The map above is from WHO's BMB Report (nighttime).

It tells a fact most advertisers already know—that WHO is heard all over "Iowa Plus".

Results from two other important surveys parallel the findings of the BMB Report with strikingly close similarity—the NBC 1944 Postcard Survey, and the 1946 Iowa Radio Audience Survey. In all three studies, the figures in most Iowa counties are the same, within a very few percent.

We have prepared a map comparing the county-by-county figures from all three surveys. It is extremely enlightening, especially to those who have yet to discover the values of BMB Reports. There's a copy for you. Write us, or ask Free & Peters.
93
EXTRA SHOWS
...at No Extra Cost

Just since the first of this year United Press has delivered 93 extra shows to its radio clients—brought them that many extra opportunities to swell audiences and sell sponsors.

At the right is a list of the shows—all custom-fitted to the season and the shape of events, and presented in series or singly, according to the span of interest.

U. P. added no charges for these added attractions. They were 93 bonuses in service—and moreover quite apart from the 24 bonuses of regularly-scheduled news features.

Since it became the pioneer in radio news a dozen years ago, U. P. has always topped its commitments—consistently given broadcasters more than they pay for, at no more than they bargained for. This is one reason why U. P. continues the leader in radio news. It is foremost because it offers most.

United Press
Buy of the Month in New England

Top Hooper
Boston
Sports News Program
(Dec.-Jan.) (Jan.-Feb.)
ASK YOUR
PETRY MAN

Let's Go to the Games

VERNE WILLIAMS is the broadcaster on Mondays, Wednesdays and Fridays.

6:15 to 6:25 P.M.
(Following Yankee Network News)
MONDAY thru SATURDAY

LESTER SMITH is the broadcaster on Tuesdays, Thursdays and Saturdays.

Another Yankee originated sports feature, with a brand new technique, that reaches top rating of its time on the air in Boston.

It sends its listeners to all sports events—and adds a "gimmick" that makes ordinary sports programs out-of-date.

Ask your Petry man for the story of "Let's Go to the Games" on The Yankee Network's 24 home-town stations in New England.

PROPERTY U.S. AIR FORCE

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

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Published every Monday. 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.
POSSIBLE summer replacement for American Tobacco Co. Jack Benny Show on NBC is Jack Paar, comedian, who is to be auditioned in Hollywood this week by Foote, Cone & Belding, New York, Lucky Strike agency.

FEW IF ANY stations are frightened by letter from Communist party alleging they broadcast "anti-Communist" propaganda and that party insists upon time to reply. Stations replying say they will give equal time when Communist candidates are qualified for public office and on same terms. Majority, however, are ignoring it.

PARLAY now reported in Philadelphia would involve purchase of WPEN either by son-in-law of Alfred M. Greenfield, Philadelphia realtor and investment broker who handled Philadelphia Record-WCAU transaction, or William Goldman Theatres Inc., Philadelphia theatre operators, wholly owned by Mr. Goldman. Latter already has contracted to purchase WDBS Philadelphia local, for approximately $485,000 but is said to be looking for another buyer. WPEN price under $1,000,000. Bulletin must dispose of WPEN before asking FCC approval of WCAU transaction.

STILL silent on television plans following FCC dismissal of commercial color petition, CBS has made two small but possibly significant (Continued on page 90)

**Upcoming**

April 8: RMA-FMA Liaison Committee, Hotel Statler, Washington.
April 14: FM Assn., Region 1, Ten Eyck Hotel, Albany, N. Y.
April 14-15: NAB Area C Meeting (Districts 10, 12), Muehleback Hotel, Kansas City.

**Bulletins**

TWO station building applications approved by Facilities Review Committee of Civil Production Administration; KEEN San Jose, Cal., owned by United Broadcasting Co., San Jose, approved with proviso that minimum of scarce materials be used; estimated cost, $3,500, KKOB Sacramento, Cal., owned by Valley Broadcasting Co. approved as essential community facility; estimated cost, $4,900.

PRESIDENTIAL power to seize telephone industry contained in FCC Act, Attorney General Tom Clark ruled Friday. Assistant Secretary of Labor John W. Gibson said he is not thinking in terms of seizure. (See page 18).

APPLICATION filed Friday at FCC for consent to sale of WTVL in WDSU New Orleans to William Spiegelberg and associates for $581,250 [BROADCASTING, Jan. 20]. Sellers: E. A. Stephens 40%, H. G. Wall 57½%.

**Business Briefly**

THREE ON WMAQ - Three sponsors sign for spots on WMAQ Chicago: Dr. W. B. Caldwell Co. (Camel-Pennique), 125 station breaks, through Sherman & Marquette; Hudson Motor Car Co., 10 spots, through Brooke, Smith, French & Dorrance; American Tobacco Co. (Lucky Strike), 15 station breaks, through Foote, Cone & Belding.


REVERSE DROPS - Revere Copper & Brass, New York, June 1 discontinues Explorer the Unknown on WBS Sun., 9-9:30 p.m. Reverse agency, St. George & Keys, New York, which owns show, reported current NBC sponsor interested in package.

NAMES REPRESENTATIVE - J. P. McKinney & Son named national representatives for new WBEY Pittsfield, Mass.


**Blue Book Not Order, FCC Tells Court**

FCC DECLARED Friday its Blue Book is not an order and is not reviewable by any court.

"The content of a report of an investigation by an agency which fails to order or prohibit action or impose any sanction may not be reviewed by a court," FCC declared, citing court rulings in support.

Commission's claims were made in support of motions, filed Friday in U. S. District Court for D. C., to convene special three-judge court to hear WBAI Baltimore's complaints against FCC and Blue Book and to dismiss WBAI complaint on grounds that (1) court lacks jurisdiction, and (2) complaint fails to state claim upon which relief may be granted.

In same court Associate Justice T. Allan Goldborough on Feb. 19 denied similar FCC motion for three-judge court and granted WBAI's preliminary injunction prohibiting, pending litigation, further FCC action on WBAI's renewal application and Drew Pearson & Robert S. Allen's rival bid for Baltimore clear-channel station's 1000-ke, 50-kw facilities [BROADCASTING, Feb. 24].

FCC said its motions be made orally April 14 "as soon thereafter as counsel can be heard." Whether they will be argued on that date was not known, WBAI's next move to be decided in conferences of WBAI-Hearst officials and counsel, including Dempsey & Koplovitz and Littlepage & Littlepage, Washington firms.

WBAI, set for renewal hearing with Pearson-Allen new station bid, claims Blue Book made "false, distorted and misleading" references to past WBAI programming and asks they be corrected; contends Blue Book references were responsible for successful application of Pearson-Allen; that without Pearson-Allen application, WBAI would have received renewal without hearing; that Blue Book references are prejudicial to WBAI's case in competitive hearing.

Commission claimed right to make program investigation stems from Communications Act (Sec. 403), that this right was not challenged by WBAI, and therefore Blue Book "inflicted no injury against which [WBAI] is entitled to redress." Court rulings in newspaper-ownership and other cases were cited in support of Commission jurisdiction to make investigation "in aid of its licensing powers."

Contending court may not set aside or suspend FCC orders calling hearings. Commission claimed any WBAI appeal should be after final FCC order, not before, and that WBAI "is attempting to by-pass the very hearing in which [the station] will be given an opportunity to show in what respect, if any, the Report is erroneous or misleading and improperly prejudices plaintiff's opportunity for securing a renewal of license."

FCC claimed its own "thought processes and reasoning" in deciding whether to call hearings are not reviewable by courts and that it is therefore of no moment whether the discussion of plaintiff's operation of WBAI in the Commission's Report, or some other factors, led to the Commission's decision to hold a hearing..."

