The WLS National Barn Dance offered a Barn Dance cut-out for 10 cents, on one half hour program, 10 to 10:30 p.m. CST.

6,735 people sent in their dimes— from 47 states, District of Columbia, and Canada . . . but not one from Nevada!

FROM A SALES MANAGER'S VIEWPOINT

- One 30-minute program on one station, WLS, drew 6,735 letters, each containing ten cents.
- One 30-minute program on one station, WLS, drew mail from 47 states!
- 162 requests came from New York state, 356 from Pennsylvania, though the time was 11 p.m. in those states.
- This half-hour segment of the WLS National Barn Dance is now available for your advertising.
- See a John Blair man today.
WHAT IS A CUSTOMER?

A customer is the most important person ever in this office or store, or factory, either in person or by mail.

A customer is not dependent on us. We are dependent on him.

A customer is not an interruption of our work; he is the purpose of it. We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so.

A customer is not an outsider to our business; he is part of it.

A customer is not a cold statistic . . . a name on a filing card or a ledger sheet. He is a flesh-and-blood human being, with biases, prejudices, feelings and emotions like our own.

A customer is not someone to argue with. Nobody ever won an argument with a customer.

A customer is a person who brings us his wants. It's our job to fill them profitably . . . to him and to ourselves.

* Our customers are two . . . the people who listen and the advertisers who buy our time.

* How well KRNT has served the people who listen has been demonstrated again and again and again by C. E. Hooper, Inc.

* How well KRNT has served its advertisers is demonstrated by the fact that men in advertising offices throughout the nation say, "It's profitable to do business with the Cowles station in Des Moines."
THE
ANSWER
MAN
6:30 to 6:45 P.M.
Monday thru Saturday

WEAN, Providence
Sponsored by BOND CLOTHES

Heard on these stations and available for sponsorship
WNAC, Boston WAAB, Worcester WMTW, Portland WONS, Hartford

Also available for the entire Yankee Network


Fifteen minutes of accurate, rapid-fire answers to listeners' questions. An average of 225 questions answered each week, as many as possible on the air and the balance by personal letters from the Answer Man.

All-family appeal, demonstrated by daily mail and consumer surveys, and the steady demand for personal appearances before school groups, clubs and civic organizations attest the high entertainment value of the Answer Man.
UPON COMPLETION of clear channel proceedings before FCC expected prior to year's end, John H. DeWitt Jr. will return to WSM, Nashville, 50,000 w clear channel outlet, as president. Prior to war, in which he distinguished himself in Signal Corps radar development, Col. DeWitt was chief engineer program of WSM. Since separation from service year ago, he has supervised CCB engineering work. Harry Stone, vice president and general manager of WSM, continues as operations head.

SPLIT LOOMS between Carl Wester and Irma Phillips, partners in hour-long NBC soap opera segments sponsored by General Mills. Neither side would confirm, but it's known agency and sponsor have ordered new station of silence. First move apparent is upcoming sponsorship of Guiding Light on CBS for Procter & Gamble starting June 2.

P&G (Drner) on June 1 will drop Don Ameche Show on NBC but keep time until July 1. Currently preparing another show for June. Reason for dropping Ameche most likely rated problem. Account's future plans include radio. Kastor-Farrell, Chesley & Clifford, N. Y., is agency.

IT'S 50-50 bet that hearing on FCC's FM channel reallocation plan [Broadcasting, April 14] won't be held May 8-9 (Thursday, Friday) as planned. Only one or two briefs filed by May 1 deadline and careful examination of these may show readjustments can be made, if deemed advisable, without need for full-dress hearing.

ANALYSIS of FCC decisions during past year indicates four factors taken into account in favorable actions on new applications are (1) integration of ownership with management; (2) local residence; (3) broadcast experience; (4) Section 307 (b) of Communications Act providing for equitable distribution of facilities geographically. Of course with certain FCC members promises (i.e., Blue Book boxscores) are perhaps salient ingredient.

THAT SECTION 307 (b) is basis for new study undertaken by FCC staff to determine what would constitute equitable assignment of standard stations in given cities in relation to existing allocations. Such blueprint presumably would be used in evaluating applications for new stations in same geographical areas, taking into account frequency and conductivity.

UNLESS there is sudden about-face, both NBC and CBS will carry through plans to withdraw from active membership in NAB Board. Networks likely will accept associate status, along with CBS which (Continued on Page 94)

Business Briefly

PRUDENTIAL SUB • Prudential Insurance Co. replacing Family Hour series Sun., 5-5:30 p.m., on CBS, with light music. Charles Freericks to be male singer, feminine not yet selected. Agency, Benton & Bowles, N. Y.

DUFFY REPLACEMENT • Bristol-Myers Co. replacing Duffy's Tavern, NBC Wed., 9-10 p.m. with Jim Falkenbury and Tex McCrary, 9-10 p.m. Oct. 1st. Agency, Young & Rubicam, N. Y.

GENERAL FOODS INTERIM • General Foods replaces Frankie Show Aug. 1 with Gorden Macrae, baritone, for five weeks after eight-week hiatus. Agency, Young & Rubicam, N. Y.

REPLACES FIBBER • Fred Waring show again replaces Fibber McGee 15 weeks starting June 15 for Johnson wax on NBC.

U. S. INDUSTRY LEADERS TO CONFERENCE WITH MARSHALL SECRETARY OF STATE Marshall, top Congressional leaders meet with licensees today (May 5) to get legislative support for minimum funds to continue international broadcasting (early story page 92). Bottom figure needed for overseas shows is about $5,000,000. Expected to attend were:
FCC Chairman Charles Denny; Assistant Secretary of State Wilmer; Undersecretary of State Dean Acheson; Lt. Gen. W. B. Smith; Ambassador to Moscow (arrived in Washington Saturday for consultation); William T. Stone; Director, Office of International Information & Cultural Affairs; Dr. Sarnoff president; RCA, Wesley L. Dumm, Assistant Secretary of Commerce; NAB's James D. Shoush; Crosby Corp.; Philip Reed, General Electric Co.; Walter Evans, Westinghouse Electric Co.; James Lawrence Flynn; Maj. Gen. Hoyt Vandenberg, Central Intelligence Group; Niles Trammell, NBC; William S. Paley, CBS.

Congressional leaders include: Senators Arthur H. Vandenberg (R.-Mich.); Allen Barkley (D-Ky.); Henry M. Goldwasser (D-Conn.); Carl A. Hatch (D-N. Mex.); Walter E. George (D-Ga.); Styles Bridges (R-N. H.); Patrick McGarr (D-N.Y.); Joseph T. Hall (D-Minn.); Charles W. Tobey (R-N. H.); Edward Johnson (D-Colo.); Brian McMahon (D-Conn.). From the House, Representatives Joseph W. Martin (D-Mass.); Sam Rayburn (D-Tex.); Charles E. Eaton (R-N. J.); Sid Bloom (D-N. Y.); John Robs (R-N. Y.); Clarence Cannon (D-Mo.); Karl Stefan (D-Colorado); Charles A. Wolcott (R-N. J.); Clarence F. Les (D-Cal.); Brig. Gen. Frank E. Stimson, U.N. communications chief, will attend.

FOURTEEN first awards for 12 classifications of programs announced by Ohio State U. Institute for Education by Radio at 17th meeting May 2-5 which opened Friday at Columbus.

Of total, ABC won lion's share, NBC and CBS won three each, MBS won one and Canadian Broadcasting Corp. two.

Classifications of programs and winners of first awards follow:

Religious programs, "The Eternal Light" produced by Jewish Theological Seminary of America, N.B.C.

Agricultural: "Columbia's Country Journal", CBS. Cultural: "Theatre Guild of the Air", planned and produced by Theatre Guild, ABC. Another first award in this classification went to NBC Symphony, N.B.C.

Personal and social problems: "Are These Our Children?" produced by KQED, N.B.C.

News Interpretation, Raymond Swing, ABC.

Civic and Cultural Organizations: "Doctors-Then and Now", NBC.

International Understanding: "Life in Germany", NBC. Special Series of Broadcasts (three parts): To CBS for documentary unit programs "The Eagles Brood" and "The Empty Nest", and to ABC for "School Teacher"-"Rice" and "Hiroshima End All", and "The Pattern of Peace".


Teen-Ager Shows: "It's Up to Youth", MBS.

Broadcasting...at deadline

Page 4 • May 5, 1947
THESE INTERMOUNTAIN NETWORK STATIONS HAVE 82% to 92% OF THE AUDIENCE in their home town markets in Utah, Wyoming, Montana

15 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KVOO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KVMV, Twin Falls
KEYT, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City

STATION, CITY & STATE INTERMOUNTAIN NETWORK STATION ALL OTHER NETWORK STATIONS COMBINED

KVRS, Rock Springs, Wyoming 92.8% of the audience 7.2% of the audience
KRJF, Miles City, Montana 82.5% of the audience 17.2% of the audience
KOAL, Price, Utah 90.4% of the audience 9.6% of the audience

ALL OTHER NETWORK STATIONS COMBINED

* Hooper Station Listening Index Winter, 1947. Daytime index Monday thru Friday, 8:00 a.m. to 6:00 p.m.

AND NOTE THIS: Even in the competitive Salt Lake Metropolitan Market (Salt Lake, Ogden, Provo) the Intermountain Network stations are FIRST in daytime listening.

Ask Avery-Knodel Inc. for details!

THE New INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live
Iowa's farms are more numerous, better equipped, smaller than other U. S. farms. That's part of the WMT land market story revealed by the Iowa Development Commission.

Some others:
Iowa farms are 91% radio-equipped as compared to 72.7% for U. S. farms as a whole. And cash receipts from farm marketing are over twice as large in Iowa as elsewhere.

Small wonder more and more dollar-smart time buyers choose the rich Eastern Iowa market, blanket it with WMT.

And that's only half of the "twin market" picture. Half of Iowa's prosperous income is industrial.

You get both with WMT.

Ask your Katz representative.
BUILDING A FUTURE

Every house built cuts into the critical shortage and builds a future market . . .
Construction of 2,090 family units during 1946 was a step toward solving the problem in the Nashville area. The $11,118,525 spent for this work helped keep employment high and created a greater potential market for your products . . .
And you can make the most of this sales potential by reaching the large audience who turn to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Represented Nationally by THE KATZ AGENCY, Inc.
Spot Radio is the one way to fit radio coverage exactly to your needs.

Only with Spot Radio can you hand-pick the markets, the stations, and the times for your selling messages. Only with Spot Radio can you vary the frequencies, volume, and cost to match your sales problems.

The only way to localize your radio effort is with fast-acting, penetrating Spot Broadcasting. The best way to assure the success of your campaign is to use the finer facilities of these fine radio stations.

AVAILABLE!

This first study of its kind measures the audience of radio commercials! Brochure explains technique and scores. Write us on your letterhead. Address 17 East 42nd Street, New York 17, New York.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK  •  CHICAGO  •  LOS ANGELES
DETROIT  •  ST. LOUIS  •  SAN FRANCISCO
ATLANTA  •  BOSTON

<table>
<thead>
<tr>
<th>SPOT RADIO LIST</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
</tr>
<tr>
<td>WBAL</td>
</tr>
<tr>
<td>WNAC</td>
</tr>
<tr>
<td>WICC</td>
</tr>
<tr>
<td>WBEN</td>
</tr>
<tr>
<td>WGAR</td>
</tr>
<tr>
<td>WFAA</td>
</tr>
<tr>
<td>WJR</td>
</tr>
<tr>
<td>KARM</td>
</tr>
<tr>
<td>WONS</td>
</tr>
<tr>
<td>KPOA</td>
</tr>
<tr>
<td>KPRC</td>
</tr>
<tr>
<td>WDAF</td>
</tr>
<tr>
<td>KFOR</td>
</tr>
<tr>
<td>KARK</td>
</tr>
<tr>
<td>KFI</td>
</tr>
<tr>
<td>WHAS</td>
</tr>
<tr>
<td>WLLH</td>
</tr>
<tr>
<td>WTMJ</td>
</tr>
<tr>
<td>KSTP</td>
</tr>
<tr>
<td>WSM</td>
</tr>
<tr>
<td>WSMB</td>
</tr>
<tr>
<td>WTAR</td>
</tr>
<tr>
<td>KOIL</td>
</tr>
<tr>
<td>WMTW</td>
</tr>
<tr>
<td>KGW</td>
</tr>
<tr>
<td>WEAN</td>
</tr>
<tr>
<td>WRNL</td>
</tr>
<tr>
<td>KSL</td>
</tr>
<tr>
<td>WOAI</td>
</tr>
<tr>
<td>KQW</td>
</tr>
<tr>
<td>KOMO</td>
</tr>
<tr>
<td>KTBS</td>
</tr>
<tr>
<td>KGA</td>
</tr>
<tr>
<td>WMAAS</td>
</tr>
<tr>
<td>WAGE</td>
</tr>
<tr>
<td>KVOO</td>
</tr>
<tr>
<td>WWCO</td>
</tr>
<tr>
<td>KFH</td>
</tr>
<tr>
<td>WAAB</td>
</tr>
</tbody>
</table>

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

AMATEUR farmers watch an 'expert' at WMT Cedar Rapids’ National Clean Plowing Contest last week. Shown above are (1 to r): Jim McGimie, Olmsted & Foley Agency, Minneapolis; Don Inman, commercial manager, WNAK Yankton, S. D.; Bob Tincher, general manager, WNAK; Bill Wright, Katz Agency, New York; Bill Joyce, Katz Agency, Chicago; William B. Quartern, general manager, WMT; Senator B. B. Hickenlooper, at wheel of tractor; Dave Decker, Katz Agency, Chicago; Dick Montgomery, Copton Agency, Kansas City; Wally Lyon, W. D. Lyon Agency, Cedar Rapids; Don Sullivan, commercial manager, WMT.

Total of 40,000 persons attended last week’s second annual National Plowing Contest sponsored by WMT Cedar Rapids, Iowa, and the Cedar County Farm Bureau, station management reports.

Field of 64 contenders plowed 32 acres of farmland and planted 90,000 corn borers in half an hour. Winner of $500 first prize was Robert Bowery, 27-year-old veteran. Gallery included Iowa’s junior U. S. Senator, Bourke B. Hickenlooper, who crowned the Queen of the Day and later spoke briefly.

WMT’s farm service director, Chuck Worcester, interviewed the winner of the Farm Gadget Contest in a special broadcast from the plowing field.

Sellers of Sales

B ack in 1933 a youngster with a brand-new B. S. degree in journalism from the University of Oregon went looking for a job in radio, and—despite the fact that jobs were harder to find than hen’s teeth in that depression year—actually found one as account executive for the Seattle NBC outlets, KOMO and KJR.

The youngster was Francis G. (Moon) Mullins, and that first job led by rapid steps to his position as vice president of Ruthrauff & Ryan, and manager of that national advertising agency’s Pacific Northwest region, embracing six states and Alaska.

Ruthrauff & Ryan’s regional office, under Moon’s direction, is one of the largest buyers of radio time in the area. One account, Binyon Optometrists, uses virtually every station in Washington and Oregon. Starting with a small radio appropriation and growing steadily in the past ten years, Binyon now puts 85% of its advertising expenditure into radio, and has become the second largest optical firm in the United States.

Moon doesn’t think these two facts are merely coincidental.

Among the agency’s other accounts which use radio extensively in PictSweet Foods, Inc., producers of canned vegetables and a complete line of frozen foods. Using the CBS Pacific Coast Network out of Hollywood, PictSweet sponsors the Sunday afternoon Your Hope Cheat to tell housewives-to-be about its products.

After four years at KOMO-KJR Moon set up his own advertising agency, Sage & Mullins. The next step was a vice-presidency and partnership in Pacific National Advertising Agency. In 1939, he joined Ruthrauff & Ryan, becoming vice president three years ago.

Born in Tacoma, October 11, 1906, Moon has spent all his life in the Pacific Northwest. He and his wife, Georgia Mae, have two children. The Mullins family lives in Seattle and owns a summer place on the beach south of the city, where Moon spends his spare time “when I have any time—which is seldom.”

Cousin Kately says:

Dear Cousin:

S’elp me, cousin, I’m just plumb tuckered out from Fiesta Week. Say, did South Texas turn out for San Antonio’s big celebration. Course, you know that we carried the Battle of Flowers Parade, so that all our KTSF audience could hear it and did Bob Holleran, Fred Bennett, and Pat White do a grand job? Y’know, they sure ganged up on us this year. Yesir, put time change and Fiesta Week right together and believe me, it was rough. On top of that, our Gee Em, Mr. George Johnson, and Rex Presi were over at Houston for the 13th District N.A.B. Meeting the early part of the week, so us kids really had to carry the ball. Cousin Tom Peter- son at the TDS Chicago office had the right idea about time change. He said being a station rep was just like being a babysitter; seems it’s always time for a change, darn it. Well, Cuz, I guess I better go answer the mail I’m readin’ from above. Besides, it’s sure nice and springy and lazy-like down here. Come down and see us; the blue bonnets are sure pretty. Hopin’ you are the same.

Love and kisses,

Your Favorite Cousin

Ketsy

KTSF

San Antonio

$50 on the dial-500 Watts H. Affiliated With:

Taylor - Rowe - Snowden

CBS

BROADCASTING • Telescasting
The recent Woodward, Okla.-Higgins, Tex. tornado and the Texas City holocaust provided impressive evidence of KFBI service to its listening audience. KFBI mobile equipment was rushed to the scene immediately after first news reports of these disasters were received. Wire recorded interviews with survivors at Texas City were broadcast exclusively in this area by KFBI. Woodward eyewitness accounts were on the air four hours ahead of any other broadcast originated by a Wichita station.

The KFBI engineer and special events crew were able to lend important aid to the Red Cross, State Police, Salvation Army and Communications facilities in the stricken areas. Casualty lists were tabulated and the KFBI audience was kept constantly informed with special wire recordings and five regular KFBI originated newscasts.

ABOVE: On the scene wire recordings by KFBI at Texas City were the only eyewitness reports originated by a station located so far (700 miles) from the disaster. The picture shows KFBI Manager Robt. K. Lindsley; Newscaster Coyd Taggart; Chief Engineer K. W. Pyle; Program Director J. B. Bradshaw and pilot, Dean Case, with the KFBI Special Events crew and plane; flaming Texas City is pictured in the background.

LEFT: Coyd Taggart interviews a survivor of the Woodward, Okla.-Higgins, Tex. tornado. KFBI special events engineer Les Campbell is pictured at the wire recorder.

BELOW: KFBI mobile unit is completely equipped to provide every on-the-scene facility for special events broadcasts.
NO. 7—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

PIONEERS!

The distinguished character so lovingly limned above as he conducts an F & P Directors' Meeting is, of course, our one and only James L. Free, founder and Chairman of the Board. Now located on the Coast, but active in the management of F & P, Jim Free is one of station-representations' very earliest pioneers. On this, the day of Free & Peters' fifteenth anniversary, we doff our hats and give a long salute toward the West.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

<table>
<thead>
<tr>
<th>City</th>
<th>Radio Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALBUQUERQUE</td>
<td>KOB</td>
</tr>
<tr>
<td>BALTIMORE</td>
<td>WCBM</td>
</tr>
<tr>
<td>BEAUMONT</td>
<td>KPDM</td>
</tr>
<tr>
<td>BOISE</td>
<td>KDSM</td>
</tr>
<tr>
<td>BUFFALO</td>
<td>WGR</td>
</tr>
<tr>
<td>CHARLESTON S. C.</td>
<td>WCSC</td>
</tr>
<tr>
<td>CINCINNATI</td>
<td>WCKY</td>
</tr>
<tr>
<td>COLUMBIA, S. C</td>
<td>WIS</td>
</tr>
<tr>
<td>CORPUS CHRISTI</td>
<td>KRIS</td>
</tr>
<tr>
<td>DAVENPORT</td>
<td>WOC</td>
</tr>
<tr>
<td>DES MOINES</td>
<td>WHO</td>
</tr>
<tr>
<td>DENVER</td>
<td>KVOD</td>
</tr>
<tr>
<td>DULUTH-SUPERIOR</td>
<td>WDSM</td>
</tr>
<tr>
<td>FARGO</td>
<td>WDAY</td>
</tr>
<tr>
<td>FT. WORTH-DALLAS</td>
<td>WBAP</td>
</tr>
<tr>
<td>HOUSTON</td>
<td>KXYZ</td>
</tr>
<tr>
<td>INDIANAPOLIS</td>
<td>WISH</td>
</tr>
<tr>
<td>KANSAS CITY</td>
<td>KMBC</td>
</tr>
<tr>
<td>LOUISVILLE</td>
<td>WAVE</td>
</tr>
<tr>
<td>MINNEAPOLIS-ST. PAUL</td>
<td>WTCN</td>
</tr>
<tr>
<td>NEW YORK</td>
<td>WMCA</td>
</tr>
<tr>
<td>OMAHA</td>
<td>KFAB</td>
</tr>
<tr>
<td>PEORIA-TUSCOLA</td>
<td>WMBO-WDZ</td>
</tr>
<tr>
<td>PORTLAND, ORE.</td>
<td>KEX</td>
</tr>
<tr>
<td>RALEIGH</td>
<td>WPIT</td>
</tr>
<tr>
<td>ROANOKE</td>
<td>WDBJ</td>
</tr>
<tr>
<td>SAN DIEGO</td>
<td>KSJD</td>
</tr>
<tr>
<td>ST. LOUIS</td>
<td>KSD</td>
</tr>
<tr>
<td>SEATTLE</td>
<td>KIRO</td>
</tr>
<tr>
<td>SYRACUSE</td>
<td>WFBL</td>
</tr>
</tbody>
</table>

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

NEW YORK: 444 Madison Ave.
CHICAGO: 180 N. Michigan Ave.
DETROIT: Penobscot Bldg.
FORT WORTH: 406 W. Seventh St.
ATLANTA: Palmer Bldg.
HOLLYWOOD: 6331 Hollywood Blvd.
SAN FRANCISCO: 58 Sutter Street
FCC Grants Record Breaking Total

Over 200 AM Cases Cleared by May Deadline

FCC ANNOUNCED THE END of its three-month “temporary expediting procedure” last Thursday after a burst of speed unequalled in Commission history.

The announcement came on schedule—Thursday, May 1—after almost continuous Commission sessions for three days in which actions were issued on more than 200 standard broadcast applications for new or improved facilities. It said every Processing Line 2 application filed before the expedited plan started Feb. 7 had been granted or set for hearing—“some 250 in all.”

The plan was less successful with Line 1, composed of engineeringly simple applications. The Commission made no formal announcement, but actions there reached only to applications filed up to Jan. 16. These numbered about 200, leaving about 100 yet to be acted upon.

FCC authorities discounted this shortcoming, asserting that the expediting system was designed for the technically troublesome cases which make up Line 2, most of which had been awaiting action for upwards of a year. Failure to extend the plan until all pre-Feb. 7 cases could be given action, however, was expected to provoke protests and possibly court tests of the entire plan’s legality.

To clear away the last of the Line 2 cases and meet the May 1 deadline for return to normal licensing, the Commission met almost continuously Monday and Tuesday up to midnight Wednesday night.

The week’s work included:

- Grants for 52 new AM stations, not counting docket cases; Grants for improved facilities for 50 existing or previously authorized stations, not counting changes involving antenna designs, etc.
- Designation of scores of applications for hearing.
- Announcement of proposed decisions in docket cases involving 10 applications (three grants, seven denials).
- Orders or final decisions covering nine applications (five grants, four denials).
- Approval of transfers of control or assignments of license involving seven AM and two FM stations.
- Actions on 15 AM and FM renewal applications.
- Conditional grants for 11 FM stations.
- Hard pushed for several weeks, the Commission ran neck-and-neck with time as it neared the May 1 goal for resumption of normal licensing.

Not until the final session—shortly before midnight April 30—was it known whether the expediting plan would or would not be extended. And then it was a 3 to-2 vote which lifted the procedure wherein the Commission and its staff, with the technical assistance of industry engineers, have worked to clear away applications filed before Feb. 7 without regard to those filed afterward. Records show that Chairman Charles R. Denny and Comr. Ray C. Wakefield and Rosel H. Hyde voted against extension; Comr. E. K. Jett and C. J. Durr for extension.

The announcement declared: “Temporary Expediting Procedure Ends: Acomplished Purpose.” Issued May 1, its text was:

The Commission is pleased to report that as a result of the splendid cooperation operation which is received from applicants and their engineers who participated in the channel, stations and the expediting procedures, all the outstanding efforts of our own staff, the temporary expediting procedures, which expired yesterday, has accomplished its purpose. It enabled the Commission either to grant or designate for hearing every Line 2 application filed prior to Feb. 7—some 250 in number.

It was no surprise, within the Commission or in industry circles, (Continued on page 89)

AFL Prepares Radio Campaign To Counter Labor Legislation

AMERICAN FEDERATION OF LABOR has turned to radio in a full-scale campaign to combat anti-labor legislation currently pending in Congress.

Allocating between $250,000 and $300,000 of its million dollar program to broadcasting, the AFL has already arranged for day and nighttime shows on ABC with another network time purchase in the offing. A spot campaign is also scheduled for the near future.

Keystone of the new campaign will be the entertainment union’s committee in cooperation with the AFL. The group, formed last Thursday in New York, includes all AFL entertainment unions and the Radio Writers Guild. This body will correlate and project all radio plans of the parent union in its efforts to neutralize labor control activities.

Members of the newly-formed committee include George Heller, national executive secretary of AFRA; Lawrence Tibbet, president of American Guild of Musical Artists; Edward J. McHale, special consultant, Associated Actors and Artists of America; Ed Byron, president of New York chapter of Radio Directors Guild; George Zachary, vice president of RDG; Harry Steeber, American Federation of Musicians; Phyllis Perlman, Association of Theatrical Press Agents and Managers; Morris Novik, radio consultant of the AFL campaign, and Peter Lyon, Eastern regional vice president of Radio Writers Guild.

Mr. Novik, who is also radio consultant of the International Ladies Garment Workers Union, will act as liaison between the AFL and the production groups in New York, Hollywood and Washington.

Formats Disclosed

formats of the new shows as announced by the New York headquarters will include a quarter-hour dramatic presentation titled “Pursuit of Happiness” to be heard across the board, Monday through Friday, 3:45-4 p. m. on 239 ABC stations; a half-hour variety show, Thursday, 9:30-10 p. m. on the same network, as well as a talk program, 8:15-8:30 p. m. on Tues.

(Continued on page 89)

2 Albany Stations Among Multiple Authorizations

GRANTS for two new fulltime stations at Albany, N. Y., and 50-kw operations for WHDH Boston and KFBB Sacramento were among outstanding authorizations in last week’s FCC actions.

One Albany grant, for 850 kc with 10 kw (DA fulltime), was voted May 3 by a group including Stephen R. Rintoul, former licensee of WSSR Stamford, Conn. (now WSTC), Board Chairman Trell W. Yocum of Ridgeway, Ferry & Yocum agency, WFTC Richwood, Ohio, and Carlos A. Franco, head timebuyer of Young & Rubicam. The other, for 590 kc with 5 kw day and 1 kw night (DA) went to a group of business and professional men.

WHDH, Boston Herald-Traveler station, an independent, was authorized to increase from 5 to 50 kw (DA) on 850 kc. KFBB (ABC affiliate) one of the Mc-Clatchy stations, increases on 1530 kc from 10 to 50 kw (DA).

Other highlights of the grants included:

- KWK St. Louis (MBS affiliate) goes from 5 kw day and 1 kw night to 5 kw fulltime (DA at night) on 1380 kc.
- WHOM Jersey City, New York area independent recently acquired by Generoso Pope, increases on 1480 kc to 5 kw (DA) from 1 kw day and 500 kw night.
- Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Ft. Smith, Ark., were granted a new station at Erie, Pa. on 1350 kc with 5 kw (DA).
- WINZ Hollywood, Fla., new daytime independent of Jonas Weiland, licensee of WPTC Kinston, N. C. and part owner of WWSV Pittsburgh, Va., goes to fulltime with 1 kw on 940 kc (DA at night).
- WREN Lawrence, Kan. (ABC affiliate) moves to Topeka and increases from 5 kw day and 1 kw night to 5 kw fulltime (DA at night).
- S. H. Patterson was granted a new Topeka station on 1440 kc with 5 kw (DA) on condition he disposed of KVAK Atchison (MBS, KBS) which was authorized to (Continued on page 89)

May 5, 1947  Page 13
Network Program Hooperatings
Subscribers’ Rates Are Increased

SUBSCRIBERS to network program Hooperatings last week were notified of general rate increases by C. E. Hooper Inc. The increases will be effective July 1.

C. E. Hooper, president of the audience research firm, announced that costs of his service had risen by as much as 600% since 1943 and that the increase in subscription rates was urgently needed. Under the new price list, network rates were doubled, and rates paid by advertising agencies placing three or more sponsored network programs were appreciably raised. Rates paid by agencies and advertisers placing no more than two sponsored network shows were unchanged.

In a letter sent to all clients Mr. Hooper explained some of the cost rises that, he said, forced up the rates. Since 1943 his average wage to field interviewers has risen 35%, the average wage of clerical help 60%, office rent 600%, equipment investment 600%, Staff expansions and advertising being increased.

The inheritance of Hooper of subscribers to the defunct cooperative analysis of broadcasting which expired a year ago had netted only a 4% increase in Hooper revenue, Mr. Hooper said. An additional 1.7% increase from this source is expected as of May 31, he explained.

Under his agreement with CAB, Mr. Hooper was to turn back to clients the difference between his rates and those of CBS for one year following the CAB dissolution.

The rate changes, which will be effective July 1, follow:

1. Advertising agencies placing three or four sponsored network programs—base charges increase from $200 to $200 monthly, plus $1 per minute of program time surveyed each month.
2. Advertising agencies placing five or more sponsored network programs—base charge increases from $200 to $200 monthly, plus the $1 per minute program time charge, and are subject to ceiling price of $1,200 instead of the present $1,000 per month.
3. ABC and MBS charges will be increased from $600 to $6,000 per month to $1,200, NBC and CBS charges, formerly $750 a month, will be $1,500.
4. Present rates will obtain for the following categories:
   - Agencies and advertisers placing no network programs—$25 a month.

5. Agencies placing one or two sponsored network programs—base charge continues at $200 per month, plus $1 per minute of program time surveyed.
6. Advertisers subscription where agency already subscribes and pays base rate—charge of $1 per minute of program time surveyed.

Bunte Renew
BUNTE BROTHERS, Chicago (candy) through Presba, Fellers & Presba Inc., Chicago, has ordered 95-week renewal of the World Front on NBC, Sundays 11-11:15 a.m. CST.

Perfect Circle Buys Auto Classic Shows
Perfect Circle Piston Ring Co., Hagerstown, Ind., will sponsor four separate broadcasts on MBS on May 30 of the Indianapolis Speedway auto classic.

Broadcast at 11:45 a.m. will consist of description of the crowd's color, the event and results of the pre-race warm-up by Bill Slater and his corps of announcing assistants. This broadcast will continue until 12:15, at which time it is anticipated all contestants will have gotten under way. The network will return to the Speedway at 1:15 p.m. for a 15-minute description of the lap races, again at 3-3:15 p.m., to describe the three-quarter mark of the race. The network anticipates that the finish will occur sometime between 4 and 4:30 p.m. Agency for Perfect Circle is Hendy, Hurst, Mcdonald, Chicago.

Sinetra Replaced
LOW BUDGET will keynote the fall replacement for Frank Sinatra Show of P. Lorillard Co., for Old Gold cigarettes, according to Mann Holiner, Lennen & Mitchell vice president. No immediate replacement will be made, he said. As summer replacement Rhapsody in Rhyme, a musical package on June 10 takes over the CBS network time, Talent is not yet set.

Look' Spots
LOOK Magazine, New York, will start sponsorship of a spot campaign May 13 through Kenyon & Eckhardt, New York. The exact amount was not disclosed, but budget is said to be large. Campaign, which is planned on bi-weekly schedule to coincide with issues of magazine, will consist mainly of spots, with some participation shows in certain areas.

Bank Series Set
AMERICAN BANKERS ASSN., New York, announced last week production of a new transcribed series of 26 programs on bank services featuring the theme of money management. The series, four-minute dramatizations built around present day money problems, can be bought by member banks for sponsorship of their local stations.

Baron Campaign
BARON FOOD PRODUCTS Corp., New York (kosher food products), has appointed Horace E. Nelson Inc., New York, to handle its advertising. A campaign on behalf of Baron's Kosher Home Style Chicken Friscogee will start in about 60 days. Radio, newspapers, television and demonstrators will be used with the emphasis on the foreign language field.
DEEP CUTS in the complex mass of FCC questionnaires, drafted by a broadcast group in cooperation with the Budget Bureau, were submitted last week to the FCC for its perusal by David E. Cohn, of the Bureau’s Division of Statistical Standards. The proposed forms provide a simplified system of questionnaire base case the burden on applicants for licenses, CP’s, renewals and transfers.

The forms were discussed April 26-27 at a meeting between Mr. Cohn and the Committee on Radio Broadcasters, Advisory Council on Federal Reports, of which Wayne Coy, WIXN Washington, is chairman. The action followed a series of meetings held since the project was undertaken two years ago [BROADCASTING, April 1, 1946].

FCC to Consider

FCC will consider proposed changes, indicating those it deems advisable. These proposed revisions will then go to the Budget Bureau, which has final authority over questionnaires content under the Federal Reports Act of 1942 and the Administrative Procedures Act.

Public hearings probably will be called within two or three months, should the three participating groups be close to agreement.

The broadcasters’ committee held at the Roanoke Hotel, Roanoke, Va., did not go deeply into the program sections of the questionnaires. These sections have been redrafted by the FCC to implement the Blue Book program standards and were considered at earlier joint meetings held last autumn. The Budget Bureau under law must accept the FCC’s program standards, but the FCC is the policy-making agency. At earlier joint meetings many suggestions made by the committee were accepted.

The broadcasters’ committee has been aiding the Budget Bureau in the joint effort of all three agencies to determine whether FCC questions impose undue hardship on respondents in answering them and to prevent inclusion in forms of questions which may be answered by material filed elsewhere within the Government.

Radical departures in the method of filing information with the FCC are provided. First, one set of forms will cover standard, FM and television stations except engineering data, which necessarily are different. Through the use of "collaboratory" or duplicate filings of large numbers of questions are avoided.

This simplification will save time and money both in FCC printing and distribution and also in time and effort of applicants. Legal, program and financial questions are sectionalized and uniform for CP, assignment of license, transfer control and modification of license. The license form is brief and requires some information necessarily not available at the time of filing for CP. Renewal forms involve a similar situation.

Program questions are the same for standard broadcasting and FM, with only three questions required in the case of television where program content is not regulation. Existing FCC questionnaire provisos covering programs under Blue Book standards were temporarily approved last year by the Budget Bureau.

Though the broadcasters’ committee feels notable progress has been made in dispensing with costly red tape, the proposed questionnaire contains features not considered satisfactory.

Taking an active part in the revision program on behalf of the FCC are Comr. Rosel Hyde and Charles Weeks, Chief, Organization & Procedure Section.

Attending the Roanoke meeting besides Mr. Cohn and Chairman Cow were Merle Jones, WOL Washington; Carleton Smith, WRC Washington; Car r. Burklund, WRC Washington; George McE, RCA; James H. New, CBS; C. T. Lucy, WVVA Richmond; Richard Steele, WTAG Worcex; Kenneth H. Baker, NAB Director of Research, acting on behalf of C. E. Arney Jr., NAB secretary-treasurer and committee secretary.

DECISION ON DAYLIGHT

IN HANDS OF DISTRICT

PRESIDENT TRUMAN signed into law last Wednesday a bill which gives Washington citizens the privilege of deciding whether they will have daylight saving time during 1947.

District Commissioners are meeting May 7 with spokesmen of adjoining Montgomery and Prince George County in Maryland, Arlington and Fairfax Counties in Virginia. The Commissioners hope to wind up hearings in one day so the fast time can go into effect next Sunday, May 10.

Passage of the McGrath bill, introduced in Congress by J. Howard McGrath (D.-E. 1.) on March 28, was effected last Monday by a majority of 218 to 145 in the House. The House had voted down an earlier bill which would have granted DST outright. The Mc-

AFM Brief Answers Federal Charges

Arguments Will Be Heard

IN SUPREME COURT

THIS WEEK

AFM has completed its brief for presentation to the Supreme Court, preparatory to the High Court’s hearing of the test case on the constitutionality of the Lea Act. The case was scheduled for argument today (May 5) or tomorrow.

The brief characterized the Lea Act as “patently unjust and unconstitutional.” It prohibited “all means, including those peacefully and traditionally used by workers” to obtain their ends in collective bargaining.

Answering the government’s brief, filed April 24 [BROADCASTING, April 28], AFM declared that the provisions of the Lea Act “have nothing whatever to do with monopolies.” The government maintained that the Lea Act was specifically aimed at correcting a condition of labor monopoly.

“The alien issue of monopolies is irrelevan to some extent, it is argued here, from which to launch lengthy attacks upon the practices of the defendant (James Caeser Petrillo) and of the American Federation of Musicians—attacks which are wholly unwarranted by the facts and which, in any event are irrelevant to the case in this instance,” declared the brief.

The 93-page document held that the Lea Act was the first law enacted by “any legislature, since the adoption of the Thirteenth Amendment” which compels a single individual to “work for a private person against his will.”

Cites Bill Name

Even popular designation of the act as the “Anti-Pettrillo law” showed, according to the AFM brief, “its emotional and irrational content. The statute does not lay down anything like a consistent or comprehensible national policy on labor relations in the radio broadcasting industry,” continued the argument.

The Lea Act was explained as “the expression of an enraged prejudice that has been carefully nurtured and spread by the owners of the broadcasting industry whose inordinate profits were threatened with some reduction by the normal demands and activities of those whose training, skill and energy substantially contributed to the success of that industry.”

The brief directed the radio industry with an attempt “to smash the Musicians’ Union for the simple reason that it, like any other union worthy of the name, was vigorously attempting to preserve and extend the economic welfare of its members.” NAB was indirectly accused of “an elaborate propaganda campaign of abuse and vilification designed to injure the people and the Congress ... with the result that the Lea Act received Congressional approval.

In its analysis of the Lea Act, the AFM brief described as “crucial” the “fact that it prohibits all means, no matter what their constitutional status or protection, that may be employed” to effect working conditions “that Congress or the same statute” declared to be lawful.

The brief also went into great detail on the Congressional debate which preceded passage of the Act. This debate, it maintained, revealed a determination of supporters of the bill to “vent their spleen on Mr. Petrillo.”

Florida Libel Bills

LIBEL bill protecting broadcasters from libelous and slanderous utterances where due precautions have been taken is pending in the Florida legislature. Identical measures—nos. 145 & 146—were introduced last week by Senator Beacham and Representative Lucke.

Rochester Story

WASHINGTON advertisers were told of radio’s ability to reach individual home department stores and other retailers in a mailing piece distributed by Mahlon A. Glasscock, sales manager of the Rochester Manufacturers’ Association. A letter accompanying a reprint of an article in the April 7 BROADCASTING titled “Radio Proves Power During N. Y. Strike” was accompanied by a copy of an exhibit the findings to the Washington retail situation.

