening Monitor Inc. are headed by E. E. Onew, president and vice president of Valley Publishing is R. L. Owens. 10%. R. E. Owens Jr. is vice president, treasurer and 9% owner of Valley Evening Monitor. Valley Morning Star Print the daily Valley Monitor. Dairyland’s Broadcasting Service also is FM permitted at Marshfield, Wis., where it owns WDEL, AM has pending an application for assignment of license to WIMU Medford, Wis., to Dairyland’s Broadcasting for 36,000, WIDU’s license and general manager is George F. Meyer, 10% owner, president of the assignee firm and will be general manager of the new FM outlet in addition.

Dellinger Elected


Kenton Case

Kenton Case, 38, program director and announcer of KGU Honolulu, was killed April 5 in the crash of an Army plane near Decaturville, Tenn. He was on vacation at the time.

KINGAN

A RELIABLE NAME IN THE WBNS MARKET

WBNS clients get results. Kingan sales have been proving it.

COVERS CENTRAL OHIO

165,550 WBNS FAMILIES IN CENTRAL OHIO

ASK JOHN BLAIR IN COLUMBUS, OHIO’S

BROADCASTING • TELECASTING
WOKO
(Continued from page 20)

tional days should be adequate for WOKO Inc. to wind up its affairs and cease broadcasting. The station, he said, has had the four months since the Supreme Court decision in which to start this termination procedure.

Comr. Durr also contended that FCC “should forthwith consider the application of Van Curler Broadcasting Corp. on its merits and act upon it.”

In calling for further applications for 1460 kc at Albany instead of acting now on Van Curler’s, the Comission majority acknowledged that its rules provide that a new application will not be considered competitively with one already filed unless the new one is tendered at least 20 days before hearing is held on the old one.

Since Van Curler’s was heard last November, this rule normally would preclude consideration of mutually exclusive applications filed since then or in the future, until after disposition of the Van Curler case.

Rule Waived

Waiving this rule, the Commission pointed out that while WOKO’s renewal case was in litigation there were uncertainties about the outcome which might have kept would-be applicants from filing, and that “the fortuitous circumstance that Van Curler filed its application and obtained a hearing before these uncertainties were resolved should not preclude consideration of other applicants who may now desire to file competing applications....”

FCC conceded that it “might have been better procedure” to withhold hearing on Van Curler until the litigation was resolved. But the Commission majority contended that its administrative procedures “can and should be modified to cover the unusual type of situation presented here,” to assure that the frequency vacated by WOKO is “assigned to the best qualified applicant and in a manner designed to assure the most fair, efficient, and equitable distribution of facilities.”

Comr. Durr insisted that “uncertainties” exist in connection with all applications; that this particular case does not justify a waiver of rules; that the Van Curler application has been on file more than a year, and that “I can see no outstanding considerations of public interest in this case which warrant a further delay in giving Van Curler what it is legally entitled to....”

Jett’s Views

Comr. Jett noted that FCC in recent years has been faced with an alarmingly large number of cases involving misrepresentations,” and that the WOKO decision was pitched in large part upon the Commission’s desire to fashion effective measures to insure accurate reporting. As a result of this unannounced change in policy WOKO would go off the air for a misrepresentation initiated 16 years ago while other stations which have made misrepresentations have been discovered, forgiven, and relicensed.” (He referred specifically to 13 cases.)

Comr. Jett added that “WOKO, having been selected as the vehicle for impressing upon the whole industry the necessity for accurate reporting, would go off the air without consideration having been given to how well it may have served the listeners in the Albany area.... Certainly, the public interest of listeners in the Albany area does not require the deletion of WOKO from the air....

“In view of our mild measures to other in the past, it seems to me that an order designed to deal appropriately with the guilty parties, and to give the innocent parties an opportunity to continue the service which WOKO now renders, would serve adequately to give notice to licensees and applicants that lenience in dealing with false statements and concealments of fact can no longer be expected from the Commission, and would at the same time preserve from destruction the interests of the innocent parties and of the listeners who now receive WOKO’s service....”