It added that "the Commission is not and can not be concerned with the motives which induce various persons or groups to apply for a station license."

Commission said Blue Book references were meant to show need for further review of program performance in cases where changes in program policy follows changes in ownership, and that there was "no attempt to evaluate WBAI's program service or overall operation... or to determine whether plaintiff's operation was or was not in the public interest."

FCC motions and briefs filed by Wendell Berge, Assistant Attorney General; Edward J. Hickey Jr., special assistant to Attorney General; FCC General Counsel Benedict P. Cotton, Assistant General Counsel Harry M. Plotkin, and attorneys Max Goldman and Richard A. Solomon.

**Broadcasting** • Telecasting
Time To Take Stock of Memphis

Now's a fine time to take stock

We believe you'll discover that there's been a sharp change in the approach of many time buyers since WHHM entered the Memphis picture.

1. More listeners Per Dollar in Memphis ... High Hoopers Attest to this All-Round Supremacy.

2. Spring serenade of Sales. Now's the time to get added listeners to your Spots.

3. Ask the FORJOE man for further facts. See market data that shows Memphis is the hub of a vast buying area.

Don't be "cowed" by "bull" ... Look at the facts

Won't it be a lovely spring on

Represented by
FORJOE & CO.

MEMPHIS, TENNESSEE
YOUR SPRINGBOARD TO SALES
Fulton Lewis, jr.

available now* on WAGC—Chattanooga

Get aboard for Chattanooga. Fulton Lewis, jr. is now available on WAGC.

Local and national advertisers on 254 stations from coast to coast find it profitable to sponsor Lewis. His program—the biggest co-op on the air today—now offers sponsors a ready-made audience in the Tennessee valley.

Wire, phone or write us immediately for complete information.

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

WSIX gives you all three: Market, Economy, Coverage
When your product needs push, we’ve got it for you — when you want it, where you want it... Sales Push that works fast to sell a product or an idea.

Put this strong push to work for you in markets you choose — with time and talent you select.

Choose your own stations, too. Choose these stations to do the job with push-button ease.

AVAILABLE!

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

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
ATLANTA • BOSTON
DETROIT • ST. LOUIS • SAN FRANCISCO
Feature of the Week

IS THERE "duopoly" in the common ownership of commercial and non-commercial FM stations in the same town? FCC is now faced with that question for the first time, and is looking for the answer.

The question, which may have been raised hypothetically before but never evoked a policy decision, was raised non-hypothetically by the A. & M. College of Texas.

The school, which is the licensee of WTAW College Station, a 1-kw daytime commercial AM outlet, applied for both commercial and non-commercial FM stations.

Its explanation of the dual request was that the commercial station would be used to carry programs of entertainment and general information and that its revenues would help foot the bill for the non-commercial station. The latter, it was expained, would be devoted to educational programming.

FCC acted on the commercial application first. The college received its construction permit for a Class B station on March 27 [Broadcasting, March 31]. Still pending is the non-commercial bid.

The existing duopoly rule on FM makes no distinction between commercial and non-commercial stations in banning common ownership of two or more which would serve substantially the same service area. But the question of what interpretation should be applied to the rules, particularly in FM, is currently under study, following hearings held earlier this year, and disclosure of the Commission's conclusions is yet to come.

Meanwhile, to help it make up its mind on the commercial plus non-commercial question, the Commission has written Texas A. & M. authorities asking why they feel justifed in operating two FM outlets in the same town.

Sellers of Sales

IVE out of ten of the 1946 Intermountain advertising awards in the radio division went to clients of the Gillham Advertising Agency, Salt Lake City. And the man largely responsible for those clients' programs is Victor V. Bell, account executive and radio director for Gillham.

Just for good measure, he also got an award for one of his clients in the newspaper color division.

Although he's just 36 now, Vic had his first taste of radio 17 years ago, while he was still going to high school at Williston, N. D. Each Saturday he would travel 100 miles to put on a poetry show and do "bit" announcing on KGCX, then at Wolfpoint, Mont. But after finishing school he left radio for a short-lived job as a French horn player in a theater orchestra.

When "talking pictures" moved in, Vic and the horn moved out. He tried two years at Minot Teacher's College, then went to New York to work in a book store. Again an outside force brought a change of jobs. This time it was the depression. The bookstore closed and Vic returned to North Dakota, got a job selling printing, married his hometown sweetheart, Ursula Winter, and later became recreational director for western North Dakota.

Among his activities as recreational director was the organization of several classes in radio production. And it was through this that he obtained his first fulltime job in radio, program director for KLPM Minot, N. D.

From there he went as program director to a new station, KRMG (now KJSB) Jamestown, N. D.; then to KUTA Salt Lake City. He left KUTA in 1939 to join KSL, where he stayed for two and a half years, progressively as continuity writer, assistant director of sales promotion, and writer-producer in charge of new program presentations.

Five years ago he left KSL to organize the radio department for Gillham. Since then he has increased the agency's radio billing over 100% and added six accounts.

As account executive he services such Intermountain advertisers as Sweet Candy Co., Porter-Scarpelli, Macaroni Co., Excelcis Beauty Products Co., and Montana Cereal Co.

As radio director he supervises radio for all Gillham accounts. He likes swimming and boating, and in this connection there's nothing he enjoys more than taking Mrs. Bell and their family of four daughters and a son on a vacation—just even a picnic.

Vic is a member of the Salt Lake Advertising Club, the Utah Writer's League and a former member of the Civil Air Patrol.
Three top national awards went to WFIL in the City College of New York's annual competition for the creation and promotion of radio programs. WFIL's "Teen Age Time" and the station's promotion of the Louis-Conn fight broadcast received not only the highest awards in their respective categories of competition, but also the plaque as the outstanding entry—regardless of category—received from any radio station in WFIL's power class.

We are deeply appreciative of this valued recognition of WFIL's constant planning for perfection in every phase of radio programming and promotion. The same attention to detail, the same desire to do an outstanding job that brought WFIL three of the nation's top radio awards goes into the building of every WFIL program and plan of promotion. It is that regard for the tastes of our listeners and the needs of our advertisers that attracts both to WFIL.

The Philadelphia Inquirer Station

560 First On Your Dial

Represented Nationally By The Katz Agency

An ABC Affiliate
NO. 3—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

OUR MOUTHPIECE!

No, we've never had to beat a murder rap or shoot it out with the cops, but like every law-abiding citizen, we do have our legal problems. When we do, our general counsel and Director, Sherman R. Barnett, handles these affairs for us in a way that only his wonderful experience and special training could permit. That saves the rest of us for productive radio-station representation—permits us to give just that much more of our time and attention to your business, and just that much less to our own. Want a sample of how this works?

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

EXCLUSIVE REPRESENTATIVES:

<table>
<thead>
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<th>City</th>
<th>Call Letters</th>
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<td>Albuquerque</td>
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<td>Syracuse</td>
<td>WFBT</td>
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Page 12 • April 7, 1947
House Group Asserts Probe Authority

Jurisdictional Move Seen in New Resolution

By PETER DENZER

ASSERTION of the House Interstate & Foreign Commerce Committee's authority over radio matters was last week understood not to preclude establishment of a select committee to investigate the FCC.

Commerce Committee Chairman Charles A. Wolverton (R-Ohio) asserted this authority by introducing a resolution (H Res-165) last Friday to make an "inquiry and complete study" of FCC policies and procedures. The resolution was generally regarded as an attempt to:

1. Forestall a developing bi-partisan move for a special committee to investigate FCC;
2. Extend the Commerce Committee's jurisdiction to include the International Broadcasting Foundation proposal submitted by the State Dept. [BROADCASTING, March 31].