Grath bill gained final acceptance because it left responsibility to local District government, rather than to Congress which under the present law merely approves a measure of local self government.

LABOR RELATIONS SEMINAR

IN NEW YORK ON MAY 7, 8

INTER-INDUSTRY seminar on labor relations will be held July 5 by the Radio Manufacturers Association with broadcasting and other allied industries invited. The seminar will be held at Hotel Pennsylvania, New York.

Presiding will be R. C. Smith, of Bendix Radio Division. Among speakers will be Edgar L. Warren, U. S. Director of Conciliation; Abraham A. Desser, National Industrial Conference Board, and Kenneth A. Ketchum, vice-president of Noblet-Sparks Industries.

May 5, 1947
Nunn, Johnston Elected NAB Directors

Radio Editorializing Wins Approval In Area G

By J. FRANK BEATTY

GILMORE NUNN, president of the Nunn Stations—WLAP Lexington; WCHM Ashland; XFPA Amarillo; WBBR Knoxville; WMOB Mobile—was unanimously elected director of District 7 at the NAB Area G meeting held Monday and Tuesday at the Hotel Roanoke, Roanoke, Va. He succeeds the retiring district director, James D. Shouse, vice president of Crosley Division, Avco Corp., who declined to be a candidate for reelection.

The meeting was the largest of the series of area and district meetings held this year by NAB, with 326 registered delegates and another 100 attendants. Co-chairmen of the sessions were Mr. Shouse and Campbell Arnoux, WTAG Norfolk, director of District 4, which will elect a director next year.

Mr. Nunn, aged 38, was endorsed for the post by both the Kentucky Broadcasters Assn. and Ohio broadcasters. The two States in District 7 alternate in representation on the board. Mr. Nunn has been president of the group since 1934, actively directing the broadcast since time. In addition, Lindsay Nunn, is board chairman.

As chairman of the NAB Public Relations Committee, Mr. Nunn is in active charge of the industry campaign to meet the rising tide of criticism against broadcasting.

The Roanoke meeting was marked by concerted action to ease the daylight saving time situation and revise the FCC’s outdated requirements for operators which are based on ship and communications services rather than broadcasting.

A strong resolution calling on broadcasters to support legislation (HR-2740) requiring interstate business to operate on standard time was adopted by the area after discussion. With Don Elias, WWNC Asheville, N. C., chairman of the Resolution Committee, in the chair, the daylight problem drew sharp comments from W. L. Brown, WSPA Spartanburg, S. C., who proposed an amendment urging broadcasters to get behind the legislative measure. The amendment was adopted.

At the Small Market Stations meeting Tuesday morning and at the final meeting in the afternoon complaint was voiced over FCC requirements which force small stations to hire first-class operators from “ticket mills” though third-class operators are able to perform most of the duties.

A resolution was adopted urging the FCC to revise requirements for operators and to recognize the special qualifications necessary for broadcast employment.

Other resolutions urged the board and President Miller to seek liberalization of the right to editorialize; commended NAB executives for efforts to stop featherbedding, jurisdictional disputes and secondary boycotts; opposed the 2% agency discount; thanked Messrs. Shouse, Arnoux and the Roanoke Hotel for their services on behalf of the meeting; thanked Roanoke stations for their arrangements.

A resolution, adopted unanimously, expressed gratitude of the area to Sol Talishoff, editor and publisher of Broadcasting, for expressions on behalf of free radio.

The area did not offer or discuss

Continued on page 91

Area F Conventions Favor Uniform Time Bill

HENRY P. JOHNSTON, WSGN Birmingham, was elected director of NAB District 5 as Area F stations held separate district Thursday meetings in Birmingham. Over 200 broadcasters representing District 5 (Fla., Ga., Ala., P. R.) and District 6 (La., Miss., Tenn., Ark.) took part in the proceedings and joined in a combined area session Friday at the Tutwiler Hotel.

Mr. Johnston succeeds Fred W. Burton, WQAM Miami, as District 5 director. He is managing director of WSGN and executive vice president of the Birmingham News Age-Herald. He is retiring president of the Alabama Broadcasters Assn. and chairman of the ABC Stations Planning & Advisory Committee.

Both districts adopted similar resolutions urging uniform time, supporting BMI, advocating promotion of better labor relations, opposing 2% cash discount to agencies, commending NAB President Justin Miller, and praising district and Birmingham officials for their convention arrangements. District 5 adopted a resolution urging representatives to establish an editorial policy. District 6 commended BMB and offered it continued support.

Mr. Burton presided at the District 5 meeting, held at the Thomas Jefferson Hotel, Birmingham, Wil- ley P. Harris, WJDX Jackson, (Continued on page 93)

U.S., Mexico Radio Cover Aleman Trip

Telecast From Washington Is Also Presented On Thursday

MEXICAN PRESIDENT Miguel Aleman’s visit to the United States provided Mexico’s radio with one of the biggest events and coverage jobs of its history.

But it not all smooth sailing, especially for station XEW, NBC’s Pan-American affiliate. Luis Farias, assigned by XEW together with Bachiller Galvez to cover his president, explained that local official interference from Mexico had resulted in a two-day blackout of broadcasts over land lines to Mexico City.

“We came here with everything prepared,” he explained to Broadcast ing, “but during the first two days some minor official in Mexico cut out our broadcasts, giving the National Radio a complete monopoly.”

The interference was eliminated by the concerted efforts of both American and Mexican authorities, including President Aleman, and XEW was able to go on the air when President Aleman made his address to a joint session of Congress.

Thus, during the first two days of the Mexican President’s visit all XEW was able to get to its listeners were daily 13-minute commentaries. Starting Thursday, however, full privileges were extended, and XEW was assigned the task of filling in all color and “atmosphere” material. Mr. Farias explained that the “precise moment” when President Aleman went into any official function, coverage was turned over to the National Radio.

D. C. Wire Recordings

During the interview with the two Mexicans, Mr. Galvez was busy testing a wire recorder acquired on Thursday to permit XEW to make “man-on-the-street” and spot interviews. They hoped to be able to record many sidelights of the presidential tour for re-broadcast when they return to Mexico, so that Mexican listeners may have a full picture of one of the most momentous “good neighbor” get-togethers in the history of Mexican-American relations.

Mr. Farias said XEW is now experimenting with television. He was the first announcer on the experimental program, initiated last Aug. 29. In charge of XEW’s video experimentation, he said, was XEW chief engineer Gonzales Car- menera.

Mr. Galvez is known in Mexico as the master of ceremonies on a popular program known as the College of Love. An audience participation program, College of Love selects a panel of five men and five women to make extemporaneous “declarations of love.” Mr. Farias indicated that his colleague Mr. Galvez, “is on vacation for about a month. But he will be back on the air.”

Meanwhile, the State Dept’s.

Continued on page 87

Page 16 • May 5, 1947
Clear Channel Service, At Night, Is the ONLY Radio Service Available to Many Homes.

BROADCASTING • Telecasting

May 5, 1947 • Page 17
RCA Shows Electronic Color Video

Large Screen Is Utilized; Images Sharp, Colors Slightly Off

BY BRUCE ROBERTSON

COLORED television pictures, projected from mid-auditorium to a screen 7½ by 10 feet at the front of the room, were given their first public showing last Wednesday by RCA at Franklin Institute in Philadelphia. RCA’s all-electronic system of video transmission, utilized in the demonstration, was explained in an address to the Institute by Dr. V. K Zworykin, vice president and technical consultant of RCA Laboratories and inventor of the tubes on which electronic television is based.

Preceding this meeting a preview of the demonstration was put on for a group of about 50 radio editors and writers, which E. W. Engstrom, vice president in charge of research, RCA Laboratories, described as a progress report on RCA’s color experimentations. Officials of the group that last fall they had seen the first demonstration of the all-electronic system, when colored slides and movies were televised and reproduced on projection-type home receivers with screens 15 by 20 inches, and that in January RCA had transmitted live action scenes in color.

The next major step, Mr. Engstrom said, will be showing outdoor pickups in full color. He hinted that this might occur as early as this fall. Cameras and other necessary equipment are under development in the laboratories, he reported, and propagation field tests will be made this summer in the New York area. These field tests, he said, will not be pictures, but radio signals at frequencies at both ends of the experimental video band, broadcast from the Empire State Bldg., location of NBC’s New York video and FM transmitters.

System Used Before

System utilized in last week’s demonstration was the same as that previously shown [BROADCASTING, Nov. 4, 1946], comprising a mirror-filter-lens system at the transmitting end which divides the image of the televised subject into three color signals which are broadcast as three individual electrical signals, received individually, transformed back into three color images and simultaneously projected on the viewing screen where they are combined into a single full-color image. What was new was the size of the received pictures, 36 times those shown last year.

Then as now, subject matter comprised Kodachrome slides and 16mm color motion pictures, not broadcast but sent by coaxial cable from the transmitting equipment to the receiving unit in the same room. Pictures were clear and in excellent register, but the reds and blues were accentuated and in pictures where part of the area was red there was a shimmering or graininess. Dr. Zworykin explained that the images were subject to the advantages and defects of the original pictures and also said that more work is needed on the phosphor of the red receiving tube, which at present must be reinforced with a red filter. This novo-tube of the blue and green phosphors, it was explained, as they were developed more fully in research on black-and-white television, in which the red phosphors were not used, so that the development of these red phosphors is still going on in the laboratory. Dr. Zworykin expressed confidence that this problem will be solved without undue difficulty.

Use Discussed

In answer to questions about the prospective use of large screen television in theaters, Brig. Gen. David Sarroff, RCA president, said that a group of picture producers, including Warner Brothers, has discussed with RCA the installation of large-screen black-and-white video equipment, which was operating within the “intent of Congress.” He is also one of the best-informed members of Congress on FCC affairs, having been a member of the five-man subcommittee which investigated FCC during 1943 and 1944.

Another important factor looming large in the pending appearance of Commission officials before the Committee is general GOP insistance on economy in government operation. All appropriations subcommittees have been instructed by Chairman John Taber (R.-N.Y.) to comb budgets thoroughly for their weak spots, i.e., where there is any indication of unnecessary “padding.”

Appropriation Committee paring of such agencies as the Interior Dept., has indicated that the economy knife will be wielded with a firm and insistent hand, to bring the overall 1948 budget down to a point which will permit both significant debt and tax reduction.

Appropriations Subcommittee in House

To Examine FCC Spending May 6 and 7

FCC’S SPENDING was tentatively scheduled for examination by a House Appropriations subcommittee on May 6 and 7. The subcommittee, headed by Rep. Richard B. Wigglesworth (R.-Mass.) has one or both hands on every hearings of any committee in Congress and may therefore be forced to put off the FCC money probe beyond the May 8 date.

Mr. Wigglesworth, however, was understood to have fully briefed himself on the basic points of the FCC $7,300,000 budget. One of the chief points of inquiry, it was learned, may be an FCC justification [BROADCASTING, March 3, March 10] which gave greatest percentage increases to legal and accounting services.

Mr. Wigglesworth is known not only for his frequent examination on budgetary matters, but also for a keen interest in whether government agencies, spending taxpayers’ money, are operating within the “intent of Congress.” He is also one of the best-informed members of Congress on FCC affairs, having been a member of the five-man subcommittee which investigated FCC during 1943 and 1944.

Another important factor looming large in the pending appearance of Commission officials before the Committee is general GOP insistence on economy in government operation. All appropriations subcommittees have been instructed by Chairman John Taber (R.-N.Y.) to comb budgets thoroughly for their weak spots, i.e., where there is any indication of unnecessary “padding.”

Appropriation Committee paring of such agencies as the Interior Dept., has indicated that the economy knife will be wielded with a firm and insistent hand, to bring the overall 1948 budget down to a point which will permit both significant debt and tax reduction.

Resolution Pending To Investigate FCC

GOP Members Foresee Action

In Current Session

GOP LEADERSHIP in the House issued assurances last week that a resolution to investigate the FCC [BROADCASTING, April 7] would be acted upon in time to permit the inquiry to open during this session of Congress.

Majority Leader Charles A. Hal- leck (R.-Ind.) told BROADCASTING that he thought the resolution would be reported out of the Rules Committee just as soon as the House finds time on a crowded calendar to deal with the matter of the resolution.

Speaker Joseph Martin (R.-Mass.) said delay in reporting the resolution was due mainly to the pressure of other business and did not signify that the House had lost interest in a probe of the Commission.

Wolverton Resolution

The resolution was introduced March 31 by Rep. Charles A. Wol- verton (R.-N.J.), Chairman of the Interstate and Foreign Com- merce Committee. It would empower the Commerce Committee to conduct the investigation.

Another factor contributing to the delay was the organization of the Commerce Committee, which so far has been sitting as a full group in hearings. Both majority and minority members are growing restive over the Chair- man’s apparent reluctance to ap- point subcommittees to handle spe- cial legislation and investigations. They point out that when the full committee is forced to handle all the committee’s business, less work can be accomplished.

Eugene Wilkey Is Named Acting Manager of WCCO

EUGENE B. WILKEY Jr., program director of WCCO Minneapolis, has been appointed acting general manager of the CBS-owned and-operated station succeeding A. B. Johnson. Mr. Johnson resigned to become vice president in charge of sales for the Northwest Lines Co. [BROADCASTING, April 21]. His resignation became effective May 1. Mr. Wilkey joined WCCO during the war and perfected the before the war. He said that if any theater is ready to order such equipment now, RCA will promise delivery within a year. He indicated that problems of pro- gramming were holding up such orders, with the application of video reception to theaters less settled than the technical prob- lems. Allowing any intent to critic- ize the theatre people, he said he regretted that they are not paying as much attention to television as are the electronic engineers.
Barrier

We've had that picture a long time. It was news when we first got it. But even if it's stale to you ... even if you've seen it in the newsreels ... it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start ... the horses are on their own.

Our radio point is this: Radio stations don't have a barrier to get them off to an even start. There's a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it's the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country's sixth largest city, W-I-T-H is the way to do it!

W I T H

AM and FM
Baltimore 3, Md.

Tom Tinsley, President  *  Represented Nationally by Halden-Reed

May 5, 1947  *  Page 19
Rosalia Maresca gratefully acknowledges the FIRST PRIZE in the new talent contest awarded by the Radio Executives Club of New York to Rosalia Maresca.

Every Sunday afternoon on the Sunday Serenade on WHOM the warm, lilting, strains of Miss Maresca's rich soprano voice is a welcome visitor in hundreds of thousands of Italian homes in the New York area.

Rosalia Maresca is one of the many live talent stars that make WHOM the favorite station of a million-and-a-half Italian speaking persons.

Another reason why WHOM is called THE FOREIGN LANGUAGE Showmanship STATION.

NAB and RMA Subcommittees Map Two-Way Promotion Drive

TWO-WAY promotion drive to increase the size of the radio audience and promote the sale of receiving sets was mapped last week at a joint meeting of the NAB's Sales Managers Executive Subcommittee and the RMA Advertising Subcommittee charged with carrying out the project.

Tied into the set-sale theme will be National Radio Week Oct. 26-Nov. 1, with both trade associations laying plans for an early start in a move to develop the week into an important national event.

Fred Eldean Org., handling details of the set campaign, submitted a presentation covering many phases of the plan. The meeting was held in the Eldean New York offices.

Important role has been planned for broadcast stations, whose interest lies in increasing audience size as more sets are purchased for homes. Louis Hausman, of CBS, told the joint meeting that only one-third of families own two or more radios, leaving a vast market for sets in the one-radio family group.

WALLACE SHOWS NEW TALENT

HYBRID CORN, boomerang throwing, all-grain diets and presumably pink-tinted thinking have all been developed to a new high by Henry Wallace. And last Monday he exhibited a new talent—talking through his left foot. The technique was exhibited at his news conference held at 2500 Q St., N. W., in Washington.

After a series of sessions with the officers of the New Republic, Mr. Wallace's magazine, Washington stations were told they could wire record the conference. Then they were told by Harold Young, Mr. Wallace's charge d'affaires, that there was no chance. "It will be a press conference, and there won't be any room for a microphone," radio newsmen were told.

WOL and WRC persisted and finally got Mr. Young's O.K. Arriving at the scene, engineers for the two stations got their equipment set up—microphones, cables and recording units—when Mr. Young announced that the conference would adjourn to the next floor up.

Equipment was pulled out by the roots and the radio men scurried up to the next floor. WOL managed to get its microphone on a table in front of Mr. Wallace, and immediately the ex-vice president picked it up, saying, "Sir, this is a press conference," and put it under the table.

Mr. Wallace firmly placed a foot on the microphone and held it there for the remainder of the conference. "Keep on recording," WOL's Macon Reed told Engineer Ray Kaplan, so the equipment ground away.

After the last, "Thank you, Mr. Wallace," signifying the end of the session, the former vice president released his hold on the microphone and returned it to WOL. He good-humorously agreed to answer Mr. Reed's questions now for the unfettered microphone, but then Mr. Young interposed with objections, so Mr. Wallace got up and slowly walked away.

Fed to Mutual

Albert Warner's 11 p. m. newscast that night (Monday) was specially fed to the Mutual network. In it Mr. Warner gave his serious comments on the Wallace conference, then pulled his rabbit out of the hat. He played an excerpt from the recording.

"So here was Mr. Wallace at this news conference," Mr. Warner commented, "complaining about inaccuracies in the news and at the same time boasting about the new normal radio reporting in which there can be no inaccuracy because the speaker's own words are presented."

There followed another unintelligible recorded excerpt, with Mr. Wallace still talking through his left foot.
Of all radios tuned to Philadelphia stations at 1 PM Sunday, 40% are tuned to "MUSIC FROM THE THEATRE" on KYW.

FOR SALE: An established program, with a week-after-week audience of almost half the sets-in-use in the Philadelphia area! Clarence Fisher's brilliant conducting and Frank Coleman's appealing voice make "Music from the Theatre" a top-notch advertising vehicle in the Nation's Third Market. WESTINGHOUSE RADIO STATIONS INT. National Representatives, NBC Spot Sales (except for KEX). For KEX, Free & Peters.

WBZ - WBZA - KDKA - WOWO - KEX - KYW
This month the Oldest Radio Station in the Northwest is twenty-five years old—and, boy!, what a difference those twenty-five years have made!

But one thing remains almost the same. Whereas our listeners in 1922 simply couldn’t “get” any other station, today they simply (almost) won’t! Today in the rich Red River Valley, frequent listener-surveys have proved it’s WDAY by six to one!

Let us, or Free & Peters, tell you the amazing facts about the listener-preference that WDAY’s better programming, better showmanship, better service has built, over these twenty-five years of radio pioneering in one of the nation’s richest agricultural areas. You’ll be glad you asked!

FARGO, N. D.
AN NBC AFFILIATE  •  970 KC  •  5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
AFA OUTLINES ANNUAL CONVENTION MAY 25
THEME of 43rd Annual Convention and Advertising Exposition of the Advertising Federation of America is “The Right to Advertise—the Key to Free Enterprise.” The Convention will be held May 25-28 at the Hotel Statler, Boston. Oveta Culp Hobby, wartime AQ commander and wife of W. P. Hobby, president of KPRC Houston, will be featured speaker at the opening session, sponsored by the Council on Women’s Advertising Clubs. Robert S. Faire, vice president of General Electric, will deliver the keynote address at the general luncheon meeting. Allan T. Preyer, chairman of Morse International and of the Federation board, is scheduled as toastmaster for the annual banquet.

Set. Owen Brewster of Maine, and J. P. Spang Jr., president of Gillette Safety Razor Co, will be the speakers at a New England luncheon. Other convention speakers include Charles Mortimer Jr., vice president of Federal Foods; and C. Scott Fletcher, president of Encyclopedia Britannica Films.

Departmental meetings are planned on outdoor, newspaper, foreign language newspaper, industrial, direct mail and retail advertising, premiums, and Advertising Club activities.

WISCONSIN RADIO SEMINAR SLATED TO START JULY 28
TEN-DAY public service radio institute sponsored by the U. of Wisconsin, will begin July 28 with list of speakers and consultants drawn from commercial and educational radio. Among those listed to participate are:

Dr. John E. F. Sanborn, manager, WQOW, Wausau; Charles J. Durr, FCC commissioner, Des Moines; Charles D. Gordon, director, WIBW; Reginald T. Miller, director, WISJ, Madison; William J. Lough, manager, WHO, Ames; William B. McCarty, director, WHA; John Patt, manager, WUWM, Milwaukee; Frank M. Medholdt, director, WIBO, Kalamazoo; Carl F. Medlin, director, WTHI, Terre Haute; Richard Phelan, station manager, WTMJ-FM Milwaukee; Robert W. Wheatley, director, WTHI, Terre Haute; and Verne Weasley, director, Lowell Institute Broadcasting Council...

WMLO INAUGURAL
HOUR-long program broadcast from the Fox-Wisconsin Theatre featured initial broadcast of WMLO Milwaukee April 20. Owned by the Credit City Broadcasting Co., station operates with 1 kW at 1290 kc. William Travis is WMLO’s general manager, Gene Posner president.

SEARS & AYER STATIONS
SEARS & AYER Inc. Chicago, will own approximately 75 stations associated with Homer Griffith Co, station representatives, effective June 1st. Representation will include markets east of the Rocky Mountains only, according to A. T. Sears.

WIBW NEEDLER
NEAT promotional brochure was mailed last week by WIBW Topeka, Kan. Setting forth advantages of knowing prices with cash and credit, sales personnel.facially age by using WIBW, folder was illustrated with ball of yarn through which were woven two real knitting needles. Readers were urged to return an attached post card for more free needles and sales data.

FCC’S SCOTT DECISION CALLED MISLEADING
FCC’S “SCOTT DECISION,” affirming the right of atheists to time on the air [BROADCASTING, July 22, 1946], is attacked in a booklet by Wilbur M. Smith, the faculty of Moody Bible Institute, which was published by WMBI Chicago, a noncommercial station.

“The memorandum of the FCC will mislead a misinformed public,” Mr. Smith declares. He challenges the Council’s decision in the case, and, relating to its references to statements of early American leaders: “It is strange that the FCC, instead of using clear specific and accurate information about opinions of Jefferson, Jackson and Lincoln, did not bring forth some facts to prove their faith in God.”

Mr. Smith also attacks “the non-Christian program of the United Nations Educational, Scientific and Cultural Organization,” and the selection of Julian Huxley, whom he terms “an enemy of the Christian faith and . . . an outspoken denier of the existence of a living and personal God,” to be UNESCO head.

The 46-page booklet is titled The Increasing Peril (“of permitting the dissemination of atheistic doctrines to the children of some agencies of the U. S. Government”). It is published by Van Kampen Press, Chicago.

Gimbel’s of Philadelphia Starts New Video Series
GIMBEL BROTHERS, Philadelphia department store which last year sponsored a series of 21 television shows on WPTZ Philadelphia, returned to television and WPTZ Friday night with a new series, The Handy Man. Quarter-hour show, featuring Jack Creamey as a man who mends and the house, mixes entertainment with information on new products.

David Arons, publicity director of Gimbel’s, said that last fall’s series, when the audience was monitored nationally for the first time, produced a high as 3% sales return. With surveys showing an average of 4.2 viewers per set, WPTZ estimated that nearly 5,000 consumers a month are being added to its audience.
K. Excel Says:

ANY WAY YOU FIGURE

THIS IS A
TREMENDOUS MARKET

Baccus, slide rule, mechanical calculator or any other method... the answer is the same. THE PACIFIC NORTHWEST IS A TREMENDOUS MARKET. Consider the $3917 per family income (over 34 per cent above the national average) which means more money for "luxury" items. Obviously then, the 2,500,000 listeners in the XL market have a potential buying power of nearly three and a half million people. Right! And when you also consider that you can buy this combination of "home town" stations with a single contract at a very substantial discount: Well, it just adds up, doesn't it!

Write for our complete MARKETIPS

PACIFIC NORTHWEST BROADCASTERS

May 3, 1947 • Page 23
Justin Miller, Jack Gould Debate Pros And Cons of Radio in a CBS Broadcast

THE oft-argued question, "Is Radio Doing a good Job?" was given a fresh airing April 25 over CBS when NAB President Justin Miller, arguing in the affirmative, clashed with Jack Gould, radio editor of The New York Times.

Judge Miller vigorously defended the status quo in broadcasting and cited the results of a survey made a few months ago "when some experts went about the country asking the people whether they thought that radio was doing a good job 'around here' and the people told them it was, definitely, doing a better job, than the schools, the churches, the newspapers and the city governments."

Claiming that most people enjoy the programs now on the air, Judge Miller said they should not be side-tracked to satisfy "a few disgruntled malcontents."

Comparing our radio with that of other countries, Mr. Miller asked, "Have you heard anyone claiming that the radio of any other country is better or as good as American radio? You have not."

He said further that although foreign radio does not have advertising, "it does have dull, lifeless, dishwater, compared with our programs, and great doses of government propaganda." On the subject of advertising, Mr. Miller contended that "it's the life-blood of American radio." He said we should be willing to listen to a few minutes of commercial in exchange for a "beautiful program."

Summing up his case, Mr. Miller said that "as long as receivers are designed with a dial by which listeners can select the programs they desire and a knob by which they can reject all that radio has to offer, the American system of broadcasting will bring to the people what the people want."

Mr. Gould, meanwhile, said that the question is: "Is American radio doing as good a job as it might reasonably be expected to?"

The answer, he said, must be largely in the negative. Referencing to daytime serials, 'cops and robbers' shows, and so-called 'horror' programs as the three most controversial types of programs, Mr. Gould admitted that they have a place in radio, but said the question was how big a place. "In catering to the majority taste as represented by these types of programs," said Mr. Gould, "radio has tended to overlook very substantial minority tastes."

Asks Better Drama

If radio is to appeal also to the minority tastes as it should, said the radio editor, several needs in programming seem obvious. "These," he said, "would include drama of real originality, quality and point of view, to offset the flood of tepid Hollywood revivals. Also a wider diversity of opinions among commentators and a wider discussion of national and local issues. More contemporary music from young serious composers. A more adult wit in many comedy shows. A few more popular singers who believe in singing and not moaning. And, last but not least, advertising messages with information instead of emotion."

Shaking a warning finger at broadcasters who falsely accuse critics, Mr. Gould said, "To those despondent disciples of the status quo I would point out one rather obvious fact. That there is criticism of radio is the best possible evidence of radio's essential health. Should there be a stop to the interest which that criticism represents, then radio really will have reason to start worrying about its future."

Bing Is Guest

SURPRISE GUEST at the silver anniversary wedding party April 22 of G. A. Rich- dards, president of WJR Det- rroit, and Mrs. Richards was the star of WJR's competing network affiliate, Bing Cros- by. After lunching with Harry Wismer, ABC sports director, and Niles Tram- mell, president of NBC, Mr. Crosby attended the Richards' wedding celebration and sang several songs in honor of the couple.

KELO

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

WHAT ASSURES STATION ACCEPTANCE FOR YOU!

TOP PROGRAMMING and PRODUCTION?

Naturally!

BUT FURTHER—KELO
CONSISTENTLY PROVIDES AFFILIATE

ALERT, INTELLIGENT PROMOTION AND MERCHANDISING—

Film Trailers
Car Cards
Daily Newspaper
Billboards
Weekly Newspaper
Window Display
Dealer Letters
Dealer Calls
Courtesy Announcements
Newspaper Publicity

Consider—then Contact

JOHN E. PEARSON CO.

KOPO Ceremony

KOPO, 250 w Tucson station on 1450 kc, licensed to Old Pueblo Broadcasting Co., and an ABC af- filiate, will have formal opening on June 1. Station has been in operation since early February, but postponed festivities.
ALL OVER AMERICA

MARTIN BLOCK

FOR CHESTERFIELD

WNEW
NEW YORK

NATIONAL BROADCASTING COMPANY

WARNER BROS.

KFWB
LOS ANGELES

STARTING JUNE 2ND

10 AM to 1 PM

"MAKE BELIEVE BALLROOM"
AMERICA'S LARGEST MARKET

"CHESTERFIELD SUPPER CLUB"
ALL NBC STATIONS COAST TO COAST

"MARTIN BLOCK PRESENTS"
AMERICA'S FASTEST GROWING MARKET

980 on your DIAL
FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER

WE RECEIVE IT (VERY GRATEFULLY)

A BLONDE NOT A BLONDE

WE WASH IT (VERY TENDERLY)

A BRUNETTE NOT A BRUNETTE

WE SILVER IT (VERY BEAUTIFULLY)

THE TREASURER THE PRODIGAL

WE PUT IT IN THE BATH (VERY GENTLY)

A REDHEAD NOT A REDHEAD

WE PRODUCE A MASTER (VERY REVERENTLY)

ADORATION PLUS

AND NOW THE PRESSING (VERY FIRMLY)

WE TEST IT (VERY CAREFULLY)

THE MUSCLEMAN

NOW WE SHIP IT (VERY PROUDLY)

THE BOSS

JOE

1041 NORTH LAS PALMAS AVE. • HOLLYWOOD 38

PROCESSED and PRESSED by ALLIED, the MUSIC of the composer cannot be squandered by POSTERITY!
Agencies Prefer Yearly Discount Plan

BROADCASTING TRENDS

PARTIAL report of the second questionnaire in BROADCASTING's poll of advertising agencies appeared in the April 14 issue. It presented views of a representative cross-section of agency executives and timebuyers on usefulness of statistical and merchandising activities. The agency ballot was fifth in the series of BROADCASTING's Trends studies. It was submitted in late February. The studies are being conducted by Audience Research Corporation.

In addition to the questions previously reported, agency panel members were asked: (1) which of the rate card forms in current use they prefer; and (2) which breakpoints in frequent discount structures they find most logical and useful.

Results of the survey follow.

"The NAB Sales Managers Subcommittee on Standardization of Rate Cards recently issued a report, endorsed by the Time Buyers' Committee of the AAA's, describing the five major forms of rate cards in current use. Which of these forms do you prefer?"

Rate Card provides for:

<table>
<thead>
<tr>
<th>% of all respondents</th>
<th>13 times</th>
<th>26</th>
<th>39</th>
<th>52</th>
<th>65</th>
<th>78</th>
<th>100</th>
<th>104</th>
<th>208</th>
<th>275</th>
<th>300</th>
<th>312</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounts based on the number (i.e., frequency) of program periods or announcements used within a twelve month period...</td>
<td>58%</td>
<td>*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounts based on: (1) number of broadcast days within a week; (2) dollar volume during the week; and (3) consecutive weeks</td>
<td>14</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two different discounts, based on (1) weekly dollar volume and (2) consecutive weeks of broadcasting</td>
<td>13</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discounts based on: (1) number of broadcast days used within a week; and (2) consecutive weeks of broadcast</td>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| Flat rate—a single price for each service offered, no discounts allowed, regardless of volume of business, or length of contract | | | | | | | | | | | | 4
| No answers | | | | | | | | | | | | 3
| TOTAL | | | | | | | | | | | | 100%

Agencymen's preference for rate cards based on frequency use within a year (the rate structure most stations) is clearly demonstrated—58% prefer this type of rate structure, more than four times as many as indicated preference for any other.

The card allowing for discounts based on number of broadcast days within a week, on dollar volume

A sample of all national and regional advertising agencies in the U.S. controlled for proper balance by geographical area and volume of business.

BROADCASTING • Telecasting

Best Average Seasonal Ratings In 20 Classifications Announced

INAUGURATION of a “Hooperade of Stars,” an annual selection of programs with the best average ratings in their class during an entire radio season, was announced last week in New York by C. E. Hooper, president of the audience firm.

The program with the highest average Hooperating during November and December, 1946, and January, February, March and April, 1947, was the Bob Hope show. It scored an average of 29.8. Fibber McGee & Molly was second with 29.4 and Jack Benny third with 27.6. All are NBC shows.

The “Hooperade of Stars” will be compiled annually, Mr. Hooper said, as a reflection of the listening public’s vote on the popularity of radio programs. It will not include ratings of shows heard during the summer months.

In the 1946-47 Hooperade, which selected winners in 20 categories and was based on the regular network Hooperatings compiled semi-monthly, NBC won 26 places, CBS 23, ABC 7 and Mutual 2.

Winning Programs

Winning programs in the 20 categories follow:

Variety—Bob Hope, 29.8; Fibber McGee & Molly, 28.3; Jack Benny, 27.6.

Plays—Radio Theatre, 23.7; Screen Guild Players, 21.8; Dr. Christian, 13.4.

Evening dramatic skits—Amos 'n Andy, 23.7; Great Gildersleeve, 17; Date With Judy, 15.1.

News commentator—Walter Winchell, 21.8; H. V. Kaltenborn, 10.0; Drew Pearson, 8.6.

Mystery—Mr. District Attorney, 20.4; Big Town, 15.3; Inner Sanctum, 15.2.

Male singer—Bing Crosby, 17.2; Your Thursday Meeting with Dick Haymes, 12.3; Supper Club (Perry Como), 10.9.

Audience participation—Truth or Consequences, 16.3; Take It or Leave It, 16.1; Bob Hawk show, 14.3.

Variety, female star—Joan Davis, 15.1; Judy Canova, 14.9; Fannie Brice show, 14.2.

Evening, popular music—Your Hit Parade, 13.2; Music Hall, 13.1; Manhattan Merry-Go-Round, 12.7.

News reporter—Lowell Thomas, 12.6; Johns-Manville News, 10.7; Parker Pen News, 9.3.

Quiz expert—Can You Top This? 12.1; It Pays To Be Ignorant, 11.1; Information Please, 8.8.

Female singer—Supper Club (Jo Stafford), 12.0; Kate Smith Sings, 10.9; Ford Show, starring Dinah Shore, 9.7.

Concert music—American Album of Familiar Music, 12.0; Wait Time, 10.4; Voice of Firestone, 10.0.

Children's program—Lone Ranger, 9.5; Let's Pretend, 6.8; Tom Mix, 4.9.

Afternoon dramatic skits—Stars Over Hollywood, 8.5; Grand Central Station, 7.4; Theatre of Today, 7.2.

Audience for—Bill Spoor, 7.7; boxing bouts, 6.0 (no third listed).

Daytime variety—Breakfast In Hollywood (Kellogg), 7.1; Breakfast In Hollywood (P&G), 6.8; County Fair, 6.5.

Daytime musical program: King Cole Trio, 4.6; Teentimers Club, 4.3; Fred Waring, 4.3; Jack Berry, 4.1.

Educational and forum—World Front, 4.3; Exploring the Unknown, 4.5.

Lux Theatre and Benny Lead in Pulse Ratings

AVERAGE hour quarter sets-in and daily share during the March-April period in the New York-Philadelphia-Boston area to 24.7 as compared to 26.4 in the January-February period, The Pulse, Inc., New York, reported last week.

Top 10 evening shows during this period as issued by The Pulse were as follows: Lux Radio Theatre, 25.4; Jack Benny, 25.2; Bob Hope, 23.6; Milton Berle, 22.6; Fibber McGee & Molly, 22.4; Fred Allen, 21.9; Red Skelton, 19.8; Walter Winchell, 19.7; Screen Guild, 19.0; Mr. District Attorney, 18.8.

Top 10 daytime shows reported were: Kate Smith Speaks, 8.4; Aunt Jenny, 7.9; Our Gal Sunday, 7.5; Helen Trent, 7.4; Big Sister, 7.2; Breakfast Club, 7.2; Road of Life, 7.1; Ma Perkins, 7.1; Young Doctor Malone, 7.1; When a Girl Marries, 6.7.

First Saturday and Sunday daytime programs were: The Shadow, 12.5; True Detective Mysteries, 9.5; Quick as a Flash, 9.4; Coutureys, 8.6; House of Mystery, 8.4; Harvest of Stars, 8.3.

A sample of all national and regional advertising agencies in the U.S. controlled for balance by geographical area and volume of business.
NOW you agencies and advertisers in Texas and the Southwest will get the same “on-the-spot” Free & Peters Service as our friends in New York, Chicago, Detroit, Atlanta, Hollywood and San Francisco! Joe Evans, formerly of our Chicago Office, is Manager of the new Fort Worth Office. He’ll be calling on you soon. In the meantime, if you have any rush assignments, you can reach him at the Star-Telegram Building.

FREE & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
DILEMMA OF A CITY

Down our way we are faced with a serious dilemma. At least, our City Fathers are, and though it won't be necessary at this moment for any of you to get out your crying towels you might possibly interest yourselves in our dilemma—garbage figures dilemma, if you please.

We know that what with the high cost of rooms at some hotels, and Hialeah coming to a pretty figure every now and then, not mentioning a few of our so-called gilded rooms, some of our tourists eat like birds, but even then our garbage trucks keep running back and forth, and last winter at the peak of the Season, what with all this scurrying around, the Joes who manned those swillwagons, in solemn concave met and adopted as their theme song the old G. I. refrain: "Oh, My Aching Back".

This brings us down to our point. Each ton of garbage represents X number of people. That's how it's figured. The great statistical brains that we have, dip into our garbage figures, and conclude that at our peak time we had 750,000 folks living in the Miami area. Now, as any fool can plainly see, we haven't much of a record to travel on to prove our winter peak population, especially if our first hypothesis is true, that our very welcome visitors eat like birds at times, but we can prove exactly the number of home folks that we have around here.

We all had to stand up in our best manner and have our noses counted, and here is the amazing result—the figures of the Florida census of 1945 reveal that there were 496,000 home folks, year-round residents, in the WKAT half millivolt contour line. Of course, we think this area has grown since then; how much we don't know. We are still looking to our garbage figures for the answer.

There is really no great moral to be pointed out in this story. However, it is suggested that you gentlemen who sit in New York, or Chicago, or Detroit, or Philadelphia, or any other place, scanning BMB Statistics gotten up by experts, Hooper figures, or other figures derived from censuses, take a look at our garbage figures and figure the population it represents. Another thing we invite your attention to, is WKAT and its low rates—incidentally, we think too low—for we verily believe that for the dollar charged with the population at hand, WKAT is the best all round radio buy in the United States.

If you can twist these figures any way to prove differently, you are welcome to a free ride.

Remember that here garbage figures represent population figures and that is the only way we know how to go about proving the fantastic growth of this community.

FRANK KATZENTINE
WKAT

WCAU Pioneers 'Hearability' Test

ROBERT GUNNING, of Readable News Reports, who has conducted tests of readability of some of the nation's best-known newspapers and magazines, last week announced the results of the first such tests of radio. The experiment was conducted at WCAU Philadelphia and was announced to the trade press and radio by Dr. Leon Levy, WCAU general manager. The plan was first suggested by J. David Stern, former publisher of the Philadelphia Record at a time when the newspaper owned the station. In picture (l to r) are Joseph T. Connolly, WCAU program director; Mr. Gunning, Dr. Levy and Mr. Stern.

'Order' Granting Application of WJIM

Lansing Revised to 'Proposed Decision'

FCC last week changed from an "order" to a "proposed decision" its Dec. 6 action granting WJIM Lansing's application for 550 kc with 1 kw directionalized and conditionally approving WKRC Cincinnati's request for 5-kw use of the same frequency, also directionalized.

WKRC had contended that FCC's handling of the case, using the device of an order rather than a proposed decision and subjecting WKRC's grant to certain unrequested limitations on radiation toward WJIM, precluded the right to oral argument and was "illegal" [BROADCASTING, Jan. 6].