VIDEO POOL IS PLANNED FOR OFFICIAL NAVY FILM

MAJOR TV companies met with Navy officials last Tuesday to discuss establishment of a pool to handle official Navy film for video use.

Commander Harrison Holton, chief of Navy’s radio and television section told Broadcasting he is expecting video producers to propose a pool similar to that used by newsmag producers.

NBC, CBS, ABC and Du Mont were represented at the meeting. Attending for NBC: J. Alan Hartley, Charles C. Bevis Jr., John Gaunt; for ABC: Bernard Pearse; for CBS: Edward Evans; for Du Mont: Roger Coelos, Jules Huber.

The War Dept. is expected to follow whatever procedure the Navy may establish for maintaining liaison with these companies.

Increase to 50 kw Is Granted to WIBC

INCREASE in power to 50 kw fulltime, directional, on its present frequency of 1070 kc was granted as final last week to WIBC Indianapolis by FCC. The increase had been proposed by the Commission in mid-January [Broadcasting, Jan. 27].

The final decision involved severance of the WIBC application from consolidated proceeding with related requests of WINN Louisville and Mid-America Broadcasting Co. Mid-America received a proposed grant for a new station at Louisville on 1080 kc with 5 kw day and 1 kw night in the January decision while WINN received proposed denial of its bid to switch to that assignment from its present 250 w operation on 1240 kc.

Following the January announcement exceptions were filed by WINN, but these related only to the proposed grant to Mid-America. WIBC filed petition for severance and grant of its request. No decision has been reached on further hearing in WINN-Mid America case.

Both WIBC under its new operation and the proposed Mid-America outlet will have some loss of daytime audience potential because of adjacent channel interference.

GATHERED around speaker’s table at luncheon session April 8 of Assn. of National Advertiser’s spring meeting in Chicago are (1 to r): Robert B. Brown, Bristol Myers Co., New York; John H. Kraft, president, Kraft Foods Co., Chicago; Wesley I. Nunn, advertising director, Standard Oil Co. (Indiana), and president of CFAC; A. C. Seyfarth, educational director; International Harvester Co., Chicago. [ANA story on page 15]
TV-Films Meshed in Demonstrations

Reel Made in Atlantic City
Televised Hour Later
In Philadelphia

MOTION PICTURES photographed from a plane flying over Atlantic City last Tuesday afternoon were telecast an hour later over WPTZ Philadelphia and observed on Philco television receivers by a group of newspapermen gathered in the Germantown Cricket Club here.

A new fast film developing process developed by Eastman Kodak Research Laboratories.

Process, designed to enable a television news crew to film a news event, develop the pictures on the way back to the studio and put them on the air at the first available time, was impressive, although Eastman officials emphasized that the process is still in the experimental stage.

Conducted by the television department of ABC, in cooperation with Eastman and Philco, the demonstration was the reception at the Southwest Airport in Philadelphia shortly before 1 p.m., when the newspapermen were photographed in front of a United Airlines DC-3, which at 1:08 took off for Atlantic City with the video film cameras in operation. The plane reached its destination at 1:38, photographed the boardwalk and the coastal waters off Atlantic City, where the Coast Guard participated by staging a simulated rescue mission, until 1:48; arrived back in Philadelphia at 2:11. The films, which had been developed on route, were then transmitted to the WPTZ transmitter at Wyndmoor, Pa., and aired at 2:48 for the observers at the Cricket Club.

Unscheduled Highlight

An unscheduled highlight of the demonstration was the inclusion in the film of pictures of a scrub pine fire along the route. The cameraman for Emerson Yorke Studio, which took the films, also introduced a novel commercial into his pictures by focusing his camera on the wing of the plane bearing the word "United" for long enough to make the name perfectly clear to every observer.

An adaptation of the high-speed developing process utilized by Eastman for the Army, the machine used in the demonstration was a portable unit operating at a rate of eight feet of film a minute, taking about 25 minutes to process the 200 feet of film shown in the demonstration. Using chemicals heated to about 125 degrees Fahrenheit, in place of the usual 65 to 70 degrees, this process reduces the overall time for complete development and drying of a single frame of 16mm motion picture film to about 45 seconds, compared to 40 minutes for conventional processing at normal temperatures.