Specifically the resolution would authorize investigation of the "administration of the Communications Act of 1934 ... or interstate or foreign communication by wire or radio, or interstate or foreign transmission of energy by radio." It would also grant the committee subpoena powers.

Mr. Wolverton told BROADCASTING he has received "numerous complaints that the FCC is acting as a censor and in some cases is interfering with the business operations of radio stations." He added that the whole question of licensing has to be looked into, and charges of political favoritism in the granting of licenses.

The resolution was accompanied by a carefully worded statement in which Mr. Wolverton assured that the proposed inquiry "is not intended as a 'witch-hunt' or, for any purpose other than to make certain that present laws and administration are making available to the people of the United States the full use of radio communication upon the terms and conditions that best serve the public."

Rules Committee Chairman Leo Allen (R-III) said he expects his committee members—Clarence Brown (R-Ohio) and Eugene Cox (D-Ga.)—have been supporters of the select committee approach to FCC investigation.

There was also feeling in some House quarters that an earlier meeting between the Commission and the Commerce Committee [BROADCASTING, March 3] had resulted in a friendly liaison which might soften the committee's probe. The FCC, it was understood, expects the earlier cordial atmosphere it encountered to be maintained if there is a Commerce Committee examination.

A select committee is favored by Rep. Richard B. Wigglesworth (R-Mass.), whose Independent Offices Subcommittee will make the first intensive survey of the Commission early in May when it reviews FCC 1948 money requests [BROADCASTING, Feb. 17]. "It has been my view," he said, "that there should be a select committee to investigate the FCC."

Mr. Wigglesworth was a member of the first select committee organized in 1943 to investigate the FCC. At that time on the minority side, he was convinced that the investigation was seriously hindered by the Administration from completing its work. He told BROADCASTING that he still feels that the project started in 1943 was poorly conducted and did not resolve the question of FCC licensing authority.

Brown Considered

His important role on the Appropriations subcommittee, however, apparently eliminates Rep. Wigginsworth from consideration as chairman of any proposed special committee. Most likely candidates would be Rep. Clarence Brown (R-Ohio) who, despite his authority in GOP councils and comparatively high seniority, holds no chairmanship. Although Mr. Brown could not be reached for comment, it was learned that bi-partisan select committee planners have virtually agreed that there should be

(Continued on page 64)

Haverlin First BMI Paid President

Charles A. Wall Slated For Position Under New Setup

LOOKING TOWARD more vigorous competition in the radio music field, the board of directors of Broadcast Music Inc. last Friday announced appointment of Cari Haverlin, vice president in charge of station relations of Mutual, as the first paid president of radio's wholly owned music subsidiary.

Simultaneously, the board preferred the post of vice president in charge of finance to Charles A. Wall, administrative assistant to NBC's vice president in charge of finance, John H. MacDonald. With Mr. Haverlin Mr. Wall would constitute the nucleus of the new management team. Mr. Wall's decision was expected momentarily.

Mr. Haverlin's new status constitutes resumption, at top level, of the work he undertook in 1939 as station relations director of the then newly-formed company. He is credited with a large share of the organization's success in the sale of stock to stations to create the enterprise which fulfilled its immediate mission of providing an independent source of music for radio. BMI was created largely under the aegis of the NAB, as the answer to ASCAP's purportedly untenable demands for license performance fees.

No word was forthcoming from Edgar Kobak, MBS president, on appointment of Mr. Haverlin's successor. Charles Godwin, manager of station relations, will assume Mr. Haverlin's duties pending the new appointment. Mr. Haverlin is expected to join BMI promptly.

With Mr. Haverlin's elevation to the presidency, NAB President Justin Miller, who automatically held that status with BMI, was elected board chairman. Sydney M. Kaye, executive vice president and general counsel of BMI and one of the moving spirits in its origination, becomes vice chairman and general counsel.

Mr. Haverlin, whose BMI salary will be in the neighborhood of $35,000, has served as a BMI board member representing Mutual.

(Continued on page 74)
T-H-S Firm Moves To National Field

Representative for Southwest Absorbs Broadcast Sales

TAYLOR - HOWE - SNOWDEN, national representative, which has heretofore represented stations in the Southwest only (Texas, Oklahoma New Mexico) this week entered the national field with announcement it had absorbed Broadcast Sales Co.

Broadcast Sales' representatives WINN WMPW WJIM WMAN WMPR WPAG. New York offices have been headed by Peggy Stone with George Roessler as manager of the Chicago office. Both Miss Stone and Mr. Roessler have joined the sales staff of Taylor-Howe-Snowden in their respective cities.

The announcement made by Alex Keese, general manager of T-H-S, Amarillo, Tex., also confirmed an earlier report by George W. Webber, national sales manager of the Iowa Tall Corn Network, of the appointment of T-H-S as national representatives of the stations associated with the Iowa regional (KBUR KROS KTHD KFJD KFJB KHzT KICD KWPC KSIR). Two additional stations, KDEC, Decatur, Ia., and KSWI, Council Bluffs, Ia., will shortly join Tall Corn Network, Mr. Webber said.

Birch to Jergens

CHESTER T. BIRCH, former vice president of Robert W. Orr & Assoc., New York, has been appointed vice president in charge of advertising of the Andrew Jergens Co., Cincinnati.

Previous to his association with the Orr agency, Mr. Birch was with Lennen & Mitchell, New York, where he was account executive on the Jergens account. Before that he was vice president of Pedlar & Ryan, New York, in charge of Procter & Gamble advertising.

Pearson Co. Named

JOHN E. PEARSON Co., Chicago, station representatives, has announced its appointment to represent KFYO Flat River, Mo., WIRA Fort Pierce, Fla., WDMA Memphis, and WMLO Milwaukee.

New stations bring Pearson list to 54.

Philip Morris Renews


WDUZ to ABC

WDUZ Green Bay, Wis., now under construction, joins ABC on May 1 as member of the network's north central group. Addition brings total number of ABC affiliates to 248. Operating with 250 w on 1400 kc, station is owned by Green Bay Broadcasting Co. Ben Laird is manager.

WLOS to Join MBS

WLOS Asheville, N. C., now under construction, joins MBS on July 1, bringing the network's total affiliates to 410. Operating on 5 kw daytime and 1 kw nighttime on 1380 kc, station is owned and operated by Skyway Broadcasting Co.

'True Story' Renewed

LIBBY, McNEILL & LIBBY, Chicago, effective April 14 for 52 weeks renew sponsorship of "True Story" on ABC, Mondays through Fridays, 10-10:35 a.m. Agency is J. Walter Thompson Co., Chicago.

To Air Preakness

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on May 10, 8-5:30 p.m., will sponsor the 12th running of the Preakness at the Pimlico Race Track, Baltimore, on NBC. The race will be covered by NBC's director of sports, Bill Stern, and the NBC race expert, Clem McCarthy. Agency for Emerson is BRDO, New York.

Cann Gets New Post

HOWARD W. CANN Jr., formerly on the MBS New York sales staff, has been appointed resident sales representative for the network in Philadelphia. Mr. Cann, who will make his headquarters in the offices of WIP, MBS Philadelphia affiliate, joined MBS in January, 1946, following his discharge from the AAF. Prior to his military service he was with the ABC sales staff.

Standard Oil Signs

STANDARD OIL Co. of New Jersey, New York (Esso Marketers Products), next fall will sponsor the broadcasts of all U. of Arkansas football games on eight stations in that area. Schedule calls for 10 games to be played between Sept. 20 and Nov. 27. Agency is Marshalk & Pratt, New York.

