The unceasing sweep of the second hand around the face of the studio clock represents, in its way, one of radio's surest virtues. For the split-second timing by which radio lives is the essence of dependability—a characteristic that millions of American listeners have come to accept and expect in the way radio serves them, day and night.

Dependability is no less a central feature in the make-up of the seven Fort Industry stations. Reaching 20,000,000 people in seven important markets, they have grown steadily and strongly because they know the importance of dependability in the service they render.

And, sure as time itself, the Fort Industry stations will continue to employ the finest broadcasting skill, maintaining the dependability that listeners and advertisers alike have come to expect of them.

THE FORT INDUSTRY COMPANY
WSPPD, Toledo, O. · WWVA, Wheeling, W.Va. · WGBS, Miami, Fla.
WAGA, Atlanta, Ga. · WMMN, Fairmont, W.Va. · WLOK, Lima, O. · WHIZ, Zanesville, O.

"You can bank on a Fort Industry Station"
Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOP Personalities:

**BOSTON'S BEST WEATHER COMMENTATOR:**

"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

**WCOP'S STAFF SPORTS ANALYST:**

CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY, AND HIS "SPORTS FINALE" FROM 11:15 TO 11:20 P.M. DAILY

Crosby clinched an already outstanding reputation with his superb broadcast job on the NCAA Basketball Tournament in New York, which had terrific interest for local fans. He is sponsored seven nights per week at 11:15 P.M. with his late round-up of baseball scores. His early evening program is currently available.

WCOP Boston A COWLES STATION

1150 Kc. RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

Boston's Exclusive ABC Basic Outlet
1. Yankee Home-Town Stations
2. Yankee Network, New England's Largest Regional Network
3. Mutual Broadcasting System, World's Largest Network


Each Yankee station provides the impact of its local acceptance as a home-town station, used daily by local merchants, carrying programs of local interest.

It has a separate identity, provides a second powerful impact as the Yankee station in its trading area, carrying Yankee programs sponsored by New England and national advertisers.

Then, its identity and acceptance extend still further.

As a Yankee station it is a part of the 400-station Mutual Broadcasting System, the world's largest network.

That's why Yankee home-town audiences do not have to dial outside stations. They get everything — hometown programs, Yankee programs, including Yankee Network News Service, and Mutual's coast-to-coast programs in one big Yankee package.

It's a powerful three-way impact — and, because all principal markets are within Yankee coverage areas — it's an impact that hits 89.4% of New England's radio homes.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

SOON UPCOMING will be joint “freedom of speech” conference of top-level executives of major broadcasting media. Informal discussion would be at invitation of NAB President Justin Miller with heads of American Newspaper Publishers Assn., Motion Picture Producers Assn., National Publishers Assn, and possibly American Society of Newspaper Editors on list.

DESPITE better-than-expected showing made by FCC during $7,500,000 budget before House Appropriations Sub-committee, the FCC sources indicate slash of not less than 25% and possibly up to 40%. This would mean curtailment of Washington staff operations, notably broadcast activities.

PROPOSED NAB code of commercial and program standards may be tougher than most broadcasters anticipate. Strong element in committee favors imposing sanctions on stations violating commercial standards, arguing this is necessary if broadcasters are to control their own programming.

COMR. Clifford J. Durr is having FCC staff tabulate outstanding licenses and CPs (AM and FM) according to cities, along with breakdown of pending applications. Purpose not clear, but presumably to show present picture and guide in future grants along purported equitable distribution lines of Communications Act [CLOSED CIRCUIT, May 5].

MOVE may develop at NAB board meeting this week to conduct another survey on what public thinks of radio. Original NOBC study, costing about $100,000, producing results beyond expectation. NAB distributed 10,000 copies and printer plans to run off new edition to meet outside demand for book.

REPORTS PERSIST FCC Chairman Denny will resign soon. Denny, now presiding over International Telecommunications Conference at Atlantic City, intends to complete that task, which will run until September. [CLOSED CIRCUIT, March 24]. If he does decide to enter private law practice or perhaps take an executive post in radio, it probably won’t be until Christmas.

FCC CHAIRMAN now preparing to push special legislation to guarantee continued U.S. hold on international broadcasting frequencies in event Congress fails to authorize “Voice of America’s” 1948 budget. Move being planned in close cooperation with State Dept. International Broadcasting Division.

IF FCC RESUMES licensing of daytimers on clear channels after June 2 daytime skywave hearing, observers think it will be with 250-w to 1-kw power limitation on daytime grants, at least until clear-channel case is decided. Day and limited-time applications for

(Continued on page 24)

Upcoming


May 20: NAB housewarming, NAB Headquarters, Washington, 5-7 p.m.


May 25-28: Advertising Federation of America Annual Convention, Hotel Statler, Boston.

Other Upcomings Page 83)

Business Briefly

CHEVALIER SOUGHT • General Motors Corp. through Myron Kirk, radio director of Kudner Agency, reportedly negotiating with William Morris Agency for packaged, live or transcribed, show starring Maurice Chevalier in fall but with asking price of $5,000 per week cut in half. Package would also include Beatrice Lillie, comedienne. Kraft interested if price is shaved.

FORD REPLACEMENT • Permanent replacement June 18 for Dinah Shore Show, 9:30-10 p.m. Wed. on CBS, sponsored by Ford Motor Co., will be Meredith Willson. Contract for 52 weeks, handled by Kenyon & Eckhardt. Formerly was J. Walter Thompson Co. account.

GENERAL MILLS RENEWS • General Mills, Minneapolis, June 2 renewes for 52 weeks Hymns of All Churches and Betty Crocker Magazine of the Air on ABC. Programs, aired simultaneously 9-25-45 a.m., CDST Monday through Friday over ABC network. Agency, Warner-Fitzgerald-Sample, Chicago.

NEW PARKER INK • Parker Pen Co., Janesville, Wis., May 28 starts six-week campaign to introduce new quick-drying superchrome ink. Campaign includes announcements on two Parker shows Information Please and Ned Calmer and News, beginning May 28 and 31 respectively.

ANNIVERSARY ON ABC • Jewish Daily Forward, newspaper, will celebrate 50th anniversary by sponsoring special dramatic half-hour program May 25-11:30 a.m. on ABC.

HOTEL SPOTS • Greater Chicago Hotel Assn., through M. M. Fisher Assoc., Chicago, starts spot campaign in 11 cities within 400-mile radius to advise on availability of rooms.

WHITEMAN DISC SHOW SOLD OUT BY ABC

ABC’s new five-weekly hour-long Paul White- man show is money show sold out last week when Wesson Oil & Snodrift Sales Co., New Orleans, and Nestle’s Milk Products Inc., New York (Nescafe), bought both remaining 15-minute segments. Time sale—$5,000—which network believes largest in radio history covers sponsorship of program by National Biscuit Co., R. J. Reynolds (Camels) and above sponsors, each carrying show for quarter-hour periods, Mondays through Fridays, 3:30-4:30 p.m. beginning June 30. Paul Whiteman reportedly will receive $4,000 weekly.

Wesson will drop Edwin C. Hill program on 77 ABC stations, Mon.-Fri. 3:30-4:30 p.m.

Agencies are: McCann-Erickson for National Biscuit; William Esty & Co. for R. J. Reynolds; Kenyon & Eckhardt for Wesson; Compton Adv. for Nestle’s.

BROADCASTING • Telecasting
Now Nashville has natural gas—and industries are using 184.6% more than last year. . . . Such tremendous gain has created almost a new industry. . . . More workers were needed to lay extra lines and expand maintenance services. . . . Such new or increased business activity means more dollars added to the $800,- 477,000 buying income of the Nashville retail market. And it means more dollars to buy your products. . . . So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS  980 KC

AMERICAN  

MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.
LATE NEWS
ON WTNT, AUGUSTA, GEORGIA
AS REPORTED TO ADVERTISERS AND AGENCIES
BY THE NATIONAL BROADCASTING COMPANY

ACTUAL MEASUREMENTS OF WTNT’S FIELD STRENGTH
INTENSITY REVEALS WTNT COVERAGE AREA IS GREATER
THAN PREDICTED!

The station audience maps in your WTNT folder are based on predicted
coverage. Actual measurements made after WTNT went on the air reveal
that WTNT covers intensely an additional area in South Carolina, which
is actually a part of the Augusta metropolitan area.

This additional area adds approximately 15,400 more population to
WTNT’s intensive coverage area . . . and these 15,400 spend over
$4,000,000 a year, have a buying income in excess of $9,000,000 a year.
In the original WTNT folder the “Over 50% circulation, Daytime Area”
column, and both columns under “Nighttime Area” should be revised as follows:

| Population | 104,300 |
| Radio Families | 22,480 |
| Retail Sales | $49,095,000 |
| Gross Buying Income | $90,558,000 |

WTNT
AFFILIATE
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles
Philip J. Merryman

for 20 years with the National Broadcasting Company and recently manager of its Planning and Development Division has become a partner in the firm of

Anderson & Merryman
Radio Consultants
(formerly H. V. Anderson & Associates)

Offices
New York City
33 W. 42nd St.
Suite 1726-28
Wrs. 7-9391-2

New Orleans
American Bank Building
Suite 715
Raymond 0111

Laboratories: Baton Rouge, La.
Roosevelt Road

Affiliated with Chambers & Garrison

1519 Conn. Avenue
Washington, D. C.

Michigan 2261
Family man!
Everybody likes adventure. That's why Columbia Pacific's *A Man Named Jordan* has rung up such Hooperatings as 8.6 and 8.4, with 30.4% and 33.5% of the listening audience.* These ratings were earned when *A Man Named Jordan* was a sustaining summer program. Which means, of course, that Jordan became one of the Coast's leading men at a time when he had no sponsor to cheer him on. Just think what he could do with a little encouragement — maybe yours! The formula for *family-size* adventure audiences: rampant action against a backdrop of international intrigue. Rocky Jordan supplies these habit-forming attractions with swift, sure justice for the spies and assassins who infest the underworld of Cairo. A tough guy with a soft heart, Jordan packs a mean left on the side of Right. Adventure fans, old and young, find these commendable contradictions worth their complete attention. Programs that appeal to every member of the family are the special mark of the Columbia Pacific Network. More complete listening means more sales for sponsors. The advertiser who wants a greater number of sets tuned to his message, with *more people* listening, should contact *A Man Named Jordan*. We'll gladly arrange the introduction. Call us, or Radio Sales.

*Hooper Special Report, July and September, 1946*
Feature of the Week

RADIO EDITORS of Cleveland newspapers have been beating the drums in recent months for more symphonic music on local stations. Most vociferous has been the Plain Dealer’s Robert A. Stephen, who asked readers to write the program directors of Cleveland stations asking for more symphonic music.

C. M. Hunter, program director of WHK Cleveland, was bombarded with several hundred letters as a result of Mr. Stephen’s lobbying. Mulling over the fact that Cleveland stations were already presenting most of the nation’s outstanding symphonic groups— including the New York Philharmonic, the NBC Symphony, the Cleveland Orchestra and the Boston Symphony—Mr. Hunter and K. K. Hackathorn, WHK vice president and general manager, undertook to learn whether these allegedly symphony-starved listeners were already hearing all the available symphonies.

Compiling a telephone list from the names of those who wrote WHK, they employed Market Research of Cleveland to call each one while Cleveland Orchestra was on the air on Saturday, April 12, and during the NBC Symphony broadcast Sunday, April 13. Each person answering was asked three questions: Was your radio on when the phone rang? What station are you listening to? What is the program you are listening to?

The replies, according to a sworn statement by the research firm, were:

<table>
<thead>
<tr>
<th>DAY</th>
<th>Total Listened to Symphony</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATURDAY</td>
<td>128—Total talked to:</td>
</tr>
<tr>
<td></td>
<td>38—Symphony Listeners 27.55%</td>
</tr>
<tr>
<td></td>
<td>62—Not Listening to Any Program 44.90%</td>
</tr>
<tr>
<td></td>
<td>38—Listening to Other Programs 27.55%</td>
</tr>
<tr>
<td></td>
<td>100—Total Persons Not Listening to Symphony 72.95%</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>161—Total talked to:</td>
</tr>
<tr>
<td></td>
<td>42—Symphony Listeners 26.1%</td>
</tr>
<tr>
<td></td>
<td>89—Not Listening to Any Program 55.3%</td>
</tr>
<tr>
<td></td>
<td>30—Listening to Other Programs 18.6%</td>
</tr>
<tr>
<td></td>
<td>100—Total Not Listening to Symphony 72.9%</td>
</tr>
</tbody>
</table>

WHK, incidentally, which initiated the survey, is owned by the Plain Dealer.

Sellers of Sales

UNLESS a prospective client is prepared to use radio consistently, in large volume, over a long period, William H. (Bill) Sandiford recommends against radio as a fruitful advertising medium. By not recommending radio to scores of clients, Bill built up his agency’s timebuying to the point where at one time he was writing, producing or supervising 30 shows a week for Mae Wilkins, Cole & Weber, Seattle-Portland agency, where he is now account executive and supervisor of all radio activities.

Bill was born March 27, 1909, in Victoria, B. C., and later crossed the border to the U. S. He calls himself “a radio product of show business.” For six years he was a leading man in dramatic stock companies ranging through the west. In 1930 he went to KOL Seattle as an announcer. The next steps took him to Koin Portland as a salesman, to KALE Portland as production manager, then back to KOIN as announcer-producer.

Tiring of Portland, he bought an interest in KAST Astoria, Ore., where the gross income was tripled one year by using high-gain radio methods in a small town. His record of achievement carried him in one jump to the job of director of radio for Mac Wilkins, Cole & Weber, in 1937.

After a brief stint in the Army, he joined the Boeing Aircraft Co. as assistant advertising manager, a job which included producing the Boeing Hour weekly for over a year. In November 1946 he returned to W, C & W in his present capacity.

Bill doesn’t like to sell radio to the client on the basis of loyalty, or the advertiser’s personal desires. If a client suggests radio, Bill will think of all the reasons not to use it, then go on to frame a schedule which will bring definite, measurable results. Early in the war, Seattle station representatives told him he was buying more radio time than any other agency in town.

His theory on the use of radio in the Pacific Northwest boils down to this: “The biggest regional advertisers buy comparatively little time, when measured against the volume of high-priced programming which comes out of the East. Therefore, every dollar invested in radio must pay off. And the way Bill plays it, every dollar does.

Married since 1935, Bill lives in the scenic Seward Park section of Seattle. His hobby: “Shooting the breeze on radio.”

KFOR
KFOR is ideally situated for your test campaigns—and equipped to furnish you valuable information about typical consumer audiences. Lincoln is Nebraska’s second market, a community of 100,000 people—plus. Lincoln is the Capital City of Nebraska, and home of the State University. 20,000 typical American families live in Lincoln and LISTEN TO KFOR.

For a test that will give you accurate results at reasonable cost—TRY KFOR.

BILL
AMONG ST. LOUIS' OWN Traditions

is Economic Stability...

...resulting from DIVERSITY OF INDUSTRY

St. Louis has the greatest diversity of industry of any major manufacturing center in the world. Less than 8% of wage earners are concentrated in any one industry. Economic fluctuations are therefore not great. Each year, 2800 St. Louis factories produce 3300 different products...over $1,000,000,000 in merchandise.

St. Louis is the second largest transportation center in the United States. Has been a great trading center since export of furs flourished here over 140 years ago.

Industrial diversity creates balance and stability. No less important in radio, diversity is the KWK keynote. Music and drama, news and public service are blended for broad listening interest. Wide variety of program content, plus the keying of many programs to local interests, results in KWK's high acceptance in St. Louis.

St. Louis' Own
and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
AVAILABLE!

Ethereal and undoubtedly spiritual as we are here at F & P, we still gotta eat—and here you have Mr. Ewie Blain of our New York Office killing two birds with one stone! Like all the rest of our F & P Colonels, Ewie spends many a lunch, dinner, and yes, even breakfast in talking spot-broadcasting. If you’re too busy to talk spot-broadcasting in your office, we’ll take any “availability” you can offer, from 12:00 Noon, on around the clock—chain break, 1-minute, 15-minutes or full hour!

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE: KOB
BALTIMORE: WCBM
BEAUMONT: KFDM
BOISE: KDSH
BUFFALO: WGR
CHARLESTON, S. C.: WQSC
CINCINNATI: WCKY
COLUMBIA, S. C.: WIS
CORPUS CHRISTI: KRIS
DAVENPORT: WOC
DES MOINES: WHO
DENVER: KVOD
DULUTH-SUPERIOR: WDSS
FARGO: WDAY
FT. WORTH-DALLAS: WBAP
HOUSTON: KXYZ
INDIANAPOLIS: WISH
KANSAS CITY: KMBC
LOUISVILLE: WAVE
MINNEAPOLIS-ST. PAUL: WTCN
NEW YORK: WMCA
OMAHA: KFAB
PEORIA-TUSCOLA: WMBD-WOZ
PORTLAND, ORE.: KEX
RALEIGH: WPTF
ROANOKE: WDBJ
SAN DIEGO: KSDF
ST. LOUIS: KSD
SEATTLE: KIRO
SYRACUSE: WRFN
80% of Managers for New Radio Law

Broadcasters Would Oppose Program Controls

EIGHTY per cent of station managers believe that Congress should enact a new law governing radio.

Of those who hold that view substantial majorities indicate that they are:

- Against program controls.
- Opposed to fixing the price of a station by formula and many other rules limiting business management of stations.

In favor of more clearly defined procedural and general policy practices on the part of the FCC or other governing body.

Broadcasting's fourth poll of station managers (sixth in the TRENDS series being conducted by Audience Surveys Inc.) was addressed to a representative cross-section of station managers in April. The questionnaire was designed to measure broadcasters' opinions about the adequacy of the present law governing radio broadcasting and to provide those who feel it inadequate with an opportunity to express their opinions about new legislation.

The ballot sent to station managers was accompanied by a letter pointing out that new radio legislation has been under consideration in Congress for some time. Since the ballot was mailed Broadcasting has reported [BROADCASTING, April 28] that Sen. Wallace H. White Jr. (R-Me.), chairman of the Senate Interstate and Foreign Commerce Committee and Majority leader, is preparing a new radio law which will be introduced within a comparatively short time. Senate White is co-author of the original Radio Act of 1927, the Communications Act of 1934 and the White-Wheeler bill of the 78th Congress. Findings of the TRENDS survey may be of help in preparing this legislation.

**TABLE III**

<table>
<thead>
<tr>
<th>Business</th>
<th>% of all Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Rules governing multiple station ownership in the same area—&quot;duplicates&quot;</td>
<td>73</td>
</tr>
<tr>
<td>Limitation of number of stations one licensee may own</td>
<td>58</td>
</tr>
<tr>
<td>Rules governing station ownership by licenses with other primary interests</td>
<td>37</td>
</tr>
<tr>
<td>Limitation of station ownership by newspapers</td>
<td>36</td>
</tr>
<tr>
<td>Filing of annual financial statements</td>
<td>33</td>
</tr>
<tr>
<td>Filing of program schedules</td>
<td>30</td>
</tr>
<tr>
<td>Filing of annual employment and salary figures</td>
<td>22</td>
</tr>
<tr>
<td>A formula to fix the price at which stations can be sold</td>
<td>6</td>
</tr>
</tbody>
</table>

Results of the survey follow.

"Do you believe that Congress should enact a new law governing radio broadcasting, or do you feel that the present law is adequate?"

<table>
<thead>
<tr>
<th>% of all Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>New law needed</td>
</tr>
<tr>
<td>Present law adequate</td>
</tr>
<tr>
<td>Don't know</td>
</tr>
<tr>
<td>No answer</td>
</tr>
</tbody>
</table>

TOTAL 100%

Four out of five broadcasters believe Congress should enact a new radio law, more than eight times as many as feel that the present law is adequate. Only 11% of the panel were noncommittal or had no opinion.

Although no comments were requested, some broadcasters clarified their answers with additional remarks:

"Present law is adequate, only a few changes needed."

"Present law adequate—with careful equitable administration."

"Present law should be amended."

"Present law adequate, interpretation is the only problem, and new laws would not necessarily correct this."

"New law needed, but the present…"

(Continued on page 85)

**TABLE II**

<table>
<thead>
<tr>
<th>Programming</th>
<th>% of all Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>The authorization of editorializing on the air</td>
<td>77</td>
</tr>
<tr>
<td>The identification of commentators to distinguish them from straight news programs</td>
<td>64</td>
</tr>
<tr>
<td>The definition of &quot;public interest&quot; or &quot;public service&quot; programs</td>
<td>61</td>
</tr>
<tr>
<td>The elimination of racing result programs</td>
<td>31</td>
</tr>
<tr>
<td>The elimination of money give-away programs</td>
<td>16</td>
</tr>
<tr>
<td>The establishment of a required ratio of network to station time</td>
<td>15</td>
</tr>
<tr>
<td>Regulation of the length and content of commercial announcements</td>
<td>14</td>
</tr>
<tr>
<td>The allotment of a specified % of time to be devoted to programs on controversial issues</td>
<td>10</td>
</tr>
<tr>
<td>The establishment of a required ratio of commercial to sustaining programs</td>
<td>10</td>
</tr>
<tr>
<td>The establishment of a required ratio of local vs. wire news in news broadcasts</td>
<td>4</td>
</tr>
</tbody>
</table>

**TABLE IV**

<table>
<thead>
<tr>
<th>Procedural and General Policy</th>
<th>% of all Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td>Clearly specified rules governing the granting of temporary licenses</td>
<td>87</td>
</tr>
<tr>
<td>The separation of the FCC into divisions: one for broadcast, one for common carrier</td>
<td>85</td>
</tr>
<tr>
<td>Specific conditions under which hearings are to be granted</td>
<td>83</td>
</tr>
<tr>
<td>Clearly specified rules governing daytime grants on clear channels</td>
<td>80</td>
</tr>
<tr>
<td>Limitation of time, from the day an action is filed, within which a decision must be returned on any case before the FCC</td>
<td>76</td>
</tr>
<tr>
<td>Ceiling on the number of AM grants</td>
<td>63</td>
</tr>
<tr>
<td>Ceiling on the number of FM grants</td>
<td>57</td>
</tr>
<tr>
<td>Ceiling on the number of television grants</td>
<td>51</td>
</tr>
<tr>
<td>Rotation of the chairmanship of the FCC</td>
<td>50</td>
</tr>
<tr>
<td>Incorporation of the FCC within a government department (under Cabinet status) and termination of its existence as an independent agency</td>
<td>29</td>
</tr>
<tr>
<td>An increase in the number of FCC commissioners</td>
<td>15</td>
</tr>
<tr>
<td>A reduction in the number of FCC commissioners</td>
<td>14</td>
</tr>
</tbody>
</table>
### CBS Night Prices Up 5% Over Last Year

Hike Due to Discount Reduction On Revised Rate Cards

**NIGHTTIME** sponsors on CBS are paying the network approximately 5% more than they did last year. This rise is noted in the new rate card which was recently circulated to clients by CBS and provides a discount reduction of 5% for advertisers having programs in the 8-10 p.m. period.

New advertisers were charged the extra 5% effective March 15, but those currently on the network will get the old discount until next year due to the protective clause in all contracts.

Another feature of the new rate card is a provision stating that in order to qualify for the full network discount of 15%, sponsors must use at least 125 CBS stations, and in addition the aggregate gross evening hour rate must total $26,000 or more. CBS on the other hand claims that this provision affords the advertiser more flexibility by enabling him to pick any 125 stations instead of the particular ones CBS specified on the old card.

---

### Rexall's Durante - Moore To Leave CBS for NBC

REXALL DRUG Co., Los Angeles, sponsors of the Durante-Moore Show on CBS 9:30-10 p.m. Fridays, will switch from that network to the 8:30-9 p.m. Friday night period on NBC. Latter period was relinquished by Bristol - Myer's Alan Young Program. Move to NBC becomes effective July 4th when the summer replacement for Durante-Moore Show, Rexall Summer Theatre, takes over.

Meanwhile the Rexall Drug Co., through its agency, N. W. Ayer & Son, New York, last Thursday signed a 52-week contract with Jimmy Durante for the third successive year. He will return to the air for Rexall Oct. 3 with a new format which will probably include guest stars, Garry Moore, who has been featured on the broadcasts with Mr. Durante, will not return in the fall and has not announced his future plans. Phil Cohan, producer of the program, will continue in the fall. Show will also be heard at 8:30-9 p.m., the West Coast repeat.

---

### Adam on NBC

ADAM HAT Co., New York, July 20 starts sponsorship of The Big Break, an amateur program featuring Eddie Dowling as m. c. on NBC, Sundays 10:30-11 p.m., previously starring in Old Gold. This marks the first time that Adam Hat Co. has sponsored a network entertainment show. Previously the advertiser has sponsored sporting events. In addition to a large campaign in spot announcements, Blow Co., New York, is the agency for Adam Hat Co.

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### COCA COLA CO. TO BUY TWO PROGRAMS ON CBS

COCA COLA Co., Atlanta, Ga., returns to the air in August and September when it will sponsor two half-hour musical shows on CBS. In August the soft drink firm will present Percy Faith and his orchestra with guest stars, Garry Moore, who has been featured on the broadcasts with Mr. Faith, and his orchestra are heard on the NBC Cornetton Contented Hour show. In October Coca Cola brings Morton Downey back on Fridays, 10:30-11 p.m., in a musical variety show. In addition a quarter-hour transcribed daytime show, Claudia, will be made available to local Coca Cola bottlers throughout the country for placement on local stations five times weekly. Transcriptions will be made in New York, and will be mailed to each station as time is bought by the local bottlers with their individual advertising appropriations. Agency is D'Arcy, New York.

Aggregate time bought from CBS for the two half-hour shows will cost Coca Cola about one million dollars, figured on the basis of 52-week contracts.

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### Summer Replacement Schedule for Networks

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PROGRAM</th>
<th>SUMMER REPLACEMENT DATE</th>
<th>TIME (All P.M.)</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>Jack Paar</td>
<td>June 1 Sun. 7:00-7:30</td>
<td>Foote, Cone &amp; Belding</td>
<td></td>
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<tr>
<td></td>
<td>An Evening with Romberg</td>
<td>June 10 Tues. 10:30-11:00</td>
<td>Busset M. Seeds</td>
<td></td>
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<tr>
<td></td>
<td>Rogers Gallery</td>
<td>June 8 Sun. 7:00-8:00</td>
<td>Bennett &amp; Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frances Langford</td>
<td>June 3 Thurs. 8:30-9:00</td>
<td>Wolfe &amp; Woodhead</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tex Beneke</td>
<td>June 9 Mon. 7:00-8:00</td>
<td>Bennett &amp; Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Frankie Carle</td>
<td>June 17 T. Th. 7:00-7:15</td>
<td>Newell &amp; Emmett</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Blue Ribbon</td>
<td>June 26 Thurs. 10:30-11:00</td>
<td>Warner &amp; Legler</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Music Time</td>
<td>June 24 Tues. 9:30-10:00</td>
<td>Needham, Louis &amp; Brophy</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fred Waring</td>
<td>July 3 Thurs. 8:30-9:00</td>
<td>McKee &amp; Albright</td>
<td></td>
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<tr>
<td></td>
<td>Adventures of Philip Marlowe</td>
<td>July 1 Sun. 8:00-8:30</td>
<td>Walter Thompson Co.</td>
<td></td>
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<tr>
<td></td>
<td>Eye Affen</td>
<td>June 1 Sun. 6:30-7:00</td>
<td>Sullivan, Staufer, Calwell &amp; Bayles</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>Arthur’s Place</td>
<td>June 20 Fri. 9:30-10:00</td>
<td>Kenyon &amp; Eckhardt</td>
<td></td>
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<tr>
<td></td>
<td>Lawyer Tucker</td>
<td>June 12 Thurs. 9:30-10:00</td>
<td>B.urkett &amp; Ryan</td>
<td></td>
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<tr>
<td></td>
<td>Woody Herman Show</td>
<td>June 13 Sun. 4:30-5:00</td>
<td>N. W. Ayer &amp; Son</td>
<td></td>
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<tr>
<td></td>
<td>8 week hiatus</td>
<td>June 8 Fri. 8:00-8:30</td>
<td>Young &amp; Rubicam</td>
<td></td>
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<tr>
<td></td>
<td>Silver Theatre</td>
<td>June 8 Sun. 6:00-6:30</td>
<td>Young &amp; Rubicam</td>
<td></td>
</tr>
<tr>
<td>MBS</td>
<td>The Shadow</td>
<td>July 14 Mon. 10:00-11:00</td>
<td>Biow Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Abbott Mysteries</td>
<td>June 30 Mon. 8:30-9:00</td>
<td>Young &amp; Rubicam</td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>Quick As A Flash</td>
<td>July 4 Fri. 8:30-9:00</td>
<td>N. W. Ayer &amp; Son</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Shadow</td>
<td>June 1 Sun. 5:00-5:30</td>
<td>Birmingham, Castelman, Sullivan</td>
<td></td>
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<tr>
<td></td>
<td>Abbott Mysteries</td>
<td>June 8 Sun. 6:30-7:00</td>
<td>Wm. Weintraub</td>
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<tr>
<td></td>
<td>Lights Out</td>
<td>July 23 Wed. 10:30-11:00</td>
<td>Biow Co.</td>
<td></td>
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<tr>
<td></td>
<td>Deadline Mystery</td>
<td>April 20 Mon. 2:00-2:30</td>
<td>R. H. Leiblack &amp; Co.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Spring Festival</td>
<td>May 4 Sun. 6:30-7:00</td>
<td>Kenyon &amp; Eckhardt</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Welcome Travelers</td>
<td>June 30 Mon.-Fri. 12:00-1:30</td>
<td>Compton Adv.</td>
<td></td>
</tr>
</tbody>
</table>

### Musical Shows Dominate Summer Replacements

SUMMER FARE on the networks will be predominantly musical shows, with mysteries running a close second. Of the replacements scheduled so far, eight are musical, six mysteries, three comedy shows, two dramatic programs and one interview program.

At least six shows, with many more planned but not announced yet, are expected to take an average eight week hiatus.

### Alligator Cigarette's Campaign is Planned

LARUS & Brother Co., Richmond, Va., will introduce its new Alligator Cigarettes in New York with morning and evening radio newscasts, chainbreaks and spot announcements on five New York stations beginning May 26 and June 2.

On WNBC New York beginning May 29 the cigarette firm will sponsor a five-minute newscast three times weekly, 8-8:05 a.m. and three one-minute spots weekly.

On WOR New York beginning June 2 the firm will place 12 chainbreaks weekly, and six newscasts weekly, 10-10:15 a.m.

Five chainbreaks weekly begin on WJZ New York on May 26 and at the same time a spot announcement before and after the baseball games on WINS New York will be heard three times weekly. Four spots weekly will be placed on WNEW New York. Agency is Duane Jones, New York.

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![Drawn for Broadcasting by Bld Hix](image_url)

*"And now a word from our sponsor, whose views on El Ropo cigars are his own and not necessarily those of this commentator!"*
W. B. Ryan Flays Bids for BMB Funds
Says Action Should Await NAB Board Decision
By J. FRANK BEATTY

OPPOSITION of Southern Californian independents to a second BMB survey in 1948 broke out with a bang Friday when William B. Ryan, vice president and general manager of KFI Los Angeles and NAB board member for District 16, challenged the right of NAB President Justin Miller and BMB President Hugh Felits to ask renewals at this time.

Mr. Ryan's challenge came on the eve of the NAB board meeting Wednesday and Thursday in Washington, catapulting the topic into top place on the agenda.

Basis for the Ryan demand is that the board failed to give specific approval to a 1948 BMB survey at its last meeting in San Francisco Jan. 5-7. In view of that action, he contended, he could not understand why Mr. Felits and Judge Miller have added stations to sign for 1948 when board policy will be discussed at this week's meeting.

Sees No Changes Yet

Mr. Ryan argued that 1948 figures would be used as a point of reference in determining changes over the present BMB pattern and that BMB should "remain in the laboratory for another year." He favored the BMB technique but felt a nationwide study should not be made oftener than every three years.

G. Richard Shafto, general manager of WIS Columbia, S. C., and NAB board member for medium stations, joined the fray Friday with a telegram to Mr. Felits in which he said WIS renewal would depend on BMB action on a long-term subscription plan.

The subject has been discussed at all NAB area and district meetings this year, with resolutions endorsing BMB passed in nearly every case. At several meetings the 1948 study was endorsed. Mr. Felits has told stations that only a few dollars remain of the original fund, enough to keep the office operating until July 1. Agency timebuyers appeared at all meetings to praise the BMB reports and explain their helpfulness in buying time in the laboratories.

The NAB board's January action came in a resolution expressing full confidence in BMB's work and progress in fulfilling the "original obligation" believing "continued consideration should be given to the use of these data and improvement in techniques in preparation for the next nationwide study.

At the time of the NAB Area Meeting in San Francisco Jan. 8-10, shortly after the board's session, a group of Southern Californian broadcasters had voiced antagonism to renewal of BMB subscriptions.

Mr. Ryan sent to all board members copies of his telegram to Judge Miller and Mr. Felits. The telegram follows:

Retel as to when KFI would re-subscription for BMB survey. Reference to minutes of NAB board meeting San Francisco will show that the board declined to approve a 1948 survey. In view that do not understand what Mr. and Judge Miller have sent out communications, asking stations to sign for 1948. Feel it is definitely in order for board to consider this matter again at next week's meeting--before stations are solicited for renewal.

I am almost certain our station or any network affiliate with consistent program would not show any material change in 1948 figures over present BMB pattern. It is my contention that BMB should remain in the laboratory for another year. I am in favor of this uniform method of measurement but believe it will benefit by further research and some doubt that a nationwide survey is advisable more often than every three years.

Text of Mr. Shafto's telegram to Mr. Felits follows:

Only you and BMB board can determine date WIS renewal BMB subscription. We would not show any material changes in the three or five-year subscription plan that omits reference to non-subscribers, settles the question of survey frequency, and provides us with a reasonably accurate year-to-year cost of participation.

BMB has been the topic of heated discussion at most board meetings within the past three years. At the Chicago meeting last October a scathing resolution de-

nouncing BMB was voted down in favor of a milder version calling on BMB to prove its studies were an aid to advertisers and agencies and that they helped stations sell their time in accord. The report was made to the board in January.

A busy agenda faces the board as it meets for the first time in the board room on the second floor of the new NAB headquarters building, which will be the scene of a housewarming Tuesday 5-7 p.m. on the eve of the board session.

Hope for board action on proposed industrial robots vanished last week when the full Special Standards of Practice Committee, meeting Monday and Tuesday in New York, reviewed findings of its program and commercial subcommittees, adopted principles for a

(Continued on page 92)

Agreement by NAB-ASCAP Expected Before September

Compromise Labor Bill Being Sought

Senate and House Group Hopes to Avoid Veto By President

SENATE AND HOUSE conferences on the labor bill are meeting this week in a determined effort to work out a compromise which will be approved by the White House.

Although both houses of the Senate bills were passed with a sufficient majority to indicate at first glance adequate strength to override a veto, close analysis showed a number of possi-

"simple" switches in the Senate which would rule out the necessary two-thirds majority.

Disposition of the majority leadership in both chambers was indicated in the choice of conferences and the tone of statements made as they went into their preliminary meetings last Thursday.

