Typical 1946 WLS remotes: Putnam County (Indiana) Farmers' Midwinter Meeting; 45th Annual Illinois Farm and Home Week; Army Day Parade, Chicago; Wisconsin Council of Cooperatives; Boone County (Illinois) Conservation Field Day; Chicago's International Livestock Exposition; 3 State Fairs; 27th Annual Michigan 4-H Club Week.

In addition to 195 special remotes, WLS broadcasts daily from Chicago Board of Trade, Union Stock Yards and Government Weather Bureau.

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

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

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

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

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

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

RATES AND AVAILABILITIES FROM ANY KATZ OFFICE

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

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

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

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

Aids in Saving a Life

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

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

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

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

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

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

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

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

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

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

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

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

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

Upcoming
March 27: ASCAP General Annual Meeting and Dinner, Ritz-Carleton Hotel, New York.
March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.

(Bulletins)

RECORDINGS of House Foreign Affairs Committee testimony by Dean Acheson, Acting Secretary of State, consulted Friday night to check on press association stories of hearing, which had drawn State Dept. denial. NBC and MBS had direct pickups from hearing Friday, also recording portions for later editing. WMAL recorded entire testimony for editing and received credit in one press association story for clearing confusion (early story page 84).

KYA KSFO San Francisco stood pat Friday on offer to arbitrate or grant 86% wage increase to striking announcers and free lancees. National APRA president Ken Carpenter expressed complete support to APRA San Francisco members and local chapter president, Bill Ely, said union will stay out until demands are met (see story page 76).

SHOW CAUSE ORDER OBTAINED IN SYRACUSE JURY REBUKE

RADIO's revelation of gambling activities in Syracuse which drew rebuke from Onondaga County Grand Jury investigating subject, received court support Friday when District Attorney William H. Bowers was ordered to show cause why portion of jury's report criticizing broadcasting should not be stricken from record.
Order obtained by WNDR and Bernard Stapleton, news director. Syracuse station had been praised by District Attorney for exposing gambling not covered in jury's report. Jury's radio statement deemed threat to freedom of speech. Radio clause, now removed from the court record, read as follows:
"We are impelled to question good faith of those who, while we have been attending to our duties under our oaths, have over the air sought to influence a decision which seemed to them to be the right one. Such conduct on part of news broadcasters nearly approaches a contempt of court."

INTERNATIONALS EXTENDED
ORDER extending licenses of all international broadcast stations to June 30 or first day in which their operations are not controlled by State Dept., Office of International Information & Cultural Affairs or other Government agency, whichever date is earlier, announced by FCC Friday. Order is without prejudice to licensees' filing for own programming of up to 50% of stations' time, as provided by law.

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

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

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


MORE CONSOLES PRODUCED; FM, TV OUTPUT INCREASES

OUTPUT of radio-phonograph console sets increased in February though total production for short month was down, Radio Manufacturer Assn. announced Friday. AM-FM total rose from 51,318 in January to 53,594 in February. Television set production rose from 5,437 in January to 6,243 in February—nearly equal to entire 1946 total.
Of 1,379,966 sets of all types produced in February (January total was 1,564,171), 153,007 were consoles, 843,616 table models. Of AM-FM sets, 7,986 were table models, 768 table radio-phonograph sets and 46,626 consoles. In television group were 5,862 table models, 881 consoles, 10 converters. Auto radios totaled 153,940.

FCC PRAISES ADAIR

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

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

5,000 WATTS 980 KC
AMERICAN • MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Are You Missing Georgia's 3rd Market?

Here's a Measured Service Area map* to show how one of the top trading areas of the South may now be reached through an NBC affiliate station.

Augusta is the retail trading center of Eastern Georgia and a large part of Western South Carolina, including the highly industrialized Horse Creek Valley and the resort city of Aiken.

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

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

Schedule WTNT—The NBC Station—Today

* Measured Service Area by Ring and Clark, measured January, 1947
Announcing

the appointment of

JOHN BLAIR & COMPANY
as
NATIONAL REPRESENTATIVES
for
WHB

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

He'll have the story, too, on big WHB improvements coming early this summer. That's when WHB goes full-time . . . with 5000 Watts . . . on 710 Kilocycles. Ask your John Blair man to give you the facts fast on this better-than-ever buy . . . in this better-than-ever market.
Raytheon FM

Is better...

12 Ways

Because it:

1. Features direct crystal control
2. Gives the most desirable electrical characteristics
3. Contains fewest circuits, fewest tubes
4. Has the simplest circuits
5. Is easiest to tune and maintain
6. Has inherently the lowest distortion level

And eliminates all:

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

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

Raytheon Manufacturing Company

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

Why not pick it up, Radio Industry?

How your competitors would reach for it if they could!

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

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

This new, practical yardstick offers three vital advantages
— to advertisers and agencies, as they battle tough postwar competition;
— to program producers, as they seek to build shows that will sell more goods;
— to sellers of time and talent, as they face increasingly intense competition from other media.

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

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

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

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

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

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

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

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

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

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

*As so many others have already done.

<table>
<thead>
<tr>
<th>TWO KINDS OF RADIO YARDSTICKS</th>
<th>(For a typical evening program)</th>
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<tbody>
<tr>
<td><strong>COINCIDENTAL RATING</strong></td>
<td><strong>NIELSEN RADIO INDEX</strong></td>
</tr>
<tr>
<td>Limited to phone homes in 33 large cities</td>
<td>(Accurate electronic data from homes of all types)</td>
</tr>
<tr>
<td>Not a measure of Audience Size</td>
<td></td>
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<tr>
<td>Total Audience per Bcast.</td>
<td>Commercial Audience per Bcast.</td>
</tr>
<tr>
<td>Audience (4 weeks)</td>
<td>Commercial Audience (4 weeks)</td>
</tr>
<tr>
<td>20.2</td>
<td>23.1</td>
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<tr>
<td>4 WKS.</td>
<td>3 WKS.</td>
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<tr>
<td>16.2</td>
<td>14.3</td>
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<tr>
<td>1 WK.</td>
<td>1 WK.</td>
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<td>10.0</td>
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NIELSEN RADIO INDEX—A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying, time selling of Radio.
Feature of the Week

IT'S NOT OFTEN that a burglar
takes the trouble to advise a radio
station news room of the location
where he committed a burglary.
But it did happen in New West-
minster, B. C., and there was a rea-
on.
Several times daily CKNW New
Westminster tells its listeners they
will receive $1.00 for the best news
story submitted that day. And so,
on March 15, a Vancouver burglar
with a nose for news and a flair
for the unusual "scoped" all Van-
couver and New Westminster.
In fact, he was so far ahead with the
news that nobody believed him.

Phones Station

About 9:30 p.m. the CKNW news
room received a call from a man
who said: "I've got some real news
—only two people know about it,
you and I. It's a robbery. I've
just robbed a house in the 2800
block East Pender in Vancouver of
$230." Checking with the police,
the newcomer found that no report
had been received of a burglary in
that district.

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

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

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

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

Added Donation

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

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

Sellers of Sales

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

Born in Montclair,
N. J., Sept. 26,
1915, he went
through Montclair
Academy and Ma-
maronock High
School and attended
the U. of Vermont.
His first job was as
sales manager of
Highway Safety
Products. Then he
joined WCHV
Charlottesville,
Va., as copywriter,
an
nouncer and sales-
man. After a short
stint there, he
moved to White
Plains, N. Y.,
where he became
head of the copy
department of WPAS. In 1942 he
came to New York and WOV as
an announcer. Simultaneously, he
worked for the production depart-
ment of the OWL.

It was at that time that he be-
came afflicted with a bone disease
in his legs. He moved to Vermont
for his health. While there he
joined WCAX Burlington, Vt., as
production manager. Later he
joined WAGE Syracuse as an
nouncer and
night manager and
then he did produc-
tion work at ABC
in Washington, re-
turning to WCAX
as assistant to the
general manager.
He served in this
executive capacity
until he joined Ken-
yon & Eckhardt.

Ray is in charge
of spot buying for
the following ac-
counts: Kellogg Co.,
Wesson Oil & Snow-
drift, Chesapeake &
Ohio, Border Coffee,
Industrial Tape,
Pere Marquette.

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

G. H. Q.!

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

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

Hubbard Transfer Approved 2 Days After Denial

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

The Commission approved by a 4-to-1 vote (Comr. C. J. Durr dissenting) the $825,000 sale of 75% to Mr. Hubbard, already 25% owner. The action came at a hastily called meeting in which a revised Hubbard-Avco option agreement was presented by counsel for KSTP, Avco, and the Avco subsidiary, Crosley Broadcasting Corp. Mr. Hubbard's contract to acquire the 75% holdings of the Shields-Brown estates for $825,000 would have expired Thursday midnight.

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

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

Loan by AVCO Continued

Under the new contract approved by FCC in the garrison finish against the option expiration, the $850,000 loan by Avco to Mr. Hubbard at 4% interest is continued ($825,000 to acquire the 75% interest, $25,000 for expenses). But Avco-Crosley (WLW Cincinnati, WINS New York and other radio interests) cut their option from 75 to 49%, at $675 a share as compared to $800 a share under the old 75% option, for a total

Mr. HUBBARD
outsay of $661,500. In event Avco does not exercise the option, Mr. Hubbard has three years rather than 13 months to repay the $850,000 loan. If the option is exercised, Mr. Hubbard will have three years to pay the $185,500 difference between the option price and the amount of the loan.

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

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

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

Earlier Vote Close

In the session leading up to the Tuesday announcement, the Commission voted 3-2 against approval of transfer to Mr. Hubbard under the then-existing option conditions, and 5-0 against approval of transfer to the other group. In the 3-2 vote, Comrs. Clifford J. Durr, Ray C. Wakefield, and Rosel H. Hyde sided against Chairman Charles R. Denny and Comr. E. K. Jett. One commissioner, Paul J. Walker,

Decision Booms Interest in Television

More Black and White Station Requests Are Expected

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

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

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

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

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

"Forthright Analysis"

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

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

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

"As a result of the Commission's decision," Mr. Poppele declared, "the public can expect the production and manufacture of television receivers to be greatly accelerated and that the number of applicants for commercial black-and-white television stations will be increased materially during the next few months. Meanwhile, we urge continued experimentation in color television until such time as a commercially feasible system can be said that FCC "will enter an order effective midnight Thursday, March 20, denying its consent to the transfer of control of Station KSTP St. Paul, Minn., to either Stanley E. Hubbard or I. A. O'Shaughnesssey, et al, and The Thomas Hamm Brewing Co. Counsel for the parties were today advised of the nature of the order in which the Commission plans to enter so that they might have the benefit of as much notice as conditions permit before expiration on March 20, 1947 of the present contract with the trustees [of the Shields-Brown estates]."

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

"Forthright Analysis"

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

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

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

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

(Continued from page 15)

devised and made available to the public.

The TBA executive said CBS and Dr. Peter C. Goldmark, its engineering research director, "deserve great credit for their contributions toward the development of a color television system," but that commercialization of the color television system should be accelerated and a "quick and coordinated agreement within the industry itself on any system or systems which would permit the transmission of color television to match that of the quality of monochrome." 

RMA Opinion

The Radio Manufacturers Assn. viewed the decision as one that will remove the uncertainty that has held up production of television receivers, and anticipated a substantial increase in production for the rest of the year. An RMA spokesman pointed out that the decision is in line with recommendations of the RMA Engineering Dept. and the committee of which its made up.

C. J. Burnside, manager of the Industrial Electronics Division of Westinghouse Electric Corp., which sided with CBS in the dispute, said FCC's call for "further experimentation in color" points to "the eventual acceptance of this medium." 

"Westinghouse policy to offer its customers all types of broadcasting and industrial electronics equipment, for which its research, design, and manufacturing facilities are suited, and for which a definite market exists, is not affected by the Commission's decision," Mr. Burnside declared. "While Westinghouse feels that ultimate widespread use of television will demand color, the Commission's decision not to establish color standard at this time will not affect its production of television production in any way."

General Electric Corp.'s Electronics Dept. said its own production plans for transmitters and receivers would not be affected, but that the Commission's action "will "clear the way for the production of color television receivers in the near future."

GE Centered on Black

Although it built "a few experimental shop model color television receivers" for CBS, GE said, its "production plans have centered on black-and-white." GE is in production with this type of television receivers. Model 801, a console set, with a direct-view picture tube, and a "state-of-the-art" phonograph, which, the company said, "has achieved adequate field testing of the system. A second television band, which is now available for sale in areas where television stations are on the air. This and other black-and-white television receivers to follow this year are being made at

CBS Petition for Color TV Denied

Performance Under Plan Cited As Not Adequate

In Reasonable Time

(Excerpts from text of FCC Report start on this page)

REMAINING black-and-white television as the standard for the immediate future, but urging that the search for a "satisfactory" color television system be expedited, FCC last week denied the CBS petition for commercial color video in the 450-920 mc band.

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

1. A belief that field-testing has been inadequate;

2. A belief that "there may be other systems of transmitting color which offer the possibility of cheaper receivers and narrower band widths that have not yet been fully explored," particularly in view of advances in electronics.

There are not enough frequencies between 480 and 920 mc, FCC noted, for more than one system.

The last mentioned decision was expected generally to have a stabilizing effect on both manufacturers and public, by giving assurance that black-and-white sets may be produced, and that they will not be subject to the risk of being out-dated by new standards (story page 13).

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

Acceptable Factors

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

From the standpoint of brightness and flicker alone, FCC feared that "the risk of approving the Columbia standards at this time is that color television might be forced to limp along with a picture that is not sufficiently bright for general use, is subject to objectionable flicker."

Regarding cost, the Commission pointed out that "the objective of television... of bringing news, education, culture and entertainment to large numbers of people can not be carried out unless television receivers are manufactured and sold at a price which the average family can afford."

Another major consideration, the report noted, is channel width. CBS standards, employing a 16-mc channel, would permit "but 27 channels" in the requested 480-920 mc band (now used for experimental video operations). The Commission said it had hoped to provide for a "truly nationwide competitive television broadcasting service on a band where hundreds of people can not be carried out unless television receivers are manufactured and sold at a price which the average family can afford."

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

System "Untested"

It was pointed out that the simultaneous color system of RCA, one of the chief opponents of the CBS sequential method, employed a 12.5 mc band width. The Commission said this system "is as yet too untested" to determine whether it would be practicable or would demand governmental action, but that its narrower band width and higher frame rate (30 per second, compared to CBS system's 24) comprise "a development that is highly promising" (Continued on page 73)

Summary of FCC Views on Color TV

FCC's VIEWS on the CBS color television case and on some of the objectives and requirements of color television in general are sketched in the following excerpts from the text of the Commission's report denying CBS' petition of CBS for commercial video operations in the 450-920 mc band (see story this page).

The question may be asked as to why, if Columbia has a system of color television which it believes is ready, and frequencies are available, it cannot offer its system to the public and let its competition do the same thing with respect to their systems. The public would then decide which system, if any, it prefers... The answer lies in the nature of television and the fact that there are not enough frequencies available to a mc band for more than one color television system...

"If approved for transmission, the Commission must be satisfied not only that the system proposed will work, but that the system installed as a whole, and in addition, the system should be capable of operation in the service for which it is designed. The performance characteristics without regard to the standards in fundamental standards. Otherwise, the danger exists that the standards will be set before fundamental developments have been made, with the result that the public would be saddled with an inferior service. If the Commission's action does not influence others, or if they were adopted, receivers already in the hands of the public would be rendered useless."

Judged by the foregoing test, the color television system proposed by Columbia was inadequate and the additional frequencies that are not used should not be adopted. In the Commission's opinion the evidence does not show that they represent the optimum performance possible in a color television system within a reasonable time.

The Commission bases this conclusion on two grounds. In the first place, the Commission's evidence does not show that the optimum performance which may be expected of a color television picture during a notable time. Secondly, the Commission is of the opinion that if any system of transmitting color which is capable of being developed, and which does not have yet been fully explored..."

If, before approving a new system of television it is indispensable that there be adequate performance of field testing of the record in this case discloses that while Westinghouse has made the extensive amount of testing of its system, most of it has been in the laboratories. No extensive testing under widely varying conditions has been done.

It might be pointed out that before starting television there were at least seven systems in operation in one form or another, and several thousand television receivers were already in the hands of members of the public.

(Continued on page 70)

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BROADCASTING  Telecasting
NAB Adds Three New Top Executives

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

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

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

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

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

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

* Announcement of Mr. Howard's acceptance was not made public until Friday after BROADCASTING's editorial page had gone to press.

Art King, Sol Paul Get Promotions In 'Broadcasting'

STAFF REALIGNMENTS in both editorial and advertising departments of BROADCASTING were announced last Friday by Sol Tai-shoff, editor and publisher.

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

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

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

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

Mr. Fitzgerald came to BROAD- CASTING in October 1935 as a junior staff member. He was on leave from 1942 through 1945 while serving in the armed forces.

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

Mr. RICHARDS

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

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

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

Edward J. Heffron acted as executive assistant-public relations for a six-month period, resigning last January to enter law practice.

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

(Continued on page 71)

Sterling to Succeed Adair at FCC

Present Chief Engineer To Form Firm In Washington

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

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

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

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

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

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

(Continued on page 78)
Radio 'Czar' Rumor False, Kobak Says

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

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

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

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

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

NEW CHAIRMAN of the Advertising Council is Charles G. Mortimer Jr., vice president in charge of advertising for General Foods Corp. Mr. Mortimer succeeds James W. Young, senior consultant of J. Walter Thompson Co.

N. Y. Yankees Sponsor
NEW YORK YANKEES baseball club on April 14 for 26 weeks starts sponsorship of daily symphonic music program, Symphonic Matinee, on WQXR New York. Program will be heard Sun.-Sat., 4:15-6 p.m. The account was placed direct. Commenting on the new Yankee contract, John S. Hayes, WQXR station manager, said: “WQXR is pleased to welcome the New York Yankees as one of its sponsors. In presenting Symphonic Matinées every day, the Yankees will be offering a program which for many years has been popular with music lovers of New York. Colonel MacPhail has emphasized his desire that WQXR continue to broadcast the best classical music on these programs.

All Stations Asked by AAAA to Adopt 2% Cash Discount

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

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

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

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

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

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

MARGARET'S RATING
President's Daughter Is Given
21.1 for ABC Appearance

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

Last week it was announced that Margaret Truman had earned a 21.1 rating in her appearance with the Detroit Symphony on ABC Sunday, March 16. The national rating of the program, that for March 2, had been 2.7.

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

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

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

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

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Course of Labor Legislation Eyed

What Ultimate Action Will Be Still Topic for Speculation

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

Points of concern stressed in letters from NAB President Justin Miller to chairman of the House and Senate labor committees will be "fully covered" in the House committee bill, according to Chairman Fred A. Hartley, Jr. (R.-N. J.).

The House bill, expected to be reported out of committee by the end of the month, proposes, Mr. Hart- ley told Broadcasting:

1. To assure management and labor equal protection under the law;
2. To protect industry from the secondary boycott;
3. To make labor contracts enforceable;
4. To outlaw the jurisdictional strike;
5. To set up safeguards against featherbedding and union-enforced royalty payments upon production;
6. To extend protection to all industries, including those which provide "services," as opposed to those which produce "goods and materials."

Point Not Covered

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

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

Chairman Hartley told Broadcas- ting that "if unions had kept their own house clean there would have been no necessity for the type of legislation we are now preparing."

He declared that unions have gone to the extremes that re- sulted in "the crackdown on man- agement" which brought about the enactment of both the Wagner Act and the antitrust laws.

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

Chairman Robert A. Taft (R.-Ohio) of the Senate Labor Com- mittee could not be reached for comment. He has re- frained from committing his group before the committee bill is written, it is apparent that the upper chamber has not reached the degree of agreement achieved in the House. The Senate committee is expected to write a bill of more "moderate" labor legislation.

Compromise Seen

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

Labor debate on the floor of the Senate probably will cut across party lines with one bi-partisan group backing a series of so-called "tough" bills introduced by Sen. Joseph Ball (R-Minn.), while another bill, more generally backed by Chairman Taft will support com- promise committee legislation.

The Senate Committee bill is not expected for at least three weeks. The committee staff is cur- rently working on a comparative analysis of all Senate labor bills to provide the Senate with a broad cross-section from which it is hoped a compromise measure can be ab- stracted.

In his statement accompanying the letters Judge Miller said the economic welfare of the American

(Continued on page 76)

Radio-Labor Relations Analyzed

Headaches Will Be Eased In Next Few Months, Expert Believes

By JOSEPH L MILLER

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

"In the secondary boycott industry shoe doesn't fit radio's foot. Hence some of the labor legislation that is getting most attention doesn't mean much to radio. The closed or union shop, for instance, never has been much of a problem. A few broadcasters with genuine, deep-felt objection to requiring an employer to join a union to get or keep a job have fought it out with unions on the closed or union shop issue. Most have accepted it as the best means of stabilizing conditions in the studio or transmitter. Nor has indus- try-wide bargaining, save once, been a controversy.

When Congress fails to outlaw either the closed shop or industry- wide bargaining, then, broadcasting can expect a return to the controversial, productive days of the past.

For instance, Union A can now go to Network B and point out that the emloyees of Affiliate C are non-union or go to work on the same basis as employees of Affiliate D, which is non-union. Union A can then refuse to work for Network B until the emloyees of Affiliate C are brought into Union A. Coercion of one kind or another usually results

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

Congress is going to stop that sort of monkey business. It prob- ably won't outlaw secondary boycotts or sympathy strikes in support of economic (wage and hour) disputes.

(Continued on page 78)

Senate Confirms Appointment Of Webster to FCC's Vacancy

EDWARD MOUNT WEBSTER was confirmed as the seventh mem- ber of the FCC March 18 by the Senate without a ripple of contro- versy or a single dissent either in the Senate Interstate and Foreign Commerce Committee, which ap- proved him unanimously on March 17, or on the Senate floor. He will serve for the unexpired term of former Chairman Paul A. Porter, which ends June 30, 1949.

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

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

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

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Critics of Radio Commercials Answered

10 Accusations Often Heard Are Analyzed And Refuted

By CHARLES HULL WOLFE
Radio Commercial Dept. BBDO

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

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

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

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

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

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

(d) The psychological reaction to the human voice is a natural reaction to a voice with quite the same detachment with which he reads the printed word. This emotional response produces extreme reactions in radio listeners, causes some to fall in love with announcements they unhesitatingly make and help others make commercials-haters. Why put all the blame on broadcasters or advertisers? Critics should consider how Mr. Wolfe

CHARLES HULL WOLFE, of BBDO’s radio commercial department, who writes and helps to supervise commercials for some of the country’s largest radio advertising agencies, has assembled all of these attacks into one of ten categories. In the accompanying article, which he has titled “The Commercial Talks Back,” Mr. Wolfe gives his answers to the ten most-frequent-ly-made accusations. The article is a condensation of two chapters (60 pages) of a book Mr. Wolfe is writing. Before coming to BBDO Mr. Wolfe was commercial script director of WLBI New York, and previous to that he was continuity editor of WSTC, ABC affiliate in Stamford, Conn.

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

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

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

(Continued on page 86)

FM Interference Solution Offered

3 N. Y. Stations Willing To Change Their Frequencies

THE THREE New York FM stations, still being interfered with by aviation instrument landing systems in that area, have offered to shift to other frequencies. In a letter to FCC Chairman Charles D. Grew, (Billy) Byrley, executive director of the Radio Broadcasters of America, stated that the trade organization had been in touch with WBAI, WGBN and WCNY-FM, the stations involved. All three, he declared, had evidenced a desire to cooperate fully with this solution.

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

Previously, the Radio Technical Commission for Aeronautics had issued its report on the interference which was of an image nature frequency between 94.5 mc and 96.5 mc. According to the RTCA, the conflict on the RC-103 receiver, used by aviation, is provided by the following corresponding FM channel frequencies: (Localizer frequency is that used by the aviation equipment)

<table>
<thead>
<tr>
<th>FM Channel</th>
<th>Frequency</th>
<th>Localizer Frequency</th>
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<tbody>
<tr>
<td>233</td>
<td>94.9 mc</td>
<td>109.7 mc</td>
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<tr>
<td>235</td>
<td>94.9 mc</td>
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<td>243</td>
<td>95.5 mc</td>
<td>110.3 mc</td>
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Recommendations of RTCA are:
(1) Beginning at the earliest practicable time on March 1, 1948, FM broadcast stations in the New York area shall not operate on channels 237 (95.3 mc), 241 (96.1 mc), 243 (95.6 mc) in the FM band.