Fulltime Allergy

FCC Commissioner E. K. Jett has a new car. It is fitted with a popular brand pushbutton radio. Proudly pushing the buttons for the first time last week the Commissioner found that each of them (five, in all) had been tuned by the distributor to a different Washington area daytime local station. Not a single fulltime or network outlet was represented.
Radio Proves Power During N.Y. Strike

Rochester Sales Increase Credited To Medium
By J. FRANK BEATY

BROADCAST advertising, put to a test during the three months in which Rochester, N. Y., had no newspapers, demonstrated that it can do a basic advertising job for retail stores.

The proof of the medium's sales power is found in the monthly retail trade reports of the U. S. Bureau of the Census based on actual sales.

These figures demonstrate that during the Nov. 8-Febr. 8 13-week period, when this shopping area of a million inhabitants was without its two daily newspapers, retail business rose to record heights. Indeed, the figures show that the broadcast medium can do the main advertising job for retailers when newspapers are not available, even though towns were unable to supply good availabilities.

The statistical story, based on the Census Bureau's official tabulations, is as follows:

**NOVEMBER**

**ROCHESTER**—All sales up 25% over November 1945 (department stores up 31%, others up 41%); all sales up 48% over November (department stores up 65%, others up 58%).

**BUFFALO**—All sales up 28% over November 1945 (department stores up 25%, others up 31%); all sales up 53% from December (department stores up 23%, others up 73%).

**DECEMBER**

**ROCHESTER**—All sales up 30% over December 1945 (department stores up 26%, others up 38%); all sales up 45% over December (department stores up 60%, others up 34%).

**BUFFALO**—All sales up 39% over December 1945 (department stores up 21%, others up 43%); all sales up 90% from December (department stores up 31%, others up 18%).

**JANUARY**

**ROCHESTER**—All sales up 18% over January 1946 (department stores up 16%, others up 22%); all sales down 39% from December (department stores down 35%); all others down 55%.

**BUFFALO**—All sales up 38% over January 1946 (department stores up 16%, others up 29%); all sales up 49% over January (department stores up 41%, others up 33%).

These figures, according to the Census Bureau, show that broadcast medium sales were not only steady and strong but regular through the holiday season, a period during which radio's audience is at its peak each year.

**Rochester Newspaper Strike Shows How Radio Delivers for Advertiser**

By FRANK E. PELLEGRINO

NAB Director of Broadcast Advertising

AGAIN we have dramatic proof of the power of radio advertising in the three-month Rochester newspaper strike.

Radio can do a job for its advertisers in good times and bad, under normal or abnormal conditions, alone or coordinated with other media. We, Mr. Pellegrino, in radio have known this for a long time, and so have thousands of experienced retailers and other radio advertisers. But it is always satisfying to get additional evidence on the subject, such as this Rochester story.

Some of our competitors have attempted on occasion to show how radio is the substitute when newspaper services are withheld by strikes or other causes. The official statistics from Rochester prove that no single medium of advertising is indispensable in this complex area. We Radio men, to our credit, do not make claims of indispensability. But radio men can claim, and evidence in the Rochester case is ample, that in time of civic emergency radio stations can exert that extra effort and readiness they are known for in such fashion as to serve the most pressing needs of the community, without striking any sort of bargain or giving away the special advantages of cooperation.

Radio's job is to deliver goods. The Rochester stations have demonstrated again how efficiently radio can address itself to a record-breaking holiday season.

**Buffalo**

**WHEC**

Like other stations, WHEC had anticipated an impasse in strike negotiations and was ready when the city's two newspapers stopped publication Nov. 8. Gunnar O. Wilg, general manager, had called in his department heads when negotiations were still under way. With Le Moin Wheeler, commer-

**In Rochester**

The Rochester strike was considered a threat to both radio and newspaper advertisers. Some selected merchants were hopeful that broadcast advertising might supply the goods that were not delivered by the newspapers.

But the ads were not as effective as expected. In effect, radio reached a limit in the strike. It proved, however, that broadcast medium's sales were not only steady and strong but regular through the holiday season, a period during which radio's audience is at its peak each year.

Radio's power in this instance proved its value in news coverage, too. With the newspapers out, radio was the only news outlet.

**Buffalo**

Here, too, the radio stations' power in the strike proved valuable. The Buffalo Evening News was one of the newspapers out, and radio was the only news outlet. The Buffalo Evening News was one of the newspapers that were out during the strike.

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Program Dept. is charged with the task of enforcing the standards. The committee welcomed Harold Fair, former WHO Des Moines program director, now as chief of Program Dept. who takes active charge later this month.

Mrs. Meyers' Attack

Out of the committee's two-day meeting came a lengthy press release based on the thesis that people who complain against radio should have "clean hands." Besides general complaints against destructive criticism, the committee specifically criticized a speech by Mrs. Eugene Meyer, wife of the owner of the Washington Post, for statements that radio and film industries are being used for a "vulgarization of the public mind." It then referred to sex material allegedly printed in the same issue of the Post and said no radio station would broadcast that sort of thing.

Attending the Program Executive Committee meetings through April 1-2, in addition, they will have the benefit of suggestions from all who desire to toss in ideas on how broadcasters should draw up a code and what they should put in it. The standards committee invited "all who are sincerely interested in strengthening and improving the American system of broadcasting to submit their suggestions to the committee's secretary, C. E. Arney Jr., at NAB headquarters, 1771 N St., N. W., Washington, D. C." according to Mr. Sweezy.

Conscious of Need

He added, "We in the industry have heard more of the need for a well-considered standards of practice to serve as a guide to individual broadcasters. Obviously the talk is not a vain one. We have named two subcommittees—one on commercial practices, and another on general program policies."

The first committee consists of John M. Butler Jr., WSB Atlanta; Eugene Carr, WPAY Portsmouth, O.; Harold E. Fellows, WEEI Boston. The make-up of the second is Edgar Bill, WBMD Peoria; Walter Damini, WTMJ Milwaukee; Gibson Gray, CBS.

Other committee members who attended the March 31 meeting were Roger W. Clipp, WIPF Philadelphi; and C. T. Lack, WRVA Richmond.

The Program Executive Committee went over the work of the Standards group at its two-day meeting. Mr. Arney read a report was commended for "the prompt and vigorous manner in which the writing of a revised code for broadcasters is proceeding."

The Program Committee exercises a parental supervision of the code-writing project since the NAB committee members have "good sense and are conscious of the need for such a project."

No Czar Is Needed

Miller informs N. Y. Club

RADIO needs no "czar" to cure its ills, Justin Miller, NAB president, said last week in addressing the New York Radio Executives Club.

Actually it already has several czars, he said, listing them as Congress, the State Governments, FCC, Dept. of Justice, Federal Trade Commission and Securities & Exchange Commission. Each of these, he continued, exercises control over radio.

Speaking on the subject, "Does Radio Need a Czar?" he said that what is needed is "constructive, collaborative thinking" to exert a "measure of self-discipline."

Judge Miller called for calm in the face of what he thought was hysterical criticism and urged that radio pursue the less spectacular course of dealing with the public by adopting standards of practice.

He pointed out that "broadcasting people" were already "busily engaged" in revising and expanding standards of practice. This was nearly a reference to the appointment earlier in the week of two NAB subcommittees to carry on preliminary work on a new NAB code.

How Is Czar Chosen?

The appointment of a czar, he said, would create grave difficulties. Among them would be a clash of power between the czar and established governmental agencies which exercise control over broadcasting. What would be a czar be; is he an investigator, a reporter, a prosecutor?" Judge Miller wondered.

Who would select a czar? Judge Miller advanced the idea of selecting a czar by a "combination" of agencies like the NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers "would bring us into danger from anti-trust investigation."