Chairman Fred A. Hartley (R.-N.J.) predicted the House would drop its fight to prohibit industry-wide bargaining, one of the provisions of the House bill which earned it a "tough" label. The Senate bill does not include such a ban. House conferences are expected, however, to seek Senate agreement on a ban against mass picketing and the "bill of rights" for unions, which is designed to put a ceiling on union dues, and regulate certain other union internal adminis-

tative matters.

Mr. Hartley also admitted that he and his fellow conference members are keeping in mind the chance of a Presidential veto and possibility that the Senate might not be able to gather the two-thirds vote to override it.

Meanwhile, sources close to House GOP leadership indicated that a Republican policy committee meeting last week had gone over the labor legislation in detail, with the conclusion that by hewing closer to the Senate bill a more favorable White House response might be produced.

Rep. Clarence Brown (R.-Ohio) told BROADCASTING, however, that the leadership is not disposed to write a bill for the White House. This, he said, would be contrary to good government. "It's up to Congress to write laws," he added, "not the President."

Chairman Irving M. Ives (R-N.Y.) as one of the Senate conference members told BROADCASTING they group seems to indicate the Senate group will try to keep the Senate "moderate" bill as intact as possible. Senator Ives has told that the bill, as passed by the Sen-

ate Tuesday stands a much better chance of Presidential approval, or in the event of a veto, a better

(Continued on page 79)
**Program Exchange Service Begins July 1**

**Husing Show to Be First Feature Of Project**

NEW program exchange service, operating on a cooperative Program Exchange basis, similar to motion picture exchanges, will be launched July 1 by Broadcasters' Guild Inc., with the Ted Husing Bandstand as the first transcribed feature, according to Donald H. Davis, WHB Kansas City, its president, and James Parks, vice president [BROADCASTING, May 5].

The feature will be a six-week full hour disc-m.c. program, with one national sponsor already sold, to be interested in a daily quarter-hour. The remaining segments will either be sold nationally or made available for regional and local sale.

Two types of membership have been arranged by the Guild, station and personal, with members in charge of all official transactions. Already membership has been announced for 13 areas, with negotiations pending for nine others.

**Guild Officers**

Guild officers, besides Mears, Davis and those follows: James J. Rick, Union National Bank, Kansas City, treasurer; Stanley Garrity, of the law firm of Caldwell, Downing, Noble & Garrity, Kansas City, secretary.

List of members follows:

- New England Exchange, Boston, Lincoln Tavern, Yankee Network
- Midwest Exchange, Chicago, Glenn Snyder, WLS
- Nebraska Western Iowa, Omaha, John G. Gillin Jr., WOW
- Eastern Missouri, St. Louis, Robert T. Cowey, KWK
- Western Missouri, Donald Dwight Davis, WHB Kansas City
- Inter-Mountain, Salt Lake City, S. J. Davis, KSL
- Colorado Wyoming New Mexico, Gene Cowper, KDYL
- Wisconsin, Detroit, Fred Weber, WGBU
- San Francisco, Edwin F. Franklin, K地
- Tampa George Chambers, KCNA
- List of tentative members, with whom negotiations are in an advanced stage:
  - Northern Ohio, John F. Patt, WQAR
  - Cleveland, John F. Patt, Harry Wims, WJR Detroit
  - Lansing, C. A. Richards, Robert O. Reynolds, KMFC Hollywood
  - Pittsburgh, G. B. (Pete) Wupper, KKY Southern Ohio, James D. House, WLW Cincinnati
  - South Carolina, G. Richard Shaffer, WIS Columbia, S. C.
  - Memphis, G. B. Wooten, WREC Georgia, John M. Outler Jr., WBB Atlanta
  - Minneapolis, Norman Boggs, WLOL Wisconsin, Don Loush
  - Besides the Ted Husing series, the Guild is linning up well-known Hollywood and other talent.

- Mr. Garrity, who serves as counsel as well as secretary, is preparing articles of incorporation. He is likely to be filed in Delaware, along with agreements covering membership and standard forms covering program and program contracts.

- The Guild is to operate on a non-profit basis, with earnings devoted to promotion, expansion and acquisition of desirable properties. A sales system will be devised, based upon volume secured by each exchange and contributions by each member.

- Mr. Parks, as Hollywood vice president in charge of programs, will screen programs submitted to the Guild. Those he selects will be submitted to the membership, which will serve as an audition board and submit reports on each offering. Programs will be judged on salability in the member's territory and usefulness to the Guild member's station or stations. Among programs now being considered by Mr. Parks for submission to the audition board are Open Your Eyes, music and poetry, syndicated by Les Paul Trio and Jimmy Atkins; singing weather reports; Andrew Sisters; Music by Miru, piano library.

- Mr. Parks explained that the Guild project is in no sense a transcription network but that transcribed Guild programs will be scheduled at the discretion of the local station or sponsor. Features are planned for all hours of the day and night, covering the entire programming range except comedy.

Syndication of successful local shows worthy of wider presentation is one of the Guild's primary objectives. Mechanics will be set up to protect program ideas and stimulate interest in local programs. When transcribed programs produced by Guild members are syndicated, the Guild will advertise these programs to develop sales. Transcribed "name" libraries will be syndicated with a nationwide organization serving all markets. Three library properties already have been tentatively acquired with more to be added.

Several series of weekly half-hour programs in the musical and dramatic fields will be developed, all including leading names. Each name will be presented in a series of 52 complete programs, expected to prove attractive to sponsors. Other projects include syndication of station promotion material, preparation of educational matter and organization of training seminars, promotion of national contests and special events.

Mr. Davis entered broadcasting in 1931 from the agency field, going to WHB as president when the station was purchased by Cook Paint & Varnish Co. He had been Cook account executive at Loomis, Baxter, Davis & Whalen, where he was a partner. At WHB he originated and developed many programs that rose to national.

(Continued on page 87)

**Trammell Hits Affiliate Group Plan**

Will Eliminate SPAC Unit

If Outlets Organize Says President

SEPARATE action by NBC affiliates through an association to prevent reduction or elimination of chain breaks [BROADCASTING, April 21], outlined by NBC in a set of proposed program standards, would make the Stations Planning & Advisory Committee unnecessary, along with the network's annual meetings, according to Niles Trammell, NBC president.

Such an affiliate organization would upset the whole relationship between affiliates and the networks, Mr. Trammell inferred in a letter to Harry Bannister, general manager of WWJ Detroit. Letter also was sent to other affiliates.

First steps by affiliates to oppose NBC's proposals, which had been submitted for discussion purposes, were taken at a meeting held March 14 in Chicago under chairmanship of John J. Gillin Jr., WOW Omaha. This meeting unanimously adopted a resolution by Mr. Bannister to name a committee to investigate the idea of forming a voluntary association of NBC affiliates.

"Writing to Mr. Bannister, Mr. Trammell said the NBC proposals had been "the outgrowth of a sincere desire on the part of me and my associates to make NBC the greatest network in the world and to give full and proper consideration to the viewpoints of the independent stations associated with us."

"Merely Suggestions" Mr. Trammell contended that the regional and advisory committee meetings "provide ample forum for the discussion and exchange of views between the network and its affiliates on matters of common concern. I cannot help but feel that the establishment of a new group such as your committee of five is proposing cannot serve any worthwhile purpose which is not adequately provided for by the procedures which we have been following."

"I am sure that neither you nor any members of your committee will take exception to any revisions of broadcasting practices which will be for the ultimate good of your respective stations and NBC. Furthermore, I thought it best made amply clear at our meetings that the suggestions which we made, looking toward improved program standards, were merely suggestions which we put forth for the purpose of discussion and upon which we hoped to receive the counsel and advice of our affiliates.

NBC appears to be alone in its current station-break controversy with affiliates. The subject is especially touchy in view of the fact that station breaks in some cases mean as much as one-fourth of an affiliate's revenue.

The subject is slated for discussion at a two-day meeting of NBC station managers just prior to the opening of the NAB convention in Atlantic City in September. Affiliate meetings prior to the convention are general practice, with the other three major networks planning..."
STUDY THESE BMB DAYTIME AUDIENCE FIGURES AND SEE FOR YOURSELF!

GOOD PROGRAMMING ... GOOD SHOWMANSHIP ... GOOD PUBLIC SERVICE ACCOUNT FOR SUCH AN AUDIENCE ...

WHO

+ for Iowa PLUS +

DES MOINES 50,000 WATTS


FREE & PETERS, INC., National Representatives

BROADCASTING • Telecasting
TV Network Prospects to Be Appraised

Conference Called For Washington On June 9

THE IMMEDIATE OUTLOOK for network television—how, when, where, and how much—will be appraised in an engineering conference called by FCC last week for June 9.

Television licensees and grantees, manufacturers, and common carriers were asked to participate so that telecasters may know when inter-city relay facilities will be available and, conversely, so that common carriers and manufacturers will know when video stations will need network service.

The conference was called at a time when 10 commercial stations were on the air, grants were outstanding for 64 others, and grants plans indicated that a total of 25 to 30 video outlets would be in operation by the end of this year.

The 64 grants and licenses now under consideration involve 36 cities.

Controversy may develop around FCC's implications that it considers inter-city television relay to be a function of common carriers alone. In its proposed allocations the commission made provision for television pickup and television studio-to-transmitter links, but none for inter-city relay except by common carriers.

This proposal has already drawn the fire of some television interests, including Television Broadcasters Assn. and the Phileo Corp., which appeared in the 1600-1800 mc allocations hearings last February to plead for assignment of some frequencies for inter-city relay of television programs by the telecasters themselves [BROADCASTING, Feb. 10].

In calling the engineering conference, FCC disclosed "as a point of general information" that it would "issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 mc as soon as possible after the Radio Administrative Conference at Atlantic City," which started Thursday (See story, page 20).

Several companies have been authorized by the Commission to conduct experiments with microwave relay. These include Raytheon and General Electric; AT&T, whose coaxial cable now links Washington and New York and is installing other segments looking toward coast-to-coast links, and Western Union.

Invites Information

In calling the engineering conference, the Commission invited "all persons who can contribute to the formulation of an installation of facilities schedule for the information of all concerned."

Common carriers, FCC said, should come "prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities which have existing or potential television stations" (for list of cities, see chart below). Video licensees and permittees were asked to specify "the date of completion of the date then they will desire network facilities for their broadcast purposes."

This data, FCC declared, should be submitted to the Commission in writing by May 9 or within 10 days thereafter.

The announcement said New York, Chicago, Los Angeles, Washington and San Francisco might be assumed as origination points.

Similarly, cities having three or more video stations—there are eight with at least three grants—"might be assumed to require at least three or more network programs available simultaneously."

FCC Chief Engineer George E. Sterling will preside over the conference, which will be held at 10 a.m. in Room 2232 of the New Post Office Bldg., Washington. The date first was set at June 3, but was postponed to June 9. Text of FCC announcement:

The Commission announced today (May 12) that an informal engineering conference of representatives of especially television broadcasters, communications common carriers, and manufacturers of television transmission equipment will be held in Hearing Room 203 of the FCC Building, Washington, D.C., at 10:00 a.m. June 3, 1947, for the purpose of formulating a schedule which will set forth the expected installation dates of common carrier facilities for the television programs between cities.

Such a conference seems desirable at this time to acquaint the television broadcasters and potential interested parties with the present plans of the common carriers for relaying television programs between cities, and to acquaint the common carriers, existing and potential, with the applications of common carrier inter-city relay service.

All persons who can contribute to the formulation of an installation of facilities schedule for the information of all concerned, are invited to participate.

In connection with the conference, the Commission intends to issue a final service-assignment for the non-government fixed and mobile bands between 1000 and 13000 mc, as soon as possible after the Radio Administrative Conference at Atlantic City.

Common carriers should come to the conference prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential stations. Stations shown in the attached list, New York, Chicago, and New Orleans, and San Francisco might be assumed as initial program origination points and cities having television stations might be assumed to require at least three or more network programs available simultaneously.

Television broadcasters and construction companies should come to the conference prepared to state the date of completion of their stations and the date they will be able to supply facilities for their broadcast purposes.

Both the common carriers and the television broadcasters should be prepared to submit the above data in a form that will make it possible to set the installation dates of either the common carrier telecasts or the network programs between cities.

The Status of Video Stations Today...

HERE IS FCC's city-by-city summary of U.S. commercial television stations or construction permits, totaling 64 in 36 cities when it was released last Monday.

Ten are in operation in eight cities; the eleventh is scheduled to go on the air late this month, and two other services are being provided by experimental stations.

The summary:

<table>
<thead>
<tr>
<th>CITY</th>
<th>Existing Stations</th>
<th>Outstanding Construction Permits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque, N. M.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Ames, Iowa</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Chicago</td>
<td>1</td>
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</tr>
<tr>
<td>Cleveland, Ohio</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Columbus, Ohio</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Dallas, Tex.</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Fort Worth, Tex.</td>
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<td></td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
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<td></td>
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<tr>
<td>Johnstown, Penn.</td>
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<tr>
<td>Los Angeles, Calif.</td>
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<tr>
<td>Louisville, Ky.</td>
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<td></td>
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<tr>
<td>Miami, Fla.</td>
<td>1</td>
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</table>

Stations in operation, FCC authorities said, are:

- Balban & Kaitz Corp.'s WBKB Chicago; Evening News' WWDW Detroit; Television Productions' KTLA Los Angeles; NBC's WBBM, Du Mont Labs' WLW Cincinnati, Ohio; WPTZ Philadelphia; Post-Dispatch's KSD-TV St. Louis; General Electric's WRGB Schenectady; DuMont Labs' WRGB Washington. In addition, some of these stations have already begun operation this month. Crossley Broadcasting Corp. is operating WJZ in Cincinnati, where it has a commercial grant, and Don Lee Broadcasting System, an applicant for commercial video at Los Angeles, is operating WIXAO there.

House Subcommittee Prepares Cross-Examination of Petrillo

CROSS-EXAMINATION of James Caesar Petrillo is being planned by a three-man subcommittee of the House Labor Committee which is fully aware of the AFM chief's skill as a witness.

Chairman of the group, Rep. Dr. Richard M. Nixon (R-Cal.), himself an AFM cardholder [BROADCASTING, Feb. 24], is now in Chicago conducting extensive research into AFM affairs. Depth of the planned investigation is indicated by the fact that both Mr. Kearns and Rep. Richard M. Nixon (R-Cal.), another committee member, have been told by New York in their search for material to document what promises to be the most thorough probe ever made of AFM.

Mr. Nixon told BROADCASTING that the inquiry will be "fair and honest and not an attempt to smear either an individual or an organization." The AFM leader has been subpoenaed to appear before the subcommittee when it holds its sessions, and after the Supreme Court renders its decision on the Labor Act [BROADCASTING, May 12].

Witnesses are expected to include members of the union and its top staff, rank and file members and ex-members of AFM such as Dr. Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich. Dr. Maddy appeared before the full Labor Committee recently when the group was writing an overall labor bill known now as the Hartley bill. He has suggested that there should be legislation to force AFM to follow "fair and honest" actions before a disinterested court or tribunal.

The subcommittee's investigation is expected to concentrate on the following aspects of AFM operation:

1. Conduct of the union's internal affairs to determine whether it is serving members fair and democratic treatment, whether they are permitted a full vote, whether they are intimidated by the union;

2. Forbidding and "make work" the extent of intimidation of radio stations and recording companies;

3. Management of the union's "welfare fund," whether it is honest and administered, and whether the union royalty on records is justified.

Big Royalties

The subcommittee has learned that one union official alone has contributed $650,000 to the AFM fund through royalties. With sums of that size going into the union (Continued on page 87)
That English Bull Terrier is the unusually proud mama of ten pups. You can’t count all the pups ... but they’re all there in the picture. Some have gone below to chow. The record books say that “Puggie” has produced twice the normal number of puppies.

We’ve picked this picture to make a radio record and production point. We’re talking about sales production at low cost. The producing station is W-I-T-H. The record ... more listeners-per-dollar-spent than any of the other four stations in town.

And none of those feeding on this independent are hidden. You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers ... or it’ll be time bought by accounts whose agencies are on the way up.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

W I T H
AM and FM
BALTIMORE 3, MD.

Tom Tinsley, President  Headley-Reed, National Representatives
May 19, 1947  Page 19
**Telecommunications Confab Is Underway in Atlantic City**

SOME 700 delegates, consultants and observers of 60 nations arrived last week at Atlantic City’s Ambassador Hotel to register for the first postwar International Telecommunications Conferences, sponsored by the International Telecommunications Union of which the U. S. is a member. The first portion of the tri-part gathering, the International Radio Conference, on Thursday, began a five-week and one half month session to revise the General Radio Regulations of Cairo of 1938 [BROADCASTING, May 12].

The International Telecommunications Plenipotentiary Conference is to convene July 1 and the International High Frequency Broadcasting Conference will meet after the close of the Radio Conferences, about August 15. These conferences have been called at the recommendation of the Five Power Preliminary Telecommunications Conference held in Moscow last September.

Secretary of State Marshall on Wednesday announced that President Truman had approved composition of the U. S. delegation to the Radio Conference. The delegation heads, FCC Chairman Charles R. Denny and State Dept. Telecommunications Division Chief Francis G. Cohen, began their assignments and preparations for the first plenary session on Friday. On Thursday afternoon the heads of delegations approved the establishment of three new main committees. The proposal was ex...

(Continued on page 90)
IT TAKES a lot of pull to move a 10,000-ton freighter across Puget Sound. Experienced skippers call for husky towboats, not dinghies. So with the Seattle-Tacoma-Puget Sound market.

To sell this big, rich area you must have proved, potent Pulling Power. That's why successful advertisers—local and national—entrust their major sales load to KOMO.

This exclusive NBC outlet for the prosperous Seattle-Tacoma-Puget Sound country has been the recognized Leader in its market for 20 years. It has the listener audience, the listener confidence, the Potent Pull to do the job. KOMO can sell for you—surely, economically, without strain.
1925. This was one of the earliest photoelectric cells. It was made by Western Electric for use in commercial picture transmission over telephone wires.

1928. This "peanut" tube, the Western Electric 215A, was developed for service in World War I. It was the first commercial tube whose filament was powered by a single dry cell. It made possible compact, lightweight radio equipment.

1912. The first effective high-vacuum tube, developed by the laboratories for long distance telephony, was capable of operation at both audio and radio frequencies, and thus marked the beginning of modern electronics.

1918. This "peanut" tube, the Western Electric 215A, was developed for service in World War I. It was the first commercial tube whose filament was powered by a single dry cell. It made possible compact, lightweight radio equipment.

1919. The introduction of the copper-to-glass seal made water-cooled tubes practical. The resulting high power tubes were used for broadcasting and for transoceanic radio-telephony.

1937. This microwave generator, the 368A, was the first commercial tube to generate frequencies higher than 1500 mc. This type of tube was used by Western Electric in the first absolute altimeter.

1940. The beating oscillator, used in the great majority of radar systems. This tube generated a wave in the receiver with which the received microwave was reduced in frequency for amplification.

1937. This microwave generator, the 368A, was the first commercial tube to generate frequencies higher than 1500 mc. This type of tube was used by Western Electric in the first absolute altimeter.

-Quality Counts-
1942. This tiny 6AK5, operating in the vicinity of 400 mc, proved itself invaluable as an amplifier in radar receivers. Design specifications were supplied to other manufacturers by Western Electric to speed war production.

1940. Bell Laboratories produced the first American multivacuity pulsed magnetron from a British model. The teams of Western Electric and Bell Laboratories developed 75 new and improved magnetron designs by extending operation into the 10 cm, 3 cm and finally the 1 cm bands, and produced over 300,000 of these wonder tubes of World War II.

1945. The Bell Laboratories traveling wave tube, still in the research stage, amplifies over a band 40 times wider than present tubes—may be able to amplify dozens of colors or black and white television programs simultaneously.

TODAY. These new forced air cooled FM transmitting triodes are among the latest in the line of tubes designed by Bell Telephone Laboratories and made by Western Electric. Their thoriated tungsten filaments, rugged construction, flexible terminal arrangements and many other features make them tops in performance in the 88 to 108 mc band.

OVER 34 years ago in the laboratories of Western Electric, De Forest's Audion was improved and developed into the high vacuum tube and put to work for the first time amplifying telephone and radio frequency currents. And for over 34 years Western Electric and its research associate Bell Telephone Laboratories have been foremost in designing new and better electron tubes.

Every tube shown here and many developments basic to the tube art are examples of that leadership. More than 10 years ago, for instance, Bell Laboratories first used microchemistry to determine what gases were destructive to tube elements, and with Western Electric developed a manufacturing technique to keep these damaging elements out—thus increasing tube life many-fold.

Every one of the more than 300 codes of electron tubes now being made by Western Electric from Bell Laboratories' designs has the same unequalled background of research and manufacturing skill.

BELL TELEPHONE LABORATORIES
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
Twin Markets?

City and farm residents of Eastern Iowa like NEWS. Housing, food, travel and weather stories rate top listening. These are a few of the facts about WMTland, the highest per capita income population in the U. S.

(Under a grant from WMT, University of Iowa graduate student Dick Baxter auditioned 30 typical news stories for 1300 listeners.)

Other findings: least interesting were routine Hollywood gossip and obituaries. International and national news rated higher than purely local items.

WMT will gladly help you sell Eastern Iowa's rich twin markets where income is a happy blend of agriculture and industry ... with programs listeners LIKE.

Ask your Katz Representative

Member Mid-States Group

Torbett Is Directing New Station Group

Handling Operations for Three Outlets in Southwest

JOE H. TORBETT has taken over as director of operations of a new southwestern station group being built around new outlets at El Paso, San Angelo, and Del Rio, Tex.

Mr. Torbett has been Washington bureau chief of Press Assn., radio division of Associated Press, since 1942. Prior to that he was with the Gannett and Scripps-Howard newspaper groups for almost 15 years, he originated the format for PA's Washington-Inside Out and wrote the Sunday feature for more than four years.

The southwestern group includes KDLK Del Rio, which went on the air six weeks ago on 1230 kc with 250 w, and two stations for which FCC has issued permits. One is KXEP El Paso, owned by West Texas Broadcasting Co., and authorized to operate on 690 kc with 5 kw, directionalized fulltime [BROADCASTING, May 5]. The other is KXSA San Angelo, owned by San Angelo Broadcasters and authorized to use 600 kc with 5 kw night and 1 kw day [BROADCASTING, April 28].

Applications are pending for Houston (1060 kc, 5 kw day and 1 kw night, directionalized), Corpus Christi (1070 kc, 10 kw directionalized), Parsons, Kans. (1310 kc, 1 kw directionalized), and Norman, Okla. (1400 kc, 250 w, day).

Griffith Owns KXEP

H. J. Griffith, theatre owner-operator, owns KXEP El Paso and is the applicant for Parsons and Norman. Principals in KXSA and the applicant companies for Corpus Christi (Texas Gulf Coast Broadcasting) and Houston (Metropolitan Houston Broadcasting) include K. H. Rowley and Glen H. McClain, theatre owner-operators; James A. Clements, station owner and businessman, and L. M. Rice, attorney and owner of a boys' ranch.

In KXSA and the Corpus Christi application minority interests are held by other stockholders, including Mr. Torbett (10%) in the San Antonio operation. Messrs. Torbett and Clements also have 25% each in KDLK, with the remaining shares divided equally between Thomas O. Mathews and Richard J. Higgins [BROADCASTING, Nov. 4, 1946].

The Houston, Parsons and Norman applications have been set for hearing by FCC. Until these have been decided, Mr. Torbett plans to

FM RECEPTION

Florida Man Says He Heard New Orleans Outlets

FM RECEPTION at unusual distances by listeners in Louisiana and Florida is reported by Guy H. Popham Jr. (Guy Harris) of the traffic department of WWLH, Loyola U. (New Orleans) FM station.

One listener, B. M. Young, Morgan City, La., 75 miles from New Orleans, reported to WWLH that he had picked up the station on both of his radios, each equipped with FM, AM and shortwave bands. One of the radios, he said, has an outside antenna 35 ft high, but the FM reception is not as good as on the other radio, which is equipped with a self-contained antenna. Mr. Young said he could pick up WWLH every day on the set which has no outside antenna.

Even more unusual reception is reported by Clyde L. Walkden, chief engineer of the Palm Beach Broadcasting Corp. (WWPG and WWPG-FM), Palm Beach, Fla., 500 miles away. In letters to WWLH, two other New Orleans stations, WPBS-FM and WRCM, and the FCC, Mr. Walkden reported that in tuning across the 88-108 mc FM band at his home in Lake Worth, Fla., on May 8 between 10:15 and 11:30 p.m. he had picked up all three of the New Orleans stations.

The only other station Mr. Walkden reported hearing was WWPG-FM. Mr. Walkden said his receiver is a General Electric 417, with the antenna-folded doublet fashioned from 300-ohm transmission line—in the attic about 20 feet off the ground.

Philco Names Peltz

WILLIAM J. PELTZ, production manager of the Philco Corp. Refrigerator Division, has been named to the Philco executive staff to carry out special assignments in various divisions, according to William Balderston, executive vice president. Mr. Peltz has been with Philco since 1925 and in 1942 was made production manager of the Radio Division as well as division manager during the war.

CBC Toronto Parley

C A N A D I A N BROADCASTING Corp. board of governors will hold next meeting at Toronto June 16 and 17, first time the board has met there. Business to be discussed will probably deal with progress of new 60 kw stations being built for Toronto, Winnipeg and Edmonton.

remain in Washington. Later he will set up headquarters in Dallas. Construction of KSXX and KXEP has been started under the supervision of Mr. Clements. Western Electric equipment will be used by the former and Collins by the latter.
In the 25 years since receiving its first commercial license on March 10, 1922, KLZ has done a lot of growing. It has grown physically. It has grown in social stature and consciousness.

Long before radio was being generally recognized as a new and powerful social force, KLZ was demonstrating an awareness of its growing responsibility and opportunities for service in its community. Coming on its 25th birthday, the coveted Variety citation and plaque award for outstanding community responsibility in 1947 tops a long list of citations and awards during recent years in recognition of KLZ's outstanding performance in the public interest.

What KLZ does in the public interest is also in its sponsors' interest and, consequently, more advertisers, local and national, buy more time on KLZ than on any other Denver station.

KLZ DENVER
AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY, REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Seven Boston FM Grants Proposed

Would Deny Application Of WMEX on Two
Main Counts

A PROPOSED DECISION anticipating grants for seven of the eight Boston Class B FM applicants was issued by FCC last Wednesday.

The Commission proposed to deny WMEX Boston's application on financial and program grounds, hitting the station's use of "horse racing programs" in particular. It proposed to grant the other applications, and specified effective radiated powers and antenna heights as follows (channels to be assigned later):

1. CBS (WEEI) - 20 kw; 495 feet.
2. Matheson Radio Co. (WHDH) - 20 kw; 500 feet.
3. Yankee Network (WNAC) - 19.5 kw; 510 feet.
4. Unity Broadcasting Corp. of Mass. - 20 kw; 500 feet.
5. Templestone Radio Mfg. Corp. (WMBD) - 20 kw; 500 feet.
6. Massachusetts Broadcasting Co. (WCOF) - 20 kw; 350 feet.
7. Harry Reade Labs - 20 kw; 500 feet.

The proposed grants, if made final, will fill all eight Class B channels presently available in the Boston area, where WBZ-FM already is in operation. Two additional channels are being withheld until after June 30 under FCC's channel reservation plan.

The proceeding originally included nine applicants, but Raytheon Mfg. Co. withdrew after the hearing was completed in April 1946.

Overlap Recognized

FCC recognized overlap of the 1000 microvolt-per-meter contours of Yankee Network's proposed station and its existing outlet, WGR(FM) Worcester. It did not, however, regard this as requiring application of the dupopoly ban. The Commission said Boston and Worcester are "distinct cities" in "separate trade areas," that neither Yankee Network station would serve the city in which the other is located, and that competitive FM service will be available in both Boston and Worcester. The decision declared:

The Yankee Network has developed many fine programs which meet the program needs of the people of Boston. We feel that this listening audience should have the opportunity to hear these programs on a high-fidelity basis. Moreover, Station WNAC is the key station and origination point for most Yankee Network programs and its FM station would serve a similar function at such time as FM broadcasting supplants AM broadcasting. We believe that the interest of the listening public would be well served by granting the network an FM origination point in Boston, which is the talent and commercial center of the area.

Regarding the financial qualifications of Northern Corp., WMEX licensee, FCC said the company apparently "would be required to meet both the operating costs of the FM station and the amortization of its construction loans from the meager earnings of its AM station WMEX." Net earnings of WMEX for 1946 were listed as $1,263.66.

WMEX Programming

Programming was "a second and separate ground" for the proposed denial to WMEX, which anticipated FM use of many of its AM programs. FCC said the station "does carry some programs of merit." It specifically attacked WMEX "horse racing programs" (as many as nine daily during racing season), and its offering of about eight hours weekly to "brokers" of foreign language programs.

The latter policy, FCC said, often results in "an inordinately large number of commercial spot announcements, as many as eight spots in a nine-minute program not being unusual." The attention to horse racing programs, the Commission said, "not only affects . . . overall program balance, but in view of the contents and sponsorship of some of these programs, they appear to be directed to the limited audience in the area interested in gambling on sporting events."

FCC also called attention to "the number of commercial religious programs" on WMEX. Of 8½ hours of religious programming on Sunday, the Commission said, "only 1½ hours" are sustaining.

The proposed grants, if made final, would give CBS its fifth FM outlet. The network already has licenses or grants for New York, Chicago, St. Louis and Los Angeles, and has applied for Washington. Yankee Network, active in FM since 1937, is licensee of WNTW Portland and WGTW Worcester and owns WHDT Hartford, which has an FM grant. It is applying for Providence and Bridgeport, where it owns AM stations, and for AM at Portland.

Unity Broadcasting was organ-

(Continued on page 76)
What is ABC Pacific? It's the American Broadcasting Company's network of 21 strategically located stations covering the West Coast.

How efficient is its coverage? Well, on the Pacific Coast:
- 70.7% of population
- 72.6% of retail sales*
- 73.9% of radio homes
- 77.9% of Effective Buying Income*

are concentrated in eleven Metropolitan districts. All these and eight other Metropolitan markets are covered from within by ABC Pacific—plus additional coverage of surrounding outside markets.

Total Pacific Coast coverage (primary areas):
- 94.6% of Coast daytime listeners
- 92.9% of nighttime listeners

*Sales Management Bureau of Buying Power, May 16, 1948

Does it really cost less than any other network on the Pacific Coast? Here are the figures: one half hour evenings $972.00. Quarter-hour day-time strip (5 times per week) $281.00 per broadcast.

The Sales Keys to America's 7 Great Markets...
Canadian Broadcasters Map Extensive Campaign Promoting Radio Industry

CANADIAN broadcasting stations, members of Canadian Association of Broadcasters, are planning an extensive public relations campaign in connection with the forthcoming Parliamentary Radio Broadcasting Committee hearings. First move is a Community Station Week, May 18-25. This is to be followed by thorough coverage of the Parliamentary Committee sittings mentioned in news bulletins on all 89 member stations, as well as other methods of telling the public the facts about independent broadcasting station operations in Canada.

Community Station Week is to be proclaimed by civic officials in each community. Stations were provided by CAB office at Toronto with scripts for quarter-hour talk on opening day (yesterday), and five-minutes, scripted for other days of the week, the talks to be given by civic leaders. Stations are making tie-ups with local and national newspaper advertisers to salute the local stations in all media; theatres, store windows and similar ways to publicize the Community Station Week.

Meetings Vital

Canadian stations feel that this year's sittings of the Parliamentary Radio Committee will be the most important for the independent stations. As public attitude surveys have shown that in the past the public opinion was swinging from government-sponsored radio to independent ownership of broadcasting stations, Canadian stations owners have decided that this is the right time to tell Canadians the past their community tax-paying stations are playing in the broadcasting picture of Canada. Canadian broadcasters hope to have legislation changed on recommendations of the Parliamentary Radio Committee so that some sort of independent tribunal will be set up to act as a court of appeal in problems between the government's Canadian Broadcasting Corp., present regulatory body and competitor of independent stations, and the independent stations.

During Community Station Week local stations will present the case for independent station and point out the part the local stations play in the life of the community, how they have developed talent, handled news and local activities, how they have become an integral public service in the community.

Canadian Listings

NEW LIST of Canadian broadcasting stations and affiliated shortwave outlets, call letters and by frequencies, has been issued by the Radio Branch, Department of Transport, Ottawa, as of April 28. There are now 103 privately owned broadcasting stations in Canada and 11 stations owned by the government's Canadian Broadcasting Corp. In addition CBC operates on 25 shortwave frequencies from transmitters at Montreal, Sackville and Vancouver, while seven private broadcasters operate shortwave stations on eight frequencies. List is available at Ottawa for 10 cents. This is first time since the war these lists have been placed on sale.

Mobile Hearing Set

FURTHER hearing has been ordered by FCC for Sept. 8 on the service-allocation of frequencies for the general mobile service. Demand for such a hearing has arisen from the problems invited by the rapidly expanding use of radiotelephone for communication with vehicles, according to the Commission. Transition from present experimental status to regular service involves both economic and technical considerations, the Commission said.

Pinafore Campaign

PINAFORE Whole Chicken, Madison, Wis., has launched a 20-week test campaign for its product through the Bob White Organization. Daily spots will be broadcast over WIBA Madison during the test. U. of Wisconsin Commerce School is cooperating with Pinafore in evaluating results.

LOCATION
... for Movie Making ...
... for a $50,000,000 ...
... Tourist Business

Utah's spectacular and colorful scenery is a popular location for major motion picture companies from Hollywood. A popular location, too, for thousands of tourists every year.

More than $50,000,000 annually is brought into Utah by vacationists - providing additional jobs and income to Utah residents.

But this is only one source of income in Utah. Combined with mining, agriculture, manufacturing, distributing and other activities, it gives Utah people a buying power of $3,666 per family per year.

KDYL is the station most Utahns listen to most!

For further information wire, phone or write—

JOHN BLAIR & CO., National Representative

Page 28 • May 19, 1947
FLORIDA'S MOST PROGRESSIVE GOES

JUNE 15

WGBS 10,000 WATTS 710 KC MIAMI, FLORIDA
REPRESENTED BY KATZ
Benny Leads April West Coast Rating
Hooperatings Place Bob Hope Second, Red Skelton Third

JACK BENNY led the first 15 programs on Pacific Coast listed in April Pacific Network Hooperatings, Bob Hope was second and Red Skelton third. Report showed an average evening audience rating of 8.9, decrease of .6 from the last report and an increase of .6 from the same period in 1946.

Average evening sets-in-use reported were 33, down 1.9 from last report and 1.4 above a year ago. Average evening available homes was 76.5, down 1.5 from last report, 1.3 from year ago. Average daytime audience rating was 3.6, down .2 from last report, up .1 from year ago. Average daytime sets-in-use was 15.6, a decrease of .9 from the last report, up 1 from year ago.

TREICHERMEN plying their avocation at the CKCW Moncton, N. B., lobster party at Toronto May 6 are (1 to r): E. A. Weir, CBC commercial manager; Geo. Bertram, Swift Canadian Ltd. advertising manager; Walter Powell, CBC assistant commercial manager; Alec Phare, radio director, R. C. Smith & Son; Mark Napier, vice president, J. Walter Thompson Co. Ltd. More than a hundred broadcasters attended.

Average daytime available homes was 67.1, down 1.6 from last report, down .9 for year ago.