Coordinate Assignments

(2) Frequency selection by the CAA in the VHF navigational band and assignments by the FCC of FM channels 233 (94.5 mc), 235 (94.9 mc), 237 (95.3 mc) 239 (95.7 mc), 241 (96.1 mc) shall be coordinated to obtain frequency selection or geographic spacing which will permit operation of the RC-103 receiver on a non-objectionable basis. This coordination of the VHF navigational facility and the FM station frequency assignments shall be effected through the IRAC Secretariat. This coordinated assignment of frequency use for VHF navigation and FM bands shall not extend beyond March 1, 1948.

(3) This protection, thus afforded the RC-103 receiver, shall not be extended beyond March 1, 1948.

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

With respect to Item 2 above, the Commission has decided upon the design specifications of three different equipment manufacturers to determine what interference might result due to image response. It was not believed that any receiver designers proposal might result due to image from television channels 2 and 6, and in the third design from FM channels No. 249 up.

With respect to Item 3, the RTCA cited lack of facts and time to formulate a definite recommendation and, accordingly, suggested the reference to another committee set up to study this specific problem.

The voluntary solution to the interference problem offered by the CAA is requested by the FCC’s letter, is with the understanding that should a shift in frequencies be necessary the Air Transport Assn. has agreed to assume all expenses connected with the FM broadcasters in altering equipment.

FMA also requested that if such a shift did take place, the FCC and the CAA issue a joint public statement, and, accordingly, suggested the reference to another committee set up to study this specific problem.

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"Clear!"  "Clear?"  "Clear!"

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

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

And in Baltimore they continue to find that W-I-T-H, the successful independent, still delivers more listeners-

per-dollar-spent than any other station in town.

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

W I T H

AM and FM
Baltimore 3, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed

March 24, 1947  Page 19
CBS Consolidated Net Profits Rise 8.4% Says Annual Report

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

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

Consolidated net profits in 1946 exceeded those of 1945 by 8.4%, while consolidated operating income before taxes was 14.3% less than in the previous year. The proportion of total net profits contributed by broadcasting operations declined from 69.4% to 67.6%, but Columbia Recording Corp.'s rose from 4.6% to 32.4% in 1946.

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

CBS aired 27,253 separate broadcasts totaling 8,635 hours of programs during 1946. Of this total, drama comprised 7,183 broadcasts, news and sports 6,977, music 6,701, talks and discussions 4,485, variety and comedy 1,637, and religion 207. Of these, there were 28,561 U. S. origination, 1,013 from Europe, 197 from Asia and the Pacific, and 119 from other points.

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

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

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

Title Bout Sponsor

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

New Y. M. C. A. Series

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

25th Anniversary

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

To Start Campaign

ONE of the largest chain break campaigns, amounting to approximately $1,000,000, will start April 7 when American Tobacco Co., New York (Lucky Strike cigarettes), through Foote, Cone & Belding, New York, begins a six week campaign on about 900 stations throughout the country. The advertiser plans to utilise stations in 65 major cities and stations on the Keystone Broadcasting System to cover the beyond metropolitan area. Chain break will be used 10 times daily and 5 times nightly on each station, and will feature the Sportsman Quartet with the LSMFT theme. The Quartet was originally heard on the Jack Benny show on NBC, also sponsored by American Tobacco Co.

Luther Cheek Never Heard Of A "Time Buyer"

But he knows how to buy radio time to get the best results in North Carolina

Luther Cheek is supervisor of the Durham Tobacco Market which will sell $23,000,000 of tobacco this season. To hold his job he must know how to persuade the farmers to bring their crop to Durham. He makes every effort to select that advertising medium which is most effective in North Carolina.

And here is his choice: "The Durham Tobacco Market has been a regular advertiser on WPTF for the past nine years."

CLIENTS IN 47 DIFFERENT TOWNS AND CITIES (in PTF Listening area) advertise over WPTF regularly. The action of these local and regional on-the-spot advertisers is intimate proof that WPTF is the number one salesman in North Carolina, the South's number one state!
During the last five years, millions of kibitzers have followed Old Guide, Paul Bryant, and his sidekick, Louie Buck through swamps — into leaky boats — and under barbed wire fences. All through a WSM show that belongs alike to veteran and neophyte sportsmen — Get Out of Doors.

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

WSM specializes in tailoring programs to individual requirements. We have the talent (300 entertainers) the experience (21 years) and the production know how to build Live Talent shows designed especially to sell Your Product.

HARRY STONE, Gen. Mgr.
WINSTON S. DUSTIN, Comm. Mgr.
EDWARD PETRY & CO., National Representatives

WSM
NASHVILLE
WWL Delaying 25th Year Celebration Until Its New Studios Are Completed

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

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

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

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

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

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

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

Present 90-kw transmitter is located near Kemer, La., on Lake Pontchartrain. Faculty director of WWL is the Very Rev. Thomas J. Shields, S. J., president of Loyola.

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

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

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

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

WWL New Orleans, 50 kw Loyola U. outlet, which will be 25 year old March 31, has its beginnings in a university physics workroom, and the late Rev. Edward A. Cummings, S. J., an early president of the university, is shown here as he made first broadcast over WWL.

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

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

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

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

Page 22 • March 24, 1947

LOUISVILLE'S Wave

NBC AFFILIATE
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

BROADCASTING • Telecasting
ON KFNF
23 Years of Sincere Farm Programming
Assures the Acceptance of Your Message.

RAYMOND R. MORGAN COMPANY
ADVERTISING
6062 HOLLYWOOD BOULEVARD
HOLLYWOOD 28, CALIFORNIA

December 9, 1946

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

Dear Frank:

We started using KFNF for one of our accounts in 1941.

This client manufactured home canning supplies, and the purpose of our radio broadcasting was to secure the names of home canners who would like to receive copies of our instruction book on home canning.

During the six years that we have been using KFNF, your station has always had the lowest cost per inquiry.

Our radio schedule has always contained a number of 50,000-watt, and time after time KFNF has actually outpulled the 50,000-watters in total response, in addition to being the Number One Station when rating according to lowest cost per inquiry.

Sincerely,

Robert C. Temple

CHICAGO OFFICE: GOODKIND, JOHNSON & MORGAN, PALMER BUILDING, CHICAGO II, ILLINOIS

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

74% of Subscribers Endorse Its Management in Latest Survey

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

1. The opinions about BMB reported here were the opinions of broadcasters in January 1947 when they had received their station reports, but before BMB area reports had been delivered;
2. Exposure to BMB in all phases is growing every day and opinions about it are changing as station and agency experience with BMB mounts.

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

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

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

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

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

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

Stations in every geographical region (Table II) report that they consider BMB's research formula good or fair by clear majorities. Middle Atlantic-New England and South Atlantic stations emphasize "good" over "fair." East Central stations are strongest in their disapproval (26% said "poor"). Station managers in cities of 500,000 population and over are most inclined to regard BMB's formula favorably; 40% said "good." none voted "poor" (Table II). Stations in the smallest cities (under 10,000) are also strong in their endorsement of the formula—47% rated it "good" and only 13% "poor."

Clearer differences of opinion about BMB's research method emerge from an analysis of replies by network affiliation (Table II). NBC affiliates are outstanding in their approval of the formula. (Continued on page 87)

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*The sample was controlled for proper balance by city size, network affiliation, geographical area, and base hour rate.

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Profits today in the land of tomorrow

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

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

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

1290 ON THE DIAL KRGV
TRANSMITTER AND STUDIO AT THE MIGHTY EMPIRE OF THE BIG GRANDE

SERVING THE "CITY" WITH A MAIN STREET 65 MILES LONG
Western Electric's new 10 kw FM transmitter is still the talk of broadcasters who saw it at the recent I.R.E. Convention.

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

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

Western Electric's complete line of TRANSVIEW design FM transmitters will range from 250 watts to 50 kw. For full information, call your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

-Quality Counts-
One secret of long life and prosperous living in New England is the close attention New Englanders pay to their NERN station. In addition to the fun of listening to top-notch network programs, they are well advised on what to buy and where to buy it. So, it's always NERN, even unto the next—and the next—generation.
following: CBS and Mutual stations in that order. The non-affiliates, although registering greater approval than ABC affiliates, are most critical (29% consider the formula "poor").

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

63% of BMB's subscribers approve its procedure in selling its services to stations—41% of these consider it "good," 22% "fair." Less than one subscriber in five (19%) regards BMB's selling methods as "poor."

East Central Most Favorable

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

Considered by city-size groups, stations in cities under 25,000 population are most inclined to approve BMB's sales methods while stations in the largest cities (500,000 population and over) are most critical (40% said "poor").

Among the network affiliates, Mutual stations are strongest in endorsing BMB's selling and least inclined to be critical.

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

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

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

Stations in large cities (500,000 and over in Table IV) and in cities of 10,000-25,000 population are most inclined to consider BMB's reporting methods good. At the same time a large group of critics of BMB's reporting methods are found in cities of 500,000 and over (40% said "poor"). Mutual affiliates are most impressed with BMB reporting procedures (55% said "good," only 12% said "poor"). Non-affiliates are more critical than network stations, 36% said "poor."

Analysis by rate structure reveals most satisfaction with BMB's reporting methods among stations (Continued on page 20)
something
women like
to look to

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

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

—the station with the billion dollar market area

BMB Methods
(Continued from page 27)
in the middle rate class ($100-200), and least among the highest rate class stations.
BMB subscribers are weakest in their applause for BMB's work in explaining the uses of its material. A bare majority (51%) consider this part of BMB's work "good"

(19%) or "fair" (32%). Thirty-seven per cent expressed their criticism by labelling it "poor."

This is twice as many as the number who criticize BMB for poor management, poor research, poor selling methods, or poor reporting.

Most favorably disposed to its educational efforts are stations in the South Atlantic states. West (Continued on page 65)

| TABLE III |
| "From what you have seen of BMB's operation so far, how do you evaluate BMB's selling methods to stations?" |
|----------------|-------|-------|-------|-------|
| Total BMB Subscribers | Good | Fair | Poor | Don't Know | Unanswered |
| REGION | | | | |
| Pacific & Mountain | 44 | 23 | 10 | 10 | 13 |
| West Central | 40 | 18 | 21 | 8 | 13 |
| East Central | 59 | 8 | 11 | 15 | 7 |
| Middle Atlantic & New England | 40 | 40 | 12 | 8 | 16 |
| South Atlantic | 27 | 21 | 37 | 9 | 6 |
| CITY SIZE | | | | |
| 500,000 and over | 30 | 30 | 40 | 9 | 11 |
| 100,000-500,000 | 35 | 24 | 22 | 8 | 11 |
| 25,000-100,000 | 43 | 17 | 22 | 9 | 16 |
| 10,000-25,000 | 49 | 22 | 8 | 5 | 16 |
| Under 10,000 | 40 | 27 | 13 | 20 | — |
| NETWORK AFFILIATION | | | | |
| ABC | 37 | 24 | 17 | 11 | 11 |
| CBS | 41 | 15 | 26 | 7 | 11 |
| MBS | 47 | 23 | 12 | 10 | 8 |
| MBC | 33 | 30 | 26 | 7 | 4 |
| No Affiliation | 43 | 14 | 14 | 14 | 15 |
| CLASS "A" HOURLY RATE | | | | |
| Under $100 | 43 | 21 | 12 | 12 | 12 |
| $100-199 | 43 | 15 | 28 | 7 | 7 |
| $200 and over | 35 | 31 | 22 | 3 | 9 |

PLAN AMERICAN STYLE
FOR RADIO IN GERMANY

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

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

The listener tax is a holdover from Hitler days and was a device which helped keep radio completely a tool of government. Mr. Hartrich wrote that while Radio Frankfurt is so far the only German station affected by the charter, it may set a pattern for Radio Munich and Radio Stuttgart.

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

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

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

STEWEN PRICE, CBS director, has taken two months leave of absence to finish book on radio technique to be published by Houghton Mifflin, New York.
Kentucky leads the nation in AGRICULTURAL GAINS

TOBACCO is big dough in Kentucky!

KENTUCKY leads the NATION in production of GOLDEN BURLEY

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

and that's not all...

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

and remember...

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

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH
Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS
The ONLY radio station serving ALL of KENTUCKIANA

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

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

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

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

ESAU, BROWN NAMED GRIFFIN RADIO VPs

Mr. Esau

Mr. Brown

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

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

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

Victor Hely-Hutchinson

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

Cramer Is WABD General Manager

Will Remain as Executive VP Of Du Mont Labs


Cramer, a native of Biscayne, Fla., has been with Du Mont Laboratories since 1942. He was named assistant of Du Mont Labs in New York, re- ceived some $850,000 until enough television receivers have been installed to make this new medium more attractive to advertisers and their agencies.

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

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

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

Price’s Home

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

BHamilton Credits KFYR

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

KFYR AUDIENCE * BY DECILES

<table>
<thead>
<tr>
<th>% BMB PENETRATION</th>
<th>NO. OF COUNTIES (U. S.) OR CENSUS DIVISION SUBDIVISIONS (CANADA)</th>
<th>DAYTIME AUDIENCE FAMILIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>53</td>
<td>82,570</td>
</tr>
<tr>
<td>80-100%</td>
<td>73</td>
<td>108,640</td>
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<tr>
<td>70-100%</td>
<td>88</td>
<td>135,280</td>
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<tr>
<td>10-100%</td>
<td>211</td>
<td>271,540</td>
</tr>
</tbody>
</table>

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

* BMB Study No. 1—March, 1946
  Canadian, BMB Study No. 2

KFYR Bismarck, N.D.

5000 Watts Day and Night
NBC Affiliate 550 Kilocycles
National Representative: JOHN BLAIR & CO.

Page 30 • March 24, 1947
A NATURAL COMBINATION

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

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

WAGA
ATLANTA
NEW Audio Facilities

COMPLETE ACCESSIBILITY
All components instantly accessible without removal of any chassis. Operating controls—switches, lights, meters, gain controls located on front panel. Tubes and plug-in electrolytic capacitors readily accessible from rear of cabinet. Permanently attached, hinged front panels serve as shelves when open, thus providing still greater convenience.

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

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

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

Audio Equipment Data Book FREE

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

Advanced styling, plus attention to operating details, make this cabinet rack a must in the modern broadcast installation. General Electric cabinet racks are sturdy—made of heavy-gauge steel, adequately reinforced. The rigid, no-sag rear door is equipped with a full-size handle and smooth-acting latch.
Hope Rates Tops
In Latest Hooper
Fibber McGee & Molly Second; Fred Allen is Third
FEATUREING Al Jolson as guest star, the Bing Crosby program and the Eddie Cantor show returned to the list of first 15 programs on the March 15 program Hooper-rating report released last week.

Bob Hope was first in the report, with Fibber McGee & Molly second and Fred Allen third.
The average evening sets-in-use of 34.4 reported was up 1.6 from last report and up 3.8 from last year. The average evening rating was 11.4, up 0.6 from last report and up 1.5 from a year ago.
Average available homes were 81.3, up 0.7 from last report, up 1.4 from a year ago. The current total sponsored hour index was 72% as compared with 73 last report, 77 a year ago.
The first 16 programs listed were as follows: Bob Hope 30.7, Fibber McGee & Molly 29.9, Fred Allen 29.5, Jack Benny 29.4, Charlie McCarthy 28.8, Red Skelton 25.9, Radio Theatre 24.0, Mr. District Attorney 23.6, Amos ’n Andy 23.3, Walter Winchell 22.6, Screen Guild Players 22.1, Bing Crosby 21.7, Truth or Consequences 21.4, Bandwagon 20.3, Eddie Cantor 19.7.
Young Widder Brown jumped from last place on the Hooperatings top 10 in the previous report to first place in the list of daytime programs in the March 15 report, followed by When a Girl Marries and Right to Happiness.

Average daytime sets-in-use were 19.2, down 0.2 from last report and up 2.2 from last year. The average daytime rating was 5.2, down 0.1 from last report, up 0.6 from a year ago.
Average available homes were 73.6, down 1.1 from last report, up 0.8 from the same reporting period last year. The current total sponsored hours index was 81%, as compared with 82% last report, 86% a year ago.
The top 10 week-day programs listed in the report were: Young Widder Brown 8.6, When a Girl Marries 8.0, Right to Happiness 7.8, Portia Faces Life 7.7, Romance of Helen Trent 7.7, Kate Smith Speaks 7.7, Our Gal, Sunday 7.6, Stella Dallas 7.6, Aunt Jenny 7.6, Breakfast in Hollywood (Kellogg) 7.4.

WBTM

WBTM

Mr. Morris

CFCH to Boost Power

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

NATIONAL REP. WEED AND COMPANY
NEW YORK SAN FRANCISCO DETROIT BOSTON CHICAGO ATLANTA HOLLYWOOD

"I'll hear your Sales Message Twice For One Price!"

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

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

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

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

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

(EDITOR'S NOTE: Many excellent letters have been received from listeners who participated in the "What I Think About Radio" letter writing campaign jointly sponsored by NAB and RMA, but a 74-year-old Santa Barbara, Calif., resident, William S. Long, wrote a letter to KIST Santa Barbara, stating that WRMK, Los Angeles, Calif., which ranks as an outstanding summary of the contributions radio is making to modern life. The letter follows:)

WHAT I THINK ABOUT RADIO

DEAR FRIENDS OF RADIO KIST:

Many modern inventions have changed the habits, living conditions, philosophy and general well-being of the human race; but Radio stands supreme, because it has been the means of uncovering and developing a vast array of latent and invaluable talent from every grade of the human family, besides spreading enlightenment, culture and entertainment to all mankind—even to the "outposts of civilization."

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

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

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

WILLIAM S. LONG,
1125 Olive Street,
Santa Barbara, California.

Edgar Morris Nominated
To U. S. C. of C. Board

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

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

**Conscience Hurts; Driver of Death Car Submits to Arrest**

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

A radio broadcast was the underlying motive which made a conscience-stricken man walk into the Binghamton Police Headquarters yesterday and admit to Captain of Detectives Thomas J. Broughton that before making up his mind to give himself up, he had heard a radio broadcast of the City Desk program Monday night over Station WINR in which George O'Connor, WINR news editor, made an appeal to the driver of the hit-run car to step forward and surrender.

George O'Connor, who lives at 125 Myrtle Ave., Johnson City, told Broughton he had heard the appeal on Monday and had decided then to surrender but his nerve failed him.

Released in Bail

was charged with "leaving the scene of an accident" until further police investigation of witnesses is conducted. He was arraigned in City Court and wepleaded "not guilty" and was released in bail.

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

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

**BINGHAMTON • JOHNSON CITY • ENDICOTT**

DAVID CARPENTER, General Manager

HEADLEY-REED, National Representatives

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Critics Answered
(Continued from page 18)
of the listening public prefers programs with, rather than without advertising, that two-thirds is satisfied with radio advertising as it is, that one-quarter is willing to “put up with it,” and only 7% would prefer a commercial-free radio. Other queries reveal that the American people not only like and trust radio, but believe it does a better all-round job than newspapers or movies.

Alleged Misrepresentation
4—In their zeal to sell their products, commercials frequently falsify or misrepresent. From the Federal Trade Commission come these surprising facts: In 1942, of the total of 362,827 printed ads examined, 18,221 or 5.02% were marked and set aside as being possibly false or misleading. Of all the 1,001,450 radio commercials reviewed, only 17,925 or 1.79% were set aside as possibly false or misleading. In the latest FTC report, covering 1946, 5,41% of printed ads were set aside as possibly false, and only 1.23% of the commercials were placed in this category.

5—Radio is the black sheep among advertising media. It would be easy enough to answer this accusation in detail, but simply put the first four answers together, and you get a refutation of this charge.

6—Commercials appear to be conceived for listeners of below-average intelligence, as indicated by tedious repetition, incredible exaggeration and silly jingles. Though it is true that 56% of the American people have not gone beyond eighth grade, few radio advertisers work on the outdated observation that most adult Americans have only the mentality of a 12-year-old. But they do work on this premise—that a large part of the radio audience is only half listening, is either talking or doing something else while the radio is on; and that the audience at any particular program or spot announcement time is constantly changing. To make an impression on this half-listening, ever-moving parade, radio advertisers find it necessary to make their statements plain, simple and unmistakable, especially because the listener, unlike the reader, cannot re-read radio copy. And since the radio advertiser has no bold type or flashy layouts at his disposal, he must use either repetition or a sound or musical effect to create a comparable effect. The National Opinion Research Center’s study shows that many listeners actually enjoy jingles and other special devices; and as far as exaggeration is concerned, it is exactly equivalent to the advertising approaches used in printed media.

7—Announcers appear either to coo or blurt, or to slap the listener with a mechanical hammer-and-tongue delivery. Do critics ever remember that announcers are human, that they have their ups and downs? Or that they are frequently harassed, nervous and tired? On the other hand, listeners sometimes are voluntarily influenced by too much listening and become hypercritical of all radio voices. The general high level of what comes out of the loudspeaker, and the broadcasters' care in choosing staff announcers, should make any one hesitate before dropping into announcers. Dan Ehrenlich of WOR New York, recently wrote: “There is only one thousand men a year, and about one percent of the auditors are ever considered for staff employment; the rest must be discarded because of inexperience or incompetence.”

Not only are broadcasters showing discrimination, but announcers themselves are making a more conscientious, intelligent effort to avoid the extremes, and to read their commercials as naturally and offensively as possible.

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

Frequency of Commercials
9—Broadcasters are enjoying ill-earned incomes by cluttering up the air with too closely-spaced commercials. The simple truth about this accusation is this—broadcasters often responsible for advertising abuses are the ones who are making least money. These are the newer, smaller or less financially secure stations urgently in need of business. With spot announcements sold at relatively low rates as their chief source of income, they must run their spots pretty close together if they want to stay out of the red, and it is this practice as much as any other that makes listeners see red. Most of these stations are going ahead with the difficult job of building their audiences and in turn increasing their advertising rates.
Hubbell Organizes Consultants Firm
Headquarters in Cincinnati, Offices in Other Cities
RICHARD W. HUBBELL, since 1944 television consultant to Crosley Broadcasting Corp. and production manager of Crosley's WLW in Cincinnati, has left that post to organize Richard W. Hubbell & Assoc., television, radio and motion picture consultants. Firm has established temporary headquarters at 140 W. 9th St., Cincinnati, and will open a New York office at 630 Fifth Ave.

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

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

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

Television will be a specialty for the new organization. Mr. Hubbell has been active in that field since 1939, when he joined the video staff of CBS, serving first as a director-writer-producer and later as television news editor. He is the author of two volumes on television: 2000 Years of Television and Television Programming and Production.

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

CHET MAXWELL, writer, producer and announcer, has joined production department of WCTC New Brunswick, N. J.

Chief Praises WLPM
SUFFOLK, VA., where heavy snows seldom fall, nevertheless has a city ordinance on snow removal, and WLPM, at the request of Suffolk's chief of police, Lawrence B. Butler, publicized the ordinance when an 8-inch early March snowfall hit the town. Radio listeners were reminded that Suffolk municipal regulations require the removal of snow from sidewalks in front of homes and business establishments within six hours after the snow stops falling. WLPM's snow removal announcements did such an effective job that the station received high praise from Chief Butler.

New ABC 'Town Meeting' Essay Contest Announced

NEW ESSAY CONTEST, with prizes of $500 in cash and an all-expense trip to New York for the winners, was announced last week on ABC's America's Town Meeting of the Air as part of a program to arouse public thinking on strengthening family life. One man and one woman of the radio audience will be selected as grand prize winners for writing 750-word essays on "How Can We Strengthen the Family?" and each will receive $500 in cash and an all-expense trip to New York to read their essays during the 12th anniversary broadcast of the Town Meeting program on May 29 at 8:30 p.m.

Ten runners-up in the contest will be awarded sets of the Encyclopedia Americana and the writers of the next 50 best letters will receive certificates of merit.