Nor could advertisers appoint

(Continued on page 85)
BEST DRESS BUSINESS
—since the store opened

*EXCEPT CHRISTMAS

Down here in Richmond, there's a dress shop called The Dixie Shop. It's on highly-competitive Broad Street.

For about a year they used newspaper and direct mail.

Then in February, this year, they bought a half-hour show on W-L-E-E... "The Dixie Shop Amateur Show."

The weekend of March 15th was the highest volume weekend (except Christmas)—since the store opened!

And there's been a definite trend toward more business, better traffic into the shop, and up-grade in clientele.

It's another sales success story for W-L-E-E, your best bet in Richmond.

W·L·E·E
Mutual in Richmond

TOM TINSLEY, DIRECTOR  ·  IRVIN G. ABELLOFF, GENERAL MANAGER  ·  REPRESENTED BY HEADLEY-REED
BROADCASTING · Telecasting

April 7, 1947 · Page 17
No Service Interruptions Are Anticipated by Networks

WHETHER or not the threatened telephone strike occurred today (Monday) the radio industry was prepared to continue its services. There were conflicting claims as to what effects a strike involving 287,000 telephone workers (members of 39 of the National Federation of Telephone Unions might have. The union said that a nationwide walkout would tie up radio networks, long distance lines, transoceanic service, information and other special services. But the radio networks, as well as the American Telephone and Telegraph Co. against which the strike would be directed, minimized the possible effect.

Telephone company officials were reliably reported to have assured the networks that long lines service used to carry programs would be uninterrupted by the proposed strike.

Supervisory personnel, it was said, would be in adequate force to keep the lines in operation. Only unpredictable damage of major nature would impair the service, it was believed.

The networks were understood to have notified affiliates of their intention to continue all program operations in the belief that the lines would be maintained.

'Wait and See' Policy

Aside from carefully watching the developments of the strike situation at the telephone company and keeping their ties informed, none of the networks was making serious precautionary plans in connection with the threatened walkout. As one network executive said, "There is nothing we can do but wait and see."

Comments from the networks were as follows:

NBC said it was depending on its no-strike clause with the National Assn. of Broadcast Engineers and Technicians, and that unless some major line trouble developed it anticipated no disruption of broadcasts.

CBS said it was taking no special steps and would function as well as possible under the circumstances.

CBS commented that "we believe our permanent circuits are sufficiently developed...between our major centers of origination to enable us to keep functioning."

FCC made no official comment.

FCC Expresses Concern

Meanwhile, FCC expressed concern over the entire strike picture so far as it affects communications. The Commission not only was disturbed by prospects of an immedi-ate nationwide telephone strike but also by the threatened Western Union walkout at a later date. In general, here is what can be expected if the telephone workers leave their jobs:

Supervisory employees will handle emergency calls, both long distance and local.

Non-emergency long distance calls cannot be made. Dial telephone calls may be made as usual.

Supervisory employees will handle as many toll calls (those without dials) as possible.

Police and fire department communications will operate as usual.

NPTW warned that its policy was for phone company officials to maintain vital emergency service in all localities where telephone workers are on strike "as long as management of the respective companies makes no attempt to assign management personnel to the performance of non-management duties."

A major development in the strike picture occurred last week when the House Labor Committee by a 15-3 vote reported out a bill sponsored by its chairman, Rep. Fred A. Hartley Jr. (R-N. J.), which would empower President Truman to ban through court action nationwide strikes affecting the public interest. This would be accomplished by amending the Norris-LaGuardia Act, which prohibits the use of injunctions in primary disputes.

But there was general agreement that the Hartley bill could not possibly be enacted in time to prevent the telephone strike. The measure was not scheduled to reach the House floor before tomorrow (Tuesday).

Seizure Possibility

Government seizure of the far-flung telephone industry was another possibility, but President Truman told reporters he did not think it had the power to seize the industry. However, following a Cabinet meeting Friday Attorney General Tom Clark gave Labor Secretary Lewis B. Schwellenbach an informal, verbal opinion to the effect that the President had the power to seize the industry in the event of a strike. Mr. Clark said, however, he was not putting any specifics in the machinery in motion.

The Labor Dept. appeared to be concentrating its efforts on effecting some sort of an agreement between the American Telephone and Telegraph Co., parent of the Bell System companies, and the American Union of Telephone Workers, long-lines affiliate of the NPTW.

Hearings on Clear Channel To Resume June 2

Proceeding Expected to Last Until Early Autumn

RESUMPTION of the clear-channel hearings June 2 was ordered by FCC last Thursday, but observers still considered it unlikely that the long-drawn proceeding will be finally completed before early fall.

The June session, first since last Aug. 6, will be held before Comr. Rosel H. Hyde "and such other Commissions as the Chairman may deem expedient to attend the hearing," FCC ordered.

Presumably it will continue until all evidence has been submitted, which authorities estimated would require from one to two or three weeks.

The Commission's order provided that "following the closing of the record and before a report is issued by the Commission, interested persons will be given a reasonable opportunity to file briefs before the Commission and to present oral arguments before the Commission en banc."

En Banc Session

It was not thought likely that the en banc session would be held before September, because of the time needed to prepare briefs and arguments and because the International Telecommunications Conference at Atlantic City will engage the time and attention of Chairman Charles R. Denny, Comr. E. K. Jett, and also E. M. Webster, who take over a Commissionership this week.

The plan to have the June session held before a single Commissioner "and such other Commissioners as may be able to attend" was known to be disappointing to the Clear Channel Broadcasting Service, although its officials made no comment. Herebefore the hearings, which have been tentatively set for early fall, have been en banc sessions, and CCBS is slated to present the principal portion of its case at the June phase.

Realignment Plan

The CCBS presentation will include its plan for realignment of "clear channel stations whereby at least 750 kw would operate with 750 kw and so that each of the four major networks would have five such stations to carry the four different program services [BROADCASTING, Oct. 28, 1946]."

The Regional Broadcasters Committee, leaders of the fight to break down the clears, also may have further evidence to present in June. The committee, after reviewing studies of program-service duplication and may present their findings during the session, and it also was thought the Commission might project a plan of its own for improving program service before the June phase is completed.

"The Value of This Radio Activity..."

(Editors' Note—Testifying before the Subcommittee of the House Committee on postwar developments in communications, Comr. N. B. Hardis, General Manager and Chief Executive Officer of the National Broadcasting Co., and Comr. L. A. F. Norris, Administrator of Veterans Affairs, paid an impressive tribute to radio. The portion of his remarks relative to broadcasting are reprinted here. They were made in executive session March 17 and were released March 28.)

HOW WELL this activity has paid off can be easily illustrated by our radio activity. This radio staff consists of 25 persons, 8 of them in our Central Office and 17 of them in the field. Salaries of these 25 persons for the first 7 months of this fiscal year have amounted to $92,212. Another $17,900 has been spent on the manufacture of records and on promotional material to interest stations in using those records.

In return for this investment of $109,821 by the Veterans Administration, the radio industry has already contributed $5,150,889 in time and talent for veterans' broadcasts. This represents a return of 4,700 percent on our original outlay.

At no time have we spent a single cent for time on the air or for talent of any kind.

The recorded series of Here's To Veterans is now being used by 900 local radio stations throughout the United States. This program alone has resulted in 20,000 informational broadcasts—a total of 5,000 hours on the air for the first 7 months of this fiscal year. The Assignment Home program sponsored by the Columbia Broadcasting System in cooperation with the Veterans Administration was presented for the "Best Public Service of 1946."

No one can possibly estimate the value of this radio activity in bringing to veterans precise and accurate information on the benefits to which they are entitled. Nor is anyone engaged in this activity unaware of the benefits it has greatly amplified and increased the effectiveness of our contact service at a bare fraction of the cost that might have been involved. Radio Advisory Council, consisting of top-level representatives from the industry, has termed it an outstanding demonstration of Government-Industry cooperation in the public interest.