In response to WKRC's opposition to the terms of the order, WJIM suggested that a proposed decision be issued granting its own application and denying WKRC's but proposing a conditional grant to WKRC with opportunity for oral argument. The procedural change authorized by the Commission does not affect the nine other applicants in the case except that their applications are severed from the proceedings. Thus the original order still stands as to them.

The proposed decision in which FCC incorporated its proposals concerning WJIM and WKRC said a grant of the former's application would make a better distribution of radio service.

It did not consider it necessary to deny WKRC's application in toto since there is no daytime conflict between the two applications and nighttime problems could be resolved by the restrictions proposed to be imposed on WKRC operations. These limitations would restrict WKRC's 5-kw nighttime radiation toward WJIM to 175 millivolts per meter equivalent for a 511 antenna in the horizontal 465 mv/m radiation toward the plane. WKRC had proposed a Lansing station.

WJIM is seeking authority to move from 1240 kc with 250 w to 550 kc with 1 kw, using directional antenna fulltime. WKRC requests 5 instead of 1 kw on 550 kc and also proposes fulltime directionalization.

Not affected by last week's procedural changes were the Dec. 6 grants to the following (with conditions in some cases): KSQD St. Louis, KTSA San Antonio, WGR Buffalo, KOAC Corvallis, and WDEV Waterbury, all for increased operations on 550 kc; KCRS Midland, Tex., to move to 550 kc from 1239 kc; Atlanta Constitution and Montana Broadcasting & Television Co., for new stations on 550 kc at Atlanta and Butte, respectively. The 11th application in the proceeding, Atlantic Radio Corp.'s request for a new 5-kw station on 550 kc at Boston, was set for hearing with the application of WNBH New Bedford to move to 550 kc with 5 kw from 1340 kc with 250 w [BROADCASTING, Dec. 16].
May We Present, SUH...

The Heart of the South

The Georgia FIVE-STAR GROUP

WATL Atlanta
WBML Macon
WRBL Columbus
WRDW Augusta
WSAV Savannah

... offers a unique group plan for covering the very heart of the South — primary coverage in the first five Georgia markets. ...

One order—one invoice, further facilitates the technique of reaching AND SELLING these rich industrial and agricultural areas.

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGBERY CO.

With Offices in Atlanta, Whitehead Bldg., 223 Peachtree Street—Chicago, 307 N. Michigan Ave.—New York,
Graybar Bldg., 420 Lexington Ave.—Los Angeles,
411 W. 5th Street—San Francisco,
300 Montgomery Street.

"I BUYS 5 IN GEORGIA"
Tiffing Allen’s Blood Pressure Shoots Up; Hooper Down, Abetted by DST Shift

IN A DIVERGENT reaction to his recent tiff with NBC [BROADCASTING, April 28] Fred Allen’s blood pressure was up and his Hoopering down last week. Both problems required diagnosis by specialists.

First, Mr. Allen flew to Cleveland for an overnight stay at St. John’s Hospital and examination by physicians. The comedian was said to be suffering from high blood pressure.

Second, NBC recoiled with a shudder when a special Hoopering of Mr. Allen’s Sunday, April 27, show was delivered. Expecting it to confirm their predictions that the comic’s audience would be inflated to new records by the publicity windfall which the controversy of the week before had produced, NBC executive incredulously noted that the Allen rating was down nearly three points. He had a 25.3 on April 20, only a 22.4 on April 27.

It was some time before NBC research experts recovered their calm and suggested that the collapse of Mr. Allen’s Hooper might be attendant upon the institution of daylight saving time, an annual phenomenon which creates deflation in the Hooper measurements.

METROPOLITAN ELECTS LAGUARDIA AS DIRECTOR

LAGUARDIA as Director

METROPOLITAN Broadcasting and Television Inc., which operates FM Station WABF and experimental television station W2XMT New York, last week announced the election of Fiorello H. LaGuardia, former Mayor of New York and Director-General of UNRA, as a director.

Ira A. Hirschmann, president of the company, stated in the announcement that “Mr. LaGuardia will aid in formulating the policies to be adopted by the two stations and participate later in a special type of news program he has devised.”

Also elected directors were Lyman G. Bloomingdale, grandson of the founder of Bloomingdale’s Department Store, New York, and Samuel Wechsler, music patron and one of the original underwriters of the New York City Center. Mr. Wechsler is executive vice president of Metropolitan Broadcasting & Television and a former chairman of the Music and Entertainment Division of Red Cross.

GOIN’ TO THE DOGS IN AIREDALE (Ky.)?

No matter how hard your radio messages bark and scratch at Airedale (Ky.)—well, you just aren’t going to dig up many bones down there! And WAVE doesn’t even try! We’re gnawing on the juiciest hunk of meat in all Kaintuck—the Louisville Trading Area, where folks do more business than in all the rest of the State combined! Want to give your sales a new leash on life? Okay, then concentrate on waggin’ your tale to the Louisville Trading Area!

Tiffing Allen’s Blood Pressure Shoots Up; Hooper Down, Abetted by DST Shift

IN A DIVERGENT reaction to his recent tiff with NBC [BROADCASTING, April 28] Fred Allen’s blood pressure was up and his Hoopering down last week. Both problems required diagnosis by specialists.

First, Mr. Allen flew to Cleveland for an overnight stay at St. John’s Hospital and examination by physicians. The comedian was said to be suffering from high blood pressure.

Second, NBC recoiled with a shudder when a special Hoopering of Mr. Allen’s Sunday, April 27, show was delivered. Expecting it to confirm their predictions that the comic’s audience would be inflated to new records by the publicity windfall which the controversy of the week before had produced, NBC executive incredulously noted that the Allen rating was down nearly three points. He had a 25.3 on April 20, only a 22.4 on April 27.

It was some time before NBC research experts recovered their calm and suggested that the collapse of Mr. Allen’s Hooper might be attendant upon the institution of daylight saving time, an annual phenomenon which creates deflation in the Hooper measurements.

METROPOLITAN ELECTS LAGUARDIA AS DIRECTOR

LAGUARDIA as Director

METROPOLITAN Broadcasting and Television Inc., which operates FM Station WABF and experimental television station W2XMT New York, last week announced the election of Fiorello H. LaGuardia, former Mayor of New York and Director-General of UNRA, as a director.

Ira A. Hirschmann, president of the company, stated in the announcement that “Mr. LaGuardia will aid in formulating the policies to be adopted by the two stations and participate later in a special type of news program he has devised.”

Also elected directors were Lyman G. Bloomingdale, grandson of the founder of Bloomingdale’s Department Store, New York, and Samuel Wechsler, music patron and one of the original underwriters of the New York City Center. Mr. Wechsler is executive vice president of Metropolitan Broadcasting & Television and a former chairman of the Music and Entertainment Division of Red Cross.

GOIN’ TO THE DOGS IN AIREDALE (Ky.)?

No matter how hard your radio messages bark and scratch at Airedale (Ky.)—well, you just aren’t going to dig up many bones down there! And WAVE doesn’t even try! We’re gnawing on the juiciest hunk of meat in all Kaintuck—the Louisville Trading Area, where folks do more business than in all the rest of the State combined! Want to give your sales a new leash on life? Okay, then concentrate on waggin’ your tale to the Louisville Trading Area!

FM-NETWORK contract in Topeka, Kan., has been arranged between Mutual Broadcasting System and KTSJ-FM executives for programs other than musical. Left to right, James A. Mahoney, MBS western division station relations manager, T. Hall Collins, manager of Stauffer publications broadcast division; O. S. Stauffer, editor of the Topeka State Journal, station owners; Wendall Elliott, manager of KTSJ-FM. Mutual has contracted with several FM outlets for such service [BROADCASTING, April 14].
Many thousands of Utah people have grown from childhood to maturity enjoying programs over KDYL every day of their lives!

During that quarter-century in which KDYL has played so important a part in the life of this state, the station has acquired broadcasting experience which could come in no other way.

This experience is of important value to advertisers seeking to win and hold the Utah market.

For further information and availabilities, phone, wire or write—

JOHN BLAIR & CO.
National Representative

GREAT AUDIENCE

Latest Hooper index figures show KDYL is the round-the-clock, round-the-year favorite. It is the station most Utahns listen to most.

GREAT PROGRAMS

The greatest names in radio... the famous NBC Parade of Stars... plus smart local productions, reach Utah consumers through KDYL.

GREAT SHOWMANSHIP

With attractive outdoor advertising, window cards and other merchandising tie-ups, KDYL provides alert promotion of its programs and the products of sponsors.
Sarnoff Says Army Signal Association
Acts as Insurance for National Security

Determination of the Army Signal Assn. to help insulate effective communications for our military forces in this Atomic Age was reiterated last week by Brig. Gen. David Sarnoff, president of RCA, in a speech at the association's first annual meeting.

General Sarnoff, recently elected president of the association, told the gathering, "We must do our utmost to help keep America prepared to meet aggression until the United Nations develops sufficient strength as an organization to preserve peace and prevent war. We must be ready for quick mobilization of trained men, modern weapons and essential industries that will function as an efficient team for America's defense."

General Sarnoff paid special tribute to Major General Harry C. Ingles, the recently-retired Chief Signal Officer of the Army, General S. H. Sherrill, editor of Signals magazine, and Maj. Gen. Spencer R. Akin, Chief Signal Officer of the U. S. Army, for their accomplishments. Then, urging a close relationship between communications services, the military forces and industrial research, General Sarnoff declared, "We must not neglect, on the contrary we must continually encourage scientific research which is the guidepost to the future, the shape of which is not too clear. A nation unprepared to combat new forces of science as unfolded in an Electronic and Atomic Age, is in grave danger."

A message of greeting received from President Truman said, "The Army Signal Association's program for maintaining close relations between the Army and the communications, electronics, and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

J. B. POWERS RE-ELECTED
BY EXPORT ADVERTISING

Export Advertising Assn.,
New York, elected the following officers and directors at its annual meeting and elections April 30 at the Belmont-Plaza Hotel, New York: J. B. Powers, president, Joseph B. Powers, Jr., New York, was reelected president; Arthur A. Kron, executive vice president of Gotham Advertising, Inc., and treasurer; Walter S. Bickford, editor of Export Trade and Shipper, New York, re-elected secretary; Paul R. Krumsing, president of National Export Advertising Service, New York, treasurer.

The new officers and directors elected were:


P & G Switch

Procter & Gamble, Cincinnati (Duo), through its agency Compton Adv., New York, has bought 15-second spots in the daytime serial Guidance Light to replace its current show Road of Life Monday through Friday, 1:45-2 p.m. on CBS, it was reported last week. The switch in shows, it was said, will take place late in May. Guidance Light was formerly sponsored by General Mills and originated in Chicago. When it goes under the new sponsor's banner it will probably originate on the West Coast.
Still Gaining in Popularity!

WHBF

Latest Hooper Figures Show Healthy Increase

Hooper's listening index in the Quad-Cities for February-March shows that WHBF made a healthy increase over preceding months—and over other Quad-City stations. WHBF delivers a larger morning audience than all other local stations combined.

WHBF is first Monday thru Friday... also Sunday afternoons; and at night is a close second.

Here are the facts, by Hooper:

<table>
<thead>
<tr>
<th>MORNING INDEX—8 TO NOON, MONDAY THRU FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHBF</td>
</tr>
<tr>
<td>54.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AFTERNOON INDEX—NOON TO 6 P.M., MONDAY THRU FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHBF</td>
</tr>
<tr>
<td>28.6</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SUNDAY AFTERNOON INDEX—NOON TO 6 P.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHBF</td>
</tr>
<tr>
<td>23.4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>EVENING INDEX—6 P.M. TO 10:30, SUNDAY THRU SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHBF</td>
</tr>
<tr>
<td>26.2</td>
</tr>
</tbody>
</table>

*Daytime Station Only.
The Above Index Covers the Four Quad-City Stations.

BASIC ABC for the QUAD-CITIES

1270 KC WHBF 5000 Watts Full Time

and WHBF-FM

Les Johnson, V.P. and Gen. Mgr. Affiliate of Rock Island Argus

Broadcasting • Telecasting

May 5, 1947 • Page 37
Gross, Gambrill Are New Gillette Vice Presidents

BOONE GROSS, former sales manager of Gillette Safety Razor Co., Boston, and Howard Gambrill Jr., former works manager of the firm, have been elected vice presidents of the company.

Mr. Gross has been sales manager of Gillette for more than a year. Previously he was president and general sales manager of Gooderham and Worts, Detroit.

During the war Mr. Gross served with the U. S. Army and rose to the rank of colonel.

Mr. Gambrill, who has been with Gillette for the past 18 years, has worked in nearly all of the firm’s manufacturing departments.

WRFD Names

EDGAR PARSONS, formerly with the Fred A. Palmer Co., has been appointed manager of the new WRFD, owned by the Peoples Broadcasting Corp. of Ohio, and under construction in Worthington, Ohio. Royce Woodward, formerly chief engineer of WKLX Lexington, Ky., has been named to a similar post at WRFD. Station will be 5 kw on 880 w.

ASCP Treasurer

LOUIS BERNSTEIN was elected treasurer of ASCP at a meeting of the society’s board of directors in New York April 29. All other officers were re-elected as follows: Deems Taylor, president; Gustave Schirmer, vice president; Oscar Hammerstein 2nd, vice president; George W. Meyers, secretary; Donald Gray, assistant secretary, and Ray Henderson, assistant treasurer.

Offer Radio Studies

INDIANA State Teachers College has announced that the speech department will this year offer courses in radio as major subjects. Courses include: use of radio in the classroom; radio workshop; introduction to radio broadcasting; radio speech; radio writing; radio program orientation. The radio workshop, offered to teachers during the summer, will be conducted from June 16 to July 18 and from July 21 to August 22.

KWRN Transmitter

CONSTRUCTION has begun on transmitter house for KWRN Reno, 3 kw FM outlet of Reno Newspapers, Inc. Located atop Peavine mountain 8,277 feet above sealevel, it is believed to be the highest transmitter site in the U. S. KWRN is expected to be on the air late this summer, with studios in the Gazette Building in Reno using a link transmitter to the mountain site seven miles away.

when coverage counts

There’s a “heap of buyin’” in Memphis’ Billion Dollar market. You get a “heap” of coverage when you tell your story to Mid-South people over WMC.

684,460 families in this rich market are proud WMC listeners. Since 1923, WMC has been the station most people listen to most!

WMC

“the station most people listen to most”

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES
The Branham Company

OWNED AND OPERATED BY
The Commercial Appeal

MARK WOODS, president of ABC, addresses 400 school editors attending Southern Interscholastic Press Assn. convention.
THE "WINNER" and "NEW CHAMP"

Award of Merit
Presented to "WEATHER FORECAST JINGLES"
By the Committee on National Radio Awards of the City College of New York.

CHIQUITA BANANA
SPONSORED BY UNITED FRUIT CO.
LAST YEAR'S WINNER

WEATHER FORECAST JINGLES
BROADCAST IN 190 CITIES
Your Markets may still be available.

The hottest idea in Spots ever! Transcribed weather reports set to music with the cleverest lyrics you've ever heard. Listeners will actually tune in to hear this unique method of Weather Forecast presentation.

The only Producer of Transcribed Radio Programs to receive an Award at this Conference.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

Two sets of Weather Forecast Jingles are supplied. One, twenty-five to thirty seconds, allowing thirty seconds for live commercial. The other, twelve to fifteen seconds, to be used as station breaks. Each set contains 66 spots. Cue index cards make selection of the appropriate forecast simple.
"Baby Snooks" originates at
Pandemonium in a pinafore . . . that's Snooks. Actually grown-up Fanny Brice, she charms Columbia listeners from coast to coast. And it all gets underway at KNX — CBS in Hollywood — under the sponsorship of the General Foods Company.

KNX polishes 27 shows for cross-country delivery. But sponsors of local KNX shows get much more than reflected glory. All of the production services used on KNX's transcontinental originations are placed at the disposal of KNX shows meant for Southern California only. In short, your sales messages to Southern Californians enjoy network quality at single-station cost.

Take Tapestries Of Life, a local KNX program blending the dramatic abilities of Hollywood's finest actors with smooth narration by Theodore Von Eltz. Its sponsor — Forest Lawn — has been using KNX programming for more than 12 years. These consistent renewals demonstrate the continuous satisfaction given by KNX's single standard of top quality production.

If your sales aren't keeping pace with the fast growing Southern California market, just give us, or Radio Sales, a call. We can give you a pace-setter.

KNX  Los Angeles • 50,000 Watts
"Sample" ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, Jr. program:

- WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

H. M. HUCKE IS NAMED TO NEW POST AT RCA
HERBERT M. HUCKE, former manager of RCA Aviation Radio Sales, has been appointed sales manager of the newly-consolidated RCA Communications and Specialty Section, and Joseph M. Hertzberg, who has been associated with the RCA Aviation Section since 1945, succeeds Mr. Hucke as manager of Aviation Radio Sales.

Mr. Hucke joined RCA's sales service staff at San Francisco in 1925 and after a short time was appointed field sales engineer. In 1931 he became radio engineer for Pacific Air Transport Co., and when that company was absorbed by United Air Lines he joined the latter company. In 1936 Mr. Hucke was promoted to chief communication engineer for United, and in 1938 joined the newly-created Air Safety Board in Washington, D. C.

He rejoined RCA as head of Aircraft Radio sales in 1940.

Mr. Hertzberg joined RCA's aviation section in 1945 after four years of work on aircraft radio communications and navigational research and development for the AAF. During the war, as a colonel in the AAF, he worked on the development of shoran and loran. Prior to the war he was employed by the Stromberg Carlson Co. for six years, and for several years was in business for himself.

Hope Revived That Russia Will Ease Broadcast Ban
A FAINT RAY of hope was seen for future American broadcasting from Russia in a statement last week by Henry Cassidy, NBC's European news director, who said that "a little progress has been made."

Speaking from Paris on his return from covering the Moscow conference, Mr. Cassidy said that although conference broadcasting privileges had been cancelled, "the Russians have agreed to re-examine the question of broadcasting and the three resident Moscow correspondents representing American networks have applied directly to Foreign Minister Molotov for permission to resume their work."

He said the Russians had made no promises for after the conference, but he added, "they admit we have a serious argument in freedom to listen."

Benham Appointed
H. J. BENHAM, former commercial engineer for RCA's Theatre Equipment Section, Camden, N. J., has been appointed assistant vice president of the Brenkert Ligh Projection Co., RCA Victor Division subsidiary, Detroit. In his new capacity Mr. Benham will make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, president of the firm.

COMPLETING negotiations between WJZ and Dossin's Food Products for Harold True's news program for Pepsi-Cola and the Dossin Co. are (l to r): Walter J. Dossin and Lawrence J. Michelson, vice president of Simons-Michelson Co., Detroit, which handles the account.

NOBLE & WOODS PLAY HOSTS FOR ITU DINNER
EDWARD J. NOBLE, ABC chairman of the board, and Mark Woods, ABC president, were hosts on April 24 at a dinner honoring visiting officials of the International Telecommunications Union at the Waldorf-Astoria Hotel, New York. Members of the FCC also attended the dinner.

Honored guests at the dinner and reception were: Dr. Franz von Ertel, director, International Telecommunications Union; Commander Gerald C. Gross, vice director, ITU; Francis C. Col De Wolf, chief, Telecommunications Division, State Department; Mrs. E. Bly, special executive officer, ITU; Charles R. Denny, chairman, FCC; E. K. Jett, commissioner, FCC; Edward Mount Webster, commissioner, FCC, and Andrew G. Haley, Washington, D. C.

Also attending from Sam were Robert E. Kintner, executive vice president; Robert H. Hinekley, vice president in charge of Washington activities; Earl E. Anderson, vice president; C. Nicholas Priaulx, vice president in charge of finance; Joseph McDonald, vice president and general attorney; and Frank Marx, chief engineer.

KBYE on Air
KBYE, owned by State Broadcasting Co., began operations April 22 as the only non-network station in Oklahoma City. Gailen Gilbert, former commercial manager of KUOA Siloam Springs, Ark., holds a similar position with KBYE. O. C. Brown is promotion manager; Helen Morgan, formerly of WKY Oklahoma City, is continuity director; Clyde Modteller, formerly of WFAA Dallas, is chief engineer; Flora Luper, formerly of KTOK Oklahoma City, is office manager. KBYE is a 1-kw daytime outlet and operates on 990 kc.
IF IT'S PEARLS YOU WANT...

Use a diving mask in the South Pacific!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WREG & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
OUTLET IN PIERRE, S. D., PUTS IN 'FIRST' CLAIM EDITOR, BROADCASTING

In the April 14 issue of Broadcasting, page 93, I came upon a story concerning "First Station Feud" and noting that the first license of KDKA was issued Aug. 1, 1920, 8 XK, call your attention to the fact that the first license of this station (KGFX Pierre, S. D.) was issued June 6, 1916, to my husband, Dana McNeil, and the call was for a "Land Station" 9 ZP, License No. 12. His operator's license was No. 8878, issued June 1, 1916. I have these original licenses on file here.

When the stations were closed during the first World War, and then to reopen Mr. McNeil's call became 9 CLS. I find that in our old file of licenses it became KGFX on Aug. 15, 1927.

Personally I have done the announcing since February of 1922, thus a bit over 25 years. My McNeil died Oct. 15, 1936, and since that date the station has been licensed to me as administratrix of the estate.

Though small, we feel we're quite useful—(see Coronet magazine, March issue 1947 for a bit of story). Anyway—I'm wondering if maybe we might be older than the others?

Ida A. McNeil, Director, KGFX, Pierre, S. D.

Time of Marshall Address Set Without Network Clearance

DEPT. OF STATE's selection of time for the broadcast last week of Secretary of State George C. Marshall's first address following his return from Moscow was done without consultation with all networks, it became known when CBS refused to carry the speech.

The 9:30 p.m. Monday time which the Department chose for the Secretary was one of several periods which had been offered it by MBS, it was learned. In that segment Mutual normally carries a Guy Lombardo program for Army recruiting.

According to other network headquarters in New York, the State Dept. announced that the Secretary would make his address at 9:30 without first consulting any of them.

Stanton's Statement

NBC and ABC, however, agreed to carry the Secretary's broadcast. NBC cancelling the Victor Borge show, sponsored by Socony-Vacuum Oil Co., and ABC cancelling So You Want to Lead a Band, a sustaining.

The time picked for the Secretary's speech was the second half of the CBS Lux Radio Theater, one of the network's most popular programs. Although the network did not refer specifically to this inconvenience, Frank Stanton, CBS president, explained.

We were told by the State Dept. that it would have to be 9:30 or else. At other times, for the White House, the networks were usually consulted and asked to suggest the time that would be most suitable and would cause the least inconvenience.

"We offered Sunday at 10 p.m. or Monday at 10:30 p.m., but we were told it had to be 9:30 or nothing. We simply had to decline to carry Mr. Marshall. We take the position that this is a free country and that they cannot command networks in time of peace for a speech by the Secretary of State."

John P. Howe, special assistant to the Assistant Secretary of State for Public Affairs (William Benton), said CBS "was completely within its rights" for refusing to carry the broadcast. He said the Department had picked the time it wanted for Mr. Marshall's speech on the basis of Hopoerings for the best time, and then told the networks what time the speech would be made. He added that the Department always had "a lot of trouble" in getting networks to agree on a time.

TECHNICAL, EXECUTIVE JOBS OPEN IN JAPAN

RECRUITING for several supervisory and policy-making jobs under the military government of Japan will start this week with the arrival in this country of A. J. Allen, assistant deputy chief of the Civil Communications Section in Tokyo. He is former assistant vice president of AT&T, and retired vice president of the Cincinnati Bell Telephone Co.

Mr. Allen plans to be in the U. S. for about 20 days recruiting for the following positions: Inside maintenance toll supervisor, circuit layout engineer, transmission engineer, chief of wire operations division, construction supervisor, chief of the manufacturing branch, radio research engineer, field communications executive officer, wire equipment supervisor, radio engineer operating supervisor, radio engineer broadcast technician, attorney for Civil Communications Section.

All jobs are concerned with supervising the existing Japanese communications system. Average pay is $8,877; average government rating is F6.

Mr. Allen's headquarters while in Washington will be Personnel and Training Branch, Civil Affairs Division, War Dept. General Staff, room 3B883.
JUST in case you hadn't given it a thought lately—
times are changing in the media
field. The buyer is again the buyer—
and he's getting tougher and tougher.
He's just the same nice guy—but
advertisers and agencies are settling
down in the traces to sell goods—
hard—competitively.

And so, to Radio—these questions (among others):
1. "What is the actual, verified 'circulation' of this program
   in which you ask me to invest my dollars?"
2. "How many homes per radio dollar?"
3. "How big is the total audience reached by a series of suc-
essive broadcasts? Unless I know this, I can neither make
comparisons with other media nor determine what percentage
of the market for my product is adequately covered."
4. "What per cent of all radio homes is reached by my radio
   advertisements—my commercials?"

Now let's stop kidding ourselves (and short-changing
radio)—"coincidental phone ratings" can't answer a single one of these
questions!

Why, even those who fashioned the "Coincidental" rating never claimed more for
it than that it was an "index of program popularity"—measured only in phone
homes—only in 33 selected cities. Not a scrap of selling
evidence about a program's total "circulation," nor its total
market coverage; nor the size of the audience reached by
its commercial advertisements!

But sound answers to these sound questions (and many
more)—vital to the interest of advertisers, agencies, net-
works, stations and talent—are ready and waiting for you
in NIELSEN RADIO INDEX service. Consider—in sharp
contrast with the single "Coincidental" rating—the four
NIELSEN RADIO INDEX measurements shown by the chart:

1. NRI "Average" Audience usually exceeds the correspond-
ing "Coincidental" rating.
2. NRI "Total" Audience is still higher—radio is given
   credit for part-time listeners (other media take similar credit).
3. NRI "Commercial" Audience gives radio a unique advan-
tage—there is no equivalent measurement of "Readership."
4. NRI "Cumulative" Audience is absolutely indispensable
   if the true size of Radio's market coverage is to be com-
pared with competitive "Circulation."

These, and many other measure-
ments, available exclusively from NRI
service, reveal Radio's true values.
Let's stop short-changing Radio! Let's use a rifle (and a good one) to
answer these questions of Radio's
buyers—and sellers.

* *

NIELSEN RADIO INDEX
A Complete Research Service
(based on accurate electronic
recorders) which provides, on a
continuous basis, the vital facts
needed in solving the problems
and capitalizing the opportuni-
ties of programming, time buy-
ing and time selling of Radio.

* *

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

<table>
<thead>
<tr>
<th></th>
<th>COINCIDENTAL RATING . . . Limited to phone homes in 33 large cities</th>
<th>N.I.</th>
<th>NOT A MEASURE OF AUDIENCE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE AUDIENCE</td>
<td></td>
<td>1 Wk.</td>
<td>10.0</td>
</tr>
<tr>
<td>TOTAL AUDIENCE PER BDCST.</td>
<td></td>
<td>1 Wk.</td>
<td>11.5</td>
</tr>
<tr>
<td>COMMERCIAL AUDIENCE PER BDCST.</td>
<td></td>
<td>1 Wk.</td>
<td>16.2</td>
</tr>
<tr>
<td>CUMULATIVE AUDIENCE (4 WEEKS)</td>
<td></td>
<td>1 Wk.</td>
<td>14.3</td>
</tr>
<tr>
<td>CUMULATIVE COMMERCIAL AUDIENCE (4 WEEKS)</td>
<td></td>
<td>1 Wk.</td>
<td>26.2</td>
</tr>
</tbody>
</table>

2011 HOWARD STREET
CHICAGO

A. C. NIELSEN COMPANY
500 FIFTH AVENUE
NEW YORK

BROADCASTING  •  Telecasting

May 5, 1947  •  Page 45
Winning Smile is flashed by Dale Taylor, WENY Elmira, N. Y. (front row, center), newly-elected chairman of Gannett Radio Board [Broadcasting, April 28]. At meeting in Danville, Ill., Flanking Mr. Taylor: (1 and r) are: G. Glover Delaney, WTHF Hartford, Conn., manager, secretary; W. G. Wisegarver, WBBG Rochester, N. Y., retiring chairman; Back row, (1 to r): Walter E. Nilson, J. F. McKinney & Son; Robert J. Burow, WDAN Danville, Ill.; Max M. Everett, J. P. McKinney & Son.

WPEN-FM Gives Initial Demonstration Of Facsimile Operation in Philadelphia

FIRST PUBLIC demonstration of facsimile broadcasting in Philadelphia was presented April 28 by WPEN-FM in the street-door window of the Gimbel Brothers department store. It was the first indication that the Philadelphia Evening Bulletin, which owns and operates WPEN and WPEN-FM, was entering the facsimile field. Earlier, the Philadelphia Inquirer, which owns and operates WFMF and WFIL-FM, had announced that it would stage a public demonstration of facsimile on May 5.

Lister Does Research

WPEN-FM has been broadcasting facsimile since April 2 under an experimental license. Walter Lister, former managing editor of the defunct Philadelphia Record, was engaged by the Bulletin several months ago to handle research for the proposed facsimile broadcasting. Arrangements for the demonstration were made by Richard W. Slocum, vice president and general manager of the Bulletin, and G. Bennett Larsen, general manager of WPEN.

Apart from the fact that it was the first Philadelphia demonstration, it was also said to be the first time an 18-inch recorder had been publicly demonstrated. The 18-inch recorder brought a page equal to nine columns of type and was 125% wider than the ordinary newspaper page. In addition to the 18-inch recorder, the demonstration included the 4-inch recorder intended for home and office use. The first page of the day's Bulletin was reproduced. Presented four hours daily last week, the facsimile transmissions also included late news flashes, news pictures and weather maps. Transmissions were reproduced on chemically treated paper. Broadcasts were made from the WPEN studios on Channel 258 to the WPEN-FM tower stop the P.S.F.S. Bidg.

Examining front page of The Evening Bulletin (Philadelphia) as reproduced by 18-inch facsimile recorder is John Moore, technician of Alden Products Corp., equipment manufacturer. Recorder is currently being made for demonstration purposes only, which is three blocks away from the department store.

Colorado Series

COLORADO Legislation has passed a resolution commending the Department of Radio production and its director, Ellsworth Stepp, for producing the program series State Problems. Eleven Colorado stations which broadcast transmissions of the series also commended.

Radio Executives Club's Prizes Awarded to Four ROSALIA MARESCA, 23-year-old soprano heard weekly on WHIO'S Sunday Serenade, was presented with $250 last Thursday as winner of the first New Talent Contest conducted by the Radio Executives Club of New York, with entries judged by all of that city's stations.

Presentation was made during the club's regular luncheon meeting at New York's Hotel Roosevelt by Clarence L. Messner, NBC vice-president in charge of programs, who also presented scrolls of special commendation to three other young artists. They are: Lynne Andrews, 21-year-old vocalist currently featured in her own program of popular songs. Lynne Andrews Sings, on WRL; Kay Lovell, also 21, a soprano who sings on WBZN; Warren Vaughn, 17-year-old pianist.

The top four, who entertained REC in a special program emceed by Mr. Messner, were selected from more than 25 contestants.

Cite 'Counterspy'

SCHUTTER CANDY Division of the Universal-Match Corp., St. Louis, was awarded a special citation in New York last week by the Cinema Lodge, B'nai B'rith's entertainment industry branch, for "outstanding contributions to inter-faith understanding and universal brotherhood." Award was made for the company's sponsorship of David Harding—Counterspy on ABC.
Plenty of sponsors have checked WSM's responsive audience, by mail and sale. And found it quick to do what WSM asks.

That's because, in a generation of broadcasting, WSM kept faith with its audience.

Yes—here's a medium that can deliver a market of five million listeners without help of any kind.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W

NASHVILLE
WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

NATIONALLY REPRESENTED
BY EDWARD PETRY & CO.

WBAL 50,000 WATTS • BALTIMORE
NBC AFFILIATE!

WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.
Editorial

Boot for Radio

HENRY WALLACE, the "great liberal" and idol of Commissioner Durr, pitched another curve at radio last week when he refused to allow with recording of his news conference (See story this issue).

Though network spokesmen pointed out that wire recording is simply audible journalism and can be edited just as written copy is edited, Mr. Wallace took the recorder mike off the table and put it under his left foot. Since the recorder continued to grind away he became probably the first man in history to broadcast through his shoe. Later portions of the "foot broadcast" were made part of an MBS network show.

Merely an accident, but an incident of the kind that labels men for what they are and proves again that those who give lip service to freedom of speech don't always practice the principles they urge on others.

Meanwhile, we subscribe to the philosophy that radio is an equal footing (no pun intended) with newspaper reporters can hardly be dignified with the name. It becomes instead a "newspaper" conference and ignores the most potent medium of mass communication—the news broadcast.

Radio's great power to give a true picture of events in the making, proved over and over again during the war, must be recognized by those who expect to play any role in national affairs.

Self-Appraisal

TWICE in recent weeks the FCC has waved a reformatory finger in the faces of all licensees, warning that the extreme penalty will be meted out unless they treat the Commission with honesty and candor. It did so first in the WOKO Albany case and again in the WORL Boston decision [Broadcasting, April 14, 28]. In both cases it implemented its insistence upon accuracy and honesty by withholding license renewals.

We do not attempt here to consider the merits or demerits of either case, though we would be remiss if we did not observe that in the WORL proceeding, certain of the votes for renewing that station's license appeared to be motivated by factors other than the record. And even in the WOKO case, the majority, evidently bent upon making certain that its punitive voice would be heard, punished the innocent stockholders along with the guilty—something even the Supreme Court seemed disposed to question.

Nevertheless, much credit to the FCC's belief that it is entitled to expect honesty from those who operate under Federal license. It seems a strange circumstance, therefore, that this Commission itself for almost five months has stood accused of falsification in its Blue Book, a book that has not been heard to utter a word in denial.

In answer to these charges the Commission has appeared to seek refuge in legal technicalities—that the Blue Book is not viewable in court, apparently without regard to what it says, and that WBAI, Baltimore, which made the charges [Broadcasting, Dec. 16], will have opportunity in regular course of FCC hearings to show wherein the Blue Book errs.

Perhaps the FCC is legally correct in these contentions. Whether the Blue Book contains factual inaccuracies or not, however, the Commission should want voluntarily to find any errors that may exist. It seems incongruous that a Commission should be so willing to confiscate properties in furtherance of its demand for accuracy from licensees, and yet be so quick to resist any test when its own is challenged.

The Commission should remember that honesty and accuracy are more than points of law. They are also moral matters. FCC, demanding them of others, should be the first to demand them also of itself and its employees. Otherwise it will command obedience, because of the legalistic bludgeon it carries, but not respect.

IN THE year-and-a-half Justin Miller has been president of the NAB, he has made a profound impression with his grasp of radio. Skilled in writing and speaking in the university classrooms and the halls of justice, his ability as a speaker in the halls of the Senate and House of Representatives.

He stepped into a new role the other day. He addressed a CBS audience in short, hard words—words the masses understood.

Convention-itis

SOME MONTHS ago, as a postwar innovation, we inaugurated our "At Deadline" wraparound form. One of the features was titled "Upcoming," listing conventions, meetings, seminars and other foregatherings of by and for radio people.

We figured initially that this feature might carry three or four listings—possibly a half-dozen, of important events ahead. Alack, our calendars were askew. The last few issues list anywhere from 20 to 30 sessions in a two-month span. All aren't general, open national sessions. But there are college institutes, district meetings, state meetings, AM meetings, FM meetings, seminars, network meetings, radio farm meetings, women's sessions, radio awards, and sundry others.

Radio, these days, must be involved in more meetings than any other art, pursuit or enterprise, with the possible exception of the parent-teacher associations. And they have their radio sessions, too.

We do not gainay the importance of some of these sessions. Indeed in the latter half of the year the NAB is helpful—notably in these times. The FMA sessions have a plausible purpose, for that association is just getting under way.

Already we've detected a reaction. The institutes and the seminars are drawing fewer and fewer of the top broadcasters, agency people, advertisers. In numbers, they are still well attended by educators, program and special interest people. That is not to minimize the importance of second men and women or of our pedagogical contemporaries.

We are constrained to wonder, however, whether all these sessions are essential or productive. We fear for the well-being of the broadcasters, who must become an itinerant if he's to keep pace.

Why can't certain of these groups, with common objectives, get together and consolidate sessions? Let's have one or two (or maybe three) really well-planned, well-executed sessions arranged for particular segments, rather than this business of flying off in all directions all year round.

One of the things that may be wrong with radio is that broadcasters don't spend enough time at home.

Page 30 • May 5, 1947

Our Respects To—

LEON LEVY

WHEN future historians adjudge the reasons for the economic success broadcast- ing enjoys today, they might consider the conditions under which Dr. Leon Levy became head of WCAU, CBS affiliate in Philadelphia, celebrating its silver anniversary this week.

Back in 1925 after the Levys had purchased the small 500 w station, Isaac D. Levy asked his brother to consider giving up the practice of dentistry and taking over the management of the station. After some deliberation Dr. Levy agreed to go along provided that the station would drop some of its current sponsors immediately.

"We were making money. They were supplying all the station's income, but we were not building anything. Most of our commercial accounts were not of the best and I was convinced that we had to have substantial advertisers selling accepted goods and services if we were to build a strong, going business," Dr. Levy recalls today.

This reasoning has proved itself, for, from that day to this, WCAU has always been regarded as one of the country's strongest stations from a financial viewpoint. Originally purchased for $25,000, it was sold by the Levys last November to the Philadelphia Record for $2,500,000, the realization of how Dr. Levy's judgment has paid off.

Every now and then when someone proclaims that commercialism is ruining radio, Dr. Levy will be the first to argue with him.

The prime factor in the efficacy of any broadcasting station to serve the public properly, he points out, is economic stability. "A commercial broadcasting station must be maintained and operated upon a sound economic basis. The better off a station is financially, the better equipped it is to serve the public," Dr. Levy reasons. And the number of honors WCAU has won for its public service programming amplifies this statement.

From the time Dr. Levy gave up his dental practice he has had a rich, full career in broadcasting. One of the founders of CBS, he was elected secretary-treasurer of the network in 1927, but resigned the office several years ago, remaining on the board of directors.

In 1932 WCAU became a 50 kw station and moved into what is believed to have been the first building in the United States to be designed and built exclusively for broadcasting. At this time the station became also one of the 24 in the United States operating.

(Continued on page 52)

Broadcasting  Telecasting
FOUNDED MAY 10, 1922

Commemorating A Quarter Century of Community Service

WCAU
50,000 WATTS * CBS AFFILIATE

Philadelphia's Leading Radio Institution
COOPERATIVE PLANNED BY BROADCASTERS GUILD

BROADCASTERS Guild, an organization patterned after motion picture exchanges, announced plans in Hollywood April 24 for a radio cooperative embracing 18 major markets.

Donald Dwight Davis, president of WHB Kansas City, and James Parks, head of the Chicago packaging firm bearing his name, are partners in the venture. Dual purpose of organization is sales and distribution of programs owned by stations as well as screening outside program properties for presentation to member stations. According to Mr. Parks, cities already earmarked for participation are Chicago, Dallas, New Orleans, Seattle and Atlanta.