Industry Will Join Radio Week Drive
NAB Committees Drawing Plans For Celebration

EVERY phase of the broadcasting industry will be utilized to promote National Radio Week Oct. 26-Nov. 1, with sponsors and advertising agencies cooperating in a campaign designed to raise the celebration to one of the most important national events of the year. Rough draft of campaign plans was gone over Tuesday at a meeting of representatives of the NAB Sales Promotion Subcommittee and the NAB Advertising Committee, held in New York.

FM Assn. and Television Broadcasters Assn. will be invited to join in the industrywide proceedings, and the joint group decided emphasis will be placed on the substantial growth in broadcasting facilities, especially FM, since end of the war.

Promotion material will be prepared for radio dealers and broadcasting stations will provide plans for cooperative local promotion. Keynote of the observance will be the greater listening opportunities available through new facilities as well as expansion of receiving set production. Availability of millions of dollars in radio entertainment for the price of a receiving set will be emphasized.

Chairman of the RMA Radio Week subcommittee is W. B. McCall, advertising manager of Westinghouse Radio Stations Inc., with John M. Butler Jr., general manager of WSB Atlanta, as chairman of the NAB subcommittee. Next meeting of the two committees has been tentatively set for May 27 in New York.

Pulitzer Board Planning No Radio, Movie Awards

CONTRARY to recent reports that Pulitzer prizes would be awarded in the radio and movie fields, the Pulitzer advisory board last week decided against the idea, it was learned by BROADCASTING, but the board's spokesman declined to make the reason public.

The decision was not necessarily permanent, however. According to Carl W. Ackerman, dean of the Columbia Graduate School of Journalism and executive secretary of the advisory board, there is nothing in the by-laws to prevent the board from considering the proposal again at its meeting next year.

Quebec Meeting

SPECIAL MEETING of Quebec Association of Broadcasters was called at Quebec for May 17 to study presentation to Parliamentary Radio Committee. Independent stations expected to present briefs at Ottawa before the Parliamentary Radio Committee about May 29.
PURITY BAKERIES
(Taystee Bread and Grennan Cakes)
Are Sponsoring the Home Games of the Champion Cardinals and St. Louis Browns
TELEVISIONED by
KSD-TV
The St. Louis Post-Dispatch TELEVISION Station

St. Louis has COMMERCIAL TELEVISION, and there is still time for advertisers who recognize the advantages of getting in on the "ground floor."
For details regarding schedules and availabilities, call or write KSD-TV or Free & Peters, Inc.
Fulton Lewis, jr.

available now* on
WIP—Philadelphia

Tell your Philadelphia story on WIP with the Fulton Lewis, jr. program—the nation’s biggest cooperative on the air today.

On 254 stations from coast to coast, local and national advertisers are sponsoring this noted commentator—and getting results. Fulton Lewis, jr. reports the news as he sees it—and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

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

WBKB Chicago Installs Midwest First Very-High Frequency Video Relay Link

CHICAGO’S television audience, through the facilities of WBKB, Balaban & Katz video outlet, will be able to watch football games this fall from South Bend, Ind., made possible by the station's installation of the Midwest’s first very-high frequency relay link.

This was disclosed last week by Capt. Bill Eddy, WBKB director.

While the primary purpose of the first relay link is to televise Notre Dame football games, negotiations for which are now underway, its far-reaching result will be to bring Chicagoans a panorama of widely-varied midwest sports events, including the Columbia Yacht races at Michigan City, Ind., and other South Shore activities.

Extension of relay, Captain Eddy declared, can eventually make possible eye-witness accounts of the Indianapolis Speedway auto races, as well as football games from Illinois and Purdue Universities.

Cable Unavailable

Since coaxial cable is extremely expensive and unavailable at present in the Middle West, the high-frequency waves must be beamed over a straight line from one high point to another. Construction now in its final stages calls for station's first relay link to originate before cameras set up in South Bend's stadium. From there signal is transmitted through towers located near New Carlisle, Ind., and Michigan City, Ind. It is finally relayed to a Chicago loop point, 47 miles across Lake Michigan, and in turn sent to WBKB transmitter where it is converted to regular frequency for retransmission to Chicago's receiving sets.

Station engineers spent two years in intensive work, conducting surveys by airplane with the use of radar and other wartime electronic devices. Captain Eddy himself equipped one of his high speed planes and took an active part in the surveys.

Hollywood EUC Group For AFL Support Named

COMPOSITION of the Hollywood contingent of the Entertainment Unions Committee in cooperation with the American Federation of Labor in its drive against the Hartley-Taft bills [BROADCASTING, May 12] was announced last week: Paul Franklin and Thomas Freebairn-Smith of Radio Directors Guild as West Coast coordinators; William N. Robinson of RDG; Lewis Deake of ATPAM; John Dales, Jr., Pat Somerset and Buck Harris of Screen Actors Guild; Sam Moore, Abe Burroughs, Don Quinn and Harry Kromman of Radio Writers Guild; and Ken Carpenter, Carlton Kadell and Claude McCue of AFRA.

California headquarters are at the offices of the Screen Actors Guild.

Video Technique Guide Is Written by Bettagner

A NEW BOOK on showmanship in television, Television Techniques by Hoyland Bettagner, was published last Wednesday by Harper & Bros, New York ($7.00). Illustrated with drawings by the author, the book deals with not only the psychological and aesthetic side of television techniques, but also with the basic principles and methods as to production and technical angles.

Mr. Bettagner is now a consultant on television programming and production. He was formerly general manager of General Electric's WRGB, television station at Schenectady. His background includes writing and directing both for moving pictures and the stage, as well as professional art work.

Technical Volume

NEW TECHNICAL volume for radio engineers and physicists is The Physical Principles of Wave-Guide Transmission and Antenna Systems, by W. H. Watson [Oxford Clarendon Press, $7.00]. Book describes method by which the technique of handling radio frequency transmission lines has been extended for propagation through hollow metal pipes known as wave guides. Illustrated with photographs, diagrams and charts, this is one in a series of International Monographs on Radio, published by the Oxford U. Press.
Now that the FCC has given us the green light on our increased power at night, we are not letting any grass grow under our feet. We have already started the construction work necessary to give KWFT 5,000 watts at night. So it won’t be long now until KWFT can deliver advertisers more power, more listeners, and more sales after sundown.

Kenyon Brown joins KWFT as Director of Operations

We are also proud to announce that one of the most capable, most energetic and most popular young men in the radio business is now helping us “ride herd” at KWFT. Kenyon Brown has been in radio for more than 15 years, having had wide experience in engineering, programming and station management. His intimate association with the Columbia Broadcasting Association and in national sales give him and KWFT a rich background that is valuable to both the station and the advertiser.
$3,065,000
ADDED PROFIT

During the first 2 years* of NRI service, its skilful application by advertisers and their agencies succeeded in raising audience levels 6.9%—repaying the NRI cost 7 times over.

*The first 2 years following inauguration of NRI service to each client

GAINS IN TOTAL AUDIENCE
(ALL EVENING SHOWS1—ALL ADVERTISERS SPENDING OVER $1,000,000 A YEAR FOR NETWORK TIME2)

EXTRA GAIN FOR NRI USERS
6.9%

3.4%
NON-USERS OF NRI

10.3%
USERS OF NRI

EXTRA GAIN FOR NRI USERS: 10.3% - 3.4% = 6.9%

VALUE RECEIVED PER YEAR (Eve. Only):
6.9% x $50,489,000 (Eve. Time & Talent) = $3,484,000

TO ACHIEVE THIS RESULT,
THESE NRI CLIENTS PAID $ 419,000

NET PROFIT ON NRI INVESTMENT $3,065,000

NRI REPAYS ITS COST 7 TIMES OVER!

1) NRI achievements on daytime shows, while equally important, are not included here because the number of daytime programs sponsored by non-clients is too small to insure statistical validity of any comparison. The comparison on evening shows is based on 414 separate ratings of 107 different programs, and involves no appreciable statistical error ("Std. Error" applicable to the difference of 6.9% is only 0.3).  

2) It happens that most of the earlier NRI advertiser clients (on which any 2-year computations must be based) are in the $1,000,000-up class. We have matched these large radio users against non-clients in the same class—on the theory that it might be unfair to expect less experienced radio advertisers (as a group) to quite equal the results obtained by the most seasoned users of radio.
TO NRI USERS!

THESE RESULTS, vital and dramatic as they are, probably represent the smaller portion of NRI's total achievement—for they exclude not only the daytime results but also the increased selling power of NRI-client programs—derived from:

(a) Increased market coverage (due to less duplication between programs).

(b) Increased commercial audience, e.g., location of commercials
(1) to reach peak audiences and
(2) to minimize the listeners missed.

(c) Selection of programs that fit the market for the product, shifting of products from one program to another, etc., etc.

Nor do these results measure what NRI has achieved for advertising agencies, networks and stations: We now have a substantial list of sales made, and unwarranted cancellations prevented, by NRI in the hands of agencies, networks and stations.

Even advertisers not now in radio, but actively preparing to go into the medium, are recognizing the important values to be gained from NRI analyses while planning their use of radio.

With NRI now in its fifth year and backed by a $6,000,000 expenditure for practical operating experience, this service may be purchased with complete confidence that it will pay its way—and produce a handsome net profit. The chart says this—unmistakably!

Would you, Mr. Advertiser, or you, Mr. Agency, like to know more about NRI? We'll be glad to give you the facts—in a most interesting presentation. No obligation, of course.
RUNKLE TO ADDRESS AFA ON RETAIL ADVERTISING

RETAIL ADVERTISING conference will be a feature of the third day of the Advertising Federation of America’s 43rd Annual Convention at Boston’s Hotel Statler, May 25-28 [BROADCASTING, May 5].

Keynote address at the morning session on retail advertising May 27 will be given by J. D. Runkle, vice president and general manager of Crowley, Milner Co., Detroit, and chairman of the board of the National Retail Dry Goods Assn. His subject will be “Advertising, a Working Tool of Management.”

At the afternoon session Howard P. Abrahams, manager of the Sales Promotion Division of NRDGA, will speak on “How Manufacturers and Their Advertising Agencies Can Help Retailers Promote Their Products.” Also featured at this session will be a talk by Dr. Charles M. Edwards, dean of the School of Retailing at New York U. and an authority on testing retail advertising copy, on “Tested Methods in Retail Advertising.”

In connection with plans for its forthcoming convention, AFA announced last week that the winner of its national essay contest on “What Advertising Can Mean to the Future of America” is Miss Pat Cothern of Toledo. Miss Cothern will receive a $500 cash award plus an all-expense trip to the convention. Names of other prize winners and the amounts each won follow: Louis Rothschild Jr., Washington, D. C., second, $200; Beatrice Lynch, Wauwatosa, Wis., third, $100; Barbara Oster, Dallas, fourth, $50.

Per-Inquiry Citations

FOUR proposals to use broadcast time on a per-inquiry basis have been cited by the NAB Dept. of Broadcast Advertising. “NAB member stations are not in the business of handing contingent advertising proposals,” J. Allen Brown, Assistant Director, notified the companies. Proposals had been offered by Gary A. Ruben Adv. Agency, Indianapolis; Virginia Sales Co., Huntington, W. Va.; Adolph Salvatori, Chicago, Ill., and Imperial Industries, Chicago, according to Mr. Brown.

WINS AAAN Prize

ADVERTISING - BUSINESS Agency, Fort Worth, Tex., has received the radio program Gold Award of the Affiliated Advertising Agencies Network for the second successive year. Prize winning show was Hillbilly Hits, the agency’s half-hour weekly program on KFJZ Fort Worth. Ensign Advertising Agency, Pittsburgh, also was cited by AAAN for radio production.

AFA Adds

ADVERTISING FEDERATION of America has announced the following had been elected to membership: KONO San Antonio, Tex.; Humble Oil & Refining Co., Houston; Newmark’s Advertising Agency Inc., New York; C. Franklin Brown & Co., Chicago; The Times-Mirror, Warren, Pa., and Claude Aniol & Assoc., San Antonio.

KWHI Program Tests

KWHI Brenham, Tex., independent regional station with 1 kw on 1290 kc went on the air for program tests May 8. Formal opening will be held at a later date not yet announced. Owner and licensee is Tom S. Whitehead, publisher of Brenham Rouser-Press. Manager is Ernest T. Jones, former manager of KPLT Paris, Tex. and more recently of KNOW Austin.
These are beam power tubes built for reliable broadcast station operation. Like all RCA beam power tubes, they have high power sensitivity, high cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam power tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA.

For additional information, write RCA, Sales Div., Section P-36-E1, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RCA BEAM POWER TUBES FOR BROADCASTING

<table>
<thead>
<tr>
<th>Type No.</th>
<th>Heater (or Fil) volts</th>
<th>Max. Plate volts*</th>
<th>Max. DC Plate volts*</th>
<th>Max. Freq. ratings (Mc)</th>
<th>User's Price</th>
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<td>1600</td>
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*Class C telephony (CCS)

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

BROADCASTING • Telecasting

May 12, 1947 • Page 37
National Owned and Operated

The

MEMPHIS

Representatives

it's Memphis you want.

COMMERCIAL

5000

by

684,460 radio families

far

In

you

can't overlook Memphis.

If you want to "butter your bread" in an established and growing Billion Dollar market, you can't overlook Memphis and the Mid-South.

In Memphis, your best buy for far is WMC, the choice of 684,460 radio families in Memphis and four adjoining states!

WMC

"the station most people listen to most"

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

Owned and Operated by

The COMMERCIAL APPEAL

National Representatives

The BRANHAM COMPANY

AFFILIATE

When it's Memphis you want . . . . . .
It's WMC you need.

RMA Meet to Hear
FM Market Figures

Liaison Groups to Present Report
May 21 in Washington

RESULTS of a survey showing areas receiving FM service and offering best markets for FM receiving sets will be reported to Radio Manufacturers Assn. May 21 at the Statler Hotel, Washington, by FM Assn. Liaison committees representing the two associations will hold their second meeting.

At the first meeting, held April 8 [BROADCASTING, April 14], RMA reported results of a survey of set manufacturers covering their FM plans. The manufacturers in turn asked marketing information of FMA.

Representing FMA at the meeting will be Arthur Freed, Freed Radio Corp., chairman; Earnest L. Hall, Pilot Radio Corp.; Roy Hofheinz, KOPY Houston; Ira A. Hirschman, WABF New York; Everett L. Dillard, WASH Washington; Leonard L. Asch, WBCA Schenectady; Ben Strouse, WWDC-FM Washington; Wayne Coy, WINX-FM Washington; Leonard Marks, FMA general counsel; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA executive director.


First Postwar RCA Video Transmitter Is Delivered to WNBW Washington, D. C.

RCA's first postwar television transmitter has been delivered to WNBW Washington, D. C., NBC's video station in the nation's capital. This was announced last week by W. W. Watts, vice president in charge of RCA's Engineering Products Department.

RCA has 22 5 kw television transmitters now on order. Complete equipment for a television station including the necessary FM and TV transmitters, cameras, control equipment and antennas cost in the neighborhood of $200,000, according to an estimate made by company sources. WNBW will operate on channel 4 and will use an RCA Super Turnstile antenna. It is expected to go on the air next month.

According to RCA, their new video transmitter was specially designed to operate with a radically different high frequency power tube, developed by RCA expressly for telecasting. Both picture and sound units of the transmitter occupy a single unit measuring 17 feet by 3 feet by 7 feet.

Price of the unit delivered to WNBW, according to NBC spokesmen in Washington, was $65,000. The transmitter dismantles into eight smaller units to facilitate handling.

Moving Week

PART of FCC Washington was on the move last week. The Commission has vacated 13,000 sq. ft. of offices on the first floor of the New Post Office Bldg., at the request of the Post Office Dept. and has removed several other offices scattered about the Capital. All of these offices affected have been consolidated in Temporary Bldg. I located to the South of the Lincoln Memorial.

offices now in Tempo. I are: Safety and Special Services Branch, Engineering Dept.; Safety and Special Services Division, Law Dept.; Field Engineering and Monitoring Division; Technical Information Division; units of Frequency Service-Allocations Division; Commercial and Amateur License Sections. Some 200 persons are involved. FCC proper continues to headquarter in the upper floors of New Post Office Bldg.

RCA's first postwar 5-kw television transmitter, Type TT-5A

BROADCASTING • Telecasting
A product ... a plan ... and a hard-selling medium! Those are the elements combined by Garfield and Guild to put Skippy in first place among peanut butters.

Spot Radio is the medium! And on it the Skippy Hollywood Theater sells the millions that buy.

You can sell those millions, too ... with locally produced Spot Radio Programs.

Ask your John Blair man about their pre-tested audiences in the markets you need ... on the leading stations he represents.

JOHN BLAIR & COMPANY

Offices in Chicago - New York - Detroit - St. Louis - Los Angeles - San Francisco

REPRESENTING LEADING RADIO STATIONS
RADIO PLANS OF RUSSIA
Embassy in Washington Noncommittal on Report

28 Powerful New Stations Will Be Built

PLANs OF RUSSIA to build 28 new and powerful radio stations by 1950, as reported in a United Press dispatch from Moscow May 7, aroused much interest in U. S. radio circles, but efforts to obtain from the Russian embassy in Washington details of the plans were of no avail.

The announcement that Russia would build the 28 new stations was made by the Soviet Union's communications minister, Konstantin Sergeichuk, in a statement celebrating Russia's Radio Day, according to the UP dispatch.

A spokesman at the Russian embassy, asked for a copy of the statement, said that “at the present moment we have no copy, but hope we will receive it.” Inquiry also was made at the State Dept., which reported that it had no copy of Communications Minister Sergeichuk's statement and that if such a statement eventually did come to the Department it would probably be as a news dispatch. “The news services usually beat us on matters of this kind,” the State Dept. spokesman said.

Besides reporting the Russian communications minister's statement on his country's plans for building the new stations, the UP dispatch said Mr. Sergeichuk had announced that Russia now is broadcasting news and other radio programs in 30 foreign languages and 70 languages used by peoples of the Soviet Union. It said Mr. Sergeichuk did not disclose the number of receiving sets now in use in Russia.

WESTINGHOUSE RADIO GRANTS PAY INCREASE

GENERAL increase in salaries for some 200 salaried personnel has been announced by J. B. Conley, general manager of Westinghouse Radio Stations. Increases range from a flat 5% to 7% for a 40-hour week, retroactive to April 1.

Proportionate increases were given 80 supervisory and executive officials. The increases apply to the WRS station operations. They follow the national pattern set by the parent company and mark the second salary increase in a year.

Murphy Quizzes

BILL MURPHY, head of VIP Service, New York, has entered the live package field with two packaged quiz shows being offered to local stations. Shows are Cinderella Weekend and Question Market.

HOOPER LAUDS DIARY IN CHICAGO ADDRESS

C. E. HOOPER currently is in Chicago for another try at convincing timebuyers that his diary of station listening will provide an accurate gauge of station audiences. Speaking before the Chicago Radio Management Club, of which he is a member, Mr. Hooper outlined the “five plus points” of the Hooper Diary which he had announced to the industry last March.

He said the Hooper Diary was superior to BMB's once-a-week listening questionnaire in that the listener himself kept a day-to-day, hour-by-hour record of the stations to which he and his family were tuned. At the same time, he said the Hooper system was undertaken to be of assistance to BMB and that the methods behind it would be outlined before BMB's technical committee within the next two weeks.

 Asked when or if he expected to put the diary system into actual practice, Mr. Hooper declared, “All I'm waiting for is an order.”

Meyer Named

LYNN L. MEYER, former sales manager for the Intermountain Network, has been named vice president in charge of sales for the regional 17-station chain.

Mr. Meyer said the network expects to be augmented soon by eight stations. Two IMN outlets—KOVO Provo, Utah and KVNU Logan, Utah—have been granted power increases from 250 w to 1 kw.

WBBM Citation

CITATION for "outstanding service" was presented May 12 (National Hospital Day) to WBBM Chicago by the Veterans Administration on behalf of Gen. Omar Bradley on a special broadcast from Downey Hospital, Downey, Ill. Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for Assignment Home, CBS program, and distributing more than 60,000 Veterans Benefit guides.

WOR Referendum

WHITE COLLAR workers at WOR New York will hold a vote May 20 in New York to decide whether a union will represent them as a bargaining unit and, if so, whether it will be the United Office and Professional Workers of America Radio Guild (CIO) or the Office Employees International Union (AFL). The UOPWA (CIO) currently represents the white collar workers at CBS and WMCA New York.
WE SPENT A GENERATION GENERATING THIS POWER

The power of WSM is only partly in its 50,000 watt, clear channel signal. The real power is in the complete faith held in us by the five million listener market we reach. And that faith has been built by 21 years of careful programming, calculated to earn the confidence of every listener in our market. It has made WSM the only medium which, by itself, can deliver this market.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.
THERE AREN'T ANY NATIVES

Cocoanuts aren't native to Florida. The way they came to grow here in the first place is due to the efforts by two old men, Elathan T. Field and John Collins, Quaker gentlemen, who came down from Jersey in the '80s and concluded that if they bought up what is now known as Miami Beach they could develop a big cocoanut farm and sell the nuts to the northern market.

So, they went searching for cocoanuts and by sail brought up thousands from Trinidad and planted on a grand scale in furtherance of their scheme. Difficulties set in, rabbits and other rodents ate up the tender sprouts and so the mass production plan failed.

It did accomplish one thing, however; it brought the cocoanut tree to the State of Florida.

Many of our inhabitants are not native. They came from other places. Some seeking a better way of life, some seeking greater fortune.

Everyone remembers the fantastic Real Estate boom of '25. Those were the days of busses picking up school teachers and home-seekers in each hamlet of the nation and bringing them down here free. Paul Whitman was "giving out" at the Coral Gables Country Club. He even had a theme song called "When the Moon Shines on Coral Gables”. Jan Garber was here also. His stand was on an Flagler Street and he, with the aid of his rotund trumpet "Red", were burning themselves out. They had an auction Real Estate day every William Jennings Bryan was making speeches on "how wonderful it was to live in Florida". I remember when I heard him I felt his emphasis was placed on certain Real Estate lots owned by the developers that were paying Mr. Bryan to make the speeches.

The boom collapsed. Then came the catastrophic hurricane in '26, and all Miami Beach they could save over the Miami, it sunk out practically all of the economic blood left.

Ah, yes! those were the days. A lot of people went back to wherever they came from, but some stayed and stilled it out. They were the tough, resilient type, possessors of "Zale" hearts. They were pioneers. The only difference between them and the old-time type was that the Florida fellows pioneered with caviar, the "49th root beans.

Those who did sweat it out came to know each other pretty well and to this day they hark back to the old days and stick pretty close together. The newcomers call this group "country"-"natives"-and I guess that pretty well defines them. 'Tis said they control the politics and business life of the whole district. That isn't exactly true. But they do wield tremendous influence and may influence the government by their votes.

A policy was set under the regime of Larry Fly, continued over to Paul Porter and now down to Mr. Denny, to give preference to hometown men, to the dashing of fringes for the operation of radio stations. In many respects this policy is good. I believe a fellow whose roots are deep, and whose employees' roots are likewise planted in the soil of the community knows best what that community needs and is cognizant of the type of people that make up his hometown area.

I believe that over at Wkat all of our people know our community. Most of us have been here a long time. We believe that we are better able to aid you in marketing your product. To place your announcements at the time of day that's best. Slant your message in the right direction so that you may obtain the ultimate best result.

I think that Ed Kobak could come down here and do well. He's a salesman. I believe Niles Trainell could fit into this community. He's a Georgia "cracker" and knows the type of folk that are by great odds the majority of the people that make up the Miami.

True of all newcomers, however, it takes a while to learn the background of a large section of any state. I am not trying to leave with you and impress you with anything other than my belief that everybody who knows this community knows this community well. They all live in it. And our combined experience is available not only in the Public interest, Convenience, and Necessity as far as the Miami is concerned, but in the interest of our advertisers and listeners.

Cocoanuts are not native to Florida, neither are many of the people who live here, but a lot of trees and a lot of fellows have been around a long, long time.

FRANK KATZENSTEIN

WKT
what
do you know
about
Washington radio?

How many Washingtonians have radios and how much listening do they do in an average day?

How many have access to auto radios and how much do they listen?

How much radio listening do they do after 10:30 at night and from 5:30 to 9:00 A.M.? Where do they tune in the early morning and why?

Questions like these need answers. Coincidental surveys, mail count studies, and other research methods based on "family" or "home" listening have produced some valuable information on radio audiences. But, until now, there has been little comprehensive study of individual radio habits which, in the final analysis, must be the determining factor in radio listening measurement and study.

WRC recently completed its 1947 Area Sampling Study of listening habits of adult individuals in Washington. The findings—which get directly at pertinent questions like those above—are available in booklet form. Write us on your company letterhead, or, if you prefer, use the coupon here.

Station WRC, 724 14th St., N.W., Washington 5, D.C.
Please send ______ copies of your booklet

Facts About the Washington Radio Audience

NAME __________________________________________
FIRM __________________________________________
ADDRESS ______________________________________
CITY__________ ZONE______ STATE__________
Satisfaction is the Key to Lingo Progress

"... the 7th Wonder of Florida Radio-land!..."

Before You SELECT or ERECT
It Will Pay You to Check These 6 Lingo "Exclusives"

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

OVER-PRODUCTION of radios, material shortage, set buying slump reported.

OVER-PRODUCTION by manufacturers of small table model receivers and strong buying resistance on the part of the public have created both a huge inventory of hard-to-move merchandise and a shortage of critical materials, Bond Geddes, executive vice president of Radio Manufacturers Assn., declared last week.

Speaking during a press conference at the 1947 Radio Parts Show in the Stevens Hotel, Chicago, Mr. Geddes said erratic parts production has been creating havoc among set manufacturers, tying up invested capital, delaying production and increasing operating costs.

Major share of the interest of an estimated 7,500 dealers and visitors attending show centered in new FM and television equipment.

H. C. Bonfig, vice president of Zenith Radio Corp., Chicago, told members of the National Electronic Distributors Assn. that an estimated two million FM receiver sets will be produced by the end of 1947, or from 12 to 15 times as many as were produced in 1946.

Mr. Bonfig predicted that FM manufacturing would exceed five million receivers in the year ahead, saying prospects of a business recession would not affect demand for FM receivers.

"A trend toward tighter buying will cause people to think twice before buying a receiver without FM," Mr. Bonfig declared.

J. T. Dalton, sales manager of Bendix Radio, warned dealers not to sell FM receivers without antennas where reception is poor.

He urged that dealers check their local FM stations to determine their primary area before selling to customers.

"FM waves, transmitted on high frequencies with limited beam characteristics are subject to shadow effects from the earth's contour and from buildings," he pointed out.

"The outside antenna serves to get necessary height for good signal reception as well as to overcome handicap of shielded construction from buildings," Mr. Dalton said.

Joseph Gerl, president of Solar Radio, told delegates that vison networks need not fear competition from the motion picture industry. "Television," he said, "will injure the movies as much as broadcasting...baseball or other box-office sports."

NEDA NAMES LIPPMAN

AT CHICAGO MEETING

Election of officers of the National Electronic Distributors Assn. preceded the opening on May 12 of the 1947 Radio Parts and Electronic Equipment Show in Chicago, with more than 3,000 parts dealers and manufacturers listed in advance registrations.

Aaron Lippman of Aaron Lippman Co., New York, was elected president of NEDA, the sponsoring body of the show. Other newly elected officers include: Louis Hatry, Hatry & Young Inc., Hartford, Conn., first vice president; Guy B. Paine, Portland (Ore.) Radio Supply Co., second vice president; Lealis Hale, Hale McNeil & Co., Monroe, Ind., secretary, and Arthur C. Stallman, Stallman of Ithaca (N. Y.), treasurer.

In addition to twelve members of the NEDA board of directors already in office, the group elected 12 new members including:

Lewis J. Boon (Minnesota); Guy B. Paine, (Northwest); O. R. Griffith, (St. Louis); A. W. Mayer, (Boston); Helen Hawley (Tri-State); Dahl W. Mack (Key- stone); W. D. Jenkins, (Middle Atlantic); Alex Seidler, (Florida); Harry Fried- man (Ohio-Indiana-Kentucky); C. N. Pool (Midwest); George Wod- nemeyer, (Michigan); R. B. Durham, (Southern Texas); Leon R. Hale, (Louisiana-Mississippi); A. C. Stallman, (New York); Peter N. Chanko, (metro- politan New York); William O. Schon- ing, (Chicago); Louis A. Richardson, (Southern California); H. H. Plunkett, (Kansas City); Dee Gifford, (Omaha-Des Moines); W. M. Griggsby Jr., (South Atlantic).

No representatives were chosen for the Rocky Mountain chapter of the NEDA.

Kenneth C. Prince, manager of the 1947 Radio Parts Show, said an estimated 8,000 persons would attend the sales meetings and demonstrations of new equipment. This would include over 200 manufacturers representatives of at least 30 foreign countries, he added.

K Dix on Air May 16

With 250 w on 1230 kc

K DIX Dickinson, N. D., new 250 w station, began operations May 16 on 1230 kc. Outlet is owned by the Dickinson Radio Association.

Orville F. Burda, formerly with KVY Redding, Calif., is manager of K DIX. Other staff members include: W. M. Peterson, former Minneapolis free lance writer; production manager; Quentin V. Prochaska, former chief engineer of KGCS Sydney, Mont., chief engineer; Margarette Graham, program director; Herbert Busch, formerly of K F R U Columbia, Mo., farm newscaster; Bob Nasset and Reuben Bibleheimer, staff announcing.

M. Smith doubles in announcing and engineering at K DIX. Mr. Burda and Eugene Spear are handling sales for the new station.

BBC FM Network

BBC is planning "some 30 FM stations to cover the whole of Britain," according to an announce- ment by Sir Noel Ashbridge. Disclosure was made during a two-way broadcast between London and New York aired by WGBH as part of its 25th anniversary celebration. Sir Noel declared, "I believe FM will be of even greater importance in this country . . . than it is in the United States . . ."

Broadcasting • Telecasting
What do you think WOWO's "Home Forum" got for its eleventh birthday?

A brand new home! With test kitchens so scrumptiously equipped that women come in by droves, just to look. And with plenty of room to handle live audiences of thousands every week.

What a program!
On the air at 1:00 P.M., Monday through Friday, Jane Weston has made the WOWO Home Forum one of the Midwest's most sales-effective women's programs. In response to a single announcement at the time the new kitchen was opened, 1,250 women sent written requests for a booklet. And home economists like Jane so much that they made her guest of honor at a special dinner!

What a market!
Hub of a 3-state market, Fort Wayne is the center of a half-rural, half-urban area through which WOWO casts the strongest, most popular signal. Here you'll find a receptive audience of two million people, with a purchasing power you can't afford to miss! See NBC Spot Sales for availabilities on the WOWO "Home Forum."

WOWO
FORT WAYNE
Indiana's Most Powerful Station

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA KEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales - Except for KEX • For KEX, Free & Peters
NEW RCA Exhibition Hall, an elaborate display of the latest developments in radio, television and electronics, opened at 36 W. 49th St., New York City, last Thursday.

An unusual and popular highlight of the exhibit was a portion of the television display which televises visitors and shows them their own image on a screen. Among NBC’s contributions is a 12½-foot Plexiglass mural of the U. S., showing in neon RCA communication lines; the latest in home receivers and personal radios, and three new industrial products—an electronic seal, an oscilloscope and a metal detector.

Below the main exhibit on the concourse level is located what is believed to be the country’s first television theater. The theater, which seats 84, will give daily showings of current film subjects, and is also equipped to handle live radio and television shows. Exhibit, which will be open from 10 to 10 daily, is under the management of Frank Folsom, executive vice president in charge of the RCA Victor division. Other members of the staff are John L. Crosby Jr., resident manager; Paul B. Untermaier, assistant manager; Milton A. Walsh, engineer, and Stephen J. DeBaun, publicity director.

Griffith Statement
HOMER GRIFFITH said in San Francisco May 9 that there is no truth in the statement that Sears & Ayer is taking over Griffith stations in the East. Mr. Griffith said there is no change in the Griffith Chicago office and that the address there remains the same. He added: “The Griffith Co. man in Chicago moved into the Sears office there due to office space shortage. Griffith Co. after a brief interlude is again representing Sears & Ayer stations in the West under the name of the latter.”

KSD Building
KSD, St. Louis Post-Dispatch station, will begin erection within a few weeks of a new 5-kw transmitter on a recently-purchased site near East St. Louis, Ill. Installation of the transmitter and a special aerial system designed for directional radiation is scheduled for completion next October, according to George M. Burbach, KSD general manager. Aerial system will include four 445-ft. towers of the steel lattice type standing on huge insulators. Forty miles of heavy copper wire will be used in the ground system, Mr. Burbach said. When the new transmitter goes into operation, KSD plans to tear down its Post-Dispatch Bldg. towers, a St. Louis landmark since 1922.
YOU MAY HAVE MORE ENDURANCE THAN A HORSE*—

AND—YOU’LL NEED IT IN WESTERN MICHIGAN TO BEAT WKZO-WJEF!

The “radio barrier” peculiar to this district severely reduces reception of broadcasts originating outside the area. Scientists explain the condition as possibly the result of local metallic deposits.

So the listeners in the area simply tune to WKZO in Kalamazoo or WJEF in Grand Rapids to get their programs and news. The result is a Hooper Report that shows these two stations as standout favorites with the folks at home!

If you would like the complete report, just write to us or ask Avery-Knodel, Inc. You’ll find this CBS combination has far more listeners than any other station or network at any time of the day. Broadcast over WKZO and WJEF and your message completely covers Western Michigan.

* In 1924, in London, a race between a man, George Hall, and a race horse, Black Jack, was called off in the fifth day when Hall was 15 miles ahead and still going strong.

WKZO FIRST IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS)

WJEF FIRST IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives

May 19, 1947 • Page 47
FARM WEALTH

you reach through WWL New Orleans

This is the New South

One-crop cotton days are gone. Wide diversification has brought more than prosperity alone.

It has brought national leadership in 5 different fields — all within WWL’s area of high audience density.

WWL Farm Service has helped in modernizing and diversifying Deep South farming ... conducting Louisiana Herd Improvement Contests ... fostering crop improvement and betterment of farming generally.

Through these close associations with the men and women of this area — WWL has become for them a major source of information as well as entertainment.

They look to WWL for cooperation. They receive WWL Farm Service enthusiastically.

And their confidence in WWL helps make it your greatest SELLING power in the New South today.

Additional important industries within WWL

Louisiana Livestock Value: $110,847,376. Above Gordon Loudon, who conducts DIXIE’S EARLY EDITION, presents pure bred Jersey bull in WWL Herd Improvement Contest.

Louisiana is America’s 3rd Largest Citrus Producing State. Pictured above are orange groves within WWL’s area of high audience density.

In the Heart of Cotton Country — WWL programs reach cotton growers in all neighboring states. Louisiana alone produced $63,863,961 cotton crop.

WWL Is The Greatest Selling Power
1st in Rice  Nation's 1945 rice crop brought $32,207,817 to Louisiana growers within WWL's area of high audience density.

1st in Strawberries  World's largest single district of cultivated strawberries is within WWL's area of high audience density.

1st in Sweet Potatoes  A rapidly growing industry backed by nation-wide advertising campaign. Louisiana's $13,870,936 crop led all other states in the 1945 harvest.