Mrs. Hortense Odlum, former president of Bonwit Teller's Department Store, New York, is chairman of the judges who will select the prize-winning essay. Entries must be postmarked no later than midnight, May 1, 1947.
new 1947
MICHELSON
porto-playback
FOR 16 INCH TRANSCRIPTION RECORDS

Brand New - Improved - Prompt
Delivery From Stock

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

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

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

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

specifications and features

WEIGHT: 26 pounds complete.
CASE: Sturdy, lightweight, attractive maroon luggage, finished in fine grain water-repellent fabric. All brass fittings rustproof.
SIZE: 20” long, 12” high and 8 1/2” wide.
SPEAKER: Latest design 6” inch permanent magnet speaker with special oversized magnetic field.
AMPLIFIER: Powerful 4 tube matched amplifier.
PICK-UP: Latest type 16 inch transcription arm crystal pick-up with permanent sapphire stylus.
MOTOR: Dual speed, alternating AC current, 33 1/3 and 78 r.p.m., with improved heavy duty motor sealed in oil.
CONTROLS: Separate tone, equalizer, and volume controls.


GENNETT AND SPEEDY-O SOUND EFFECT
RECORD LIBRARY
TRANSCRIBED PROGRAMS
Announces

appointment of

Avery-Knodel

INC.

as

Exclusive

National

Representatives

WEMP

BASIC ABC

The Station that Sells

Milwaukee

Hugh Boice, General Manager

Critics Answered

(Continued from page 36)

and the strictness of their regulations.

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

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

WDVA DANVILLE, VA., TO TAKE AIR MAY 1

WDVA Danville, Va., is slated to take the air about May 1. New station, operating with 1 kw night, 5 kw day, on 1250 kc will be a Mutual affiliate. Studios and offices will be located in the American National Bank Bldg., Danville, with transmitter on Martinsville Rd. [Broadcasting, Feb. 8].

Walker Co. will be national representative. Station has contracted for United Press news, and World and Capitol transcriptions. Agricultural programs will be featured. Studios, of polyvindilcylindrical design, will include Collins console, and transmitter also will be Collins. Other equipment includes Presto turntables and recorders, Western Electric microphones. Three Truscon towers are 206 feet high. In charge of construction is Henry D. Lea, former Danville Technical School instructor, who will be technical director of the station. Other engineers are Marvin Terry, James Greer, Rush D. Sawyers and John Volkstorf.

Walker M. Windsor is general manager, Virginia-Carolina Broadcasting Corp., operating WDVA, is owned by a group of Danville businessmen with J. D. Pruitt, president; W. H. McCollum, vice president; A. S. Clarke, vice president; W. R. Harrison, secretary-treasurer; C. E. Johnson, L. H. Kernodle and H. E. Wilson, directors.

Certificate of appreciation from U.S. Veterans Administration has been awarded to WPTF Raleigh, N. C., "in recognition of outstanding service to U. S. war veterans through the medium of radio."

Percentage of time occupied by advertising on NBC as compared with the average space devoted to advertising in newspapers and magazines is shown in this chart. (Chart reprinted from The People Look at Radio by Lazarsfeld and Field by permission of the University of North Carolina Press. Copyright, 1946, by the U. of North Carolina Press.)
radio: spark plug to the cash register

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

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

WESTINGHOUSE RADIO STATIONS Inc
KDKA KYW KEX WBZ WBZA WOWO

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free and Peters
March 24, 1947 • Page 41
Mutual Network Now 409
As Nine Affiliates Join
MBS announced affiliation of nine stations last week, bringing the network's total affiliates to 409.

WDVF Danville, Va., 5000 w on daytime and 1000 w night on 1250 kc and owned by Virginia-Carolina Broadcasting Corp., joins May 1.

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

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

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

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

WKRO Cairo, III., 250 w on 1400 kc, and KPVS Cape Girardeau, Mo., 250 w on 1400 kc, both owned by Obsidian Broadcasting, joins April 1.

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

Keys to a new Ford sedan are presented to Hal Renollet, station general manager of KRUX Phoenix-Glendale, and to Lloyd E. Yoder, station general manager of KTMV Phoenix.

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

TV Booklet contains nine separate plans for arrangement of television demonstration rooms to meet varying requirements has been prepared by RCA Victor Home Instrument Dept. for franchised television retailers. Machine room arrangements are available space. Booklet also describes RCA Victor promotional material available to dealers.

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

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

TV Booklet containing nine separate plans for arrangement of television demonstration rooms to meet varying requirements has been prepared by RCA Victor Home Instrument Dept. for franchised television retailers. Machine room arrangements are available to dealers.

R. Lee Black, manager of KTYW Yakima, Wash., has been elected vice-president and member of board of directors of Cascade Broadcasting Co., station licensee.

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

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

HENRY R. LOCKWOOD, member of executive committee and operating board of WOR New York, has been elected a trustee of the Brundall Savings Bank, Brooklyn.

LOYD E. YODER, general manager of KDA Denver, as 1947 campaign committee chairman of Denver Chapter, American Red Cross, pushed drive "over the top" by more than 60 percent.

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

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

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

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

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

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

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

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

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

Co-operation in every project of community interest

Featured personalities on all topical subjects

Regular newscasts—local, Canadian and world

Balanced programming that holds a loyal audience

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

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

ONTARIO'S FAVOURITE RADIO STATION!

REPRESENTATIVES:
UNITED STATES
Adam J. Young Jr. Incorporated

CANADA
All-Canada Radio Facilities Limited

TORONTO
Yes, the mailman cometh— with tens of thousands of "proof-of-purchase" letters for one KXOK advertiser alone— Manhattan Coffee

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

Then things began to happen!

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

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

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

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

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

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

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

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

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

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

The seriousness of this crisis is not minimized, although there has been a dearth of discussion in recent months. The FCC, which exhausted the existing store of technical knowledge, have crystallized the view that alternate channel allocations for FM will not work. A minimum three-channel separation is better than two, and two-channel operation is indicated as essential for elimination of the phenomenon that results in one station taking possession of the receiver from another.

Nothing can be gained at this late date in attempting to saddle the blame. The Radio Technical Planning Board, of wartime renown, did recommend the present allocations plan, and the FCC did approve it. It now develops that not enough was known of the propagation characteristics of FM, which promotionally stamped all in radio, as well as many on the outside.

Converging upon FM at the same time is the condition which has developed in New York City, where the signals of at least three of the nine FM operating stations are interfering with the visual instrument landing systems at the airports. The situation had been caused by the installation of defective Army surplus cathode ray receivers. It will take six to eight months to replace them. This may mean that the three stations (WBAM FM affiliate of WOR, WNY-FM and WGWY) may have to be shifted to other channels, or closed down temporarily.

But the drift problem is basic. It now is evident that if FM is to become the kind of service its inventor, Maj. Armstrong, and the FCC had in mind, the channels may in some manner have to be provided. To provide three- or four-channel separation in the populous areas, means a substantial enlargement of the existing band. Where can those channels be found? No FCC's dream.

Since the Syracuse tests, one top radio executive said FM may be a "flash in the pan, certain of early demise." Another said it means AM will remain "forever." From the standpoint of the industry we fervently hope this does not come to pass. Time is the essence of the matter. There must be a reallocation in those areas with multiple FM assignments or commitments, or a redefinition of channel standards, if FM is to be spared the mortal blow.

The Time Is Now

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

If you want uniform time from April through September, there's a long chance something can be done before the change April 27. Rep. Emory Price (D-Mo.), has introduced a bill (HR-2414) to put all interstate commerce, including radio, on standard time.

Senator Bernard Maybank (D-S. C.) has asked FCC Chairman Denny for some facts and figures on daylight saving time, including the percentage of stations within those cities which observed DST in 1946, and vice versa, along with maps showing the other side.

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

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

(Edited's note: Remember, the listening habit is the cornerstone upon which a radio audience is built, and you feel, as we do, that there should be standard time (no DST) for radio until there is Federal action establishing uniform time nationally.)

NAB's Top Echelon

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

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

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

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

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

Our Respects To—

GILBERT IRWIN BERRY

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

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

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

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

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

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

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

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

Under his direction, ABC network sales in

(Continued on page 48)
The Portland Traffic Safety Commission presents this Certificate of Accomplishment to Radio Station KOIN for Outstanding Achievement in the field of Public Safety Education. Dated December twenty-sixth, nineteen hundred and forty-six.
Chicago has introduced some of the nation’s biggest accounts to radio for the first time, including Swift & Co. and Kay Daumit Cosmetics, both of which are co-sponsors, with Philco Radio, of ABC’s pride and Joy, The Breakfast Club.

Other accounts serviced out of Chicago are Quaker Oats (Ladies Be Seated), Club Aluminum (Club Time), General Mills (Jack Armstrong, Hymns of All Churches, Lone Ranger), Miles Labs (Cow ‘n’ Abner), Louis Howe (Pot O’ Gold), Hastings Mfg. Co. (I Deal in Crime), Ray mond Labs. (Sammy Kaye), Brown & Williamson (Fact or Fiction), Dr. Pepper (Darts for Dough) and Universal Match Co. (Counterplay).

He is also justifiably proud of the fact that although ABC Central Division’s percent of the network’s overall gain for 1946 was 13 the division actually services and originates 33.6 of ABC’s billing.

Today, at 35, Mr. Berry is as athletic in appearance as in his college days, although somewhat heavier. He exercises infrequently yet manages to appear in top physical condition, which he probably is.

He considers as his two greatest thrills his part in the 1933 All-Star game in Chicago in which he passed 40 yards for the winning touchdown, and the sale of a network show after the client had already notified him he was dropping out of radio. Gil simply picked up the ball and ran with it, and the client signed for an expensive mystery program as the replacement for a once-a-week commentator.

Mr. and Mrs. Berry live on Chicago’s South Side and their mutual hobbies are Gil Jr., 10, and Katharine Jeanne, 9. Although Gil Berry won’t admit it, his close friends say that Gil Jr. was enrolled in the U. of Illinois, Class of ’57, the day after his birth. Young Gil already shows signs of an inherited gift for slinging a football and looks forward to the day he can pull on his father’s jersey. Other than his family, Mr. Berry’s interests are dogs, horses, and bowling. He belongs to several clubs, including Tavern Club, Ill. Athletic Club, Electric Club and the Illinois Alumni Assn.

MAB Elects
COL. KEITH ROGERS, CFCY Charlottetown, P. E. I., was elected chairman of the Maritime Association of Broadcasters at the annual meeting at Halifax, N. S., March 12. Malcolm Nell, CFNB Fredericton, N. B., was elected vice chairman and Fred Lynds, CKCW Moncton, N. B., was reelected secretary-treasurer.

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

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

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

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

Radio on Page 1
RADIO is front page news in Rome, Ga. (population, 26,582), which calls itself “Radio City—of the South, That Is.” On page 1 of its March 14 issue Rome’s Floyd County Herald (weekly) prints a table three columns wide and 4½ inches deep headlined, “What’s What in Radio City,” with a sub-head reading, “(Of the South, That Is)”. Table lists frequencies and power on which Rome’s five stations—WRGA, WROM, WBLX, WRGA-FM and WLAQ—operate, as well as the hours of operation, location of studios and transmitters, dates the stations were established, names of the licensees, and the names of each station’s president, manager, assistant manager or director, engineer and other personnel. In addition, a three-paragraph story on the front page of the same issue of the Herald announced the fact that Rome’s newest radio station, WLAQ, was to take the air the following week. WLAQ, owned by News Publishing Co., which publishes Rome News Tribune, operates with 1 kw on 670 kc.

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

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

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

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

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

KVOE Santa Ana, Calif., Increases Power to 1 kw
KVOE Santa Ana, Calif., 1480 kc on 1480 kc and an affiliate of Don Lee-Mallory network, increased its power to 1 kw on March 12. Besides new RCA 1-K transmitter, equipment includes latest in Presto double-tube recording apparatus.

Lester W. Finch is Voice of the Orange Empire Inc., Ltd., with Ernest L. Spencer president and general manager. Larry S. Nicholson is sales manager; Wallace S. Wiggins program director and chief engineer, and Cecil G. Stephens assistant program director. Other personnel includes Stanley G. Guen- tcher, technical director; H. J. Roan, opera- tor-engineer; Lesley E. Chessfield, chief announcer; Herb Smith, an- nouncer; Marjory Marsh, promotion manager.

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

The heart of American music is ASCAP

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

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

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

**Hollywood**, prominent Southern has
HILLMAN-SHANE Adv., Los Angeles,
has joined agency's copy department. BURTON ZEINER, formerly with Blod Co. New York, has joined agency as assistant traffic manager.

**CHESTER J. WRIGHT**, production manager of Buchanan & Co., New York, has resigned. HUTZLER Adv., Dayton, Ohio, has been elected to membership in American Assn. of Adv. Agencies.

**AUSTIN C. LESCABOURA**, head of Austin C. Lescaboura & Staff, Cruft-
on-Hudson, N. Y., has been awarded order of "Officier de l'Instruction Publique" by French Government, in recognition of "technical services rendered for many years past."

**DON FOUNTIUS**, for 11 years with Cooperative Sales at MBS Chicago, has joined Hill Blackett & Co., as assistant to Media Director FRANK READ.


**ORA DODD**, former director of public relations, has opened office in San Francisco, and previously with Yankee Network and KYA San Francisco, has joined James Thomas Churco, Inc., Boston, as assistant to the president in charge of research.

**BILLMAN-SHANE ADVERTISING AGENCY**, Los Angeles, has started series of monthly round table meetings for advertisers and marketers, with clients, publishers representatives and prominent Southern California economists participating. Subjects discussed are "Six Merchandising and Advertising Trends for 1948." DORIS BALLARD has been appointed San Diego manager of Howard Tullis Co., Los Angeles.

**KERRIT RICHARDSON**, production manager of Precision, Cash & Associates, Hollywood, has been named account executive. RICHARD GANO of agency's production staff, has resigned as production head.

**JOE PARKER**, producer of Blod Co., Hollywood, has resigned to freelance. SHERMAN & MARQUETTE Inc has moved Hollywood offices to 526 Hollywood Blvd. Telephone is Hollywood 5311.

**HARRINGTON & BUCKLEY ADV., San Francisco**, has opened Los Angeles offices at 556 Wilshire Blvd, George H. Farr, recently resigned business and commercial manager of KFI Los Angeles, who joined agency as partner (BROADCASTING, Feb. 10), is manager of newly established offices.

**BETTY SEELEY BISHOP**, former fashion copy writer of J. W. Robinson Co., Los Angeles, has joined Atlanta & Co., this city, as account executive, replacing KAY C. JONES, resigned.

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

**T. E. BACKSTRAWN**, formerly with Stewart & Loeb, Los Angeles, and formerly radio director of James Fisher Co., has joined Spitzer & Milles, Toronto, in media department.

**H. KENNETH BROWN**, Army veteran formerly with Graphic Arts Unit of the Co-S, has joined Kaufman & Assoc., Washington, as production manager, succeeding LOUIS KAUFMAN.

**ALICE GARDNER**, former copy writer of Cash & Associates, has joined Atherton & Co., this city, as account executive.

**LOUIS H. WINTERS**, former advertising manager of Stein-Heasman Co., San Francisco (now defunct), has joined Raskin, Van Norden & Blum, this city, as account production manager. ED FITNEY, formerly with Young & Rubicam, and Donahue & Coe in New York, has joined agency's copy staff.

**AD KLEIN**, former account executive of Blod Co., San Francisco, has joined Leon L. Ferguson, this city, in similar capacity.

**JACK VAUGHN**, for 12 years KIEF Glendale, Calif., salesman, has joined Pat Patrick Co., Glendale.

**THOMAS W. RICH**, account executive of Ruthrauff & Ryan, New York, has been named to agency's plans board.

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

**WPAB Transfer**

CONSENT is asked of FCC in application filed last week for transfer of control of WPAB Ponce, P. R., from present group of stockholders to the same group with the exception of Miguel Saltereo, deceased. Mr. Palermo held 100 shares (4%). In his place in the new group is his widow, Inocencia Bigay Vda. Saltereo, acting as judicial administrator of the estate. No money is involved in the transfer. Another application will be filed upon distribution of the 100 shares, the present request stated.

**Duane Jones Plans Award**

**For Best Employe Ideas**

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

Mr. Jones also revealed that the agency which started with three products and $1,200,000 in billings in 1942, now has 31 accounts and total billings of $12,500,000 for 1947.

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

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

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

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

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

*WHHM delivers
More Listeners per Dollar in Memphis

Represented by
FORJOE & CO.

WHHM
MEMPHIS, TENNESSEE
THE MID-SOUTH'S 24 HOUR STATION
WILLIAM A. BRASBON, announcer at WTOP Washington, D.C., has been named chief announcer. He has been with WTOP five years, following service in the Army.

ROBERT F. SHIELD, former production manager of KDRA Pittsburgh, and since Army discharge, freelancing in Baltimore as writer-producer-director, has been appointed program director of KULA, new 10,000-watt Honolulu station on 690 kc now under construction. Mr. Shield previously was with WBIN Columbus, Ohio. In Army he produced radio shows for three years.

Mr. Shield is a native of Worcester and central New England.

Mr. Shield has joined production staff of KGW Portland, replacing Hugh Smith, who resigned to become advertising manager of Hawaii laundry firm.

PATTIE FIELD, former U.S. vice consul, commentator on State Dept. activities for NBC, and expert on protocol for MBS, has joined program department of Sun Country Broadcasting Co., Phoenix, Ariz.

HUBERT CARPER, formerly with WBCM Bay City, Mich., and KSCC Sioux City, Iowa, has joined WPEN Philadelphia, as continuity director, FREDDE KING, former New York announcer and handreader, has joined WPEN writing staff.

SALLY STYKER has joined continuity department of WOAI San Antonio.

JOYCE BROWN, member of station's continuity department, has transferred to transcription programming, succeeding FREDA SEAMAN, resigned.

HARRY EINSTEIN, former member of NBC "Meet Me at Parky's", has prepared lecture series for "Radio's Role in Civic Enlightenment," to be given at summer schools in Southern California starting in July.

ALLEN LEESLE, writer of "Date With Judy," is the mother of a baby.

GWENN DAVIES, radio actress heard on CBS "Lola Pretends" and "Aunt Jenny" programs, is to be married March 30 to Lawrence Greenhaus, chemical engineer.

JOHN MURRAY and BEN FREEDMAN, writers on NBC "Red Skelton Show," are collaborating with Dr. Hilaire Hilzer, former psychiatrist, on book dealing with psychology of comedy writing.

JAMES MANN, former continuity director of WIBA Madison, Wis., has joined KSDA Hollywood as secretary to WILLIAM J. DAVIDSON, program director.

JOHN McCLAY, program director of WPEN Philadelphia, is the father of a girl, Judith Craven.

JOHN BOGUE, director of WOR New York, music library, is the father of a girl, Suzanne.

EDWARD SCOTCH, ABC producer, March 20 conducted second radio clinic of Practical Advertising courses, sponsored by Chicago Federated Ad Clubs and Women's Ad Club of Chicago, at ABC Chicago studios.

ED CASHMAN, producer-director of Hoagy Carmichael show sponsored by Luden's, did a two-day tour on CBS, leaving to produce and direct the new Tony Martin show, sponsored by Texas Co. on CBS starting March 30.

JIMMY MURPHY, CBS Hollywood sound effects technician, is the father of a girl.

KIDDIE GALLAGHER, record m.c. and special events reporter for WTOP Washington, has been named "America's funniest one-supper of radio" by Hudson Music Corp., New York. Citation was for Mr. Gallagher's promotion of "Fuggin' and Chalkin'" song published by Hudson's and recorded by Gallagher.

JOHN HOLBROOK, formerly of WGN Chicago, has been signed as commercial announcer on five weekly quarter hour transcribed "Moon Dreams" on KOFJ Hollywood. Sponsor is John F. Whitehead & Assoc., Los Angeles.

TED HALLOCK, musical and publicity director of KGW Eugene, Ore., has been named program manager. AUSTIN H. CHANEY Jr., is now director of publicity and promotion.

RUBY MORGAN has replaced GRACE JACKSON in family department of KGW Portland.

FELIX ADAMS Jr., former program director of KOB Albuquerque, N. M., has joined announcing staff of WTKY Utica, N. Y.

BRUCE LEE and ANDY ANDERSON have joined announcing staff of WHIT New Berlin, Wis.

STEVE ALLEN, writer-producer-actor of "MBS 'Smile Time,'" is the father of a boy, Brian.

GORDON LAWHEAD, chief announcer at WBRU Memphis, is the father of a son, Jerry.

JACK DIX, formerly with Mid-South Network, Columbia, Miss., has joined announcing staff of WBRQ Memphis.

GENE ROTH, staff announcer at KWSC Pullman, Wash., has been appointed music librarian. Mr. Roth also is the father of a boy, Michael.

ARTHUR MACIEL, former announcer at KWSC Pullman, Wash., has joined announcing staff of KRQ Spokane.

JACK FLINT, formerly with special events department of KWSC Pullman, Wash., has resigned to become announcer at KQO Pocatello, Idaho, in similar capacity.

RONALD DAWSON, writer at CBS New York, has been named by MCA Script Service, that city, to write 14 half-hour dramatic series, which will be syndicated throughout U. S. and Canada.

State FM Group Planned By Broadcasters in N. C.

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

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

Distinguished Service Award

George Lavoie

GEORGE LAVOIE, 67, manager of CJBR Rimouski, died on March 9 at his home after a short illness.
The invisible part of any Blaw-Knox Radio Tower is the accumulated experience gained by this company in the installation of thousands of towers in many quarters of the globe. This experience counsels the use of better material instead of cheaper material, higher safety factors instead of lower, the best construction instead of "good enough" and, in a word, the best.

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

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

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

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

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

Treasury radio campaign material will include transcribed programs, transcribed spots and live spots. The Advertising Council has arranged with advertisers to place bond messages on sponsored network programs with a total of 300,000,000 impressions per week.

NAB will arrange for messages to appear on network sustaining programs and also will arrange participation of individual stations. In charge of this phase is Arthur C. Stringer, NAB director of special services, who attended the bond meeting as industry representative.

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

130 Stations Have ‘Mikes’ As Local Weather Bureau MICROPHONES are maintained by 130 broadcast stations in Weather Bureau offices, according to an article by Charles B. Carney in the March Domestic Commerce, published by the Dept. of Commerce.

Mr. Carney, of the Division of Reports & Forecasts Weather Bureau, points out that the broadcasts include local and national forecasts and summaries of weather.

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

**Expands TV Schedule**

GENERAL FOODS Corp., New York, which recently contracted with WNEW-TV New York to co-sponsor with Ford Motor Co. that station’s telecasts of the 77 home games of the Brooklyn Dodgers this year, last week announced that its campaign schedule will include both other New York television stations. On WNBC (NBC) the foods concern will sponsor a full-hour telecast each Thursday evening. Details are not set, but it is anticipated that 90 minutes of that time will be devoted to a video version of Juvenile Jury, sponsored by General Foods on Mutual. Company’s WNEW (radio) schedule calls for five weather reports weekly. As with the baseball telecasts, various products will be featured on the commercials, with three agencies involved, in their preparation—Benton & Bowles, Poote, Cone & Belding, and Young & Rubicam.
The Sun never sets on Presto Recording Equipment

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

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

PRESTO
RECORDING CORPORATION
242 WEST 55TH STREET, NEW YORK 19, N.Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT & DISCS
March 14 Decisions...

BY COMMISSION EN BANC

Midland Best Co., Kansas City—Denied petition insofar as it requests reconsideration of Commission's decision of Jan. 23, 1947, designating petitioner's application for an FM station at Kansas City as one to which it was decided by the Commission in order to permit it to go to hearing and as a result of which application was held on motion for reconsideration of Commission's decision of Jan. 23, 1947, designating petitioner's application for an FM station at Kansas City as one to which it was decided by the Commission in order to permit it to go to hearing.

KYN Co., Holland, Mich.—Granted petition to dismiss without prejudice its application for a construction permit for an AM station at Holland, Mich.

Holland Best Co., Holland, Mich.—Granted petition to dismiss without prejudice its application for a construction permit for an AM station at Holland, Mich.

WFDB Baltimore—Denied petition for enlargement of facilities in re consolidated hearing upon applications for construction of new AM station at Baltimore, Md., and for modification of existing AM station at Baltimore, Md., on condition that petitioner's request for modification of existing AM station at Baltimore, Md., be granted.

KYS—Denied petition of CP which authorized construction of new AM station at KYS, Minn., to make changes in transmitter operations and in station equipment and in station site.