Radio Bibliography

OSCAR ROSE, a program director at CBS who also does overseas broadcasting for the State Dept. and a former teacher of broadcasting at the YMHA and YWHA in New York, has compiled a bibliography of American radio, Radio Broadcasting and Television (H. H. Wilson Co., New York. $1.50.) Volume lists nearly 1,000 books, articles and pamphlets, arranged under such index headings as history and general survey, radio as a career, advertising, publicity and sales promotion, program techniques, program content, etc., as well as title and author index.

Recognition

CITY COUNCIL of Portsmouth, Ohio, recognized radio as a news dissemination media when Mayor George Koerner ordered a table provided in the City Council meeting room for the radio reporter for WPAT that city. Since 1893 when the Council first started meeting, newspaper reporters have had a table in the meeting room on which to work, but this is the first recognition of such rights for radio newsmen.

Albert Read Moore Jr.

ALBERT READ MOORE JR., 33, assistant supervisor, Studio Playhouses for CBS, died on April 25 of a cerebral hemorrhage at his home in Mount Vernon, N. Y. Mr. Moore joined CBS as supervisory engineer May 5, 1937, and had been with the network since that time. He is survived by his wife and two children.

Albert H. Pollack

ALBERT H. POLLACK, 55, treasurer and a member of the board of directors of WATT Newark, N. J., died April 29 in Florida following an illness of several months. Surviving are his wife, two daughters and two sons.

Respects

(Continued from page 50)

ating on a clear channel.

In 1934, KYW, a station operated by NBC, was moved to Philadelphia from Chicago and Dr. Levy was requested by NBC to manage and operate this station for three years. This was a win for Levy and only situation of this kind, where the same individual managed and operated a CBS and a NBC station in the same city at the same time. This arrangement continued until 1936 when he asked to be relieved of these extra duties to confine himself to the operation of WCAU.

In 1941, Dr. Levy joined the U. S. Navy as radio director of the Fourth Naval District. After serving for 13 months, the Office of War Information requested the Navy Department to release him to join the O.W.I. and set up a domestic radio plan. This plan, which was first tested in Philadelphia, was put in operation over the entire U.S.

Born in Philadelphia on June 6, 1889, he attended public grade and high schools in that city. He was graduated from the U. of Pennsylvania Dental School in 1916 and practiced dentistry in Philadelphia until 1925. In World War I he served in the U. S. Navy Dental Corps. In 1927 he married Blanche Faley, sister of William Faley, CBS and CBSs. CBS loans and they have two children, Robert, 16 and Lynne Frances, 10 years old.

Today at 51, and at a time when most successful people are eyeing retirement, Dr. Levy is more active than ever. He is staying in radio as general manager of WCAU and will continue to guide its destinies under the new ownership.

On the hobby side, in addition to amateur photography and playing spirited tennis with his son, Bobby, he recently became interested in horses. It is told that a few years ago, the Jactyl Stables, which houses such turf favorites as "I Will," recent winner of the Wood Memorial at Jamaica, is meeting with success in this field, too. Also included in the stables are "Inno," "Best Effort," "Blood Respect," "Happened" and 12 t, two old years. In the group of two year-olds are some of the most expensive colts and fillies purchased during 1946, "Mulatto," "Backdrop" and "Radio Time."

Dr. Levy's civic activities include directorships in hospitals and the Robin Hood Dell, membership in the Variety Club, the Town Club, the Executive Committee of Infantile Paralysis, and Director of the Yellow Cab Companies of Philadelphia and Camden. In 1933 he received an honorary degree of Doctor of Science from the Pennsylvania Military College in recognition of his work in radio.

Our Week of Celebration May 4th-11th

Broadcasting Station CKOC

CULMINATING
A QUARTER CENTURY OF
SERVICE

IN

CANADA'S #1 MARKET
SOUTHERN ONTARIO

with the inauguration of its 5000 watts of power

After two months' operation the new unit is delivering a proven PLUS in performance, broadcast quality and audience acceptance.

HAMILTON
ONTARIO
CANADA

REPRESENTATIVES:
CANADA: ALL CANADA RADIO FACILITIES
U. S. A.: WEED AND COMPANY.

Serving at its best Today with 5000 Watts of Power

MANAGEMENT

MILTON BACON, who has been fea-
tured since January 1942, on such CBS programs as "Time to Remember" and "Odd's Country," has been ap-
pointed assistant to general manager of WCBS New York.

ARCH MADSEN, former manager of KID Salt Lake City, has joined KOVU Provo, Utah, has been named general manager and sales manager of KOVU.

ED BARTER, manager of KLOK San Jose, California, resigns his position to pursue independent interests, has been appointed manager of KFLY Orlando, Florida. The Radio Station Properties Co. of Gene Grant & Co., newly appointed national sales representative for KFLY.

JOHN W. MAIGHIS, Jr., program director of WHA Greenfield, Mass., has been named manager replacing JAMES L. SPATES, who resigned to manage WBWE in Union, Ohio.

OMAR JOHNSON, former head of Los Angeles Times Land & Tax Division, has been appointed assistant to president and publisher, in charge of Times' PM and television activities.

FRANK FALKNOR, general manager of WBBM Chicago, and ELIZABETH WOLCOTT, of station's education department, received certificates of appreciation from Chicago Council, Boy Scouts of America, for their efforts and those of those of Eugene, for their efforts and those of the Chicago Council, May 5.

ANTHONY HENSON, ABC assistant treasurer, is the father of a girl, Kathy. A. A. SCHRECHTENHAAR, who is vice president of new, special events and publicity, has been named to ADP Public Relations Committee. The post has been held by CARL HAVELLEN, since May 1.

WESLEY H. WALLACE, assistant general manager of WBBM Chicago, and ELIZABETH WOLCOTT, of station's education department, received certificates of appreciation from Chicago Council, Boy Scouts of America, for their efforts and those of Eugene, for their efforts and those of the Chicago Council, May 5.

Coffin Book Out

STORY of the inner circles of Washington since the beginning of the Truman administration is told in "Missouri Compromise," a book written by Tris Coffin, ABC correspondent, and published today (May 5). Mr. Coffin covered Capitol Hill for several years for CBS. Written in narrative, anecdotal style, "Missouri Compromise" tells of news conferences, of behind-the-scenes discussions that hadn't before gotten into print, and of the many interesting and behind-the-scenes discussions that hadn't before gotten into print, and of the many interesting and behind-the-scenes scenes that go to make up the fabric of the Washington scene. Little, Brown & Co., Boston, is the publisher. The price is $3.00.

Herrman Honored

BERNARD HERRMAN, conductor of Invitation to Music on CBS, has been awarded a citation and a $1,000 prize for "fostering in America a deepened knowledge and wider appreciation of the world's fine music through his work as symphony conductor of CBS." He is known for his many original compositions in movies and radio" by Lord and Taylor, New York department store, at the store's 10th annual awards for advancement of the arts. The presentation was said to be the first of its kind in radio.
Pick up your live programs and start them on their way with highest quality. Choose Western Electric's 639 type Cardioid Microphone—adjustable to meet your every program requirement.

Choose Western Electric's 639 type Cardioid Microphone—adjustable to meet your every program requirement.

Operate at maximum level, yet preclude the possibility of program distortion in your listeners' receivers by automatically eliminating transmitter over-swing with the 1126C Program Operated Level Governing Amplifier.

For simultaneous control of two programs, the attractive, high quality Western Electric 25B Console provides two main channels at moderate cost. For economical single channel studio control, use the 21C Audio equipment. Special Custom Built Control Consoles and Dispatching Systems are also available to meet "individualized" production and programming requirements.

For the "heart" of your station, get outstanding performance with one of Western's beautifully designed "Transview" Synchronized FM Transmitters. In addition to the 1 kw shown, the line includes 250 watt, 3 kw, 10 kw, 25 kw and 50 kw powers.

Give your listeners the quality they expect from FM—choose Western Electric equipment from microphone to antenna. Every item has been designed by Bell Telephone Laboratories to meet fully FM's rigid requirements and to give the broadcaster more than his money's worth in performance, dependability and low cost of operation.

For particulars, see your nearest Graybar Broadcast Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Put your program "on the air" with the easily erected high gain 54A Cloverleaf Antenna. This highly efficient broad band antenna provides full 50 kw capacity.

FOR SIMULTANEOUS CONTROL OF TWO PROGRAMS, THE ATTRACTIVE, HIGH QUALITY WESTERN ELECTRIC 25B CONSOLE PROVIDES TWO MAIN CHANNELS AT MODERATE COST. FOR ECONOMICAL SINGLE CHANNEL STUDIO CONTROL, USE THE 21C AUDIO EQUIPMENT. SPECIAL CUSTOM BUILT CONTROL CONSOLES AND DISPATCHING SYSTEMS ARE ALSO AVAILABLE TO MEET "INIVIDUALIZED" PRODUCTION AND PROGRAMMING REQUIREMENTS.

FOR THE "HEART" OF YOUR STATION, GET OUTSTANDING PERFORMANCE WITH ONE OF WESTERN'S BEAUTIFULLY DESIGNED "TRANSVIEW" SYNCHRONIZED FM TRANSMITTERS. IN ADDITION TO THE 1 KW SHOWN, THE LINE INCLUDES 250 WATT, 3 KW, 10 KW, 25 KW AND 50 KW POWERS.

GIVE YOUR Listeners THE QUALITY THEY EXPECT FROM FM—CHOOSE WESTERN ELECTRIC EQUIPMENT FROM MICROPHONE TO ANTENNA. EVERY ITEM HAS BEEN DESIGNED BY BELL TELEPHONE LABORATORIES TO MEET FULLY FM'S RIGID REQUIREMENTS AND TO GIVE THE BROADCASTER MORE THAN HIS MONEY'S WORTH IN PERFORMANCE, DEPENDABILITY AND LOW COST OF OPERATION.

FOR PARTICULARS, SEE YOUR NEAREST GRAYBAR BROADCAST REPRESENTATIVE, OR WRITE TO GRAYBAR ELECTRIC CO., 420 LEXINGTON AVE., NEW YORK 17, N. Y.

PUT YOUR PROGRAM "ON THE AIR" WITH THE EASILY ERECTED HIGH GAIN 54A CLOVERLEAF ANTENNA. THIS HIGHLY EFFICIENT BROAD BAND ANTENNA PROVIDES FULL 50 KW CAPACITY.

WESTERN ELECTRIC

QUALITY COUNTS

BROADCASTING • Telecasting

May 5, 1947 • Page 53
ABLE ASSIST
WSIR Helps Police Apprehend
Escaped Criminals
FOR THEIR assistance in apprehending three convicts who escaped from a road gang last month, WSIR Winter Haven, Fla., has received a letter from the Winter Haven Police Department.
"By broadcasting a general alarm," the letter says, in part, "containing a description of the authors of the escape and where they were last seen, etc., Polk county citizens were alerted and gave law enforcement officers information important in the capture of the prisoners.
"The sheriff's deputies were turned on Station WSIR and received a broadcast of the prisoners' exact location. This enabled them to arrive at this given location within two and one-half minutes of receiving the broadcast, saving valuable time and eventually resulting in the actual apprehension of the convicts."
As the convicts---armed with a short barreled shotgun and pistols---changed their route, a second car, WSIR listeners telephoned information to the Winter Haven police. These reports were broadcast by WSIR. In car-following police radio, the deputies were turned on WSIR, and in this way, were able to track down the men in such a short time.

Fordham U. Radio Dept.
Presents Summer Course
THE radio division of the Fordham U. Department of Communication Arts, Bronx, N. Y., will present a Summer Institute of Radio from July 7 through August 15, 1947.
The six week course, under the direction of William A. Coleman, director of the Fordham radio division, will consist of following courses conducted by leading personalities in the radio industry:
• Direction and Production, Anton M. Levey, WDGC, WNBR, WNYC, and WNY0, New York, executive director of National Association of Broadcasters; The Social Aspects of Radio, Rev. B. F. Grady, director, department of Communication Arts, Fordham; The Business Side of Radio, Don L. Kearney, Katz Agency, New York; Television Techniques. Worthen, director, CBS Values, management department; Music in Radio, Morton Gould; Station Operation & Management, Arthur Hull Hayden, general manager, WCBS; The Advertising Agency in Radio, Joseph L. Moran, Young & Rubicam, New York. Tuition for the full course will be $50. Students desiring to take separate courses will be charged tuition, $5 per course. In addition, a university fee of $35 will be charged. All educational provisions of the GI Bill apply.

CHVC Niagara Falls, Ont.,
Plans Studios on Bridge
STUDIOS of CHVC Niagara Falls, Ont., new 1 kw station on-1600 kc, will be located on the Rainbow Bridge, which spans the international bower of the Niagara River below the falls.
According to Owner Howard Bedford, CHVC will begin operations June 1. Ben Prior, new to radio, has been appointed assistant manager. Other staff members include Hugh Gage, former news editor of CKNX Wingham, Ont., program director; Bob Cleland, former station manager of WHLD Niagara Falls, N. Y., and Al Cook, new to radio, as salesmen; Jim Sullivan, former chief announcer of CFOR Orilla, Ont., as announcer; Mrs. Janet James, former freelance writer, as chief scriptwriter.

Violator Sentenced
EIGHT-MONTH term in the county jail has been given Robert Mc-
Dowell, Partridge, Seattle ship-
yard worker, for his second of-
fense of illegal radio operation, the FCC has announced. Commis-
sion monitors last September tracked down the "Voice of Morn-
ingside," an unlicensed station on 1040 kc owned by Mr. Partridge.
The case was presented Dec. 10, 1946 to the grand jury and sentence was passed April 7. The shipyard worker's first violation of the Fed-
eral Radio Act occurred in July 1933 and upon pleading guilty he was given a suspended sentence of three years.

TV Audition Plan
AUDITION transcribing service for television clients was an-
nounced last week by Telemecra,
Inc., Chicago, producer of video films. According to Al Griffin, firm's president, plan is to handle television audition just as radio is handled, recording them on film in-
stead of discs. Mr. Griffin said Tele-
merica has agreements pending with agencies as well as stations for packaged auditions. For the present live shows are not being considered.

Cab Appointees
A LONG RANGE PLANNING committee has been appointed by Canadian Association of Broadcasters, following recent meeting of CAB directors at Toronto. Members of the planning commit-
tee, currently at work on the Par-
lamentary Radio Broadcasting Committee, Ottawa, consists of:
Harry Sedgewick, CFBR Toronto; Col. Keith Rogers, CFCF Char-
tottawa; George Chandler, CKCO Vancouver; A. Gauthier, CHLT Sherbrooke; Jack Cooke, CKY Toronto; Guy Herbert, All-Canada Radio, Montreal; W. Soble, CHML Hamilton; Clifford Sifton, CKRC Winnipeg, CCKK and CKRM Regina.

DANIEL C. PARK, former member of sales staff of WXY Philadelphia, has been named general sales manager of Tobacco Network in North Carolina. He succeeds PHILLIP WHITTEM, de-
caired (BROADCASTING, March 31).
H. G. WELLS, former San Francisco manager of Homer Griffin Co., station representative, has been appointed com-
ercial manager of KOKO Reno, Nev.
CLIFF ENGLE, recently appointed man-
ger of Radio Central, San Francisco recording studios, in addition to pres-
cent duties, has been named to succeed Mr. Wells as San Francisco manager of Griffin Co. (Radio Central is part of the William RAZLEY, new to radio, has joined KECF Hollywood, as account executive.
DAVE WILLIAMSON, formerly of Homer Griffin Co., Los Angeles, has joined Don Lee Broadcasting System, Holly-
wood, as account executive replacing JOE JERNEGEN, resigned to enter real estate business.

KATHLEEN GIRARD, formerly of Leach Printers Supply Co., Los Angeles, has joined ABC Hollywood controllers office. IRV HURSH, with commercial department of WHAI Greenfield, Mass., has joined WBAM Hartford.

PATRICK J. GILMORE, formerly with WFMD Frederick, Md., WEBR Buffalo, and WTRM Mahanoy, has been ap-
minted director of national sales for WABC New York.

DOUGLAS WILSON, formerly with WCBS New York, has joined sales staff of WTAG that city.

FRANK DRISCOLL, formerly of Mont-
clary Broadcasting, has joined KQVO that city, as account executive.

RALPH J. HOLLARS, salesman at WWIN Ashville, N. C., has been elect-
ed president of the Asheville Artist Guild.

THE FORT INDUSTRY Co. was not guilty of unfair labor practices in connection with the discharge of a control room operator at one of its stations. WIN, WNSU, WIND Trial Board Sidney Liner has found. A complaint, filed by International Brotherhood of Electrical Workers, Local No. 1300 (AF of L), charging that Fort Industry refused to bargain with IBEW or to reinstate the control room operator, Madeline Poos, following her dis-
mission June 10, 1946.
MARYLAND'S GOVERNOR, Preston Lane (1), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 15 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WTH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED

CBS 11-11:30 p.m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p.m. period featuring Charles Collinswood and the News remains unchanged as does the Saturday and Sunday, Ned Calmer and the News program.

The 11:10-11:15 p.m. period, formerly presenting CBS News Features, will now broadcast News Analysis With Winston Burdett, and on Saturday and Sunday, News Analysis With Quincy Howe. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with News of New York and Its Neighbors.

The 11:15-11:28 p.m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry Feature Story, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, Report From the Far East with Bill Costello, chief of CBS Far Eastern news bureau; Friday, Report on the White House, with CBS Newman John Adams; Saturday, Report From Overseas, with various CBS correspondents; Sunday, 11:15-11:30 p.m., Report From the UN, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p.m. period continues CBS Footnote.

The CBS 11-11:15 p.m. news period is sponsored cooperatively.

IT & T Had Ten Million Dollar Net Loss in 1946

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. completed sales contracts, according to the annual report issued last week by IT & T President Sosthenes Behr.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,763,303 in 1945. Net sales dropped from $92,249,255 in 1945 to $81,698,410 in 1946.

MARYLAND'S GOVERNOR, Preston Lane (1), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 15 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WTH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED

CBS 11-11:30 p.m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p.m. period featuring Charles Collinswood and the News remains unchanged as does the Saturday and Sunday, Ned Calmer and the News program.

The 11:10-11:15 p.m. period, formerly presenting CBS News Features, will now broadcast News Analysis With Winston Burdett, and on Saturday and Sunday, News Analysis With Quincy Howe. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with News of New York and Its Neighbors.

The 11:15-11:28 p.m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry Feature Story, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, Report From the Far East with Bill Costello, chief of CBS Far Eastern news bureau; Friday, Report on the White House, with CBS Newman John Adams; Saturday, Report From Overseas, with various CBS correspondents; Sunday, 11:15-11:30 p.m., Report From the UN, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p.m. period continues CBS Footnote.

The CBS 11-11:15 p.m. news period is sponsored cooperatively.

IT & T Had Ten Million Dollar Net Loss in 1946

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. completed sales contracts, according to the annual report issued last week by IT & T President Sosthenes Behr.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,763,303 in 1945. Net sales dropped from $92,249,255 in 1945 to $81,698,410 in 1946.

MARYLAND'S GOVERNOR, Preston Lane (1), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 15 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WTH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED

CBS 11-11:30 p.m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p.m. period featuring Charles Collinswood and the News remains unchanged as does the Saturday and Sunday, Ned Calmer and the News program.

The 11:10-11:15 p.m. period, formerly presenting CBS News Features, will now broadcast News Analysis With Winston Burdett, and on Saturday and Sunday, News Analysis With Quincy Howe. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with News of New York and Its Neighbors.

The 11:15-11:28 p.m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry Feature Story, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, Report From the Far East with Bill Costello, chief of CBS Far Eastern news bureau; Friday, Report on the White House, with CBS Newman John Adams; Saturday, Report From Overseas, with various CBS correspondents; Sunday, 11:15-11:30 p.m., Report From the UN, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p.m. period continues CBS Footnote.

The CBS 11-11:15 p.m. news period is sponsored cooperatively.

IT & T Had Ten Million Dollar Net Loss in 1946

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. completed sales contracts, according to the annual report issued last week by IT & T President Sosthenes Behr.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,763,303 in 1945. Net sales dropped from $92,249,255 in 1945 to $81,698,410 in 1946.
To Air Eclipse

AMERICAN radio audience will receive an on-the-spot description from Brazil of sun's eclipse on May 20 in series of broadcasts over NBC. The series, which will be heard before and during the eclipse, will be handled by Ben Grauer, NBC's special events reporter, who will leave states with National Geographic Society-U. S. Army Air Forces expedition May 18. In addition, network plans to transmit films of event on its television facilities within 48 hours of time they are taken.

Displaced Persons

MORE than 125 stations throughout the country will carry 15-minute transmitted dramatized broadcast prepared and distributed by Citizens Committee on Displaced Persons, beginning May 7 for next four months. Titled "They, Thy Brethren," program is designed to present American public in dramatic broadcast form an overview of the Committee's activities. It is planned to use these programs in broadcast in near future.

Vacation Briefs

CONTRASTING cities of which families throughout the world spend their vacations will be recognized among the nations of 16 countries in new weekly series "Our Summer Holiday" on CBS To- ronto, and Trans-Canada network. Quarter-hour program will be aired Wednesday afternoons during summer months.

"Topic Digest"

JOURNALISTIC digest titled "Topic Digest," will appear in April 27 over WBBM Chicago. Heard Sun. 10-11:15 p.m. (CST), show features John Barden, coordinator of Great Books Community programs in various cities and president of Readers Features Inc., in digest of current opinion. Program is based on analysis of works of national newspaper columnists together with perspectives of the journalists.

"Inside Stories"

INTIMATE talks from every-day life are featured on new series titled "Inside Stories" scheduled to begin May 6 on WBBM Chicago. aired Mon.-Fri. 6:15-6:15 p.m. (CST), show presents unique incidents which never reach newspapers and occur "by strange working of fate" Jack Bracken, announcer and sportscaster, is m.e. of new series, sponsored by Atlas Brewing Co., Chicago Series.

Safety Stories


"Fishline Reporting"

LATEST marine and weather forecasts, noticing of drifted or extinguished buoys and markers, and tide table for following day are presented on daily "Fishline Reporting" program over KVY Juneau, Alaska. Sponsored by Union Oil Co. of California, program also carries announcements of fish prices, noteworthy catches, and other items of interest to fishermen, augmented with musical selections. "Fishline Reporting" is aired on KVY daily at 8:15 p.m. (PST).

Youth Forum

SOMETHING in the way of your forum has been established by WPPOL Atlantic City, N. J. Originating under local YMCA program, it is a request for calls to the two groups of young people: one of which selects a topic and the other group presents a discussion on the topic. Subjects of forum is announced in beginning of show and is discussed by a group of students at the studio. Other group in studio B broadcast the forum, dictated to newsroom, and the show is recorded for broadcast. The forum is designed to give youth group opinions from completely unprejudiced viewpoints.

Tales for Toys

WTTM's "Story Lady Time" Enters Second Year

STRICTLY for small-fry is "Story Lady Time" on WTTM Tren- ton, the subject of a broadside issued by WTTM as the show entered its second year under the sponsorship of the Gannett Daily Co., a division of Berden's. The program has the sanction of the U. S. Office of Education, the State Commission of Education and the Secretary for Education in the Parochial Schools. According to Miss Marie Maxwell, "Story Lady Time" is also popular with eavesdropping parents.

Miss Maxwell relates stories adapted from books and magazines for children, including historical, fictional, historical and imaginative narratives.
Tyrrell Krum

Lieutenant Commander U.S.N.R. {Retired}

"The Veterans' Adviser"

A coast-to-coast weekly discussion of veterans' rights, privileges and benefits

Originating from Washington each Saturday at 1:30 p.m., EST, the program is available to all NBC stations on a cooperative basis for broadcast at that time or for delayed broadcast.

Carried now by over 120 stations, "Veterans' Adviser" offers obvious sales advantages to advertisers in building the good-will of local servicemen and women.

Commander Krum was a Marine buck private in the First World War and was among the first group of Reservists to return to active duty back in 1940—eighteen months before Pearl Harbor.

Twenty-five years as a newspaperman and as Washington Army and Navy analyst for Newsweek have made him nationally recognized as a leading authority on veterans' rights and benefits.

"Ty" Krum was the first to present a nation-wide network radio program devoted entirely to definitive discussion of veterans' affairs. Since then, he has personally handled more than 350,000 requests for advice from war veterans and their families. He has aided more than 15,000 servicemen's widows to secure pension rights, assisted thousands of disabled veterans to obtain hospitalization and other GI rights, advised countless veterans on reinstating and converting their wartime government insurance to peacetime policies—to mention but a few highlights.

"Thanks to the NBC stations for the loyal support you've given my efforts during the past two years. And the best o' luck to all of you."

Veterans' Adviser NOW IN THE THIRD YEAR OF SERVICE
Mr. Rosebrook joined Young & Rubicam in 1927 and was named manager of copy department in 1942.

JOHN P. BRODERICK, vice president in charge of public relations and news division, has been named managing partner of Bledsoe, Boyde, Moore & Co., New York.

JOHN MALONE Jr., formerly with Geyer, Newell & Ganger and Walter Thompson Co., of New York, has returned to New York from Pacific Coast to join executive staff of Roy B. Durstine Inc.

HERB BEAVEN, former partner of Davis & Beaven Adv., Los Angeles, has joined Bratcher, Van Norden & Staff, that city, as account executive.

GOSS BROS. SALES & ADV., has opened offices at 250 NE Sandy Blvd., Portland.

JOHN D. GOSS heads firm. ROBERT VAUGHN, an Army discharged officer, is a production manager.


RUDOLPH MONTGOMERY, with Buchanan & Co., New York, has been elected vice president of agency and appointed to board of directors.

CHARLIE ANDREWS, freelance radio writer, has joined Needham, Louis & Broby, Chicago, as radio commercial writer.

GERALD H. CARSON, former vice president and director of copy at Benton & Bowles, New York, has joined Kenyon & Eckhardt, New York, in same capacity.

JOHN E. SCHMIDT, former copy supervisor of Lennen & Mitchell, New York, also has joined Kenyon & Eckhardt, in same capacity.

WALTER T. HEDLUND, AAF veteran, and prior to war with Walgreen Drug Co. Store, has joined J. Walter Thompson Assoc., Los Angeles, as account executive.

ED MUNGER, former manager of Advertisers Production Service, Los Angeles, has joined M. M. Miner, that city, as production manager.

SAM GODFREY, former copy chief of Young & Rubicam Co., Los Angeles, has joined Harrington, Whitney & Hurst, that city, in similar capacity.

PAUL A. DANIELSON Jr., formerly with Kenyon Research Corp., subsidiary of Kenyon & Eckhardt, New York, has joined Paris & Pearl, New York, as research director.

ROBERT W. ORR & ASSOC., New York, has opened California office (BROADCASTING, March 21) at 881 Sunset Blvd., Beverly Hills.

ROBERT G. MEYER, former account executive at Bow Co., New York, has joined McCann-Brooke, New York, as account executive on Revon Products account.

JAMES D. NORTH, who has been with General Foods Co., for 10 years, serving major clients as sales and advertising manager of General Foods Detroit Co., has joined Foote, Cone & Belding, New York, as vice president and member of agency's plans board.

ALICE LAKE, formerly with John Arndt & Co., Philadelphia, has joined Nissen & Shonto, that city, as account executive.

Mr. North

EDITH KRAO, former faculty member of Walden's Orbits School, New York, has joined Fuller & Smith & Ross, that city, as publicity expert, heading new training program being started by agency.


HAY MCCLINTON, vice president in charge of radio sales, W. J. Williams & Co., New York, is in Hollywood for two weeks conferencing with Jimmy Durante relative to latter's future program for Retail.

PHILIP J. DESMOND, formerly with advertising department of Oran Co., that city, has joined Armstrong Adv., New Chicago firm, as associate and assistant account executive.

Kester Reorganization

FOLLOWING recent death of William T. Kester Jr., head of firm, William Kester & Co., Hollywood agency, has been reorganized. William T. Kester Sr. has joined firm as chairman of the board, with his son, Marshall Kester, formerly writer at Hal Roach Studios Inc., elected president. George H. Stellman, formerly radio director, has been made vice president in charge of Reo and has announced that he will continue in that position.

George Randall, formerly account executive of Poole, Cone & Belding, has joined agency in similar capacity and in addition has been elected a vice president. Eugene Powers, account executive, has resigned.

LINNIE NELSON PRAISES BMB STATION REPORTS

FOLLOWING the release of BMB station audience measurement figures "there is a new confidence being developed in the use of radio statistics," Linnae Nelson, head radio timebuyer of J. Walter Thompson Co., Los Angeles BMB president. "Since the BMB area report and station audience reprints arrived not a day has gone by that these haven't been used by one or more of our buyers—not only for the analysis of recommendations for new purchases but also for conformation and possible realignment of new buys," the latter reported.

Another use that has been made of BMB data at J. Walter Thompson, Miss Nelson pointed out, is for bringing 1940 census figures up to date. Formerly, she wrote, 1940 census figures on both occupied dwellings and radio homes were used, producing radio figures that "do not look too well when lined up against later publication circulation figures," yet the only way it could be handled since revising the radio homes figures to the present total would show in some areas more radio homes than the 1940 census figures on occupied dwellings.

"Our media research division is now very busy doing a complete new market breakdown on the basis of the total occupied dwellings as published by BMB, which figures we will undoubtedly use until new census figures are prepared," she wrote.

Borden Names K & E

THE BORDEN CO., New York, has appointed Kenyon & Eckhardt, New York, to handle its entire radio budget. K & E has been in charge of the County Fair Simms show for Borden, but as of June 20 also will take over the Sunday Simms show with a 13-week summer replacement entitled Arthur's Place, 9-9:30 p.m., Fri., on CBS. The latter show is a new comedy program featuring Arthur Moore. Borden Co. was formerly a Young & Rubicam, New York account.

"Junior, you better listen to more of those fights over WDFD Flint before you take me on."

Page 50 • May 5, 1947.

BROADCASTING • Telecasting
**Allied Arts**

**Joseph Cohen**, sales manager of New York branch of Philco Distributors, has been named general manager of New York branch. He joined Philco in 1928 as a salesman.

**Ralph S. Yeandle**, with General Electric Co. since 1927, has been appointed district representative for the Atlantic District of Electronic Devices. His headquarters will be at company's Philadelphia offices at 1401 Locust St.

Mr. Yeandle has been appointed representative of the **Philco in germicidal function**. He has taken a position with Broadcast Equipment Inc., Hollywood, as field engineer.

**Shirley Thomas**, program director of Commodore Productions, Hollywood program package, in addition to present duties, has been named public relations director.


**HeLEN F. Bond**, formerly with Buchanan & Co., New York, has joined Emily Ross Personnel Service Inc., New York, as placement manager of key personnel for advertising, publishing and associated fields.

**William Y. Humphrey**, former managing editor of Industrial Aviation magazine, has joined Chicago office of William R. Harris Assoc., Chicago and New York, while retaining firm.

**John F. Sheasley**, former advertising manager with Broadcast Equipment Div. of Baytheon Mig. Co., Chicago, has joined Boon, Allen & Hamilton, Chicago, business survey firm, as consultant on merchandising, marketing and advertising.

**Ottalie Mark**, for seven years head of BMI Research Department, New York, resigned effective May 1, to concentrate on studies for admission to the Bar. No successor to Miss Mark has been announced.

**San Francisco Adcrafters** has been formed by 20 San Francisco advertising newspaper and radio men, to function as luncheon club meeting monthly for clinic discussion of related businesses.

**Emerson-New Jersey Inc.**, Newark, N. J. (branch of Emerson Radio and Phonograph Corp., New York), has announced purchase of a new building, located at 980 Broad St., Newark, N. J.

**Montana Broadcasters**

Montana Broadcasters Assn., inactive since the war, probably will be reorganized late in the summer, A. J. Mosby, KGVO Missoula president, reported following a meeting of the association which he attended in Helena. The meeting was held to obtain representatives of five stations: KBMY Billings, KJRF Miles City, KANA Anaconda, KXLF Helena and KGVO. Postponement of the reorganization until a later date was decided upon because of inability of some of the state's broadcasters to attend the Helena meeting.

**YMCA Announces Winner Of Radio Script Contest**

WINNER of the $500 first prize in the second annual YMCA radio script award was Joe E. Grenzeback, of New York, freelance radio writer and a Purple Heart veteran of the European invasion. A special prize of $150 was awarded to Stanley Field, War Department radio script writer, for a radio play entitled *Together We Line*.


Mr. Grenzeback began his radio writing career about 18 months ago. His prize-winning script is entitled *Listen, Citizen*.

Judges of the 1947 contest were Helen Sioussat, director of Radio Talks Department, CBS; Samuel Moore, president of the Radio Writers Guild; Frank Rapp, producer-director at NBC; Robert Saudek, Director of Public Service, ABC, and Harper Sibley, chairman, International Committee of YMCA's.

**Record Exchange**

AN EXCHANGE record arrangement has been started by Walter Kay, announcer of WJW Cleveland, who is introducing the British-band versions of top tunes to WJW listeners. The first broadcast on Midnight Frolics presented one hour of imported Decca records from Britain. Mr. Kay is also trying to get British record m.e.'s comments on their own music.

**KULA Debut May 14**

KULA, new 10-kw Honolulu ABC affiliate, opens May 14, on 690 kHz. Harold T. Kay is president of the station, with Frank V. Webb Jr. general manager. Homer Johnson is chief engineer. Twenty-eight staff members have been named.
WHBY TEEN TIME
Bobby-Soxer Show Aired
From Sponsor's Store

DAILY Teen-Agers show of WHBY Appleton, Wis., is broadcast directly from the H. C. Prange Dept. Store, sponsors of the program.

Aimed exclusively at youngsters of high school age the show features news of interest to teenagers, popular recordings, quizzes and interviews with students. Record albums and theatre passes are awarded as prizes. The recordings are broadcast from the WHBY studios but the rest of the show is handled by the department store.

Smith Appointments

A. CARMAN SMITH Inc., Los Angeles, in an expansion of its operations, has appointed R. L. Sager director of media, with T. V. Smith heading production and Phil F. Franklin research and service. New accounts recently acquired by the agency include: Clayton Mfg. Co., El Monte, Calif. (Kerrick Kleaners; Clayton Steam Generators, chassis and engine dynamometers); Numatic Co., South Pasadena, Calif. (hydraulic motors and compressors); J. W. Jean Laboratories, Pasadena (household cleaners); Chaddick Sales Inc., Beverly Hills, Calif. (national manufacturers sales agency).

ASSI-KELVINATOR Corp., Detroit (range, home freezer and refrigeration), May 7 starts video series, "In the Kelvinator Kitchen," on NBC television network comprising WNBC New York, WPTZ Philadelphia, WRGB Schenectady and WTTG Washington. Show will be aired Wed. 8:30-4:45 p.m. Agency: George Newell & Ganger, New York.

CHARLES LUCKMAN, president of Lever Bros. Co., Cambridge, Mass., was recently inducted into Iowa's Indian tribe during his visit to Tulsa, Okla., April 10-17.

ASSOCIATED GROCIERS OF COLORADO has started sponsorship of 30-minute weekly "Circle A" Time program, with western radio star Shorty Thompson, to KOA Denver, KGHP pueblo, and KYOR Colorado Springs. Agency: Curt Freiberger & Co., Denver.

GENERAL MILLS Inc., Minneapolis, has published first issue of new stockholder's magazine, General Mills Horizons. Publication will be distributed to stockholders three times yearly, for purpose of establishing closer relations between company and owners.

CONNEGANT LAKE PARK and HOTEL CONNEANT, Pittsburgh, has appointed F. A. Ensign adv. dir., to handle advertising. Radio will be used.

ROCSIL'S SHOE Co., Oakland, Calif., has appointed Ad. Adv. dir., to handle advertising. Radio will continue to be used.

WEINBERG DIAMOND CO., New York, has appointed Des. Adv. Dir., to handle advertising. Spot announcements will be used.

BULova watch Co., New York, will sponsor video time slot on WNNB New York, preceding and following Sunday afternoon telecasts of baseball games of other special events. Company already has similar contract for Saturday afternoon game time signals. Agency: Robert C. Neely, New York.

J. W. (Josh) HOGUE, former advertising and sales promotion manager of Oelwein Co., recently with Radio City, New York, has been appointed advertising manager of Federal Stores, San Francisco.

TRIANON BALLROOM, South Gate, Calif. (dancing, restaurant), has appointed Arthur W. Stowe Adv., Los Angeles, to handle advertising. Concentrated spot announcement campaign will be used.

KERR GLASS MFG. Co., Los Angeles (Mason jar, caps, lids), in seasonal April program, will drop spot announcements in WABD WBDO NOS WAP LIV E EMT WOR KMI KGW KGO. In addition spot announcements are scheduled for use on WMPX FFRK KERN. Contracts are for 13 weeks. Agency: Dan H. Miner Co., Los Angeles.

TRANS-INTERNATIONAL pictures, an affiliate of RKO general pictures, has signed with WABC New York, for two hours daily, in programming of "Comedy Time." In addition to talent shows, films will be featured. Agency: David Williams & Co., New York.

SCHOLL MFG. Co., Toronto (Scholl products), has appointed Mr. P. W. Colwell as sales manager of new division which is to establish branch offices in Canada. Agency: Stimson & Colwell, Toronto.

MAGRO MFG. Co., Burbank, Calif. (portable washing machine), has appointed Harrington, Whitney & Hr. Los Angeles, to handle national advertising. Radio is being considered.

HOLLAND'S by the SEA, Portland, Ore., has appointed Lee H. Hesper, Seattle, to handle regional advertising. Radio will be used.

ANCHOR-HOCKING GLASS CORP., Lancaster, Ohio, has appointed Mr. C. M. Soller, Chicago, to head new advertising department. Agency: J. W. Krupa & Co., Chicago.

GOLDEN GRAIN MACARONI Co., San Francisco, has started new campaign in western states with radio being used in especially selected areas. Agency: Kelso Morrison & Co., San Francisco.

QUEEN ANNE CANDY Co., Hammond, Ind., has appointed Bill Blackett & Co., Chicago, to handle national advertising. Radio will be used.

ELGIN NATIONAL WATCH Co., Elgin, Ill., has extended its contract for two Sunday evening video time slots on WCBS-TV New York, to run through June 29. In addition, Elgin also sponsors spots preceding and following station's Saturday and Sunday baseball telecasts. Agency: W. E. Leder & Co., Chicago.


GENERAL FOODS SALES Co., New York (Maxwell House Coffee), June 17 for 13 weeks replaces "Burn's" spot show on NBC, Thur. 8:30-9:00 p.m., with program featuring Frances Langford, protagonista Dr. Allen and Carmen Dragon orchestra. Agency: Benton & Bowles, New York.

FILM rights to off-repeated "Sorry, Wrong Number" on CBS. "Suspense" series has been acquired by Hal Wallis Productions, for Paramount Pictures release. Lucille Fletcher, author of the radio drama will script screenplay.

LEVER BROS. execs discuss launching of new soapless detergent, Breeze, which is being offered in Middle West prior to national distribution. L R: Walter W. McKee, vice president in charge of sales; John R. Gilman, vice president in charge of advertising; Charles Luckman, president.}

Programs on 13 Stations Dropped by Barbasol Co.

THE BARBASOL Co., Indianapolis, on May 2 dropped 13 of its hour-long recorded musical programs on independent stations. The reason for the cancellation, according to an official of Erwin Wasey & Co., New York, is that the agency handling the account, is that the company plans to start a new advertising budget to start a campaign for a new product in magazines and newspapers and eventually in radio.