1st in Furs  Three times as many pelts from Louisiana as from Canada and Alaska—total value, 3 times Alaska and Canada furs. More muskrat pelts than all other states combined.

area of high audience density

Louisiana is Leading Sulphur State — one of world's greatest sulphur mines is less than a hundred miles from New Orleans. Area also covers natural gas, salt, limestone, lignite.

WWL's area of high audience density includes oil fields in Mississippi as well as Louisiana. Louisiana is nation's 3rd greatest oil producing state.

Folks Turn First To

50,000 Watts—Clear Channel

CES Affiliate

Represented Nationally by

The Katz Agency, Inc.

In The South's Greatest City
The White Hope

IS NEW radio legislation needed?

The question has been argued since the FCC was created in 1934 under the Communications Act. Several efforts have been made in past Congresses to get remedial legislation. All proved abortive.

Sen. Wallace H. White Jr., co-author of the original Radio Act of 1927, and an important figure in the drafting of the 1934 Act, has a new bill in draft form. His efforts have met with mixed emotions. The FCC has misgivings about changes in law, and for obvious reasons. Certain public and larger entities in radio are opposed to new legislation or are straddling.

How do the rank and file stations stand on legislation? Senator White asked us that question. We, in turn, commissioned Audience Surveys Inc. to conduct a Broadcasting Trends poll of station managers. The results, reported in this issue, reveal:

90% of the panel of broadcasters favor new legislation.
75% want editorializing on air authorized.
85% oppose the Blue Book type of program regulation.
54% have no limitation on newspaper ownership.
85%, think the FCC should be split into divisions, broadcast and common carrier.

There's no doubt where the broadcaster, the man who must live under the existing law, stands. He wants the law clarified. He wants the FCC told by its creator, the Congress, that it can censor programs, regulate business aspects, and keep him in a perpetual tailspin.

There are those who say the existing law isn't bad, but that the men who administer it are at fault. In some measure, that is so. Certainly, commissioners like Walker and Wakefield who came up through state public utility commission ranks, do not have the proper concept of the mass communications services. They are prone to regard broadcasting service in the light of common carrier operations, where rate-making is the foundation. Certainly an official like Durr, who has a passion for the welfare of the left wing, uplift and screw-ball minorities, while disdaining the will of the majority, can't be pegged as one who exemplifies.

Appointments to the Commission are made by the President. It is his task to determine whether existing independent agencies are to go to seed, foist the law, or to be infused with new blood. Not one member of the present FCC has held elective office. It is the duty of Congress, however, to write the rules.

Senator White has undertaken that arduous assignment, despite his preoccupation as majority leader. He is the best informed legislator on radio. His colleagues look to him for leadership. Whatever his views as to the present makeup of the FCC, he feels that the existing law is antiquated and inadequate. He always opposes the Commission split into divisions, so that common carrier will be divorced from broadcasting, and so there can be no intermingling of regulatory concepts.

Senator White's proposed bill may not be 100% to the liking of all in radio. The FCC will fight hard to broaden, rather than diminish its power. There will be hearings. That is when radio should unite in support of those freedoms it has sought but never achieved.

The poll of broadcasters reported in this issue constitutes an appeal to Senator White and Congress to act. We hope the White Bill will be introduced promptly, both in the Senate and the House. Then it's up to all those who make up the radio art to follow through. That means the public, the broadcaster, the advertiser and the agency.

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Our Respects To—

ROY HERBERT THOMSON

THE STAND COLONIAL Office in London had some lessons in modern commercial broadcasting this year. They listened with interest to Roy Herbert Thomson, owner of CJKL Kirkland Lake, CKGB Timmins, and CFCH North Bay, Canada, and his plans for operating broadcasting stations in British Guiana, Trinidad and Jamaica.

Roy Thomson hopes to be operating stations in the British West Indies soon. He's sold on broadcasting, especially when it is allied to a newspaper. Being stopped by legislation from branching out with broadcasting stations in Canada, he's pushing further afield.

To overcome all fears of Colonial Office officials as to ownership and operation of these West Indian stations, he has stipulated that only British subjects shall own the stations and that at least 10% of the station's time shall be available to the colonial governments for such services and announcements as they may wish to make from day to day. Mr. Thomson feels there is enough business locally in these colonies, as well as business from Canadian and American manufacturers and service companies, to maintain such stations. And Mr. Thomson has a reputation in Canada of being successful in business ventures.

Like many another broadcaster Roy Thomson entered the field to sell more receivers. Operating an automotive supply house in North Bay, Ont., he sold radio receivers throughout the northern gold mining area. But physical features and mineral deposits made reception from any distance too inconsistent to sell carloads of receivers. So he built a station at North Bay, CFCH, in 1931. He spread out in the next few depression years to open CKGB Timmins, and CJKL Kirkland Lake, then crossed the Ontario border into neighboring Quebec province and built stations at Rouyn, Val d'Or and Amos, which he sold with a substantial profit a few years ago when the language problems for a non-French speaking owner became too great. He will run only English speaking stations from now on.

His stations in northern Ontario did so well even in the midst of the depression that Mr. Thomson began to spend more and more time in Toronto, finally opened an office there and called daily on advertisers and agencies. A born salesman, his rotund 200 pound figure and his chubby face became familiar throughout the advertising field.

While operating CKGB he went into the newspaper business, by buying the weekly

(Continued on page 32)

BROADCASTING • Telecasting
PORTLAND, OREGON... currently is first in the Pacific Northwest... second on the Pacific Coast... in dollar volume of new construction permits.

KOIN welcomes the opportunity to increase its services to meet the needs of a community growing.
Respects
(Continued from page 50)

Timmins Press, which had its offices in the same building with his studios. That was in 1934. Like many of his operations, this purchase was on a long-term credit arrangement, involving little down payment. Mr. Thomson owns the paper outright, has made it into a daily, and purchased another weekly paper in Kirkland Lake which he plans to turn into a daily. His success in the north country is visible to any one in Timmins where the Thomson Building is a modernistic structure housing the modern plants of both the Timmins Daily Press and CKGB.

Not satisfied with his endeavors in northern Ontario, Mr. Thomson moved into southern Ontario early in the war. His small office in Toronto has spread out to occupy half a floor in the British Empire's tallest building, the Canadian Bank of Commerce Building. From here the Thomson enterprises are operated.

In addition to Northern Broadcasting and Publishing Co., operating his northern Ontario stations and papers, there is National Broadcast Sales. This is a radio station representation company, handling representation in Toronto and Montreal of a growing number of Canadian stations. It will also handle representation of his British West Indian stations. This organization has in the past year added transcription distribution and selling of a number of American transcription firms. Northern Broadcasting and Publishing also manages a number of stations including CHEX Peterborough, and CKWS Kingston, Ont., in which Mr. Thomson has an interest.

Then there are the Thomson Dailies, a group of six small city daily newspapers in southern Ontario which Mr. Thomson has bought in the last few years when legislation stopped him from adding to his radio station holdings. And he has expansion plans for his newspaper company also in the British West Indies where he has begun operating one newspaper in Jamaica. Besides these operations, Mr. Thomson is also interested in a number of gold mines in northern Ontario where he made his first strike. While not yet successful, he still holds out hopes for a station in Europe, one reason for his frequent trips across the Atlantic.

Efficiency Typified

Unlike many another business with so many ramifications, Mr. Thomson's offices have an unhurried atmosphere, and you'll seldom find Mr. Thomson in his shirt-sleeves. His modernistic oval-shaped desk is usually cleared, there is only one phone on it, and Mr. Thomson is usually available to callers in his comfortable office with its sitting room atmosphere. He likes to get at the meat of any problem in a hurry, wastes little time in small talk, and has his facts and figures at his fingertips. He knows most of his employees personally, and despite his varied interests, takes an active interest in their welfare.

Born in Toronto on June 5, 1894, he was educated in Toronto, started his business career at 14 years of age, and early showed sales ability. During the First World War he was in the Canadian Army, but because of his bad eyesight (he wears heaviest glasses in the Canadian broadcasting industry) was retained in Canada, and discharged with rank of lieutenant. Immediately after the war he went farming in Saskatchewan with his young wife, the former Edna Irvine of Drayton, Ont. Farming and Mr. Thomson lasted less than a year, and in 1920 he was back in Ontario to start an automotive supply business with his brother.

Mr. Thomson is a director of the Canadian Press; vice president of Press News, radio subsidiary of Canadian Press was elected April 26 to the CP executive committee; has been a Canadian delegate for a number of years to the British Empire Press Union. He has two daughters, Irma and Audrey; and a son, Kenneth, recently out of the RCAF and currently studying at Cambridge, England. Mr. Thomson lives outside Toronto, at Weston, in a big rambling house.

In Toronto he belongs to the National and Alumni Clubs. His hobbies (few, outside of accumulating radio stations and newspapers) are reading detective stories and travelling. Anyone who has travelled near Mr. Thomson knows he always has the latest thriller book in his pocket ready for a few minutes of quiet reading. He goes overseas at least once a year, by plane or ship, preferably the latter.

ADMIRING awards garnered by NBC in Fifth Annual Awards Competition sponsored by Chicago Federated Advertising Club [Broadcasting, May 12] are members of the network’s Central Division (1 to 2): Harold Smith, advertising and sales promotion department assistant manager; E. C. Carlson, department manager; Arthur Jacobson, production manager; model Bettie Thomas, who presented the awards; William Ray, news and special events manager.
LATEST INFORMATION ON
North Carolina—The South’s Number 1 State
and WPTF—North Carolina’s Number 1 Salesman

GROSS FARM INCOME
WPTF’s Primary Has More Farm Income Than Any Southern State Except North Carolina Itself

<table>
<thead>
<tr>
<th>State</th>
<th>Gross Farm Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>5712,604,000</td>
</tr>
<tr>
<td>WPTF Primary</td>
<td>640,895,000</td>
</tr>
<tr>
<td>Kentucky</td>
<td>490,285,000</td>
</tr>
<tr>
<td>Florida</td>
<td>423,728,000</td>
</tr>
<tr>
<td>Georgia</td>
<td>419,583,000</td>
</tr>
<tr>
<td>Virginia</td>
<td>383,722,000</td>
</tr>
<tr>
<td>Tennessee</td>
<td>367,721,000</td>
</tr>
<tr>
<td>Mississippi</td>
<td>333,528,000</td>
</tr>
<tr>
<td>South Carolina</td>
<td>259,925,000</td>
</tr>
</tbody>
</table>

WPTF PRIMARY
WPTF’s Primary Has 2,876,000 People And Retail Sales Over One Billion Dollars

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Population</td>
<td>2,876,500</td>
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<tr>
<td>Retail Sales</td>
<td>$1,066,444,000</td>
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<tr>
<td>Food Sales</td>
<td>$218,858,000</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>$151,202,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$37,451,000</td>
</tr>
<tr>
<td>Effective Buying Income (Gross)</td>
<td>$1,832,276,000</td>
</tr>
<tr>
<td>Effective Buying Income (Net)</td>
<td>$1,696,502,000</td>
</tr>
<tr>
<td>Gross Farm Dollars</td>
<td>$640,895,000</td>
</tr>
</tbody>
</table>

MARKET DATA
All market data is based on Sales Management’s 1947 Survey. Complete Sales Management’s estimates of WPTF’s day-time and night-time coverage are available free from WPTF or Free & Peters.

COVERAGE
WPTF’s primary is that 78-county area where 50% or more of the people in each county listen regularly to WPTF, according to BMB’s 1946 day-time audience study. Station Audience Reprint containing complete BMB audience information by counties and measured cities available free from WPTF or Free & Peters.

WPTF 680 WATTS KC 50,000 NBC AFFILIATE Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
Cohen Resigns

HARRY B. COHEN, vice president at J. D. Tarcher and formerly associated with Dancer-Fitzgerald-Sample, New York, as chairman of the Plans Board, has resigned to form his own agency to be known as Harry B. Cohen Adv. Co., Inc., New York. The new agency will be located at 1 E. 57th St., New York, The Beaumont Co., St. Louis, and part of the Grove Labs., St. Louis, account advertising campaigns will be under the auspices of the new agency.

MARIAM ORR, former secretary to THOMAS COMPARE, NBC Central Division attorney, has joined Foon, Cone & Belding, Chicago.

LILLIAN KRAMER has resigned as radio time buyer of West-Marque Inc., Los Angeles. No replacement has been announced.

JUNE PAULY, production assistant of J. Walter Thompson Co., Hollywood, has resigned to marry EARL EH, agency producer of NBC "Eddie Bergen-Charlie McCarthy Show," with wedding date not revealed.

MRS. WILLIAM J. BINDER, media director of Ted H. Power Agency, Los Angeles, resigned May 15 for domestic life.

J. J. HARDIGAN, vice president in charge of media for Campbell-Ewald Co., Detroit, is on West Coast on client business.

BART BUNKOFF of Hollywood, has moved to larger offices at 439 S. La Cienega Blvd., Los Angeles.

MRS. WILLIAM J. BINDER, media director of Ted H. Power Agency, Los Angeles, resigned May 15 for domestic life.

LOUISE TOLLIVER, former copywriter at Kasner, Cheley & Clifford, New York, has joined copy department of Compton Adv., New York.

Robert E. Walsh, who recently joined Brislacher, Van Norden & New York, has been appointed media director of agency. He formerly was with McCann-Erickson, Kodak Agency and Kenyon & Eckhardt, both of New York.

Edward Whitley, radio timebuyer with Compton Adv., New York, has resigned to join McCann-Erickson, New York in same capacity, effective May 1. He succeeds Jack Thompson, resigned (see Commercial).

J. Walter Thompson Co. has moved its Philadelphia office to new offices at 330 California St. Company had maintained offices at 10 Bush St.

H. R. Van Gunten, with Foote, Cone & Belding, Chicago, and its predecessor, L. H. Thomas, since 1933, has been elected president of that agency. Before 1933, Mr. Van Gunten was vice-president of John H. Dunham agency, since inactivated.

Arthur Grimes, of International department of J. Walter Thompson Co., New York, has left for London where he will attend series of client meetings.

Sara Jane Troy, formerly with engineering department of WOR New York, and with Cecil & Presbrey, New York, since last February, has been appointed assistant to radio director of that agency.

James C. Warren has been appointed assistant production manager of Hoefer, Dietrich & Brown, San Francisco.

Richard Boebel, Army veteran and formerly with Connecticut General Life Insurance Co. of Hartford, has joined Breese, Enloe & Elliott-Smith, New York.

Fred S. McCarthy, former radio director and sales consultant for Abbott Kimball Co., Chicago, has joined Burnett-Kuhn Adv., Chicago, as vice president and director of sales and merchandising planning.

Evelyn Byrd, has been shifted from Compton Adv., New York office to Hollywood as publicity coordinator.

Jay Y. Tipson, vice-president of Gillham Adv., Salt Lake City, has been named instructor in advertising for current spring quarter at U. of Utah.

George McNutt, vice president of Botsford, Constantine & Gardner Inc., San Francisco, has resigned to open own advertising agency at 1815 Telegraph Ave., Oakland.


Abbott Kimball Co., New York, has opened Montreal office at 1468 Peel St., which is affiliated with Walon, Montreal. Morgan Reicher, vice president of agency, is liaison of agency between Montreal and American offices.

Lennern & Mitchell, New York, has resigned as president of Pulsar Systems Inc. and account. Agency will continue to serve account pending appointment of new advertising representative by advertising executive has been using spot announcements locally in New York.

Charles Blum, head of Charles Blum Adv., Philadelphia, May 14 was the honor guest of Philadelphia's Poor Richard Club at dinner in celebration of 14th anniversary of Blum Adv.

Gotham Adv., New York, has received copies of "This is Australia" yearbook, published in Sydney by Oswald L. Ziegler, in cooperation with Gotham's associate in that country, Gotham Australia Pty. Ltd. Book is available for examination at agency's New York office.

Eric Choyce, formerly of Cockfield Brown & Co., Montreal, and former manager of Cush Hallocks, has joined Young & Rubicam, Toronto, as account executive.

Claire Carl-Carl director of station relations for Gardner Adv., St. Louis, has been elected president of newly formed St. Louis chapter of National Asn. for Education by Radio.

Johnson Adv. Service, San Francisco, has moved to larger quarters at 335 Kearny St.

Barney Daniels, former copywriter at BBDO, New York, has joined Paris & Pearl, New York, in same capacity.

Frank Monaco, former production manager of Kaufman Co., New York, and prior to that with J. Walter Thompson Co., New York, has joined O'Brien & Dorrance, New York, as production manager.

William E. Staubes Jr., former copy chief of WPTF Raleigh, N. C., has joined Piedmont Adv., Salisbury, N. C. He will specialize in radio program development.


Mr. Van Gunten

RETAIL SALES
$124,979,000
Represented by
AVERY-KNODEL, Inc.

You're in good company on KMPX

Albers Milling Company
Bank of America
Bulova Watch Company
Colgate-Palmolive-Peet
Cresta Blanca Wines
Garrett Wine
Langendorf Bread
Milani Foods

Oldsmobile
Pacific Telephone & Telegraph
Ralston-Purina
Rexall Drug Co.
Rit Dye
Saturday Evening Post
Simonz Company

Practically Compulsory
Only the Intermountain Network reaches the intermountain markets of Utah, Idaho, Wyoming and Montana.

Look at these facts from the new 14-market Hooper! The largest Hooper ever taken in the Rocky Mountain West.

Don't guess about LISTENERSHIP in the Intermountain West!!! See the NEW Hoopers! Call Avery-Knodel, Inc.

THE NEW INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live

AVERY-KNODEL - National Representatives

New_York - Chicago - Los Angeles - San Francisco - Atlanta
FLORIDA'S NO. 1 MARKET

the Year Round

Sales Management Estimates
Miami Metropolitan County Area

* POPULATION -- JANUARY 1, 1947

351,500

* RETAIL SALES $340,177,000

* EFFECTIVE BUYING INCOME $470,364,000

Check WIOD by any index . . . BMB -- HOOPER RESULTS -- It's Miami's No. 1 Station the year Round -- the Station Most People Listen to Most

GARDEN VIDEO RIGHTS ARE RENEWED BY CBS

CBS last week announced a renewal of its television contract with Madison Square Garden for another year, giving to WCBS-TV New York exclusive video coverage rights for all events held at the Garden except boxing bouts until September 1948. In line with the network's new policy of decentralizing its programming, the Garden will be scheduled for the immediate future [Broadcasting, May 12], the new Garden contract assures the WCBS-TV audience of a 1947-48 winter schedule of hockey, college and professional basketball, track meets, horse, hobby and dog shows, Golden Gloves and Silver Skates contests, circus and rodeo and other events. CBS plans a similar schedule during the past year, largely under sponsorship of Ford Motor Co., which is currently cosponsoring with General Motors Corp., the CBS telecasts of Brooklyn Dodgers home games.

For its warm weather television schedule, in addition to the baseball games, CBS has obtained exclusive television rights to the Bay horse race May 31 at Belmont Park and for the national professional tennis championships to be played June 16-22 at Forest Hills. The tennis matches will be sponsored by U.S. Rubber Co. A schedule of boxing matches from Ridgewood Grove (indoor) and Ebbets Field (outdoor) was to begin May 17 with the Bernstein-Larman bout at the Grove.

Next fall WCBS-FM will again cover football games of Columbia U., Baker Field, and the Dodger pro football team at Ebbets Field. Station also has scheduled the 20 home games of the New York Knickerbockers, pro basketball team, for the winter, the 69th Regiment Army and the Garden, in addition to the collegiate basketball contests.

AAA To Screen Young People for Advertising AMERICAN ASSN. of Advertising Agencies has scheduled an examination to screen young people for the advertising business, with the first part of the test to be held June 7 and the second part June 14.

The examination is aimed especially at senior and graduate college students and to young people with experience in some field of advertising. James H. S. Ellis, president of Kudner Agency, New York, and chairman of the AAAA committee in charge, announced.

Candidates, to be limited to 1500, will be tested in Boston, Philadelphia, New York, Pittsburgh, Cleveland, Minneapolis-St. Paul, Seattle, Portland, Ore., and Los Angeles. A fee of $15 will be charged each candidate to cover part of the cost of the examination.

MARTIN BLOCK, disc m.c. who raids from New York to Hollywood for KFWB starting June 2, has enunciated three-point statement of sponsorship conditions.

They are: (1) No deodorant, antiperspirant or foot ailment accounts on premise that program is a table guest; (2) commercials are not to exceed 75 seconds in each 15 minute segment and may be pushed only during eight minutes of any quarter-hour period; (3) Mr. Block reserves the right to compose commercials with the sponsor able to reject but not change it.

'CHURCH OF AIR' BOARD TO MEET IN NEW YORK

ANNUAL LUNCHEON of the national board of consultants of CBS' Church of the Air will be held May 27 at CBS headquarters in New York where plans for the 1947-48 season of religious broadcasts will be outlined.

Elinor Inman, CBS director of religious broadcasts, will report on the current year's broadcasting activities.

Dr. Stanley L. Stuber, director of public relations and chairman of the National Radio Committee, Northern Baptist Convention, will succeed Dr. Stanley B. Hazzard as Baptist representative. Dr. Hazzard, executive secretary of Affiliated Baptist City Societies of Greater New York, is retiring from the board.

Representing CBS at the meeting will be Edward R. Murrow, vice president and director of public affairs; Davidson Taylor, vice president and director of programs; Lyman Brynoff, chairman of public affairs committee; Robert Hudson, director of education; William Fineshriber, assistant director of broadcasts; Leon Levine, assistant director of education; George Crandall, director of press information, and Miss Inman.

Middleton Leaves Wilder, Joins French & Preston

BEVERLY M. MIDDLETON, associated with the Harry C. Wilder stations as assistant to Col. Harry C. Wilder, president of WSYR Syracuse, WTRU Troy and WELI New Haven, has resigned to join French & Preston Inc., New York, as radio director effective today May 19. During the war Mr. Middleton served with the Armed Forces Radio Service and prior to that was associated with CBS in several capacities. He was sales manager as well as account executive of the Spot Broadcasting Division.
### General Broadcasting Advertising Time Rates (Without Talent):  
#### EVENING RATE  
(Evening rates apply on Sunday between 1:00 P.M. and 11:00 P.M.)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1 T.</th>
<th>2 T.</th>
<th>5 T.</th>
<th>10 T.</th>
<th>30 T.</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Hour</td>
<td>$210.00</td>
<td>$199.50</td>
<td>$189.00</td>
<td>$178.50</td>
<td>$168.00</td>
</tr>
<tr>
<td>Half Hour</td>
<td>$120.00</td>
<td>$119.70</td>
<td>$119.40</td>
<td>$119.00</td>
<td>$118.50</td>
</tr>
<tr>
<td>Quarter Hour</td>
<td>$64.00</td>
<td>$63.90</td>
<td>$63.80</td>
<td>$63.70</td>
<td>$63.50</td>
</tr>
<tr>
<td>Five Minutes</td>
<td>$32.00</td>
<td>$31.90</td>
<td>$31.80</td>
<td>$31.70</td>
<td>$31.50</td>
</tr>
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</table>

#### DAYTIME RATE:  
7:00 A.M. to 6:00 P.M. (Sunday 8:00 A.M. to 1:00 P.M.)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>1 T.</th>
<th>2 T.</th>
<th>5 T.</th>
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<th>30 T.</th>
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<tr>
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<td>$99.60</td>
<td>$99.20</td>
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<td>$98.40</td>
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<tr>
<td>Half Hour</td>
<td>$50.00</td>
<td>$49.80</td>
<td>$49.60</td>
<td>$49.40</td>
<td>$49.20</td>
</tr>
<tr>
<td>Quarter Hour</td>
<td>$24.00</td>
<td>$23.90</td>
<td>$23.80</td>
<td>$23.70</td>
<td>$23.60</td>
</tr>
<tr>
<td>Five Minutes</td>
<td>$12.00</td>
<td>$11.90</td>
<td>$11.80</td>
<td>$11.70</td>
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### Announcements:

#### EVENING RATE  
(Evening rates apply on Sunday between 1:00 P.M. and 11:00 P.M.)

<table>
<thead>
<tr>
<th>Time Period</th>
<th>20 Sec. ET or 125 words</th>
<th>30 Sec. ET or 187 words</th>
<th>40 Sec. ET or 250 words</th>
<th>50 Sec. ET or 312 words</th>
<th>60 Sec. ET or 375 words</th>
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<tbody>
<tr>
<td>One Minute</td>
<td>$35.00</td>
<td>$52.50</td>
<td>$69.50</td>
<td>$86.00</td>
<td>$102.50</td>
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<tr>
<td>One Minute ET or 125 words</td>
<td>$25.00</td>
<td>$33.00</td>
<td>$41.00</td>
<td>$49.00</td>
<td>$57.00</td>
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#### DAYTIME RATE:  
7:00 A.M. to 6:00 P.M. (Sunday 8:00 A.M. to 1:00 P.M.)

<table>
<thead>
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<th>Time Period</th>
<th>20 Sec. ET or 125 words</th>
<th>30 Sec. ET or 187 words</th>
<th>40 Sec. ET or 250 words</th>
<th>50 Sec. ET or 312 words</th>
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<tr>
<td>One Minute</td>
<td>$15.50</td>
<td>$23.25</td>
<td>$31.00</td>
<td>$38.75</td>
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<td>One Minute ET or 125 words</td>
<td>$12.50</td>
<td>$18.75</td>
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<td>$31.25</td>
<td>$37.50</td>
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</table>

#### IN NUMBERS:
There are 494,700 people in Hartford County; 1,026,800 in WDRC's Primary Area.

#### IN INCOME:
A 7-year study, 1939-1946, shows Hartford with almost double the nation's per capita Effective Buying Income.

#### IN RETAIL SALES:
Hartford County rang up $500,722,000 . . . WDRC's Primary Area $949,927,000 in 1946.

#### IN RADIO HOMES:
97% of the families in WDRC's Primary Area have one or more radios.

#### IN VALUE:
On WDRC, you completely and economically cover one of the country's best areas for advertising. WDRC has one low uniform rate for all advertisers: national, regional and local.

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**CONNECT IN CONNECTICUT**  
**BY USING WDRC** . . .
BUS TRANSFERS are being used as ballots in novel "Queen for a Day" contest, jointly sponsored by KTFS, MBS outlet at Texarkana, Tex., and the Texarkana Bus Co. Idea behind the contest is to gain new listeners for Mutual's program, "Queen for a Day," heard week days at 11 a.m. (CST), and good will for the bus company and Texarkana merchants.

Selection of a "Queen for a Day," will be received an all-expense trip by plane to Hollywood for a four-day stay at one of the leading hotels and an appearance on "Queen for a Day," will be made among women listeners to KTFS between the ages of 18 and 80. Contestant with the greatest number of votes by July 1 will be declared the queen.

In casting their ballots KTFS listeners write the names and addresses of their choice for queen on the back of bus transfers and deposit the ballot in the ballot box at KTFS studios or in a similar box in the store of one of the Texarkana merchants who will provide traveling bags, jewelry, lingerie, perfumes and other items for the queen's trip to Hollywood.

Announcement advertising the contest appeared in a Texarkana paper May 4 and stated that "starting tomorrow, Monday, May 5, every time you ride a Texarkana bus you will be entitled to receive a transfer. Ask the driver for one. Then decide who you would like to have as your Queen for a Day."

Admiral Announces

NEW low-price policy and two technical developments have been announced by Admiral Corp., Chicago. Admiral's "miracle tone arm" utilizes special type of rubber to transform impulses of pickup into electronic impulses, reportedly eliminating need for crystals or tubes.

TABLE MODEL television receivers Model 307-TA is first to be made by Crosley Division, The Aviation Corp. Set is equipped with 27 tubes plus three rectifiers and can receive 11 visible channels. Size of picture reproduction is 6% inches by 8% inches. Price: $375 plus $55 installation and $2.60 excise tax.

WTOP-Catholic U. Plan Summer Radio Workshop

WTOP Washington is conducting a Radio Writers Workshop June 30-Aug. 9 with the cooperation of Catholic U. Hazel Kenyon Markel, WTOP director of community service and education, is to be director. Registration is limited to 15 students, based on the submission of a satisfactory radio script. Courses offered are: Fundamentals, theory, writing and production. C. U. gives full credit for the course.

Faculty members and guest lecturers include: Lymon Bryson, CBS counsel on public affairs; Dick Linkrom, WTOP program manager; Eric Seay, director of CBS Washington news bureau; Walter Kerr, C. U. faculty member and playwright; Leo Brady, also C. U. faculty member and playwright.

Sylvania's Net for 1947

First Quarter $805,342

SYLVANIA ELECTRIC Products Inc., for the quarter ended March 31, 1947, shows consolidated net income of $805,342 compared with a loss of $422,264 in the corresponding period of 1946, it was reported at the annual meeting of stockholders last week.

Earnings for the first quarter, after deducting dividends on the $4 cumulative preferred stock, were equal to 70 cents a share on the 1,050,550 shares of common stock outstanding.

Don G. Mitchell, president, told the stockholders that sales of radio receiving tubes in the March quarter were 260% ahead of the first quarter of 1941, the last pre-war comparable period, and that radio receiving sets were up 330% in that period.

200-Million Issue

AMERICAN TELEPHONE & TELEGRAPH Co., to raise funds for additions, extensions and improvements to its plants and those of its subsidiary and associated Columbia companies, is planning a possible issue of $200,000,000 worth of 40-year debentures due June 1, 1947, it was announced last week. The new issue, which will be offered for sale through competitive bidding, will be covered by a registration statement now being prepared by the company for filing with Securities and Exchange Commission.

COLUMBIA RECORDS Inc., New York, has completed new Mexican factory, Discos Columbia de Mexico, Mexico City, and is planning to be in full operation and pressing records in fall. New plant will be directed by Max Segal, vice president, and NATHAN H. DAVID, who represents Columbia in Mexico.


Allied Arts

EDWARD M. TUFT, former personnel manager of RCA Tube Plant, Harlingen, Texas, has been appointed director of personnel of RCA Victor Division, Camden, N. J., succeeding W. W. WELCH, who has been named operations vice president for the division.

NATHAN H. DAVID has withdrawn from radio law firm of David, Courtney and Rhoad, Washington, to open own office. Former firm is now known as Courtney, Kriegel and Jorgensen.

SOUND APPARATUS C. O., New York (manufacturers of Graphic Level Recorders), has opened production plant in Stirling, or total research laboratories are in Millington, N. J.

CHARLES FRANCIS ADAMS Jr. has been elected executive vice president and chairman of executive committee of Baybene Mfg. Co., Walton, Mass.

SEGAL, SMITH & HENNESSY, Washington (radio law firm), has moved offices from 1026 Woodward Bidg. to Conn. Ave., Washington.

CHARLES H. GODSCHALL, former manager of metal division of Philco Corp., Philadelphia, has been appointed works manager of new refrigerator-production facilities in Philadelphia.

HAROLD D. DRAKE, former advertising manager of Rome Mfg. Div. of Stewer Cooper, Roanoke, N. Y., has formed own agency specializing in advertising, merchandising and public relations, located at 721 State St., N. Y.


ROY E. DELAY, former manager of Technical Research, Memophal, Canadian affiliate of International Telecommunications, has been elected a vice president and director of the Canadian company.

RICHARD C. SHERMAN, former assistant traffic manager of Western Electric Co., New York, has been named general traffic manager of RCA Victor, Camden, N. J.

GRENVILLE R. HOLDEN, former assistant to President of Sylvania Electric Products Inc., New York, has been elected vice president of firm.

CBS Shortwave Programs To Greece Are Launched

CBS BEGAN daily shortwave broadcasts to Greece in the Greek language last week. Broadcasts were beamed overseas for the Office of the Information Service of the Department of State, 3:30-5:30 p.m. daily, and rebroadcast in Greece over the Internal Government Radio Service. The programs, prepared under CBS supervision, in the network's shortwave news headquarters in New York, are announced by Paul Mylonas, Greek announcer.

The initial program presented Secretary of State George C. Marshall, Chairman of the Senate Foreign Relations Committee and William Benton, assistant secretary of state for public affairs, with running translations in Greek provided by Mr. Mylonas.

WNBC New Haven, Conn., received a national station award from City College of New York, May 12, for the "most imaginative promotion of the season," class 3,000-10,000 w radio stations. Award was presented at a luncheon at the New Haven Ad Club, Hotel Garde.
Professional performance—that keeps the original sound alive!

Always on the nose

—with split-second timing at 33.3 rpm

The way to a listener's pocketbook is through his ears. Give him the last full note of every record... a natural unhurried ending to every story on the program—and you'll keep him in a receptive mood for your spot commercials.

But cut his entertainment short; or mar its quality with speedups or slowdowns to compensate for faulty drive timing—and you'll never get his pocketbook open.

Professional recording and playback require precision timing. In maintaining broadcasting schedules, where seconds count, you're offered the positive Fairchild direct-from-the-center turntable drive, shown above. Rim or belt driven tables cannot duplicate Fairchild's split-second timing. The 33.3 rpm speed is obtained through a gear-and-worm reduction of its 1,800 rpm synchronous motor speed. The 78 rpm speed is obtained through a precision friction-ball-race stepup.

Fairchild's precision timing is available on Transcription Turntables, Studio Recorders and Portable Recorders designed in close collaboration with AM and FM broadcast and recording engineers to meet and exceed very exacting professional requirements for lateral recording on acetate or wax masters at 33.3 and 78 rpm. For complete information— _including prompt delivery_—address: 88-06 Van Wyck Boulevard, Jamaica 1, New York.

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Fairchild CAMERA AND INSTRUMENT CORPORATION
Pennsylvania Educational Network Plan

Unwise and Costly, Broadcaster Claims

EDITOR, BROADCASTING

Twenty or more states are now setting up state-wide educational radio networks. Pennsylvania also has a bill introduced in the legislature to establish a coordinated state-wide system of radio education broadcasting. This bill would appropriate over three quarters of a million dollars to effectuate the purposes of this act.

Some of the items which are provided in this bill will fill a great need. They are: establishment of training programs to promote education by radio; organization of “schools of the air”; maintenance of a transcription and script library and exchange service; and providing information pertinent to the development and utilization of education by radio.

However, in addition to this, the bill also provides for the Pennsylvania Dept. of Public Instruction to construct and operate a network of non-commercial radio stations as may be necessary for adequate state-wide coverage. Pennsylvania is a large state, and if I know anything about the cost of station construction and operation, there will be little, if any, of the appropriation left for radio education.

Past Experience

For some years, and in various localities, I have exerted much effort in attempting to interest public schools in educational radio programs. I have met with some success, but it was not entirely gratifying. My failures were usually due to a lack of interest on the part of school officials. Sometimes they were due to a lack of funds to carry through the programs as planned. In no case was it ever due to a lack of broadcasting facilities. It has been my experience that commercial broadcasters are always willing to provide more radio time than is ever utilized by the schools.

The public school teachers in Pennsylvania as well as in most other states are grossly underpaid, and this condition is jeopardizing our entire public school system. Yet, despite the fact that funds cannot be provided for decent salaries for our teachers, this radio education bill would squander $775,000 for facilities which can be obtained, in most cases more cheaply, by the asking from existing commercial stations and the many new stations which are cropping up all over the state. Furthermore, most of these stations would be too small to offer the cooperation of trained and experienced personnel in producing programs for the schools.