Modification of CP

WBDC—Denied petition of CP which authorized construction of new AM station at WBDC, Minn., to make changes in transmitter operations and in station equipment and in station site.

KCMB—Denied petition of CP which authorized construction of new AM station at KCMB, Minn., to make changes in transmitter operations and in station equipment and in station site.

KXTK—Denied petition of CP which authorized construction of new AM station at KXTK, Minn., to make changes in transmitter operations and in station equipment and in station site.

March 14 Applications...

ACCEPTED FOR FILING

AM-1290 kHz
Alaska Best Co., Fairbanks, Alaska—CP new AM station 1290 kHz 250 kW un.

AM-1340 kHz
Alaska Best Co., Seward, Alaska—CP new AM station 1340 kHz 250 kW un., specifies hours.

Remote Pickup

WM. Ondesky, Portable, area of Southern China—CP new remote pickup station on 22.000 mc with 250 watts of power, 250 watts ERP, 5000 watts un.

CONTIGUOUS APPLICATIONS

KWDM—Denied petition to add new AM station at KWDM, Minn., to make changes in AM station.

KWDM—Denied petition to add new AM station at KWDM, Minn., to make changes in AM station.

KXTK—Denied petition to add new AM station at KXTK, Minn., to make changes in AM station.

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KXTK—Denied petition of CP which authorized construction of new AM station at KXTK, Minn., to make changes in transmitter operations and in station equipment and in station site.

March 17 Decisions...

BY THE SECRETARY

KFVF—Denied license to cover CP which authorized installation of new transmitter in area of power to 250 watts ERP and change of transmitter location.

WWB—Denied license to cover CP which authorized installation of new transmitter in area of power to 250 watts ERP and change of transmitter location.

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UN BROADCASTS WELL RECEIVED BY RUSSIANS

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

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

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

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

WDUZ Green Bay Plans To Start About April 15

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

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

Robert C. Nelson is program director of WDUZ.

Color Commentary?

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

Un Broadcasts

In contrast, UN broadcasts have been given to UN, particularly hearty Russian-language program, the State Dept. and French, Spanish and languages broadcasting.

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dendum to the color television story, however, the latter headline was in an advertisement of the book of the same name by Eric Sevareid, director of the CBS Washington new bureau.
BSM NASHVILLE employees joined in a pre-broadcast test of the General Electric “opinion meter,” which made its national debut this month in Nashville under the sponsorship of WSM and The Tennessean. The electrical device, which measures degrees of opinion of an audience of 120 people in 10 seconds, was given its first air demonstration on WSM’s farm show, Noonight Neighbors, on March 11.

Miller Leads Drive To Assist Juveniles

Calls on Stations to Take Active Role in Campaign

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

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

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

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

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

SALES FIGURES ARE UP FOR GENERAL FOODS

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

Last year’s sales were reported as $330,897,107, as compared with $290,028,096 in 1945. Net earnings, after providing $3,000,000 for contingencies, were $18,147,515, or $3.25 per share, while in 1945 they were $13,143,763, or $2.36 per share. Although no provision for contingencies was made during 1945, this was added in 1946 in lieu of the substantial increase in commodity prices during 1946. Income tax in 1946 amounted to $13,033,000, while in 1945 it was $14,763,000.

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

WDRC Moves

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

The MUTUAL program that pulled 1,000,000 letters in 125 days

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

“Heart’s Desire” started on Mutual on September 9 and immediately the mail began to pour in. By October 19, the program had received over 100,000 letters; on November 15 it was over 250,000. By that time (with no attempt to reach a record mail pull) there was no stopping it. On February 27th the 1,000,000th letter came in. They’re still flooding in—the record for one week being 128,000 letters.

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

And here are additional facts:

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

—“Heart’s Desire” has a loyal, growing audience. Its rating trend is almost an exact duplicate of “Queen’s” rating pattern.

—“Heart’s Desire” has strong emotional appeal...and exceptional merchandising possibilities.

—“Heart’s Desire” is not only a moderate cost show—it’s a buy.

We will be glad to rush you the full story.

Mutual Broadcasting System

WORLD’S LARGEST NETWORK

March 24, 1947 • Page 59
FCC Actions

(Continued from page 56)

Decisions Cont.

on 1540 kc 1 kw D. and for change of studio location. Conditions.

WCAP Ashbury Park, N.J.—Granted CP for new station to cover CP which authorized new station on 1310 kc 1 kw D.

WJNS New Haven, Conn.—Granted CP for new station to cover CP which authorized new station on 1450 kc 250 w unil. Conditions: To specify studio location.

WAMT Waterville, Me.—Granted license to cover CP which authorized new station on 1520 kc 250 w unil.

SITUATION

In Arkansas—Granted license to cover CP which authorized new station on 1450 kc 250 w unil. Conditions: To specify studio location.

WJIS Woodward, Okla.—Granted modification of CP which authorized new station on 1320 kc 250 w unil. Conditions: To specify studio location.

WLJN Basin, Wyo.—Granted license to cover CP which authorized new station on 1970 kc 250 w D. Conditions: To specify studio location.

WHSN Huntsville, Ala.—Granted license to cover CP which authorized new station on 1490 kc 250 w unil. Conditions: To specify studio location.

WDHl Bradenton, Fla.—Granted license to cover CP which authorized new station on 1650 kc 250 w unil. Conditions: To specify studio location.

KFL Los Angeles—Granted modification of CP for extension of completion date to 9-28-47.

WGIO Columbus, Ga.—Granted modification of CP which authorized new FM station for extension of completion date to 6-10-47.

KGRS-FM N. Harlingen, Tex.—Granted license to cover CP which authorized new FM station, for change in community of license. Completion dates to 3-15-47 and 9-15-47.

KPRC-FM Houston, Tex.—Granted license to cover CP which authorized new FM station, for extension of commencement to May 6 and July 6, 1947, respectively.

KMVR New Orleans—Granted modification of CP which authorized new station, to change type of trans.

WGRQ Atlanta, Va.—Granted modification of CP which authorized new station, to change in vertical ant., to change type of trans. and to change trans. location.

WGVW Youngstown, Ohio, Ind.—Granted modification of CP for extension of completion date to 6-1-47.

WGAY Silver Spring, Md.—Granted license to cover CP which authorized new station on 1450 kc 250 w D.

KORC Mineral Wells, Tex.—Granted license to cover CP which authorized new station on 1140 kc 250 w D. Conditions.

WBAX Wilkes-Barre, Pa.—Granted modification of CP for new station, for extension of completion date to 3-20-47.

KSMK Kansas City, Kan.—Granted license to cover CP which authorized new station on 1380 kc 1 kw D. Conditions: To specify new trans. and station to new trans. location.

KEWY Weatherfield, Tex.—Granted license to cover CP which authorized new station on 1150 kc 250 w D.

KEXP Enid, Okla.—Granted license to cover CP which authorized new station on 1130 kc 250 w D.

WGLO Galveston, Tex.—Granted license to cover CP which authorized installation of new transmitter in relay station.

March 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WFKR-FM Mobile, Ala.—Mod. of CP which authorized new FM station to change completion date.

The Naugatuck Valley Bstg. Corp. Washington, D. C.—CP for new station at 690 kc 1 kw D.

AM-1450

WWDC Washington, D. C.—CP to make changes in vertical ant., mount FM ant. and to specify changes in ground system.

AM-1490

William Courtney Evans, Denver, Del. CP for new AM station 1460 kc 250 w unil. Conditions.

AM-1490

Highlands KFON, Selving, Fla.—CP for new AM station 1490 kc 250 w unil.

AM-1560

The Mount Carmel Bstg. Corp., Mell, Ill.—CP for new AM station 1500 kc 250 w D. Conditions.

Transfer of Control

KFWI Wichita, Kan.—Voluntary transfer of license from Victoria Murdock Estate (Marcellus M. Murdock, trustee) to Wichita Eagle Inc. (180 shares of capital stock—90%).

Modification of CP

WBOX Louisville, Ky.—Modification of CP with extension of new AM station to change completion date.

AM-880


AM-1490

Requency of WORL Boston.

Modification of CP

Pidelity Media Bstg. Corp., Jersey City—Modification of CP with extension of new FM station to change completion date.

Am-1490

Ernest H. Warnock, Middletown, N. Y.—CP for new AM station 1400 kc 100 w unil.

AM-1320

Inter-City AM Co., Greensboro, N. C.—CP for new AM station 1320 kc 1 kw D unil.

AM-1340


Am-690

Bloom Radio Inc., Bloomington, Pa.—CP for new AM station 690 kc 1 kw D. Conditions.

AM-1490


AM-1170

Jack Henry Kidd Jr., Kingsville, Tex.—CP for new AM station 1310 kc 250 w D.

FM-103.1 mc

Rose Capital Bstg. Co., Tyler, Tex.—CP for new (Class D) FM station channel 239, 103.1 mc. Conditions.

AM-860

Western Maryland Bstg. Corp., Nor- feton—CP 560 kc 250 w D. Conditions.

FM-103.1 mc

Eskel KJG Bstg. Corp., Wabasca, Ala.—CP 950 kc 250 w D. Conditions.

KTFH-TV Goose Creek, Tex.—CP for new AM station 1760 kc 250 w D. Conditions: To specify station location.

ENGLISH JEWISH CHICAGO and other personnel, Au- neer brings wide "A Professionals. Clearing West to cover the Successful 228 costs him."
WELCOMING PARTY for Lisa Sergio, WOV New York commentator, was big event at WOV March 3. Pictured here with guest of honor are (1 to r): Ralph N. Weil, WOV station manager; Quincy Howe, commentator; Miss Sergio; Col. Harry Henshel, president of WOV.

Application Is Tendered for Severance Of WOKO Duploy Tie With WABY

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

Present application asks transfer of 52.5 shares in WABY held by Raymond M. Curtis, and a like interest held by Harold E. Smith, to Press Co. Inc. in exchange for its 250 shares in WOKO. The two transferees in addition to their WABY holdings give the Press Co. a money consideration of $1,000 each. Transferee then would hold all 200 outstanding shares in WABY. Press Co. publishes the Albany Knickerbocker News.

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

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

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

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

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

Don Lee Video

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

KREM Spokane Will Air Professional Ball Games

KREM, new 450 w Spokane, Wash., fulltime independent on 1340 kc, has completed negotiations for broadcasting Spokane professional baseball games this season for the first time since the beginning of World War II. Cole E. Wylie, manager of the station, which went on the air Jan. 18, also announced that a check of KREM's April schedule showed a 40% hour hour sale.

Program format of KREM is largely musical recordings, augmented by local sports, news and special events. Station has erected a 190-ft. tower atop Spokane's eight-story Realty Bldg., in which both studios and transmitter are located.

Before becoming manager of KREM, Mr. Wylie spent 22 years in radio as announcer, salesman, and partner in KPQ Wenatchee and KVOS Bellingham, Wash., and manager of ZBM Bermuda. Other key members of the staff include: Vernon Cox, sales manager, formerly with Des Moines Register and Tribune, KRNT Des Moines and KHOQ Spokane; Mrs. Helen Wyle, in charge of traffic and station relations; Bryn Mortenson, program director, former agency continuity writer and continuity editor of WDAY and WPLIC, Sioux Falls, S.D.; Loyd Salt, sports director, former KGA Spokane news editor; John Fahey, local news and special events, former staff with NBC Chicago as news and special events editor. KREM is employing announcers, operators, headed by Henry Poole, formerly chief engineer at KFIO, Los Angeles.

Build Transmitter CONSTRUCTION is under way on the new transmitter building of KOOL Phoenix, which plans to take the air in June, operating with 5 kw on 960 kc. Licensee is Maricopa Broadcasters Inc., of which Carl D. Haymond is president. The new transmitter building will be modern in every detail, according to James A. Murphy, director of operations. It will be of double brick construction and completely air-conditioned, Mr. Murphy said.

Baltimore's Listening Habit
Saddle bag also contributed of broadcasts SADDLE BAG ofing newspapers, car cards, billboards and Marcia Evenson, succeeding Mary Lee Hawaii to become April Marjorie Molzahn are to Randy Wilf Clement, distinguished K.

Broadcasting

DEL LEESON, new editor at KDYL Salt Lake City, has been named promotion director, succeeding Frank K. Baker, who has resigned to join American Broadcasting Congress as understudy to secretary.

ROBERT BLAKE, trade editor for WOR New York, has been named assistant director of publicity for station.

FRANCES MORGAN, former assistant to publicity director at WABC Boston, has joined WSNY Schenectady, as copywriter and assistant at publicity director.

BILL TRAUM, former promotion manager of WHR, Rockford, Ill., has been appointed assistant manager of publicity.

TOM A. SHANDRO, director of publicity relations of CCOA Edmondson, B., has been presented Beaver Award by Canadian Broadcasters Association for distinguished service to Canadian radio in 1946 for promoting listener relations.

WILF CLEMENT, formerly with H. N. Stovro & Co., station representatives, has joined CHUM Toronto, as publicity and sales promotion director.

LARRY LOWINSTEIN, formerly with WOR New York publicity department on special assignment, has joined WXFN New York, as assistant to Pat Hurley, director of publicity.

RAY SMITH, advertising and promotion manager of KOA Denver, and Marjorie Mollan are to be married April 26.

FARLAND MYERS, of CBS Hollywood production staff, has transferred to publicity as number of WHBH Boston, replaces George Cahen, who resigned to join the ABC Radio Network.

MARY LEE MORSE, formerly with CBS, is now with the network's press information department.

MARCI EVANSON, formerly with public relations department of Young & Rubicam, New York, has been appointed here for publicity and promotion work.

WMMW, new daytime station on 1470 kHz, 1 kw to begin operation soon in Meriden, Conn., has appointed Linda Adams, New Haven representative, to promote the new promotion program for station, utilizing newspapers, cars, billboards and national trade papers.

KTUC saddle bag

SADDLE BAG of its saddle leather, with inscription "Horse Party Vista Tucson" burned on flap, is being distributed by KTUC Tucson, Ariz. Bag contains tacks, news clipping reproductions and letter describing elaborate promotion activities of station for Feb. 15 and 18 broadcasts of "Curtain Call," starring Art Linkletter, from KXWX Tucson. Also included is copy of letter of thanks to Tucson merchants who contributed saddle leather and saddle bags.

KTTC program schedule, which local power company is mailing to customers with monthly power bill.

Sales Manual

TO DEVELOP better understanding of radio as advertising medium for retail merchants, a direct mail piece is being distributed to retailers in area by CKWX Seattle. Each circular in series represents page from complete manual of radio advertising data titled "Merchanting By Mike." Individual letters go into looseleaf binder to be used as sales manual.

FM News Letter

SEMI-MONTHLY news letter is being published by WTCO-FM Savannah, Ga., and is distributed to radio dealers, service men and others interested in FM broadcasting. Titled "WTCO-FM News Letter," publication presents information of radio's activities, in addition to general news relating to FM broadcasting.

Radio Seminar

SEMINAR on radio broadcasting has been conducted by staff members of WBST South Bend, Ind., in cooperation with Indiana U. extension center in that city. Eight members of WBST staff covered various phases of radio field in lectures and demonstrations. Building of network program was explained and possibilities of entering radio as profession were reviewed. Station plans to make seminar a helpful annual event.

News Folder

IMPORTANCE of newscasts is theme of pictorial folder being distributed to the trade by WFIL Philadelphia. Cover presents WFIL microphone in center surrounded by four reproductions of globe for logo and inscription, "First where the News is Made." Report of station's news coverage with pictures illustrating important news events was concluded with statement, "A WFIL folder plus planned promotion equals sales success in Philadelphia."

WOW Report

DETAILED report on coverage of WOW Omaha, Neb., based on BMB reports, has been prepared by WOW and is prepared for booklets. Business is broken down by counties and gives statistical calculation of WOW to other stations in area. One section of booklet is devoted to up-to-date information on marks served by WOW. Preface of report presents BMB circulation maps for WOW, day-time and night-time. Has Contest

HAT CONTEST is being conducted in conjunction with WOW Mon., through Fri., ABC series featuring Ted Malone, which begins March 31. Mr. Malone is asking listeners to send ideas on interesting subjects they would like discussed in his new series. Writers of five best suggestions, which will make up week of programs, each will receive $50 ((Continued on page 21), as made by five top New York has design- ers. Hat may worn in five different styles. Contest ends March 24. Mr. Malone hears them on ABC Radio, Wednesday, Fri., 12:15-12:30 p.m.

Dictionary Page

DICTIONARY page glued to small orange folder is latest promotion piece of CKGW Moncton, N. B., for "Man with the Question" program, aired on CBC. Folder is "A Dictionary may help, but you still have to listen to the Man with the Question . . . to win large cash prizes." Folder is being mailed to every home in Moncton and district. "Meet Your Announcer"

THURSDAY-NAIL biography of WERG Memphis radio editor appears each week in local publication. This Week is devoted to Memphis. Article appears in magazine's radio column, "Turnin' In." and is carried under title "Meet Your Announcer."

KABC Promotion

GIANT postcards, printed in two colors, are being distributed by KABC San An- tonio, to remind listeners of retail merchants who are running promotions to win spot commercials for foods and drugs heard on station. Postcards ask merchants to "cash in on extra demand and extra sales," as a way to offer flower seed to listeners, as means of loosening up good stories in their own flower gardens. Seeds are mailed to listeners upon request.

Sewing Contest

SEWING CONTEST is open to professionals and non-professionals. Entry blanks are to be dropped in the mail, "WOW News," and are open to any retail store in area.

High Man

SPORT event illustration is background for "High Man," which Mr. Malone of WOW Boston, folder titled "High Man."

"High Man," written by "WOW News" to "issue to increase enjoyment of new series, as the "eyes for the ears of Boston fans," giving information about his new series, is offered. First shouldful folder concludes with statement, "Get your "High Man" copy (up) by contacting us or Radio Sales."

Alice Ives Brochure

Two color brochure featuring Alice Ives, women's commentator on WFIL Philadelphia, has been prepared and issued by Katz Agency, New York. Brochure reviews Miss Ives' 15 years of broadcasting and urges prospective sponsors to check with station or agency on time availability on her "Everywoman's Hour" heard on WFIL Mon., through Fri. from 12:30-1:30 p.m.

Sales While You Sleep

EARLY morning program, "The Country Hour," Mon. through Sat. on WBNM Chicago, is featured in latest promotion folder being distributed by station. Front of folder shows cartoon drawing of sleeping sponsor, containing sales in dream and sales in- scription, "Are you wide awake . . . relax while you sleep. Ask us if Radio Sales to plant your advertising message in "The Country Hour."

PKW Promotion

COLORFULLY Illustrated leaflets are being distributed by KQW San Fran- cisco as promotion for "From Union Square," program aired Monday through Friday from 3:30-4:45 p.m., and commentary program "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., commentary program "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m., and "From Union Square," which starts Monday through Friday from 1:30-3:55 p.m.

WOW News

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

Shamrock Sevillants

SHAMROCK fresh from Ireland was distributed by WOOF Chicago, March 17 to participants on "Curbstone Quiz," 1:15 p.m. and "The Morning Magazine," 3:40 p.m. Tallmans were flown from Ireland to station to be used as souve- nirs on shows.

WCAE Schedule

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

'WIFIIL House

NEW RECORD show, "WIFIIL House," on WQXR will be heard on April 18.

VFIL House

WAC Schedule

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

WFOIL House

NEW RECORD show, "WIFIIL House," on WQXR will be heard on April 18.

VFIL House

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VFIL House

NEW RECORD show, "WIFIIL House," on WQXR will be heard on April 18.
**Network Accounts**

**New Business**


**Renewal Accounts**


**Network Changes**

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

**DOMINION GOVT., WARTIME PRICES and TRADE BOARD, Ottawa** (rationing and price formula), Mar. 29 drops "Household Counsellor" on 31 Trans-Canada stations, thru Fri. 11:30-11:45 a.m. Agency: MacLaren Adv., Toronto.


**CBS Affiliates Meet**

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

**BROADCASTING**

**How to Do It**

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

**Sponsors**

**Los Angeles**

Los Angeles, to handle Southern California advertising. Radio is to be used.

**MERCH PEE Co., Chicago,** has assigned Nelson Cheeseman, that city, to handle advertising. Quarter-hour program on WOC, Chicago, and spot announcements on other stations in area are being used.

**SYNCO PRODUCTS Inc., Chattanooga,** has assigned washing compound to Nelson Cheeseman, that city, to handle advertising. Radio to be used.

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

**UNITED FRUIT Co., New York,** March 17 started singing commercial, featuring Chiquita bananas, on approximately 117 stations in 40 markets. Sponsor is not mentioned on transcription which explains use of bananas. Agency: BBDO, New York.

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


**FRED VARNAI, assistant to sales manager of Frederic Ziv Co., Cincinnati, and BEVERLY SHOWHEAD, of Ziv Co. bookkeeping department, have been married.

**Admiral Profits Up**

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

**INSECTIDES**

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

<table>
<thead>
<tr>
<th>REGION</th>
<th>Total BMB Subscribers</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
<th>Don't Know</th>
<th>Unanswered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pacific &amp; Mountain</td>
<td>37</td>
<td>37</td>
<td>13</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>West Central</td>
<td>31</td>
<td>29</td>
<td>24</td>
<td>8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Central</td>
<td>56</td>
<td>26</td>
<td>11</td>
<td>7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic &amp; New England</td>
<td>52</td>
<td>12</td>
<td>32</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Atlantic</td>
<td>55</td>
<td>18</td>
<td>12</td>
<td>12</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CITY SIZE

| Under 500,000 & over | 50 | 10 | 40 |            |            |
| 100,000-500,000       | 43 | 30 | 16 | 6           | 5           |
| 25,000-100,000        | 41 | 30 | 15 | 5           | 9           |
| 10,000-25,000         | 54 | 11 | 19 | 5           | 11          |
| Under 10,000          | 40 | 40 | 20 |            |            |

NETWORK AFFILIATION

| ABC              | 35 | 32 | 13 | 9           | 11          |
| CBS              | 44 | 26 | 19 | 4           | 7           |
| MBS              | 55 | 19 | 12 | 8           | 6           |
| NBC              | 52 | 26 | 22 |            |            |
| No Affiliation   | 21 | 36 | 36 | 7           |            |

CLASS "A" HOURLY RATE

| Under $100       | 40 | 27 | 19 | 5           | 9           |
| $100-199         | 50 | 28 | 11 | 4           | 7           |
| $200 and over    | 50 | 16 | 28 | 3           | 3           |

TABLE V
"From what you have seen of BMB's operation so far, how do you evaluate BMB's educational efforts in explaining the uses of its data?"

<table>
<thead>
<tr>
<th>REGION</th>
<th>Total BMB Subscribers</th>
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<td>South Atlantic</td>
<td>30</td>
<td>30</td>
<td>34</td>
<td>6</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

CITY SIZE

| Under 500,000 & over | 20 | 30 | 50 |            |            |
| 100,000-500,000       | 11 | 33 | 43 | 5           | 8           |
| 25,000-100,000        | 20 | 31 | 33 | 8           | 8           |
| 10,000-25,000         | 22 | 27 | 35 | 5           | 11          |
| Under 10,000          | 20 | 47 | 33 |            |            |

NETWORK AFFILIATION

| ABC              | 15 | 39 | 33 | 2           | 11          |
| CBS              | 19 | 30 | 37 | 7           | 7           |
| MBS              | 27 | 33 | 26 | 8           | 6           |
| NBC              | 15 | 26 | 52 | 7           |            |
| No Affiliation   | 15 | 14 | 57 | 7           | 7           |

CLASS "A" HOURLY RATE

| Under $100       | 21 | 36 | 28 | 5           | 10          |
| $100-199         | 20 | 30 | 37 | 9           | 4           |
| $200 and over    | 10 | 25 | 59 |            | 6           |

BMB Methods
(Continued from page 28)

Central managers are most critical (Table V).

LARGE city managers (500,000 population and over) lead the criticism among the city-size group, with criticism tending to decrease as size of city decreases. Again, Mutual affiliates show most appreciation for BMB's educational efforts, although 26% of its stations labeled them as "poor." Least impressed are non-network and NBC stations.