Barbasol will continue to sponsor its Milk Man's Matinee, 9-11 a.m., six times weekly on WNEW New York, but will drop its programs on the following stations: WEEX WCCO KBBM KPO KDKA WTOP WBWL WJJ WISH WHOT.

BROWN & HALER Co., Tacoma, Almond Bacoa candy, May 9 reviews for new advertising.

NOXZEMA CHEMICAL Co., Baltimore, Md., Oct. 8 switches "The Mayor of the Town," from CBS, 8:30-9:00 p.m., to NBC. 8:30-9:00 p.m., with Stimson & Co., Seattle.

NOW 5000 WATTS
IT DOESN'T TAKE MAGIC TO GET RESULTS FROM THE MAGIC VALLEY

TWIN FALLS, IDAHO
WEED & CO. Representatives

Page 60 • May 5, 1947
THE LONG-AWAITED investigation into charges of bribery of BBC staff members has been made public, and the consensus was that the broadcasting monopoly escaped lightly.

Sir Valentine Holmes, who made the three months' probe at the request of the BBC, released of the report, slapped a few wrists but said there is no solid foundation for any charge of bribery, corruption or partiality against members of the staff.

He stated that Mrs. Dorothy Neillson, head of the Dance Music Dept., had been "very unwise" in accepting gifts and that two other members of the staff "have accepted money from music publishers in circumstances which invite criticism.

Intentions Not Bad

"I think," Sir Valentine added, "that they failed in their duty to the BBC, but I do not think they had any corrupt intention.

Before the war, he said, it was an accepted practice in the variety entertainment business to make lavish gifts at Christmas. The BBC allowed its staff to accept them provided a list of presents was supplied to the boss.

This practice reached such a scale that at Christmas 1939 one BBC staffer received more than a dozen bottles of whisky, hundreds of cigarettes and a host of other items, including gold cuff links.

Last Christmas, however, the custom was banned by the BBC after Wing Commander G. Cooper, member of Parliament, made charges of bribery.

In accepting Sir Valentine's report, the Board of Governors pledged that this prohibition of gifts will be permanent. In addition, a committee of three executives was formed to make further attempts to stop song plugging, which the BBC has battled unsuccessfully for 12 years.

Typical of press reaction to the bribery report was a cartoon in the News Chronicle showing a BBC announcer reading the report on the air. He had an angelic appearance, wings sprouting from his back and a halo over his head.

Leader Identified

Several days after Harry Roy identified himself as the band leader mentioned anonymously in Sir Valentine's report who gave Mrs. Neillson two blue fox skins to have made into a coat.

He said: "The committee of the dance band leaders will take the whole thing up. We are not only out for fairer selection but are seeking better rates of pay so that we do not have to work at a loss. We just regard broadcasting now as an evil necessity."

Sir Robert Renwick, president of the Television Society, proposed at the group's annual dinner that the government allow sponsored broadcasts for, say, five years if it could not afford to speed television itself.

He said that Britain still led the world in the commercial development of television but the government must face reality if the country was to maintain its position.

Meanwhile the Sunday Chronicle reported the government will accelerate plans to set up a relay station for television at Birmingham. London is the only city now serviced.

Progress of French television, which could compete with the BBC, has spurred activity here, the Chronicle said.

AFRA Antics

CHICAGO — Local of American Federation of Radio Artists is planning two-and-a-half hour variety show as part of its annual AFRA Antics to be staged Sunday evening May 11 in the Medinah Temple, Chicago. Garry Moore will be master of ceremonies of a cast which includes Don McNelly and Jack Owens of the ABC Breakfast Club; "Two-Ton" Baker, Marion Claire of WON Chicago, and others.
In The Public Interest

Bids for Cancer Fund

TO AID in the collecting of funds for the American Cancer Society,
Chairman Harry S. White, head of the Oak Com.
and Lou Weiman, president of
WNAB Bridgeport, Conn., April
devoted their morning and after-
noon records for forwarding the
drive. Mr. Osborne started at
8:30 a.m. and announced the titles
of several "gruesome" selections
that he was going to play unless
the listeners would "bid" the
numbers off the air. As soon as he
received their bids he played the
number requested by the highest bidder
and messages were dispatched to collect the money pledged. Mr.
Weiman followed the same pro-
cedure on his afternoon show. Per-
sons making the highest bids dur-
ing the day were awarded special
prizes. At the close of the after-
noon record show, $850 had been
collected for the Cancer drive.

Silver Lining

PROMPTED by a listener's story of
a five year old girl whose frozen
feet had been amputated, WBET
Brockton, Mass. threw its full sup-
port behind a "Silver Lining" fund
campaign to furnish money for
artificial limbs for the child. Ken
Dalton, WBET newscaster, told
the story to his listeners and ap-
pealed for money. "Send dimes,
quarters, half-dollars or dollars
. . . ." he pleaded. Listeners re-
sponded immediately, and at the
last report, more than $6,000 had
been deposited in a trust fund
which will be used for artificial
limbs, which must be changed
about every two years, and for
medical care for the crippled child.

Victims of Fire

FARM HOUSE near DuBois, Pa.,
was recently destroyed by fire and
five of the 10 occupants were fatally
burned, including the mother and
father and three children. Three
children escaped without injury
and two were seriously burned,
one of whom needed plastic sur-
ery. WCED DuBois made appeals
on the air for funds to aid the
children. In a brief time more than
$2,000 was collected for the
children as a result of the WCED
appeals.

Guts Results

PLEA for blood donors made only
one time on a newscast on KROW
Oakland, Calif., resulted in so
many volunteers that within an
hour after the broadcast, the sta-
tion received word that the hospi-
tary laboratory was turning away
donors who had responded to the
plea. The Red Cross called on
KROW for assistance when a spe-
cial type of blood was needed to
save the life of a new-born child.
After the resulting flood of volun-
teers from the KROW broadcast,
the Red Cross cancelled the request
in all other sources.

Low Priced FM radio set made by
Airadio, Inc. sells at single unit
price of $59.00, for Stamford,
Conn. According to manufacturer
sets will receive signals at any
frequency in 88-108 mc. band with
clean reception of signals separat-
ed by only one channel. Model il-
ustrated has stained wood cabinet.

Microwave Equipment

THE FIRST microwave radio
communications equipment has been
obtained from Raytheon Mfg.
Co., New York, by Compania Ra-
diografica Internacional de Costa
Rica, an affiliate of the Tropical
Radio Telegraph Co., to be in-
stalled in Central America. Lau-
rence K. Marshall, president of
Raytheon, and R. V. Howley,
president of Tropical Radio, an-
nounced the transaction. The mi-
crowave circuit is being established
between San Jose and Las Pavis.
A new transmitting station is
being built at Las Pavis, about five
miles from San Jose.

Westinghouse Peak

WESTINGHOUSE Electric Corp.'s
sales in the first quarter of 1947 end-
ing March 31 set a peak volume of
$128,772,896, according to an
unpublished release as Presi-
dent Gwilym A. Price. Net sales
for the period were $140,121,973,
Mr. Price said. Unfiled orders as of
March 31 totaled $31,209,900, highest in the
peacetime history of Westinghouse,
the company reported.

JACKALEE RECORDS

J. M. GLEASON, Chicago man-
ger of Wright-Sonovox, is presi-
dent of a new recording firm, Jackalee Records, Inc., which
last week released its first album,
"Chug-Chug, the Talking Engine."
Mr. Gleason said he had obtained
permission from Wright-Sonovox
for a series of children's albums
which will use Sonovox to give
animate objects voices. Other
officers of Jackalee Records are Les-
lie J. Walker, production manager
of Wright-Sonovox, vice president,
and Gus Haganah, of Standard
Radio, secretary.

KDKA-FM Building

GROUND-BREAKING ceremonies
for new transmitter tower of
KDKA-FM Pittsburgh were held
April 24 on a hilltop overlooking U.
of Pittsburgh campus. When com-
pleted in late August, new 500-foot
steel Blaw-Knox tower will be
highest point in Pittsburgh area.
**Milestones**

NBC DRAMATIC serial, *One Man's Family*, winner of 23 national awards, celebrated its 15th anniversary April 29. Claiming an estimated audience of 9,500,000 listeners in the U.S. through 144 stations, program is heard Sun. 2:30-3 p.m. . . . Commemorating 25 years of service, KFI Los Angeles April 16 presented an hour-long show, *9,000 Days*. Prominent screen and radio personalities, as well as transcribed messages from public dignitaries were heard.

**Dr. Lewis Allen Weiss**

Eddie Dunn, m. of audience participation show *This Is Love* on WOR New York and announcer on NBC's *Jack Barch Show*, is completing his 20th year in radio. . . . Big birthday party was scheduled May 1 at KWTX Waco, Tex., marking one year on the air for the 250-w Mutual affiliate. . . . Rogers Jewelry, Denver, has begun its eighth consecutive year of sponsorship of newscasts over KZ Denver. . . . A gala variety show April 17 over KPO San Francisco brought to the air radio stars of yesterday and today in commemoration of that NBC affiliate's 25th anniversary.

"Happy" Jack Turner, pianist-singer of KOA Denver, celebrated early this month his 25th year on the air. . . . ABC's *Professor Quiz* currently sponsored by American Oil Co. marked 10 years of sponsored broadcasting April 5. During the decade, the Professor, Dr. Craig Eavol, has interviewed more than 25,000 contestants and distributed $150,000 in prize money. . . . "Happy" Herb Lewis, entertainer for WBZ-WBZA Boston-Springfield, April 12 celebrated his 20th anniversary in radio.

WSPD Toledo, Ohio, observed its 26th birthday April 15th . . . April 27 marked 13th year of continuous weekly dramatizations by the *Ave Maria Hour*, transcribed Catholic drama program, aired by more than 175 stations throughout the U.S. and abroad.

WVO New York celebrated its 20th anniversary in the Italian language field April 19 with a large birthday party. . . . A highlight in celebration of fifth anniversary of *Your Esoo Reporter* broadcasts over WGAN Portland, Ore., was an Esoo news broadcast direct from window of a radio store and a special broadcast immediately following WGAN's 6 p.m. Esoo news . . . WVO Omaha, Neb., begins its 25th year of service last month . . . Ernest N. George Co., Los Angeles agency, celebrated April 3 first anniversary of firm's operations.

**WFNS-FM Takes Air**

WFNS-FM Burlington, N. C., went on the air April 22nd. 17-hour daily schedule. Broadcasting with 1 kw, station at present is using temporary antenna and Westinghouse transmitter. During the day all programs of WFNS are piped and at nightWFNS-FM broadcasts play-by-play accounts of games of Burlington Bees at home and on road. Station is licensed to Burlington - Graham Broadcasting Co.

**Requests FM**

MIDCONTINENT Broadcasting Co., licensee of KELO Sioux Falls, S. D., has filed application with FCC for a new outlet on channel 262, 100.3 mc, it has been announced by Sam Pantle Jr., Mid-continent president. FM power of 10 kw is requested. Antenna height above average terrain would be 361 feet. KELO has pending application for switch to 250 w on 1230 kc to 5 kw on 1520 kc.

**CHSJ to 5 kw**

TEN-PAGE supplement to the *Telegraph-Journal* and the *Evening Times-Globe* for April 21 heralds the increase of CHSJ Saint John, N. B., from 1 kw to 5 kw on 1150 kc. A basic station of Trans-Canada Network of CBC, CHSJ is owned by New Brunswick Broadcast Co., Ltd., and is associated with the *Telegraph-Journal* and the *Evening Times-Globe*.

**To Receive Awards**

STAFF announcers Pahey Flynn and Bob Cunningham, and WBWM Chicago, have been selected for special recognition and awards to be given by Loyola U. May 23. Citations are being awarded to the station and two announcers for outstanding contributions in promoting better race relations in the city of Chicago through the medium of Interracial broadcasts. Leslie Atlias, vice president in charge of CBS Central Division, will accept the citation on behalf of the station.

**BROADCAST MUSIC INC.**

580 FIFTH AVENUE - NEW YORK 19, N. Y.

NEW YORK  •  CHICAGO  •  HOLLYWOOD
Newspaper Cites Parallels in Advising Listeners Why AM Sets Can't Get FM

[Franz's Note: FM as a name for a new type of radio broadcasting has become sufficiently familiar to the listener. But to the average listener, there still exists a great deal of confusion as to its mechanics. Typical was in Jacksonville, N. C., where WSTP began its operation of an FM outlet, WSTP-FM. Immediately, the station received a local Post was delimited with calls from listeners citing inability to pick up FM broadcasts on their present AM receivers. In answer, the newspaper ran the following editorial.]

(F)requently (M)isunderstood

Speaking of the difficulty of getting people to understand, the Post is told that radio station WSTP is still getting numerous complaints from radio listeners who cannot tune in on the station's recently inaugurated FM broadcasting.

For that matter, the newspaper too, is still getting them. Every reasonable effort has been made to inform the public about FM, and about WSTP's new off-season WSTP-FM.

In case you are still among those who are confused about the situation, let's put it this way:

You have a washing machine, a vacuum cleaner, a can opener, a toilet sitter, you even have a radio receiver that you have had for years and which has done all right up to now.

Well, good for you. But you cannot receive FM broadcast programs over your washing machine, your vacuum cleaner, your can opener, your toilet sitter or even the radio receiver you have had for years doing all right.

Your radio receiver may go on for years receiving WSTP broadcasts just like it has been receiving them. But it will not receive FM broadcast programs even if it is equipped with the correct FM set. In answer, the newspaper ran the following editorial.]

(R)earable (M)isunderstood

Speaking of the difficulty of getting people to understand, the Post is told that radio station WSTP is still getting numerous complaints from radio listeners who cannot tune in on the station's recently inaugurated FM broadcasting.

J. CARROLL NAISH, film and radio critic, and MICHAEL VON OTTEN, FIELD have organized new Hollywood first K-96, for voic and release albums of inspirational recordings.

ERIK MULHOLLAND has been appointed regional sales manager in San Francisco Bay area for Exclusive Records Co., CHARTOC-COLMAN PRODUCTIONS. Chicago transcription firm, has signed exclusive contract with veteran showman Ted Lewis for 26 week series of half hour open-end platters.

LESTER CULLY, NBC Western Network recording supervisor, is recovering from an appendicitis operation.

AL BUFFINGTON, of Al Buffalo Co., Baltimore program package, is the father of a girl, Stephanie.

DECCA DISTRIBUTING Corp., and COMMODORE RECORD Co., both of New York, have completed negotiations whereby Decca will handle the exclusive sale of Commodore records through its 22 branches in America and its agencies throughout the world.

Terms include an arrangement by which Decca has the option of buying Commodore at a future date. Commodore Records was organized in 1938 by Milton Gabler and has specialized in jazz classics.

Call Letters Listed

CALL LETTERS for the new CBC 50 kw stations in western Canada have been announced by Dr. A. F. Aronoff, CBC general manager. Station at Lacolle, Alta., will be known as CBX and will operate on 1010 kc. Winnipeg station will be CBW on 900 kc. Studios for Alberta station are expected to be in Edmonton.

TEXARKANA GOES "ALL OUT" for KCNC

[Conlän Preference Surveys made in April 1945 and in December 1946 show results below—

<table>
<thead>
<tr>
<th>KCNC percentage of total listeners</th>
<th>APRIL 1945, 54.1%</th>
<th>DEC. 1946, 54.4%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUMMARY OF CONLAN SURVEY</strong></td>
<td><strong>MORNING</strong></td>
<td><strong>AFTERNOON</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Broadcasting</strong></td>
<td><strong>Broadcasting</strong></td>
</tr>
<tr>
<td></td>
<td>Station</td>
<td>Station</td>
</tr>
<tr>
<td>Texarkana—</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KCNC-ABC</td>
<td>68.6%</td>
<td>64.3%</td>
</tr>
<tr>
<td>Mutual Station</td>
<td>20.9%</td>
<td>22.4%</td>
</tr>
<tr>
<td>Shreveport—</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Colonia Station</td>
<td>19.5%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Dallas-Fl. Worth—</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC Station</td>
<td>14.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>All Other Stations</td>
<td>3.9%</td>
<td>1.0%</td>
</tr>
</tbody>
</table>

*Copies of the detailed copyrighted report are available for inspection to interested advertisers.*

FRANK O. MYERS, Mgr.

GE-UE Sign

THE UNITED ELECTRICAL Radio and Machine Workers of America (CIO) last week reached an agreement with the General Electric Co., providing for a 15c an hour wage increase and a 16% increase in total hourly earnings for all employees, it was announced by Albert J. Fitzgerald, general president of the UE. Wage rates of hourly-paid employees in the GE factories in the United States will be increased 11c an hour, with the remainder of the 15c used to cover incidental costs.

MOTOR VEHICLE accidents have been among the lowest for any corresponding months in New Jersey since the NBC radio-recording 5-minute transcribed safety series, "Highway to Safety," has been broadcast on all New Jersey stations, according to Arthur W. Magee, commissioner of motor vehicles of the State of New Jersey. The series was recorded for the New Jersey department of motor vehicles as part of an intensive safety education campaign being carried out in New Jersey. Each program of the series is broadcast weekly on all Jersey stations.

Praising the results of the series, Commissioner Magee said, "In the months following the initial broadcast... last November fatalities caused by motor vehicles accidents have been among the lowest for any corresponding months, and in fact traffic fatalities for the month of February represent the lowest February death toll in 14 years of accident statistics compilations. Radio undoubtedly has contributed materially to this splendid record."
WEEK Peoria, Ill. Begins Broadcasting on 1350 kc
WEEK, NBC affiliate in Peoria, Ill., signed on the air for the first time April 27. Owned by the West Central Broadcasting Co., WEEK operates on 1350 kc with 1 kw.

Former Governor Robert S. Kerr of Oklahoma is chairman of West Central, which will be affiliated with the radio interests of E. R. Gaylord (WKY Oklahoma City, KLV Denver, KVOR Colorado Springs).

Edgar T. Bell is WEEK’s general manager and Stanley White, former WKY sales manager, is station manager. Program format will emphasize local productions and public interest features, according to Mr. Bell.

TV Script Contest
TELEVISION script writing contest sponsored by Broadway producer John Wildberg, who has formed a video production company, is open to all professionals and amateurs. Winners get cash awards and contracts for Mr. Wildberg’s writing staff and winning scripts will be televised.

Leonard F. Cramer, executive vice-president of Du Mont Television, and Mr. Wildberg will judge the entries, which should be addressed to John Wildberg, 206 E. 30th St. New York City. Deadline is June 15.

TAKES ONLY ONE TO GET 3

You play for “keeps” . . . no “funnies” . . . when you penetrate this responsive market over KFDM!
THREE KEY CITIES . . . Beaumont, Port Arthur, and Orange . . . ONE BIG MARKET . . . covered by KFDM!

IN CANADA
WINNIPEG
is a “MUST” buy
Men Who Know select
630 kc. CKRC NOW 5 KW
REPRESENTATIVE - WEA & CO.

SCHOOL RECORDINGS
Programs Made in Classrooms
Aired by WFHG

AS A SPECIAL public service feature WFHG, new Mutual 1 kw day-time outlet (860 kc) at Bristol, Tenn., is airing programs prepared in public school classrooms in connection with pupils’ regular school work. The programs are recorded in the classrooms and played back on the air late in the afternoon when both youngsters and parents can listen. The recordings then are given to the classes.

WFHG’s manager, C. Alden Baker, reports that the station has received much favorable comment on the series and that school officials and teachers are pleased with the programs not only from the children’s angle but also because of the opportunity to call to the attention of parents the work being done in the schools.

WFHG began broadcasting Jan. 1.

WFPD, Cornerstone of Radio, is a Fascinating Feature of Broadcasting

WINNIPEG, Man., Jan. 17-The Religious Radio Association was formed earlier this year to promote religious broadcasting in Canada. Willard Johnson, president, and Robert Goodyear, chairman, brought national recognition to the enterprise, which is conducted on a voluntary basis.

WINNIPEG, Man., Jan. 17-The Religious Radio Association was formed earlier this year to promote religious broadcasting in Canada. Willard Johnson, president, and Robert Goodyear, chairman, brought national recognition to the enterprise, which is conducted on a voluntary basis.

The Religious Radio Assn. was to hold its annual meeting May 2-4 in Columbus, in conjunction with the IER.

Willard Johnson, president of the association and vice president of the National Conference of Christians and Jews, was to preside over the meetings, the theme of which was the contributions of radio religious programs to domestic unity and world peace.

The sessions were to begin on May 2 at noon with a luncheon at the Deshler-Wallick Hotel, at which Robert B. Hudson, director of Education of CBS, was to speak on “Religious Radio and World Peace.” In the afternoon John E. Hough, director of advertising, Goodyear Tire and Rubber Co., was to describe the current radio series, Greatest Story Ever Told, which is sponsored by Goodyear on ABC.

Business sessions were to be held and appointment of a nominating committee for officers made.

Other Participants
Other participants were to be: Dr. Franklin Dunham, chief, radio division, U. S. Office of Education; Everett Parker, secretary, Joint Religious Radio Committee; Bill Smith, National Council of Catholic Men; Evan A. Fry, radio director, Church of Jesus Christ of Latter Day Saints; and Norton Beth, assistant director, Jewish Education Committee.

The sessions concluded with a discussion of possible awards to be made by Religious Radio Assn. for the year’s outstanding program and the election of officers.

Agenda for the last day’s IER sessions:

MONDAY, MAY 5

SECTION MEETINGS

Opportunities of Campus Radio Stations.
Clinic for College and University Stations.
Clinic for Educational and Public Service Directors of Commercial Stations.
Broadcasting and College Public Relations.
Problems of Radio Chairmen of Local Organizations.
Recordings for Education.
Radio, the Public, and United States Foreign Policy.

GENERAL SESSION

Should Radio Have an Editorial Policy?
**APRIL 25 TO MAY 1**

**PROMINENT PROGRAM AMPLIFIER**

The Langeven 102A program amplifier is a two stage fixed input level output Level amplifier. The integrated output level is fixed at a 100 watt output level. The output level can be adjusted by a trimmer control. The output level can be set at any level from 0 to 10 watts. The output level can be set at any level from 0 to 10 watts. The output level can be set at any level from 0 to 10 watts.

**FIRST NEWS**

**APRIL 25 DECISIONS :...**

**DOCKET CASE ACTIONS**

**BY THE COMMISSION**

- **AM-1450**
  - Lake Erie Radio, Inc., respondent, and The Sandusky Regent Co., and The Bay Bost, Inc., were granted a new station facility at Sandusky, Ohio, by proposed decision looking toward grant. Conditions were imposed to comply with the requirements of the Commission. The conditions were designed to assure the public interest and to encourage the public welfare.

**WHJ Detroit, Mich.**

- **AM-500**
  - Approved renewal of license for station AM-1500 owned by WHJ Detroit, Inc., at Detroit, Mich.

**KEV Seattle, Wash.**

- **AM-1400**
  - Approved renewal of license for station KEV, owned by Everyman, Inc., at Seattle, Wash., for a term of five years.

**KFUO to Expand**

Ground for a 60-foot addition to the housing building KFUO St. Louis was broken April 20 by KFUO's president, William F. H. Helfrich, chairman of the Radio and Television Committee. The station has also launched a $300,000 expansion program to finance installation of a new FM transmitter and increased present AM power 5 kW to 10 kW.

**WHNI, WHN Site**

Block-long building lot in Hempstead, L. I., has been acquired by Elias T. Godofsky, permittee of WHLI and WHN (FM) for construction of studios and offices.

**TIP:**

**SURF TO DOUBLE SPREAD OF THIS ISSUE**

**BROADCASTING**

**Telecasting**

**Page 66 • May 5, 1947**
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>RAYMOND M. WILMOTTE</td>
</tr>
<tr>
<td>JOHN J. KEEL</td>
<td>JOHN J. KEEL</td>
</tr>
<tr>
<td>HERBERT L. WILSON</td>
<td>HERBERT L. WILSON</td>
</tr>
<tr>
<td>E. C. PAGE</td>
<td>E. C. PAGE</td>
</tr>
<tr>
<td>UNIVERSAL RESEARCH</td>
<td>UNIVERSAL RESEARCH</td>
</tr>
<tr>
<td>GILLES &amp; BAILEY</td>
<td>GILLES &amp; BAILEY</td>
</tr>
<tr>
<td>NATHAN WILLIAMS</td>
<td>NATHAN WILLIAMS</td>
</tr>
<tr>
<td>BROADCASTING</td>
<td>BROADCASTING</td>
</tr>
<tr>
<td>WELDON &amp; CARR</td>
<td>WELDON &amp; CARR</td>
</tr>
<tr>
<td>A. EARL CULLUM, JR.</td>
<td>A. EARL CULLUM, JR.</td>
</tr>
<tr>
<td>WILLIAM E. BENNS, Jr.</td>
<td>WILLIAM E. BENNS, Jr.</td>
</tr>
<tr>
<td>H. V. ANDERSON &amp; ASSOCIATE</td>
<td>H. V. ANDERSON &amp; ASSOCIATE</td>
</tr>
<tr>
<td>A. R. BITTER</td>
<td>A. R. BITTER</td>
</tr>
<tr>
<td>JOHN BARRON</td>
<td>JOHN BARRON</td>
</tr>
<tr>
<td>FRANK H. McINTOSH</td>
<td>FRANK H. McINTOSH</td>
</tr>
<tr>
<td>LENT AND POAST</td>
<td>LENT AND POAST</td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>KEAR &amp; KENNEDY</td>
</tr>
<tr>
<td>JOHN C. HUTCHESON</td>
<td>JOHN C. HUTCHESON</td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>GUY C. HUTCHESON</td>
</tr>
</tbody>
</table>

**Consulting Radio Engineers**

**McNARY & WRATHALL**
863 National Press Bldg. Di. 1208
Washington, D. C.

**RING & CLARK**
55 Years' Experience in Radio Engineering
Munsey Bldg. Republic 2347
Washington 4, D. C.

**LOHNES & CULVER**
Munsey Building District 8215
Washington, D. C.

**HOLEY & HILLEGAS**
1146 Briarcliff Pl., N.E.
Atlanta, Ga. Atwood 3328

**ANDREW CO.**
Consulting Radio Engineers
363 E. 79th St. Triangle 4400
Chicago 19, Illinois

**CHAMBERS & GARRISON**
1519 Connecticut Avenue
Washington 6, D. C.

**COLTON & FOSS, INC.**
927 19th St., N.W. Republic 3883
Washington, D. C.

**H. V. ANDERSON & ASSOCIATE**
715 American Bldg., Ra. 0111
New Orleans, Louisiana

**A. R. BITTER**
Consulting Radio Engineer
622 Madison Avenue
Toledo 4, Ohio

**GUY C. HUTCHESON**
1100 W. Abram St. Phone 1218
Arlington, Texas

**Barclay & Saxon**
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

May 5, 1947 • Page 67
Radio Panel Bulbs

RADIO PANEL light bulbs are available in case lots of 10,000 from the U. S. Commercial Co., subsidiary of the Reconstruction Finance Corp., for sale through RFIC. They will be sold ex-warehouse New York area, duty paid, and bids must be received before 12 o'clock noon May 5. Information on terms and conditions of sale may be obtained by writing to U. S. Commercial Co., Washington 25, D. C. Samples are available for inspection at the company's display room, 292 Madison Ave., New York.

IGUWU's FM EQUIPMENT ORDER TOTALS $250,000

THE INTERNATIONAL Ladies' Garment Worker's Union has signed a contract with RCA for approximately a quarter of a million dollars worth of FM broadcast equipment for six proposed FM stations to be erected by Unity Broadcasting Corporations. Frederick F. Umhey, executive secretary of the IGUWU and secretary of Unity Broadcasting, announced the sale [CLOSED CIRCUIT, April 21].

The order, which consists of five FM transmitters of 10 kw and one of 1 kw, plus the necessary studio control and audio equipment for each station is one of the largest in the history of broadcasting, according to W. W. Watts, vice president in charge of RCA Engineering Products Div., which will build the equipment in its Camden, N. J., plant.

The stations will be located in Chattanooga, St. Louis, Los Angeles and New York, with applications pending in Boston and Philadelphia. The Chattanooga station will be completed by Labor Day.

Present for the contract signing, in addition to Messrs. Umhey and Watts, are T. J. Slater, general sales manager, RCA Engineering Products Div.; M. S. Novik, former director of WNYC New York and now radio consultant to the IGUWU, and Paul A. de Mars, manager of Raymond M. Wilmotte Inc., who have been commissioned to design and build Unity stations.

PURCHASE of a quarter of a million dollars' worth of FM broadcast equipment by International Ladies' Garment Worker's Union from RCA was consummated at a meeting between W. W. Watts (I), vice president, Engineering Products Div., RCA, and Frederick F. Umhey, executive secretary of IGUWU and secretary of Unity Broadcasting Corporations. IGUWU plans to use equipment for six proposed FM stations to be erected by Unity [CLOSED CIRCUIT, April 21].

JIM McMillen, conductor of a poetry program on WCBM Baltimore, was given a dinner April 21 in honor of his first anniversary with the station and given by Society of American Poets and Pro-Aviation Society. In conjunction with the dinner, was broadcast from 9:30-10 p.m. and 11:15-11:30 p.m. for pickup for Mr. McMillen's own program, heard at that time Sun.-Fri.
FCC Actions

(Continued from page 66)


WGKV Charleston, W. Va.—Granted petition for leave to amend application for transfer of control of Kanawha Valley Beatz, Co. (WGKV) to add to application supplemental contract restricting consideration to no less than $16,000 to $80,000, and providing new termination dates.

WOR New York.—Granted petition for leave to intervene in consolidated hearing upon applications of The Conn. Electronics Corp., et al.


Public Beat, Service Inc., Enid, Okla.—Granted petition for waivers of Rules and accepted petitioners' written appearance in re application.

Steel City Beatz, Corp., Gary, Ind.—Granted petition for waivers of Rules and accepted petitioners' written appearance in re application.

WJE New York.—Granted petition for leave to intervene in consolidated hearing upon applications of The Conn. Electronics Corp., et al.

W hiding V. Foreman, Merrill, Wis.—Granted petition for waiver of Rules and accepted petitioners' written appearance in re application. Also granted petition for leave to amend application so as to change Par. 5 of application to provide revised information on address of application and counsel, etc.

WMC Memphsky, Tenn.—Granted petition for leave to amend its application to change Par. 27 and 28 to show more accurate engineering information concerning contours and populations to be served.

Red River Beatz, Co., Inc., Dalhart, Texas.—Granted petition for continuance of hearing on its application presently scheduled April 28 and continued same to May 29.

WCMB Casper, Wyo.—Granted petition for waiver of Rules and accepted petitioners' written appearance.

Kola Beatz, Co., Olympia, Wash.—Dismissed as moot upon requesting removal of its application from hearing docket.

James A. Noll, Lake Charles, La.—Granted petition to transfer without prejudice application for CP.

WMC Memphsky, Tenn.—Granted petition to reopen record in proceeding upon application of WQEX, Louisville, Ky. heard May 1946; ordered said record reopened for purpose of holding further hearing on issues 5-9 and scheduled further hearing for May 22, 1947, and made WMC party intervenor in proceeding.

Forest City Beatz, Co., Cleveland, O. —Dismissed petition resuming leave to amend its application for CP to specify 110 kw with 250 d B E instead of 1450 kw. 250 w ant.

Fisher Pub, Co., St. Louis.—Dismissed petition requesting leave to amend its application to show change in proposed transmit.

G. Osvald Beatz, Co., Chicago, Ill.—Dis- missed petition insofar as it requests leave to intervene in consolidated hearing on application of Alvin E. O'Roski; denied in so far as it requests to intervene in application of Hiding V. Foreman.

WDEL Williamsville, Ill. Ct.—Granted joint petition requesting continuation of consolidated hearing on FM applications presently scheduled April 29, and continued same to May 12.

Frequency Beatz, System Inc., Shreveport, La.—Granted petition for waiver of Rules and accepted petitioners' written appearance in re application.

Capital Radio Inc., Columbus, Ohio.—Granted petition insofar as it requests leave to intervene in Application for consent to change Par. 8 and 36 to show amendments and additions of incorporation of applicant partnership.

April 25 Applications

ACCEP TED FOR FILING

Modification of CP

WBBC-FM Montgomery, Ala.—Modified CP which authorized new FM station to change time trans.; changed station to 20 kw, make changes in ant. and change commence and completion dates.

License for CP

KICO Calexico, Calif.—License to operate CP as modified which authorized new standard station and to specify studio location and to authorize determination of operating power by direct measurement of ant. power.

AM—450 kc

Rodgers & McDonald Newspapers, Inwood, Calif.—CP new standard station 1450 kc 25 kw power on tower (N).

AM—1400 kc

WNOC Norwalk, Conn.—CP install new trans.
FCC Actions (Continued from page 69)

Applications Cont.: 
TENDERED FOR FILING 
Assignment of License 
WDBR Hartford, Conn.—Consent to assignment of license of standard station WDBR, high frequency station WDBR-FM, and relay station WEU-L to The Connecticut Company, Inc., as assigned to R. H. Gillette, Hartford, Conn.

KLZ Brainard, Miss.—Consent to assignment of license to Brainard Berg, Co., Brainard, Mont.

April 28 Decisions

BY THE COMMISSION

Announced adoption of Order 136-N effective immediately which cancels 500 w power limitations established by Order 136-L, on 3000-4000 kc band for those amateur stations, operating within Territories of Hawaii and within all U.S. possessions by day only, at 170 degrees west longitude, and released frequencies from 145 and 146 mc for use by amateur stations located within 50 miles of Washington, D. C., Seattle, Wash., and Honolulu.

April 29 Decisions

DOCKET CASE ACTIONS

(By the Commission)

Announced adoption of memorandum opinion and order directing those portions of the application for change of license of WJIM Lansing, Mich., granted conditionally application of WRVC Cincinnati, and sever applications from proceeding, be vacated and annulled, and that applications are granted leave to file exceptions and required arguments against proposed decision on their applications released April 29 to WRVC granting to WRVC application for change from 1240 kc 250 w unid. to 1240 kc 250 w unid. By order of the Commission, WJIM application to change from 1 kw-N 5 kw by day to 1 kw on 5 kw unid. on 600 kc to 5 kw-DN, change DN-D to 100 kw, and make changes in location and use of tower, increasing to 1 kw-AM 1 kw-DN, granted MOD. Further ordered that all following applications be severed from proceeding and from WRVC and WJIM applications and ordered that insofar as required that participation in grant of WRVC petition is, it is granted; that is not covered by memorandum opinion and order, and is denied.

The Constitution Broadcasting Co., P. O. Box 861, Atlanta; Montana Bstr. and Television Co., 2500 KBD St. Louis, KEB; KSAN San Antonio, Tex.; WGG Buffalo, N. Y.; KCBS Midland, Tex.; WDEV Waterbury, Vt.; KOAC Corning, N. Y.; WQG Youngstown, Ohio.

Announced proposed decision looking towards grant of application of Baltas, Metcalf & Goodlette, Hasard, Ky., for new station 1540 kc 250 w unid. and denial of applications of The Hazard B str. System and Universal Broadcasting Co. for same facilities.

Announced final decisions in following cases: 


BY COMMISSION EN BANC

Motion of City

KTSK San Antonio, Tex.—Granted CP to meet engineering cond. in Commission decision of Dec. 6, 1946; install new trans. and change trans. location (1550 kc 5 kw-DN unid. to 1550 kc 5 kw-DN unid.).

Assignment of CP

KSYL Alexandria, La.—Granted conditional voluntary assignment of CP to KSYL from Glazer & Fox to FOX & Wheelahan, 4/6 as Radio Station KSYL.

Petition Denied

KPDF Alexandria, La.—Adopted memorandum opinion and order denying petition of applicant for change of station from 1240 to 1400 kc, operating power of 1 kw, trans. Emma, to new license with KSYL, application for voluntary assignment of CP; order that application of KPDR be vacated, be designated for hearing and that Sylvan Fox and Harold M. Wheelahan, partnership, 4/6 as Radio Station KSYL be made parties to proceeding.

AM-1350

WDBR Boston—Granted CP increase 6 kw to 9 kw with DA-J unid. operating on 850 kc. engineering cond.


Hearing Designated

WRUP Gratz, Pa.—Granted CP for hearing application for CP to increase N power from 100 w to 6 kw DA-JN operating on 500 kc, and made WRUP Boston and WNAO Raleigh, N. C. parties to proceeding.

AM-1150

WKBK Madison, Mich.—Granted CP from 1490 kc to 1500 kc, increase 250 w to 1 kw, change in new location and install new trans. and made WBBB Buffalo party to proceeding.

Modification of CP

WFLA Tampa, Fla.—Granted CP modified, CP to make changes in DA subject to such action as may be necessary by CCB.

WAAT Newark, N. J.—Designated for hearing application for CP increase 1 kw to 5 kw, changes in new tower, and made WBBB Buffalo party to proceeding.

Modification of CP

WBBB Buffalo, N. Y.—Granted CP, to make changes in location (1011) engineering cond.

AM-770

WICA Ashataba, Ohio—Granted CP to make changes in DA, operate DA-D (DA-2) and change type trans.; engineering cond.

AM-490

KWAL Wallace, Idaho—Granted CP change frequency from 1240 kc to 1250 kc, increase 250 w to 5 kw unid. DA-JN, change tower, and make changes in location, increase power from 500 w to 1 kw-DN, to new station 670 kc 1 kw DA-DN (DA-2) unid.

WBBF Greensburg, Pa.—Granted CP change tower operation and increase 250 w D to 500 w-DN 1 kw-DN. DA-DN (DA-2) and change trans. Mich., operating on 625 kc (Comm. Durr voting no). 

Erection of tower

Radio Santa Cruz, Santa Cruz, Calif.—Granted CP new station 1080 kc 50 kw DA-DN (DA-1).

Hearing Designated

WRDN Santa Clara, Calif.—Designated for hearing to CP change trans. site, increase height of vertical ant. and use new AM tower as assigned for new station.

WHCM Bay City, Mich.—Designated for hearing CP change tower site and install new vertical radiator with FM ant. atop AM tower. New station, 1000 kc 100 kw unid. at height from 168 ft to 427 ft.

KUVY Redding, Calif.—Designated for hearing to CP change tower site and height, subject to condition that applicant file within 60 days application for CP specifying 1 kw-N instead of 5 kw-N; further ordered that application for change of facilities of KVAK from 1460 to 1470 kc and increase power from 250 w to 1 kw DA-DN cond. be furthered that this action granted both above applications is subject to condition that applicant, S. H. Patterson, fil. interest of all interest in KVAK, hearing previously scheduled on these cases is annulled.

BY THE SECRETARY

WYIC Hartford, Conn.—Granted CP to extend completion date to 4-14-47.

KFMO Pomona, Calif.—Granted CP to change type trans. and extend completion date to 7-4-47.

WAGF Hinsdale, Ill.—Granted CP to extend completion date to 11-16-47.

WNRC Kansas City.—Granted CP to extend completion date to 10-19-47.

WYAT Mobile, Ala.—Granted CP to extend completion date to 60 days after grant and 150 days thereafter, respectively.

KSWI Council Bluffs, Iowa—Granted CP change type trans. and approval of trans. location.