In view of these facts, I think it would be much wiser for the state to establish a bureau or division of the Dept. of Public Instruction with the necessary funds and personnel to run our educational radio network. Then, if it is learned that existing stations cannot meet the demands of the school authorities for broadcasting time and facilities, no complaint can be voiced if the state goes through with plans to construct and operate a state-wide network of radio stations.

Julian F. Skinnell
Operations Manager
WLBR Lebanon, Pa.
April 6, 1947

KRLN Construction

STUDIO-TRANSMITTER building now under construction for KRLN, new station at Canon City, Col., is expected to be ready for occupancy in June, according to Raymond M. Becker, KRLN’s co-owner and manager. Station, which will operate with 250 w daytime on 1400 kc, is licensed to Royal Gorge Broadcasters, Canon City. Firm is a partnership, including Mr. Becker, who has had 20 years’ experience in radio station management, and Melvin B. Williams, radio engineer and operator for the past 10 years. Technical equipment has been assembled and is on the scene ready for installation, Mr. Becker states.

WMBL Building

WMBL Morehead City, N. C., new 1 kw station on 740 kc, is erecting a building between Morehead City and Beaufort, N. C., to house its transmitter, studios and offices. Western Electric equipment will be used. Antenna is a 275-ft. Blaw-Knox self-supporting tower. Owned and operated by the Carteret Broadcasting Co., WMBL is expected to be on the air by June 15. Grover C. Munden is president of the station, Paul F. Carter, formerly with WHIT New Bern, N. C., managing director.
EVERYWHERE... it's **audiodiscs**

Everywhere, when quality is important, *AUDIODISCS* are preferred over all other recording blanks combined.

This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

For *AUDIODISCS* are manufactured by a patented precision-machine process which assures uniform results, and *AUDIODISC* recording lacquer is produced in our own plant from a formula developed by our research engineers. The manufacturing process is thus fully controlled from raw materials to the finished disc.

Praise of *AUDIODISCS* comes from everywhere, not only from all fields of recording, but from every type of climate. In arctic cold or the heat and humidity of the tropics, *AUDIODISCS* are consistently dependable.

There is an *AUDIODISC* designed for every recording need. See your local distributor or write:

**AUDIO DEVICES, INC.,** 444 Madison Avenue, New York 22, N.Y.
Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.
*Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.*

KMA MAN ABROAD
Farm Editor Touring Famine
Areas in Europe

FIRST-HAND reports on European agricultural conditions, as
affected by UNRRA relief supplies, are being relayed daily to the
American farmer and particularly listeners of KMA Shenandoah,
Iowa, by Merrill J. Langfitt, stat-
ion Farm Service Director.

Mr. Langfitt, accompanied by
KMA reporters and engineers,
sailed for Europe in February, at
the invitation of UNRRA officials, to
get information on distribution of
such relief supplies as livestock,
stock, grain and seed furnished by
farmers of the corn belt area.

Mr. Langfitt flew to Rome March 6 to
cover the World Food Conference
for his American radio audience,
and nine days later was heard in a
broadcast from Rome over the
ANA network as part of its regular
Saturday feature, The American
Farmer.

KMA staff carried complete wire
recording and camera equipment on
assignment, and hundreds of exclusive interviews and de-
scriptions have been continuously
aired back to KMA for presentation to the Corn Belt listener
two or three times daily.

Transcribed ‘Tolerance’ Spots Are Offered Free
ONE-MINUTE musical jingles tit-
led “Little Songs on Big Subjects”
which WNEW New York commis-
sioned Hy Zaret and Lou Singer to
write, have been transcribed for
radio broadcast as public service
spots and announcements and are available to stations throughout
the U.S. without charge, through
the Institute for Democratic Educa-
tion. First performance of jingles
was on WNEW’s Make-Believe
Ballroom program May 14.

The jingles, which were previewed at the 17th Annual Institute
for Education by Radio at Ohio State
U., deal with racial tolerance, edu-
cation on democratic principles, and personal tolerance.

This is an advance series of
WNEW’s first series of anti-intol-
erance spots which, under the head-
ing Keep Faith With America,
were broadcast the latter part of
1946 and are currently on the
schedule of 496 stations in the U.S.
The Institute for Democratic Educa-
tion, a non-profit organization under the directorship of
Howard Le Sourd, and of Boston, which participated with WNEW in the
first series of spots, will again dis-
tribute them to stations throughout
the U.S. without cost. The jingles
were written by Hy Zaret with
music by Lou Singer, orchestra-
tions by Roy Ross, vocals by the
Jesters and production by Ted
cott.

KWKW Pasadena has broken ground for its FM transmitter site atop Mt.
overlooking that city. Station’s call let-
ters will be KWMF, according to Bill
Benton, station manager.

WSIC AND FM ADJUNCT
START SIMULTANEOUSLY
WSIC (1400 kc. 250 w) and WSIC-
FM (96.5 mc.) were launched sim-
ultaneously at Statesville, N. C.,
on May 3. The stations, housed in
a modern building in the Forest
Hills section of Statesville, are
owned by Statesville Broadcasting
Co., whose officers include Dr.
James W. Davis, president; A. F.
Sams, first vice president; L. A.
Parks, second vice president, and
Lynn Casler, secretary-treasurer.

Company was organized by
65 Statesville business and profes-
ional individuals.

WSIC is operating from 6 a.m.
to midnight and has signed as an
MBS affiliate. It is using AP wire
service.

WSIC-FM, which uses REL
equipment, is duplicating WSIC’s
programs. Its antenna is mounted
atop the 300-ft. tower of WSIC.

Harry Galton, former editor of
Statesville Daily Record and a
Vanguard of World War II, is
managing the stations. Other
staff members include: James Pote-
ton, station manager; Mrs. Kath-
ryne Charles, sales manager; Mor-
rison Combs, news editor; Albert
Watson, chief announcer; Mrs.
Lynn Nesbit, announcer; Miss
Nicholas Wooten, engineering;
Emery Webster, chairman of
Statesville football player, sports director; T. K. Abernathy, sports
manager; and Fred Ostwalt Jr.,
engineer; Eddy Galbreath, assistant.

YPNS

LA VOZ De Nicaragua, formerly
the government station of Nica-
gua, has been sold to Senior Juan
Velazquez Prieto, who will continue
as station manager, a post he has
held for the past two years. Sta-
tion, currently operating as YNPS,
will change call letters to YNY and
continue as NBC affiliate, it was
announced by Pan American
Broadcasting Co., New York, which
represents the station. It operates with 800 w short-
wave but will up its power to 1000
w shortwave and 3000 w medium
wave in the near future.

Raytheon Moving Plant
Facilities From Chicago

RAYTHEON Mfg. Co., has an-
ounced transfer of all broadcast
equipment activities from Chicago
to Waltham, Mass.

William Love, former assistant
sales manager of Industrial Elec-
tronics Division, was appointed
broadcast equipment products
manager at Waltham, which will
be headquarters for sales, service,
production and engineering of
broadcast equipment. Ben Farmer
and Warren Cozza will operate
sales office at Raytheon’s Chicago
plant, 7475 N. Rogers Ave.
CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Office, National Press Building
Offices and Laboratories
1339 WilcotSouth Ave., N.W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
285 NATIONAL PRESS BLDG. D1. 1205
WASHINGTON, D. C.

PETER GODLEY CO.
LABS: GREAT HORN, N. J.
LITTLE FALLS, 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. - District 8456
Washington 4, D. C.

RING & CLARK
25 Years' Experience in Radio Engineering
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WASHINGTON 4, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

RAYMOND M. WILMOTTE
AND ASSOCIATE
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1489 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

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A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513

LOHNIES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

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710 16th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1428 F St., N.W. Kellogg Bldg.
Washington, D. C. Republic 3984

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7181
WASHINGTON, D. C.
1000 No. Seward St. no. 6231
Hollywood, 38, Cal.

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

GARO W. RAY
991 BROAD STREET PHONE 5-2025
BRIDGEPORT, CONNECTICUT

DIXIE B. MCKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. Adams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5870
WASHINGTON 5, D. C.

WELDON & CARR
Washington, D. C.
1605 Connecticut Ave., Mi. 4151
DALLAS, TEXAS
1728 WOOD ST., RIVERSIDE 3611

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

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JUSTIN 8-6108

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ARLINGTON, TEXAS

GILLE BROS.
1108 LILLIAN WAY GLADESTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
820 Gregg Street
Columbus, South Carolina
Phone 7342

H. V. ANDERSON
& ASSOCIATE
715 AMERICAN BLDG., RA. 0111
NEW ORLEANS, LOUISIANA

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

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AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 16th St., N. W.
Washington 10, D. C. Adams 7299

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CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

BARCLAY & SAXON
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas
MAY 9 TO MAY 15

m Actions of the FCC

May 9 Decisions . . .

By the Commission

Ordered that further hearing before
Commission in proceeding for allocation of frequencies
among various classes of nongovernmental services
in radio spectrum from 1.9 to 30,000 kc be held Sept. 8, 10 a.m.
with respect to general mobile service.
Written notice of appearance must be filed
with FCC on or before Aug. 15.

Scheduled hearing June 2, 10 a.m., before
Commission in matter seeking regulation of
rates and regulations and standards of good
engineering practice concerning daytime
skywave transmissions of standard stations.

Ordered that Sec. 1.112 of FCC rules
and regulations be amended to add new sub-
paragraphs concerning ruling procedure on
petitions for decision and notice. Petition
requests filed by same party or petitions
filed with respect to same request which
have become moot:

Southern Bxtg. Co. and Fort Summer
Bxtg. Co., Charleston, S. C. —Ordered
that record of May 6, 1947, be re-
opened and further hearing be held in
Washington on May 13 to take testimony
upon engineering issues and ascertain
interference to each of these applicants
from operation of WMTJ Daytona Beach
and interference to WMTJ from proposed
operation of each of applicant's WMTJ to
be made party to proceeding.

By Commission en Banc

Transfer of Control

WDAS Philadelphia — Granted consent to
transfer of control to William Goldman The-
attles Inc., representing all of 500 shares
of issued and outstanding common stock
for $485,000.

WPAB Pense, P. E. — Granted consent to
involuntary transfer of control from
Miguel Soltero Palermo to Inescencia
Bigsy Vda. Soltero, administratrix of estate
of Miguel Soltero Palermo. No monetary con-
ideration.

Modification of CP

WFRB Utica, N. Y. — Granted mod. CP
increase power from 250 w to 1 kw change
type trans. and approval of trans. and
location and ant.

Assignment of CP

WJXJ Florence, S. C. — Granted consent
to assignment of CP from Eugene E. Stone
to Atlantic Bxtg. Co. for $25,000.

Action Reconsidered

WJCC Orlando, Fls. — Reconsidered action
taken April 30 in designating for
hearing application for mod. CP and
granted said application to change DA-NO
to DA-5.

Petition Denied

Accepted memorandum opinion and order
denying petition for reconsideration di-
rected against Commission's action on Oct.
16, 1946, granting application of WAIM
Anderson, S. C., for CP to install new
vertical ant. and mount FM ant. on top of
AM tower of WAIM, and to give concurren-
tive consideration to petitioner's applica-
tion for new station at Union, S. C.

Petition Granted

WTMV East St. Louis, Ill. — Petition
reconsidered and granted without
hearing application for assignment of li-
ence to Evansville on the Air Inc. for
contribution of $250,000. (Comm. Durr
Hyde voting no.)

Petition Denied

WOKO Albany, N. Y. — Adopted memo-
randum opinion and order denying peti-
tion for reconsideration of Commission's
opinion and order of April 8, 1947 (denying
WOKO petition to amend its application for renewal,
and ordering termination of all operations
by WOKO as of Aug. 1), to allow con-
tinued operation of WOKO asking per-
mission, after such mod., for leave to
file an amended application.

By the Secretary

KFSA Fort Smith, Ark. — Granted license

Cond. — Condition(s)

Antenna

D-Day

N-Sight

V-Sight

Un-aerbated

Un-assembled hours for new station 960 kc 1 kw D.; cond.
to specify studio location.

WPLE Florence, S. C. — Granted CP
for approval of ant., to change type trans.
and approval of trans. and studio loca-
tions.

WTIK Durham, N. C. — Granted license
for increase in power to 1 kw and change
type trans.

KXZL Great Falls, Mont. — Granted li-
cense for new station 1600 kc 25 w unl.
KOJM Havre, Mont. — Granted mod. CP
change type trans.

WCBT Roxboro Pulpida, N. C. — Granted
CP make changes in vertical ant. and
mount FM ant. on top of AM tower.

KXAP Plattsburg, Ark. — Granted mod. CP
for approval of ant. and trans. location.

KFAM St. Cloud, Minn. — Granted CP
make changes in ant. and mount FM ant.
on top of AM tower.

KZB Colorado Springs, Col. — Granted
license for new remote pickup station.

KJEM Eureka, Calif. — Granted license to
cover installation of new trans.

WNOC Norwich, Conn. — Granted CP
install new trans.

WASP Savannah, Ga. — Granted mod. CP
to make changes in DA and mount FM ant.
on top of AM tower, and change trans.
location.

WNEL San Juan, P. R. — Granted mod. CP
to extend completion date to 5-23-47.

KIUL Garden City, Kas. — Granted license
to cover installation of new trans.

WYLU Oak Hill, W. Va. — Granted license
for new station 660 kc 250 w D.

WBOV Roanoke, Va. — Granted license for
new station 1490 kc 25 w unl.: cond.

KBKE Jacksonville, Tex. — Granted li-
cense for new station 1490 kc 25 w unl.: cond.

WDEF Chattanooga, Tenn. — Granted
mod. CP for extension of completion date
to 6-1-47.

KGWM Ste. Genevieve, Mo. — Granted mod.
CP for approval of ant. and trans. location.

WJOB Hammond, Ind. — Granted CP in-
stalled new vertical ant. and mount FM ant.
on top of AM tower.

Renewal of licenses were granted following
remote pickup stations, subject to
changes in frequency which may result
from proceedings in Docket 6631:

WBQA Wauk WABH WABR WPBC
KRRR KEMW KEOH KEKJ KOJY
KOYX KEID WEAJ WMJL
WABG WJWJ WABH WABK
WAPA WPAL WPAB WPLC
WELC KERH WBOE KAXZ KAZX
KEHL.

Licenses for following remote pickup sta-
tions were extended upon temporary bas-
isis only pending determination upon applica-
tions for renewals, for period ending
July 1 pending determina-
tion upon applications for renewal:

WENM WEHR KARO KAOG WEMR
WJJC WEJD WEJG WENT
WNCU WNTJ WNBW WBAC
KGAR WTHB WAXL.

Licenses for following remote pickup
stations were further extended upon tem-
porary basis only pending determination
upon applications for renewals, for period
ending Aug. 31:

ELP Oklahoma City — Granted mod. CP
for approval of ant. to change type trans.
approval of trans. approval of trans. and,
to specify studio location.

KUSN San Diego, Cal. — Granted mod.
CP for extension of completion date to
9-4-47.

KEFJ Kalamazoo, Mich. — Granted mod.
CP for extension of completion date to
6-1-47.

KWNF Fort Smith, Ark. — Granted mod.
to change type trans., make changes in
ground system, to specify studio location
and extension of completion date to 12-17-47.

WBRC Jackson, Miss. — Granted mod. CP
to changing type trans.

WDUE Green Bsp, Wis. — Granted CP
for approval of ant., to change type

(Continued on page 68)
You need it!

UP-TO-DATE, COMPLETE! A PRACTICAL APPLICATION HANDBOOK FOR ENGINEERS AND CIRCUIT DESIGNERS!

APPROXIMATELY 700 LARGE PAGES of performance curves, ratings, outline drawings, basing diagrams, and extensive text-matter, make up G.E.'s new and comprehensive manual of electronic receiving tubes. Here is the whole broad picture of modern receiving-tube design and practice. You also receive from time to time new pages that help keep this manual constantly up-to-date.

MINIATURES, THE NEW FM-AM TUNING INDICATOR TUBE, OTHER LATE-DESIGN TYPES are discussed fully as to performance and applications. Many typical circuits are given in the manual, and fundamental tube-application principles are reviewed so as to make the book a useful and complete working guide.

EQUIPMENT MANUFACTURERS AND ELECTRONIC DESIGNERS will find the new G-E receiving-tube manual a volume that aids them daily. Broadcast station engineers, users of aviation and other communications equipment, large radio repair centers—these also need the manual as a reference work. Tabbed dividers and indexed page corners make it easy to locate information.

HANDBOMELY AND STRONGLY BOUND in a stiff leatherette cover, the manual will stand up under constant use. A special loose-leaf format simplifies keeping the contents up-to-the-minute. Order direct from Electronics Department, Building 267, General Electric Company, Schenectady 5, New York.

PLUS-VALUE INVESTMENT!
"Electronic Tubes, Receiving Types" comes to you for $5. This price includes service on new and revised pages through 1948, by which time the contents of the manual will be greatly increased. A second binder, free of charge, will be sent you later to accommodate the extra pages—the manual thus becoming a 2-volume edition... Beginning with the calendar year 1949, further service to keep the manual up-to-date will be available at only $1 a year.

ORDER TODAY "ELECTRONIC TUBES, RECEIVING TYPES" WITH SERVICE THROUGH 1948, ENCLOSING $5 IN PAYMENT, OR GIVING AUTHORITY ON YOUR COMPANY LETTERHEAD TO INVOICE YOU.
PAT COLEMAN has joined continuity staff of WBOY Minneapolis, and BILL CURTIS, formerly with WXYZ Detroit, has joined WGDY announcing staff.

PIERRE ANDRE, former announcer with WGN Chicago, and recently with West Coast stations, has returned to WGN announcing staff.

GEORGE J. KAPEL, formerly with KJY Fresno, Calif., has joined WJAR Morgantown, W. Va., as program director.

PAUL LINCOLN SMITH, former announcer with KZBF Manila, P. I., has joined announcing staff of KXK Oakland, Calif.

BOB SHIELDS, formerly with WMBH Joplin, Mo., has joined announcing staff of WDHC Hartford, Conn.

ERNST SANTELL, member of NBC Central Division duplicating department, is the father of a girl, Carolyn Kay.

DEAN BOOTH, writer on NBC "Duffy's Tavern" is in Burbank (Calif.) hospital for treatment of a perforated ulcer.

RONALD ROSS, formerly with WPON St. Louis and KMTR Hollywood, has joined WOWO Fort Wayne, Ind., as announcer.

WILLIAM E. SPARGROVE, formerly with NBC in New York, has joined ABC Hollywood as staff vacation relief announcer.

HULS KENYON MARKEL, director of education for WTOP Washington, has been named to national executive committee of Reserve Officers of Naval Services. She is the only woman on the committee.

MILT GRANT, formerly with WBBM Scranton, Pa., has joined announcing staff of WTOP Washington, as summer replacement.

KATHERINE KERRY, commentator of KQX San Francisco, has received "Oscar" fashion award from Manufacturers and Wholesalers Assn. of San Francisco, in recognition of outstanding support given the California appeal market in 1946.

JAY MCCORD, veteran of AAF and former announcer at WLW Cincinnati before war, has rejoined WLW announcing staff.

Douglas Troubles
IT HAPPENED to Announcer Dick Mabry as he read a Veto announcement on WRGB Philadelphia, and then tried to follow up with station call letters. Listeners heard: "It's doubly safe—it's doubly effective—double IQ in Philadelphia."

GERRY STOVIN, former continuity writer with CGOR Orelia, Ont., has joined CKGW Moncton, N. B.

JOAN WARE, librarian of CBS Hollywood, has shifted to program writing department as junior writer.

ANNE JAMISON and REINHOLD SCHMIDT, vocalists, have been signed by NBC "An Evening With Romberg" starting June 10 as summer replacement for "Red Skelton Show."

DEAN WALKER, announcer at WOWO Fort Wayne, Ind., has transferred to station's continuity department, replacing ED REICH, who will devote time to educational programming.

TOM TORLAND, announcer at KQA Denver, has received the British War Medal, one-fourth of the distance from the British government for his two-year duty with American Field Service during World War II.

JIM COOPER, former program manager of KOX and HOG in Panama, has joined announcing staff of WTPF Raleigh, N. C.

IN LIKE-FATHER-LIKE-SON tradition 11-year-old Derek Knell (r) is auditioned over WBT Charlotte microphone by his dad, Jack Knell, WBT's news and special events director. Knell family has stage background. News Director Knell first appeared on stage with his father at age of 11 came to radio 10 years ago via Little Women dramatization. Now his son is appearing with him on stage of Charlotte's Little Theatre.

**Herrman Honored**

BERNARD HERRMAN, CBS symphonic conductor, who has been selected for the 1947 design award offered by Lord & Taylor, New York, and the Peabody citation received by Invitation to Music program he conducts, has received the Henry Hadley citation from the National Assn. for American Composers and Conductors for his "unusual programs over CBS, which attract both the critic and listener, and the program which influences the listener an unusual and distinguished sampling of contemporary American compositions."

The citation was accepted by James Fasset, director of serious music division for CBS, for Mr. Herrman who is in Hollywood.

**Radio Music Book**

ANOTHER book in the Rinehart radio series, Broadcasting Music, by Ernest LaPrade, NBC director of music research, has been published by Rinehart & Co., New York ($2.50). The book shows the "entire process of broadcasting music, from the planning of programs to their production in the studio," including organization, equipment and techniques. Illustrations of scores, arrangements, microphone placement, orchestras and singer placement, etc., augment and clarify the text.
Leaders Back 'Broadcasting's' Stand On Too Many Conventions, Letters Show

INDUSTRY support for BROADCASTING's editorial stand on too many conventions (May 5 issue) is indicated in letters received to date from broadcasters.

"I have been proposing for years," writes Walter J. Damm, vice president in charge of radio for the Milwaukee Journal Co., operators of WTJN and WTMJ-FM, "that the broadcasting industry consider modifying its convention and meeting schedules after the newspapers. For years the ANPA has been the nucleus of a spring New York meeting of newspaper interests. In connection with this meeting, there is usually held the week before, in Washington, the editors' meeting, and the promotion managers' meeting is held a few days before in New York. "Then," Mr. Damm continues, "the AP has its annual meeting and other interests, such as This Week magazine, also schedule their meetings with the result that within a two-week period the executives of the newspaper industry are able to arrange their schedules in such a way that they can attend the important meetings of the year. It is true that the mechanical section of ANPA holds its own annual meeting, and do the circulation managers. These two groups, however, are not composed of men in the executive group, with the result that these meetings have an entirely different attendance. "In the broadcasting industry," says Mr. Damm, "we cover engineering, selling, programming, promotion and everything at our sessions with the result that if a station wanted to really get the full benefit it would have to send most of its staff to each of these meetings. "It also seems to me that with the amount of duplication of subject matter the NAB might well consider disposing of the district and area meetings and the networks of their flea circuses. "As far as the NAB is concerned, the district meeting elections could be held by mail in the same manner as the networks elect their SPAC members. Under such a plan the industry could have their annual business meeting to which the executives of the industry could plan to come and really attend to business. Then if there was need for an annual engineers' meeting and an annual sales managers' meeting, or a promotion managers' meeting, these could be arranged at different times of the year because they probably wouldn't be attended by the executives of the station anyway."

Much the same opinion is held by Ray E. Dady, vice president and station director of KWK St. Louis. "Convention-itis" expresses the same arguments that I have put forth, with much futile fumbling, to some of our people who spend what seems to me half of their productive years packing and unpacking bags and running off to seminars and conferences, panel discussions and meetings, state, city, regional, national and so on, ad infinitum."

CHARLES H. STOUT, assistant chief engineer at WIBG Philadelphia, May 5 was presented Certificate of Appreciation by Chief of Naval Personnel on behalf of Navy Department in recognition of his fine work of "meritorious personal service during World War II."

"IBC"ing you... in INDIANAPOLIS

"Baffle Us" Rates High on the Hilarity Parade

"Baffle Us," the new WIBC show heard Tuesdays and Thursdays, at 11:30 to 11:45 a.m., is fast attaining a pinnacle position on Hoosierdom's hilarity parade. This fun-packed fifteen minutes of music and merry-making has Jack and Paul stroking the strings and debonair Mike Dunn as escort. When these two solid senders fail to deliver the tunes requested by studio and stay-at-home audiences... then "Baffle Us" gives with the gifts. For its Tuesday and Thursday sponsor, this fast-paced program is pulling an ever-heavier mail response. And for the advertiser who is seeking an upswing in Indiana sales, a Monday-Wednesday-Friday edition may well be the answer. Ask your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WBC 1070 KC
5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

May 19, 1947 • Page 67
getting ready to give 'em BOTH BARRELS!

Yes, powerful doin's are going on down Texas way for KPAC in Fort Worth, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

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First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

Baltimo;re's Listening Habit

MUTUAL BROADCASTING SYSTEM

FREE & PETERS, Inc.

Enison National Syndication

JOHN ELNER
President

GEORGE H. ROBER
General Manager

Page 68 • May 19, 1947

BROADCASTING • Telecasting

FCC Actions

(Continued from page 64)

Decisions Cont.:  
trans., approval of trans. location and to specify studio location.
KGOY Santa Maria, Calif.—Granted li-
cense for new station 1400 kc 250 w unl.; cond.

WQZ New York—Granted mod. CP for extension of completion date to 6-28-47.

KWTC Bakersfield, Calif.—Granted mod. CP for extension of completion date to 7-19-47.

WGW Washington, D. C.—Granted mod. CP for extension of completion date to 8-18-47.

WART New York—Granted mod. CP for extension of completion date to 6-18-47.


May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WDOY Decatur, Ill.—Mod. CP, as mod., which authorized installation of new trans. to make changes in ant. and mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

WIMS Michigan City, Ind.—Mod. CP which authorized new AM station to change type of trans. and for approval of ant. and trans. location.

License for CP

WOOK Silver Spring, Md.—License for CP, as mod., which authorized new AM station to change type of trans. for approval of ant. and trans. location and to specify studio location.

WRAB Atlantic City, N. J.—To install new vertical ant. and mount FM ant. on AM tower.

FM—Unassigned

Treat Bstg. Corp., Trenton, N. J.—CP new FM station to be specified. AMEND to change officers, directors, stockholders, trans. site and studio.

site. ERP from 33.2 kw to 250 w, fre-

quency from “to be specified” to 98 me, change type trans. and make changes in ant. system.

Modification of CP

KETN Baton Rouge, La.—Mod. CP which authorized new AM station for approval of ant. and trans. location.

License for CP

KWSW Roswell, N. M.—License to cover CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

WZOB Winston-Salem, N. C.—License to cover CP, as mod., which authorized new AM station and change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPJO Piqua, Ohio—Mod. CP which authorized new AM station, for approval of ant. and for extension of trans. and studio locations.

WPLX Providence, R. I.—Mod. CP which authorized new AM station, to make changes in vertical ant. and transmitting equip- ment, for extension of completion date.

KEMP Paso Robles, Calif.—Mod. CP which authorized new AM station, for approval of ant. and trans. location and specify studio location.

KIMA Yakima, Wash.—Authority to de-
termining operating power by direct measurement of ant. power.

License for CP

WCRG Romeo, II.—License to operate CP, as mod., which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

TENDERED FOR FILING

AM—1520 kc


AM—710 kc

Frankfort Bstg. Co., Inc., Franklin, Ind.—CP new AM station 750 kc 250 w D.

AM—690 kc

Walter Ohio Nabit Jr., Charlotte, N. C.—CP new AM station 930 kc 1 kw D.

May 12 Decisions . . .

BY COMMISSION EN BANC

AM—1480 kc

The Wichita Beacon Bstg. Co., Wichita, Kan.—Granted CP new station 1480 kc 500 w D.

BY COMMISSION HYDE

KGW San Jose, Calif.—Dismissed petition for leave to intervene in hearing on application of Texas Class Bstg. Co. for Reading Bstg. Co., Reading, Pa.—Granted petition for leave to amend FM application to supply complete engineering information as requested by Commission.


KGBI Galveston, Tex.—Granted in part petition for extension of time to include its application for authorization to change station identification in re Docket 825.

KGBC Galveston, Tex.—Denied petition.

Bendix Aviation Corp.—Denied application for experimental Class II portable radio station for developing and test-
ing automatic warning system for oil field pumping equipment.

(Continued on page 70)
Cross Country Telecast Relay Tests by BBC Are Reported

THE SUNDAY EMPIRE NEWS of London says that the BBC has launched a big experiment in television—an attempt to relay picture broadcasts long distances on a mass scale by means of a wireless beam instead of by cable relay.

The first station is already under construction in Berkshire, 70 miles west of London, the paper said, adding:

"From here pictures will leap from hilltop to hilltop across Great Britain—unless the gamble fails.

"Success will mean that Britain leads the world in television and captures trade which is certain to run into millions of pounds. In three years, possibly sooner, Britain is likely to be the only country in the world with a nationwide visual broadcasting system."

First leg of the test, the Empire News said, would be between London, headquarters of the BBC television service, and Bristol on the west coast. Engineers, it said, were optimistic.

BBC television, resumed last June after a wartime lapse, now is available only to persons living in a radius of 40 miles of the London broadcasting station.

Previous official announcements said that this limited service might be extended in the next year or two to the populous Birmingham area if and when cable relay could be effected.

British television firms are now manufacturing transmitters and receivers on the basis of 600 lines per picture, but this country will continue on the 405 line standard. The improved equipment is to fulfill heavy orders received from South American and European nations.

Lord Inman, who last December was appointed to a five-year term as chairman of the Board of Governors of the BBC, has offered his resignation. This followed his new appointment as Lord Privy Seal. No successor to Lord Inman has been announced.

Criticism of the BBC for allowing Henry Wallace to broadcast in April was voiced in the House of Lords.

The Earl of Listowel, replying for the government, said the BBC had full license to pick its own speakers and that there would be danger in requiring the BBC to ask approval of all prospective controversial broadcasts.

Prepares Index

COMPREHENSIVE and detailed index of the FCC Rules and Regulations, Parts I, II and III, is being published in loose leaf form by C. Braswell Collins, attorney and director of Broadcast Service Bureau, new firm established at 1212 New York Ave. N. W., Washington. To be available June 1, the index was begun in preparation about four months and will include some 100 pages. Price will be $10. Broadcast Service Bureau has been formed to offer full service and information relating to proceedings before the FCC. An index of the Standards of Good Engineering Practice is in preparation. Mr. Collins formerly had been associated with John F. Claggett, Washington radio attorney.

KULA Debuts

KULA Honolulu, went on the air May 14 with 10 kw on 690 kc. Floral lei were dropped from planes all over the islands in celebration of the opening and a native dance contest featuring the "KULA Hula" was held on opening night. KULA is affiliated with ABC.

WNLC New Studios

NEW STUDIOS of WNLC and WNLC-FM New London, Conn., have been completed and are now ready for use. Thames Broadcasting Corp., stations license, has announced that studios will open for public inspection May 22 and 23.

ABOUT SPEECH INPUT EQUIPMENT AVAILABILITY—

Since V-J Day the demand for Gates speech input equipment has been such that even after the addition of several more production lines there still was not enough always to go around. This situation has been so improved that on nearly all speech input items delivery is either immediate or only a few days after receipt of order.

Gates has paid extra attention to the production of remote apparatus so that such items as the famous "Dynamore", "Remore Conditioner", and "Remore Foursome" can be delivered from stock for coming baseball and other summer broadcasts.

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.

Tractor Lays Wire

KWHN Fort Smith, Ark., used a specially equipped Fordson tractor to lay its ground system, Chief Engineer J. Frederick Darby reports. The ground system consists of more than 14 miles of copper wire. The tractor dug the trench, laid the wire and covered it up, all in one operation, according to Mr. Darby. A homemade plow with a thin blade was bolted on in place of a cultivator arm, and a frame was made to hold the spool of wire. A tube was welded to the back of the plow blade for feeding the wire down to the tip of the plow.

BMI CANADA EXPANDS PUBLISHING FACILITIES

BMI CANADA Ltd., Toronto, is expanding its office facilities and moving to new offices at 229 Yonge St., phone Elgin 0/060, coincident with election of new board of directors and officers.

BMI Canada Ltd. has been in existence virtually since BMI came into being, with Canadian broadcasters supporting the American publishers in the move to set up their own music agency. BMI Canada Ltd. will immediately start publishing more works of Canadian composers which will be widely distributed also in the United States, first four such compositions to be presented at the convention of Canadian Association of Broadcasters, Jasper Park, June 9-12.

Carl Haverlin is president of BMI Canada with Harry Sedgwick, president of CFBR Toronto and chairman of CAB board of directors, as vice-president; Donald Manson, assistant general manager, Canadian Broadcasting Corp., Ottawa, vice-president; R. J. Burton, New York, general manager; T. A. Evans, Toronto, secretary-treasurer. Board of directors consists of Jean-Marie Beaudet, CBC musical director, Montreal; Carl Haverlin, Harry Sedgwick, Donald Manson, and John Slatter, Radio Representatives Ltd., Toronto. Administrative staff at Toronto is headed by W. Harold Moon, as station relations director, and Jean Lockheed Howson as press relations director.

Kent Awarded

PRISCILLA KENT, former NBC staff writer, has been awarded sole ownership of her program The Crazy Creightons in arbitration with NBC before American Arbitration Assn. AAA held that a staff writer can retain ownership of a title, outline, sample scripts and character names even though same are used after freelancer joins the staff.
The Robert L. Kaufman Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg., W. 40th St., New York 18, N. Y.

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

Robert M. Silliman
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave., N. A. 6485
Washington, D. C.

FREQUENCY MEASURING SERVICE
HIGH ACCURACY-DEVICES
STANDARD MEASUREMENTS
Division of Radio-Engineering, Inc.
Phone 2652
Enid, Okla.

REPRODUCER REPAIRING SERVICE
ALL MAKES-Standard Service 6 Cents
NOW - 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., S. LOUIS 1, MO.

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

FCC Actions
(Continued from page 68)

May 12 Applications . . .

ACCEPTED FOR FILING

License for CP
WOOO Amsterdam, Ala.-License to cover CP, as mod:, authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP
WYBB-FM Oakland, Calif.-CP which authorized new FM station for extension of completion date.

KXKZ-FM San Luis Obispo, Calif.-CP which authorized new FM station to change ERP to 16.7 kw., make changes in stn and change completion date.

WSOF-FM Dextror, Ill.-CP which authorized new FM station for extension of completion date.

Remote Pickup
Bamberger Bestco. Inc. (area of Tex.)-CP which authorized new FM station for extension of completion date.

Modification of License

WARNING!

May 13 Applications . . .

ACCEPTED FOR FILING

License for CP
WBRL Pittsfield, Mass.-License to cover CP, as mod., which authorized installation of new FM station for extension of completion date.

Assignment of License
WGMQ Gulfport, Miss.-Voluntary assignment of license to WGMQ Bestco. Co.

Modification of CP
WHVA Poughkeepsie, N. Y.-CP as mod., which authorized new FM station for extension of completion date.

Remote Pickup
KBOL-FM Boulder, Colo.-CP which authorized new FM station for extension of completion date.

Modification of License
WBBR Brookline, N. Y.-License to cover new station, for change of time, to change type of broadcast equipment.

Modification of CP
WTOA Dallas, Tex.-CP which authorized new standard station, to change type of broadcast equipment for approval of ant. power.

Assignment of License
KKY Pittsburgh, Pa.-CP which authorized new FM station for installation of new station, for change of type, and change location, for extension of completion date.