Radio Ready for Phone Strike Crisis
Mr. Maury Long
BROADCASTING
870 National Press Bldg.
Washington 4, D. C.

Dear Maury:

Here are some news items which I wish you would broadcast to your customers. (Of course, we expect to pay your regular space rates.)

1. Effective April 1, Taylor-Howe-Snowden Radio Sales takes over representation of station WMPS, Memphis, Tennessee.

2. Effective same date, Taylor-Howe-Snowden Radio Sales takes over representation of WINN, Louisville, Kentucky.

3. Effective same date, Taylor-Howe-Snowden Radio Sales takes over representation of Iowa Tall Corn Network.

4. Effective same date, Peggy Stone joins our organization in the New York office working with all the other good folks we have there.

5. Effective same date, George Roesler comes into our organization in Chicago working with Tom Peterson and the gang in this area.

That is about all for now. We'll have some more news soon. By the way, send the bill for this to Ted Workman in charge of the Roy K. Glenn Advertising office in Dallas.

Regards,

Ted

O. L. "Ted" Taylor

CLT:af
Delay Seen in Networking Television

First TV Hookups Will Operate in East
By BRUCE ROBERTSON

THE television broadcaster who is counting on getting a large part of his program fare from a video network in typical AM broadcasting style had better take a long look at his map, and another at his calendar. For it will be years—certainly five, perhaps ten or longer—before there will be enough facilities available to provide for the full-time operation of four coast-to-coast television networks comparable to the four major networks operating today in the standard broadcasting field.

But perhaps that's looking at the gloomiest side of the picture first. Let's shift our attention to the Atlantic Seaboard, which almost inevitably will be the first part of the country to have television network service. Taking the brightest possible facet, let’s focus on the section between New York and Washington, which for the past year have been connected with an AT&T coaxial cable capable of transmitting television programs from one city to the other.

Shared-Time Plan

At present two transmitting and two receiving terminals are available and used to operate the two coaxial circuits between these cities, one of which transmits in the direction of Washington, the other in the direction of New York. Three television stations are currently in operation in New York; each the potential key station for a video network, so far their use of the New York-Washington circuit is limited to a shared-time arrangement, with certain special telecasts such as the President's recent address to Congress on the Greek loan pooled and broadcast by all three New York stations. But for independent operation each is limited to two days a week and Sunday, not a very solid basis on which to set up a network operation.

More Terminals

The present set-up does not provide for full-time operation, but the telephone company expects to have two more terminals of each type—transmitting and receiving—ready for use about Oct. 1 of this year. When the key stations are ready it will be practicable to connect both Baltimore and Philadelphia into the circuits for either transmitting or receiving, so that programs originating in the four cities may be broadcast simultaneously in the other three.

But by fall or early winter it is anticipated that New York will have five television stations: Philadelphia four, Baltimore three and Washington four. The time division problem for use of the coaxial cable will be even tougher during the winter of 1947-48 than it is now. By the second quarter of 1948 the phone company hopes to alleviate this somewhat by adding two more circuits between New York and Washington, making a total of four circuits, three running southward from New York, one north from the Capital. If additional terminal equipment is also available then this would be a decided improvement, but still far from perfect for the establishment of competitive video networks.

Meanwhile, Bell System crews are busily laying cable in other parts of the country. If present schedules are met, the coaxial cable across the South, connecting Atlanta and Los Angeles, will be completed by fall. A Buffalo-Cleveland-Indianapolis connection is under temporary construction, as are a number of other links. "Present plans indicate," AT&T reported last week, "that if service is desired a television circuit in each direction between New York and Chicago could be provided for service during the latter part of 1949." Presumably that connection, like the one between New York and Washington, would begin as a two-city hook-up only, with other cities being added gradually as terminal equipment becomes available.

Slight Concern

The telephone company is not the only means of networking television signals from city to city. As long ago as Jan. 1941 RCA demonstrated a radio relay system for television signals. The New York pictures picked up at Camp Upton, Long Island, and brought to the city by a series of automatic relay stations. Last fall the Bell System utilized some relay stations and took televiscasts of three Army football games from the stadium at West Point to NBC's transmitter atop the Empire State Bldg. in New York.

NBC video programs each week are regularly sent by radio relays to Philadelphia and to Schenectady for simultaneous rebroadcast in those cities. Why can't these be extended into regional or national television networks? Why couldn't Western Union, which in the late 1930's had a voice radio relay system for use in transmitting its telegraphic services, offer a network service to television broadcasters? What about applying AT&T's pulsetime multiplexing system to television? What about the mountain-top microwave relay chain for television projected two years ago by Raytheon Mfg. Co.?

Further Tests Needed

The answers to those questions seem to add up to the single statement that until further equipment has been installed and further tests have been made no one can say just how successful long-distance radio relay transmission of video programs will be. Aside from the relatively short New York-Philadelphia and New York-Schenectady radio relays, most tests have been conducted with transmitting facilities for telephone, telegraph, teletypewriter and similar services.

AT&T is actively experimenting with radio relays, too. Work on an experimental radio relay link between New York and Boston is progressing "on schedule," the company said last week, "and it should be available for television transmissions in either direction between those cities during the third quarter of this year." AT&T also has applied to the FCC for authority to install terminal equipment in New York and Chicago (Continued on page 88)

Added FM Separation Expected

FCC Plan for Reallocation May Be Announced This Week

FCC EXECUTIVES and staff members were working steadily last week toward an early reallocation of FM channels, with the likelihood that three, four or five-channel separation for stations in the same area would be ordered and, ultimately, perhaps an extension of the FM band.

It was considered possible that the reallocation (see Broadcasting, March 17, 31) would be ready for announcement late this week. But most authorities regarded it as more likely to come next week or possibly early the following week, as originally estimated.

Three different plans of solving FM's interference problems were known to be under consideration within the Commission. Authori-
K. Excel says:

WHO EVER HEARD
OF A 21,250 WATT
RADIO STATION...

That's what you get when you use
The XL Stations in the Pacific Northwest
...and they're all "Home Town" stations; costing
less combined than any single, clear channel
"visiting station"

Located in the areas where the people live ... two and a half million of them

OFFICES

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv’d.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 551 5th Ave., New York
The Walker Co., 360 N. Mich., Chicago

PACIFIC NORTHWEST BROADCASTERS
CONTESTS KEYED TO GALLUP POLL
Radio Among Media to Be Used in P & G
Spic and Span Division Campaign

WHAT IS BELIEVED to be the first national contest with prizes awarded from results of a survey conducted by the Gallup Poll was announced this week in Chicago.

Spic and Span division of Procter & Gamble, through Dancer-Fitzgerald-Sample Advertising, Chicago, will use radio, newspapers and magazines to conduct five weekly nationwide contests with over $300 awards valued at $70,000.

According to the Gallup survey, postwar needs of the American public are given as (1) homes, (2) automobiles and (3) home appliances. Accordingly, the Spic and Span contest, which will run April 13-May 17, will offer as first prize a fully-equipped prefabricated home, plus $4,000 to pay for purchase of a lot, construction, painting, plumbing, wiring and landscaping. Second prize in the weekly contest is a 1947 Chevrolet sedan. Other prizes include 10 Eureka home cleaning units and 100 Eureka cordless electric irons.

Awards will be made on the basis of the best 25-word or less statement endorsing product. Spic and Span currently sponsors Life Can Be Beautiful, NBC, and Perry Mason, CBS, and will use closing announcement on Jack Smith, CBS.