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

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

**Audience Increase**

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

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

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

| Management            | 50 | 24 | 5 | 14 | 7 |
| Research formula      | 30 | 31 | 18 | 15 | 6 |
| Selling Methods       | 41 | 22 | 19 | 8 | 10 |
| Reporting Methods     | 45 | 25 | 18 | 5 | 7 |
| Educational Efforts   | 19 | 32 | 37 | 5 | 7 |

In Chattanooga

THE OUTSTANDING STATION FOR 21 YEARS

Has Been

WDOD

5,000 Watts Day and Night

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

March 24, 1947 • Page 65
**We haven't bothered our Qua-Quaes**

*Those Hot Hottentots—Joe Webster.*

**MEMPHIS**

The Qua-Quaes are not our market, and we'd be in hot water trying to sell them. In this rich Mid-South market we know peoples' radio preferences and buying habits. That is the reason for so many renewals on WHBQ.

**CALL**

**W. H. BEECU**

**RAMBEAU**

New York • Chicago • Hollywood

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**The Spartan Women and the Chambray**

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

**WSPA**

Spartanburg, South Carolina

500 watts day and night. 850 XE. Rep. by Hollis Valley CBS Stations for the SPARTANBURG-GREENVILLE Market

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**TECHNICAL**

**BILL HAIRED, assistant chief engineer that WHIT New Bern, N. C., has been named chief engineer, succeeding DAVE HARDISON. Mr. BROADBENT has joined WHIT engineering staff.**

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

**GEORGE SCHMID, WXBR New York engineer, has announced his engagement to Phyllis Sixklock.**

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

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

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

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

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**New Type Phone-Radio Hookup Ready for Farms**

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

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

---

**KROI Adds to Staff**

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

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

---

**Farm Set Ownership Is 75.9% In Final Tabulation by Census**

**FARM SET** ownership, as revealed from the Bureau of the Census as of Jan. 1, 1946, according to final results of the 1945 Census of Agriculture made public last week by the U. S. Census Bureau.

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

**Use of Machinery**

Use of machinery on farms increased rapidly during the five-year period, with 2,787,624 reporting electricity compared to 2,032,316 in 1940. In 1945 1,866,109 farms had telephones compared to 1,526,964 in 1940. Use of mechanical devices such as tractors and trucks also increased rapidly, increasing farm production and enabling farmers to send more products to market.

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

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

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

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

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

For all broadcasting services—domestic, television, overseas programs—the estimate is 15,250,000 pounds ($53,400,000). This is an increase of 1,856,000 pounds ($742,400).

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

With the fuel crisis ended, the BBC restored its night television programs March 12, but it was only a partial resumption of the former sched of five hours daily.

Continuing to cooperate with the request for voluntary curtailment of electricity, the BBC held back on morning and afternoon telecasts. In addition, the Home and Light Networks remained on reduced schedules, being off the air completely five hours daily.

More controversial religious broadcasts will now be allowed, the BBC Board of Governors announced.

By this move, the BBC hoped, perhaps, to be able to satisfy minority religious groups that have complained the Church of England was favored in religious broadcasts.

A recent critic was the Rev. H. W. Kemshall, minister of Scarborough Unitarian Church, who said religious broadcasts “are very carefully chosen and always carefully edited. The result is a mass of platitudes and superficialities designed to stop people thinking rather than to encourage them to do so.”

Geoffrey Cooper, Labor member of Parliament and BBC critic, told the British Songwriters’ Protective Society.

Capt. Houel Fagan

CAPT. HOUEL (Jim) FAGAN, 33, former Chicago-Philadelphia announcer and actor and with Army Ground Forces, Information Division, Pentagon, Washington, died following short illness at Station Hospital, Fort Belvoir, Va. He was narrator-announcer on Army’s Division Diary on MBS. He is survived by wife and son.

CBS Withdrawing WCCO FM Request

Network Says Several Factors Complicate Its FM Plans

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

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

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

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

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

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

Milestones

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

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

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

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

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

The Women's Advertising Club of Baltimore March 15 celebrated its 25th anniversary with a dinner dance at the Sheraton-Belvedere Hotel, that city. ...Jimmy Durrant and Garry Moore Marshal start their fifth year together on their regular broadcast over CBS. Show is sponsored by Rexall Drug Co. through N. W. Ayer & Son, New York. ...Fred Robbins, m. c. of the WOV New York 1580 Club record show, was to be given a Town Hall testimonial concert by artists in the modern music field on his seventh radio anniversary, titled "Great Names in Modern Music." Concert was to feature artists and instrumentalists from various orchestras. Mr. Robbins was to receive an award for contribution to popular music appreciation.
Casual Reader Likely to Misinterpret Anonymity Statement, Dillard Thinks

Editor, Broadcasting:

As a reporting medium to the trade, Broadcasting is known by its readers for its excellence of coverage and authenticity in reporting. So much so, in fact, that it is my feeling that quotations made therein and reported by Broadcasting are accepted by the trade as authoritative, even though such quotations may be direct reporting only and not necessarily expressing the views of Broadcasting or the trade in general. As a result even promiscuous irresponsible statements printed for their news value have lent them an authenticity accepted by the trade because they appear in Broadcasting.

There is one such statement appearing in the March 17 Broadcasting, harmless if analyzed literally but damaging to FM in its interpretation by the casual reader. Says the anonymous manufacturer who is quoted, "There has not been an FM receiver yet that worked perfectly." Certainly everyone will agree that there has never been an FM receiver that has worked perfectly no more than there has been an AM or television receiver that has worked perfectly.

I am not one to criticize the author for his strict literal use of the words "worked perfectly" since after all perfection has never yet been attained in any science. Nevertheless, to me, this represents a play on words, the inference being that there are no FM receivers providing satisfactory service. The quotation is anonymous. Was it made by a reputable volume producer of FM receivers? With the broad implications which are drawn in the general statement and the anonymity of the author, every manufacturer of radio sets, AM and FM, is under suspicion for making the statement—all the more reason why the true author and his business associations should be disclosed. I realize that it is within the prerogatives of Broadcasting to withhold the name of the originator of this statement; yet it is my feeling that when such statements are made proper credit should be given to him who speaks that proper credit or discredit in later years will fall upon the shoulders of those who feel that they should make such statements "in the public interest."

EVERETT L. DILLARD,
General Manager
WASH and KOZY.

ORSON WELLES has been presented with citation for his "radio campaign against racial and religious bigotry" by Schuberg Collection of New York World-Telegram and Sun, which conducts nationwide poll to select citizens of the year based on honor roll of race relations.

Music for Desert Isle NOVEL recorded musical show, titled "Music for a Desert Isle" has been started Walter, TKF, New Westminster, B. C. Show is based on audience participation. In addition to regular musical selections he would like to have a voice-over and speakers and plants to the desert island. Program is built through humorous answers.

Local Salutes SALUTES to Lancaster, Pa., boroughs are presented on "Friends and Neighbors" programs on WLOK Lancaster, Mon. through Fri. 6:30-10 a.m. Salute is in form of recognition to local citizens who has done outstanding work in their communities. Receiving honors is Joe GE click switch alarm clock. Citizen from different town is saluted each day.

Operation of Radio TO ACQUANT public more thoroughly with operation of radio in general, new weekly radio program, "Scoreboard" program, aiired Mon. through Fri. 5:55 p.m. on WHOB New York, sponsored by the National Broadcasting Co. programs promote public interest in sports. The program reports on police departments of city and county, and concludes show with scoreboard report of accidents of week.

"Home, Sweet Home," and there are 67,194 radio homes in WRRF's territory

"WRRF's territory had a population of more than 600,000 persons. NOW 5000 WATTS

In Eastern North Carolina the regional station is WRRF. This rich area is one of the oldest in the nation, and is the heart of the Bright Leaf Tobacco belt. WRRF is a member of the Southern Radio Network, and the Carolina Network, and is operated by the WRIF Company, Inc.

In local business the station is the "Voice of the Business World." WRRF is the "Voice of the Business World."

For more information, write to WRRF, Washington, N. C., or call "Kilo-Seven" on any of the local telephone exchanges.
FCC Actions

March 20 Decisions...BY COMMISSION EN BANC

AM-1400 kc

AM-520 kc

AM-1000 kc

AM-1510 kc

AM-980 kc

AM-1220 kc

AM-1490 kc

WLBL Inc., Laurens, R. C.—Granted CP for new station 860 kc 250 w; engineering conditions.

Assignment of Licenses

WWCO Waterbury, Conn.—Granted to satisfy consent to assign of WWCO from partnership composed of Mitchelli G. O., Ruben R., Aronheim and Milton H. Meyers, to Mat- tuck Broadcasting Co., for consideration of $30,221. Each partner will be an officer and/or director and will hold 1/3 interest.

Assignment of CPs

Wilk Wilkins, P.—Granted consent to assign license of CP from partners to Quincy Broadcasting Co., Inc., for compensation of $30,221.

Cancellation of CPs

KROX Clive, N. M.—Authorized cancellation of CP for new station and mod. thereof, and deleted all records relative thereto, upon request of per-
Television Boom
(Continued from page 18)
the GE Receiver Division at Bridgeport, Conn.
"GE resumed its developmental program in black and white television at the close of the war and has been in production on transmitters and supplementary equipment for some time. This equipment is being made at the company's plant at Syracus." John Hoge, vice president of U.S. Television Corp., which has concentrated on production of large screen projection receivers for use in hotels, clubs, etc., said his company is "very pleased with the decision, as we are of the opinion that color television is five to ten years away for practical purposes."
Benjamin Abrams, president of Emerson Radio & Phonograph Corp., whose 10-inch screen console video sets are expected to reach retailers early in April, with a table model to follow shortly, told Broadcasting that he is "100% in accord with the decision." He expressed the belief that the FCC action will "clear up the picture so that set manufacturers can go about with greater certainty." He said he hoped that "when color comes it will be an all-electronic system so there need be no obsolescence of black-and-white receivers."
Du Mont Statement
In the statement for Du Mont Labs., Dr. Allen B. Du Mont, president, said:
"The formal decision of the FCC deferring the establishment of color television standards is of greatest importance, and cannot be too highly stressed. The effect should be widespread and instantaneous. The FCC recognizes that further development is necessary before color television can be offered to the public.
"The decision comes at an opportune time. Many radio manufacturers have withheld their television activities awaiting this decision and the public has been slow to purchase television receivers until this important question was settled. Manufacturers can immediately proceed with their production plans and make many more receivers available for the fall market.
"The decision by the Commission indicates their conclusion that much additional development work is needed before color television is ready for public consumption. Color pictures are vastly inferior to black-and-white pictures as regards to brilliance, detail and size. It was further demonstrated that high-frequency transmission necessary for color pictures was only practical when transmitter and receiver were within line-of-sight. This factor, in itself, greatly reduces the coverage of color transmission, and some method must be devised to overcome this before color pictures com-

Legislative
Mill
S. 265—To prohibit broadcasting of "any advertisement of alcoholic beverages. . ." scheduled for hearing before Senate Interstate and Foreign Commerce Committee May 12.

GE Begins Distributing Console Video Receiver
GENERAL ELECTRIC Co. last week began distribution of its first postwar television receiver, a console model with a 10-inch direct-viewing tube and including AM radio as well as the full commercial television spectrum. It will retail for $649.50 exclusive of installation charges.
Two types of television dealerships are being set up by the company, with local distributors having the choice of either or of a combination. One type is the "servicing dealer," whose personnel and facilities have been adjudged by GE video engineers as able to handle completely the installation and servicing of GE video receivers. The other type, the non-service dealer, will serve as a sales agent only, with installation and servicing handled by a factory-approved service agency. At the outset, all New York GE video dealers will be of the non-service variety, while in Connecticut all will be servicing dealers.
Paul L. Chamberlain, manager of sales for the GE Receiver Division said that moderate production of video sets is now under way, with gradual acceleration planned. Two other models will be added to the GE television receiver line at a later date, he said.

Current Deficit of CBC Explained by Dr. Frigon
A DEFICIT in the current fiscal year and careful operations in the new fiscal year starting April 1, are announced by Dr. A. Frigon, CBS general manager, in the March issue of Radio, CBS staff monthly. CBC does not count on more commercial revenue in the new fiscal year, but expects an increase in listener license fees. CBC expects "the construction of four high-power (50 kw) stations being built this year will not affect our future budgets, because revenues from the sale of time on these stations will more than compensate for their operating costs."
Dr. Frigon points out that the CBC has two sources of revenue, license fees (listener and independent broadcasting stations) and "the so-called commercial revenues" in 1946-47 amount to approximately $3,080,000 and $1,770,000 respectively. In the 1947-48 fiscal year CBC is budgeting for approximately $8,000,000, of which $2,456,000 will be for salaries and superannuation charges.

KSMO Dedicated
KSMO, 1000 w on 1560 kc and dedicated by the Amphlett Printing Co., San Mateo, Calif., was officially dedicated March 17. Following the inaugural ceremonies on the air, a reception was held in the local Benjamin Franklin Hotel.

UST Video Sales Rise; Plan Popular-Price Line
UNITED States Television Mfg. Corp. last week disclosed that during the past six months the company's shipments of television sets have totaled $447,357, rising from $11,487.50 in September 1946 to $167,080.75 during February 1947. Company president said "a substantial profit" for January and February.
UST video receivers include two "big picture" models, projection sets with screens 21 1/2 inches, the bar model priced at $2,900, the home model at $2,300, with an additional $85 installation charge for either set. Reporting that it is "selling every big picture home model it can produce," UST said that it is also now delivering a 10-inch direct-view console model at $895. In addition to these units, all including AM and FM radio, short-wave and automatic phonograph, UST plans on producing a popular-priced video line at a later date.

Mrs. June Jackson
Rumel M. Seeds Company
Chicago, Illinois
Dear June:

[Continued from page 18]
Succeeds Fair

JOHN HAGARTY KERRIGAN, who has been in broadcasting 15 years, has been named program director of WHO Des Moines. He succeeds Harold Fair, who resigned last week to become director of the new NAB Program Dept. (see separate story). Mr. Kerrigan joined WHO in 1939 as singing announcer, being promoted to production manager in 1941.

By-Laws Revision

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

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

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

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

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

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

Recommendations Likely

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

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

Cost of the stripped new building last year was approximately $225,000. It contains four complete floors, along with basement and attic. Extensive structural changes were required to meet local regulations and to adapt the building to office use. Original completion date was set for last autumn, but legal complications along with material shortages caused considerable delay.

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

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

Richards Well Known

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

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

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

Mr. Richards left WAIU in 1936 (Continued on page 79)
NAB Adds
(Continued from page 71)
to join the editorial department of the Cincinnati Post, where he served also as a newsman-news-\(\text{er}\) on the newspaper's station, WCPO. In 1938 he was named production director of WSOP Toledo, managed by Mr. Ryan. When the latter was appointed to the broadcast censorship post in 1941 by Byron Price, Office of Censorship Director, he took Mr. Richards with him as assistant.

Margaret Elliott, Mr. Richards's secretary at Broadcasting, will continue as his secretary at the NAB when he takes over his duties April 15.

Mr. Howard has been given an indefinite leave of absence by Mr. Dumm, who told Broadcasting: "I am honored that NAB should select Mr. Howard for this important assignment. I am glad to do so again."

Alfred E. Towne, chief of transmission transmitter facilities for Associated Broadcasters, will assume Mr. Howard's duties. He has been with Associated 11 years.

Mr. Howard reports to NAB May 1.

Widely Known in Radio
"Doc" Howard, widely known in the industry as an engineering executive, consultant and inventor, was appointed engineering vice president of Associated Broadcasters and Universal Broadcasting Co., San Francisco, in May 1945. Wesley I. Dumm is president of Associated and Universal. The company owns and operates KSFO San Francisco and international stations KWID and KWIX.

Mr. Howard also is engineering director of KXL-A Pasadena.

During the war he served as director of a special scientific staff at headquarters BETUSA for Office of Scientific Research & Development with the Army in Europe. He was hospitalized as a result of enemy action. He is a pioneer in shortwave and aircraft communications. The last 12 years he has directed the 100,000 w KWID and the 50,000 w KWIX. He is inventor of the Progar, a robot monitoring system used at KSFO several years which already has received wide acceptance in the postwar development period.

Mr. Howard is a senior member of IRE and past chairman of its San Francisco section, as well as radio representative for the combined engineering societies. He was a member of the International Committee, Board of War Communications, former NAB Engineering Committee member, and American Institute of Electrical Engineers. He has served on the international and standard broadcasting committees of Radio Technical Planning Board.

Mr. Fair, 45, has been in broadcasting since 1921 when he organized his own dance band in Chicago, where he attended

INVEST YOUR AD DOLLAR

WCKY 50,000 WATTS OF SALES POWER

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THOMAS TO LEAVE NBC; SUCCESSOR IS SOUGHT

THE SUCCESSOR to Lowell Thomas, NBC newscaster sponsored by Sun Oil Co., will be determined during the period between March 26 and April 30 when three radio commentators each will air a special five-week series of news broadcasts on NBC affiliates. Mr. Thomas leaves NBC next fall to be sponsored on CBS.

The three newscasters, all of whom will broadcast at the same time that Mr. Thomas is on NBC, are Kenneth Banghart, WNBC New York, George Putnam, WBZ, and Alex Dreier, NBC Chicago. Mr. Bang- hart will broadcast on WBBM Chicago, Mr. Banghart will broadcast on WBZ Boston-Springfield and Mr. Dreier on WWJ Detroit.

Lowell Thomas will continue to be heard during this test period on the remaining 30 stations of the Eastern network on which he is now sponsored by Sun Oil.

allocations, including recommendations and reports on applications, equipment, service, and interference. He was one of the authors of the "Standards of Engineering Practice governing broadcast and other radio services; was technical director in allocations studies and television hearings, and was in charge of FCC technical work in connection with the clear-channel proceedings and the recent revisions of AM Engineering Standards.

Mr. Adair served as delegate to the Conference on Frequencies for Liberated European Countries which was held in London in September 1945, and was technical advisor to the Second NARBA Conference in Washington in February 1946.

He is a member of the Advisory Council of the Central Radio Propagation Lab.; the Federal Radio Engineers Committee; the Advisory Council to the Air Safety Division of Aeronautics Assn., and is FCC's representative on the Radio Technical Planning Board. He is also on the advisory council, for radio matters, of Stephens College, Columbia, Mo.; is Fellow of the Institute of Radio Engineers, and is honorary life member of the International Municipal Signal Assn.

Mr. Adair, 43, is a native of San Antonio, Tex., and a graduate of Texas A. & M. College, and since high school days has been engaged in electrical work. He was with the Radio Engineering Dept. of General Electric Company about three years and a half years following graduation from college in 1926, and from 1929 to 1931 was associated with Strauss Bodenheimer, Texas electrical distributor, in work which gave him additional experience in problems of radio interference, service blanketing, cross modulation and static.
TV Summary

(Continued from page 14)

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

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

Moreover there are several factors concerning the tests upon which the Columbia testimony is based which seriously minimize the value. In the first place, these tests were conducted with a relatively small group of persons. In addition, all of these persons were not only employees of Columbia but in addition were employees of the department which has responsibility for the visual circuit color television. Finally, even these tests showed that there was a great difference of opinion among individual observers as to what constituted acceptable flicker. Thus, the results of the tests are to be given any weight, there are serious doubt as to whether the results are satisfactory not merely to 50 or 60 people but to the great majority of viewers.

Second Limiting Factor

A second factor to a considerable extent applicable to the Columbia tests arises from the fact that they are based on a viewing ratio of 7 to 1, that is, the observers were seated at a distance of seven times as much as the height of the subject. The witnesses testified that the optimum viewing distance was 4 to 1.

It is self-evident that the tendency to observe flicker increases as one draws closer to the screen, just as one draws farther away. Many home owners will undoubtedly find it impossible to place their receiver in the best possible position for viewing. Since this is so, the Commission in setting standards must make it possible for the system to be used in the average home and under normal circumstances.

In summary, the Commission is unable to conclude from the evidence that the brightness of the Columbia picture is adequate for home use. Under normal circumstances or that it can be shown without encountering objectionable flicker. In the absence of more convincing evidence on the point, the Commission is of the opinion that the Columbia picture is satisfactory only with flicker alone. The risk of approving the Columbia standards at this time is that color television be produced and rapidly alter the three primary colors in the picture has a chance to get into production under certain circumstances. . . . During the demonstration period, the observers associated with those companies operating a demonstration system which color breakup was apparent, while Columbia stated that there was no color breakup. However, the Commission's opinion is that the question of whether or not there is nor is not subject to the individual viewer and hence there is no substitute for testing the system in a representative number of homes under normal conditions. A wide variety of subject is presented over a fairly short period of time.

(3) Receiver design.---It is obvious that the receiver will not be wholly satisfactory unless larger viewing screens are used. At the present time there are 20-inch direct-viewing tubes for use in color television. Incorporating a viewing tube of that dimension into the Columbia color television system involves some difficult problems.

Larger pictures, of course, can be produced by means of a projection receiver. On this point, Columbia testified that it had built such receivers. In the past but at the present time the receivers have not been satisfactory. It is well known that projection receivers are more difficult to produce and cost more than a direct-view receiver similar to the Columbia receiver. The Commission is not disposed to the serious doubts concerning the adequacy of the brightness of the Columbia system. The Commission is of the opinion that while the Columbia receiver, as a whole, is not the one best possible, it is, and only a better receiver can be of good quality at a reasonable price.

(4) Color breakup.---One of the points which has been raised was whether the sequential color system make is that since the color band is contained in a narrow channel is produced by an alteration of the three primary colors in the picture, the color in the picture has a chance to get into production under certain circumstances. . . . During the demonstration period, the observers associated with those companies operating a demonstration system which color breakup was apparent, while Columbia stated that there was no color breakup. However, the Commission's opinion is that the question of whether or not there is nor is not subject to the individual viewer and hence there is no substitute for testing the system in a representative number of homes under normal conditions. A wide variety of subject is presented over a fairly short period of time.

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(6) Design of other equipment.---No equipment has as yet been developed which will operate in the upper part of the television band. Receiving antennas of fairly complex design have been built and tried out to some extent: antennas of this type will not be adequate for good reception of the upper television band. As existing test of the antennas should therefore be neglected.

So far as studio and pickup equipment concerned, Columbia stated that it had built such equipment and has pointed it out to the Commission. The Commission is of the opinion that the antennas are suitable for reception of the upper television band. As existing test of the antennas should therefore be neglected.

The Commission, however, cannot escape the conclusion that plans of the fundamental form of a color television system have not been adequately tested and that need exist for further experimentation before it is too late. It is hoped that all persons with a serious interest in the future of color television will continue their experimentation in the field in the hope that a satisfactory system can be developed and demonstrated at the earliest possible date.

III

In addition to the question of field testing, the Commission is of the view that further experimentation is necessary in the color television field. In the case of the Columbia receiver, as a whole, is not the one best possible, it is, and only a better receiver can be of good quality at a reasonable price.

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Two Chief Problems

Two specific problems, in the Commission's opinion, should be carefully investigated in any field testing. One, that is, be further experimentation looking toward the development of more effective sequential color systems is undertaken. . . . The objection of large numbers of television receivers manufacturers that the 30-inch black-and-white television receivers are manufactured in a price range which owners cannot afford.

Secondly, any further experimentation should be conducted along the line of finding methods of transmitting color television over normal lines. It should be emphasized that the color television system be chosen which demonstrates the desirability of a system which would permit present television receivers, simply by adding a converter, to receive color. Many home owners will undoubtedly find it impossible to place their receiver in the best possible position for viewing. Since this is so, the Commission in setting standards must make it possible for the system to be used in the average home and under normal circumstances.

As a result of the Commission's opinion and in the case of the broadcast of stations broadcasting color programs in the 240 to 490 mc band. This so-called principle of compatibility, the Commission is of the opinion that if a choice must be made, it is the development of the best possible system by employing the narrowest possible band and which makes possible in the hearing. Making the best even better!

Now—along with "The Texas Rangers"


The Texas Rangers

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

 Broadcasting • Telecasting

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Move to Abolish OIC Is Foreseen

Majority of Subcommittee Favoring Abandonment Of Federal Agency

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

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

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

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

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

It was during the Senate hearings that first mention was made of the International Broadcasting layer, affiliated with the Dept.'s Overseas Voice Broadcasting Dept. (BROADCASTING, May 20, 1946).