As explained by Eastman engineers, the process replaces large chemical storage tanks with miniature tanks, holding the specific solution each, into which the solutions flow continuously at a rate sufficient to maintain constant photographic quality. This flow of the chemicals, which are maintained at high temperatures by a thermostatically controlled unit, the engineers said, amounts to "using six feet of solution for six feet of film."

Process Explained

In 18 seconds a frame of film is developed, rinsed and fixed. Next comes a hot spray wash and then the film passes between squeegee rollers that remove excess water. Final drying occurs during 15 seconds as the film moves over heated drums. Film is then dried on a conveyor belt. The process, it was explained, is a demonstration the film was developed to a negative and converted to positive and displayed on a television screen by means of an electrical circuit at the transmitter. Film used in the experiment is a new type developed by Eastman to stand up under the high temperatures of the fast process.

Demonstrations for television newscasting was hailed by Paul Morey, ABC director of television, who pointed out that it takes television news coverage a long way toward its goal of reporting pictorially with the same speed as radio does orally. There are many times, he said, when live video news pickups are impractical and which this fast film process will enable television to get a pictorial report to the public long before newspapers have reached the streets.

Fast film will also be valuable in theater television, it was predicted. A motion picture theater, it was pointed out, could film a special event, such as a horse race, from the screen of a television receiver and project it to the theater audience at the conclusion of the feature picture. This would be much more practicable than attempting to arrange the theater's projection schedule in a special event would come exactly at the end of the regular movie.

NEW FILM process for television is introduced, with Charles Kunz, of Kodak Research Labs, inspecting finished negative film unwinding from drying drums of the rapid processing machine at eight feet a minute. The machine develops film to a negative or positive, depending on the chemical process used.

In television, transmitting equipment converts the negative film to positive pictures on the screen.

KLX Oakland, Calif., has received certificate of achievement from Bureau of Navy Personnel, in recognition of outstanding service during the war.

Business Should Share in Responsibility
For Fair Trade, Lowell Mason Asserts

A CHALLENGE to both industry and government to start shifting responsibility for fair trade practices to business was given last Friday by Federal Trade Commissioner Lowell B. Mason.

"As one of Uncle Sam's hired hands" Comr. Mason urged discarding the "wicked business habits" of monopoly in favor of competition, "a consumer interest" said, when he urged industry to a positive action law which "laws are for guidance," not primarily for prosecution.

His address before Kansas U., Lawrence, Kans., was expected to be completed Monday morning. The address was heard by broadcast to Kansas high schools through the Kansas Broadcasters Association.

"Must industry," he asked, "bear the area of law observance because of a lack of common understanding with government? Must industry and business be adversaries in court battles of either to determine what the law is and who shall obey it? This the vested interests in government would have you believe."

He declared himself in accord with President Truman's "theory that people are inherently honest that the good business comes from business itself and is not superimposed by the hand of force."

He warned that the oft-touted threat of monopoly was most significant in government, not at more commonly expressed, in industry. "Instead of urging the revival of competition in commerce," he concluded, "let us determine if there be monopoly in bureaucracy."
Annual Disc Identification Waiver
During DST Is Made Permanent

A PERMANENT seasonal waiver of the usual transcription identification requirements so far as they relate to network-transcribed programs rebroadcast on a delayed basis in Standard Time area was announced by FCC last week.

The action, involving an amendment of the disc-identification rule (Sec. 3.407), was based on requests ABC and Mutual for a waiver this year similar to the one granted last year. The Commission concluded that an amendment of the rules would be more expedient than acting on similar requests, yearly.

Conditions attached to the waiver make it applicable only during DST seasons and "only when the off-line recording is made by the network itself at one of its key stations, and rebroadcasts are made by stations which operate on Standard Time." Affiliates using such delayed network rebroadcasts must announce that fact at least once a day, between 10 a.m. and 10 p.m. Networks should advise FCC if they use the delayed broadcast plan.

The historic rule of CBS and NBC against use of recorded programs presumably would prevent their following ABC and MBS practices of rearranging schedules with playgrounds for DST. However, CBS denied the "ABC method of broadcasting," reported, but as of last week was understood not to have definitely determined its DST plan.