WBBB Breaulton, Ala.—Granted CP; to extend completion date to 10-14-47.

WWOA Kokomo, Ind.—Granted CP to install vertical ant. and mount FM ant. on top of AM, respectively.

WBHT Harrisburg, Pa.—Granted CP for approval of ant., change type trans. and approval of trans. location.

WYGR Youngstown, Ohio—Granted CP extending commencement and completion dates to 7-14-47 and 9-1-47 respectively.

WYMM Middletown, Conn.—Granted CP extending commencement and completion dates to 6-3-47 and 7-14-47.

WRRW Glens Falls, N. Y.—Granted CP new ant. and change trans. location and make changes in vertical ant.

WHQW Woonsocket, R. I.—Granted CP install new trans.

WCRD New Castle, S. D.—Granted CP approving ant. and trans. and location.

WNAW New Castle, Mich.—Granted CP approving ant. and trans. and location.

WGAO Golden, Ala.—Granted CP extending completion date to 8-21-47.

WRCN Middletown, Conn.—Granted CP extending commencement and completion dates to 6-3-47 and 9-1-47.

WURY Edinburg, Tex.—Granted CP approving ant. and trans. and station location.

WYMO St. Louis, Mo.—Granted CP new ant. and change trans. and station location.

WGDQ Gainesville, Ala.—Granted CP extending completion date to 11-12-47.

WYDF Youngstown, Ohio—Granted CP approving ant. and trans. and station location.

WMMID Atlantic City, N. J.—Granted CP approving ant. and trans. and station location.

April 29 Applications

ACCETE FOR FILING

FM—Unassigned

Huntley Brothers, Inc., Hunteville, Ala.—CP new FM station (class B) on freq.
EMULATING erstwhile WPA foreman is E. E. Stone, breaking ground for WJMX, Florence, S. C., new 5 kw daytime station of which he is president. Others in front row are (l to r): Mrs. Katherine Ward, traffic dept.; Mayor R. F. Zeigler of Florence; Mrs. Herman A. Smith Jr.; Congressman Johnnie McMillan; Mrs. Stuart Deabler, Commercial Dept. Second row, (l to r) P. G. Sewell, WJMX manager; Paul Luecke, chief engineer; Herman A. Smith Jr., secretary-treasurer; Paul H. Benson, vice president.

WHCU to Give Awards to Weekly Papers For Editorial Leadership, Civic Work

WHCU Ithaca, N. Y., will make three cash awards of $500 each to the weekly newspapers excelling in editorial leadership, in stimulating community action and in making overall improvements in their papers, Michael R. Hanna, general manager, announced on April 19.

Awards were announced at the conclusion of a dinner given by WHCU to the editors of the 74 weekly newspapers in 22 counties around Ithaca who cooperate with the station by supplying the raw material for The Radio Edition of the Weekly Press. Two days earlier this quarter-hour Sunday afternoon program had been awarded a special citation by the Peabody Awards Committee, which said that the program "has admirably linked together the editorial ability of 74 country editors in presenting material of social significance and interest."

KENTUCKIANS AGAINST CHANGING BREAK RULE

STUDY of suggested changes in the FCC's station identification rules is being conducted by the executive committee of the Kentucky Broadcasters Assn., according to the association's secretary-treasurer, J. H. Callaway, WHAS Louisville. At its March 23-29 meeting the association went on record against any curtailment of the right to repeat call letters to listeners.

Resolution adopted unanimously by the association follows:

"Whereas, the Kentucky Broadcasters Assn. believes in the essence of its members that the right to repeat their call letters to their listeners should not be improved in any way that would cause them to suffer the loss of identity and

"Whereas, the Kentucky Broadcasters Assn. further believes that any proposed regulation which might be used as a lever to regulate the members' business practices and thus reduce the members' gross income to a point that could affect their ability to continue a broadcast service of high quality to listeners would not be in the interest of the American system of broadcasting."

Therefore, be it resolved that the Kentucky Broadcasters Assn. appoint its executive committee to investigate thoroughly that the FCC plans revision of its station identification rule and take whatever action appears appropriate to make known to the Commission the attitude of the Kentucky Broadcasters Assn.

Markwell to DuMont

NORMAN M. MARKWELL, former account executive at J. D. Tarcher, New York, and at one time vice president in charge of marketing and plans of Cornell Co., New York, now Geyer, Newell & Ganger, has been appointed sales promotion manager of Allen B. Du Mont Laboratories, New York.

OVER A MILLION FOR BASEBALL

Gillette's Six-Year Exclusive on Mutual

-To Cost $1,245,000

DISCLOSURE that the purchase price of radio rights to World's Series and All-Star games for six years amounted to $1,245,000 was made by A. B. (Happy) Chandler, baseball commissioner, April 25.

Mr. Chandler spoke at a dinner given by MBS in New York's Waldorf-Astoria hotel to celebrate the signing of contracts for World's Series and All Star Games through the 1951 season.

The games will be sponsored by Gillette Safety Razor Co., through Mazon Inc., [broadcasting, April 28].

Mutual obtained rights to the 1946 through 1951 World's Series for a total of $950,000, Mr. Chandler said, and paid $290,000 for the rights to an equal number of All-Star games. A major portion of the $1,245,000 will be allocated to the baseball players' pension fund, Mr. Chandler reported.

He said that MBS had obtained rights only to radio broadcasts of the games and that television rights had not yet been negotiated.

Mutual's contract with the American National Red Cross' 1947 Fund appeal was cited in a letter received by Clarence L. Meuser, NBC vice president in charge of programs, from Howard Bonham, Red Cross vice chairman.
Accuses Radio 'Monopolists' of Trying To Put an End to All FM Broadcasting

A Charge that radio monopolists are trying to wipe out FM broadcasting was made last week by Eugene Konecky, former radio executive and author of the pamphlet Monopoly Steals FM, in a report prepared for distribution to radio leaders and heads of civic, fraternal, veteran, and small business organizations attempting to obtain FM licenses and stations.

According to Mr. Konecky, "the radio monopolists who dominate the new FM system, and who are investing millions in it, believe they must destroy FM and are doing all they can to prepare to wipe it out."

Stating that the economic basis essential for the growth of FM has been undermined, Mr. Konecky said that even in its dwarfed condition, "it is a potential threat to the radio monopoly and this explains why they seek to kill it."

Lashes Radio 'Trusts'

The radio trusts would "marry" FM for keeps, said the report, if it could be guaranteed that the FM system would never be expanded to 5,000 stations, because the networks could not control a system of that many stations, especially if the FCC would enforce the duopoly regulation which has been indifferently suspended.

Among other reasons why the monopolists fear FM and wish to kill it, Mr. Konecky listed these: (1) The election of an FDR-type president, like Henry A. Wallace, and a Congress which would back him in 1948; (2) production of a low priced FM set through the cooperative efforts of labor unions, cooperatives, veteran, civic and small business groups; (3) development of a workable $10 FM converter which could be attached to any AM radio set.

FIRST HOLLYWOOD-originated script for ABC's This Is Your FBI, which switched from New York, is given a visual grilling by this West Coast quintet of "investigators" (1 to 5): Don Searle, ABC Western Division vice president; Arthor Carroll, western manager of Equitable Life Assurance Society, program sponsor; James Ellsworth, assistant agent in charge of Los Angeles FBI field division; Cecil Underwood, account executive of Warwick & Legler, agency servicing account, and Jerry Devine, owner-writer-producer of program.

Calls Work of CBS 'School of the Air'

More Valuable Than That of UNESCO

"THE UNITED Nations Educational, Scientific and Cultural Organization activities in Paris consisted merely of verbiage and the exchange of sweet nothings," according to Rex C. Lambert, supervisor of educational broadcasts for the Canadian Broadcasting Corp.

Speaking at the annual meeting of the National Board of Consultants of Columbia's American School of the Air in New York last week, Mr. Lambert, who recently returned from a European investigation of UNESCO's programs, complimented CBS on its

COWAN APPOINTS FIVE NEW REPRESENTATIVES

The appointment of five new sales representatives to the transcriptions of Louis G. Cowan, Inc., New York, has been announced by Robert S. Michele, head of that division. The new representatives are: James Gregory, former program director of WAGA, Atlanta; Marvin A. Kempner, formerly with Mendelson Productions, New York; A. D. MacMorran, recently discharged from the U.S. Navy; Robert Sawyer, formerly on the staff of a Boston newspaper, and Edwin McCormack.

In addition to announcing the new representatives, Mr. Michele announced that negotiations had been completed with All-Canada Radio Facilities Ltd., for the sales rights to Murder at Midnight in Canada, and that a deal with Mendelson Productions had been made granting the Cowan office exclusive sales rights for Joe McCarthy Speaks, a five-minute sports series of baseball anecdotes featuring the former manager of the New York Yankees [Broadcasting, April 14].

School of the Air, which, he declared, "is doing a far more valuable job than UNESCO is likely to do for years to come." He said he would go into more detail on UNESCO in his report before the joint Institute for Education by Radio when that organization meets in Columbus, Ohio, May 2-5.

Endorsements of the program were also issued by educational leaders. James Macandrew, director of radio, New York Public Schools, said that a recent survey showed School of the Air programs were being used in regular school work by 452 schools in New York. Speaking for CBS, Dr. Lyman Bryson, Professor of Education, Teachers College, Columbia U., and CBS Councillor on Public Affairs said, "We know we are taking a large children audience from the 'blood and thunder' shows carried on some other networks at this time. The move to the 5-5:30 p.m. period, on the air has been amply justified."

"IBCing you"... in INDIANAPOLIS

Amateurs' Emoting Has Hoosiers Voting—for WIBC

If there's a gleam of dramatic genius hidden away in a Hoosier home, odds are it will shine forth soon on the scintillating, new live-talent program, "WIBC Players."

For a choice half-hour—8 to 8:30 every Saturday evening—an eager array of aspiring amateurs evokes the muses of comedy, mystery and drama... and the applause of the ever-growing WIBC audience. "WIBC Players" is written, played and produced by the Hoosier hopefuls themselves, under the experienced eye of WIBC Player-Producer Sydney Mason. For full information on this popular live-talent production—and how it can be made into a live-wire sales-builder for you—see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station

Page 72 • May 5, 1947

BROADCASTING • Telecasting
WGR Hawkshaws
NEWS story broadcast by WGR Buffalo brought an immediate response the other day from two listeners — WGR Announcer Ralph Snyder and Engineer Wayne Chilson. The story quoted a police report that WGR was believed to own two stolen trucks. The WGR staffers recalled they had just seen two trucks answering pre-recorded descriptions of the stolen vehicles. They relayed their information to Jack McLean in the WGR newsroom, who in turn notified police. The missing trucks were found and promptly restored to their owners.

WSCR SCRANTON ASKS FOR TRANSFER OF CP APPLICATION for assignment of the construction permit for WSCR Scranton, Pa., from present partnership, Lackawanna Valley Radio, to Lackawanna Valley Broadcasting Co., a new corporation including present owners and several new parties, has been tendered for filing at FCC. The assignee corporation has loaned the assignor $20,000 to assist in financing construction of WSCR. This advance is based on unsecured notes which are to be cancelled upon approval of the transfer, application stated. WSCR is assigned 1 kw daytime operation on 1000 kc. It was stated that the station expects to begin program tests about April 30. The present co-partners are officers of the assignor: Dahl W. Mack, president and 20% owner; James F. Heffley Jr., secretary-treasurer, 20%; Eugene L. Burke, vice president, 10%; Edmund C. and Gertrude R. Burke, parents of Eugene L. Burke, 5%; Paul J. and Robert E. Burke, brothers of Eugene L. Burke, along with their wives hold 2% and 1% respectively. This 5% interest is expected to be voted by Eugene L. Burke, application stated. His wife is daughter of Mr. Doherty, Michael F., and William J. Lawler, each holding 10% and 5% respectively. Other interests are Malcolm MacMillan, 10%; Joseph W. Dobbs, 15%; and Michael J. Eagen, 5%.

Ontario’s Premier Drew Blasts CBC’s Monopolistic Control of Canada Radio

C A N A D I A N B R A D C T W I N G Corp. monopoly of Canadian network control was criticized by Ontario Premier George Drew at the annual Radio Artists’ Dinner and Ball at Toronto April 19. Premier Drew virtually threw a bombshell into the meeting when he said: “I would be much less than frank if I did not say that all Canadian radio artists are entitled to particular commendation because of the unique handicap under which you carry on your very important work. The inescapable truth is that our radio artists cannot hope, under present conditions, to receive what is paid for similar services in the United States. The reason for that is not to be found entirely in the difference in population or wealth of the two countries. Until we free, competitive commercial networks in Canada, our artists cannot hope for comparable results. I hope that when another gathering of this kind makes awards to Canadian radio artists next year, the shackles of monopolistic radio control will have been broken so that we may have competitive networks which will assure to Canadian artists a highly paid competitive field, and to Canadian producers of good entertainment an opportunity to export profitable radio programs to the United States.”

Other speeches had been laudatory, and included remarks by Harry Sedgwick, CFRB Toronto, chairman of Canadian Assn. of Broadcasters; A. D. Danton, CBC chairman of the board of governors, and E. L. Bushnell, CBC director-general of programs. Program was sponsored by Radio World, Montreal fan magazine.

Christian Radio School
SECOND Summer School of Christian Radio will be held July 14-26 at the Providence Bible Institute, Providence, R.I., under sponsorship of the World Radio Missionary Fellowship, which operates HGB Quito, Ecuador. Pastors, radio preachers and program producers, missionaries and others interested in radio for evangelism, Bible teaching and missionary broadcasting are eligible to attend.

‘Fortune’ Articles
MAY issue of Fortune magazine includes three pieces pertinent to the radio industry: article on the upsurge of Sylvania Electric; profile of Charles E. Wilson, president of General Electric; feature story on Casco Products, the automobile and household electric appliance firm.
BERGEN URGES CLOSER VIDEO-FILMS TIEUP

EDGAR BERGEN, president of the Academy of Television Arts & Sciences, stressed the importance of increased availability and use of films in television at a meeting of Independent Motion Picture Producers Assn. in Hollywood. Mr. Bergen disclosed that RCA estimates this year's television audience at 2,000,000, with a tremendous increase by the end of 1948. With this in mind, he said, it was his belief that television producers should study the preview and trailer possibilities of the medium.

Dr. Ferenz Fodor, president of Audio Pictures Inc., reported his firm is now seeking James Thursday's permission for the immediate release of a short subject to be released to video stations as well as moving picture houses. Dr. Fodor added that he is willing to serve as a "legal guinea pig" in any test case.

New Package Firm
HAMILTON - WHITNEY Productions Inc., new Los Angeles packagers and producers of transcribed shows, has been organized with headquarters at 495 S. La Cienega Blvd, Telephone is Bradshaw 2-2751, A. C. Gerchenson, Chicago and Los Angeles financier, is president, with W. A. Mathur sales manager. He was formerly account executive of WNAC Boston. Frank K. Danzig is production manager with Earl Langhurst, chief technician.

Tiger TV Games
WWD, television station of the Detroit News, who bring to Detroit fans telecasts of the Tigers' home games twice a week starting the first week in June. Days on which the telecasts will be presented have not yet been determined, but the WWD management report that the play-by-play will be handled by Ty Tyson, sports editor of WWJ, the News' AM station.

Video Workshop
TELEVISION WORKSHOP, founded in New York in 1945 by Irwin A. Shane to produce television programs and as a training school for video programmers, has announced the establishment of the Television Workshop of Philadelphia with Robert L. Jawer as executive director. Mr. Jawer studied television at the Workshop in New York, subsequently becoming traffic manager. Following the New York pattern, the Philadelphia Workshop plans to conduct a video training program, starting in September, in addition to producing programs for television stations in Philadelphia, Baltimore and Washington.
American Cable & Radio

A Million in Red in 1946

IN SPITE of handling a record volume of traffic, operations of the American Cable & Radio Corp. for 1946 showed a consolidated loss of $1,099,798, before special tax credit, as compared to a net income of $1,615,894 in 1945, it was announced by Warren Lee Pierson, president, in the annual report to stockholders.

A refund of prior years' federal income taxes resulting from the net operating loss carry-back reduces the 1946 loss to $824,798. The drop, according to the annual report, was caused by two major rate reductions, greatly increased labor costs and a decline in non-transmission revenues.

The 1945 gross operating revenue of $19,342,461 declined to $18,629,112 in 1946, but operating expenses increased from $17,080,777 to $20,099,354.

KVOU on Air

KVOU Uvalde, Tex., new station on 1490 kc with 250 w fulltime, commenced broadcasting April 2. William T. Kemp, part owner and commercial manager, also is general manager of KVOP Plainview, Tex. W. J. Harpole, KVOP licensees, is also part owner of KVOU as is E. J. Harpole, general manager of the new outlet. John Holland is chief engineer. KVOU is Keystone affiliate.

Boys to Benefit

HARRY TURNER, chief announcer and music director of KGHL Billings, Mont., and former member of Ted Weems' and Boyd Raeburn's bands, is happy over the success of an old-time minstrel show staged in Billings recently under his direction. The show, presented under auspices of the Billings Lions Club, raised more than $3,000, and as a result 250 underprivileged boys will be sent to camp in the mountains of Montana this summer.

KISS San Antonio Makes Survey of FM Receivers

HOWARD W. DAVIS, owner of KISS and KMAC San Antonio, Texas, reported that 2,954 FM receiving sets were in use in metropolitan San Antonio as of April 1.

This was determined by a survey made by KISS on the 16th of each month. Results of the survey also showed that 398 FM receivers were delivered in the San Antonio area between March 15 and April 15, and 366 during the previous month.

Figures on FM receivers sales are obtained from radio distributors in the San Antonio area.

LIMITATION ON VIDEO CALLS IS POINTED OUT

EDITOR, BROADCASTING:

Suggestions that U.S. television stations be designated by “T” or “S” calls, instead of the present general U.S. Calls “W” and “K”, are out of order, and would be resisted by some eleven foreign countries presently assigned all calls beginning with “T” and “S”, and international agreements.

C. E. Hooper, of C. E. Hooper Inc., who made the suggestion to the Television Institute recently, should know that all U.S. calls must start with “W” or “K”, except certain Naval calls, utilizing “N”, this country being assigned those initial letters years ago. Mr. Hooper did say: “Assuming they (“T” and “S”) have not been assigned to some foreign country.” Mr. Hooper better stick to his audience analysis and eschew assigning call letters or the Bureau of the Telecommunications Union at Berne will definitely object.

Mr. J. R. Poppele, President of the Television Broadcasters Assn., and sometime with Bamberger, as well as a member of IRE, should not have pledged the support of his television organization to Mr. Hooper’s unique plan; he also should know better than to buck the Telecommunications Union, which has been in charge of international regulations for years.

Carl H. Butman,
Radio Consultant,
Washington, D. C.

April 23, 1947.

Youths Make Radio Crime Gunmen Heroes: Bennett

JUVENILE LISTENERS tend to make heroes out of criminals on radio crime programs, according to a complaint by Federal Bureau of Prisons Director James V. Bennett.

He told a Cleveland panel on radio crime mysteries and juvenile delinquency that radio crime mysteries are increasing and “have a definite influence on delinquency tendencies of borderline children.”

His assertion that during the critical listening hours, from 7 to 9 p.m. 21.9% of the time was taken by crime programs was challenged by Howard Barton, promotion manager of WTAM. Mr. Barton said a recent check by his station showed that 1,610 programs broadcast by Cleveland's four radio stations only 51 or approximately 3% were crimes and mysteries.

Start FM Broadcasts

WNLC, New London, Conn., FM began operation April 28. The FM broadcasts are presented daily 5-9 p.m. on 97.9 mc. WNLC, also affiliated with the Yankee Network and Connecticut State Network, is operated by Thames Broadcasting Corp.

EXPANDING COVERAGE

for EXPANDING MID-AMERICA

KANSAS CITY, MO.

SELL EASTERN NORTH CAROLINA

WRRF, WRRZ

3000 WATTS, 930 KC

1000 WATTS, 108 KC

WASHINGTON, N. C.

CLINTON, N. C.

Eastern North Carolina is a rich market where last year's bright leaf tobacco crop alone sold for $24,485,000. The 123,520 radio sets in this 31-county area with 922,352 population stay tuned to WRRF and WRRZ.

These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRRF and WRRZ. For results in the "as good as gold" market, use WRRF and WRRZ.
CONTEST for best predictions as to outcomes of American and National league baseball games is being con- ducted by WKY Oklahoma City through "Pig Ryan, Sports Wizard" heard on station Mon.-Fri. 10:30 p.m. Listeners are invited to select teams that will win in the three leagues as of June 1; estimate percentages of leading team in each league as likely to win at least 50 words or less for reason for their selections. Tickets to Client and A.A.U. College football games will be awarded as prizes of contest which will hold in two weeks.

"Kilo Watt Katies" GIRLS basketball team composed of members of staff of WKGK Charleston, W. Va., is novel promotion scheme de- vised by station. Team known as "Kilo- watt Katies" was entered in Girls City Basketball League. Girls were fitted out in bright green uniforms with lettering "WGKY NBC Affiliate, Charleston." On final date of regular season, teams were drawn up, and WKGK issued pamphlet to all their national and local sponsors, presenting "New Coop- stallion in Charleston Parade of Stars." Games resulted in publicity for station and team, which won several awards in League. Station is now plan- ning for softball team.

Pie Judging CONTEST for pie judging was conducted April 21 by "Homenakers' Gift Shop Program" of WOAY Silver Spring, Md., for benefit of patients in Walter Reed Army Medical Center in Washington. Station arranged for a "Pies Go Round" at hospital to develop full afternoon en- tertainment program in connection with contest. Five Og dispensers were selected to deliver pies to hospital to WOAY listen- ers. Five members of contest, winners and judges were interviewed in special broadcast over WOAY.

Home Planner FOUR-PAGE, two-color folder featuring "Kitchen of the Air program, housewives from WOAY, has been prepared and issued by Katz Agency, New York. Cover features illustration of Home Planner: "cover of folder superimposed on map drawing of state of Illinois. Review of format, sponsors and list and time buying facts of this 13-year old WFM program are included in folder in addition to portrait of Mrs. Rose Lee Farrell, conductor of "Kitchen of the Air."

Children's Aid Campaign SPECIALIZED campaign, in cooperation with midwest office of Save the Chil- dren Federation, has been started by WPRM Chicago, to provide food and clothing for 25 children of Finland. Listeners are requested by daily an- nouncements to sponsor care of one child, with federation providing details of children's personal history. Con- responding to child sponsored is encouraged.

School Posters COLOR POSTER done in spring col- ors and designed for school bulletin boards, is being distributed by WPEN Philadelphia, for its in-school listening program, "The WPEN Sports School." Studio shots of guest sports stars who have appeared on program are set on paste in poster, fashioned magazine, with box listing future guest stars who appear during month.

Ad Brochure BROCHURE titled "The Free Ride is Over—Where do You Go From Here!" has been issued by Root Adv., New York. Directed to those industries known as "war Sable" and to manu- facturers and distributors who have had no planned-advertising to estab- lish their products, booklet advocates that the only possible way for "mod- erate and small-size business" to share in increased dollar market is "through intensified and imaginative ad- vertising presented to all media." 

Spark Sales REPRODUCTION of cover of April is- sue of Fortune magazine comprises front of promotion folder being distributed by Westinghouse Radio Stations Inc., Philadelphia. Folder of WPEN-DXKEX KYW. Reprint from advertisement in "Life" Fortune, "Rough Riders" campaign, "to spark sales in the buyers' market."

"Moon Dreams" representing the six Westinghouse sta- tions as "six markets with millions of buyers."

Syriana Campaign INTENSIVE national consumer adver- tising campaign is being planned for radio service men and stimulate program "syriana" of plastics, has been started by Syriana Electric Products Inc., Radio Tube Div., New York, Ads will appear until end of this year. "An evening post, " will be carried- out by WTNB.

WBTN Report PROMOTION sheet headed "120 ac- counts in 120 days" has been released by WTMB-AM Chicago. Sheet was de- signed by WGN, with plans to develop promotion program using radio, press, radio, and guest sports star, "Parrish Sports poll." 

WTMB-AM Chicago, with 1,000 listeners, has been in cooperation with WGMT-AM, radio station, to develop promotion program using radio, press, radio, and guest sports star, "Parrish Sports poll." 

SPECIALIZED CAMPAIGN, in cooperation with midwest office of Save the Chil- dren Federation, has been started by WPRM Chicago, to provide food and clothing for 25 children of Finland. Listeners are requested by daily an- nouncements to sponsor care of one child, with federation providing details of children's personal history. Con- responding to child sponsored is encouraged.

School Posters COLOR POSTER done in spring col- ors and designed for school bulletin boards, is being distributed by WPEN Philadelphia, for its in-school listening program, "The WPEN Sports School." Studio shots of guest sports stars who have appeared on program are set on paste in poster, fashioned magazine, with box listing future guest stars who appear during month.

Ad Brochure BROCHURE titled "The Free Ride is Over—Where do You Go From Here!" has been issued by Root Adv., New York. Directed to those industries known as "war Sable" and to manu- facturers and distributors who have had no planned-advertising to estab- lish their products, booklet advocates that the only possible way for "mod- erate and small-size business" to share in increased dollar market is "through intensified and imaginative ad- vertising presented to all media." 

Spark Sales REPRODUCTION of cover of April is- sue of Fortune magazine comprises front of promotion folder being distributed by Westinghouse Radio Stations Inc., Philadelphia. Folder of WPEN-DXKEX KYW. Reprint from advertisement in "Life" Fortune, "Rough Riders" campaign, "to spark sales in the buyers' market."

"Moon Dreams" representing the six Westinghouse sta- tions as "six markets with millions of buyers."

Syriana Campaign INTENSIVE national consumer adver- tising campaign is being planned for radio service men and stimulate program "syriana" of plastics, has been started by Syriana Electric Products Inc., Radio Tube Div., New York, Ads will appear until end of this year. "An evening post, " will be carried- out by WTNB.

WBTN Report PROMOTION sheet headed "120 ac- counts in 120 days" has been released by WTMB-AM Chicago. Sheet was de- signed by WGN, with plans to develop promotion program using radio, press, radio, and guest sports star, "Parrish Sports poll." 

WTMB-AM Chicago, with 1,000 listeners, has been in cooperation with WGMT-AM, radio station, to develop promotion program using radio, press, radio, and guest sports star, "Parrish Sports poll." 

SPECIALIZED CAMPAIGN, in cooperation with midwest office of Save the Chil- dren Federation, has been started by WPRM Chicago, to provide food and clothing for 25 children of Finland. Listeners are requested by daily an- nouncements to sponsor care of one child, with federation providing details of children's personal history. Con- responding to child sponsored is encouraged.

School Posters COLOR POSTER done in spring col- ors and designed for school bulletin boards, is being distributed by WPEN Philadelphia, for its in-school listening program, "The WPEN Sports School." Studio shots of guest sports stars who have appeared on program are set on paste in poster, fashioned magazine, with box listing future guest stars who appear during month.

Ad Brochure BROCHURE titled "The Free Ride is Over—Where do You Go From Here!" has been issued by Root Adv., New York. Directed to those industries known as "war Sable" and to manu- facturers and distributors who have had no planned-advertising to estab- lish their products, booklet advocates that the only possible way for "mod- erate and small-size business" to share in increased dollar market is "through intensified and imaginative ad- vertising presented to all media." 

Spark Sales REPRODUCTION of cover of April is- sue of Fortune magazine comprises front of promotion folder being distributed by Westinghouse Radio Stations Inc., Philadelphia. Folder of WPEN-DXKEX KYW. Reprint from advertisement in "Life" Fortune, "Rough Riders" campaign, "to spark sales in the buyers' market."

"Moon Dreams" representing the six Westinghouse sta- tions as "six markets with millions of buyers."

Syriana Campaign INTENSIVE national consumer adver- tising campaign is being planned for radio service men and stimulate program "syriana" of plastics, has been started by Syriana Electric Products Inc., Radio Tube Div., New York, Ads will appear until end of this year. "An evening post, " will be carried- out by WTNB.
Applications Cont.:

Applications to be assigned by FCC and ERP of 1.2 kw.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of license term and completion date.

KGFM Boise, Idaho.—CP change from 1340 to 1140 kc, increase 250 w to 1 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in DA-N. AMENDED to change DA.

WKNR-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

WJLV Ashbury Park, N.J.?—Mod. CP which authorized new FM station, for extension of completion date.

KFDF-AM Amarillo, Tex. — Authorized new FM station, for change in terrestrial distance; change in station location, and make changes in ant. system and change commencement and completion dates.

WPPA Pottsville, Pa.—CP change hours from 7 to 12 D to untl., change facilities, change antennas, and make changes in巴黎 and San Diego. ERP increased from 1 kw to 50 kw untl. and 5 kw. AMENDED to make changes in DA.

KFXX Fresno, Calif.—CP change from 1320 to 1350 kc untl. and 10 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

WPPC-FM Sharon, Pa.—Mod. CP which authorized new FM station, for change in terrestrial distance; change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as modified which authorized new FM station, for change to terrestrial distance and time; make changes in ant. system and commence and complete license in 5 months.

WLOX Lakeview, N. C.—CP increase 100 w to 900 w, operating untl. on 1490 kc.

April 30 Decisions...

BY COMMISSION EN BANC

 Granted CPs 9 new standard stations. Authorized assignment of change in operation to 1320 to 14:00 kc at 250 w to 1 kw, change in terrestrial distance and time; make changes in ant. system and complete license in 5 months.

WKNB-WF New Britain, Conn.—CP which authorized new FM station, for extension of license term and completion date.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

KGEM Boise, Idaho.—CP change from 1340 to 1140 kc, increase 250 w to 1 kw. Intermediate DA-N, for change in change in location; transfer facilities, and make changes in DA-N.

KFXX Fresno, Calif.—CP change from 1320 to 1350 kc untl. and 10 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as modified which authorized new FM station, for change to terrestrial distance and time; make changes in ant. system and commence and complete license in 5 months.

BY COMMISSION EN BANC

 Granted CPs 9 new standard stations. Authorized assignment of change in operation to 1320 to 14:00 kc at 250 w to 1 kw, change in terrestrial distance and time; make changes in ant. system and complete license in 5 months.

WKNB-WF New Britain, Conn.—CP which authorized new FM station, for extension of license term and completion date.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

KGEM Boise, Idaho.—CP change from 1340 to 1140 kc, increase 250 w to 1 kw. Intermediate DA-N, for change in change in location; transfer facilities, and make changes in DA-N.

KFXX Fresno, Calif.—CP change from 1320 to 1350 kc untl. and 10 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as modified which authorized new FM station, for change to terrestrial distance and time; make changes in ant. system and commence and complete license in 5 months.

WLOX Lakeview, N. C.—CP increase 100 w to 900 w, operating untl. on 1490 kc.

April 30 Decisions...

BY COMMISSION EN BANC

 Granted CPs 9 new standard stations. Authorized assignment of change in operation to 1320 to 14:00 kc at 250 w to 1 kw, change in terrestrial distance and time; make changes in ant. system and complete license in 5 months.

WKNB-WF New Britain, Conn.—CP which authorized new FM station, for extension of license term and completion date.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

KGEM Boise, Idaho.—CP change from 1340 to 1140 kc, increase 250 w to 1 kw. Intermediate DA-N, for change in change in location; transfer facilities, and make changes in DA-N.

KFXX Fresno, Calif.—CP change from 1320 to 1350 kc untl. and 10 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as modified which authorized new FM station, for change to terrestrial distance and time; make changes in ant. system and commence and complete license in 5 months.

WLOX Lakeview, N. C.—CP increase 100 w to 900 w, operating untl. on 1490 kc.

April 30 Decisions...

BY COMMISSION EN BANC

 Granted CPs 9 new standard stations. Authorized assignment of change in operation to 1320 to 14:00 kc at 250 w to 1 kw, change in terrestrial distance and time; make changes in ant. system and complete license in 5 months.

WKNB-WF New Britain, Conn.—CP which authorized new FM station, for extension of license term and completion date.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of completion date.

KGEM Boise, Idaho.—CP change from 1340 to 1140 kc, increase 250 w to 1 kw. Intermediate DA-N, for change in change in location; transfer facilities, and make changes in DA-N.

KFXX Fresno, Calif.—CP change from 1320 to 1350 kc untl. and 10 kw. Intermediate DA-N, for change in station location; transfer facilities, and make changes in ant. system and change commencement and completion dates.

KPRC-FM Houston, Tex.—Mod. CP, as modified which authorized new FM station, for change to terrestrial distance and time; make changes in ant. system and commence and complete license in 5 months.

WLOX Lakeview, N. C.—CP increase 100 w to 900 w, operating untl. on 1490 kc.

April 30 Decisions...

BY COMMISSION EN BANC

 Granted CPs 9 new standard stations. Authorized assignment of change in operation to 1320 to 14:00 kc at 250 w to 1 kw, change in terrestrial distance and time; make changes in ant. system and complete license in 5 months.
ARTIST'S SKETCH of WHAM Rochester, N. Y.'s million-dollar 'Radio City' now under construction. Building will include 400-seat auditorium, five studios, musical library, news room, business and executive offices and storage vault for musical instruments. New 50 kw Westinghouse transmitter and Blaw-Knox vertical radiator will be installed at the transmitter site south of Rochester. Rochester's 'Radio City' also will house WHPM, sister station.

Legislation Restoring Exclusivity for AP Is Opposed as Permitting a Monopoly

COMPETITION by radio was seen last week as raising the possibility that one medium may eventually serve the entire market for news and pictures.

Robert Lasch, chief editorial writer for the Chicago Sun, told a House Judiciary subcommittee last Thursday that a bill designed to set aside the Supreme Court AP decision should not be passed because newspapers' business enterprises, and "as such cannot legitimately claim exemption from the anti-trust laws."

The Supreme Court directed the Associated Press to change its by-laws to permit members to consider the competitive effect of applications. The Chicago Sun was a party to the complaint which brought the case before the High Court.

Mr. Lasch declared that newspapers have tended to monopoly during the past 40 years with the result that today "only one out of 12 communities has a competitive press."

"Perhaps," he continued, the economic forces at work, including the competition of radio and other means of communication, make it inevitable that, except in a few large centers, the market for printed news and pictures will be served by one medium. But I would hate to see the door finally closed. There is always a chance that technical advances which we cannot foresee might change the picture, and permit a competitive press to be reborn."

He charged that passage of a law which would remove newspapers from the restraint of the anti-trust laws would open the way to the creation of exceptions for other commercial enterprises. "If we do not keep those laws alive, and apply them to newspapers as well as to other kinds of business, the end result will be a growing demand for regulation of a private press monopoly—regulation which would indeed destroy the freedom to print and discuss which all of us cherish," he concluded.

The bill under consideration was introduced in the House Jan. 3 by Rep. Noah M. Mason (R-Ill.). It provides that the anti-trust laws "shall not be construed to prohibit any press service company from exercising its own discretion in the selection of its customers from furnishing its press services on the express or implied condition not to furnish the press services which it is furnishing to a customer to any other newspaper . . . in the community of the customer."

Heard by most... Preferred by most in the BUYING Ark-La-Tex

WFMQ FM Survey

WFMQ Jersey City, new FM station now under construction, is following through with its quarterly surveys of public reaction to FM broadcasting and listening habits in the New York metropolitan area. Surveys are based on reports from The Pulse and show substantial increase in FM receiver ownership and listening since last survey, according to WFMQ management.
Over 200 Cases
(Continued from page 12)
that the expediting plan failed to reach its goal on Line 1 cases [BROADCASTING, April 7].

But FCC officials said these, being relatively simple cases, could be cleared up shortly. They pointed out that as of April 1, 1947, 150 cases that had been filed since Feb. 7, and predicted that "within a few weeks" the processing lines will be "fairly current" for the first time since Ocean radio sales when the wartime freeze was lifted.

Even so, it was pointed out, the hearing workload would still be far from current. The 567 applications in hearing as of April 1 have been greatly increased by the designations necessary in the actions taken since then under the expediting system.

Petitions for reconsideration of specific actions taken during the expediting period are expected to be numerous. It will cause little surprise, even within FCC, if some protests, in April, of a number of industry attorneys have informally, but seriously, questioned the legality of the procedure and the "purposes which the act sought to accomplish."

One of the closing sessions before normal licensing was resumed, the Commission knowingly set up at least one condition that may develop into a court test of the expediting system's legality. WERC Erie had applied after Feb. 7 for a change to 1330 kw and asked FCC to be set for hearing with the Erie application of Community Service Broadcasting Co. for the same frequency filed before Feb. 7 [BROADCASTING, April 21]. Instead, the Commission issued a Community Service announcement and announced it had "ordered that application of WERC be referred to the Commission pursuant to Temporary Expediting Procedure."

The end of the three-month system brought from observers the characterization of "a noble experiment" not likely to be tried again. In view of the Commission's feeling that it was nearing a current status on the processing lines, there was also speculation that FCC might soon eliminate the current practice of segregating the harder and easier cases into separate lines.

KDSH Started May

KDSH, new 1,000-w Boise, Ida. station on 950 kc and a CBS optional affiliate, started operating May 1. Station licensee is Queen City Broadcasting Co. which also operates KIRO Seattle. Louis K. Lear is president, Westernman Whillock is vice president and general manager. Clive O. Clark, formerly of KSL Salt Lake City associate manager.

State-by-State Breakdown of FCC Final Grants of Last Week

ALABAMA

Dothan—WAGF, change from 1400 kc to 1230 kc, increase 250 w to 1 kw, directional night, unlimited; conditions.


ARIZONA


Tucson—KTSC, change from 1490 kc to 590 kc, unlimited, directional night. Granted April 30.


ARKANSAS

Fort Smith—KSDS, change from day to unlimited with 350 w night, unlimited, directional night, on 850 kc. Granted April 30.

Little Rock—KGGH, change from 1230 kc to 1390 kc, increase 250 w to 1 kw day, 500 w night, directional night. Granted April 30.

CALIFORNIA

Fresno—Robert Schuler, Sheldon Anderson and Lester Eugene Cheshult, 1200 kc, 1 kw, directional, unlimited, Partnership: Robert Schuler, radio engineer and consultant 17%, Sheldon Anderson, manager KOOK Tu lace; Lester Eugene Cheshult, former program manager KFRE Fresno, 50%, and Schuler 33%. Granted April 30.

Apaches Napa Broadcasting Co., 1440 kc, 500 w, directional partnership; Luey, McCallum, Ogden; Clayton F. Ogden, Army, former program director KDYL Salt Lake City, 17.38% interest. Granted April 30.


Hollywood—KOXH, increase power from 10 kw to 50 kw directional, unlimited, on 1230 kc. Granted April 28.

Berkeley—KBRM, change from 1340 kc to 1250 kc, increase 350 w to 5 kw, directional night. Granted April 30.

San Fernando—San Fernando Valley Broadcasting Co., 1290 kc, 1 kw directional, unlimited, Partnership: J. O. Pratidge, former program manager KFT Los Angeles, president and 38.97%; J. C. More, with Dan B. Miner Co., vice president; Charles F. Allen, certified public accountant and attorney, secretary-treasurer 61.83%; Harold Carluck, with ABC Radio departmental manager, as acting manager, acting manager. Action taken April 30 involved granting of petition to reconsider, removal of hearing docket and grant. Complying affidavit of Kenneth O. Thal- remond from hearing docket and grant. For want of prosecution.