STUDY of the effect of motion pictures and radio on juvenile delinquency has been recommended by sub-committee of Los Angeles County Youth Committee.

NEW KMOX TRANSMITTER TO BE DEDICATED TODAY
DEDICATION of the new transmitter of KMOX, 50-kw St. Louis CBS outlet, is scheduled for today (Monday). Special broadcasts will follow by a banquet at Hotel Jefferson, which is planned. Ceremonies will be attended by 400 leading citizens of Missouri and by three top CBS executives, Frank Stanton, president of the network; Howard Beighler, vice president in charge of station administration; and J. L. Van Volkogen, general sales manager of Radio Sales, network's spot broadcasting division.

The new transmitter, manufactured by Westinghouse, is located at Staliborg, Ill., 10 miles north of downtown St. Louis. Tower is 470 feet high. Engineering measurements indicate that the transmitter, located on a 20-acre tract, will enable KMOX to serve approximately 2% more radio homes than at present. Harry Harvey, KMOX director of engineering, reports that there are 95,000 feet of copper wire buried under the ground on the tract. Two artesian wells have been dug on the property, the one for cooling purposes and the other as a permanent water supply.

Philip Morris Co. Signs For Two Mutual Serials

PHILIP MORRIS & CO. Ltd., New York, through Cecil & Presbrey, New York, begins sponsorship of two MBS daytime shows, Queen For A Day and Heart's Desire this month.

The cigarette firm will sponsor the second 15-minute segment of Heart's Desire, which has been tested on a small number of MBS stations for the past four months and will be heard Mondays through Fridays, 11:30 a.m.-12 noon. Queen For A Day is heard Mondays through Fridays, 2-2:30 p.m., and Philip Morris and Miles Labs., will alternate each day as to sponsorship of the first and second 15-minute periods. Exact starting time of the sponsorship has not been set.

Zenith Radio's 9-Months Net Loss Near $315,000

A net loss for the nine-months period ending Jan. 31 amounting to $314,969 after depreciation, excise taxes, normal reserves and provision for income taxes of subsidiaries was reported by Zenith Radio Corp., Chicago, this week.

E. F. McDonald Jr., Zenith president, estimated the firm's consolidated operating profit for the three-months period ending Jan. 31 at $526,006. Mr. McDonald said Zenith has operated at a profit for the first time since the removal of OPA price ceilings last November, despite the consolidated net loss.

Home Grown Proof-

- Clients in 47 different towns and cities in WPTF's listening area advertise regularly over WPTF. 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!

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

Page 22 - April 7, 1947
Kentucky leads the nation in **AGRICULTURAL GAINS**

**LIVESTOCK...**

*the shift is on in Kentucky*

where 1946 agricultural yields led the nation in percentage gains

In 1940 Kentucky livestock marketings were $71,825,000.00.

IN 1945 this source of income for the Kentucky farmer had jumped to $175,716,000.00—
A GAIN OF 144%!

**Incidentally...**

Kentucky poultry and dairy products are each $25 million ahead of the 1935-1939 average.

**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.
Top Agency Executives Will Discuss Advertising Problems at AAAA Meet

THE NATION’S top agency executives will discuss the problems facing American advertising at the annual meeting of the American Assn. of Advertising Agencies April 16 and 17 at the Waldorf-Astoria in New York, it was announced last week by Frederic R. Gamble, president of AAAA.

Particular importance will be attached to this year’s meeting, said Mr. Gamble, “because it will focus attention on unsettled national and international conditions that affect advertising plans.”

Alternating as presiding officers will be Sigurd S. Larmon of Young & Rubicam Inc., chairman of the AAAA board of directors, and J. C. Cornelius of BBDO Inc., vice chairman of AAAA.

Arrangements will be handled by the AAAA operations committee, as well as Mr. Larmon, chairman; Melvin Broby, Needham, Louis and Broby Inc.; Mr. Cornelius; James H. S. Ellis, Kudner Agency Inc.; Mr. Gamble; Philip W. Lennen, Lennen & Mitchell Inc., and Fletcher D. Richards, Campbell-Ewald Co. Inc., Eastern Division.

Details of the program agenda are expected to be announced soon.

WDMG Douglas Takes Air As Daytime Station

WDMG, operating under the name of Downing Musgrove, Broadcasting, took the air in Douglas, Ga., on March 15 with 1 kw on 860 kc. Daytime. Owner and general manager is Downing Musgrove, lawyer and farmer, new to radio.

WDMG’s studios and offices are located in Radio Center Bldg., Douglas. Studios are designed for AM as well as FM broadcasting. Equipment is Raytheon, with a 250-ft. wind-turbine tower.

Staff, in addition to Mr. Musgrove, includes: James W. Hayes, most recently of WFRP Savannah, program director; Al H. Evans, formerly of WATL Atlanta, WFLA Tampa, WTOP and WFRP Savannah and WROL Knoxville, commercial manager; LaVerne Evans, musical director; Helen Sawyer, continuity director; Vivian Beasley, head of traffic; Michael Davis and John Howard, announcers; John Hall, engineer.

Caldwell, Ida., Station Goes On Air With 250 w

KCID Caldwell, Ida., owned by Caldwell Broadcasting Co. and associated with the Caldwell News-Tribune, was scheduled to take the air about April 1. Station is licensed to operate fulltime with 250 w on 1400 kc.

KCID later plans to have an FM affiliate, and the 300-ft. KCID tower has been designed so that FM antenna can be installed atop it.

H. R. McCosh, formerly of KALW and KYA San Francisco and KWBR Oakland, is manager of KCID. Two other key staff members also formerly were with KWBR—Max Day, chief engineer, and Robert C. Mehan, program director.

RRA to Meet

THE RELIGIOUS RADIO ASSN., will hold its first annual meeting May 2-4 in connection with the Institute for Education by Radio at Columbus, Ohio, it was announced last week by Willard Johnson, president of the organization. First session on May 2 will consist of discussions by Protestant, Catholic and Jewish leaders in religious broadcasting and second session May 4 will constitute annual meeting with election of officers and making plans for future work.

--why time buyers get old before their time

Picture the poor time-buyer, besieged by radio stations all over the nation, each with positive reasons why its station is best.

Mr. Time-Buyer, we know what you are going to do before you buy—you’re going to get the facts.

Dollar for dollar, and listener for listener, we know what your decision will be in Memphis.

-the station with the billion dollar market area

Top Agency Executives Will Discuss Advertising Problems at AAAA Meet

THE NATION’S top agency executives will discuss the problems facing American advertising at the annual meeting of the American Assn. of Advertising Agencies April 16 and 17 at the Waldorf-Astoria in New York, it was announced last week by Frederic R. Gamble, president of AAAA.

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Picture the poor time-buyer, besieged by radio stations all over the nation, each with positive reasons why its station is best.

Mr. Time-Buyer, we know what you are going to do before you buy—you’re going to get the facts.

Dollar for dollar, and listener for listener, we know what your decision will be in Memphis.
Radio WOW, Omaha, this month, ends 24 years of service to its listeners and its advertisers. And yet WOW is young, vigorous, alert—stronger than ever in "local identity".

Despite the addition of many new stations, power increases, and network changes in its area, WOW now has the largest and most loyal audience in its history.

Why is WOW still the big "Radio Omaha" and getting better every day? Because it delivers a clear, strong signal (590 kilocycles, 5000 watts). Because it has the best programs and news at all hours (NBC affiliation and a large competent local program staff). Because it offers—John J. Gillin, Jr. management ("know-how" of the first order!)
KMOX Newsmen to Vote On Guild Representation
NATIONAL Labor Relations Board, in a ruling issued March 31, has directed that an election by secret ballot be conducted within 30 days to determine whether or not news writers at KMOX St. Louis wish to be represented by the St. Louis Newspaper Guild, Local 47 of the American Newspaper Guild (CIO).