NBC is expected to continue feeding network shows on the basis of DST and let outlets in Standard Time areas rearrange their schedules using their own local options.

In the Pacific Time Zone, however, various plans were reported. MBS-Don Lee programs were slated to remain in their normal time periods, and Mutual's programs use of transcriptions as necessary. NBC's programs will be carried live and an hour earlier, save those in the 5-6 p.m. period, which will be transmitted by Pacific stations for rebroadcast at more suitable times.

CBS Western Division previously announced plans by which programs normally heard 7:30-8:15 p.m. would be transcribed and carried 11:15-12 noon; similar, programs ordinarily heard 5-6 p.m. would be heard between 8 and 9 p.m. [Broadcasting, April 7].

ABC will follow last year's formula of keeping most programs in their usual time periods by use of transcriptions on a network basis according to time zones.

FCC's amendment was made effective immediately "inasmuch as [it] relieves a restriction." It was adopted by the Commission on March 20 and announced last Monday. DST starts April 27 and continues to Sept. 28 in areas where it is effective.

FCC Reverses Its Earlier Decision, Issues Grant for Station at Biloxi on 1490 kc

FCC REVERSES itself in the Biloxi, Miss., 1490-kec cases last week, concluding in a 3-2-2 decision that James S. Love Jr. is qualified and is instituting WLOX Broadcasting Co., a grant for a new Biloxi station using 1490 kc with 250 w full-time.

The Commission majority originally proposed that the WLOX company's application be denied because Mr. Love, a hotel owner who with his wife controls 90% of the "applicant firm," "has knowingly disregarded the liquor and gambling laws of his community for a continued period of time." [Broadcasting, Oct. 14, 1946].

Mr. Love contended that he had never been charged with violation of any state law, including the liquor and gambling statutes; that he had obtained Federal licenses for his hotel and slot machine businesses, and that the hotel had paid state taxes on the sale of liquor.

In its final decision, which drew a sharp dissent from Comr. C. J. Durr, the Commission majority felt "constrained to modify [its earlier] judgment and to distinguish between the open and uncontrolled activity of the sale of intoxicating liquor and the maintenance of slot machines in the Biloxi area, and the concealed activities of so-called 'bootleggers' and slot machine operators. Obviously the latter are individuals who lack public responsibility."

It was pointed out that the laws Mr. Love purportedly violated apparently go unenforced "with the approval of the community," and that "outstanding civic and educational leaders of Biloxi" gave "affirmative uncontradicted testimony . . . that Mr. Love's reputation is good and beyond reproach, and that he is one of the leading citizens of the community."

In granting WLOX Broadcasting's application, the Commission made final its proposal to deny the request of WGCN Gulfport for new Biloxi station on the assignment vacated by WLOX. The denial was based on the overlap which would exist between WGCN and its proposed Biloxi station, and on a finding that WLOX Broadcasting's "careful preparation" of program plans were superior.

Comr. Durr claimed both applications should be denied and argued that "the Commission's own views as to the morality of selling liquor and of operating slot machines for gambling purposes are, in my opinion, wholly irrelevant."

Comr. E. J. Kett reiterated his belief that the WGCN application should be granted. He noted that William E. Jones, one of the WGCN principals, proposed to move to Biloxi and operate the proposed station, and that none of the WLOX group have had broadcasting experience or plan to participate in the station operation. Comr. Paul A. Walker did not take part in the decision.

He also considered it irrelevant whether the violation was open or concealed, that the non-commercial license was approved or disapproved by the community. The laws, he said, were "duly enacted" and "are of a recent and current nature."

Seven FM Stations Affiliate With MBS
Non-Commercial Agreements Are On Temporary Basis

THE AFFILIATION with Mutual of seven FM stations under special non-commercial agreements, was reported last week.

The seven stations, with one exception situated in towns where Mutual has no AM affiliates, have joined the network under terms of a letter agreement which provides them with Mutual's program service, save for musical shows which the Mutual listeners of these stations has ruled cannot be replayed without extra reimbursement.

The stations will pay the charges for telephone lines used to tie in with the network and will derive no revenue from commercial broadcasts carried by MBS.