Bob Cruz—Radio Santa Cruz, 1900 kc, 1 kw, daytime only. Partnership: Charles F. Allen, certified public accountant and attorney, secretary-treasurer 61.83%; Harold Carluck, with ABC Radio departmental manager, acting manager. Action taken April 30 involved granting of petition to reconsider, removal of hearing docket and grant. Complying affidavit of Kenneth O. Thalremond from hearing docket and an granted. For want of prosecution.

1947 Horace Stovin

BROADCASTING 

I'S A FACT!

THE ABC STATION FOR YOUNGSTOWN IS YOUR BEST BUY FOR OHIO'S 3RD MARKET

ASK

HEADLEY REED

YOUNGSTOWN, OHIO

COMING SOON 5000 WATTS

Page 80 • May 5, 1947
WESLEY I. DUNN, President
Represented by Universal Radio Sales

KANSAS

Atchison—KVAK, change from 1450 kc to 1470 kc, 1 kw directional, unlimited; conditions. Principals: Frank Minor, part owner; Dave Hiebert, director; John W. G. Wachenheim, newspaper editor; Grant B. Carter, editor; Robert T. Redister, treasurer; George Berry, poultry and stock block interests; Max L. Wembs, counsel for farm cooperatives. Granted April 29.

IOWA

Des Moines—Des Moines Broadcasting Corp., 1150 kc, 1 kw directional, unlimited. Principals: John H. Flood, president; S. F. Weir, Jr., vice president; Mr. and Mrs. H. P. Firestone, each 5%. Granted April 29.

KANSAS

Atchison—KVAK, change from 1450 kc to 1470 kc, 1 kw directional, unlimited; conditions. Principals: Frank Minor, part owner; Dave Hiebert, director; John W. G. Wachenheim, newspaper editor; Grant B. Carter, editor; Robert T. Redister, treasurer; George Berry, poultry and stock block interests; Max L. Wembs, counsel for farm cooperatives. Granted April 29.

ILLINOIS

Peoria—WIRL, increase to 5 kw directional, 710 kc, Granted April 29.

KANSAS

Lawrence—WKBK, change from 1500 kc to 1520 kc, unlimited; conditions. Principals: Mr. and Mrs. D. S. Nelson, each 5%; W. S. Nelles, treasurer, 5%. Granted April 29.

MASSACHUSETTS

Boston—WHDH, increase power from 5 kw to 50 kw, 4 directional, unlimited, on Wednesday at 9 P.M. Petition granted. Boston—Broadcasting Corp., 1490 kc, 5 kw directional, conditions. Principals: John H. Flood, president; S. F. Weir, Jr., vice president; Mr. and Mrs. H. P. Firestone, each 5%. Granted April 29.

MINNESOTA

Duluth—KDAL, increase power from 1 kw to 3 kw, 1 st daytime only; conditions. Principals: W. P. Glanville, president; S. B. Freeman, vice president; H. W. Stough, board and night; engineering conditions. Granted April 29.

MONTANA

Missoula—KBRE, change from 1400 kc to 1430 kc, 2 kw, unlimited; conditions. Petition for change of call letters. Granted April 29.

NEBRASKA


NEW JERSEY

Jersey City—WJOM, increase 500 w night, 1 kw, unlimited directional, on 1440 kc, Granted April 30.

NEW MEXICO

Las Cruces—KABQ, 1450 kc, 250 w, unlimited; conditions. Principals: Robert H. almond, owner, 5%; Robert L. Jones, owner, 5%. Granted April 29.

NEW YORK

Albany—WNYO, change from 560 kc to 590 kc, 5 kw, 1 kw, daytime; conditions. Principals: Dr. J. B. Quillinan, president and director; W. H. Alam, treasurer; H. M. Chapman, treasurer; T. E. Brustup, manager; chairman of board; Charles E. Dyer, radio engineer; Frank E. Fitch, secretary-treasurer; U. S. Board of Education, treasurer; W. K. Webster, director; J. D. B. Goldwell, president and major owner; W. Arnow, vice president; W. E. Beken, vice president. Granted April 29.

KFMF is San Diego's exclusive ABC station. Followers of ABC top shows depend on KFMF for primary reception. They listen. They sell. You profit.

KFMF sells SAN DIEGO

SANGAMO, CALIF.

Owned, Managed by JACK GASS
Represented by BRANNAI CO.

MISSOURI

St. Louis—KWIX, increase 1 kw night and 5 kw local Sunset to 3 kw, unlimited, on 1380 kc, Granted April 30.

MONTANA

Great Falls—KMBB, increase 3 kw directional, unlimited, on 1520 kc, Granted April 30.

NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA


NEBRASKA

Marshall Backs 'Voice of America'

State Dept. Seeks to Save Its Cultural Program Budget

STATE DEPT. moved into high gear last week to defend its information and cultural programs against quick starvation threatened by the House Appropriations Committee [BROADCASTING, April 28].

Secretary of State George C. Marshall prepared to give the Office of International Information and Cultural Affairs (OIC) priority second only to the Greek-Turkish loan, it was learned. He will personally approach GOP leaders on Capitol Hill to argue for extension, rather than curtailment of the informational programs, which include the 25-language 'Voice of America' shortwave overseas broadcasts.

His experience in Moscow convinced him that the 'Voice of America' can play a vital role in creating more understanding by the Soviets of American world aims. While in Moscow he had the opportunity to confer with Ambassador Walter Bedell Smith, a 'Voice of America' enthusiast since inception of the program in February.

If the House elimination of the $31,381,220 OIC item is to be restored in the admittedly friendlier Senate, Secretary Marshall's most persuasive tactics will be necessary. Sen. Joseph H. Ball (R-Minn.), chairman of the Senate Appropriations subcommittee which will consider the State Dept. budget, explained some of the hurdles which must be overcome in the upper chamber. He pointed out that the 'point of order' technicality under which the OIC was deleted in the House can be overridden only by a two-thirds vote of the entire Senate. Even before that course can be taken, the full Appropriations Committee has to muster a two-thirds vote to report an amendment restoring the cut.

Half for Shortwave

William Benton, Assistant Secretary of State in charge of public affairs, said that if restoration amounts to no more than 50 per cent of the State Dept. would have to abandon all of its radio activities. Approximately half of the OIC appropriation is for shortwave broadcasting.

One bright spot from the point of view of the State Dept. was in the form of a marked public reaction in favor of the government's broadcasting programs [CLOSED CIRCUIT, April 28].

A public opinion survey by the U. of Denver showed a majority of the public in favor of the government spending money "to correct false ideas" of America abroad.

The poll showed in a national sampling that 69 per cent of the interviewees approved of the government spending money "to give people in other countries a full and fair picture of American life, and of the aims and policies of our government." The percentage of approval rose among college graduates. High school graduates were 74% "in favor," while grade school graduates registered 55% approval.

The poll also established that in spite of comparatively limited publicity about the 'Voice of America' Russian-language program, 45 per cent of those questioned had heard about it. Of those who had heard about the Russian program 80 per cent said they were reported to have approved it.

The Radio Advisory Committee of the State Dept., in a report soon to be published, has commented as follows: "Your committee believes that the 'Voice of America' should be heard throughout the world through the press, motion pictures and libraries, as well as through radio, which is our immediate concern in this report. A great part of this total job is being done and in our opinion should continue to be done through private agencies since this is in the American tradition; but, where private agencies are unable to disseminate information about the United States, either because of financial problems or barriers erected by various governments, it is the duty of...

(Continued on page 86)

Taber Hurls Charge at OIC; Commends Private Enterprise

BITTER BLAST against State Dept. broadcasting was delivered by Chairman John Taber (R-N.Y.) of the House Appropriations Committee last Wednesday when he told BROADCASTING that the shortwave 'Voice of America' programs are "dangerous, subversive and dishonest."

The powerful and ordinarily taciturn Congressman denounced the entire Office of International Information and Cultural Affairs in a voice shaking with anger. His Committee is reported to have eliminated the entire OIC appropriation in a bill scheduled for publication today (May 5).

He charged OIC with "inefficiency, incompetency and deviation from our established foreign policy," adding "I have the evidence right here in my pocket." He said Department personnel policies had raised "incompetent" $2,000-a-year employees to $8,000 and $9,000-a-year positions.

He was particularly angered over a 'Voice of America' broadcast to Russia of a book review of a Wallace family history by Russell Lord, The Wallaces of Jess. He said this was a clear demonstration of a lack of "coordination" between various units of the State Dept., and asked "how could anyone be so stupid to permit a thing like this?"

State Dept. officials had explained that the broadcast of book reviews is "standard service," and that the review of the Wallace book was scheduled for dissemination before there was any indication that the former vice president would take his much criticized European tour. The State Dept. also pointed out that it had broadcast news reports dealing fully with "unaccustomed agreement among American writers on the ineptness of Mr. Wallace's foreign speechmaking."

Chairman Taber, who piloted House action eliminating OIC formation, also cited Walter Lemmon's Worldwide Broadcasting Foundation as an example of what private enterprise could and "should" do about broadcasting for foreign consumption. Mr. Lemmon is one of seven licensees who lease facilities to the OIC for the 'Voice of America' transmissions.

Mr. Lemmon has been leading proponent for complete elimination of the government from the international broadcasting field. Other licensees have acknowledged a continuing need for government participation [BROADCASTING, Feb. 24].

A milder but still significant criticism of the State Dept. foreign broadcasting activities was voiced by Senator Joseph H. Ball (R-Minn.), chairman of the Senate Appropriations Subcommittee which is to handle the OIC budget. Senator Ball told BROADCASTING that he was "in favor" of the OIC's libraries and cultural exchange activities, but added "I can't see the broadcasting end of it."

News By Blimp

NEWS in three dimensions is the boast of KFWB Hollywood. Regular newscasts are aired by the station. News headlines are flashcast from station on side of Taft Blimp at Hollywood and Vine Sts. Now a Goodyear blimp tours the night skies beamng bulletins on specially-constructed neon tubing.
Grant Breakdowns

Continued from page 81


Utica—WIBX, increase from 1230 kw to 250 kw, 5 kw directional, unlimited. Granted April 30.

Syracuse—Waudit, change from 1230 kw to 300 kw, 1 kw directional, unlimited. Granted April 30. Principals: James E. Sweet, for- mer owner, and James E. Sweet, owner and general manager, John P. Nestor; 25.6%; Grant granted requesting that FCC previous order setting aside original grant. Granted April 29.

Trenton, N. J.—WKLY, increase from 100 kw to 300 kw, 1 kw directional, unlimited. Granted April 30. Virtue and secretary-treasurer.

South Dakota

Sioux Falls—KELO, increase from 1230 kw to 250 kw, 5 kw directional, unlimited. Granted April 30. Principals: James E. Sweet, for- mer owner, and James E. Sweet, owner and general manager, John P. Nestor; 25.6%; Grant granted requesting that FCC previous order setting aside original grant. Granted April 29.

Tennessd

Chattanooga—WKAM, Jr., 1400 kc, 250 kw, unlimited conditions. Per- mission to operate, as attorney, vice president Red- ford Inc, 50% of shares, director South- west Radio Co. and Chatteangoa Sa- lings and Loan Assn. Petition granted that granted that FCC previous order setting aside original grant. Granted April 29.

Texas


Arkansas

Grants

Bob Hope—KBOO, increase from 100 kw to 150 kw, directional, unlimited, granted April 30. Principals: Robert Hope, president and treasurer. Granted April 30. Anderson, treasurer; and David An- derson, secretary.

Houston—KHOV, increase from 600 kw to 1000 kw, 5 kw directional, unlimited. Granted April 30. Principals: Charles S. Cooper, president, and Samuel D. Cooper, secretary.

HOPE AND BENNY TOP APRIL HOOPERTINGS

BOB HOPE led the list of first 15 evening programs in the April 30 network program Hooperments report released last week, with Jack Benny second and Fibber McGee & Molly third.

Average evening sets-in-use of 20.7 reported was up 0.5 from last report and up 4.5 from a year ago.

The average evening rating was 10.1, no change from last report, and up 1.5 from a year ago.

Average available homes were 78.4, no change from last report, up 0.9 from a year ago. The current total sponsored hour index was 70% as compared with 66% last report, 73% a year ago.

First 15 evening programs listed were:

Bob Hope, 31.1; Jack Benny, 27.7; Fibber McGee & Molly, 26.8; Fred Allen, 25.3; Radio Theatre, 34.6; Charlie Mc- Carthy Show, 23.1; Red Skelton, 22.5; Amos ‘n Andy, 22.4; Screen Guild Plays, 22.2; Walter Winchell, 20.1; Mr. Dis- covery, 19.1; Bawbag, 18.3; Enquirer’s Tynew, 18.2; Inner Sanctum, 16.1; Gypsy Automobile, 16.1; The April Fool, 15.4.

Radio Serves in Another Emergency

Third Major Catastrophe In Three Weeks Finds Stations Ready

FOLLOWING CLOSELY on the heels of the Oklahoma-Texas Panhandle tornado and Texas City explosion disasters, tornadoes which struck last week in the Middle West, killing 14 persons in Missouri and nine in Arkansas, found radio again on the alert. Radio news coverage was prompt and thorough.

When a twister hit the small northwestern Missouri town of Worth last Tuesday, killing 13 of the community's 223 residents, radio was on the scene quickly, although the county in which Worth is located has no stations. Both stations in St. Joseph, Mo., KRES, independently operated, and KFEQ, affiliated with ABC and MBS, dispatched wire recorder units to Worth immediately.

KRES presented a half-hour program Tuesday featuring interviews with eye-witnesses of the disaster, and followed on Wednesday with a half-hour show describing the work of the Red Cross and the state highway patrol. All KRES programs were interrupted to relay messages and bulletins from Worth, Paul Roscoe, KRES general manager, reports.

KFEQ furnished ABC with a news story for its Headline Edition and also fed KXOK St. Louis a description of the tornado which KXOK in turn gave to ABC in New York for News of Tomorrow. During the early evening last Tuesday KFEQ broadcast a running account of the disaster, including a list of the dead, and later in the evening presented interviews with eye-witnesses. Station also broadcast Red Cross bulletins.

KVAK Bulletins

On the day the tornado struck Worth, KVAK Atchison, Kans., interrupted its programs six times between 5:15 and 7:30 p.m. to broadcast news bulletins. Later developments on the tornado were presented the same evening on two regular KVAK newscasts, and additional details were given on the next two days following.

WDAF Kansas City presented special bulletins with full descriptions of the tornado damage and also aired Red Cross and Salvation Army appeals for medical supplies, according to Dean Fitzler, manager. Station also announced the coming of the Red Cross personnel as the information became available.

WOW Omaha received its first ticker bulletin on the Worth tornado and it was aired on station's half-hour news roundup starting at 5:30 by Ray Clark, director of special events and chief newscaster. Shortly after this newscast the WOW special events crew raced to Worth, 150 miles away, and used a tape recorder—set up without the help of regular power circuits—to record the stories the people of the stricken community and the rescue workers had to tell. Additional "color" was picked up to add to WOW's Brandon stories of the disaster. The WOW crew also made an early morning tour of southwestern Iowa on Wednesday to cover that phase of the storm, which had swept into Iowa after rippling through Worth.

KMA Shandon, Iowa, gave full special events coverage to the tornado. On the day it struck (Tuesday) the station made five broadcasts from Worth. The following day KMA aired four broadcasts from Worth and from Clio, Iowa, covering also the agricultural damage in the surrounding area. So favorably did KMA's managing editor, KMA station manager, reports, "KMA was the only station which presented an interview with Mrs. Ann L. Trump, the Worth school teacher who got her 15 pupils to safety in a nearby fruit cave."

Arkansas Twister

In northwest Arkansas—almost as remote as northwest Missouri—but with fewer killed—KFPW Fort Smith spearheaded a relief drive for clothing for victims of the twister that lashed the small community of Bright Water and swept close to Garfield, not far from the Missouri line, killing nine persons, Station Manager J. E. Garner reports.

Southwestern Bell Telephone Co., which was still strike-bound, gave priority to phone calls necessitated by the disaster, and this enabled radio stations in the area to present more complete news coverage. Although the storm locale was outside KFPW's normal primary area, the station's news bureau presented news furnished by relief crews that followed the storm in.

Another Fort Smith station, KXWA (daytime), aired its first news on the tornado at 7 a.m. Wednesday, and followed with frequent flashes as the news came in from correspondents, Jay W. Anderson, acting general manager, reporters. Station also carried eye-witness accounts of the disaster and appeals for aid for victims.

KWTW Coverage

KWTW Springfield, Mo., gave major news coverage on the Arkansas tornado, which, after killing nine persons in the northwest corner of that state, bounced northeast to near Rolla, Mo., and killed another person. Through a special line to the Springfield weather bureau, KWTW broadcast storm warnings, just as a few days earlier it had aired warnings of floods in the Lake of the Ozarks and Lake Taneycomo areas.

News department of KGBR Fayetteville, Ark., made an on-the-scene inspection of the storm damage in the Bright Water and Garfield rural areas at daylight last Wednesday. Survivors were interviewed, and the station later aired graphic reports and announced the casualty list.

NABET Gets WOR Boost, Dickers With Networks

NATIONAL ASSN. of Independent Broadcast Engineers & Technicians, having filed a 30-day strike notice April 21, quickly negotiated an agreement with WOR New York calling for a 12½% increase which lifted the top scale from $108.55 to $123 a week. The new contract also contains a revised seniority clause.

Meetings with ABC and NBC, however, were not so fruitful, and will probably continue well into the week, according to NABET President Allen T. Powley.
Former ABC Chief in London Receives Proposed Grant for Fort Wayne, Ind.

ARTHUR S. FEDLMAN, former ABC London chief and previously director of special events for NBC, and his wife are principals of a company given a proposed grant by FCC last week for a new full-time 250-w station on 1450 kc at Ft. Wayne, Ind.


Mr. Feldman is president and owns 51%, and his wife is secretary-treasurer and owns 39%, of Community Broadcasting Co. which received the proposed grant. The remaining 10% is held by James M. Barrett Jr., Ft. Wayne attorney. Mr. Feldman would be general manager and program director and his wife, Rhoda M., former executive secretary to BBC's program operations director in New York, would serve as public service director. A CBS affiliation is contemplated.

The Commission majority said Community Broadcasting and Radio Ft. Wayne should be preferred to Mr. Rodeheaver on the basis of their plans for greater participation of ownership in station affairs. The Feldman's "varied and extensive background in numerous phases of broadcasting" was an influencing factor in the majority's preference of Community over Radio Ft. Wayne.

Chairman Denny and Mr. Jett voted for a grant to Radio Ft. Wayne "because its stockholders have had experience in radio, will take an active part in the day-to-day operations of the station, and because they are residents of Ft. Wayne and more closely identified with the community than are the Feldmans." Radio Ft. Wayne is equally owned by Merlin H. Smith, Army Signal and Air Traffic Civil servant investigator; Charles A. Sprague, WOWO Ft. Wayne transmitter supervisor since 1949, and Glenn R. Taylor, WOWO studio supervisor.

U. S. GIVES PROPOSALS ON HIGH FREQUENCIES

HIGH FREQUENCY proposals, drawn up for the Atlantic City International Telecommunications Conference by the government, were presented to industry for suggestions last Friday.

Kenneth Fry, chief of State Dept. International Broadcasting Division, opened the meeting to stress the importance of HF broadcasting, and noted that the government for the first time is coming to an international conference as an operator.

The High Frequency Broadcasting Preparatory Committee, headed by Forney Rankin, assistant chief of IBD, has been doing the spade work in preparing American proposals for the World High Frequency Conference [BROADCASTING, March 10].

Attending the Friday meeting were: B. J. Rowan, P. D. Andrews, M. L. Prescott, W. J. Purcell, all of General Electric; Royal V. Howard, Harold Fa, NAB; M. F. Duhamel, Louis H. MacDonald, Worldwide Broadcasting Foundation; R. E. White, F. M. Sloan, Westinghouse; Edward A. Chester, Robert DeHart, CBS; Ralph Guy, NBC; James A. McKenna, ABC; James P. Veatch, RCA; Kenneth Fry, Forney Rankin, Robert Burton, Fred Trimmer and Thomas Braecken, all of the International Broadcasting Division; and Curtis B. Plummer, FCC.

HYDE & McNAUGHTEN BACK FROM FLYING TRIP

FCC'S FLYING DUO, Comr. Rosel H. Hyde and K. Neal McNaughten, Standard Allocations Section 'chief, returned to their desks last week following brief but "encouraging" Havana and Mexico City conversations on engineering problems mutual to the U. S., Cuba and Mexico and other signatories to the North American Regional Broadcast Agreement [BROADCASTING, April 14].

Objective of mission was to encourage adoption of the more modern U. S. standards of good engineering practice in relation to international broadcast problems, including uniform measurement of potential interference. A present working agreement is sought which also later would be included in the 3d NARBA technical proposals conference scheduled for Nov. 1 in Havana. Such an immediate working agreement is held to be of benefit to all parties.

Talks are to be continued informally on the side at the World Telecommunications Conference beginning May 15 at Atlantic City.

Plan preliminary meeting on 3d NARBA is now expected to commence in mid-August 1948 in Canada, possibly Quebec. The 2d NARBA expired March 29, 1946, and the present Interim Agreement is effective until March 29, 1949.

Labor Law Believed To Be 'Lost Cause'

Little Hope Seen for Getting Tough Measure Past Truman

A LABOR LAW appeared to many observers on Capitol Hill last week as a "lost cause," as forces behind Senator Robert A. Taft's labor bill gathered strength for passage of a relatively tough measure which seemed doomed to Presidential veto.

It was expected that Senator Taft would be able to muster a majority for passage, possibly late this week, of about 59-35. His bill [BROADCASTING, April 28] may carry amendments to:

1. Prohibit nationwide bargaining.
2. Prohibit "coercive" practices by unions, such as secondary boycotts.
3. Provide for additional mediation facilities.

Passage of the bill by such a majority, however, would not provide the two-thirds needed to override expected White House veto. The fight against a "tough" labor measure was spearheaded by these Senators: Wayne Morse (R-Ore.); H. Alexander Smith (R-N.J.); Leverett Saltonstall (R-Mass.); Henry Cabot Lodge Jr. (R-Mass.); Raymond E. Baldwin (R-Conn.); Charles W. Tobey (R-N.H.); John S. Cooper (R-Ky.).

Conditional Grants Outlets; 7 Go to

CONDITIONAL GRANTS for 11 new FM stations—ten Class B and one Class A—were announced by FCC last week.

Seven, all for Class B operations, went to standard broadcast licenses or permittees: WDBO Orlando, Fla.; WABX Miami; KMBL Monroe, La.; WGCM Gulfport, Miss.; KCOR San Antonio; WPDX Clarksburg, W. Va.; and WREN Lawrence, Kan. (now authorized to move to Topeka).


Issued for 11 FM Standard Stations

Class A conditional grant went to Reidsville Broadcasting Co.

Ownership non-AM affiliated grantees:

Lynching County Broadcasting Co.—Principal: George Lewis, with WCAU Philadelphia, president and 20%; John T. Kellner, contractor, vice president 15%; David F. Gullette, with WCAU, vice president 20%; Victor C. Wise, doing and auditing business, secretary-treasurer 20%; Joseph C. Conolly, WCAU program director, director 20%; J. J. Kellner, attorney, director 20%; Fred H. Wetzel, real estate, director 20%;

Mercury Broadcasting Co.—Solely owned by E. J. Bracken, Lynn County, Florida, insurance, flavor manufacturing and mail order business.

Plains Empire Broadcasting Co.—AM affiliation also granted. See story page 83.

Reidsville Broadcasting Co.—Owned by W. M. Oliver and C. R. Oliver, associated with daily Reidsville Review.

HYDE & McNAUGHTEN BACK FROM FLYING TRIP

FCC'S FLYING DUO, Comr. Rosel H. Hyde and K. Neal McNaughten, Standard Allocations Section 'chief, returned to their desks last week following brief but "encouraging" Havana and Mexico City conversations on engineering problems mutual to the U. S., Cuba and Mexico and other signatories to the North American Regional Broadcast Agreement [BROADCASTING, April 14].

Objective of mission was to encourage adoption of the more modern U. S. standards of good engineering practice in relation to international broadcast problems, including uniform measurement of potential interference. A present working agreement is sought which also later would be included in the 3d NARBA technical proposals conference scheduled for Nov. 1 in Havana. Such an immediate working agreement is held to be of benefit to all parties.

Talks are to be continued informally on the side at the World Telecommunications Conference beginning May 15 at Atlantic City.

Plan preliminary meeting on 3d NARBA is now expected to commence in mid-August 1948 in Canada, possibly Quebec. The 2d NARBA expired March 29, 1946, and the present Interim Agreement is effective until March 29, 1949.

Labor Law Believed To Be 'Lost Cause'

Little Hope Seen for Getting Tough Measure Past Truman

A LABOR LAW appeared to many observers on Capitol Hill last week as a "lost cause," as forces behind Senator Robert A. Taft's labor bill gathered strength for passage of a relatively tough measure which seemed doomed to Presidential veto.

It was expected that Senator Taft would be able to muster a majority for passage, possibly late this week, of about 59-35. His bill [BROADCASTING, April 28] may carry amendments to:

1. Prohibit nationwide bargaining.
2. Prohibit "coercive" practices by unions, such as secondary boycotts.
3. Provide for additional mediation facilities.

Passage of the bill by such a majority, however, would not provide the two-thirds needed to override expected White House veto. The fight against a "tough" labor measure was spearheaded by these Senators: Wayne Morse (R-Ore.); H. Alexander Smith (R-N.J.); Leverett Saltonstall (R-Mass.); Henry Cabot Lodge Jr. (R-Mass.); Raymond E. Baldwin (R-Conn.); Charles W. Tobey (R-N.H.); John S. Cooper (R-Ky.).

Conditional Grants Outlets; 7 Go to

CONDITIONAL GRANTS for 11 new FM stations—ten Class B and one Class A—were announced by FCC last week.

Seven, all for Class B operations, went to standard broadcast licenses or permittees: WDBO Orlando, Fla.; WABX Miami; KMBL Monroe, La.; WGCM Gulfport, Miss.; KCOR San Antonio; WPDX Clarksburg, W. Va.; and WREN Lawrence, Kan. (now authorized to move to Topeka).


Issued for 11 FM Standard Stations

Class A conditional grant went to Reidsville Broadcasting Co.

Ownership non-AM affiliated grantees:

Lynching County Broadcasting Co.—Principal: George Lewis, with WCAU Philadelphia, president and 20%; John T. Kellner, contractor, vice president 15%; David F. Gullette, with WCAU, vice president 20%; Victor C. Wise, doing and auditing business, secretary-treasurer 20%; Joseph C. Conolly, WCAU program director, director 20%; J. J. Kellner, attorney, director 20%; Fred H. Wetzel, real estate, director 20%;

Mercury Broadcasting Co.—Solely owned by E. J. Bracken, Lynn County, Florida, insurance, flavor manufacturing and mail order business.

Plains Empire Broadcasting Co.—AM affiliation also granted. See story page 83.

Reidsville Broadcasting Co.—Owned by W. M. Oliver and C. R. Oliver, associated with daily Reidsville Review.

BROADCASTING • Telecasting

May 5, 1947 • Page 85
Commission Issues Its Approvals
For Nine Station Transactions

TRANSFERs and assignments affecting seven AM and two FM stations were approved by FCC last week. Five involved sales prices totaling about $80,000. Four carried no cash considerations.

They were:

WDEV Waterbury, Vt. (550 kc, 1 kw)—Assignment of license to Lloyd E. Squier, surviving partner of Lloyd E. Squier & William E. Ricker, licensee partnership. Mr. Ricker was reported missing in World War II and has been presumed dead. Consideration for his interest was $35,000 [Broadcasting, Feb. 24].

KORN Fremont, Neb. (1400 kc, 250 w)—Sale of station by Nebraska Broadcasting Co. to Inland Broadcasting Co., licensee of KRON Omaha, for $20,000 (Comr. C. J. Dury voting for hearing.) Arthur Baldwin, controlling stockholder of Nebraska Broadcasting, is also an Inland stockholder and part of the purchase price is in Inland stock. KORN was authorized to move to Lincoln, and Inland received a grant for a new 100-watt station on 1340 kc at Fremont, to replace KORN there (See page 81).

WHAL Shelbyville, Tenn. (1400 kc, 250 w)—Sale of General Manager Robert R. Rounsaville’s 25% interest for $15,000 to his partners: J. O. Fly Sr., George F. Fly, and Harold P. Smith [Broadcasting, March 31]. Mr. Rounsaville owns WBAC Cleveland, Tenn., and 51% of WBEJ Elizabethon and WKSR Pulaski, Tenn. He continues as WHAL manager for one year. He also is manager of WGRV Greeneville, Tenn., and application is pending by which he would acquire 50% of that station as a gift. Commissioner Durr voted for hearing on the WHAL transaction.

KSYL Alexandria, La. (1400 kc, 250 w)—Acququisition of interest in permittee firm by Harold Wheelahan, WSMB New Orleans vice president and general manager, from Marvin Glazer. Purchase price is approximately $7,000 [Broadcasting, Nov. 25]. Sylvan Fox owns the remaining 50% interest. New licensee name is Radio Station KSYL.

WDAR Savannah, Ga. (1400 kc, 250 w)—Assignment of license from A. C. Neff to WDAR Inc., of which Mr. Neff owns 90%. Nephew K. Clark acquires the remaining 10% for $3,000 [Broadcasting, Feb. 14].

WHLI and WHNY (FM) Hempstead, N.Y.—Assignment of construction permit and FM conditional grant from Eliaa Godofsky to FM Broadcasting Corp., wholly owned by Mr. Godofsky. WHLI is authorized to operate with 250 w on 1100 kc, day only. WKAT and WKAF-FM Miami Beach—Assignment of license from A. Frank Katzentine to WKAT, which he owns. WKAT is assigned 1360 kc with 5 kw day and 1 kw night.

Marshall Speech

(Continued from page 88)

the United States Government to see that the voice of America is heard. Whether we disseminate news about ourselves or not, news about the United States will be disseminated . . ."

Included in the committee are: Mark Ethridge, publisher of the Louisville Courier-Journal and past NAB president; Don Francisch, vice president and director of the J. Walter Thompson Co.; Gardner Cowles Jr., publisher, Des Moines Register and Tribune, present, Cowles Broadcasting Co.; Roy E. Larsen, president of Time Inc.; Prof. Harold Laswell, School of Law, Yale U.; Sterling Fisher, assistant public service counsel, NBC; Edward R. Murrow, vice president, CBS, and the Rev. Robert I. Gannon, president, Fordham U.

Justin Miller’s Views

NAB President Justin Miller, in a letter to Mr. Benton, recently said: “. . . Private broadcasters in this country cannot carry on international broadcasting on any widespread basis because of financial limitations . . . we may as well face frankly the fact that if the United States is to hold its own in a world of conflicting political and economic philosophies there is need for immediate action. This being true, the only possibility which I can see is that you secure appropriate funds from Congress . . . The government is making good use of a portion of our vast public and private commercial facilities to help tell a complete and coordinated story by radio to the rest of the world. This liaison is healthy and we hope it will continue.”

Excess Insurance Covering

LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS

REINSURANCE CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

NEW YORK • CHICAGO

America’s Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg. CHICAGO 4, ILL.: 228 S. Wabash Avenue

The SCHOOL OF RADIO TECHNIQUE

CHNS

HALIFAX
NOVA SCOTIA

IN TWENTY YEARS, PIONEER TO LEADER;
FROM 1000 WATTS TO
5000 WATTS—SOON!

JOS. WEED & CO.
350 Madison Ave., New York

Know What We Can Do

ASK HIM

5000 WATTS 1330 KC.

WEVD
ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a “must” to cover the great Metropolitan New York Market.

Send for WHO’S WHO on WEVD
WEVD — 117 West 48th Street, New York, N. Y.

Page 86 • May 5, 1947

BROADCASTING • Telecasting
G. B. Bairey Resigns FCC Allocations Job

Acting Chief Leaves to Join D. C. Engineering Firm

GEORGE B. BAIREY, acting chief of allocations of the FCC Engineering Dept's Standard Broadcast Division, has resigned to join the Washington consulting engineering firm of Harold B. Rothrock. Bairey was an associate of Mr. Rothrock, effective May 10.

With the Commission since 1940, Mr. Bairey was assigned to the Hearing Section of the Engineering Division for approximately six months, during which time he also was associated with KDKA Pittsburgh.

He then served as general manager and chief engineer of several Western stations including WDAY Fargo, KGCX Sidney, Mont., and KOVC Valley City, N.D., of which he was the original licensee. He later was general manager and chief engineer of KFM St. Cloud, Minn. for about three years, and assisted actively in the development of the Minnesota Radio Network.

He joined the FCC in 1949 serving at monitoring stations and transferred to the Standard Broadcasting Division in Washington in July 1945.

GRANT FOR ALLENTOWN STATION IS PROPOSED

A GRANT to Allentown Broadcasting Corp. for a new 250-watt full time station on 1230 kc at Allentown, P'a., was anticipated by FCC in a proposed decision released last Thursday.

Mutually exclusive with the proposed Allentown operation, the following applications were proposed to be denied: WEST Eaton, Pa., to change from 1400 to 1230 kc with 250 w, and Eastern Publishing Co. and Steel City Broadcasting Co. for 250-watt stations on 1230 kc at Easton and Allentown, respectively.

The Commission concluded that Allentown needs an additional station more than two Easton stations, and this new station would be better than two new stations. The proposed grants are headlined by Lewis Windmiller of Washington, D. C., who with his wife owns 50%.

Mr. Bairey for approximately 14 months during the period when FCC instituted its "five a day" hearing plan in an effort to clear away the backlog of cases which accumulated during the wartime freeze.

He was named acting chief of allocations last Jan. 1.

Mr. Bairey is a native of Tower City, N. D., and graduate of North Dakota State College. He was engaged in graduate training at Westinghouse Electric & Manufacturing Co. during the war, and also was associated with KDKA Pittsburgh.

He then served as general manager and chief engineer of several Western stations including WDAY Fargo, KGXC Sidney, Mont., and KOVC Valley City, N. D., of which he was the original licensee. He later was general manager and chief engineer of KFM St. Cloud, Minn. for about three years, and assisted actively in the development of the Minnesota Radio Network.

He joined the FCC in 1949 serving at monitoring stations and transferred to the Standard Broadcasting Division in Washington in July 1945.

GRANT FOR ALLENTOWN STATION IS PROPOSED

A GRANT to Allentown Broadcasting Corp. for a new 250-watt full time station on 1230 kc at Allentown, Pa., was anticipated by FCC in a proposed decision released last Thursday.

Mutually exclusive with the proposed Allentown operation, the following applications were proposed to be denied: WEST Eaton, Pa., to change from 1400 to 1230 kc with 250 w, and Eastern Publishing Co. and Steel City Broadcasting Co. for 250-watt stations on 1230 kc at Easton and Allentown, respectively.

The Commission concluded that Allentown needs an additional station more than two Easton stations, and this new station would be better than two new stations. The proposed grants are headlined by Lewis Windmiller of Washington, D. C., who with his wife owns 50%.

Mr. Bairey for approximately 14 months during the period when FCC instituted its "five a day" hearing plan in an effort to clear away the backlog of cases which accumulated during the wartime freeze.

He was named acting chief of allocations last Jan. 1.

Mr. Bairey is a native of Tower City, N. D., and graduate of North Dakota State College. He was engaged in graduate training at Westinghouse Electric & Manufacturing Co. during the war, and also was associated with KDKA Pittsburgh.

He then served as general manager and chief engineer of several Western stations including WDAY Fargo, KGXC Sidney, Mont., and KOVC Valley City, N. D., of which he was the original licensee. He later was general manager and chief engineer of KFM St. Cloud, Minn. for about three years, and assisted actively in the development of the Minnesota Radio Network.

He joined the FCC in 1949 serving at monitoring stations and transferred to the Standard Broadcasting Division in Washington in July 1945.

1903 Francis C. Eighmey 1947

F. C. EIGHMEY, general manager and secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAQ Quincy, Ill., died in Mason City last week. He was 43.

Mr. Eighmey helped organize KGLO in 1936 and was a partner in the acquisition of WTAQ in 1944. For the last two years he served on the affiliate advisory board for CBS' Sixth District.

Mr. Eighmey was born July 16, 1905. After being in the engraving business from 1925 to 1930, he joined a Minneapolis Rich- Agency, Chicago, in 1931. From 1932 to 1936, he was sales manager for WHFB Rock Island, III., with the Rock Island Argus. From there Mr. Eighmey moved to KGLO.

GE's Shreve Elected C. of C. President

EARL O. SHREVE, vice president of the General Electric Co., was elected president of the U. S. Chamber of Commerce at a meeting of the Chamber's board of directors in Washington May 1.

Mr. Shreve began his career as a railroad station agent and telegrapher at Harrisburg, S. D., at the turn of the century. He joined GE as an engineer recruit and rose to become manager of the firm's industrial department at Schenec- tady, vice president in charge of sales and eventually vice-president of GE. Mr. Shreve became director of the U. S. Chamber of Commerce in 1943.

Meanwhile, the Chamber, indicating its interest in world com- munication problems, adopted a resolution last Thursday that the subject of an overseas information program be studied further "before action is taken. The resolution grew out of growing public discussion over Congressional ac- tion threatening a State Dept. ap- propriation for cultural and information activities.

Ball Address

Senator Joseph H. Ball (R-Minn.), addressing the Chamber Thursday afternoon, said, "there are too many on both side of the labor relations picture who seem to have forgotten the fundamental meaning of freedom." One of the reasons the nation is facing very difficult problems today, he said, "is because we have waited too long to make obviously necessary changes in our national labor policy. We live in a dynamic society. A free society must change or it is on the way out, and the function of government in a free society is to adjust the laws, the rules which are supposed to provide substantial equality for all groups to those changes in free society."

Senator Ball referred to the closed shop as "the purest kind of monopoly" but said that "probably the final analysis of the present mess in our labor relations is as much the fault of employers as it is of union leaders...A great many employers have welcomed the closed shop. They find it a lot easier to deal with one business agent who has nice tight control over his members than it is with a group of free American em- ployees."
Help Wanted


Announcer—Progressive music and news station in beautiful area. Has disc and sound equipment. Photo to Keith Gordon, Program Director, WBOB, Annapolis, Ala.

Chief engineer—250 watt network affiliate. Exceptional growth opportunity. Salary $250 plus bonus. Address: Box 369, BROADCASTING.

Young lady wanted. Experienced in electronic repair work, typewriter, copying work. Excellent chance to combine engineering and sales. To work for the right man. Salary $500 per month. Address: Box 307, BROADCASTING.

Florida's unique station—Almost wants combination engineer-late class engineering graduate with 2 years experience. Excellent salary available on boat. Right salary to right man. Write: Phone WPFT, Ft. Lauderdale, Florida.

Have dependable, dependable, dependable engineer for 3 kW station, in spite of all possible. Send full details. Address: Station WYB, Ellington, Tenn.

Complete staff except chief engineer. Write: Mgr., WMCL, Mobile, Ala.