OIC Supporters

If the OIC is stricken from the State Dept. budget in the House it is expected to be reinstated by a Senate Appropriations Subcommittee headed by Sen. Joseph H. Ball (R-Minn.). A number of Senate committee members—probably a bi-partisan majority—have been recorded in favor of State Dept. cultural affairs programs.

Of the 11 members on the Senate committee those sympathetic to OIC are expected to include beside Chairman Ball, Senators Styles Bridges (R-N. H.), Homer Ferguson (R-Mich.), Leverett Saltonstall (R-Mass.), Millard E. Tydings (D-Md.), and Theodore F. Green (D-R. I.).

The $10,000,000 earmarked for international broadcasting represents an increase of $2,500,000 over last year's request, exclusive of the deficiency request for $6,000,000 for relay facilities.

A slash in OIC requests would probably present a major obstacle to Assistant Secretary Benton's plan for the International Broadcasting Foundation, expected to be transmitted to Congress by April 6. Since IBF presumably would assume the entire burden of international broadcasting now borne by the State Dept., present funds for that function would probably merely be transferred from the OIC to IBF.

IBF proposals were completed by Mr. Benton several weeks ago, but were delayed by the Budget Bureau where, it was learned, there were demands for a strengthening of the role played by Government in administration of the Foundation.

Varying degrees of support for OIC's international broadcasting are expected; this year as last, from NBC, CBS, General Electric, Crosley Corp. Six of seven private licensees who lease their transmitters to the State Dept. have already indicated a favorable position on government participation in international broadcasting [BROADCASTING, Feb. 24].

MAC MOSHER has been appointed supervisor of broadcast operators at CBC, international broadcasting service, Montreal, succeeding Gabriel Archambeault who resigned to open Canadian school of electronics.

U. S. May Drop Its Foreign Broadcasts

Benton Calls Move Inconsistent With Greece-Turkey Aid

RECOGNITION that Congress is considering abolishing State Dept. overseas voice broadcasting was noted last Wednesday by Assistant Secretary of State William Benton in an address before the Foreign Press Assn. in New York.

He characterized as "paradoxical" the fact that Congress "seem favorably disposed towards appropriating $400,000,000 to support President Truman's proposal for Greece and Turkey...

But it is expected to include only $400,000,000 to support President Truman's proposal for Greece and Turkey...

He declared that the Office of International Information and Cultural Affairs is needed to correct "distortions and misconceptions that are deliberately spread throughout the world about the United States."

Russia, he indicated, has the most efficient propaganda machine in the world which includes a total of 26 shortwave program-hours a week in 31 languages. Part of Soviet effectiveness, he pointed out, is due to internal Communist organizations which carry the Russian line deep into the populations of the countries where they operate.

He declared that the United States "can learn much from other countries" which are conducting information programs with a rea aim to build mutual understanding through international information and cultural activity.

"But if information is debased into propaganda in the American sense of the term," he added, "and if an information organization is largely devoted to psychological warfare, to building up hostility and fear toward other nations, this, of course, tends to create a world environment of fear and suspicion."

WADHAM & CO., Portland, Ore. (c.f. fee, canned goods, spices), has appointed Short & Baum agency, that city, to handle its radio advertising.

FARM STATION?

Yes! For twenty years our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in Topeka

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Miller Analyzes (Continued from page 17)

the job and another equal amount for not doing it. FM and television already have raised a few jurisdictional issues. Scientific developments as yet unforeseen will raise many more.

Requiring unions to bargain should beautifully supplement the Taft-Hartley Act, if its constitutionality is upheld, and should mitigate the loss if Supreme Court scraps it. The American Federation of Labor never has been noted for bargaining. It writes its laws, it determines its scales of pay, it determines how many men the employer shall hire. Once in a long while a local will try to work out a deal with an employer, or the international president will try to talk some sense into the heads of an obdurate local.

The usual tactics, however, is to issue a “take it or leave it” ultimatum. The prime example of this was the 1942 convention’s decision not to make phonograph records after August 1 of that year—period! Not until Senator Wheeler and a Senate Committee turned terrific heat on Mr. Petrolino would he say under what conditions he would make records. That is not collective bargaining, and Congress is going to give the goose some of the gander’s sauce.

Seizure Bill

Only one proposal before the Senate and House labor committees should really worry either the broadcasting industry or its unions. That is the bill to permit government seizure of a public service industry when a strike threatens, with working conditions frozen and profits going to the government. Even without the latter feature, ask the man who has had dealings with what he thinks of seizures—ask John L. Lewis or Sewell Avery. Try as it will, the government just isn’t able to run a business without fouling it up to a greater or lesser degree. And once the government moves in, there’s no telling how quickly it’s going to get out. That’s especially the case in an industry like broadcasting where a considerable number of misguided souls would like to see the government run it anyway.

Seizure legislation got its greatest impetus from the recent Supreme Court decision giving John L. Lewis a $710,000 kick in the pants for calling a coal strike last November while the coal mines technically were in possession of the government. Some short-sight ed Congressmen got the idea that if seizure could both stop a strike and whom John L. in the process, it must be good. Any long-range thinking will quickly bring the opposite conclusion. Broadcasting, probably more vulnerable on this score than any other industry, should speak its mind quickly.

In FM Poll 90% Vote For No Commercials

CHICAGO FM listeners indicated an overwhelming desire for a non-commercial operation as a result of a mail poll conducted by WEFM, Zenith Radio Corp. station in Chicago.

Ted Leitzel, Zenith publicity director and manager of WEFM, said the company had decided to make its first audience survey in seven years of operation and for the past two weeks has asked listeners (estimated at 65,000) to express their opinion about the station’s program policy.

Although he termed the 7,000 letters received as a “poor response” over 90% of those responding indicated they preferred FM without commercial sponsorship. The remainder said they would listen to commercial programs rather than see the station go off the air. Mr. Leitzel said that although WEFM was costly to operate, Zenith was not in favor of accepting commercial sponsorship “at the present time.” He voiced the opinion that in Chicago FM is in competition with too many commercial stations to provide listeners with sponsored programs.

“As it is, WEFM is the only Chicago FM station [WGNB recently went commercial] to provide listeners with programs free of singing commercials and other objectionable announcements,” he said.

FM DEMONSTRATION IS PLANNED BY FMA

A DEMONSTRATION of FM’s full fidelity will be presented April 14 in Albany when the FM Assn. holds its meeting [Broadcasting, March 17], Leonard L. Asch, temporary chairman, announced last week.

An NBC symphony orchestra, with soloists, will originate a special program for the FMA meeting over WGFM Schenectady, the General Electric FM station. It will be received by air at the convention headquarters, the Ten Eyck hotel.


Webster (Continued from page 17)

since Mr. Porter’s resignation two years ago, the FCC will have its full complement of seven members. Mr. Webster presumably will be available for voting on all matters in which the votes are involved. This condition has hampered the Commission in many instances in recent months.

On Floor Tuesday

The Webster nomination, applauded generally throughout the radio and communications fields, likewise was accepted virtually unanimously by the Senate. Senator Emanuel White (R-Me.) of the Interstate Commerce Committee, brought the nomination to the floor Tuesday with the comment that it was the only one on the calendar which was there with “no opposition.” This was so despite the fact that Mr. Webster politically is an independent, and has never voted. He is a native of voteless Washington.

Mr. Webster, it is expected, will hew closer to the conservative line on the FCC typified by Commissioner E. K. Jet, himself an engineer, and more recently by Chairman Charles R. Denny. Commissioner Ray C. Wakefield, California Republican whose term expires June 30, also has been swinging to the right in recent weeks, but evidently has retained his affection for Blue Book type cases involving programming and business considerations so vigorously supported by the Durr left-wing element, heretofore in the majority. Commissioner Wakefield is a candidate for reappointment, but there is known opposition prevalent in regular Republican ranks.

NBC Program Conference Will Be Held in 3 Cities

WITH SPECIAL emphasis placed on local programming, listening trends and daytime programming, a series of three-day program and production conferences for program representatives of NBC affiliates and NBC Program Dept. executives will be held successively in New York, Chicago and Hollywood beginning May 14. The schedule is: New York, May 14, 15 and 16; Chicago, May 21, 22 and 23; Hollywood, May 27, 28 and 29.

The NBC Program Dept. under the supervision of Clarence Men ser, inaugurated the series last year to effectuate closer coordination and understanding between the network stations. Mr. Men ser will conduct the conference this year also.

Transmission Situation”; Elliott Sanger, vice president and general manager of WQXR-WQXQ New York, on “Programming FM Based Upon AM Experience.”

The new GE film, “Naturally It’s FM,” will be premiered at the Albany meeting.

Among FMA officials scheduled for short talks are Roy Hofheinz, president; Leonard H. Marks, general counsel, and Bill Bailey, executive director.

KSFO MUSIC PAYS OFF!

Advertisers, are cashing-in on KSFO’s music policy. Write for the “Music Story” and learn who’s out. San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station. Ask your Universal Radio Sales rep.

KSFO

SAN FRANCISCO

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Radio Labor
(Continued from page 17)

people requires a positive labor policy recognizing mutual rights, functions and freedoms of management, labor and the public. Present laws do not afford this protection nor do they prevent collective bargaining abuses, he said, mentioning those arising from closed-shop monopolies held by some unions.

Besides retarding economic growth, these abuses limit freedom to select occupation and impair business efficiency, he continued. He noted that the two conditions of a mass of evidence on the subject and suggested legislation should create "the proper environment for peaceful industrial relations," besides assuring individual right of employment, efficient functioning of private enterprise and recognizing "that rights are balanced by responsibilities."

‘Free Radio Imperative’

"A free radio is imperative to American democracy. It would be as dangerous to the welfare of the people if unions were able to control radio operations as if private-ownership monopoly were permitted." He reminded that America's national policy is to prevent concentration of monopoly ownership, with union dictatorship as repugnant in broadcasting as in other industries.

Judge Miller said the closed shop, and particularly the closed shop membership and the secondary boycott, "are powerful instruments which must be closely restricted, just as has been done with respect to similar instruments formerly used as a flagrantly union business and a genuine restraint of trade."

He condemned the secondary boycott as "a flagrantly union practice and a genuine restraint of trade," contending it should be an unfair labor practice for employers to use concerted action to withhold their patronage or services from customer, dealers, distributors or suppliers of an employer.

This instrument of industrial coercion and control has been used against radio, and others are proposing it, he told the committees, with NAB unalterably opposed to it. Action by Congress to make secondary boycotts unfair, he suggested, should cover services as well as goods, and prevent distorted use of the union label.

Wildcat, jurisdictional and sympathetic strikes should be made illegal when they involve breach of contract, he said. Recent NLRB ruling denying protection to workmen who violated a nonstrike provision of a collective bargaining agreement was not guilty of unfair practice was cited. Specific amendment of the Wagner Act, Judge Miller proposed, should incorporate the NLRB ruling and also encompass wilful, sympathetic and jurisdictional strikes.

His Royalty Payments

He called royalty payments on production or services unsound when paid to unions for their unrestricted use. He said this amounted to a grant of taxation power to the union and that he feared spread of the practice through the American economy.

As to featherbedding, he proposed that if collective bargaining and private enterprise are to be compatible, "the process should, and will, cover basic work conditions rather than special problems." He said NAB does not believe collective bargaining should give a union power to limit or fix the number of employees for a company.

With development of FM and television, Judge Miller predicted, radio may experience intra-union conflict that has hit the movie industry. In this category he listed disputes between rival unions that forced cancellation of television programs and platter-turner controversies. "We strongly urge that Congress establish machinery within the NLRB, or otherwise, to resolve jurisdictional claims," he concluded.

Text of Letters

Text of the letter sent to the committees follows:

I call the special attention of the House Committee on Education and Labor to the position of this company with respect to pending labor legislation.

"Following full discussion of our Board of Directors, on Jan. 9, 1940, of the secondary boycott, I issued, at the Board's direction, the following statement:

"The broadcasters of America support Proctor's efforts in opposition to the secondary boycott. We only regret that this observation be made in the hope of obtaining recommendation for correction of this unfair practice in all industries.

"The radio industry at this time recognizes the importance of the secondary boycott, in any form, and hopes that Congress will take immediate steps to do away with it or to eliminate this serious obstacle to mutually beneficial relations between employers and management."

"If the broadcasting industry is to be given the same protection as other industries, labor legislation should be expanded to cover "services" as well as "goods and materials."

"The secondary boycott has been the most critical, but it has meant the only collective-bargaining abuse perpetrated by certain unions on the radio industry."

"The broadcasters of the nation want Congress to pass sound national labor policy which: (1) affords all parties equal protection under the law; (2) makes labor contracts enforceable and uniform; (3) substantially reduces the right of secondary boycott, in any form, and hopes that Congress will take immediate steps to do away with it or to eliminate this serious obstacle to mutually beneficial relations between employers and management."

"The appended statement outlines, in greater detail, the position on the foregoing points."
Rescinding of 20% Tax on Restaurants And Bars Using TV Sets Is Possibility

REVERSAL of the Federal ruling that a 20% amusement tax must be added to checks in bars and restaurants using television sets loomed as a distinct possibility with the news that J. R. Poppele, president of the Television Broadcasters Assn., had been granted a “sympathetic” audience with the Bureau of Internal Revenue in Washington last week.

The original ruling from the Treasury Dept. stated that a television set visible to all or most of the patrons of a bar or restaurant “constitutes a public performance for which the meaning of the internal revenue code and makes it subject to tax.

The television industry voiced immediate objection, claiming that such a ruling at this time would bring a serious blow to the future of television, because no bar owner could tax his customers another 20% nor could he afford to carry the burden of doing so. It would result only in a virtual halt in sales of sets to bars. TBA argued further that television was like radio except for the added element of high definition which had never been placed in the same category with cabaret entertainment.

New York City, which had levied a $2 monthly fee on establishments with television sets for offering motion picture entertainment, last week rescinded the order. Asked why the fee had been cancelled, Deputy Commissioner of Finance Patrick J. Meehan replied: “I don’t think it’s a motion picture.”

Elaborating on the viewpoint of TBA, Mr. Poppele, in a letter to the Mayor, Mr. deBakey at this time to Revenue, Mr. Poppele said, “Television, it is true, provides a unique form of entertainment, but it also makes available to the American people a public service instrument of tremendous importance. Hence, it appears that one would be stretching a point in classifying television as strictly an amusement and forgetting about its other important qualities.”

Summarizing TBA’s request for repeal, Mr. Poppele said, “To impose a 20% levy on television, while specifically exempting all other mechanical devices (radio sets, juke boxes, and even live instrumental music) would be discriminatory. Further, imposition of the tax would seriously curtail the sale of receivers for use in public places, thus striking vitally at television’s right to existence.”

FM Outlet at New Haven To Be Launched Tonight

WBIB, New Haven, Conn., FM station will be launched tonight (Monday) with an hour-long dedication to the Yankee Network. Station, operating with initial power of 250 w, will be on the air daily from 10 a.m.-2 p.m. and 8-9 p.m., Sol Chain, general manager, announces. The plan is to close the 2-5 p.m. gap as soon as feasible.

Within a month, WBIB’s power will be increased to 3 kw and by September the station expects to reach its full power of 20 kw, according to Mr. Chain.

WBIB is equipped with two recorders for presentation of delayed broadcasts of local events. Station plans coverage of local as well as national and international news, and will use its own staff plus the AP news wire.

FCC Aids Amateurs

LIST of channels available to amateurs was made public Friday by the FCC, with comparison of previous allocations and proposed frequencies. The list was issued in advance of the International Telecommunications Conference opening at Atlantic City in May. The number of amateur stations is 18,000, compared to 60,000 before the war, according to FCC, with 50,000 amateur stations in operation. About 1,600 applicants are handled every month.

The present frequency allocation contains many channels added since the war. In its release the FCC said it will continue “to give sympathetic consideration to the problems which affect the welfare of that service.” The U. S. has indicated it will vigorously support amateur allocations.

### NAB - ASCAP Subcommittee Talks Progress; Report May 12

**Just One Objection**

ALTHOUGH both sides reported elation over results of the NAB-ASCAP conference at the Waldorf in New York on Tuesday, one objection was raised by ASCAP’s president, Deems Taylor. Seeing a sign on the conference room door reading “AIDS AMATEURS,” Mr. Taylor remarked, “What’s the matter, don’t we even rate second billing? Just for that we’ll be the hosts at the next session on May 13 and we’ll take top billing.”

A joint statement by Deems Taylor, president of ASCAP, and Judge Miller expressed satisfaction with the results of the meeting. It follows: “It marks the beginning of a final solution of some of the problems which have bothered both the society and the broadcasters. We feel that while looking after the interests of our memberships we nevertheless must consider the larger interests of the public. The problems involved are not insoluble and we are confident that we have made a good beginning.”

It is believed that at least two of the new subcommittees will study ambiguities in the present blanket vs. per program section and problems arising with the advent of television.

Attending for ASCAP, in addition to Mr. Paine and Mr. Taylor, were Lester Santly, Gustave Schirmer, Edgar Leslie, Richard Murray, Herman Finkelstein and Jules Collins.

Present from NAB were Judge Miller; Theodore Streibert, WOR New York, chairman of the NAB committee; A. L. Ashby and Edmund Souhame, NBC; Julius F. Brauner, CBS; Walter Haase, WDRC Hartford; Robert T. Mason, WMRN Marion, O.; Joseph A. McDonald, ABC; John Shepard, 3d, Yankee Network; Ed Yocum, KGHL Billings, Mont.; Don Petty, NAB general counsel; C. E. Arney Jr., NAB, secondry-treasurer.

### Fort Industry Co. Wins Video Permit for Detroit

CONSTRUCTION permit for a new commercial television station in Detroit was granted last week by FCC to The Fort Industry Co. Firm has pending an application for purchase of WJJK that city for $550,000, contingent upon disposal of WHIZ Zanesville, Ohio. [BROADCASTING, Feb. 3, Jan. 6].

The video facilities authorized in Detroit are TV channel 2, 54-60 me; visual power of 14.26 kw, aural 7.51 kw; 500 ft. antenna. Grant is conditional re engineering details. Commissioner Durr voted for hearing. In addition to WHIZ, Fort Industry operates WSPD Toledo, WWVA Wheeling, WBBS Miami, WAGA Atlanta, WMGM Fairmount, W. Va., and WLOK Lima, Ohio.

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NBC Plans Chicago Video Station by Early 1948

NBC CENTRAL DIVISION, Chicago, will "definitely" include a television station by early 1948, Niles Trammell, network president, revealed during a press conference in that city.

Mr. Trammell said contracts already had been signed to house a transmitter in the Civic Opera Bldg., with studios located in NBC's Chicago headquarters, the Merchandise Mart.

Mr. Trammell side-stepped questions as to whether the NBC television station would go on the air with electronic color or black and white. "Let's just say we will have a television station on the air in Chicago," he said.

Todd Leaving KVVO

JIM TODD, KVVO Tulsa announcer, is leaving to manage a new station, KSIW Woodward, Okla., about July 1. Mr. Todd, who did his first announcing at KFPW Fort Smith, Ark., received the H. P. Davis Memorial Award in 1948 for general excellence in announcing in the central time zone. He has done some work with network shows, having announced the U. of Chicago Round Table and having worked with the Dinning Sisters, Ma Perkins, Vic and Sade and other NBC presentations.

OPPORTUNITY knocked for John Spottswood, owner and general manager of WKWF KWFZ, and he was ready with his hand on the doorknob. His station was the logical channel through which President Truman, vacationing in Key West, could listen to his daughter Margaret's radio debut March 16. The only hitch was that Miss Truman was singing over ABC, and WKWF is a Mutual affiliate.

Mr. Spottswood called on the President, told him he would try and make arrangements. He negotiated for a most unusual plan whereby the station would cancel the regularly scheduled MBS programs 8 p.m. and would carry instead the ABC schedule for that hour (BROADCASTING, March 17).

A Class A circuit was ordered from the WKWF transmitter to the test board of AT&T in Miami where the nearest outlet of ABC, WGBS, is located. To guard against possible failure, Mr. Spottswood ordered a direct line from the station to the temporary White House.

The President listened to the program over a Master RCA Monitor speaker which WKWF had installed for his use. With the President at the time of the broadcast were: Charles Ross, presidential press secretary; Hon. William D. Hassett, secretary to the President; John R. Steelman, assistant to the President; Fleet Adm. William D. Leahy, Chief of Staff; Clark Clifford, legal advisor to the President; Rear Adm. James H. Foskett; Neal Heim, President's personal friend; Mr. Spottswood.

Immediately following the program, the President telephoned Miss Truman in Detroit, and Mrs. Truman in Washington.

From 6 to 6:20 p.m. March 16, WKWF presented a special program featuring the network's correspondents who were accompanying the President on his trip. Those heard were: Bryson Rash, ABC; William Hillman, MBS; Bjorn Bjornson, NBC; and John Adams, CBS. As soon as the program went off the air, the station received a telephone call from the President himself, expressing appreciation of the program. Most of the members of the official staff also congratulated Mr. Spottswood over the telephone.

Springfield Pleas For 1320 kc Denied

FINAL DECISION was adopted last week by FCC denying both competing applications pending for 1320 kc facilities at Springfield, Mass. filed by WATR Springfield and WATR Waterbury, Conn. To deny both applicants in a consolidated proceeding is an unusual Commission decision. The ruling was based on interference problems peculiar to both proposed operations. Proposed denial was issued Feb. 14 (BROADCASTING, Feb. 24).

FCC denied the WATR petition for move to Springfield and increase in power from 1 to 5 kw on 1320 kc on the grounds that it would result "in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield which already has a Class II station, a regional station and a local station in operation."

WMAS' request to switch from 250 w, 1450 kc to 5 kw on 1320 kc was denied because "operation on 1320 kc at both Waterbury and Springfield would result in intolerable interference to both" even if WATR remained in Waterbury and continued to operate with 1 kw.

FCC also found that neither proposed operation would comply with requirements of its engineering standards.

New Posts Are Assigned Two at Stromberg-Carlson

THOMAS F. HARRISON, with the Stromberg-Carlson Co., Rochester, for the past 23 years, has been appointed credit manager of the company's Buffalo Division, with full responsibility for all radio and telephone accounts sold by the Rochester sales branch.

Arthur J. Fink, former special credit representative of Stromberg-Carlson, has taken over the supervising of accounts receivable and bookkeeping in addition to his present responsibilities for radio and telephone distributors' credits and for special credit analyses.

Prior to joining Stromberg-Carlson in 1945, Mr. Fink had been employed for 10 years by Dun and Bradstreet. Mr. Harrison came to Stromberg-Carlson from the Eastman Kodak Co.

Ream Feted

JOSEPH H. REAM, recently elevated to CBS executive vice presidency, was honored guest at reception at Washington Carlton Hotel March 13 tendered by CBS Washington office headed by Vice President Earl H. Gammons. Approximately 200 representatives of Washington officialdom and radio and press corps attended.

Newark Pleas For 1320 kc Denied

J. F. McCHESNEY, WATR, Waterbury, Conn., contests a petition filed by WATR Springfield for move to Springfield and increase in power from 1 to 5 kw on 1320 kc on the grounds that it would result "in deteriorating the local service in Waterbury from two regional stations to one remaining regional and one local operation for the purpose of adding an additional station to Springfield which already has a Class II station, a regional station and a local station in operation."

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EXCEPTION FOR STEEL SEEN IN SOVIET VISA
March 14-16: NAB General Assembly Meeting and Dinner, Ritz-Carlton Hotel, New York.
March 28-29: Kentucky Broadcasters Association Convention, Lexington, Ky.
March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.
April 14-16: NAB General Assembly Meeting and Dinner, Ritz-Carlton Hotel, Kansas City.
April 15: Quarterly meeting of directors of Broadcasting, Toronto, Toronto.
April 21: Meeting for North Carolina FM broadcasters to form FMA affiliate, Hotel, Houston, Tex.
April 26-29: NAB Area C Meeting (District 4, 7), Hotel, Roanoke, Roanoke, Va.
May 2-5: Ohio State U. Institute for Education by Radio, Columbus.
May 9-10: NAB Area D Meeting (Districts 1-11), Palomino Club, Chicago, Ill.
May 15-16: NAB Sales Managers Execu- tive Committee, Astor Hotel, Atlantic City.
May 17-20: NAB Convention District 3, Lord Balti- more Hotel, Baltimore.
June 19-12: Canadian Assn. of Broad- casting Annual Meeting, Montreal, Alta.