APPLICATION RETURNED
AM-910 kW
WCY Columbus, Mass.-License to cover FM station for extension of completion date.

Modification of License
WBBR Brookline, N. Y.-License to cover new station, for change of time, to change type of broadcast equipment.

Modification of CP
WTOA Dallas, Tex.-CP which authorized new standard station, to change type of broadcast equipment for approval of ant. power.

Declaration of Control
WAVY-FM Holyoke, Mass.-Voluntary relinquishment of control from Minnie R. Wright to William Dwight (15th sh. common stock).

AM-930 kW
WCV Columbus, Miss.-FM station for extension of completion date.

Applications for New Licenses
KBBL-FM Kansas City, Mo.-License to cover CP, as mod., which authorized new standard station, to change type of broadcast equipment for approval of ant. power.

Application for Assignment of License
KANU-FM St. Louis, Mo.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-940 kW
KWEI, Des Moines, Ia.-License to cover new station, for change of frequency, to change type of broadcast equipment.

Application for Modification of License
KSMO-FM St. Louis, Mo.-Licnse to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-940 kW
WJES-Baltimore, Md.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-920 kW
WCTI, Tampa, Fla.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-920 kW
WCCO, Minneapolis, Minn.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-910 kW
WCBC Columbus, Ohio.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-920 kW
WWBT, Richmond, Va.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-930 kW
WJSS, Columbus, Ohio.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-930 kW
WWPT, Boston, Mass.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-920 kW
WJZ, Baltimore, Md.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-920 kW
WJZT, Philadelphia, Pa.-License to cover new station, for change of frequency, to change type of broadcast equipment.

APPLICATION RETURNED
AM-930 kW
WOR, New York, N. Y.-License to cover new station, for change of frequency, to change type of broadcast equipment.
APPLICATION DISMISSED
AM—460 ke

May 14 Applications ...

ACCEPTED FOR FILING
AM—490 ke
Albert B. Post, Blissfield, Mich.—CP new station 830 kc 1 kw D.

AM—490 ke
The Daily News of Tallahassee, Fla.—CP new station 880 kc 1 kw D.

AM—1410 ke

AM—1190 ke
People's Bstg. Co., Minneapolis—CP new standard station 1100 kc 1 kw D.

KAMO Hannibal, Mo.—Mod. CP which authorized change in frequency. Inzr. power, install new trans. and DA-ON change trans. location, to change trans. location.

AM—1470 ke
Paula Valley Bstg. Co., Paula Valley, Ohio.—CP new standard station 1470 kc 250 w D.

AM—1400 ke
Electroence Inq. Inc., San Juan, P. R.—CP new standard station 1600 kc 250 w unil.

AM—1310 ke

AM—1150 ke
Lewis Service Corp., Westport, W. Va.—CP new standard station 1450 kc 250 w unil.

AM—1300 ke
Langlade Bstg. Co., Inc., Antigo, Wis.—CP new standard station 1050 kc 250 w D.

WCHS Portland, Me.—Renewal auxiliary license.

ACCEPTED FOR FILING

AM—1150 ke
News-Journal Corp., Daytona Beach, Fla.—CP new standard station 1150 kc 1 kw D.

AM—1340 ke

AM—480 ke
Georgia-Alabama Bstg. Corp., Columbus, Ga.—CP new standard station 480 kc 1 kw D.

FM—98.3 mc
Commander Industries, Oak Park, Ill.—CP new FM station (class A) on frequency to be assigned by FCC: 475 kc 125 w. AMENDED to change frequency from "to be assigned by FCC" to channel 263. 98.3 mc.

(Continued on page 77)
YOUR ABC'S ARE THE KEYS TO SALES IN EASTERN NORTH CAROLINA

WRZ WRRF
1000 WATTS, 880 KC
3000 WATTS, 930 KC
COLUMBUS, N. C.
WASHINGTON, N. C.
Outstanding regional and local programming plus the top programs of ABC keep the dial in Eastern North Carolina tuned to WRRF and WRZ. The primary daytime listening area of these two regional stations is comprised of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to WRZ and WRRF. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speed results. It's the "as good as gold" method, use WRRF and WRZ.

MAKING THE BEST EVEN BETTER!

"The Texas Rangers" Sing and Scrap Book Album

Now—along with "The Texas Rangers"

A sure-fire giveaway or self-promoting offer! Attractive 48 pages of Original Songs by The Texas Rangers Sing and scrap book album. Provided sponsors of "The Texas Rangers" at cost? Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

YOUR ABC's ARE THE KEYS TO SALES IN EASTERN NORTH CAROLINA

1000 WATTS, 880 KC
3000 WATTS, 930 KC
COLUMBUS, N. C.
WASHINGTON, N. C.
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The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

GOING TO DOGS
RCA Victor Makes 20,000 Copies of Trademark

RCA's advertising is literally "going to the dogs," Nipper, RCA's famous trademark dog which listens for "his master's voice," will soon have a brood of 20,000 puppies scattered around the country in Victor Record stores.

When commercial production was fully resumed after the war, RCA decided to rejuvenate its famous dog, hiring sculptor Carl Hallshammer to create a new Nipper. After visiting the leading fox terrier kennels and developing a devotion to caring and chiseling, Mr. Hallshammer produced a new all-American model, and Old King Cole displays in Canton, O., produced them in papier mache. Starting this month, over 50 freight cars of silent pups will be on their way to retail stores.

Succeeding in radio, Award will be made on basis of student's performance during "KVOO High School Day," a feature in which students speak in their own words. "Noontime News" to carry "Radar Monitor" weekly.

Car Cards

BEGINNING May 1, added one hour and a half to its broadcasting time, signing off at 8:45 p.m., instead of 7:15 p.m.

Atlanta's Most Modern Station

WBGE

Atlanta's Only 24 Hour Station

STUDIOS AND GENERAL OFFICES
GEORGIAN TERRACE HOTEL

Mike Benton, Pres. Maurice Coleman, Gen. Mr.

General Broadcasting Company

BROADCASTING TELECASTING
Recommended
LOUDSPEAKER EQUIPMENT
for typical broadcasting stations
ALTEC LANSING

The monitoring speakers you choose today may decide your place in broadcasting circles for the next ten years. Your choice is as important as that! These Altec Lansing speakers, which we recommend for specific locations in your station, will not only keep you ahead of competition today, but prepare you for the technical advancements to come. You can’t “do better” than Altec Lansing loudspeaker equipment.

Model 604 Duplex
recommended for: CONTROL ROOM AND OWNER’S OFFICE
The people who carry the responsibility for a station’s reputation must have a speaker of Duplex caliber for critical listening. This famous two-way multi-cellular Duplex is unequalled by any speaker at any price.

Model 603 Dia-Cone
recommended for: RECEPTION AND AUDIENCE VIEWING ROOM
In less critical locations, this 15-inch Dia-Cone provides superior performance at lower-than-planned investment. The multi-cellular construction makes possible wide angle coverage for large audiences.

Model 600 Dia-Cone
for: AUXILIARY SPEAKER IN MISCELLANEOUS LOCATIONS
A small scale edition of the Altec Lansing quality you find in more expensive models, both the 600 and 603 incorporate the Dia-Cone principle of driving separate high and low frequency diaphragms from a single 3” voice coil of edgewise wound aluminum ribbon.

See your dealer or write us for further information.

ALTEC LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Calif. 250 W. 57th St., N.Y. 19, N.Y.

CABINETRY: This distinctive mahogany floor cabinet is ideal for owner’s office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.

"KEEP ADVANCING WITH ALTEC LANSING"
Scripts of ‘Eternal Light’ Are Issued in Book Form

COLLECTION of 26 scripts, written by Morton Wishengrad for presented Light of Life Radio for the past two years and has also been honored by the National Conference of Christians and Jews, the American Asn. of Schools and Colleges and the Women's National Radio Committee. Broadcasts are directed by Frank Fapp of NBC and Milton Krontz of the seminary.

WWBN New York, in special recorded station break campaign is promoting “The Author Meets The Critics” program, which begins Monday, Veld-8 p.m., sponsored by Book of the Month Club. Campaign presents famous names in literary world.

WILLIAM F. MUELLER, advertising manager of Crown Foods Division, Chicago, has been named vice president and general manager of company’s subsidiary, Dr. Swett’s Root Beer Co. FRED A. HEADLEY, assistant advertising manager, has been appointed advertising manager to succeed Mr. Mueller.

GENERAL PETROLEUM Corp., Los Angeles (California), in early June starts campaign designed to spotlight dealers in West as “The Answer Man” for touring motorists this summer. Agency: West-Marquis Inc., Los Angeles.

PA. PITTS PARTNERS, plus civic organization, has appointed W. Earl Northcott Inc., to head motion for city clean up campaign. Radio is being used.

HAROLD F. MERRITT, assistant sales manager of Post Cereal Division of General Foods Corp., New York, has been appointed sales and advertising manager of Cadbury Foods Division.


BRUCKMANN BREWING Co., Cincinnati, has appointed Dinsmore & Co., that city, to handle advertising. Radio will be used.

BLUEBERRY FOODS, Inc., Santa Ana, Calif. (California, Indian Grill salad dressing), has appointed Glasser-Switzerland, Los Angeles, to handle national advertising. N. J. SPEDDING Co., Hollywood (cosmetics, perfumes), has appointed Showalter & Singer Inc., Los Angeles, to handle national advertising.

PLECTER & GAMBLE, Toronto (Dreft), has started ten-minute transmitted program “Take It Easy” five days weekly on a network of 21 Canadian stations. Agency: Dancer-Pitney-Ward-Sample (Canada), Toronto.

THOMAS J. DUPONT Ltd., Toronto (tea), has started spot announcements on a number of Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

WESCO WATERPAINTS (Canada) Ltd., Montreal, has appointed Walsh Adv., Montreal, to handle advertising. Present radio campaign is continuing.

JOHN B. HUSH, president of Brown Shoe Co., St. Louis, May 5 was honored at a banquet in celebration of his 15th anniversary with company.

WWDT SPORTS

FULL Athletic Coverage

FULL SCHEDULE of sports telecasts is planned by WWDT Detroit sports editor, will give play-by-play accounts of two Tigers baseball games each week for the Goebel Brewing Co. [BROADCASTING, May 12]. WWDT's crews will also cover the midget auto races held twice weekly at the Motor City Speedway. WWJ's Paul Williams will handle the commentary.

At Detroit's Olympia Stadium WWDT cameras will record hockey games, basketball, boxing and the circus. Arrangements are being made to televise U. of Michigan football games next fall. Mr. Tyson will do the regular WWJ broadcast of the games and the WWDT telecast description.

LISTENERS PREFER ‘Natural Music,’ RCA Tests Show

A SUBSTANTIAL majority of listeners prefer natural music in situations and overtones, although surveys have indicated that music reproduced by loudspeakers is more acceptable to the public when its tonal range is restricted. Dr. Harry F. Olson, section head of the Acoustics Research Laboratory of RCA Labs, Princeton, N. J., told the Acoustical Society of America at its May meeting in the Hotel Pennsylvania, New York City.

Dr. Olson based his conclusions on tests on more than 1000 persons of various ages and vocations. In making the tests, Dr. Olson said, a small orchestra was placed in a room built to simulate acoustic conditions in an average size living room.

SALES of Columbia Pacific Network are up 13% for first quarter of 1947 over comparable period last year, according to Donald W. Thorburn, network western division vice president.

Network Accounts

New Business


A. F. of L. Entertainment Division, New York (political), May 11 started for 6 weeks, variety show on 43 Don Lee Pacific stations, Sun. 10:30-11 a.m., and NBC network Sat. 5:30-6 p.m. Agency: Purman Feiner & Co., Inc., New York.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, June 2 for 21 weeks renew “Hymns of All Churches” and “Betty Crocker Magazine of the Air” on ABC Mon.-Fri. 10:35-10:45 a.m. Both programs are broadcast simultaneously by ABC with “Betty Crocker” originating from New York and two to ABC’s other western group, and “Hymns of All Churches,” originating from Chicago, fed to ABC stations in other areas.


Network Changes

NOXZEMA, CREMOLAL Co. of Canada, Toronto (Nexxews), May 31 cancels “Mayor of the Town” on 25 Dominion network stations, Sat. 8:30-9:35 p.m. Agency: Buttruff & Ryan, New York.

BRUSH MAGNETIC RIBBON RECORDER

ONLY

$229.50

COMPLETE

$279.50

REEL OF TAPE—EACH $2.50

CANVAS CARRYING CASE

$16.50

SOMOCRAFT CO., Inc.

45 West 45th St., New York 19, N. Y.

BRYANT 9-8997

Page 74 • May 19, 1947
AMONG 600 MEN in attendance at FM clinic sponsored by Kansas City Electrical Assn., for major radio set distributors of Kansas City were (1 to r): Front row—Ken Gillespie, Jenkins Music Co., one of speakers; E. J. McGannahan, also of Jenkins Music Co., president of the Association; H. C. Bondf, vice president, Zenith Radio Corp., Chicago, principal speaker; R. J. Meigs, Kansas City office of General Electric, and O. R. Wright, KOZY sales manager; back row—Buddy Nelson, Enterprise Wholesalers, Kansas City, Bendix distributors, and Arthur B. Church, president and owner of KMBC. Special 15-minute FM broadcasts were presented for those attending clinic by KOZY and KMBC-FM.

Rexall Drug Co., Heavy Radio User, Continues Ad Campaign

REXALL DRUG Co., Los Angeles, which last year spent more than a million and a half dollars in national radio, will continue its long-range advertising campaign, it became known last week following a release of the company’s report for 1946.

The national advertising campaign was undertaken as a result of a country-wide survey conducted three years ago by Rexall Drug, which proved that while a great many people knew the name “Rexall,” relatively few knew that the name stood for a complete line of drug products.

The same survey also pointed out that nearly one-quarter of the nation’s drug store customers were accustomed to trading in Rexall stores, but not necessarily buying Rexall products. Thus the company’s objective was to build a strong consumer acceptance of Rexall products.

The company decided to concentrate the initial power of its national coordinated advertising in radio and national magazines. It was in April a year ago that the company started sponsorship of the Jimmy Durante-Garry Moore Show on CBS through its advertising agency, N. W. Ayer & Son. Through that program, Rexall estimates it has reached more than 12,000,000 listeners each week for 39 weeks (and 5,000,000 a week during the summer).

Independent Rexall druggists have been given further advertising support by radio spot announcements made available to them along with sales promotion service and merchandising plans.

A $1,000,000 local advertising and promotion campaign will herald the August opening of the “world’s largest” Rexall drug store at Beverly and La Cienega Blvds., Hollywood. This campaign will most likely use local radio.

Sylvania Contract

SOME 7,000 employees of Sylvania Electric Products Inc. will receive a wage increase of 11½% an hour retroactive to May 6, 1947, as the result of collective bargaining just concluded between the company and the United Electrical Radio and Machine Workers of America (UE-CIO).

WFMR CLAIMS RECORD

Broadcasts 21½ Hours of Live—Talent Music in Week

DEVOTING 21½ hours of broadcast time to New Bedford’s celebration of National Music Week last week and presenting 1,500 performers and more than 50 soloists, WFMR, the FM affiliate of WNBH, WOCT and the New Bedford Standard-Times, believes it established some sort of record for live talent FM programs.

Virtually all of the city’s professional and amateur music organizations were heard, including the New Bedford Symphony Orchestra, a 100-piece school band, two school orchestras of more than 50 members, choirs of the city’s churches, other choral and orchestral groups, and professional dance bands.

Climaxing the celebration was a two-hour program Saturday night over WFMR and WNBH featuring the week’s outstanding talent. Program was directed by William R. Hutchins, WFMR manager, with WFMR’s, Ed Mentor and WNBH’s Tom Wertanbaker as m.c.’s.

Audio Teaching Weighed

At Chicago Club Dinner

BEST methods of giving radio-minded college youth an adequate education for radio were discussed May 12 by Roosevelt College faculty members and officers of the Chicago Radio Management Club. Dinner was given at the Chicago U. Club by Dr. Edward J. Sparling, president of the college.

The Radio Management Club has been cooperating with the college by extending advice on a radio course being offered there this semester. Course covers such aspects of radio as problems in marketing, research, audience measurement, timebuying, acting, producing and writing. The club has actively participated in various sessions of the course.

Kenneth W. Stowman, WFIL Philadelphia television director, has been elected president of the Television Assn. of Philadelphia. Rolland V. Tooke, of Phile Tele- vision Broadcasting Corp. which operates WPTZ Philadelphia, was named vice president and program committee chairman. Other officers include: Roy A. Meredith, WPEN production manager, secretary; Mrs. William A. Farren, radio and television director for Lamb, Smith & Keen Inc., as treasurer.

Kenneth W. Stowman

PIONEERING IN KANSAS CITY

Since 1942

NOW AN ESTABLISHED

CLAIM ON THE KANSAS CITY MARKET

O. R. WRIGHT

SALES MGR.

PORTER BLDG., K. C., MO.

E. L. DILLARD, GEN. MGR.

May 19, 1947 • Page 75
Transcriptions Released For Naval Reserve Week

TO PROMOTE U. S. Naval Reserve Week, May 18-25, the Navy, in cooperation with the NAB, has sent out a series of transmissions and announcements to all NAB stations and has made them available to other stations on request. One series is a double-faced 16-inch disc containing 15-second and one-minute announcements on the Navy Reserve, plus a folder with background material.

The Navy has also sent out four 15-minute Navy Band transcriptions in addition to a series of 13 15-minute dramatizations, In the Highest Tradition. Latter are dramatized highlights of the deeds of Navy and Marine Corps enlistees who were Navy Medal winners. Participation of stations has been endorsed by the Advertising Council, and all were recorded with professional help under the supervision of Commr. Harrison Holton, USN, chief of the Radio and Television Section, Navy Public Information.

WNLC Covers IMMRAN


Boston FM

(Continued from page 26)

ized by International Ladies Garment Workers Union, an AFL affiliate, which through similar organizations has FM grants for Los Angeles, St. Louis, and Chattanooga, and a proposed grant for New York.

Templeton Radio Mfg. Corp., manufacturer of radio and television receivers, is the only one of the AM-affiliated apprentices which does not propose substantial AM-FM program duplication, at least at first. To promote FM, the company plans to allocate much of its set production to the Boston area.

Harvey Radio Labs, manufacturers of radio transmitting and electronic equipment, is like WHDH, licensee of a development FM station. The company said its proposed commercial station could go on the air “almost immediately” with 750-w power, operating from studios in its Cambridge plant. Main studios would be built later in Boston.

Cowles Broadcasting Co., which controls WOOP, would acquire its third FM outlet under the proposed decision. The Cowles interests already have FM grants for Washington and Des Moines.

WASHINGTON, D.C.

The LARGEST station in the LARGEST city in WEST VIRGINIA

5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILATE
represented by THE BRANHAM COMPANY

BROADCASTING • Telecasting

HUNTINGTON, W. VA.

Women’s News

PARRISH news and comments on contemporary subjects of special interest to women are featured on “For Feminine Ears,” 15-minute morning-weekday show heard on WVOO Tulsa. Local special events having appeal to feminine listeners are also presented with studio interviews. Format is complete with recorded music and notes from Hollywood.

Subutes to Industries

GEORGIA industries are saluted by WSB Atlanta, in series “Forward Georgia,” which started on that station May 7. Programs are designed to acquaint people of Georgia and other outside state’s industries. Different industry is featured each week and scripts for shows are both documentary and dramatic.
Applications Cont.: 

License for CP
KOAM Pittsburg, Kan. — License to cover CP, as mod., which authorized change in frequency, increase in daily hour in hours, install new trans., and change location to determine operating power by direct measurement.

License for CP
WBKY Besseville, Ky. — License to cover CP which authorized new noncommercial educational station.

Modification of CP
WAVE-FM Louisville, Ky. — Mod. CP, as mod., which authorized new noncommercial educational station, to change trans., site, change trans., area, system; change frequency to channel 290, 50.5 mc. ERD 145 kHz; antenna height above average terrain to 902 ft; site, change location to determine completion date.

Petition for reconsideration of completed application for CP new station.

Applications
BROADCASTING
Continued from page 71

April 9

Other commercially operated stations.

May 15 Decisions...

May 15 Applications...

ACE-PAC FM Mobile, Ala. — Mod. CP, as mod., which authorized new FM station for extension of completion date.

KARK-FM Farmington, Ariz. — CP which authorized new FM station for extension of completion date.

WFL Lake Charles, La. — CP which authorized increase in power and change in station location.

KWMR, Monroe, Mo. — CP which authorized change in frequency and change commencement and completion dates.

FM—Unassigned

KXLY, Spokane, Wash. — CP new (class B) FM station 102.1 mc. Channel 211 and ERP 570.9 kw. AMENDED to change frequency to 1460.0 to 1460.2 kw, ERP 570.9 kw.

KMPF, San Antonio, Tex. — CP new (class B) FM station 102.1 mc. Channel 211 and ERP 570.9 kw. AMENDED to change frequency to Channel 210, 107.9 mc.

KXZJ, Lafayette, La. — CP new (class B) FM station 97.3 mc. ERP 142.2 kw and ant. height above average terrain 1546 ft.

KWIM, Morgan Hill, Calif. — Mod. CP which authorized new standard station to change type trans., for approval of station in and change commencement and completion dates.

WAFP Yooe City, Miss. — Mod. CP, as mod., which authorized new standard station to change type trans. and population which may be subject to the FCC in the following cases.

KBOA Kemmer, Mo. — Mod. CP which authorized new standard station for extension of completion date.

Transfer of Control
WJKJ Auburn, Mass. — Involuntary transfer of control from J. E. Kilburn, deceased, to Mason Fraser Kinmonth.

Modification of CP
KBOB Oshkosh, Wis. — Mod. CP which authorized new FM station to change type trans., for extension of completion date.

KRTF Sioux City, Iowa — CP new (class A) FM station on frequency to be assigned by FCC and ERP 183.2 kw.

FM—Unassigned

KXSR, San Angelo, Tex. — CP new (class B) FM station 97.3 mc. ERP 142.2 kw and ant. height above average terrain 1546 ft.

KXZM, South Bend, Ind. — CP new (class B) FM station 97.3 mc. ERP 142.2 kw and ant. height above average terrain 1546 ft.

KXZM, South Bend, Ind. — CP new (class B) FM station 97.3 mc. ERP 142.2 kw and ant. height above average terrain 1546 ft.

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KXZM, South Bend, Ind. — CP new (class B) FM station 97.3 mc. ERP 142.2 kw and ant. height above average terrain 1546 ft.
FCC Actions
(Continued from page 77)

Applications Cont.: authorized installation of new vertical ant. to mount FM ant. on AM tower, change trans. location and for extension of completion date.

License for CP

WSCP Scranton, Pa.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WJR Detroit, Mich.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAIM Anderson, S. C.—Mod. CP which authorized installation of new vertical ant. and to mount FM ant. on top of AM tower for extension of commencement and completion date.

License for CP

KATL Houston, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KXST Stephensville, Tex.—Mod. CP which authorized new standard station to make changes in vertical ant., change trans. and studio locations.

License for CP

WKLV Blackstone, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Rakall Broadcast Co. Inc., Beckley, W. Va.—CP new (class B) FM station on frequency to be assigned by FCC, ERP 20 kw and antenna height above average terrain 450 ft.

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,202 licensed, 511 construction permits, 707 applications pending (of which 429 are in hearing); FM—48 licensed, 777 initial authorizations (540 CPs and rest conditional grants); 2,023 applications pending (108 in hearing); television—six licensed, 59 CPs, 12 applications pending (7 in hearing); non-commercial educational FM—six licensed, 29 CPs, 14 applications pending.

Modification of CP

KPAC Powell, Wyo.—Mod. CP, as mod., which authorized change in frequency, increase power, install new trans. and to change trans. and studio locations, to change type trans.

License Renewal

The Venture Broadcasting Inc., Mt. Washington, N. H.—License renewal remote pickup station WWXY.

APPLICATIONS RETURNED

Assignment of CP

KG1 Henderson Bost Co., Inc.—Assign. of CP Henderson Bost Corp. RETURNED May 16 complete.

FM—Unassigned

The Community Broadcasting Co. Inc., Columbus, Ohio—CP new (class A) FM station on frequency to be assigned by FCC.

RETURNED May 16:

APPLICATION DISMISSED

FM—Unassigned

Charleston Broadcast Co., Clarksville, W. Va.—CP new (metropolitan) FM station.

DENIED April 16 per request of attorney.

CONSTRUCTION PERMIT DELETED

AM—1,130 kc.

Wonderland Broadcasting Co. Ltd., Redding, Calif.—CP new standard station KWOB 1340 kc 250 w untl. DELETED at request of applicant April 17, Commission letter April 19.

TENDERED FOR FILING

Modification of CP

San Fernando Valley Broadcast Co., San Fernando, Calif.—Mod. CP change DA-D program.

Assignment of License

WNOC Fort Worth, Tex.—Voluntary assign. of license to R. H. Perkins & Co., Norweich Bost. Co.

Modification of License

KXTP Pool, Wis.—Mod. license for temporary use of Minneapolis studio as main studio.

Assignment of License

WQAT Utica, N. Y.—Voluntary assignment of license to J. Eric Willama d/b/a Central Bost. Co.

FM—890 kc.

Seminole Bost. Co., Seminole, Okla.—CP new standard station 1360 kc 250 w D.

Hearings Before FCC ...

MAY 8

Further Hearing

KMAC San Antonio, Tex.—License renewal and for CP 830 kc 1 kw unl.

MAY 9

Further Hearing

The A. S. Abell Co., Baltimore—CP 850 kc 1 kw D.

WKBU Reading, Pa.—CP 850 kc 1 kw D.

MAY 10

Further Hearing

WGRC Lexington, Ky.—CP 700 kc 1 kw D.

WMEU Reading, Pa.—CP 850 kc 1 kw D.

MAY 12

Further Hearing

KMAC San Antonio, Tex.—License renewal.

Interim Report:

WMC Memphis, Tenn., 1931.

Conference with Institute of Radio engineers. George P. Adair presiding. Dept. Commerce Auditorium, 8 pm.

FCC REVERSES SELF in Jackson, Tenn. Case, Grants Gonzales, Tex., Request

FCC REVERSES ITSELF in the Jackson, Tenn. case last week for one of the few times in recent years granting the application it had proposed to deny and denying the one it had granted.

The grant to George Arthur Smith Jackson, funeral director and mayor, authorizing full-time use of 1490 kc with 250 w. Denials went to Jackson Broadcasting Co., seeking the same facilities, which the Commission originally proposed to grant, and to Hub City Broadcasting Co., 1931. March 3.

Meanwhile, FCC handed down another final decision granting Gonzales Broadcasting Co.'s application for 1450 kc with 250 w at Gonzales, Tex., and denying the rival applications of Taylor Broadcasting Co. for Taylor and Express Publishing Co. for San Antonio.

This decision was in line with the proposed decision [BROADCASTING, Feb. 10].

In the Jackson case FCC originally preferred Jackson City Broadcasting Co. it had proposed to deny, that ownership is distributed among several prominent local business and professional men, all of whom would serve as officers and directors, with day-to-day management handled by a 12% stockholder who would have the close supervisory assistance of a 24% stockholder.

"On the other side," FCC said in its proposed decision, "the control is in one man (Mr. Smith) who proposes to continue in the active management of his funeral home and attend to his duties as mayor of the city while serving as general manager of the radio station."

The final decision turned on the factor of ownership participation in station affairs, with FCC concluding that Mr. Smith's other duties would require "relatively little time" and that he would "achieve complete integration of ownership and operation." In comparison, the Commission said the six directors of Jackson Broadcasting have "many and substantial" other interests which take much time, that only one would assume day-to-day responsibilities, and that his duties "would be limited to consulting with (the management)" at least one week a month.

In the Gonzales-Taylor-San Antonio applications for 1450 kc, FCC indicated a preference for Taylor Broadcasting, but concluded that a grant at Taylor would involve too much adjacent-channel interference with WACO Waco. This conclusion was bolstered by actual measurements incorporated into the record as to the proposed decision and oral argument [BROADCASTING, April 28].

Gonzales Broadcasting was preferred over the San Antonio applicants, Charles W. Balthrop, subsequently amended his application to request 930 kc with 1 kw, day only, and was not considered in the final decision.

Gonzales Broadcasting is a partnership of Frank Wilson Jr., Gonzales Broadcasting Co. employed by Western Union at Richmond, Va., and Laurence Wal- shaik, his brother-in-law, now manager of U. S. Employment Service office at Gonzales. They would manage the station jointly. Mr. Wilson would also serve as chief engineer.
Labor
(Continued from page 15)
chance for getting support to over-
ride.
Senate conferees included, be-
side Senator Ives, Labor Com-
mittee Chairman Robert A. Taft (R-
Ohio), Joseph H. Rail (R-Mich.),
James E. Murray (D-Mont.), and
Allen J. Ellender (D-La.). House
conferees were Labor Committee
Chairmen Hartley (R-N.J.), Ger-
ald W. Landis (R-Ind.), Clare E.
Hoffman (R-Mich.), John Lesinski
(D-Mich.), and Graham A. Barden
(D-N.C.).
The Senate bill was passed last
Tuesday by 68-24, more than
enough to override any veto.
"Switch-over" votes included at
least five Democrats and a possible
five Republicans, depending on
what kind of a bill comes out of
conference. A switch of ten votes
would sustain a veto. It was con-
ced, however, that there is less
likelihood that the Senate will
override a veto if the present Sen-
ate bill gets through the confer-
ence.
There was no doubt that the
House had strength enough to
override a veto, almost no matter
what the conditions may be accom-
panying the veto. The House labor
bill was passed by a majority of
308-107. It is expected that at least
two weeks will be needed before a
compromise agreement can be reached.

BMB NETWORK SURVEY SHOWS NBC IN FRONT
THE SIZE of each network's audi-
ence is indicated in a summary of
the results of BMB survey No. 1,
which last week was circulated to
clients of the bureau.
The results, as of March 1946,
show NBC leading in both night-
time and daytime audiences as fol-
lows: Nighttime—NBC, 33,127,940;
CBS, 27,680,570; ABC, 22,056,690;
MBS, 19,161,830; CBS, 27,680,570;
N. Y., MBS, 19,161,830; daytime—
NBC, 27,888,770; CBS, 25,581,730; ABC,
21,557,990; and MBS, 19,160,280.

Why switch local shows for time
change? Let's allocate the 1st,
2nd and 4th quarter hour of
every hour to the network. The 3rd
quarter hour belongs to the
affiliate. Then, no matter what
changes are made in network
time, local shows remain con-
stant. Network programs flow
around your time. And, regard-
less of time zone, you can assure
local accounts their favorite
spot the year 'round. Let's try it!

LET'S HAVE
UNIFORM
LOCAL TIME
all year 'round
KGT FKVO KANA
GREAT FALLS MISSOULA ANACONDA BUTTE
5000 WATTS 5 KW
CBS 250 WATTS
Represented by Weed & Company

Differences Between House & Senate Labor Bills

FOllowing is a tabulation of outstanding differences between House
and Senate labor bills which conferences must compromise:

HOUSE BILL

INDUSTRY-WIDE BARGAINING

Banned on a national or industry-
wide scale.

SENATE BILL

INDUSTRY-WIDE BARGAINING

Permitted, but unions are prevented
from compelling employees into
industry-wide negotiations.

STRIKES

Jurisdictional strikes, secondary
boy-
cott, featherbedding practices de-
clared illegal and employers may
obtain injunctions against such
strikes. Unions liable for violations.
Strikes endangering “public health or
safety” may be enjoined by Attorney
General for as long as 80 days. Workers
free to strike after “cooling off”
period if no agreement is reached.

Outlawed, but union shop permitted
with agreement of employer and by
majority vote of union members. Strikes
to gain union shop banned.

NATIONAL LABOR RELATIONS BOARD

Abolished to be replaced by "Labor-
Management Relations Board." Pro-
cutions and investigation duties would
be given to "Administrator of National
Labor Relations Act."

WELFARE FUNDS

Employers forbidden to contribute to
any welfare fund controlled to any ex-
dent, a union. Strikes to force em-
ployer contributions to such funds.

Welfare funds permitted if employer
and union contribute and administer on
equal footing.

MASS PICKETING

Penalties on mass picketing and strike
violence. No provisions.

POLITICAL ACTIVITIES

Banned. No provisions.

"BILL OF RIGHTS" for Unions

Detailed definitions of union "fair prac-
tices" toward union members.

These figures, translated into
percentages of 33,998,000, the total
number of U. S. radio families as
of Jan. 1, 1946, read as follows:
Nighttime—NBC, 91.5%; CBS,
81.4%; ABC, 65%; MBS, 56%;
daytime—NBC, 82%; CBS, 74%;
ABC, 63, and MBS, 56%.

KWW Philadelphia last week won a
U. S. Junior Chamber of Com-
merce award for "unsung services rendered
for the Better Youth Crusade." Station
had cooperated in presenting tennis
exhibits, featuring Don Budge and
Fred Perry.

A GROUP of records of the favorite
music of Senator Miguel Aleman, Mexican
president, was presented to Senator Lelo
de Larrea, Mexican Consul General, for
presentation to the president last week,
following reception to the presidential
press party tendered by RCA and sub-
sidiary companies in New York.

WIZE Springfield, Ohio, has been
awarded the National Safety Award for
excellence in its daily presenta-
tion for six years, of "Sgt. Scott Re-
ports," a program daily to minute safety
news broadcast.

JOHN CAPLES, BBDO, New York vice
president, addressed the Washington
Advertising Club May 13 on "Television
Advertising Methods." At the same
meeting the club was presented with
an APA charter, which was accepted
by Henry Kaufman, president.

NBC Plays Host

NBC last week hosted more than
70 editors attending the three-
day spring conclave of the Amer-
ican Agricultural Editors Assn. in
New York. Group was invited by
Frank E. Mullen, NBC executive
vice president, who originated the
NBC Farm and Home Hour 19
years ago. Following a private
showing of the new RCA Exhibi-
tion Hall (see story page 46), the
agricultural editors were guests at
a dinner given by NBC in the
Netherlands Club.

Harper Promoted

MARION HARPER Jr., manager of
the Central Research Dept., Mc-
Cann-Erickson, New York, has
been appointed assistant to the
president of the agency, in addi-
tion to his other duties. Mr. Har-
per will act for Mr. McCann in
supervising the company's plan-
ning function, with a view to co-
ordinating client planning methods
throughout the country. He will
also become a member of the ex-
cutive committee of the firm.

KFI Los Angeles has been awarded
a Navy Certificate of Award in recogni-
tion of station's war service to Navy
personnel. Award was made May 13
by Rear Admiral R. A. Pace Jr.

What

Wbite
W Big
wapaw

MEMPHIS

"Tribes of Oklahoma Indi-
annex Webster.

"HOW?" Is the traditional
Indian greeting and in red pro-
question that WHBC
likes for us to
the answers. HOW to
make sales in the
Memphis territory? or
how to
listeners ad
ad
memphis media. Buy where
they buy.

RAMBEAU

New York ♦ Chicago ♦ Hollywood

May 19, 1947 ♦ Page 79
Four Proposed TV Grants Are Adopted, Filling Quota for the New York Area

ALL SEVEN television channels currently allocated to the New York area were filled last week as FCC made final its proposed grants to ABC, WOR, and the Daily News for New York stations and to WAAT Newark for one there [BROADCASTING, April 21].