Mutual, it was learned, regards the affiliation of the seven FM stations as somewhat temporary and will discuss with them as AM stations in their areas become associated with the network. A clause in Mutual's basic contract with AM stations guarantees the last option on the Mutual service for any FM station it may build.

Contract With WBCA

For the past three years Mutual has held seven FM stations as affiliated with another FM station, WBCA Schenectady, which was listed on the network's rate card and which reportedly was using Mutual's service, of course, those carrying music.

The seven stations now affiliated under the special terms are: WABX Harrisburg, Pa.; WPRS Grand Rapids, Mich.; WAFN Wichita Falls, Tex.; KTSJ Topeka, Kan.; WGBA Columbus, Ga.; WKBY Lexington, Ky., and KOZY Kansas City.

The only one of these located in an area where Mutual has no AM affiliate is WABX. In Harrisburg, WSKO has a dual affiliation with Mutual and NBC, but carries few Mutual programs.
At Deadline...

7 FULLTIME, 5 DAYTIME STATIONS AUTHORIZED

SEVEN fulltime, five daytime standard stations authorized by FCC Friday. Seven existing outlets given power increases on present frequencies while two others won both frequency shift and power boost.

New is purchase


Subject to engineering conditions.

PROPOSED HOUSTON GRANT

GRANT TO W. Albert Lee, Houston hotel owner, for new 5-kw Houston station on 610 kc (DA night and required to protect KGOM Albuquerque and A1AX Sahuma, Mexico) anticipated by FCC in proposed decision Friday. Decision proposed denial of application for same facilities filed by KHTN Inc, headed by Robert H. McNaughton, chairman of FCC's television division and late vice president of Yankee Network. Com. E. J. Kett voted for grant to KHTN Inc instead of Mr. Lee.

Majority decision based on local ownership (all KHHT Inc. stockholders except Mr. Bart- ley are Massachusetts residents).

FCC Sends Treaty Mission to 2 Nations

FLYING MISSION sent by FCC Saturday to Havana and Mexico City to work out new uniform standards of potential interference for standard broadcast stations. Making trip are Coms. Robert H. Hyde and K. Neal McNaughton, chairmen of FCC's standard broadcast stations Section. They may go to Ottawa later.

Uniform measurement of interference needed so FCC can break jam of broadcast applications. No NARBA treaty revision presently involved will develop agreement on adaption of modern standards now in use in U.S. to mutual benefit of all.

U. S. Ambassador to Cuba Henry Norweb; George Howard, embassy economic counselor, and Raymond Harrell, telecommunications at-

WJKB, WHIZ TRANSFERS SET FOR JOINT HEARING

FORT INDUSTRY Co.'s proposed $272,500 sale of WHIZ Hazen, Ohio, and $550,000 purchase of WJKB Detroit set for consolidated FCC 3-to-2 vote, Commission said Friday. Commission previously had found. on WJKB purchase until WHIZ sales application was filed, in view of Port Indus-try's ownership of seven AM stations [BROADCASTING, Jan. 9].

FCC Chairman Denny and Comr. Jett voted to approve both transfers, but Comr. Hy- d, Durr and Wakefield voted for hearing. Fort Industry proposes to acquire WJKB (1490 kc, 250 w), at record local-station figure, from James F. Hopkins (45%), president and general manager, and James A. Connell Jr. (55%), auto distributor and real estate owner [BROADCASTING, Aug. 26, 1946] and to sell WHIZ (1540 kc 250 w) to Southeastern Ohio Broadcasting System, associated with Zanes- ville Times-Signal.

Meanwhile FCC called separate hearing on proposed sale of WNGA Asheville, N.C. (1340 kc, 250 w) by C. Fredie Rabell and associates to Southeastern Ohio Sys., for $80,100, assets as of Jan. 1 and other considerations [BROADCASTING, Jan. 27].

710-KC HEARING SET

THREE 710-kc applications set for hearings by FCC: KTBS Shreveport to change from 1480 to 710 kc and increase from 1 kc to 10 kc day and 5 kw night (WKB Kansas City party to proceeding); WKRG Mobile to increase hours of operation on 710 kc to include nighttime with 250 w directionalized (WOR New York made party to proceeding); WDMF Superior, Wis., to change from 1200 to 710 kc and increase from 250 to 5 w directionalized (both WOR and WHB made parties).