Cigarette Tie-In
LIGGETT & MYERS Co. (Chester- field) has made a tie-in with a silk fabric concern which has developed a fabric print including a woman's face, with the lips blow- ing smoke rings, and a woman's hand holding a pack of Chester- fields and cigarette line spelling out the word "Chesterfield." The fabric will be made into blouses, pajama play suits and scarves to be sold through retail stores all over the country. Individual stores tie in the fabric print with their own advertising, using page ads including pictures of Jo Sta- ford modeling the items. Miss Sta- ford is one of the featured vocalists at the Dunbar De- pper Club, five times weekly on NBC. The silk company is A. M. Perl- man Co., New York, and New- Emmett Co., New York, is the agency.

BC Policy on Political Broadcasting Is Altered
"I am of the conviction that the broadcast of political matters should be for the public good and not for the political party," the 'time minister talked on "The Eco- nomic Situation." Speaking for his opposition on Thursday was Anthony Eden, member of House of Commons. The broadcasts marked a departure from the re- cent policy of no controversy on air, and were the first of 12-55 programs on political matters.

The 12 broadcasts, six of which will be given to the Labour Government, five to the Conservative opposition, and one to the Liberal opposition. Each is to be free to use all of its quota of broadcasts to reply to the others raised in the same party broadcasts.

Cancer Campaign
THE KICK-OFF broadcast in the American Cancer Society's April campaign, featuring Bob Hope, Jimmy Simms, Jerry Colonna and others to be announced later, will be aired over MBS Monday, March 11, 10:30-11 p.m. Supervising pro- duction will be Jack Runyon of How Co. and Al Capstaff of Foote, Cone & Belting.

WCFC Boosts Power
WCFC Beckley, W. Va., has increased power of its FM transmitter from 250 to 1500 w, half its allowed power, with improved reception reportedly. The FCC re- ports that Beckley stores sell FM receivers as fast as shipments are received, with public demand in- creasing. Local special events are featured on the programs.

ABC Hollywood Quarters
DESPITE lack of official confirma- tion, ABC Hollywood appears set to remain headquartered in NBC Radio City, that city, until 1960 under terms of new lease being negotiated. Added two new audience studios and intention of NBC to move some departments into adjoining RCA Building explain turn of latest negotiations.

Summer Replacements
SUMMER replacement for the House of Charm, sponsored by Elec- tric Companies Advertising Pro- gram, Sun. 4:30-5 p.m., on CBS, will be the eight week show featuring Peggy Lee, vocalist, Woody Herman as m. c., and Dave Bar- bour and his orchestra. Replac- ement starts July 15, originating on the West Coast. Dramatic show featuring Pat O'Brien and Lynn Bari, and presenting small town drugget as character, will be the summer replacement for the Jim- mie Durante-Garry Moore show, sponsored by Rexall Drug Co., Fri., 9:30-10 p.m., on CBS. Replacement starts July 4. N. W. Ayer & Son, New York, is agency for both accounts.

Upcoming
March 24-26: National Conference on UNBECO, Philadelphia.
March 28-29: Kentucky Broadcasters As- sociation Convention,Lexington, Ky.
March 31: NAB Special Standards of Practice Committee, Waldorf-Astoria, New York.
April 14-16: NAB General Assembly Meeting and Dinner, Ritz-Carlton Hotel, Kansas City.
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May 17-20: NAB Convention District 3, Lord Balti- more Hotel, Baltimore.
June 19-12: Canadian Assn. of Broad- casting Annual Meeting, Montreal, Alta.

Transfers Approved
TRANSFER of WYCC Waterbury, Conn. (1240 kc 250 w) to Matta- tuck Broadcasting Co., composed of the present owners, was approved by the FFC Thursday by the FCC. The firm originally was an equal partnership of Mitchell G. Meyers, Ruben E. Aronheim and Milton H. Meyers. Consideration was $30,221. The three each own equal stock inter- est, and each will be an officer and/or director. They own WEIM Fitchburg, Mass.

Transfers of WILK Wilkes-Barre, Pa., from a partnership to a corporation consisting of the same eight owners was approved. No money was involved. New firm named Wyoming Valley Broadc- aste.

Air Kentucky Games
PLAY-BY-PLAY descriptions of games which the U. of. Kentucky has played at the annual National Invitational College Basketball Tournament at Madison Square Garden, New York, have been pre- sented by WGRG Louisville and WKLX Lexington. Both stations will broadcast the final game to determine the national champion- ship tonight (Monday). It will be Kentuck vs. Utah.

WEAM Signs Little
SIGNING of Little Jack Little, well known radio entertainer, as afternoon record m. c. at WEAM, new station scheduled to begin op- erations at Arlington, Va., March 31 (BROADCASTING, March 17), was announced last week by Charles Zurhorst, WEAM manager. Mr. Little, who has been playing night club engagements recently, will handle WEAM's record show six days a week, Mon.-Sat., 1-5 p.m.

On Workshop Faculty
WALTER HARRICK, formerly on the staff of NBC, is 38 years of age, has been a member of the faculty of the Summer Radio Workshop being presented by the New England Committee on Radio in Education and Boston U. Mr. Harrick has been writing for the CBS School of the Air series and at present is writing Yankee Yarns, a series of three for NBC, eight weekly hour radio series.

KFH Transfer
APPLICATION has been filed with FCC requesting transfer of control of Radio Station KFH, operator of KFH and KFH-FM Wichita, Kan., from the Victoria Murdock Estate to Wichita Eagle Inc. In- volved are 300 shares (50%) of the KFH capital stock. There is no money consideration. Marcellus M. Murdock, vice president and gener- al manager of KFH as well as pub- lisher of the daily Wichita Eagle, is sole surviving trustee of the Vic- toria Murdock Estate and as such has elected to form Wichita Eagle Inc. to handle the business matters of the estate. All stocks and inter- ests have been turned over to this firm in exchange for its stock which has been distributed among the estate beneficiaries. There results no change of interests in KFH, the application stated.

Damrosh Retiring
DR. WALTER DAMROSH, who has been musical counsel for NBC since 1929, will retire on April 1. From 1920 to 1942 the 85-year-old conductor and composer conducted Friday morning Radio Music Appreciation Hour. After 1942 Dr. Damrosh continued in an advisory capacity as musical counsel for the network. He will be guest of honor at a dinner to be held by NBC on March 51 at the Waldorf-Astoria Hotel, New York.
Classified Advertisements

PAYABLE IN ADVANCE and money orders only—Minimum $1.00.
Situation Wanted: Texas station will train veteran in sales. Must have trans. experience. Details to Box 946, BROADCASTING.

Announcer—News and music, must have at least 2 years experience. Good opportunities with N. Y. State ABC affiliate, good fringe benefits, excellent growth potential. Please write or phone Box 958, BROADCASTING.

Situation Wanted—Young, aggressive, has put three stations on air in the last two years. Has dealings with major U.S. and foreign manufacturers, producing own shows, continuity and news. Has experience as manager for group of independent stations. Has trained and established three time salesmen who is also available. Reply Box 906, BROADCASTING.

Situations Wanted (Cont'd)

Script writer with experience in education department of fifty thousand watt station. Must have trans. experience as writer, script writer or director. Simple scripts, original material. Reply Box 22, BROADCASTING.

Sportscaster—Top experience. Available April 1. Instrumental trio, band and announcer. Write Miss B. Gandy, Accordia, straight and steel guitar and drums. Box 627, New York Ave., Creston, Iowa.

Engineers, first class, with extensive overseas experience. Broadcast, FM and television. Contact R. E. Anderson, 10707 North 26th, Omaha, Neb.

WANTED: Small salesmen, experienced in advertising with large newspaper. Radio and television experience, ideal for new station. Reply Box 959, BROADCASTING.

WANTED: Young and ambitious man for aggressive, new or established station, experience, sales, will double your budget. Box 37, BROADCASTING.

For Sale or Trade: One Electromatic Model B551, 32 kW, 2100 volt, 885 amperes. 1200 watts carrier for sale with voltage regulator; one 4000 kW, 2500 carrier, 4000 volt, 9000 amperes. Box 53, BROADCASTING.

Situations Wanted: Engineer—1st class, 2nd telegraph, 3rd radio, 30 years experience, prefer New England. Box 30, BROADCASTING.

Program director—Radio and television: experienced in community and public service work. Excellent sales ability and creative commercial production. Stage directing experience, college degree. Prefer net affiliation, eastern station. Write Box 28, BROADCASTING.

Tired Mr. Manager: Then let this energetic, pro. Find station funny, new role. Write Box 20, BROADCASTING.

Continuity director—Bright gal, 22, ser.

Announcer—One 4000 kW, 2500 carrier, 4000 volt, 9000 amperes. Box 53, BROADCASTING.

Available two men qualified for program director or executive position with aggressive station in southern United States desirable. Responses Box 915, BROADCASTING.

Salesman—Proven record. Fully experienced; mature, responsible. Knows value of good salespeople. Send resume, first letter. Box 20, BROADCASTING.

Versatile announcer, good ad-man, veteran of radio station experience, willing to move. Overseas experience, act, single, refined, go anywhere, disc jockey experience. Send letter and picture immediately. Box 21, BROADCASTING.

Veteran. Seeks position engineer,licht position in large, competitive station. Knowledge of TV and interested in broadcasting. Victory writer preferred. Box 22, BROADCASTING.

WANTED: Situations Wanted—Engineer—disc jockey terminating excellent position April 15th. Desires position in larger station. Reply Box 917, BROADCASTING.

A MAN WHO HAS EXPERIENCE AS: 

- Script writer for MGM in Hollywood ...
- Assistant play editor for MGM in New York ...
- Staff writer for the Blue Network (WMAL) ...
- Staff announcer for WMCA in New York ...
- News writer for N. Y. Times and Associated Press ...
- Free lance writer, actor and/or narrator for radio and film ...
- Director of radio spots and skits for a syndicated chain ...
- Studio engineer, stage manager, and sound engineer ...
- Writer, producer, director and photographer ...
- Director of radio school (similar to NBC) ...
- Announcer, staff—2 years APRS, stage experience—anxious to again prove ability, desires position of one man operation at top radio school (Radio City, Single or group) Write Box 26, BROADCASTING.

Program director—Has ability and ideas, will make any station a success. Reply Box 29, BROADCASTING.

Announcing and former professional voice: extensive experience, good appearance, versatile, good selling voice, reliable person. One step into Eastern city preferred. Audition disc and photo available. Box 38, BROADCASTING.

FOR SALE OR TRADE: One Electromatic Model B551, 32 kW, 2100 volt, 885 amperes. 1200 watts carrier for sale with voltage regulator; one 4000 kW, 2500 carrier, 4000 volt, 9000 amperes. Box 53, BROADCASTING.

REQUIRES: ...
BROADCASTING  •  Telecasting

Bond Drive Results

THROUGH the Advertising Council's radio network and spot allocation plans, U. S. Savings Bond messages during 1946 received about two billion listener impressions during each and every hour of the week. The Council did not break the percentage contributed to radio by advertisers and media during last year, but announced that a target goal of $500,000 worth in all advertising media helped to build the volume of bond sales in 1946 to a total of more than seven and one half billion dollars.

For Sale (Cont'd)

Radiodine recorders RAI8 with amplifiers and tuner and 165 less amplifier. Both have Audax playback suitable for transcription turntables. Perfect condition, bargain. Jill Gall, Harrisburg, Ill.


New General Radio 916A RF bridge, with accessories. Price: $350.00 delivered. WSHL, Olean, N. Y.

Audax PR-5 pickup and arm with supported stand. Price: $35 at West Madison, Kirkwood, Missouri.

For Sale: Gearsless recording machine, Hartig R-12. In original condition. persons interested in new equipment please write Bill Gall, Rutland, Vermont.

For Sale: Immediate delivery, new 250 watt transmitter approved and accepted by FCC. Sale due to change from 250 to 1000 watt, ProShore Broadcasting Company, Preston, Maryland.

For Sale: Immediate delivery 1 kw 304-A WE transmitter with spare tubes just right for this price, 100 + 100 kw. Price: $4500. Price includes 1 Mantle Radio Station KFVD, Los Angeles, Calif.

Wanted to buy—250 watt network amplifier. Interested in buying several good second-hand transmitters from 100 to 300 kw, but prefer to find equipment interested in medium wave AM. Give details. Box 22, BROADCASTING.


Wanted to buy—used self-supporting 386 foot steel tower equipped to support 150 kw in power. Position: Contact W. R. Terry, Box 147, Bessemer, Alabama.

Miscellaneous

Newman wants to invest $5,000 and take 5000 watt or better. First class broadcasting anywhere. Box 920, BROADCASTING.

Building a new station? Our company will provide you with every detail, including program, sell, hire permanent personnel and organise. View plans. We handle everything from beginning to end. Write Radio World. First class equipment, first class service. Box 363, BROADCASTING.

WANTED: for his collection of old radios, a 1500 watt transmitter. Reply: Box 550, BROADCASTING.

Selling an old transmitter? We will buy! Contact B. T. Newman, 2832 2nd Ave., New York.

For Sale—750 kw power monitor—range 1500-60 M—complete with tube, crystals, receiver and accessories. First check $125.00 gets monitor; or let us fly it free. Wisconsin Broadcasting Corporation, Battle Creek, Mich.


FOUR New FM Conditional Grants And 15 CPs Are Issued by FCC

FOUR conditional grants were authorized by FCC last week for new FM stations. Three are for class B facilities and one is for class A assignment. FCC also conditionally approved eight FM grantees and seven CPs to others in lieu of previous conditions.

One class B grant goes to Nevan Broadcasting Co., Nevan, Ga., with the Commission adding channel 238 to that city, and deleting the facility from LaGrange, Ga. Newman Broadcasting previously had received a local AM assignment which was withdrawn earlier this month as result of relation to regional grant in Nash- ville, Tenn. announcer 107.9 and for hearing because of possible interference with existing operations [BROADCASTING, March 10].

The Nashville applicant, Volunteer Broadcasting Co., Inc., received the originally requested Newman facility of 1300 kw (with 5 kw) on condition that it find Nevan a suitable frequency, which it can do.

The Nebraska AM request also goes to hearing.

The other conditional class B FM grants go to AM operators: Robert Nelsen, WEGO (WEGO), Concord, N. C.; and WNKY, New Delaware Broadcasting Co. (WNAM), New- wah, Wis.

Commissioner Durrun voted for hearing a class A grant to FM in New York City to Donald W. Reynolds at Okmul- gee, Okla. Mr. Reynolds is holder of CPs for both AM and FM facil- ities in Fort Smith, Ark. He is also half-owner of Community Serv- ice Broadcasting Co., AM applicant in Erie, Pa.

The following were authorized construction permits for FM out- lets. FM call, if assigned, prefixed name. AM affiliations are given in parentheses. Power given is effective radiated power and antenna height is height above average ter- rain. Grants are:

Twin City Bocst Co., Inc. (WCCU), Lewiston, Me.—class B; 93.3 mc (No. 229); 9 kw; 270 ft.

Tri-State Bocst Co. (WBOC, WAOC through stockholders), Cumberland, Md.—class A; 94.9 mc (No. 224); 2 kw; 1570 ft.

The Argus-Press Co., Owosso, Mich.—class A; 104.7 mc (No. 284); 1 kw; 500 ft.

Poncelet Bocst Co. (WCA8), Pontiac, Mich.—class B; 92.5 mc (No. 223); 20 kw; 500 ft.

LWLA Croasley Bocst Corp. (WLVN), Cleveland—class B—98.1 mc (No. 231); 10 kw; 900 ft.

WPNM Tooto Bocst Co. (WPFY), Fort Worth, Texas—class A; 96.8 mc (No. 232); 2 kw; 500 ft.

Boomer Bocst Co., Oklahoma City—class B; 106.9 mc (No. 258); 3 kw; 520 ft.

KEY-FLM KALK Inc. (KALE), Portland, Ore.—class B; 961.5 mc (No. 241); 22 kw; 600 ft.

WEEX Bost Co. (WEST), East- on, Pa.—class A; 105.7 mc (No. 289); 2 kw; 500 ft.

WNJD H. C. Winnal (AM permittee), New Jersey—class A; 873 mc (No. 257); 3.5 kw; 585 ft. (*).

There are still some good markets with available assignments in getting into such a market consult the local advertising agency. Communications, clearness; 1203 Trenton Place, S. E., Washington, D. C.

(*) Subject to change pending decision in hearing on Docket 7724-7726.

Henry M. Morgan, Esq. C.-Class B; 95.9 mc (No. 246); 6.5 kw; 230 ft.

WGST-FM Philip Wesz Music Co. (WGVX), New Jersey—class A; 104.3 mc (No. 282); 100 w; 590 ft.

Record-Herald Co., Waukesha, Wisc.—class B; 96.2 mc (No. 357); 5 kw; 680 ft.

(*) In lieu of previous conditions.

Education by Radio

Institute May 2-5

Ohio State U. Announces Plans For Annual Sessions

DAY-TO-DAY programming and the challenge of the Blue Book will hold the attention of broadcasters attending Ohio State U.'s 17th an- nual Institute for Education by May 2-5.

Major general sessions and smaller group meetings will aim to discuss specific "how" and "when" tech- niques of effective public service.

"Radio and Law" will be a general session topic for the first time in the Institute's history. Chairman will be Morris Novik, radio consultant. Speakers lined up thus far include Yardley, Jupe; Broadway; Man-Morris; John E. Capel of Indiana; and Robert K. Richards, who on April 15 assumes a new position as public relations director of NAB.

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AD CLUB’S LUNCHEON TO HEAR FM PANEL

PANEL on “FM as an Advertising Medium” will be held at the March 28 luncheon of the Washington Advertising Club, meeting at the Statler Hotel, Washington. Demonstration of FM will be given by WASH Washington, which also will pick up the panel discussion.

Presiding will be Bill Bailey, executive director of FMA, with these participants: Roy Hofheinz, FMA president; Leonard L. Asch, WBCA Schenectady; Hugh D. Lavery, account executive, McCann-Erickson, presenting the agency viewpoint. A question period will follow. Questions not answered for lack of time will be answered later by mail, Mr. Bailey said.

All-Negro Serial

CHICAGO may originate radio’s first all-Negro daytime serial if plans between WJJD and Davis, Young and Powell, Chicago Negro advertising agency, are successful. Agency plans to produce and cast Here Comes Tomorrow using Chicago Negro actors. Originator of idea is Richard Graham, writer of Democracy U. S. A.

Toastmaster Named

J. R. POPPELE, vice president of WOR New York and president of Television Broadcasters Assn., will serve as toastmaster at the Tuesday luncheon session of the Television Institute to be conducted by The Television April 14-15 at the Hotel Commodore, New York. Thomas Hutchinson, author of Here Is Television, will head a production panel on Monday, while Dr. A. N. Goldsmith, consulting engineer in radio and television, serves as chairman for a simultaneous panel session on station operation. Arnie A. Shae, executive director, Television Workshop, and publisher, The Televiser, will conduct a program panel and demonstration on Tuesday. Two-day seminar will conclude with four roundtables on video writing, advertising, station problems and television for retailers.

RECORD RADIO GIVE-AWAY

Prizes for Women Who Guessed Identity

of ‘Mrs. Hush’ Total $17,500

WHEN Mrs. William McCormick, a Lockhaven, Pa., housewife, answered her telephone on March 16, and told Ralph Edwards, m. c., of NBC’s Truth or Consequences show, that the mysterious “Mrs. Hush” was Clara Bow, she became the winner of prizes totaling $17,500, an all-time high for radio giveaways. Not only did this fabulous contest make Mrs. McCormick happy, but it raised more than $400,000 in contributions to the “March of Dimes” campaign.

Last Jan. 25 Truth or Consequences, sponsored by Procter & Gamble Co. for Duz, began broadcasting a mysterious voice of a woman called “Mrs. Hush” who, each week, recited a four-line verse which contained clues to her identity. To be eligible for the competition, listeners had to write a letter in 25 words or less on “We should all support the March of Dimes because” and enclose a contribution to the campaign along with the entry. Three letters were picked each week and the writers were phoned during the broadcast to give their opinions on who “Mrs. Hush” was. The first week of the contest three prizes were offered, and by the time Mrs. McCormick guessed the answer on March 15, there were more than a dozen.

Mrs. McCormick, her sister, and a neighbor had gotten their heads together and figured that “Mrs. Hush” was Clara Bow. They had sent in a total of 24 letters during the time the contest was in progress at the rate of one a week. It was Mrs. McCormick’s eighth letter that was picked as one of the three best for the week ending March 15.

Three Share Prizes

The prizes, which Mrs. McCormick and the two other women are still trying to split three ways were: A 1947 Ford Sportsman convertible automobile; Bendix washer; United Airlines trip to New York for two with a week-end suite at the Waldorf-Astoria Hotel; $1,000 diamond ring, silver fox coat; a Columbia trailer which sleeps four and includes stove and refrigerator; a $1,000 diamond and ruby Bulova watch; a RCA Victor stereo radio phonograph with a $100 library of Redsel records; a Jacobs home freezer filled with Birds Eye frozen food; a Tappan gas range and Electrolux vacuum cleaner with all attachments; a Crosley Shelvador refrigerator; a week’s vacation for two at Sun Valley, Idaho, with transportation paid; a Brunswick billiard table installed in the home; an Art Carvel $1,000 diamond ring; a complete Hart, Schaffner and Marx wardrobe for each adult in the immediate family; a Fiat 500 passenger car; a Hybrid house painting job inside and out by Sherwin-Williams.

More than one million entries were received by the program.

Sackett Buys Daily

SHELDON F. SACKETT, owner of KROW Oakland, Calif.; KOOS Coos Bay, Ore. and KVAN Vancouver, Wash., has announced the purchase of the Vancouver (Wash.) Sun, a daily newspaper. Mr. Sackett also purchases the Coos Bay (Ore.) Times. The Short & Baum advertising agency, Portland, has been appointed to handle advertising for the Sun.

To Name Distributor

COLUMBIA Recording Corp., New York, will appoint a Hawaiian distributor for the firm within the next two weeks, and Paul E. South in charge of sales of Columbia records, has left for Honolulu to interview applicants. During the war Columbia’s products were distributed in the Hawaiian Islands by the H. E. Basford Co., distributors of Columbia masterworks and popular records in San Francisco.

Schwerin System’s Service Expanded

Now Available to All National Advertisers, Agencies Told

SCHWERIN System of Program Improvement is now available to national advertisers and agencies. NBC, Horace Schwerin, head of the research organization, told Chicago agency executives March 18. Results obtained from a study of more than 100 NBC programs since last August, Mr. Schwerin, together with Hugh Beville, NBC director of research, outlined and presented both proposed programs and programs now on the air have aided the network in improving their overall quality.

Mr. Schwerin also announced the first commercial rates to clients exclusive of NBC, whose contract expires June 30. Until June 1, Schwerin rates will be $750 for audition tests of each half-hour program, with 25% discount for quarter-hour programs. For continuous studies (more than one program in consecutive weeks) rates will be $500 for each half-hour, with 25% discount for quarter-hour programs.

Discusses Cost

Based on tests made on NBC’s own RCA-Victor program (Sun., 1-1:30 p.m., CST) Mr. Schwerin said research costs per dollar of increased value to the client (using increase in share of audience as an indicator) amounted to approximately two cents.

He emphasized that improvements or changes in the program based on research findings involved no actual increased costs of talent or production.

Mr. Schwerin also said that research on NBC program from August, 1946, to March, 1947, indicated that commercials must be either liked or disliked extremely before registering to have a high percentage of retention by the listener. Commercials that registered neither approval nor disapproval showed the highest rate of indifference, he said.

Schwerin Research Corp. also will enter the field of spot announcement testing for individual advertisers.

KZRH Now 10 kw

KZRH Manila has increased its power from 1 kw to its full authorized 10 kw. Station, which is the Philippines affiliate of NBC, operates on 750 kc, and a simultaneous schedule of transmitter carries all programs on 9640 kc (31 meters). KZRH studios occupy the 7th floor of the Insular Life Bldg. in downtown Manila and include a studio and a control room seating 400 persons.