If you are a topflight versatile announcer with first-class telephone license there is an opportunity for you. Write: Mr. X, 74th Street and Pennsylvania Avenue, Washington 16, D.C.

Announcer-engineer—250 watt affiliate in eastern market of 300,000. Creative, copy work and necessary. Radio background desirable. Please contact Box 224, BROADCASTING.

Engineer—station plans to open station with first class tele telephone license. No experience necessary—good opportunity to learn. Write: Mgr., KQAB, Abilene, Tex.

Announcer-engineer—YBO affiliate in southeast has opening for announcer-engineer to assume full program responsibility for new FM station. Engineering entirely secondary. Excellent salary. Box 337, BROADCASTING.

Flirt with fame—We need thoroughly experienced copywriter. Preferably girl to head department. Will have assistant. Has character. Has promise. Write: Personnel Service, 1640 Broadway, New York 31, N.Y.

Announcer-engineer—new FM station in Georgia town. Need to contact party interested in becoming owner. Contact Ed Leach, Griffin Broadcasting Co., 604 S. Hill St., Atlanta, Ga.

Announcer-engineer, new FM station will pay excellent salary to experienced announcer. Prefer professional experience. First class license a must. Box 1804, Muskogee, Okahoma.

Wanted, two (2) engineer-announcers, first class; mailing address, few words, please—irrespective of telephone. Address: Station KAPX, Box 1804, Muskogee, Okahoma.

Help Wanted (Cont'd)

ANNOUNCER—Progressive music and news station in beautiful area. Has disc and sound equipment. Photo to Keith Gordon, Program Director, WBOB, Annapolis, Ala.

Chief engineer—250 watt network affiliate. Exceptional growth opportunity. Salary $250 plus bonus. Address: Box 369, BROADCASTING.

Young lady wanted. Experienced in electronic repair work, typewriter, copying work. Excellent chance to combine engineering and sales. To work for the right man. Salary $500 per month. Address: Box 307, BROADCASTING.

Florida's unique station—Almost wants combination engineer-late class engineering graduate with 2 years experience. Excellent salary available on boat. Right salary to right man. Write: Phone WPFT, Ft. Lauderdale, Florida.

Have dependable, dependable, dependable engineer for 3 kW station, in spite of all possible. Send full details. Address: Station WYB, Ellington, Tenn.

Complete staff except chief engineer. Write: Mgr., WMCL, Mobile, Ala.

If you are a topflight versatile announcer with first-class telephone license there is an opportunity for you. Write: Mr. X, 74th Street and Pennsylvania Avenue, Washington 16, D.C.

Announcer-engineer—YBO affiliate in southeast has opening for announcer-engineer to assume full program responsibility for new FM station. Engineering entirely secondary. Excellent salary. Box 337, BROADCASTING.

Flirt with fame—We need thoroughly experienced copywriter. Preferably girl to head department. Will have assistant. Has character. Has promise. Write: Personnel Service, 1640 Broadway, New York 31, N.Y.

Announcer-engineer—new FM station in Georgia town. Need to contact party interested in becoming owner. Contact Ed Leach, Griffin Broadcasting Co., 604 S. Hill St., Atlanta, Ga.

Announcer-engineer, new FM station will pay excellent salary to experienced announcer. Prefer professional experience. First class license a must. Box 1804, Muskogee, Okahoma.

Wanted, two (2) engineer-announcers, first class; mailing address, few words, please—irrespective of telephone. Address: Station KAPX, Box 1804, Muskogee, Okahoma.
BROADCASTING • Telecasting

Situations Wanted (Cont'd)

Hai Styles may solve your problem with a young, ambitious, capable man, re-
erant or non-relevant. He is thoroughly grounded for eight or more months by radio announcers, newscasting, control opera-
ators and continues to work in the wire Hail Styles, Hai Styles' School of Radio, 1800 Wilshire Blvd., Beverly Hills, Calif.

Announcer. Excellent knowledge and music and sports. Very interested in mer-
corials and news. AFRN experience. Graduate leading a group that we will win. Box 235, BROADCASTING.

If you want combination Ken Carpenter, WEBC, Duluth, Minn. Men who don't bother. I'm not good enough, and you can't afford to keep me hardworking, competent, dependable person. Once, great announcer, school Radio City, iates to toy disc. Box 274, BROADCASTING.

Announcer, experienced, veteran, 25, unmarried. Note for good smooth self-
Best rates and sound engineering. Control board, disc shows. Bernard Melnick, 1611 Carroll St., Brooklyn 13, New York.

Your staff vacancies may be filled by one of your broadcast programs, and by people who have been trained-by-doing. An-
announcers, script writers, actors, producers and control room operators. 850 hours of intensive and practical training. Ambitious young people with fresh ideas and trained in the tradit-
ted script ideas. Write or wire Institute of Radio Broadcasting, 330 N. Michigan, Chicago 1, Ill.

Have you a place in your organi-
bation for a man who has all the qualifications to enter the talent line of radio? Seven recent graduates of recent graduate radio school. Contrato rates. Photo and index available. Box 383, BROADCASTING.

Announcer-salesman from staff an-
nouncer to salesman for 4 years. Sold 1,000 kw network affiliate in one year. Age 35, excellent speaker, former Marine officer. Available June 1, I can start any any anywhere. Excellent record. All inquiries answered. Box 334, BROADCASTING.

Charming announcer, eleven years broadcast experience. Thoroughly experienced all phases in-
cluding construction. One year experience in both east and west. Box 335, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.

Announcer—3 years sales experience. Operate board. Prefe South Atlantic states or southern California. Box 338, BROADCASTING.

Announcers—Limited experience—from 30. RBB, Personnel Service, Box 413, Philadelphia.

(former Air Force radio technician. Now in first class position. Desires location in west or east. Box 339, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.

Announcer—3 years sales experience. Operate board. Prefer South Atlantic states or southern California. Box 338, BROADCASTING.

Announcers—Limited experience—from 30. RBB, Personnel Service, Box 413, Philadelphia.

(former Air Force radio technician. Now in first class position. Desires location in west or east. Box 339, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.

Announcer—3 years sales experience. Operate board. Prefe South Atlantic states or southern California. Box 338, BROADCASTING.

Announcers—Limited experience—from 30. RBB, Personnel Service, Box 413, Philadelphia.

(former Air Force radio technician. Now in first class position. Desires location in west or east. Box 339, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.

Announcer—3 years sales experience. Operate board. Prefe South Atlantic states or southern California. Box 338, BROADCASTING.

Announcers—Limited experience—from 30. RBB, Personnel Service, Box 413, Philadelphia.

(former Air Force radio technician. Now in first class position. Desires location in west or east. Box 339, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.

Announcer—3 years sales experience. Operate board. Prefe South Atlantic states or southern California. Box 338, BROADCASTING.

Announcers—Limited experience—from 30. RBB, Personnel Service, Box 413, Philadelphia.

(former Air Force radio technician. Now in first class position. Desires location in west or east. Box 339, BROADCASTING.

Station manager or commercial mana-
ger available. Twenty years experience. Shows most of the answers: congenial, hard hitting go-getter. One rate for leaving last position after ten years of service. Will offer position on right management. Box 336, BROADCASTING.
NAB Radio Selling Drive Is Organized

Jones, Linkroom and Morrison Named to Committee

First radio-promoting radio phase of NAB's public relations movement, a long-term project designed to show the public advantage of the democratic system of broadcasting, was set in motion last week when NAB President Justin Miller appointed a committee of three to aid in producing a series of transcriptions for station use.

Named on the committee were three Washington broadcasters: Meir S. Jones, WOR general manager, chairman; Richard L. Linkroom, WTOP program director, and Robert Morrison, head of the NAB Recording Division in Washington.

The committee is charged with the duty of providing production and recording facilities as well as program advice. Program production will come under the direction of Harold Fair, new program department head, who took over his office last week. Mr. Fair formerly was program director of WHO Des Moines. He began his duties a fortnight ago at the Kansas City NAB Area C meeting. Participating in the project also will be Robert K. Richards, Director of Public Relations.

The transcription campaign was authorized by the NAB board at its January meeting in San Francisco. General plans call for a series of transcriptions like Judge Miller but the series may be augmented by programs showing radio's achievements.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1,500. Total sales: $55,500.

WSPA

Spartanburg, South Carolina

200 watts day and night, 550 Kc. Hwy by Hillefelby
CBS Stations for the SPARTANBURG-GREERVILLE Market

Page 90 • May 3, 1947

WOKO Albany, Facing Deletion, Files New Plea for Continuation

A new plea for reorganization and continued operation was filed with FCC last week by WOKO Albany, now facing deletion Aug. 31 on grounds of concealment of ownership. [Broadcasting, April 14.]

The station petitioned for modification of the Commission's deletion order and for permission to file a new application to show Harold E. Smith selling his 255 shares of stock to WOKO Inc. (licensee) for $160,000, and resigning as general manager.

Mr. Smith was found by the Commission to have aided in the concealment of a 24% interest held by former Radio Commissioner Sam Pickard. The sale and resignation was made ineffective within 30 days after FCC modified its order to delete.

WOKO also proposed to offer 260 shares of non-voting stock to employees on the condition that they be available after two years of service and that one share be offered for each year thereafter, up to 12.

These plans, WOKO told the Commission, were intended "to eliminate from the corporation any and all evil-doers responsible for the position in which [WOKO] now finds itself." The station argued that WOKO was now prepared to continue its service and yet serve notice that "leniency in dealing with false statements and concealment of facts can no longer be expected from the Commission."

A modification of the deletion order and granting of the amended applications, the station argued, would "avoid considerable needless expense as well as time and effort which would necessarily be incurred and involved if it became necessary to file a new application for a construction permit and to be forced into a hearing involving other applicants seeking the facilities of WOKO."

Action Deferred

In order to give the station to terminate operations, FCC deferred action on an already-heard application of Van Curlier Broadcasting Corp. for WOKO's 1,460-ke regional assignment. The Commission said it would accept new applications for the frequency until June 1.

WOKO's new reorganization bid goes farther than the one denied by FCC in its April order. The latter involved exchange of Mr. Smith's voting stock for non-voting shares—and resignation of Mr. Smith as an officer and director but not as general manager.

Mr. Smith would be made controller (255 shares) and the rest (250 shares) would be held by Press Co., publisher of the Albany Knickerbocker News.

Under the new plan, $50,000 of the $160,000 purchase price for Mr. Smith's shares would be paid upon FCC's modification of the order, $55,000 by note payable six months later and $55,000 payable 18 months later. The petition was filed by Samuel Jacobs, Albany attorney and WOKO secretary.

FCC Authorizes Four New AM Stations in Final Decisions

Final Decisions were handed down by FCC last Monday authorizing a sixth AM outlet for Cleveland; a second for Chester, Pa.; a fourth for Pueblo, Colo., and the first for Danville, Ky.

1. Grant to Key Broadcasting Corp., for a new station at Baltimore on 750 kc with 1 kw, and to James M. Haddie for 250 w daytime operation on 760 kc at Chester, Pa., and denial of Paul Dechert's application for 760 kc with 250 w at Chester (Broadcasting, April 17).

2. Grant to Pueblo Radio Co. for a third station on 850 kc at Pueblo, and denial of George H. DeHart's application for 1,230 kc and denial of the mutually exclusive application of Dorrance D. Roderick, owner of KDOR, and Lawrence F. Fleissner, owner of KFRO, both of Pueblo (Broadcasting, April 20).

3. Grant to Clark County Broadcasting Corp., for a new station at Danville, Ky. on 1,230 kc, conditioned on Clark County's applying for 1,210 kc instead of 1,230 kc at Danville (Broadcasting, April 14). A new application for the same frequency was denied (Broadcasting, June 12).

4. Grant to Commonwealth Broadcasting Corp., for a new station at Danville, Ky. on 1,230 kc, conditioned on Commonwealth's applying for 1,210 kc instead of 1,230 kc at Danville (Broadcasting, April 14). A third application for the same frequency was denied (Broadcasting, June 12).

Key Broadcasting is owned by 10 business and professional men with George E. Hull as president and William R. Burrier, engineer with Westinghouse Electric & Manufacturing Co., to be general manager. Mr. Fissdale, Chester attorney, is an engineer formerly with WIP Philadelphia. Pueblo Radio Co. is headed by Dee B. Crouch, Marine veteran (about 8.7%), and is controlled by M. Zula Seaton, his mother (about 56.5%), Commonwealth Broadcasting, at Danville, is headed by William T. Isaac, tobacco company sales executive (25%) and its chief stockholder is Jesse D. Russell, manager of Kenard Division of General Electric Co. (50%, including 1% held by his wife).

WRE& MOVE OUTLET

IN MILWAUKEE GRANTED

AN ORDER granting Midwest Broadcasting Corp. a new 5 kw full-time station on 1250 kc at Milwaukee and WOKO for WREX Lawrence, Kan., to move to Topeka and operate with 5 kw day and night on 1250 kc, sharing with KFPK Lawrence, was announced by FCC last Friday.

The action came after WREX

District 2 of NAB Meets in New York

A TWO-DAY MEETING of District Two, comprising New York City, was held at New York's Waldorf-Astoria today and tomorrow (May 5-6), with Michael R. Hanna, general manager of WHCU Ithaca and District 2 president, in charge.

This morning's session will open with an FM discussion by Robert T. Bartley, NAB FM director; Leonard Asch of WBCA Schenectady, chairman of Pan American of WBAP New York and John V. L. Hogan of WQXG New York. A. D. Willard Jr., NAB executive vice president, will discuss "The New Structure and Enlarged Activity of NAB."

Dr. Kenneth Baker, NAB director of research, will speak on "The NORC Survey of Public Opinion of Radio." The concluding session will be taken up this afternoon by Theodore C. Streibelt, president of WOR New York and chairman of the NAB Music Advisory Committee; Robert F. presidente, and Sydney Kaye, vice president and general counsel of BMI. Helen Wood of WBX Utica and Frank Pellegrin, NAB director of broadcast advertising, will discuss "Broadcast Advertising and Retail Radio Advertising."

Small market stations, the first topic tomorrow morning, will be handled by St. Goldman, WJTN Jamestown, and C. Allen Brown, NAB assistant director of broadcast advertising. The rest of the morning's agenda will feature talks by NAB President Justin Miller on "Radio Broadcasting and Public Relations," and by NAB general counsel Don Petty.

The afternoon session calls for discussions by Hugh Feltis, MBM president, and representatives of ANA and AAAA; and Richard P. Doherty, NAB director of employer-employee relations.

Midwest and Midwest reached agreements eliminating mutual interference and asked the Commission to bypass the proposed decision customary in hearing cases. Midwest revised its full-time directional pattern to reduce conflict with existing stations, but grant to WREX was on condition the station file for use of a four-element nighttime antenna system which Midwest proposed for it to and which WREX opposes.

WREX is now on 1250 kc with 5 kw day and 1 kw night, sharing with KFPK. Midwest is grantees of WPAW (FM) Milwaukee. Owners:

George J. Crouch, formerly with Milwaukee stations; John A. Fischel, Milwaukee station owner and general manager; D. Borcher's, electric contractor, and Oliver J. Virian, loan company executive, all with about 25% each; Clifford A. Randall, attorney, about 30%.
NAB Roanoke (Continued from page 16)
a resolution endorsing BMB's survey or plans for a second study despite a strong statement on behalf of the audience plan by Linneia Nelson, chief timebuyer, J. Walter Thompson Co., who told how advertising agencies are utilizing BMB figures in placing business.

Miss Nelson said agency timebuyers regard station claims based on BMB figures as bearing a "seal of approval." She described in detail several campaigns placed by her agency on the basis of BMB coverage data, which in many cases have shown that stations are doing a better job than other coverage methods reveal. "I hope we never have to be without BMB material," Miss Nelson said. She appeared as a representative of the AAAA.

Further BMB Praise
J. Harold Ryan, NAB and BMB director, said broadcasters must equip themselves with "the best tools to get business" as operating costs continue to rise. He said BMB has brought agencies, advertisers and broadcasters closer.

Much of the Monday and Tuesday sessions followed the line of past area and district meetings. A. D. Willard Jr., NAB executive vice president, described association activities, now that the executive staff has been completed. He urged stations to support the uniform time bill, reviewed work of departments and reiterated that freedom of radio depends on financial stability and conversely financial ability depends on freedom of radio.

At the Tuesday small market session Hugh Potter, WOMI Owensboro, Ky., and District 7 small market chairman, praised. Participating on the platform were Robert Maguire, WMNN Macon, O., and R. Sanford Guyer, WBTM Danville, Va., executive committee members, and John W. Shultz, WMVA Martinsville, Va., District 4 small market chairman. Frank E. Pellegrin, Director of Broadcast Advertising, pointed out NAB services to small stations and reviewed means of increasing business, especially in the retail field. He suggested readjustment rates, better copy, group selling and sale of newscasts.

Mr. Mason suggested methods of developing community leadership by participation of the station and personnel in community movements.

Carl E. Duckett, WBOB Galax, Va., and Waidel Eisen, WINDS, WDVA Danville, Va., took part in discussion of operator requirements, criticizing present FCC standards.

Judge Justin Miller, NAB president, reviewed principal broadcast problems and regulatory developments. He told stations to become public relations conscious and disclosed plans to be developed under direction of Robert K. Richards, new Director of Public Relations. He also urged stations to editorialize.

"Some of these days the Mayflower Decision is going to be taken off the books," he said, reminding that the First Amendment of the Constitution protects broadcasting just as it protects newspapers. Broadcasters definitely have the right to edit, he said. How far they go is up to them, he added. He insisted that qualifications are at least as high as those of newspapers.

Hugh Feltis, BMB president, gave his review of the bureau's work. Kolin Hager, SESAC, described the copyright bureau's activity in the music field. Carl Havrelin, new BMI president, told of the music licensing agency's activities.

Mr. Doherty's Statement
Mr. Arnoux, serving as chairman of the Monday proceedings, introduced Harold Eskey, WRSS Winston-Salem, N. C., chairman of the District 4 Employe-Employer Relations Committee, who in turn introduced Richard F. Doherty, NAB department head.

"We haven't solved the problems of America by running to the Government," Mr. Doherty said in calling on stations to devote close attention to labor relations. He warned that unions will not be static, and that in case of a business recession the unions will re-cede on wage demands and concentrate on working conditions, guaranteed employment conditions and other demands. He outlined departmental services and closed with a question-answer session. Kenneth H. Baker, NAB Director of Research, gave his illustrated talk on the NORG public opinion survey of broadcasting.

At the Monday afternoon Sales Managers Clinic, Ollie L. Carpenter, WPTF Raleigh, and Harry Camp, WGAR Cleveland, Districts 4 and 7 sales managers chairman, presided jointly. Frank E. Pellegrin, NAB Director of Broadcast Advertising, outlined NAB sales and advertising services.

When Mr. Camp reviewed advantages of the Standard Contract Form, Lester L. Gould, WNJC Jacksboro, N. C., said speculation would be suspicious of the fine print. John M. Rivers, WCSC Charleston, S. C., said if local advertisers object, a covering letter can explain that the contract is subject to these standard conditions.

Dual Protection
J. Dudley Saumening, WIS Columbia, S. C., pointed out that the standard provisions protect both advertisers and stations.

Mr. Pellegrin recalled difficulties experienced by timebuyers in placing business because of FCC's role in station contracts and said 128 different forms of contracts were found in a study.

Judge Miller asked if a station could use the standard contract for national business only. Mr. Pellegrin said the station could do this if it wished. Judge Miller added that if he were a station attorney he would take a chance on signing the business without the contract.

Mr. Pellegrin explained the Joske clinic reports and noted that two new reports, covering promotion and test projects, had gone to the printer and would be available soon.

Mr. Carpenter reviewed the local-national rate problem. John Sinclair, WBBR Welch, W. Va., asked if a station planning to adopt a single rate should raise the lower rate or lower the higher rate. Mr. Pellegrin said it depended on the particular situation.

The clinic adopted a resolution which skipped the single-rate issue but endorsed use of the terms "agency" and "retail" instead of "national" and "local."

Monday Banquet
Radio is getting kicked around, Sol Taichoff, editor and publisher of Broadcasting, told the Area G banquet Monday, listing a series of "we don't likes" which are obvious, and a series which aren't so obvious. Mr. Arnoux, toastmaster, introduced the speaker of the evening.

Among obvious "we don't likes" Mr. Taichoff listed: FCC's attitude that it's a sin to earn a profit; wholesale licensing of standard stations regardless of good engineering standards; fostering of discord by putting standard broadcasters against FM operators and FM against television; the Blue Book; antics of the "great dissenter"; allergy of some broadcasters to criticism; 4 treatment of radio by Petillo and other unions, as well as secondary boycotts; lethargy of some broadcasters toward new legislation.

Not so obvious, he said, are "lifted eyebrow" regulation; tem-

(Continued on page 99)
SIX MEMBERS of NAB board attended Area G meeting last week at Roanoke. Gilmore Nunn, new 7th District director, was elected successor to James D. Shouse, WLW Cincinnati, who declined to run for reelection. Other members present were: Richard Shafto, WIS Columbus, S. C. (medium stations); Campbell Aronx, WATF Norfolk, 4th District; Mr. Shouse; J. Harold Ryan, Fort Industry Co. (large stations); Standing, Wayne Coy, WINX Washington (small stations); T. A. M. Craven, WOL Washington (medium stations).

NAB Roanoke
(Continued from page 91)

FCC's Dual Task

Now the FCC is immersed in many diverse subjects, he said, such as the value of local news to a listener as against international news; the listener's tastes in music—whether he wants Smooth Jones or Toscanini and, if he wants either, whether he wants it with or without sponsorship; the amount of commercialism to be permitted; the time of the day when a farmer listens to the radio. In other words, the traffic cop, whose function the laws prescribe is to direct the traffic and arrest the offenders, now is stopping the motorists in mid-journey to ask them not only where he is going, but where he has been and why he is travelling and who is buying his gasoline.

All these have culminated in the Blue Book, he explained, describing it as faded to a pastel gray but not yet bleached white. The book remains a threat to free radio until deleted by Congress or the courts, Mr. Taishoff insisted.

Mr. Taishoff said Senator White (R-Me.) has drafted a bill which appears "90% on the right side of the regulatory ledger." To broadcasting is sounding industry sentiment on legislation through Audience Surveys Inc., he said, and it will soon publish the results. He conceded it might not be possible to get a law this year, but pointed to 1948, a Presidential year.

He referred to the "pro forma" FCC investigation resolution introduced by Rep. W. V. Peterson, favoring it against a "witch-hunting" inquiry.

The legislative goal, he concluded, is this, the licensing authority shall have power to regulate the programs or the business aspects of the mass communication media.

At the conclusion of Mr. Taishoff's talk, Mr. Aronx called on all broadcasters to join in a united drive to preserve freedom of radio.

Howard at NAB Post

ROYAL V. (Doc) HOWARD, new Director of Engineering of the NAB, took over his office last week, filling the association's departmental setup for the first time since before the war. Mr. Howard resigned as vice president of Associated Broadcasting Co., San Francisco, to accept the NAB appointment.

Sandberg Named

HENRY SANDBERG, former director of market research of the Post Cereals Division, General Foods Corp., New York, has been appointed sales and advertising manager of that division, succeeding James North, who has joined Foote, Cone & Belding, New York, as vice president. Richard H. Moulton, former Western sales manager of Post Cereals Division, has been named to succeed Mr. Sandberg.

FORT INDUSTRY STATIONS occupied table at NAB Area G banquet at Roanoke. Seated (1 to r), John Koepf, Washington representative; E. Y. Flanigan, WSPD Toledo; George B. Storer, president; J. Harold Ryan, vice president and treasurer. Standing, William E. Rine, WWVA Wheeling; J. Robert Kerns, WHIS Zanesville; E. B. Daniels, general manager of group; Allen Haid, WMMN Fairmont; Ralph Eldin, WLOK Lima.
Marshall, Webb Named Heads of Florida Groups

GLENN MARSHALL, JR., WMBR Jacksonville, was elected president of the Florida Broadcasters Assn. and Hugh Webb, WFBF Syalcauga, president of the Alabama Broadcasters Assn. at State meetings held last Wednesday at Birmingham prior to the NAB Area F convention.

Others elected by the Florida Association were William G. McBride, WDBO Orlando, vice president; Charles O. Tidwell, WOPT-B, chairman; D. B. Rusoff, WCOC, secretary-treasurer; Richard Gaskervile, WFLA Tampa, John M. Spotwood, WKWF Key West, and John B. Browning, WPBR Pensacola, immediate past president.

NAB Birmingham

(Continued from page 16)
Miss, District 6 director, presided at the annual luncheon staged for the Tutwiler Hotel. Mayor Cooper Green, of Birmingham, officially welcomed broadcasters at each meeting and praised them for their sagacity and patience.

DISTRICT 6 MEETING

John Fulton, WGST Atlanta, speaking on public relations, urged stations to keep in close touch with public needs. Wllton E. Cobb, WUFM Augusta, said suggested broadcasters get together in a clearing house to decide what kind of advertising is objectionable. "If an advertisement is against public interest or good taste it should not be broadcast on any station and the conscientious broadcaster should be protected against those less careful in the type of copy they accept," he said, adding that some stations are embarrassed by turning down copy which the station takes to town later across.

Mr. Johnston spoke of labor relations, said, "Management might exercise better judgment in the type of men employed, and must take time out to gain a thorough understanding of labor relations."

James M. LeGate, WIOD Miami, urged broadcasters to start their public relations "at home." He criticized NAB for not providing more time to get behind the O'Hara Bill (HR-2740), warned of danger in activities of the Progressive Citizens of America, which contributed to appointment of Robert K. Richards as NAB Director of Public Relations.

Jack Williams, WAYX Waycross, Ga., provided a sales managers discussion in which Glenn Marshall Jr., WMBR Jacksonville, Fla.; James W. WOODRUFF, WRRF Columbus, Ga.; John M. Butler Jr., WWOI Milledgeville, Ga.; Frank E. Fellegrin, NAB; Dave Farrington, WLLC York; Jack LeGate, WIOD Miami; John P. Hort, WBTI Knoxville; Frank E. Fellegrin, NAB; Dave Farrington, WLLC York; Jack LeGate, WIOD Miami; John P. Hort, WBTI Knoxville; and Frank E. Fellegrin, NAB Director of Broadcast Advertising, Kenneth H. Baker, NAB Director of Research, addressed the District 6 luncheon.

Legislative Mill

S. 736—Bill authorizing District Commissioners to establish day-light saving time in the capital and surrounding areas, signed into law by President Truman on April 30, after final passage in the House April 28. Bill introduced March 25 by Sen. J. Howard McGrath (D. L.).

S. Res. 196—Resolution to permit United States common communications carriers to accord free communication privileges to official participants in the world telecommunications conference being held in Atlantic City, starting May 15. Passed by the Senate April 28.

Broadcasting  Telecasting

May 5, 1947 • Page 93

Uccoming


May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City, N.J.


Second Federal Region Meeting is Planned

Four-State Session Later This Month Set for Cincinnati

SECOND regional meeting of FM Assn. will be held May 28 at the Gibson Hotel, Cincinnati. Participating in the meeting will be States in FM's Region 2—Indiana, Ohio, West Virginia and Kentucky.

Taking part will be top officials of FM, including Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Leonard L. Asch, WBBC Schenecetta, board member, and Bill Bailey, FMA executive director.

Agenda for the meeting has not been announced but tentative arrangements call for talks by several prominent figures. Series of exhibits of latest developments in broadcasting will be shown. Transmitters and receivers, in present AM sets, will be staged in the convention headquarters. A demonstration of FM's higher fidelity will be made and similar to that staged at the first regional meeting held April 14 at Albany [BROADCASTING, April 21].

Two luncheon clubs have been invited to take part in the convention luncheon. Registered attendance at regular conference sessions is expected to exceed 210, though many local committee persons and exhibitors plan to attend.

Co-chairmen of the Region 2 conference will be David G. Taft, general manager of WCTS-FM Cincinnati, and Paul Wagner, manager of WCSI Columbus, Ind.

Weaver Appointed

EVERETTE WEAVER has been appointed communication manager for WWWD and WWDFM-Lynchburg, Va., Jack Weldon, general manager has announced. Station is expected to go on the air sometime this month with 1 kw as a Mutual affiliate. Licensee is Old Dominion Broadcasting Co.
At Deadline...

1 KW AM OUTLETS PROPOSED FOR SANTA CRUZ, SAN JOSE

GRANTS for new 1-kw stations at Santa Cruz and San Jose, Calif., anticipated in proposed decision issued by FCC Friday.

Commission proposed to grant to Monterey Bay Broadcast Co. for 1460 kw at Santa Cruz and to San Jose Broadcasting Co. for 1460 kw at San Jose. Both would be DA operations. Mutually exclusive and given proposed denials: KSAN San Francisco to move from 1450 to 1460 kw and increase from 250 w to 5 kw (1DA); KTYW Yikima, Wash., to increase from 500 w to 1 kw on 1460 kw; Mission Broadcasting Co. for new station at San Jose on 1490 kw with 250 w. Comr. Ray C. Wakefield favored grant to Mission Broadcasting instead of San Jose Broadcasting.

FCC concluded Santa Cruz, with no station now, needs own outlet more than San Francisco or Yakima needs expansion of existing outlets (KSAN and KTYW). Between San Jose applicants, Commission preferred San Jose Broadcasting on basis of plans for ownership participation in station affairs.

Monterey Bay grantee, is partnership of L. John Miller, KNAK Salt Lake City traffic manager, and the estate of the lateYTUW short-waves for sale in Honolulu.

To R. Rathwall, brother of Grant, in aircraft instruments research (241%).

San Jose Broadcasting, proposed grantee at San Jose, is headed by John Leve, Co., retail $1,500 and electrical appliance store owner, who would be general manager; K. Leve, attorney (1336%); N. S. Gayle, banker (380.90%); Mission Broadcasting, favored by Mission Broadcasting Co., headed by Charles M. Moore and associates (304%). Mr. Moore is partner in machine manufacturing company. Hayes group is associated with San Jose newspaper.

PITTSBURGH FM GRANT

FCC Friday announced order granting application of WPIT Broadcasting Co. (permittee for WPIT Pittsburgh) for Class B FM at Pittsburgh. Facilities: 20 kw effective radiated power, antenna height 495 feet, channel to be assigned. Grant was reversal of original proposal to do away with duplication of dumpy grounds linking Liberty ownership with WSTV-FM Steubenville, Ohio [BROADCASTING, Nov. 4].

FCC Lists Approvals

FIRST LISTING of FCC-approved FM transmitters, frequency monitors, and modulation monitors as of March 17, 1948, by Commission Friday. Incorporated in FM Engineering Standards effectively immediately, lists show manufacturer and type number of equipment and, for transmitters, rated power and type of approval.

Lists indicates construction details and measured performance data of completed equipment have been supplied to FCC; tentative approval means manufacturer has supplied preliminary data including guarantees. Complete performance data (equipment to be constructed or under construction.)

Lists become Sections 16, 17, and 18 of FM Standards. Other equipment to be added following approval. Following are lists, by manufacturer (in italics lists FCC indicates Fnal approval; "T", Tentative approval):

Sei. 16. Approved Transmitters

Columbia Radio Co., Cedar Rapids—Type No. 721A, 250 w, FM, T; 721A, 1 kw, F; 721A, 2 kw, T; 7214A, 10 kw, T.

NAB AREA F DEMANDS MAYFLOWER CASE REVISION

NAB AREA F meeting in Birmingham passed joint resolution Friday asking Board of Directors "to bring about revision of inference in Mayflower case" and establish right of broadcasters to present views under their own sponsorship and in keeping with constitutional guarantees of freedom of speech (early story page 16).

President Justin Miller, in addressing area, said good advertising on the air is in public interest and should be encouraged. In view of recent ruling, he said that "in analyzing portal pay measure after studying text. Hugh Felts, BMB president, and Frank E. Pellegrin, NAB Director of Mr. Spivey Advertising, advertising sessions. Luncheon speakers were Carl Haverman, BMB president, and Linnea Nelson, chief timebuyer, J. Walter Thompson Co., New York agency.

CLOCK SAVES DURR

COMR. CLIFFORD DURR, who recently broke with his FCC colleagues on Blue Book enforcement alleging they were reneging, was saved by clock on Friday. Mr. Durr met from Columbus, Friday night. Lawrence Spivak, American Mercury editor, pressing Durr hard on censorship, drew from him comment that FCC had ruled that barring admission to Sir would violate First Amendment and that same thing applied to Communists on ground that if their views were expressed, public would understand better.

Chief Spivak observed that on matters of entertainment and other programs FCC ought to have a hand, but that on atheism and Communism public should decide, Commissioner doubletalked until Moderator Al Warner intervened to advise that time had run out.

AP TRANSFERS NEWS;

McCAMBRIDGE RETIRES

RETIREMENT of W. J. McCambridge as general manager of Press Assn. and transfer of radio news activities of Associated Press from subsidiary to new radio department within AP announced by Kent Cooper, AP executive director and general manager. New department headed by Mr. Granling, former assistant general manager of PA, now assistant general manager of AP.

Press Assn. will continue to handle various salvage activities of AP, with executive personnel unchanged except for Mr. Granling and Mr. McCambridge, who said he would "take a much needed rest" after which he expects to enter private business.

Closed Circuit

(Continued from page 4)

always has opposed active participation. Flat figure of payment about $5,000 annually is indicated for associate status. ABC, now outside NAB fold, probably will join as nonvoting associate.

THAT predicted mortality among "loft" receiving set makers is appearing, as old-line firms operate on volume basis and stocks back up on demand. Two equipment firms that dabbled in set production after war now starting to lose interest.

FMA attempts to "get together" with AFM to see James Caesar Petrillo over his double charge for AM-FM broadcasts have met with rebuffs due to fact that Petrillo plans no commitments until Supreme Court decision on Lea Act is handed down. Present feeling is that agreement may be reached if ruling favors Petrillo.

WHILE no formidable contender for upcoming expiration of Comr. Ray C. Wakefield's term on FCC has appeared, there are no signs that President Truman intends doing anything about that post forthwith. Commissioner Wakefield's term expires June 30 and Chairman Charles R. Denny has urged his reappointment. White House does not appear to be deeply scoping field, probably having in mind that Republicans will demand voice in selection.

TELEVISION and radio are primed to bring such record-breaking convention boom to Philadelphia that city fathers may offer Democrats $200,000 check similar to that given GOP. Philadelphia sits in heart of coaxial cable and could bring about 35% of national population to political ring-side.

WHILE AGENDA of International Telecommunications Conference beginning in Atlantic City on April 26 is void of domestic broadcast subjects, at least one broadcasting executive will be on scene. NBC has designated F. M. (Scoop) Russell, vice president in charge of network's Washington activities, as official representative. RCA delegation will be headed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs. High frequency allocation rules may affect television channels and final phases of conference will deal with international broadcasting allocations.

CONGRESSMEN delayed with requests from broadcasters for action on uniform time for radio to avoid annual DST changeover. Even if nothing happens at this session, proponents believe activity will condition Congress for speedy work next session.
Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets very unhappy with me").

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony—but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by Variety: "...they think nothing of cancelling an hour of choice commercial time to air a public service show". (Please, Variety... "think nothing"? You should ask our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW Special Broadcast Services is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone—figured at the greatest possible discounts and not including the cost of dramatic talent, production, music, etc.—would have amounted to $1,134,210.69.
WANTED – Call Letters for a Station in Glocca Morra

Being Chapter I in the Story of more than 400 Stations which constitute the World’s Largest Network, written specially for the Thousands of People Who Work in these Stations. Artists, Advertisers and Advertising Agency Executives are also invited to read.

by Edgar Kobak
President, Mutual Broadcasting System

IDEAS AND Inspiration—I get plenty of both when I talk with the people at our Stations. That’s why I spend so much time visiting our affiliates from coast to coast; and why my door is always open to Station people who honor us by dropping in at 1440 Broadway. At the same time, you Station folks have been kind enough to tell me that you, on your part, get plenty out of what I have to say about Mutual—about our planning, programming, station relations, and our selling—because it is “behind the scenes” stuff from the headquarters of your own network.

I have often wished I could talk personally with all of you, and not just the hundred or so I manage to get around to in the course of a year. So I’m going to do the next best thing—talk with you on the back cover of “Broadcasting.” And because Mutual’s station story has many chapters and covers a great many aspects, I’ve arranged to be on the back cover about once a month. In these discussions I hope to give you a full picture of—

1. The philosophy which guides us in the building of our network—facilities-wise.
2. The background of programming designed to help you fulfill your obligations to your listeners.
3. What we do to get big name shows of New York, Chicago and Hollywood origination, to help you build bigger audiences.
4. What we are doing, in an Engineering way, to help you with your problems; also about our Engineering studies on coverage and how we expect to use them in connection with BMB.
5. How we are putting forth every effort, in these times when advertising money is tight, to get more business on your stations.
6. How we represent you with the advertising agencies and with our advertisers—who are also your advertisers.

These are a few of the things I expect to talk over with you in this space; and in this first Chapter I’m going to try to tell you about the philosophy which has helped us build Mutual, station-wise, into the world’s largest network.

Threefold Responsibility

Here at headquarters we feel that a national network has a three-way responsibility: first, and always first, come the listeners (your listeners and ours); second, the advertisers who invest their money in our facilities (our advertisers, of course, are your advertisers); third, the responsibility of caring for and promoting the interests of our affiliates, which is something we take seriously.

Our responsibility to the listener, we look at in this way: we hope some day in the not-too-distant future, to make it possible for every radio home in the United States to be able to tune to a Mutual station and get Mutual programs. We want to operate in the interest of ALL the people. With this in mind we have been adding stations to the network at a great rate. For example, since January 1943 the number of stations has increased by 166; and the number of radio homes within the Mutual coverage area has gone up by 5,350,000—partly through the addition of these stations and partly because the present total radio homes (1946 Estimates) is greater by several million than the 1940 Census figure which we follow two main trends: we work toward continuing improvement of our coverage of the metropolitan markets and in this we are making fast strides.

The other part of our coverage philosophy is “coverage from within” in the areas outside the metropolitan.

Power to us is something to be used judiciously and we feel that a 250-watt station which blankets its community can do a better job at less cost than a station with more power in its community—and can, as a consequence, be a better buy.

We have, as you know, over 250 stations which are the only stations in their markets: they are dominant in their areas and we are proud of them.

Our responsibility to our stations extends to programming and public service, to help in sales, engineering, and several other directions. We feel your welfare isakin to ours and that in the measure that we help you succeed, we help ourselves. That’s the true meaning of MUTUAL. But more of that next month.

Rime and Reason

So you can see that there is a sound philosophy behind our facilities operation. There is sound reason why we are the world’s largest network, why we have more than 400 stations and why we are still adding them. Yes, there is sound reason.

And also there is rime. In the names of the cities and towns served by Mutual—names which have color and music—names which fascinate me:

There’s Nampa, Tampa and Pampa Aberdeen, Moline and Bowling Green, There’s Astoria, Victoria and Emporia Santa Anna and Texaskana Monterey and Coos Bay, Baltimore, Bangor and—hundreds more.

But what about Glocca Morra? Well, if they ever locate Glocca Morra in the United States Mutual will undoubtedly have a station there, and we just like to be prepared with call letters.

Mutual Broadcasting System

World’s Largest Network