The final decision on New York FM cases apparently will be delayed, although the proposed decisions on both FM and TV were issued simultaneously. No exceptions were filed in the television proceeding, which involved six applicants for four channels (WLBO New York withdrew after the hearing, and WEVD New York's was denied).

In the FM case, however, involving 17 applicants for five available channels, some of those given proposed denials have been granted additional time in which to submit exceptions and at least one, Metropolitan Broadcasting Service, New York, has asked that a final decision on its application be deferred until after July 1, when the four "reserved" channels are due to become available.

The American Jewish Congress, which sought to disqualify the Daily News on grounds of racial bias in its newspaper columns, also has requested additional time in which to file a protest in the FM case. The Commission majority, with Comr. C. J. Durr dissenting and Comrs. Paul A. Walker and E. M. Webster not participating, over-ruled consideration of the AJC charges. FCC has not yet issued a separate opinion on its treatment of the Congress' contentions, and AJC claims it cannot reply until the opinion is released.

Although it sought and failed to have its charges considered in the television as well as the FM case, the Congress did not submit any protest against the proposed television decision.

In the final television decision Commissioner Durr contended, as he did in the proposed decision, that the AJC charges should be considered adversely to the Daily News. He favored a grant to WEVD.

The channel assignments were unchanged from those proposed in the first decision: ABC, Channel 7; WOR, 9; Daily News, 11, and WAAT, 13. New York stations already in operation are WCBS-TV, WNET, and WABD.

FCC's Summer Actions to Be Routine Rather Than Policy-Making, Is Report

EMPHASIS in FCC's actions this summer will be more on routine matters and less on controversial or policy-making questions.

This was the forecast last week by Commission authorities, based on plans of three of the seven Commissioners to be in almost constant attendance at the International Telecommunications Conference on Atlantic City. Their conferences started last Thursday and are scheduled to continue throughout the summer.

Chairman Charles R. Den- ny is chairman of the U. S. delegation to the International Radio Conference and is expected to spend most of this time there, commuting to Washington by air or train whenever necessary. Comr. E. M. Webster is due to be at Atlantic City almost constantly, and Comr. E. K. Jett is expected to be there except for one or two days a week.

Function As 'Board'

Until the return of Comr. Paul A. Walker, who suffered a broken blood vessel in a leg last March and has not yet returned to his desk, the three remaining Commissioners may function as a "board," their actions subject to later approval by a majority of the Commission.

Although no marked up in the number of Commission meetings is expected, authorities feel that the members remaining in Washington will prefer to let action on problems of a policy nature wait until the full Commission can be convened.

Derby Hooper

HOOPOPERATING of 19.0 for the CBS broadcast of the Kentucky Derby May 3, 4:30-5 p.m. represented the largest audience in the history of horse race broadcasts, the network reported. Special program was sponsored by Gillette Safety Razor Co.

$60,000 Sale of Boulder City Bcstg. Co. Reported

SALE of Boulder City Broadcasting Co., licensee of KBNE Boulder City, Nev., for $60,000, subject to FCC approval, has been announced. The proposed buyers are three coequal partners, T. B. Hinkle, general manager of KAVR Havre, Mont., M. O. Larsen, Havre merchant, and Edward J. Jensen, manager of KBIO Burley, Idaho.

Transaction is being handled by Blackburn-Hamilton Co. KBNE is a 250-watt fulltime MBS affiliate on 1450 kc. Boulder City Broadcasting also has a construction permit for KELN Ely, Nev., and is an applicant for a new station at Las Vegas, Nev.

BRACKEN IS ELEVATED BY WESTERN ELECTRIC

STANLEY BRACKEN, former vice president in charge of manufacture of the Western Electric Co., New York, has been elected executive vice president of the company, succeeding William F. Hosford, who resigns effective May 31 after nearly 47 years of service with Western Electric. H. C. Beal, former engineer of manufacture, has been elected director and vice president to succeed Mr. Bracken. F. J. Feely, who continues as manager of Western Electric's Buffalo shops and electronics department in addition, becomes engineer of manufacture.

Mr. Hosford joined Western Electric Co. in 1900 as a jack assembler in the firm's Chicago shop. In 1926 he was made engineer of manufacture with headquarters in New York, and in 1928 was elected a director and vice president.

30 CBC Outlets to Carry 'Whistler' Mystery Show

IN WHAT is believed to be a new policy on the part of CBC, 30 stations on the Dominion network will carry The Whistler. West Coast originated CBS mystery program (Wed., 9-9:30 p.m., CDST) sponsored by Household Finance, effective June 25. The move, announced by Shaw-LaVally Inc., Chicago, Household's advertising agency, will give CBC its first American mystery program.

Contract is for 52 weeks. Meanwhile, Philco's sponsorship of the Bing Crosby ABC program on CBC will end June 18.

Joins Raymer Co.

PEYTON C. AUXFORD, formerly of CBS, has been appointed director of research and promotion for Paul H. Raymer Co., station representatives. Mr. Auxford, who will make his headquarters in New York, joined CBS in October 1945, as assistant director of promotion for Radio Sales, the spot broadcasting division of CBS, and later was assistant director of advertising and promotion for CBS stations.
WBAB-FM Claims 'First' In South Jersey Vicinity

FIRST FM broadcasts to emanate from the South Jersey area were staged by Atlantic City Radio Station WBAB-FM on the eve of the International Radio Conference May 15 (see separate story page 20). Albert J. Feyl, president of the Atlantic Press-Union Publishing Co., whose owns and operates WBAB, made initial broadcast.

Station operates on 100.7 mc frequency, designated as Channel 264, under an FCC grant. Current schedule of operation for broadcasting is from 3 to 6 p.m. and from 7 to 10 p.m. Mondays through Saturdays and from noon to 2 p.m. and 3 to 7 p.m. on Sundays. Mr. Feyl, in making his initial broadcast Wednesday night, stated that he hoped Conference participants will visit his station.

WBAB is using a 3 kw transmitter, manufactured by the Federal Telephone & Radio Corp. The transmitter building is located on Absecon Boulevard and Beach Thoroughfare. Federal Telephones and radio antennas and radio console, together with two high-fidelity Fairchild-Federal turntables, comprise WBAB-FM installation.

WORL Requests Re-hearing On Denial of License Renewal

WORL, Boston, its license renewal application denied [BROADCASTING, April 28], asked FCC last week for re-hearing, contending the Commission's 3-to-1 decision was unjustified and invalid.

The station claimed that re-argument, if not re-hearing, is justified in view of changes that have occurred in FCC membership and staff, and because of FCC's reliance upon the Supreme Court's WOKO Albany decision for precedent.

It was pointed out that the WOKO decision had not been handed down when the WORL oral argument was held in January 1946. The station contended it should be allowed to show how its case differs from WOKO's.

WORL claimed that less than a majority of the Commission voted to deny its application, that only three of the Commissioners who voted had participated in oral argument, and that FCC staff members who took part in the hearing had since resigned.

Why Oral Argument?

"Of what value to an applicant is an oral argument if its case be finally decided by one or more Commissioners who have not participated in the argument?" WORL asked.

It contended that "the legality of administrative action of such drastic nature as the denial of renewal of license of an established radio station on grounds of character qualifications is questionable when concurred in by less than a majority of the licensing agency."

The denial was on grounds of concealment of ownership. The station, a 1-kw daytime outlet on 950 kc, is owned by Harold A. LaFont (100% of preferred stock and 40% of common), general manager of the Arde Bulova stations and former Radio Commission, and Sanford H. Cohen (40% of common) and George Cohen (20%). The Commission claimed that the principals misrepresented stock ownership in "over 17 reports and applications" filed during a six-year period starting in 1937.

WORL asserted that changes in ownership, as reported to the Commission when they were actually completed, and insisted that the record contains no substantial evidence to show willful misrepresentation of facts.

It requested re-hearing or re-argument as an alternative to reconsideration and grant of its renewal application.

Contrasting with the WOKO decision and the WORL case, in which the Supreme Court upheld FCC's denial of renewal on grounds of concealed ownership, the Boston station declared that its own case involved no willful concealment; that FCC admittedly found no "clear motive" for the purported deception; that Mr. LaFont and the Cohens' interests in WORL were known to the Commission from the time they took title to their respective shares, and that the present WORL owners have never received dividends on their stock.

The station declared that the decision completely ignores the evidence on the high standing of WORL in the community and the high calibre of its program service, while choosing to attack the character and fitness of its principals without benefit in fact or in the record, is convincing proof that the standards the Commission's decision should be re-examined and re-appraised in strict accord with the record.

WORL said that since "the station owners' character has here-tofore not been in issue, a re-hearing is required for the purpose of presenting evidence" on this point.

In denying the station's renewal application, FCC dismissed as most prejudicial application for sale to Bitter Broadcasting Corp. for $200,000 and invited other applications for WORL's facilities until June 1. WORL said this action was "extraordinary and capricious" and violated the Communications Act, declaring that FCC's only alternatives were to grant the sales application or set it for hearing.

Two applications for WORL's facilities are pending, filed before the decision was issued. They were filed by Pilot Broadcasting Co., a group of 52 business and professional men, and Beacon Broadcasting Co.

FCC's decision to delete WORL, giving it until Aug. 31 to terminate its affairs, was adopted on vote of Chairman Charles R. Denny and Commissioners Ray C. Wakefield and Clifford J. Durr. The dissent was by Comr. E. K. Jett. Comrs. Rosel H. Hyde, Paul A. Walker and E. M. Webster did not participate.

An appeal to the courts is anticipated if re-hearing is denied. Its petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, WORL counsel.

CHINESE HAND TRICK is demonstrated by retiring and newly-elected officers of the American Television Society at annual elections meeting in New York May 8 [BROADCASTING, May 12]. Shown (1 to r) are: Don McClure, N. W. Ayer & Son Inc., president; Bert Taylor Jr., DuMont Television, vice president; George Shupert, Television Productions Inc., retiring president.
WSM Bond Asked in 650 kc Dispute

WJR Detroit in connection with their requests for stay orders against daytime skywave interference.
CCBS Engineers Preparing Skywave Transmissions Data

ENGINEERS of 11 member stations of the Clear Channel Broadcasting Service met in Washington last week to plan the CCBS presentation for FCC's June 2 hearing on daytime skywave transmissions. The group met with John H. DeWitt Jr., CCBS engineering supervisor who is expected to lead the organization's presentation; Victor A. Sholis, CCBS director, and Reed T. Rollo and Russell Eagan of the Washington office of Kirkland, Fleming, Green, Martin & Ellis. Rollo and Eagan represented Louis G. Caldwell, CCBS counsel, who is recuperating from a recent illness.

Mr. Sholis said CCBS, which had petitioned for a continuance of the clear channel hearings from June 2 to mid-October because of Mr. Caldwell's illness, plans no similar request in connection with the skywave hearings. He explained that the latter would be largely technical, and that the legal phases would be handled by Messrs. Rollo and Eagan.

The question of daytime skywave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the scheduling of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

It was thought that at least some of the CCBS members would make individual presentations at the hearing, in addition to that of Mr. DeWitt.

Those present at the conference were William Alberts, WLB Cincinnati; George Reynolds, WSM Nashville; A. Shoup, WBB Pittsburgh; Philip Pierce, WJR Detroit; Carl Meyers and Joseph Turner, WGN Chicago; Charles Jeffers, WOA San Antonio; J. D. Wasson, WNL New Orleans; O. E. Harges, KDRA Pittsburgh; Paul Loyet, WHO Des Moines; Thomas Bowes, WLS Chicago; Orin Townsen, WHAS Louisville; George Lewis, WCAU Philadelphia.

Outlook Brightens For Unified Census

OUTLOOK FOR a unified census which would include re-establishment of a manufacturing census discontinued in 1939 was improved last week despite a House action on Wednesday which cut the government appropriation from $11,500,000 to $5,000,000.

Rep. Harold C. Hagen (R-Minn.), author of a House bill to authorize a unified census said he got a favorable vote within a month. After that, he told BROADCASTING, a deficiency appropriation might be passed to insure the new census going into effect.

Sparking the drive for the census was Sen. Albert W. Hakes (R-N. J.), author of an identical bill which passed the Senate on May 6. It was learned that Senator Hakes has consulted with Senate Appropriation Committee leaders in the hope that the upper chamber may restore the House cut.

Senator Hakes has received nationwide support from manufacturers and distributors who are particularly anxious to see the census go into effect since there has been no complete census of manufacturers, mining, distribution or the service trades since 1939.

He maintains that the unified census would actually effect a saving to the government of more than a million dollars, since under provisions of his bill, all business census would be completely coordinated.

NOW IS THE TIME...

For all wise time-buyers to check on the new radio picture in Worcester, New England's third largest city.

WNEB

Worcester's only independent station, is in second place for share of audience against 4 networks rated.

For High Rating and Low Rates, It's

WNEB

WORCESTER

Represented By: Adam J. Yeung, Jr. Inc.,
11 West 42nd St., N.Y.C.
Kettelberger, Inc.
Park Square Bldg., Boston
FOLDING MONEY

WAIR's market is made up of people with an everlasting supply of big money. No other medium can steer more of this cash your way than WAIR.

BASKET

When you can steer more of big money. No other medium can steer more of this cash your way than WAIR.

Radio Called Liquor Trade Servant

Medium Blasted by Dry Leaders Testifying On Capper Bill

RADIO was singled out last week as a "brazen servant" of the liquor industry. The charges were made in the course of testimony by some 30 representatives of various "dry" organizations in favor of S. 265, a bill by Sen. Arthur Capper (R-Kan.) to ban liquor advertisements in interstate commerce.

Opposed to the legislation were about 14 representatives of national advertisers, labor unions and railroads. But they were outnumbered by the "drys"—about 400 strong—who applauded their speeches so emotionally at times that Sen. Clyde M. Reed (R-Kan.), chairman of the Interstate & Foreign Commerce subcommittee hearing the testimony, had to use his gavel to restore order.

One of the most dramatic arguments against the Capper bill came from a former "dry" leader, Mrs. Charles J. Schroeder, former national president of the Women's Moderation Union. She opposed passage of the bill as a "step toward national prohibition."

"There are no new arguments the drys can produce today," she said, "that would warrant this Congress to adopt S. 265 and cripple the alcoholic beverage industry and its allied trades, which are adding millions of dollars to our taxes and to our Treasury, as well as providing good jobs for returned GI's and other men and women."

To "dry" slogans that "the liquor industry is contributing to the delinquency of children" she replied: "Do not blame a legitimate industry for the negligence of parents in the upbringing of their children, any more than you would blame the manufacturing of automobiles because a large number of people are killed each year through motor vehicle accidents."

Cites 'Hidden Teeth'

The Capper bill, which would "prohibit the transportation in interstate commerce of advertisements of alcoholic beverages," she said, contained hidden teeth that would be tantamount to another prohibition act.

The bill has been introduced in every Congress since the 73rd, but this was the first time it had been accorded a hearing—a victory for the "drys" and for Senator Capper.

Observers who were inclined to treat the hearing lightly were warned by committee sources not to "laugh it off," since there is an unusual pressure on the Senate this year for passage of the measure.

They indicated there was some chance of a favorable committee report, followed by a possible 30 senators from some 15 states where there is either state-wide prohibition or local op-
Trends
(Continued from page 18)
ent one is better than some we might get!"

"New laws are NOT needed. Clarification of limitations of FCC authority is not what is needed!, and laws are made largely by court decision. With a new law we wouldn't know where we were for years."

"New law needed to clarify."

"New law needed that will state in definite terms the authority and power of the FCC."

With 80% of the panel indicating their opinions that new legislation is needed, the next question which asked in detail many (not all) of the factors which should be considered in a new law becomes highly significant. The specifics listed on the ballot divide roughly into three general areas: programming, business, and procedural and general policies. The replies to the question are shown for each category.

In the general area of programming policies, a majority of broadcasters in the panel feel that a new law should provide for authorization of editorialization on the air (77%); for the identification of commentators to distinguish them from straight news programs (64%); and for the definition of "public interest" or "public service" programs (61%). (See Table II.)

Less than one-third of the respondents favor any provision to eliminate racing result programs, while better than half of them say that this should not be included in any new law.

Three-quarters of the panel or better were against each of the other "programming" items, with the largest negative vote cast against any provision which would establish a required ratio of local against wire news in news broadcasts (92%).

Of the eight "business" provisions, only two were favored by a majority, 73% of the panel want to see provisions in a new law for rules governing multiple station ownership in the same area (duopoly), and 58% favor limitation of the number of stations one licensee may own. A majority of the panel were against provisions for all of the other "business" items, with particular emphasis on any price-fixing formula for station sales prices (90% of the panel were against such a provision). (See Table III.)

In the third category, covering procedures and general radio policy, a majority of the respondents were in favor of nine of the 12 items. Most sought by the broadcasters is legislation to clearly specify rules governing granting of temporary licenses (87%); separation of the FCC into broadcast and common carrier divisions (95%); specific rules for granting hearings (83%); rules for day-

grants on clear channels (80%); and time limits for FCC decisions (75%), (See Table IV.)

Only three items failed to win a majority approval: less than a third (29%) were for incorporating the FCC into a government department under Cabinet status and thereby terminating its independent agency status; an increase (14%) or reduction (4%) in the number of FCC commissioners. In all three of these cases, the negative votes were relatively low but there was considerably more indecision than in the other nine items.

Southern California Assn.
Elects KWKW's Beaton

WILLIAM BEATON, KWKW Pasadena, Calif., general manager, was elected president of Southern California Broadcasters Assn. last week. He succeeds Robert O. Reynolds, KMFC Hollywood vice president and general manager.

Other officers include: Ernest Spencer, KVOE Santa Ana general manager, vice president; Thelma Kirchner, KGJF Hollywood, secretary-treasurer. Directors are: Mr. Reynolds; Lee Wynne, KFMB San Diego Beach general manager; Cal Smith, KFAC Los Angeles general manager, and Harry Witt, CBS Western Division assistant general manager.

DISTRIBUTION OF THE SAMPLE
The panel for the ballot was assembled in conformity with the rigid standards adhered to in all TRENDS surveys to guarantee its representativeness. In order to underscore that the results reflect the opinions of a cross-section of broadcasters on this important subject, the details of the sample on all four control factors are shown in Table I—by area, network affiliation, base rate and city size. In each table the first column is the actual distribution of all commercial AM stations in operation Sept. 1, 1946; the second column shows the actual distribution of the 200 cases in the panel.

<table>
<thead>
<tr>
<th>BY AREA</th>
<th>% of all Stations (1 Sample)</th>
<th>% of all Stations</th>
<th>(Sample)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific</td>
<td>11.9%</td>
<td>11.9%</td>
<td></td>
</tr>
<tr>
<td>Mountain</td>
<td>7.6</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Central</td>
<td>10.6</td>
<td>11.4</td>
<td></td>
</tr>
<tr>
<td>W. South</td>
<td>11.5</td>
<td>11.9</td>
<td></td>
</tr>
<tr>
<td>E. North</td>
<td>7.7</td>
<td>7.5</td>
<td></td>
</tr>
<tr>
<td>Middle</td>
<td>12.4</td>
<td>11.4</td>
<td></td>
</tr>
<tr>
<td>Atlantic</td>
<td>5.7</td>
<td>4.0</td>
<td></td>
</tr>
<tr>
<td>S. Atlantic</td>
<td>11.9</td>
<td>12.0</td>
<td></td>
</tr>
<tr>
<td>North</td>
<td>6.2</td>
<td>6.5</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BY NETWORK AFFILIATION*</th>
<th>% of all Stations (1 Sample)</th>
<th>% of all Stations</th>
<th>(Sample)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>21.8%</td>
<td>22.3%</td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>15.3</td>
<td>15.4</td>
<td></td>
</tr>
<tr>
<td>MBS</td>
<td>30.8</td>
<td>32.8</td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>15.5</td>
<td>14.0</td>
<td></td>
</tr>
<tr>
<td>Independent</td>
<td>20.4</td>
<td>19.0</td>
<td></td>
</tr>
</tbody>
</table>

* Some stations are affiliated with more than one network.


table 1

<table>
<thead>
<tr>
<th>Population of Home City</th>
<th>% of all Stations (1 Sample)</th>
<th>% of all Stations</th>
<th>(Sample)</th>
</tr>
</thead>
<tbody>
<tr>
<td>500,000 &amp; over</td>
<td>10.7%</td>
<td>9.5%</td>
<td></td>
</tr>
<tr>
<td>250,000-500,000</td>
<td>9.3</td>
<td>8.5</td>
<td></td>
</tr>
<tr>
<td>100,000-250,000</td>
<td>12.7</td>
<td>14.7</td>
<td></td>
</tr>
<tr>
<td>50,000-100,000</td>
<td>14.7</td>
<td>14.4</td>
<td></td>
</tr>
<tr>
<td>25,000-50,000</td>
<td>14.4</td>
<td>14.4</td>
<td></td>
</tr>
<tr>
<td>10,000-25,000</td>
<td>24.2</td>
<td>25.4</td>
<td></td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>10.8</td>
<td>10.8</td>
<td></td>
</tr>
<tr>
<td>2,500-5,000</td>
<td>2.1</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>Under 2,500</td>
<td>1.2</td>
<td>2.0</td>
<td></td>
</tr>
</tbody>
</table>

(1) Base=all commercial AM stations in operation Sept. 1, 1946.
(2) Base=200 panel respondents, selected to meet sample requirements from a net return of 246 ballots.

| HOUSE VOTES DOWN BILL FOR EXCLUSIVITY OF AP LEGISLATION which would re- | |
| store exclusivity to the Associated Press as voted down last Thursday- | |
| day by a House Judiciary subcommittee. | |

Rep. John W. Gwynne (R-Ind.), chairman of the group, said there was "substantial agreement" which would make the adverse report to the full committee. He added, however, that he did not know what action the full committee might take or when his own recommendation would be acted upon. The measure [BROAD-CASTING, May 5] was introduced in the House by Rep. Noah M. Ma- son (R-Ill.) as a result of the Su- preme Court ruling last summer, prohibiting the AP from keeping its service exclusive for picked member papers. The full commit- teeman was clean either "table" the bill or put out a report with a recommenda- tion for House action. Opponents of the legislation claimed its pas- sage would open the door to greater concentration of monopoly ownership in the newspaper business, and possibly set a precedent by which other industries might find loopholes in the Anti-Trust laws.

Oscar Rose's
RADIO BROADCASTING
AND TELEVISION
An Annotated Bibliography
Cluthbound $1.25 Postpaid
Outlines the contents of nearly 1000 books and pamphlets under many headings. Tells what has been written and where to find it.
H. W. WILSON COMPANY
970 University Ave., N. Y. 52
Urge Fund to Promote Radio Medium

NAB Group Will Conduct Proposal for Major Ad Project

INDUSTRYWIDE campaign to promote broadcast advertising as an effective means of selling goods with further consideration for stations was projected Thursday at the opening session of a two-day meeting of the NAB Sales Managers Executive Committee. The campaign idea will be studied by a special subcommittee to be named by Odin S. Ramsland, KDAL Duluth. The committee met at the Ambassador Hotel, Atlantic City.

The promotion project developed during discussion of a report submitted by the Sales Promotion Subcommittee, of which Hugh Higgins, NAB Assistant Director of Broadcast Advertising, is acting secretary. The committee is considering the proposal to establish a national chain of radio stations that would have heard long since from the Communications Commission, which has not been silent on other aspects of radio advertising.

Four Industry Figures Given British Citation

Mr. Kirby (r) receives the O.B.E. from Lord Inverchapel.

TWO INDUSTRY figures were among those receiving the Order of the British Empire, presented by Lord Inverchapel, British Ambassador to the U.S., May 9 in Washington. Edward M. Kirby, public relations counselor, and formerly in charge of the Radio Branch of the War Dept. Bureau of Public Relations, won the O.B.E. for his contributions to the teamwork established between British and American reporters during the war.

John S. Hayes, WQXR New York station manager, ex-head of American Forces Network, received the award for his part in the Allied Expeditionary Forces Program which provided radio coverage to Allied troops in Europe.

Mr. Hayes

Mr. Kirby

Search for a new term for "spot broadcasting" failed to produce a substitute.

Mr. Ferguson, promoted from staff engineer at KXOA, chief technician.

Air-conditioned studios and offices of KXOA, 1200 Miles, have been completed.

Mr. Ferguson was promoted from WMCA, program director, to a new position at XBOB, program director.
Trammell  
(Continued from page 18)  
ning similar sessions with stations.  
Mr. Trammell indicated in his letter to Mr. Bannister that while various meetings with affiliates, coupled with the advisory committee sessions, provided an adequate means of discussing and solving common problems, "if the majority of our affiliated stations accept your invitation and wish to form an organization such as that contemplated by your committee, we, in the spirit of our democratic way of doing things, will abide by their decision."

Possible revisions of commercial practices introduced at NBC station meetings in the early spring were said by NBC officials to have been projected to stimulate review of present standards.

Limited Intentions  
Because of the limited intentions behind the network presentation, NBC authorities were reportedly surprised when the discussion was interpreted by some affiliates as constituting an enunciation of network policy.

The network's station break proposals called for reduction of chain-break announcements to one per hour and the elimination of double spotting. NBC sources pointed out that this and other suggestions had been proposed in relation to a larger subject of discussion — a sweeping review of the whole rate structure now prevailing in radio.

Affiliates were reportedly told that the reduction of chain breaks would not necessarily connote a reduction of revenue, providing chain-break rates were revised. Network officials thought it possible that rates could be substantially raised, particularly for chain-breaks at desirable hours, thus equalizing income despite the lessening of the number of such announcements.

The NBC presentation in which these issues figured was intended to open discussion on the broad subject of reviewing present radio practices in the light of responsible criticism and was based on a seven-month study of radio practices by Ken R. Dyke, NBC vice president in charge of broadcast standards and practices, it was said. Mr. Dyke was quoted as having concluded that "there was a big area of legitimate criticism which requires consideration by the industry and does not call for brushing off."

Deficiencies Cited  
The major deficiencies of present broadcasting practices as revealed in research demanded corrective action, Mr. Dyke was said to have told the affiliates. As an effort to arouse the interest of stations in seeking cures for radio's ills, Mr. Dyke proposed a number of specific suggestions which, he said, made it clear, were intended only to arouse discussion.

Mr. Dyke was said to have re-

BRAYING A FEW WORDS  
coast to coast over WOL-Mutual is a Jackass Penguin at the Washing-

ton Zoo, one of several brought back from the South Pole by Admiral Byrd. Macon Reed Jr. (r), WOL Washington reporter, is making with the wire recording equipment. Other characters in soup and fish are unidentified.

Petrillo  
(Continued from page 18)  
—

treasury the committee feels that some public check should be kept of the uses of the fund.  
The committee also agrees to determine the extent of AFM interference with the development of FM, television and the exchange of music between nations. Mr. Nixon pointed to the recent Montreal Music Festival as an illustration of the restrictive effect AFM tends to exert on cultural growth and exchange.  
It is said that more than 5,000 children of the United States and Canada met in Montreal for the Festival. The Montreal AFM local demanded standby musicians when Festival Director Dr. Irvin Cooper proposed recording parts of the Festival. Dr. Cooper's refusal to meet AFM demands resulted in his resignation from the union and a subsequent "trial" by AFM.

Public clamor resulted, however, in an FM shift which brought eventual cooperation from the union, and use of the "welfare fund" to pay standby musicians. Both Mr. Kearns and Mr. Nixon were in Montreal at the time, and made a full investigation of the affair, which Mr. Nixon said might have had a serious effect on Canadian-American relations. Third member of the group preparing the AFM investigation is Rep. Graham A. Barden (D-N.C.).

WKBW Buffalo Sale Nears Culmination  
Churchill Tabernacle Subsidiary Gets Outlet for $375,000

SALE OF WKBW Buffalo, which has figured in extended controversy and litigation, by the Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., subsidiary of the Churchill Tabernacle, was virtually consummated last week.

James Lawrence Fly, former FCC chairman and counsel for Broadcasting Foundation, said the deal awaited only the signature of the Buffalo Broadcasting Corp. on a contract the terms of which had already been negotiated.

Mr. Fly said the station was sold for $375,000, plus other considerations, including the dropping of pending litigation and the payment of any court costs or FCC fees incurred by the sale.

The contract was expected to be signed before the end of the week, Mr. Fly said.

FCC Objected  
Churchill Tabernacle was the original owner of WKBW, having built the station in 1926. In 1928 the Tabernacle leased the station to an operating firm, but three years later the FCC objected to this arrangement, and the station was sold to Buffalo Broadcasting Corp. Under terms of this sale, the Tabernacle reserved the sole use of 17½ hours of broadcast time on Sundays in a contractual agreement extending to the year 2027.

This contract was the basis for subsequent FCC hearings and a U. S. District Court of Appeals for the District of Columbia decision [BROADCASTING, Feb. 3].

It was shortly after an FCC decision (which was appealed to the U. S. court) ordering the Buffalo Broadcasting Corp. to terminate its time agreement with the Tabernacle that Broadcasting Foundation Inc. filed application to the Commission for WKBW's facilities, 1570 kc, 50 kw. Churchill filed suit against Buffalo Broadcasting Corp. in New York Supreme Court, charging breach of contract.

Program Exchange  
(Continued from page 18)  
—

The DOUBLE-DUTY STATION

WNB

NOW-WTCN-FM!

ABC...plus High-listener locals!  
FREE and PETERS  
National Representatives

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

Preferred by Advertising Agencies*  
Your most important influence on spot-time  
* Preference proved by top A. & C agency circulation

Advertising Age  
The National Newspaper of Marketing  
100 E. Ohio St.  
Chicago 11, Ill.

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PAPER FIELD
Help Wanted
Wanted—Experienced announcer and disc jockey for WRRB Gas Prices Radio Station. Have been affiliated with WRRB for several years. Must be familiar with the radio business. Expected to move to the West. Box 420, BROADCASTING.

Wanted—Television writer. Must have good writing ability. Needs experience in the television field. Previous experience in commercial or television writing. Salary commensurate with experience. Box 463, BROADCASTING.

Help Wanted (Cont'd)
Manager, has engineering for new station. Western University of New York. Contact Arkansas, Don, 604 S. Hill Street, Grinnell, IA.

A topnotch announcer, control room operator, and a commercial director are needed. Have experience in radio station WRRB, Mo. At present 250 watts, have recommended for 25,000 watts. Excellent opportunity to get in a growing organization. Have expected experience, references, and audition. Direct to Wayne C. Tabor, General Manager Radio Station KRMG, Hannibal, Missouri.

Exculsant opportunity for personality announcer with first class radio tele- phone license. Need immediate Wire. Have Present station KXRR, Phoenix, Arizona.

Field representative with car to contact radio stations, have station experience. Box 447, BROADCASTING.

Writers, salesmen, technician-announcer, and salesmen needed for commercial work. RRR, Personnel Service, Box 413, BROADCASTING.

Woman's editor for established New England 5000 watt station. Preferential treatment for women with station experience. Box 420, BROADCASTING.

Need soon program director with plenty of experience in the field. Must be in complete charge. Writing and announcing ability essential. Must have disc and history with radio station. Box 420, BROADCASTING.

South Carolina regional, daytime operation, seeks capable, experienced program director-announcer. Commensurate salary, single man preferred. All details first letter. Box 419, BROADCASTING.

Regional daytime AM station with full-time employment for disc jockey. FM station expansion. Unusual "ground floor" opportunity in radio's "finest Medium." Excellent working conditions. Send disc, phone number, and expected salary with present letter. WJ. Jackson, WFOC, Beckley, West Virginia.

Wanted—Assistant Engineer for new 1 kilowatt station in Maine. Must be familiar with FM station operation. WFRB, WKBK, WMBB, McComb Mississippi-Granted Incorporated. Please send complete resume and references. Box 390, P. O. Box 390, Jackson, Tennessee.

Wanted—Engineer for new station in southwestern states, present salary $1,000, will go up to $2,000. Box 427, BROADCASTING.

Top Gun needed for WRRB 250 watts. Job is to be expanded. Must have at least five years experience. Box 428, BROADCASTING.

Wanted: Salesmen. Must be able to handle outside sales. WRRB, Radio Station, Box 429, BROADCASTING.

WANTED—WANTED for sales promotion manager. Young, energetic, and ambitious. Two years experience in radio sales. Box 430, BROADCASTING.

WANTED—WANTED for program director for new station in southern states. Box 431, BROADCASTING.

Situations Wanted
Time salesmen—Ten years radio. Exceptional sales record. Married. Box 432, BROADCASTING.

Wanted—Engineer, first class license, good salary, pleasant working conditions. Write or phone Ward A. Coleman, General Manager, WENC, Whitefield, North Carolina.

Topnotch program director needed. Live and network work strongly desired. Salary $200 per week when station is 500 watts is expanding and stepping up its program department. Prefer man who can do topnotch program along with some announcing, newscasts, and special events. Send complete resume, including salary required, days for contact, and references. Box 433, BROADCASTING.

Situations Wanted (Cont'd)
Wanted: Advertising manager, WLYG, east of Ohio. Have complete written proposal. Box 434, BROADCASTING.

Can you write to sell? Can you program to sell? Can you merchandise to sell? A five kw station, southern states. Must be owner- operator. Send details to Box 435, BROADCASTING.

Manager—Radio Station 25 years experience, nearly 16 years of combination of network affiliated station. At 47 am general manager now of both properties, handling sales, promotion, sales, handling sales, promotion, personnel and new business. Box 436, BROADCASTING.

Station manager 16 years background. 6 years successful years manager midwestern station. Box 437, BROADCASTING.

Wanted: Engineer-System operator. Needs experience with new type equipment. Box 438, BROADCASTING.

Station manager—16 years background. 6 successful years manager midwestern station. Box 439, BROADCASTING.

Can you write for SELL? Can you program to sell? Can you merchandise to sell? A five kw station, southern states. Must be owner-operator. Send details to Box 435, BROADCASTING.
FCC Approves Four More FM Outlets Conditionally, Increasing Total to 777

INITIAL AUTHORIZATIONS of FM stations rose to 777 last week as FCC conditionally granted four more FM outlets—one Class A and three Class B stations. The permits were awarded two stations and new CPs in lieu of previous conditions were granted seven Class B stations.

The FCC also granted Radio Station WRLD, Rutland, Vt., to vacate its conditional grant for a new Class B outlet and the application was dismissed without prejudice. Herald and Globe Assn., Rutland, publishers of Rutland Herald.

Seton Hall College, South Orange, N. J., was granted CP for new non-commercial educational station on frequency to be assigned with 250 w power.


Following were authorized CPs, conditions of grants, and qualifications for new FM stations:

For Sale (Cont'd)

For sale—250 watt independent located in one of Florida's fine markets, price $200,000. Address for information, Small Commercial Broadcasting, Inc.

For Sale

For sale: Broadcast transmitter—never been used on air. Price: $5000. Write: C. W. McRae, 301 Broadway, New York City.

For sale: RCA 1-B broadcasting transmitter station spare filament and bias battery for AC filament operation supplied. Write: Box 407, BROADCASTING.

Wanted to Buy

Wanted to buy: Controlling interest in 200 watt network affiliate. Box 311, BROADCASTING.

Miscellaneous

Construction Engineer

Experienced man to supervise construction project of new station, from 250 to 1 kw, change of frequency, erection of equipment, installation of transmitters. Desires physical qualifications and complete personal information and qualifications in first letter.