WCHA SALE APPROVED

CONSENT given by FCC Friday to sale of 51.02% interest in WCHA Chambersburg, Pa., by Robert E. Chase, three of her associates for $7,244. Buyers and their interests with new acquisitions are: J. S. Booth, vice president and general manager, 44.99%; T. K. Cassell, program director, 36.74%; and C. M. Cassell, president and commercial manager, 10.26%. M. O. Warrenfeltz, secretary-treasurer, retains 8.16%.

KMBC CONCORDIA GRANT REISSUED BY FCC

KMBC Kansas City grant for new 5 kw day time station on 550 kc (with DA), at Con- cordia, Kansas, to provide wider audience for KMBC farm programs, reissued by FCC last Friday. Concordia operation originally authorized last Oct. 31 [BROADCASTING, Nov. 4] but was set aside on petition of Fred Jones Radi o & Television Co., owners of KMBC-Day application for 550 kc, and KWTO Springfield, Mo., which claimed adjacent-channel interference to it 560 kc operation would result.

FCC officials said Fred Jones has now with drawn application with objection of interference to KWTO was eliminated when FCC adopted new AM engineering standards.

14 AMs RENEWED


(* Com. Durr for hearing.

BAN ON FEATHER-BEDDING PROPOSED IN CALIFORNIA

NEW legislation (AB-2655) to eliminate un- le feather-bedding introduced in California Legislature and referred to Committee on Indus- trial Relations. Bill would amend State Labor Code. It is directed at stand-by personnel in the insurance field as it is the largest force in the state.

Author is Assemblyman M. Philip Davi who is seeking hearing. Provisions are broad as those of Lea Act, now facing Suprem Court test.

HARRY LE BRUN named station director and commercial manager of WMPS Memphis. He was formerly southeastern station relation supervisor for MBS.

Closed Circuit

(Continued from page 4)

radio. Subject is on agenda of Research Com- mittee, which meets April 21 in New York Committee majority understood to favor ratio- wide study.

DESPITE emphatic denial, report is that IATSE has taken secret vote in Hollywood aiming at contract negotiations for television stage hands on par with rates in film studio agreements, but plan said to be brought to bear. 

STEPPE UP activity on part of unioi identi- fied with radio, notably IBEW and AFRA, being reported. IBEW, with nearly 400 stations, seeking to organize smaller ma- kets, while AFRA, with nearly 200 lis- ing networks stations, putting on con- certed campaign, evidently to boost Congress to punch on restrictive labor legislation.
You can't cover California's Bonanza Beeline without on-the-spot radio

Why the Bonanza Beeline? Because people in California's central valleys and nearby Reno area spend 35% more on retail purchases than the U.S. per capita average.

Only successful way to radio-sell prosperous Beeline people is with on-the-spot radio. Outside stations just do not penetrate the mountain barriers isolating the Beeline.

You have the inside track using the five BEELINE stations, blanketing this 2 Billion Dollar Market. Each, too, does a public service job locally. People of Kern County, for instance, have looked to KERN for leadership since 1938. Discover for yourself how much the Beeline stations can sell—individually or as a group.

Sales Management's 1946 Copyrighted Survey

McClatchy Broadcasting Company

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

KOH
Reno (NBC) 1000 watts 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1340 kc.

KWG
Stockton (ABC) 250 watts 580 kc.

KMI
Fresno (NBC) 5000 watts 580 kc.
When it comes to Power-to-Draw-a-Crowd, WKY is the most powerful station in Oklahoma City. WKY's superior ability to attract listeners day and night is what really pays off for advertisers. WKY programs have top rating 93.3% of the time in the 30-county area surrounding Oklahoma City according to a week-long diary study by Audience Surveys, Inc., and 41.8% of sets in use in this area are, on the average, tuned to WKY, a share of audience three times that of any other station.

This is why advertisers have found that WKY wins results as no other Oklahoma City station can...and more profitably!