The station maintains a staff capable of handling English, Tagalog and Chinese broadcasts, according to Bert Silen, president and general manager of Manila Broadcasting Co., licensee.
Radio legislation, long-awaited as a new yardstick for FCC operation, is well advanced through phases of a survey initiated by Chairman Wallace H. White of the powerful Interstate and Foreign Commerce Committee. Senator White told his colleagues late Thursday he hoped "to be able" to introduce a bill [BROADCASTING, Jan. 27] in about a month. Although the bill will derive its framework from the old White Wheeler bill of the 78th Congress many provisions of that legislation included at the insistence of former Chairman Burton K. Wheeler (D-Mo.) will be either eliminated or rewritten.

One provision particularly seemed destined for complete elimination. It was, in effect, a statement of Congressional policy recommending, although not with the force of law, a pattern of "public service" programming. Although it would not have given FCC legal throughput to stages of a survey proposed by Senator Fran- kfurter decision of May 10, 1948, which upheld the Commission's chain broadcasting regulation. He is known to feel that Commission procedure needs to be more definitely outlined by Congress.

Many specific points in his proposed bill await completion of a survey being made under the direction of Edward Cooper, Interstate Committee's communications expert who has been given responsibility for supervising the writing of radio legislation.

Local 802 and Network Accord Seems Assured

AGREEMENT between the major networks and Local 802, New York, of the American Federation of Musicians last week appeared virtually assured as negotiations reportedly were resolved to a few salary considerations.

It was understood that one point still in issue was the union's demand for vacations with pay which subject on which the networks had given no indication of yielding. One negotiable session was held last week; another will probably be called this week. One network executive was hopeful that a contract might be signed before week's end.

Canadian Set Report

CANADIAN manufacturers produced 72,900 radio receivers in January, according to figures released by the Radio Manufacturers Assn. of Canada, Toronto. Total production in 1946 was 580,576 sets, nearly all of which were table models.
Permission Given to Air Foreign Policy Hearings

PERMISSION for networks to record historic hearings of the House Foreign Affairs Committee on President Truman's foreign policy proposals were granted Thursday in a secret session which reversed an earlier decision to ban recording equipment.

It was understood that certain committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from NBC, however, that the hearings would be covered "impartially" overcame objections.

NBC was the only network to record Thursday's proceedings, but with the door opened to one network, all became eligible. Both NBC and MBS planned to record the second day's hearings on Friday.

New Transcription Policy in CBS Western Division

CBS TRANSCRIPTIONS was no longer will be verboten in CBS Western Division operations with the advent of daylight saving time. It was learned last week. Details of the policy change are expected to be explained to CBS affiliates at meeting in San Francisco March 27-28.

Aside from aiding listenership by airing programs broadcast from 6 to 9 p.m. (PST) on transcribed repeat basis in 9 to 11 p.m. (PST) slot, the move will tend to bolster revenue by keeping this time in Class A instead of allowing it to fall into Class B as a result of daylight saving time.

Plane Message Test

PAN AMERICAN AIRWAYS, Miami, has been granted temporary permit to operate an experimental Class 2 station to test a toll telephone message service to passengers in flight. Under the FCC's order Pan American is not to charge for the service during the six-month test period.

FM Amendment

ORDER was adopted by the FCC last week amending Sec. 1.312 of Part 1 of its Rules to provide for authority by the Commission's chief engineer to act upon applications requesting special temporary authority for interim FM operation. The order adds as follows a new sub-paragraph: "(r) For special temporary authority to provide an interim FM broadcast service provision, each applicant must present an FM conditional grantee or holder of FM construction permits." Here-tofore the Commission itself has had to pass upon such requests and last week's order resolved an interim operation of an experimental FM station to Peoria Broadcasting Co. in Peoria, Ill. Firm is licensee of WMBD that city.

PLOTKIN WILL TESTIFY IN FAVOR OF H.R. 1470

FCC Assistant General Counsel Harry M. Plotkin is scheduled to appear before House Judiciary Subcommittee today (March 24) in support of a bill designed to ease the burden on the Supreme Court of appeals from the orders of the Commission and certain Agriculture Dept. orders.

The measure (H. R. 1470) originated from the Administrative Office of the Supreme Court [BROADCASTING, Feb. 3] and gives the high court discretion over FCC appeals whereas they are now reviewed "as of right." First hearing on the bill came last Monday when Chairman Orice L. Phillips of the Committee of the Judicial Conference of Senior Circuit Judges—the agency which drafted the bill—explained its origin and purpose to the House group.

As BROADCASTING went to press there were no requests from the radio industry to take part in today's hearing, although Reed Rollo, president of the National Federation Commission Bar Assn. had called a meeting of his group to determine whether the Association would issue a statement on the proposed legislation. He did not, however, foresee opposition to the bill.

Expands Service

ROBERT J. SMITH & Assoc., Washington, has changed its name to Robert Jerome Smith, Public Relations, with representation in New York, Chicago, and Hollywood. In addition to Washington, it was announced last week by Mr. Smith. The new firm of Richard W. Hubbell & Assoc. (see story page 38) also has been retained by the Smith organization and its services made available to clients. Mr. Smith stated that with this addition complete national service in all media is facilitated.

Crandall Leaves Hospital

GEORGE CRANDALL, CBS director of press service, was discharged from Methodist Hospital, Brooklyn, N.Y., March 22, after convalescing from surgery on his leg to repair an old injury. He is currently residing at his farm in Hancock, N.Y., and is expected back at his desk within a week.

WGT-M-FM Dedicated

FORMAL dedication of WGT-M-FM Wilson, N.C., was held March 10, 8:30 p.m., with a special program featuring messages from industry and civic leaders. Among those sending express greetings to the station were: Gov. R. Gregg Cherry, FCC Chairman Charles R. Denny, MBS President Edgar Ko- hake, B.A.A. President John S. Bailey, Maj. Edwin Armstrong, and NAB President Jones Miller. WGT-M-FM began operations March 1, with 4 kw radiated power.

NFTW Committee to Make Phone Strike Decision

POLICY COMMITTEE of the National Federation of Telephone Workers was scheduled to meet at 10 a.m. today (Monday) at the Hotel Raleigh in Washington, D. C., to decide whether or not to go through with a national strike of telephone workers set for April 7. Forty-nine members are affiliated with the Federation, and 39 of them are involved in the current dispute with the Bell System. Scheduled to attend today's meeting are representatives of 10 other locals of the 39 unions, whose 287,000 members have voted overwhelmingly in favor of the strike.

The policy committee has full authority to decide whether a strike ranging from 10c to $1.00, which is encased in response to nationally advertised premium offers.

Currently Cayrol is handling several premium operations for General Mills, and all of the money stashed was from mail belonging to General Mills, according to Mr. Cargill. The robbery occurred on a Sunday, only day in the week when cash receipts of the firm are not picked up by Brinks Service.

Book on Journalists

Nine New AM Outlets Granted; N. M. Grantee Returns Two CPs

AUTHORIZEDS were made by FCC last week for eight new day-time standard stations and one fulltime AM outlet. Two of the daytime grants go to same pair of individuals, both newspaper publishers.

At the same action the Commission authorized cancellation of construction permits for KROX Clovis and KDFK Ruidoso, N. M. Cancellations had been requested because of the poor health of A. R. Hebenstreit, principal stockholder in New Mexico Broadcasting Co., permittee of the two stations and licensee of KGGM Albuquerque and KYSF Santa Fe.

The CPs were granted as follows:

Laurinburg, N. C.—Scotland Broadcasting Co., 10 kw, 1 kw day (engineering conditions).

Qumey, Mass.—Asher Broadcasting Co., Inc., 1200 kw, 1 day (engineering conditions).

Nashua, N. H.—Nashua Broadcasting Corp., 600 kw, 1 kw day.

Princeton, W. Va.—Mountaintop Broadcasting Service Inc., 1490 kw, 250 w, unlimited renewal terms.

New Orleans—Sky Broadcasting Service, 690 kw, 1 kw day (engineering conditions).

Stephenville, Tex.—Doye E. Collup, 1510 kw, 230 w, day.

Worwaka, Okla.—Seminole Broadcasting Co., 720 kw, 250 w day (engineering conditions).

La Salle, III.—The La Salle County Broadcasting Co., 1220 kw, 250 w day (engineering conditions).

LaRena, S. C.—WLBG Inc., 880 kw, 250 w day (engineering conditions).

A principal in Scotland Broadcasting Co. is Victor W. Dawson, vice president and 24% stockholder, who also is manager of WFNC Fayetteville, N. C., vice president of WLPM Suffolk, Va., and part owner of Kinston Broadcasting Co., permittee for new 1 kw daytime outlet on 1000 kc at Kinston, N. C. A like interest in Scotland Broadcasting is held by Edwin Pate, president, who is president of Commercial State Bank. He has other local business interests. J. R. Dahirimple Jr., local businessman and secretary-treasurer with 12% interest. Remaining 40% is divided equally among five local businessmen; D. J. Sinclair, E. H. Evans, John F. McNair, Halbert M. Jones and Edwin Morgan.

President of Asher Broadcasting Service is Joseph H. Tobin, chief announcer of WINS New York. He has 176 shares common and will be general manager. James Asher, who holds like interest, has had four years of radio experience and now is sales manager of Stoddard Bros. Inc., food manufacturer. He will be station’s commercial manager. Morton R. Wade, with army radio background, holds 30 shares common. Other stockholders are: Ralph R. Stoddard, 30 shares common, 185 shares preferred; Mrs. Agnes G. McHugh, 20 common and 38 preferred; Ben I. Warner, 122 preferred. Morton C. Goldfine will be clerk and a director.

Nashua Broadcasting is headed by Arthur A. Newcomb, president (20%), former commercial and assistant sales manager of WOGB Hyannis and WLAW Lawrence, Mass. Mr. Newcomb will be general manager of the new station. Others in firm are: Elmer F. Blakey, vice president (5%), cashier and vice president of Indian Head National Bank; Homer Burkle, secretary-treasurer (70%), owner of Wingate Drug Store and half owner Carroll Cut Rate Store; Antoine A. Guertin (5%), attorney.

Mountain Broadcasting Service is equally owned by Frank G. McKenzie, president, who is chief operator of a regional auto supply chain; Harold P. Hunnicutt, vice president, owner of Princeton Pepsi-Cola Bottling Co., and Dewey J. Bailey, secretary-treasurer, 90% owner of Lynch Clothing Store.

Sky Broadcasting Co. is a partnership owned of A. L. and Leonore H. Chilton and James Ralph Wood. The Chiltons are former owners of KLRB Little Rock, Ark., and now each hold 45% interest in KGHI Little Rock. Mr. Wood is an attorney and sales manager of Southwestern Life Insurance Co., vice president and general counsel of Dallas.

Mr. Collup for six years has been a radio engineer, serving with several stations and during the war a Civil Service radio engineer at College, Clinton, N. C. Remaining interest is divided equally among group of local business and professional men. These are: William Barksdale, secretary, Lipman Ballew, treasurer, Robert and Cecil Roper and Hugh Gray.

GRANT HOLCOMB Jr. and CarOLL HANSEN, director of public relations and news director, respectively, of KGWH San Francisco, are invited March 27-28 to attend conference for “Control of Atomic Energy” to be sponsored by North Calif. Assn. of Scientists for Atomic Education.

DIPLOMATIC PROGRAM OFFERED TO STATIONS

STATIONS throughout the country are receiving letters and an attached blank announcing an available transcribed series, From the Embassies, offered at cost. Letter is signed by Robert S. Allen, formally associated with Drew Pearson in the “Washington Merry-Go-Round” column, and president of the Public Service Radio Corp. of Md. Mr. Allen’s corporation is applicant for facilities of WBAL Baltimore.

“Ambassadors, foreign ministers and their staffs,” says the letter in part, “will be given the opportunity to describe the traditions and customs of their native lands. ... They will definitely NOT be propaganda.”

In an effort to do our part in creating international goodwill, we contemplate transcribing these programs and making them available to any radio station at the cost of the platter itself... The programs may be sponsored or sustaining...”

A copy of the printed letter, seen last week by Broadcasting, was dated March 3. Neither Mr. Allen nor his attorney would comment on the series. The latter indicated, however, that no public comment would be made until after the WBAL hearings. Several embassies, including the British, Russian and Greek, queried by Broadcasting, had no knowledge of the series.

AFRA URGES MERGING WITH ALLIED UNIONS

NEW YORK AFRA membership adopted a resolution last Thursday night proposing a merger of AFRA and other branches of the Assn. of Actors and Artists of America into a single union [Broadcasting, March 17].

AFRA will appoint a committee to “urge and promote the adoption of the amalgamation” of the various unions. The committee will report to the membership at its next meeting.

The resolution committed AFRA to take the lead in promoting merger of the individual unions.

Advocates of the amalgamation argue that one large union would mean cheaper individual membership dues, as well as greater unity and strength. A single card holder could work interchangeably for any of the currently separated divisions.

The Assn. of Actors and Artists of America at present includes AFRA, Actors Equity, American Guild of Variety Artists Chorus Equity, Hebrew Actors Union, Hebrew Chorus Union, Hungarian Actors and Artists, Italian Actors and Artists, Screen Actors Guild and Brother Artists Assn.

CELEBRATION of Army Week (April 6-12) by WBBC Chicago, in cooperation with Army Recruiting Service, includes presentation of medals to soldiers on air and appearances of foreign-language speaking Army officers on programs. Permanent Army recruiting post has been opened in station’s lobby to serve Chicago’s West Side.

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by

Headley-Read Company

March 24, 1947 • Page 85
THREE NEW AM CPs
GRANTED CONDITIONALLY

FCC FRIDAY granted conditionally three new standard stations to: Anson Radio and Broadcasting Co., Wadesboro, N. C., 1210 kc 1 kc daytime; Paso Broadcasting Co., Paso, Tex., 925 kc 1 kc daytime, and Jose E. del Valle, Santurce, P. R., 740 kc 10 kc unlimited with directional.

Interest of 90% in Anson Radio is equally divided between Robert Philip Lyon, drugstore and business interests, and his son, Riden Allen Lyon. Remaining 10% held by Milton D. Scarpone, WOHs Shelby, N. C., commercial manager.

Paso Broadcasting is equal partnership comprised of following: Edward V. Mead, oil well service and baking company interests; J. T. Carroll, third-owner WEAR Pensacola, Fla.; Lewis O. Seebert, general manager of KGKL San Angelo, Tex., and Robert M. Jackson, editor of Corpus Christi (Tex.) Caller-Times.

Jose E. del Valle has been assistant sales manager of Puerto Rican Cement Co. and holds other real estate and business interests.

Grantee must file for modification of CP specifying antenna design to reduce radiation toward CMJN Camaguey, Cuba.

FCC ‘NIGHT’ POLICY

NIGHTTIME-ONLY applications will not be considered by FCC unless rules are changed, after hearing, to permit such operation, Commission indicated in oral argument of case in Texas 1450 kc cases where Charles W. Balthrope, San Antonio, orally renewed request for night-only operation if he can’t get fulltime grant [BROADCASTING, March 10]. Applicants in case are Gonzales (Tex.) Broadcasting Co., which received proposed grant for 1450 kc with 250 w fulltime, and Mr. Balthrope, Express Publishing Co. of San Antonio, and Taylor (Tex.) Broadcasting Co., all of whom received proposed denials [BROADCASTING, Feb. 10]. Hearing record was ordered reopened to take additional evidence on interference between Taylor operation and WACO Waco.

WOLS TRANSFER ASKED

CONSENT to transfer of control of WOLS Florence, S. C., from M. F. Schnibben to Melvin H. Purvis is requested in application reported Friday as tendered for filing with FCC. Contract states Mr. Purvis acquires 60% interest held by Mr. Schnibben for $40,000. With acquisition Mr. Purvis would own all outstanding stock. Mr. Schnibben is withdrawing because of poor health and desire to retire, application stated. He originally financed firm and has been holding part of Purvis stock as security until paid for from dividends. Mr. Purvis before service in armed forces had been general manager of WOLS.

WEEK WINS FM

WEEK Peoria, Ill., headed by Oklahoma Gov. Robert S. Kerr, Friday was conditionally granted Class B FM outlet. Commission added FM channels 238 and 246 to Peoria general area and cancelled oral argument set last Friday for Peoria FM applications. Action resulted from WEEK petition.

RMA ASKS REVENUE BUREAU TO EXEMPT TV FROM TAX

FORMAL request for exemption of television receivers from 20% cabaret tax (early story page 77) under Sec. 1700-E of Revenue Code filed Friday by Radio Manufacturers Assn. with Charles J. Valaer, Acting Deputy Commission. BMA executive vice president, said Bureau previously ruled television not subject to 10% excise tax on radios. Sale of TV sets interfered with by Bureau ruling, he said.

Joseph Geri, Sonoro Radio & Television Corp., chairman of RMA Excise Tax Committee, has asked all broadcasters to contact Senators and Representatives on behalf of reduction of excise tax on sets. RMA Committee will meet with revenue officials April 9.

D. C. PLEA DENIED

FOUNDATION Co. of Washington’s application for new D. C. station on 580 kc with 5 kw fulltime, mutually exclusive with WQQW Washington’s existing daytime station on 570 kc, dismissed by FCC. Action followed dismissal, by U. S. Court of Appeals for District of Columbia, of Foundation’s protest against WQQW grant. FCC, upheld by court, noted Foundation application filed 19 days after WQQW grant last June and rejected Foundation plea for comparative consideration. Elmer Pratt, Washington communications lawyer, is Foundation president. Owners include Lawrence Keller, former majority owner of WINX Washington. The company also is seeking new Philadelphia station.

ALLOCATIONS UNCHANGED

NO CHANGES involving broadcasting or mass communications contained in frequency service allocations to non-government fixed and mobile services in 30-40 and 152-162 mc bands, announced by FCC Friday as adopted with some revisions in plans released in January [BROADCASTING, Jan. 13]. In 152-162 mc case, Commission said four networks’ objections to sharing of same channels by remote pickup (50) were not well founded; the broadcasters involved “a matter of continuing study by the Commission and may be decided at a later date after the scope of service of the relay press stations has been determined.”

WGBF GETS REGULAR RENEWAL

REGULAR LICENSE renewal for WGBF Evansville, Ind., on temporary for duply reasons since Oct. 1, 1944, granted by FCC and announced Friday. Grant, for period ending Nov. 1, 1948, followed sale of WEOA Evansville to WFBM Indianapolis interests by Evansville on the Air Inc., WGBF licensee [BROADCASTING, Dec. 9, 1946]. FCC Friday also announced renewal to Feb. 1, 1950 for KCMJ Palm Springs, Calif.; to March 1, 1948 for WHAS Louisville’s W9XWT-FAX and WBNS Columbus, Ohio’s W9XUM-PAX, and to May 1, 1948 for WHK Cleveland’s developmental W9XUB.

REVIEW of activities of KTP Porterville, Calif., presented in March 24 issue of Life magazine, presenting listening habits of six representative local families.

PROGRAM TIME CHANGES ANNOUNCED BY MBS

MBS last week announced following changes in program times:

With cancellation of McGarry and His Mouse by General Foods Corp., New York (Sanka), sustainer Scotland Yard featuring Basil Rathbone and currently heard Tuesdays, 8-8:30 p.m., moves to Monday, 8-8:30 p.m., effective April 7, period to be vacated by McGarry show.

Trimount Clothing, N. Y., sponsor of The Warden’s Crime Cases currently aired on MBS Sundays, 2-2:15 p.m., effective April 8 moves to Tuesday, 8-8:15 p.m., and Commercial Credit Co., Baltimore, switches Special Investigator currently on MBS Sundays, 8:30-8:45 p.m., to Tuesday, 8-8:45 p.m.

Agency for Trimount is William Weintraub Co., New York, while Sheldon, Quick & McElroy, New York, handles Commercial Credit account.

TWO NEW STATION DENIALS

FILED too late for consideration under FCC rules, new-station applications of Biloxi Broadcasters Assn. (for Biloxi, Miss.) and Pacific States Radio Engineering (for Pittsburgh, Calif.) dismissed by Commission. Rules say applications will not be considered with mutually exclusive applications already on file unless held in abeyance before hearing on older case. Biloxi application, for 1340 kc with 250 w, dismissed without prejudice to relitigation when final action taken on Gulf Broadcasting Co. application for same assignment at Mobile. Similarly, Pacific States, seeking 1470 kc with 250 w, may relitigate if disposition of KSAN San Francisco’s bid to change from 1460 to 1490 kc. Hearings already held on both KSAN and Gulf Broadcasting cases.

OXARART JOINS CBS

FRANK OXARART, resigned as head of Los Angeles agency bearing his name to join CBS Hollywood today (March 24) as head of West Coast transcontinental sales. Agency being purchased by James Shelley and William Harvey, formerly Mr. Oxarart’s junior partners.

WHAS Louisville, Ky., Friday, was granted assignment of license from Courier Journal and Louisville Times Co., to WHAS Inc., newly formed corporation wholly owned by assignor.

AUDIENCE SURVEYS has acquired new space, same address 347 Madison Ave., New York. New telephone is Murray Hill 6-9282.

People

ADRIAN SAMISH, ABC vice president in charge of programs and television, March 25 is to be married to Ernestine Witte by Judge Ferdinand Pecora, Chief Justice of the Supreme Court of New York.

J. ALLEN BROWN, NAB Assistant Director of Broadcast Advertising, to address West Virginia Broadcasters Assn. luncheon March 29 at Huntington, W. Va. He will address local Ad Club March 28.

TRIS COFFIN, commentator, news analyst and author of the book Missouri Compromise, joins ABC’s Washington news staff.

BROADCASTING • Telecasting
The proverbially busy one-armed paper hanger is a gentleman of leisure compared to Roy Battles. This lanky, 6-foot-2-inch Midwesterner is WLW’s Farm Program Director... and one of the hardest-working, most conscientious men in radio circles.

An experienced farmer and former county agent, Battles took over his present duties in 1944... and we still don’t know how he does it. For example: besides directing and appearing on the daily broadcasts of “Everybody’s Chore Time” and “Everybody’s Farm Hour,” Roy conducts two highly popular Sunday morning farm shows, “From the Ground Up” and “Farm Front”... is responsible largely for the format and content of all 21 programs of rural appeal originated by WLW each week.

Roy supervises the activities of assistants Bob Miller and Betty Brady who—along with Farmer Earl Neal and Outdoorsman Boss Johnson—help him tailor all farm programs to the interests of agriculture in the WLW area. He also supervises the operation of WLW’s practical, non-subsidized farm, answers countless letters from listeners, and greets scores of daily visitors to Everybody’s Farm.

Battles is in constant demand as a speaker before farm groups, schools, clubs, and meetings of all types—even more so since he accompanied WLW’s famine investigating party on a six weeks’ tour of Europe’s worst famine areas last year. He spoke before thousands of people last year—was forced to turn down more speaking invitations than he was able to accept.

How does he do it? When does he get to see his family? We asked him and his answer, as he pulled away in the mobile unit, sounded like, “I don’t know, but I love it!”

Which is probably why WLW’s farm programming won VARIETY’S award for “contributing to the world’s breadbasket”... was cited as “outstanding” in BILLBOARD’S poll of radio editors. It’s also the reason why Battles is the favorite farm broadcaster (and WLW the overwhelmingly dominant station) among rural listeners of Ohio, Indiana, Kentucky, and West Virginia.
Television today is clearer, sharper, and brighter—thanks to the improved kinescope, or picture tube, perfected at RCA Laboratories.

The Picture Tube that brought "life" to television

The screen on your home television table model receiver is the face of a large picture tube. And the skater you see on the face of the tube is the identical twin of the skater being televised.

Pioneering and research in RCA Laboratories led to the development of this tube which allows none of the original realism to be "lost in transit." It reproduces every detail that the television camera sees, shows you every detail, keeps the picture amazingly lifelike and real.

An RCA Victor television receiver brings you all the action, drama and excitement that you'd enjoy if you were at the event in person—and on top of that it's all brought to you in the comfort of your own home . . . you don't have to move from your favorite chair.

RCA Laboratories has made possible outstanding advances in every phase of television. And for television at its finest, be sure to select the receiver bearing the most famous name in television today—RCA Victor.

Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.

Exclusive "Eye Witness" feature on all RCA Victor home television receivers locks the picture in tune with the sending station. This new improvement assures you brighter, clearer, steadier pictures—as steady as a picture hanging on a wall. If television is now available in your vicinity, ask your local RCA Victor dealer for a demonstration.