WB GC

Radio Park, Salisbury, Md.

LEGISLATIVE MILL

H.R. 1270 and 1269—To amend the Copyright Act to permit performing artists to share royalties from recordings. Introduced Jan. 23 by Rep. Hugh D. Scott Jr. (R-Pa.). Hearings scheduled before Judiciary Committee May 23.


H. R. 3311—State Justice-Commerce-Judiciary appropriation bill passed by House May 15, $9,000,000 for State Dept. information and cultural affairs activities. Appropriation for census cut from $11,500,000 to $4,500,000. Bill goes to Senate.

S. 1126—Senate Labor bill passed May 13 by vote of 68-24 and sent to joint conference with House on bill it passed (H.R. 3020).


CONTINUITY DIRECTOR

wanted. 5 kw CBS affiliate in midwest city, 5 kw commercial population has immediate opening for top commercial continuity director. Good salary. Executive position. Box 465, BROADCASTING.

WEB GC
State Dept.  
(Continued from page 20)

ing, but pointed to the Foundation plan as evidence to the contrary—
that the State Dept. was trying to put itself out of the broadcasting
business.

During the discussion of the part
privileges might take in
independent operation of the
"Voice of America," Mr. Achenos
Quoted RCA President David Sar-
noff as saying that if every cent
the networks' profits were de-
oted to international broadcasting it
would be "barely enough to do
the necessary job."

Commerce Secretary W. Averill
Harriman was called upon to testi-
fy on his experience as former
Ambassador to Russia. He told the
committee that even as Commerce
Secretary he was impelled to lend
his vigorous support to the pro-
gram. He declared that with "our
world trade in excess of $20,000,000
it is necessary to have America
understood on that basis."

He declared, the program is com-
pletely justified, "and that aspect
is of secondary importance."

Cites Soviet Interest

He asserted that the Russian
people are "avidly interested in
news about America," and this in-
terest is accentuated by news hun-
gers brought about by their con-
trolled radio and press. This very
lack of news, he continued, is to a
degree responsible for the wide
circulation given to what is avail-
able through the "Voice of America."

"If we are going to do this pro-
gram in terms of radio," he con-
cluded, "we have to do it right, other-
wise we will be pennywise and
pound foolish... I don't see how
we can carry on without the pro-
gram and I can't state too forc-
ibly that it is an essential part of
our foreign relations, and if it
our reputation can only suffer.

Our present Ambassador to Rus-
apia, W. Bedell Smith, in Wash-
ington for consultation, also lent
his enthusiastic support to the pro-
gram. He said the "Voice of Amer-
ica" is constantly improving, and
took some credit for the improve-
ment as one of the Voice's most
"brutal critics."

He had extraordinary praise for
Russian "cultural standards." He
said that as far as radio was con-
cerned, the Soviets have "adopted
the highest standards in the
world," and indicated that one of
OIC's problems was keeping up
these standards on its broad-
cast.

He cited need for technical im-
provement in the "Voice of America's"
signal as justification for a State
Dept. request for $6,000,000 to
build additional relay stations in
Europe and Asia.

He declared that effectiveness of
the "Voice of America" is just be-
ninning to be felt, adding "at this
time we can't afford to remain
silent... we can't expect to do

NEWLY ELECTED directors of NAB Districts 11-9 (rear, 1 and r) John
F. Meagher, KYSM Mankato, Minn., and Charles C. Caley, executive
director, WMBD Peoria, with incumbent NAB officials (front, 1 to r):
C. Bruce McConnell, WISH Indianapolis, District 8 director; Judge
Justin Miller, NAB president; Leslie C. Johnson, WHFB Rock Island,
III., retiring District 9 director. Ed Hayek, KATE Albert Lea, Minn.,
former District 11 director, was unable to attend because of ill health.

this thing in a matter of months."
The State Dept. policy of leaning
over backwards to present a "bal-
anced program," he said, had
reaped great reward in giving the
program credibility abroad.

During the latter part of Amb-
bassador Smith's testimony, Chair-
mant Mundt cleared the commit-
tee room of all spectators, visitors
and the press, to permit an off-the-rec-
dord discussion, presumably about
some of the high-policy effects of
the broadcasts in Russia.

Senate strategists, meanwhile,
are mulling over an emergency
"expedience" measure in the form of
a "short" enabling act designed
to authorize those parts of the
OIC program specifically threat-
ened with extinction by the Action
action.

"Short" Bill Prepared

The "short" bill was being pre-
pared last week in the office of
Sen. H. Alexander Smith (R.-N.
J.). He told Broadcasting he hopes
to have the bill ready so that he
and Sen. Carl A. Hatch (D.-N.
MEX.) can introduce it jointly this
week. If passed, it would give the
Senate a basis on which to fully
debate the question of whether
the State Dept.'s international broad-
casting activities can be continued
on an interim basis—until a per-
manent plan can be worked out. It
would also give the upper cham-
ber a sounder parliamentary basis
for overriding the House point of
order.

Sources close to William Ben-
ton, Assistant Secretary of State
for Public Affairs, denied, meanwhile,
that he is considering turn-
ing in his resignation to Secretary
Marshall because of extreme oppo-
sition to his administration of the
OIC. It was said that "Mr. Benton
isn't the kind of man to back out of
a tough fight."

Mr. Benton has indicated, how-
ever, that if the present budget cut
is sustained in the Senate, he will
resign simply because there "won't
be any real reason for me to stay."

HOUSE WILL SCRUTINIZE
NAPA's COPYRIGHT BILL

COPYRIGHT legislation sponsored
by the National Association of Per-
forming Artists will receive a hear-
ing before the House Judiciary
Committee next Friday (May 23).

The legislation includes a bill
(HR 1270) to give royalties to mu-
sicians or artists performing in
the production of copyrighted
music on records, or live broad-
casts. It is understood that NAB,
together with major recording com-
panies, will oppose the legislation
on grounds that it will complicate
administration of copyright laws.

NAPA has sought for some time
to have this legislation passed. A
bill, similar to HR 1270, has been
introduced 11 times but on all prior
occasions died in committee. A
companion bill, HR 1269, to define
"public performance for profit" of
coin operated record players, will
also be heard.

WHDF Moves

WHDF Calumet, Mich., 250 w on
1400 kc, last week was authorized
by FCC to install new vertical ra-
diator and to move transmitter and
studio from Calumet to Houghton,
Mich. A Mutual affiliate, station is
owned by Upper Michigan Broad-
casting Co.

Telecommunications
(Continued from page 20)

pected to be ratified at the Friday
session.

The proposed new main comittee
are Allocations, Frequency List-
ing, General Technical Regu-
lations — all previously subcommittees. The Technical Coordinat-
ing Committee, the major commit-
tee which has been over the three
subcommittees, has had its func-
tions clearly defined by the heads
of the delegations. It is in effect
a "court of appeals" which will co-
ordinate and smooth out conflicts
or differences of the proposed three
new main committees. However, it
cannot change the substance of
their determinations.

At the first plenary session on
Friday it was expected further that
U. S. Delegation Chairman Denny,
as representative of the host na-
tion, would be named president of
the conference according to custom.
Other permanent officers also were
expect to be named. The plenary

gathering was to consider other con-
ference and committee pattern pro-
sals and to vote inclusion of non-
recognized nations of the proposed
three new main committees.

Russian and Spanish, languages
in addition to the traditional Eng-
lish and French, were decided as
languages of conference. Delegates
from 30 countries with difficulties
in English were assigned interpre-
tors to ensure understanding in
both conference and plenary ses-
sions. The simultaneous radio
translating system employed by the
United Nations has been selected
as the system of choice. The system
was tested at a demonstration
Tuesday night by Gerald C.
Gross, Secretary-General of the
Radio Conference and ITU.The
language difficulties will be at a
minimum.

All documents of the conference
are to be in French and English.
Exceptions may be special requests
for Russian and Spanish versions
of vital committee papers.

During June, weeks will be spent
by visiting delegations for inspection
of the important eastern
U. S. laboratories and manu-
facturing plants in the communi-
nications industry.

NBC Names Wallace

GEORGE H. WALLACE, former
acting manager of NBC sales pro-
motion, has been appointed man-
ger of the network sales promotion
division of NBC's advertising and
promotion department. With NBC
since 1940, Mr. Wallace served with
the U. S. Army during the war.
At one time he was a service man-
ger for the Connecticut Mutual
Life Insurance Co., and before that
was an accountant for five years
with Niagara Hudson Power Co.

Page 90 • May 19, 1947
'Voice of America' Is Supported By Radio Advisory Committee

RADIO ADVISORY COMMITTEE to the State Dept. yesterday (May 18) came out in vigorous support of the "Voice of America"—now threatened with complete extinction by budgetary cutting.

The RAC report, written by representatives of the radio, publishing and advertising industries, declared: "The RAC believes that the "Voice of America" is needed by the United States in a world stricken with confusion and despotism, and it urges the Government and the American people to rally to the support of the "Voice of America" to prevent its death and to assure its future effectiveness." The RAC also declared that the "Voice of America" is a vital national asset and that its survival is essential to the national interest.

The report was written after discussions with David Sarnoff, president of RCA; William Paley, chairman of the board of CBS; James Lawrence Fly, former FCC chairman; and Oskar Gerson, representative of Associated Broadcasters of Calif.; and members of the board of the National Association of Broadcasters.

"The Voice of America," said the report, is being brought to the world partly through the efforts of private agencies, as it should continue to be "since this is in the American tradition." But it added, "where private agencies are unable to disseminate information about the United States, either because of financial problems or barriers erected by various means, it is the duty of the United States government to see that the 'Voice of America' is heard."

Britain Sends More Radio

Radio, asserted the report, is particularly effective in reaching the 75% of the world's population which "lives under degree of censorship." It was noted that the United States sends only about half as much on international broadcasting as Great Britain, while a small nation such as Columbia has a radio output almost one-third of ours.

An "emphatic yes," was the committee's reply to the question of whether anyone abroad listens to the "Voice of America." "The listening audience seems to be substantial," continued the report, "the 25,000 letters and cables being received from abroad have greater significance than a comparable number received from listeners to domestic broadcasts..."

The committee also went on record in favor of a "public corporation...to conduct international broadcasting in behalf of the United States." The committee quoted a proposal made by Mr. Sarnoff in 1943 to Secretary of State Cordell Hull. Mr. Sarnoff had suggested "a new corporation be formed that might be jointly owned by the Government and that would be charged with responsibility for carrying on international broadcasting in behalf of the United States."

Regarding programming, the committee declared: "Whatever broadcasts are made should only represent interests of this Democracy. We should broadcast our triumphs in the industrial and social fields but we should state where we have failed and what we are doing to correct those failures; for surely this is the way of Democracy."

Included on the committee are:..."}

KJR Grand Slam

EIGHT GOVERNORS of western states gathered in Seattle this month to judge the first Interim Dept. budget cuts and alerted their views over KJR Seattle in a round table discussion. Participating were Governor Robins, Idaho; Sam C. Ford, Mont.; Earl Warren, Calif.; Mon C. Waligren, Wash.; Lester C. Hunt, Wyo.; Herbert M. Maw, Utah; William A. Knous, Colo.; Earl Snell, Ore.

NAB Comitteemen

THREE new members of NAB District committees were named last week as follows: Sydney Gaynor, KJH Los Angeles, to sales representatives committee District 16; G. S. Wasser, KQV Pittsburgh, to employe relations group, District 3; J. Gorman Walsh WDEL Wilmington, to program committee, District 3.

Program Plans Set Meeting; Wilkinson

PROGRAM PLANS for the organizational meeting of Region No. 2 of FM Assn. at Cincinnati Wednesday, May 28, are nearly completed. Advance registrations indicate a larger attendance of FM stations. According to David G. Taft, manager of WCTS Cinncinatti, and co-chairman of the session, one of the principal speakers will be Vernon L. Wilkinson, FCC assistant general counsel in charge of broadcasting. Mr. Wilkinson will present the large, published plans of the FCC toward FM generally.

C. M. Jansky Jr., of Jansky & Bailey, and Everett L. Dillard, president of Commercial Radio Equipment Co., operators of FM stations WASH Washington and KOZY Kansas City, are to address the meeting on the technical and practical lessons learned in operation of regional FM networks.

Both Mr. Jansky and Mr. Dillard are members of the board of directors of FMA and widely known in the FM field. Mr. Jansky served as chairman of the technical planning board set up by the radio industry at the suggestion of the FCC to study allocations and was in charge of the FM section.

Ira A. Hirshman, New York, president of the Metropolitan Television Corp., which operates FM stations in New York, will speak on programming of FM stations and give suggestions on how they should be promoted in their localities. Mr. Hirshman formerly was vice president of Bloomberg-dale's, New York department store.

"Naturally it's FM," a technicolor movie just produced by the General Electric Co., will be shown. The film had its premiere at the organizational meeting of Region No. 1 of FMA at Albany, N. Y., April 18.

Roy Hofheinz, president of the Texas Star Broadcasting Co., which operates FM station KOPY at Houston, will have a prominent place on the program. He is president of FMA.

Progress Report

J. N. (Bill) Bailey, executive director of FMA, will discuss progress of the association in making "selling" the public on FM and also will present latest developments in set production.

The set problem will be discussed by Ted Leitlitz, public relations director of Zenith Corp.

A discussion of "FM-The Advertising Medium" will be conducted by a group of broadcasters, among whom will be E. J. Hodel, mower, W. Va.; F. C. Clokey, operator of WCF; J. W. Wood, Fremont, Ohio, manager of WFRO and Paul Reed, Alliance, Ohio, manager of WFAH-FM.

Paul Wagner, manager of WCSi Columbus, Ind., will be co-chairman of the meeting with Mr. Taft.

KTHT Is Authorized Assignment Move

Veteran Applicants Are Granted Facilities Thus Vacated

ORDER was adopted by FCC last week granting an assignment of KTHT, Houston, Tex., and Veteran's Broadcasting Co., Houston AM applicant, for severance from present consolidations. Severance is grant of the application. KTHT is authorized to change assignment from 250 w on 1230 kc to 790 kc, 1 kw night and 5 kw to local sunsets. Veteran's Broadcasting receives facilities vacated by KTHT.

At the same time the Commission denied the petition of Berkshire Broadcasting Corp., Danbury, Conn., to vacate the proposed decision favoring a new-station grant of 250 w on 1490 kc to Torrington Broadcasting Co., Torrington, and to reserve the hearing in that case.

A proposed decision adopted in late March in the 790 kc consolidated proceeding had favored granting the KTHT and Veteran's Broadcasting petitioners and those of WEAU Eau Claire, Wis., and Lubbock Broadcasting Co., Lubbock, Tex. Proposed denial of KFYO Lubbock request was issued (BROADCASTING, April 7).

When KFYO and WEAU tendered exceptions to the proposed findings which in no way related to the proposed grants to KTHT and Veterans Broadcasting, the latter applicants petitioned for severance and grant. The KTHT authorization is conditioned upon protection of XEDF Nuevo Laredo, Mexico.

Veterans Broadcasting is owned by Max H. Jacobs, Douglas B. Hicks and Thomas J. Harling, veterans.

Berkshire Broadcasting petition sought introduction of new evidence in the form of a proof of performance filed by WBRW Waterbury, Conn., showing that the conductivity in the area is considerably lower than that indicated on the Commission's soil maps, and that simultaneous operation of 256 watt stations on 1490 kc at both Torrington and Danbury would be feasible," according to FCC. The Commission held that such evidence "is not material or relevant to the issues involved in the proceeding" because the WBRW measurements concerned a different area.

Thomas Re-elected

EUGENE S. THOMAS, sales manager, Broadcasting & Publishing Service, New York, was reelected president of the Advertising Club of New York on May 13 at its 42nd annual meeting. Andrew J. Haire, president, advertising, Co., New York, and Arch Davis, executive secretary, International Business Machines Corp., New York, were elected vice-presidents, and James A. Brewer, president, Brewer, Cantelmo Co., treasurer.

BROADCASTING • Telecasting

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Democrats, Too, Weighing TV Potential for 1948 Convention

WITH AN EYE on the GOP, whose choice of Philadelphia for its 1948 national convention admittedly was influenced by that city's television facilities, Democratic party bigwigs made preliminary plans last week for video coverage of their convention.

Jack Redding, Washington public-

ity director for the Democratic National Committee, told Broad- casting he has received a letter on the subject of convention plans form J. R. Poppele, president of Television Broadcasters, who has agreed to meet Mr. Poppele to discuss arrangements for television coverage. Mr. Redding pointed out that by the time the Democrats hold their convention—14 months hence—use of coaxial cable may broaden considerably the scope of television transmission and in turn widen the party's choice of convention cities.

Offers TBA Cooperation

Mr. Poppele also wrote Robert Hannagan, chairman of the Demo- cratic National Committee, offer- ing cooperation of the TBA. He emphasized that if the convention is held in New York, Philadelphia or Baltimore video coverage can be piped to those cities and to Washington by coaxial cable and from New York to Schenectady by radio relay. Mr. Poppele's letter added that in Chicago, St. Louis, Los Angeles and other cities the convention could be televised locally.

Television was one of the strongest points of the Phila- delphia delegation at the Kansas City meeting of Republican party leaders last month, when the Quak- er City was chosen for the GOP convention.

Much of the Philadelphia video pitch was set by Paul Mowrey, national television director of ABC, who attended the meeting with the Philadelphia delegation through arrangements made by Roger Clipp, general manager of WFLI, ABC outlet in Philadelphia. Mr. Mowrey predicted that by convention time television will reach New York, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and West Virginia, as well as the District of Columbia.

Two Pickup Methods

Convention video pickups will be transmitted to the individual stations in two ways, Mr. Mowrey said, via AT&T's coaxial cable, which now connects New York and Washington, and by the radio relay system which the Bell System is installing between New York and Boston.

In addition to the Eastern net- work television coverage, video motion picture crews could photograph the convention highlights and fly the films to stations in other parts of the country for telecasting.

Plans for the television set-up at the convention hall have not been completed and the space available may be limited, but Mr. Mowrey's proposal to the Philadelphia people was that space be allotted for television station or network independently, so that the news of the competitive coverage situation of press and radio could be duplicated and pooled telecasts avoided.

1940 Convention Televised

The GOP 1948 convention will be the second one to be televised. In 1940, when the Republicans selected Wendell Willkie as their candidate, also in Philadelphia, television cameras covered the action.

Television can also serve the convention not by making its proceedings visible and audible to many Philadelphians and visitors who could not be accommodated in the city's Convention Hall, which is under construction. By the adjoining building, Exhibition Hall, could take care of an additional 25,000 people, who could watch the convention on large-screen receivers.

KFI Slaps NBC

NBC, which cut off its com- edians who violated its rules, faces the prospect of a fade- out itself by KFI Los Ange- les, in protest of KFI's rules.

KFI announced at the end of a network broadcast of The Big Story last Wed- nesday night: "The preced- ing program was not anticipated by this station. It is KFI's policy that no crime program will be broad- cast over this station before 9 p.m., to make every effort to prevent a recur- rence. Murder and crime are not for the children's audi- ence . . . ."

KCNA Opening

GRAND OPENING of KCNA, new 250 w outlet at 1400 kc, was held May 18. Affiliated with the Radio Network of Arizona and Don Lee Mutual, KCNA has been on the air since April 10 but the formal opening was delayed to enable local and state dignitaries to attend. Wayne San- ders is manager of the station, licensed to Catalina Broadcasting Co. and Erskine Caldwell, author of Tobacco Road, is president of the board of directors. KCNA is also affiliated with KOOL Phoe- nix, new 5 kw station, and will begin Mutual programs when KOOL begins operations on or about June 15.

KRGV Booklet

KRGV Weslaco, Texas, has issued a 28-page production record of its signal coverage area in booklet form, using graphs to show poten- tial timebuyers advantages of using station. Figures are broken down into counties, seasons, products and volume of sales.

Merle Jones Resigns

As WOL's Manager

Future Plans Not Yet Defined; Craven Named Interim Head

Mr. JONES

MERLE S. JONES, vice president of Cowies Broadcasting Co. and general manager of WOL Wash- ington, resigned from both posi- tions last Wednesday. "My future plans are not definite enough yet to announce," he told Broad- casting. He gave no reasons for the move.

Commr. T. A. M. Craven, also a Cowies vice president, is serving as acting general manager of WOL until a successor to Mr. Jones is named. Commander Craven was named a Cowies vice president in July 1944, after seven years with the FCC as commissioner. In September 1944 he was made execu- tive head and technical advisor of all the Cowies stations—WOL, WHOA Chicago, KRNT Des Moines and WNAX Yankton, S. D.

Mr. Jones was named WOL gen- eral manager in September 1944, coincident with Commander Cra- ven's appointment. He entered radio in 1926 with WAAW (now KWWI), then a 500-w Omaha daytime station, after three years of law practice. He moved to KMBC Kansas City as sales manager in 1934, and within a year was named KMBC regional sales manager.

Two years later he became as- sistant to James Shouse, then general manager of KMOX St. Louis. The next year he went to CBS Radio Sales as Western sales mana- ger, with Chicago headquarters. In 1938 he returned to KMOX as general manager and remained until appointed to the Cowies post.
Program Managers' Uneasy Role Cited

Menser Speaks During NBC Meeting With Affiliates

Program managers have the hottest seats in radio, according to Clarence L. Menser, NBC vice president in charge of programming. Speaking before the opening session of a three-day conference of program and production managers in New York on Wednesday, Menser told producers that the real problem is not the selection of talent and the "innumerable other facts of radio."

Station help in uncovering new talent was urged by Thomas C. McCray, NBC national program manager. Speaking of the importance of casting, as usual, "Is Out," Mr. McCray told the conference, "I don't believe that the creative genius of this country has reached the point where there are no new ideas for radio. We must continue to experiment in the field of writing, production and all of the other elements which go to make up a show. It is not a big budget which insures the success of a radio program, but the judicious and showmanlike expenditure of whatever amount is at hand."

The rest of the day's agenda centered around a discussion of the development of local programming, with talks by Linnes Nelson of J. Walter Thompson Co., James V. McConnell, director of NBC Spot Sales, and James M. Gaines, manager, WNBC New York.

A dinner meeting Wednesday evening featured Brig. Gen. Ken R. Dyke, NBC vice president and director of broadcast standards and practices, who commented on the current criticism of radio.

On Thursday, speakers and subjects were:

- "Live Programming on a Local Station," Jack Stapp, program director of WSM, Kendall Foster, William Esty & Co. executive, Minnie Pearl, comedienne on Prince Albert network, and Harry Stone, vice president and general manager of WSM look at the George Scullin article, "Sweet Corn Is Popping" which will appear in Pictorial, June issue.

INTERESTED READERS (1 to r): Jack Stapp, program director of WSM, Kendall Foster, William Esty & Co. executive, Minnie Pearl, comedienne on Prince Albert network, and Harry Stone, vice president and general manager of WSM look at the George Scullin article, "Sweet Corn Is Popping" which will appear in Pictorial, June issue.

**BMB**

*(Continued from page 15)*

new code, and then turned the document back to a special subcommittee for refinement in language and detail.

This subcommittee, it was learned at the weekend, would be unable to perform its job in time for the board meeting. Subcommittee members are Ken R. Dyke, NBC vice president in charge of broadcasting standards and practices, chairman, Roger Clipp, WFIL Philadelphia; C. T. Lucy, WRVA Richmond. Mr. Swezy is an official member.

Mr. Swezy is to appear before the board to make an interim report. While the board will be unable to take final action, under authority vested by a new by-law adopted last October, a brisk discussion is expected when the report is presented.

The principles of the new code have been laid down in detailed fashion by the special committee. They run the gamut of broadcast practices and programming and are understood to include means for enforcement (CLOSED CIRCUIT, May 12). This right to enforce code provisions was included in the by-law amendment adopted at Chicago.

Both programming and commercial aspects of children's, educational, religious, political, mystery and controversial issues involve operating problems that are expected to stir lively board discussion. The idea of imposing any form of penalty has met with opposition and the board membership, reflecting divergent industry segments, can be expected to give the idea a thorough going-over.

**Final Action in June**

The committee's document is understood to approach the standards of problem from a point, in contrast to the idealistic statements in the old Standards of Practice, which in turn were the remains of the original code adopted in 1939. Its provisions are described as "fairly stringent."

Final action on the code by the full committee is anticipated in mid-June. Then it will be submitted to the board for action. Next board meeting likely will be held in connection with the Atlantic City convention in September.

Board discussion of network membership status will involve proposed revision of the by-laws. Proposal to place the networks in the associate membership status without board membership is understood to be included in suggested revisions of the by-laws.

Report on these revisions is to be submitted to the board by the By-Laws Committee, of which J. Harold Ryan, Fort Industry Stations, is a member. Mr. Ryan is a board member for large stations. Meeting of his committee is slated Tuesday.

By-laws changes are based on the fact that the present set has accumulated amendments over a period of years until it is a cumbersome document.

Inequities in the classifications of stations for dues have been noted and a number of new classifications have been proposed. One set of classes is said to list stations by income up to a figure of several million dollars, for which a maximum rate would be paid.

If the by-laws are amended to permit networks to belong as associates, a fixed network class could be adopted. Any changes in by-laws must be approved by the membership. This can be done either by referendum under an amendment adopted last October, or at a membership meeting.

**Board Fixes Fees**

The board, however, has authority to fix fees for the various rate classifications. Should it desire to change networks from associate status, it could take the action subject to ratification by referendum or at the Atlantic City convention. Rates from $5,000 to $7,500 per year have been proposed, in contrast to the aggregate of about $95,000 now paid by NBC, CBS and MBS. ABC is expected to fulfill its intent to join the association if the associate membership plan is adopted.

The NAB Finance Committee, of which Blair R. McCollough, WGAL Lancaster, Pa., is chairman, is scheduled to meet Tuesday.

The board will hear reports from the various departments. Among several scheduled topics are employment problems; BMI and copyright problems; status of labor and other legislation; regulatory problems, including industry pressure for FCC revision of the Mayflower doctrine; report of a special committee studying TVRA association. Membership of the association has reached a record total of 1,286, of which 1,071 are AM, 78 FM, 2 video, 6 network, 122 associate.

Harold Hough, WBAP Fort Worth, elected to the board last October, is not expected at the Tuesday meeting because of illness. Ed Hayek, KATE Albert Lea, Minn., resigned at the District 11 meeting in Chicago May 8. Elected to Mr. Hayek's place was John F. Meagher, KYSM Mankato, Minn. Mr. Meagher will not be eligible to sit as a board member until the Atlantic City meeting unless admitted by special board action.

**WM. S. HEDGES ELECTED HEAD OF NEW YORK REC**

WILLIAM S. HEDGES, NBC vice president in charge of planning and development, was elected president of the Radio Executives Club of New York at last Thursday's luncheon meeting at the Hotel Roosevelt, New York, final REC conclude this session.

Other new officers elected were: Regina Scheubel, radio director, Dunbar Jones Co., vice president; Louise Salling, in charge of recordings at J. Walter Thompson Co., chairman; Ralph N. Weil, general manager, WOV New York, treasurer.
CLEAR-CHANNEL HEARINGS TO RESUME JUNE 12

RESUMPTION of clear-channel sessions, which will determine which clear will be broken down, if any, postponed from June 2 to July 7 [BROADCASTING, May 12] in order released by FCC Friday afternoon (earlier story page 20), but further extension may yet be made.

Postponement order, dated May 9, was partial grant of Clear Channel Broadcasting Service's request for continuance to "not earlier than Oct. 15," because of illness of Louis G. Caldwell, CCBS counsel. CCBS has made new plea for further extension, and FCC authorities think some compromise date between July 7 and Oct. 15 may be reached if CCBS request is not granted in full.

FCC feels clear-channel decision needed in time for start of NARBA technical conference, now slated Nov. 1 in Havana. Final evidence expected to be taken two or three weeks. Time then must be allowed for preparation of briefs, followed by oral argument, and it's estimated up to two months may then be needed to assimilate evidence and start writing decision. Whether U. S. will be allowed to request postponement of Nov. 1 Havana conference, or whether it may be postponed otherwise, may be pertinent factor in decision on clear-channel resumption date, observers felt. Hearings started in January 1946; last session was Aug. 5.

GUILD N. Y. CONTRACT; SWEETS ELECTED PRESIDENT

RADIO DIRECTORS GUILD, New York, nego- tiated contracts ending Oct. 31, 1947 for local directors at WNBC, WCBS, WMAA, New York. WNBC contract provides $10 weekly increase retroactive to Nov. 15, 1946, five-day, 40-hour week, time-and-a-half overtime, three weeks' vacation; $50 weekly starting minimum. WNBC agrees to give union written reasons for dismissals. WCBS contract for local directors includes 20% increase effective Jan. 1, 1947. RDG signed contract for network video directors providing increases from 10% to 50%. Third renewal contract with 11% weekly hike retroactive to Nov. 1, 1946 approved for CWBS associate directors. WMCA directors' contract includes $20 weekly increase, $50 starting minimum retroactive to Jan. 1, 1947. All contracts are for Guild shop.

William Sweats elected president of RDG. Others elected for one-year term: Joseph Mansfield, vice president; Mitchell Grayson, treasurer; Perry Lafferty, secretary; Tom Bennett, Larry Harding, Leo Hurwitz, Frank Papp, Carl Eastman, Roger Bower, council members.

COWAN SIGNS TOMMY DORSEY

TOMMY DORSEY, noted band leader, to jockey discs by transcription under terms of contract with Louis G. Cowan Inc., guaranteeing him $1,500,000 for five years and $5,000,000 for ten. Shows will run hour across the board, with Mr. Dorsey picking discs and supplying between-records transcribed comments. Guest stars to be used. Beginning June, will be available for live spots on stations carrying transcribed series as he tours country with band. Fifteen Cowan salesmen will promote program series, firm announced.

MARSHALL TO PROBE "VOICE"; L. A. AD CLUB HITS SILENCING

SECRETARY OF STATE George C. Marshall will investigate Congressional charges that Assistant Secretary of State Benton mishandled "Voice of America" administration, he indicated to House of Foreign Affairs subcommittee Friday (earlier story page 20).

On basis of present information he is satisfied Mr. Benton was doing effective job, Secretary Marshall said. He told subcommittee Mundt bill authorizing "Voice" is necessary expedient for getting world recognition of "American generosity." Rep. John Tinker (R.-N. Y.) bitter "Voice" opponent, scheduled to climax hearings Saturday.

Hollywood Ad Club, seeking support of nation's FM stations organizations, adopted resolution protesting proposed cancellation of "Voice" broadcasts, urging immediate action forestalling such "calamity" which would "leave the field open to aggressive powers . . ." Copies mailed to all advertising clubs.

Government radio broadcasting was debated on ABC America's Town Meeting of the Air Thursday night and variously described as leading the U. S. to war, or "the only weapon by which the truth is transmitted abroad."

SMITH LEAVING WWSW; SCHLOSS NAMED BY BLOCK

O. M. (Pete) SCHLOSS has resigned from ABC's station relations department to become director of radio for Pittsburgh Post Gazette and Toledo Blade, according to Paul Block Jr., and William Block, co-publishers of the newspapers. The Blocks also own and operate WWSW and WMOT Pittsburgh, AM and WPIT television.

Mr. Schloss fills vacancy created by resignation of Frank R. Smith, WWSW president and general manager, to develop own operation. Mr. Smith is applicant for AM station in Beaver Falls, Pa.

After leaving Harvard in 1936, Mr. Schloss worked for McCann-Erickson, New York, as spacebuyer and later as director of timebuying and station relations. Joining Blue Network (now ABC) as station relations representative in 1942. He will assume new duties early in June.

GROUP NAMED TO STUDY ALL-OUT RADIO SALES DRIVE

SPECIAL subcommittee named Friday to probe NAB idea of industry sales promotion campaign (early story page 86). Membership appointed by Odin S. Ramsland, KDAL Duluth, chairman of NAB Sales Managers Executive Committee, consists of Arthur Hull Hayes, WCBS New York, chairman; H. Preston Peters, Free & Peters; J. Robert Gulick, WGAL Lancaster, Pa.; Louis Read, WWL New Orleans.

Appointment made at meeting of committee in Atlantic City.

PHILCO Corp., Philadelphia, announced record first quarter sales of $50,187,000, topping previous record of $49,132,000 for last quarter of 1946, according to President John Ballantyne. Increasing competition appearing, he said, with "sellers market definitely over."

ALDEN REDUCES PRICE ON FACSIMILE EQUIPMENT

FOUR-INCH facsimile recording unit selling for $100 announced Friday by Milton Alden, president, Alden Products Co., Brockton, Mass. Unit reproduces at rate of 3/4 inches per minute and operates off most FM receivers. Amplifier to enlarge image sells for $50, with additional $100 for mahogany chair-side cabinet.

Alden unit demonstrated Saturday at Boston IRE meeting. Lower prices on amplifier and cabinet predicted later in year by Mr. Alden, who also announced price of $800 for utility model enlarging four times to reproduce image 18-inches wide and 48-inches long for bulletin board use.

Closed Circuit

(Continued from page 4)

U. S. 1-A and 1-B channels now in pending file. Adjacent-channel requests mutually exclusive with these will be set for hearing with them as usual. But FCC spokesmen say hearings could be delayed, and by that time case should be decided.

ONE OF LARGEST FCC hearing calendars ever issued is due for release in late July, scheduling hearings over three or four-month period starting about Sept. 1. Calendar now expected to total some 300 cases, including those already set for hearing and any designated in next few weeks. But some officials think cases may be delayed by flurry of amendments to non-conflicting frequencies in meantime, which would cut calendar's size.

HENRY MORGENTHAU Jr., Secretary of Treasury during FDR's incumbency, is still looking for station property in New York City. Presumably his whirl at commenting shortly after he left Cabinet has whetted his appetite for station ownership.

PETRILLO will be approached before summer's end by Independent Motion Picture Producers Assn. unless he proposes something concrete about music in television. Understood 10% of cost of music in any given film will be starting point of discussions.

SOMETHING NEW is upcoming in editorial treatment of crime programs. Vic Ratner, who as promotion manager of CBS some years back won nationwide praise as top man in field, is author of an article titled "Crime Wave on the Air Waves" in July McCall's. While he doesn't let radio go scot-free, he nevertheless veers from do-gooders' overdone approach, asserting that crime programs are fevers indicating illness, but not illness itself.

BMB inner circle believed working out plan by which proposed 1948 study could provide station coverage figures for every day of week. This would represent major expansion of BMB service.

WHATSOEVER plans Arthur C. Nielsen Sr., head of Nielsen Radio Index, may have for expanded service (which he says will not increase rates for his chief radio accounts, ABC, NBC, CBS, WGN, WLW) will have to wait until he returns from tour of England and Europe. He sails for London May 24 where he with Dr. Edward L. Lloyd, managing director of Nielsen British subsidiary, will study marketing conditions in Europe.
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 v-e-r-y 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 shoulda asked 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.
Television—a Season Pass to Baseball!

Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for all three ball clubs. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy brighter, clearer, steadier pictures through the RCA Victor Eye-Witness picture synchronizer that "locks" the receiver in tune with the sending station. For television at its finest, you’ll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or a phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U.S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.

Several television cameras strategically located cover the baseball diamond to bring you a close-up of the action wherever it occurs. Here is a supersensitive RCA Image Orthicon television camera used by NBC's New York station WNBT in televising all the home games of the New York Giants this season.

Television gives you a choice seat at the game.