The question concerning representation, the NLRB found, revolves around the refusal of the Columbia Broadcasting System, operating KMOX, to recognize the Newspaper Guild as the exclusive bargaining agent until either the Guild or the American Federation of Radio Artists has been certified by NLRB as the appropriate bargaining unit for the news writers. Hearing in the case was held at St. Louis Oct. 4, 1946.

FCC REVISES ITS ABC
Issues New Version of Primer Covering Basic Administrative Facts

A NEW ABC of the FCC, designed to answer basic questions about the Commission and its functions, has been prepared by FCC's Office of Information.

The nine-page release is a sequel to a 1940 booklet of the same type and name. It is intended to bring the 1940 material up to date in view of marked increases in activity since the war. Present plans are to make it available to the public through the Government Printing Office.

In question-and-answer form, the ABC discusses briefly such questions as the object and nature of FCC regulation; the origin and administrative set-up of the Commission; broadcast-application procedure; qualifications of applicants; assignment of call letters, and FCC activity in other lines.

It reports that FCC is forbidden to censor programs; that there are more than 1,200 broadcast stations plus more than 1,000 under construction; and that there were more than 60,000,000 receivers in late 1946. These compare with 826 stations and about 45,000,000 sets reported in the 1940 ABC edition.

KSYL to Join NBC
KSYL Alexandria, La., will join NBC about May 1 as the network's 167th affiliate. Owned by the Fox Broadcasting Co., KSYL operates with 250 w on 1400 kc.

CBS Declines to Air Jefferson Day Speech
CBS rejected the broadcast of President Truman's Jefferson Day dinner address, terming it a political speech. It was carried, however, by the other three major networks from 10:30-11 p.m.

An official announcement by CBS explained the action as follows: "Inasmuch as both the Lincoln Day and Jefferson Day dinners are, in effect, political gatherings, CBS has never considered this type of program a four-network job. In the past, CBS has, on occasion, carried these broadcasts when the time was available. This year, however, CBS has decided not to carry it."

Goodman Selected
BENNY GOODMAN will assume a new role commencing April 14 when he becomes consulting director of popular music programs on Russian language broadcasts, the State Department announced last week. Mr. Goodman will select the recordings and provide a daily script to be read in Russian.

RDG Pledges Aid In Improving Radio
MEMBERS of the Hollywood, Chicago and New York chapters of the Radio Directors Guild, meeting in Chicago March 23-26 for their first national convention, adopted a resolution voicing their wish to be certified by the FCC, NAB and the proposed Broadcasters Advisory Council for the general improvement of local and network programming.

In the March 24 session, the group elected Mr. W. H. Smith president of the Los Angeles chapter, as first vice president. Other officers include Burr Lee, Chicago RDG president, second vice president; George Zachary, original president of the New York chapter, third vice president; Phil Cohn, Los Angeles, secretary, and Tony Leader, past president of the New York RDG, treasurer.

Members also appointed Newman H. (Nicky) Burnett, executive secretary of the New York RDG, as fulltime national executive secretary.

The guild members also approved a resolution to investigate organizing directors in other cities, with possibility that Washington would be the first to ask for a charter.

Convention delegates also approved resolution to appoint a committee at a later date to (1) establish minimum rates for members in each of the three RDG chapters, and (2) consider television directors for membership.
"Spot" advertisers feel the immediate impact of this basic CBS station in the Baltimore area. WCAO, with 600 kc—5000 watt coverage, puts local emphasis on national sales by delivering a receptive audience "on the spot." For a great buy in Baltimore—it's WCAO.

Represented Nationally by
PAUL H. RAYMER COMPANY
RCA TO LAUNCH VIDEO SET DRIVE IN CAPITAL

RCA will place television sets on public sale in the Washington, D. C., area April 14 in a week-long campaign during which some 50 dealers will promote the demonstration model receivers. April 14 will be known as T-Day, the entire week as Television Week.

Southern Wholesalers, RCA distributor, will have a large number of Receivers available, perhaps more than 500. Feature of T-Day will be the telecast of the opening game of the Washington Senators, with President Truman scheduled to throw out the first ball. Southern Wholesalers and the Washington Du Mont station, WTTG, will jointly sponsor the game telecast.

Afternoon programs will be teletcast by WTTG every day during the week. Previously dealers had participated in RCA's advance demonstration sets: D-C, D-A sets.

Sets to be supplied by RCA include two table models, retailing at $250 and $375, with console models to be available later.

Realtor Mum on New York TV-Radio Center Project

PRESENT status of plans for a $6,000,000 building television and radio center, first announced nearly 10 months ago by a New York realtor, Lawrence B. Elliman, last week remained a mystery.

Elliman's apparent lack of intention to construct a monster development, purportedly to house radio and television stations and possibly to act as national ad
vertisers and agencies, Mr. Elliman has kept mum. Two months ago he said he expected to issue a statement within two weeks. Then he said he had a similar remark. The first announcement was widely circulated to the press.

$900 Worth of Equipment Stolen From New WGAY

OVER $900 worth of radio equipment was stolen March 24 from the studios of WGAY, Silver Spring, according to Joseph Brechner, general manager. The building was broken into sometime between 8:30 p.m., when Chief Engineer Harry Charnom left, and 11:30 p.m., when the night watchman came on.

Mr. Brechner said that stations in nearby Washington had offered to help with the loss of equipment to WGAY.

Wings for Cupid

WHEN PAN AMERICAN World Airways conducted a contest with the prize of a round trip from Mexico City to Havana for the best answ...

A STATION IS BORN—though this isn't a maternity ward. Four vets starting WKOB North Adams, Mass. (1 to r) are Joseph R. Trott Jr., George W. Fisher, Everard B. Cureton Jr. and John T. Ward Jr. Plans for the station were drawn up with Mount Alto Veterans Hospital Washington as a base, where Mr. Cureton was undergoing surgery for war disabilities. WKOB will go on the air about July 1 with 250 w daytime, 860 kc. CP was issued March 27.

CBS, NBC, Du Mont Television Depts. Scheduling Baseball Season Telecasts

WHEN the 1947 baseball season officially opens April 15, WABD (Du Mont) will televise the New York Yankees game with the Philadelphia Athletics from Yankee Stadium where WABD will pick up all Yankee home games this season.

At the same time, WCBS-TV (CBS) will be televising the Brooklyn Dodgers opener with the Boston Braves from Ebbets Field, where the CBS video cameras will be installed for the entire baseball year. The New York Giants, whose home games at the Polo Grounds will be televi...
Z141

To analyze a market

SHOWS ACTUAL MARKET DELIVERED

PENETRATION BREAKDOWN BY PERCENTAGES

BROADCAST MEASUREMENT BUREAU REPORTS

LATEST CONLAN SURVEY SHOWING DOMINANCE IN MARKET AREAS

just off the press—get your free copy

details on other side...
here are sample pages from new Lee STATIONS market analysis

Simple format of this new Lee Station market analysis meets the busy time buyer's requirements. Single sheet format is handy for presentation work. Market figures have been reduced to the levels of radio ownership and BMB Audience percentage of the station for each county. This presents a conservative, more accurate market appraisal.

F. C. EIGHMEY, General Manager

This new market analysis of LEE STATIONS is available in limited quantities. Send your request at once to WALTER L. ROTHSCILD, Sales Manager, at WTAD, Quincy, Illinois or call WEED & COMPANY in New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.
Net Officials’ Stock Cited in Grants

Cagle, Hinckley Holdings Questioned in Two FCC Actions

FCC last week questioned for the second time the advisability of station ownership by network executives, and then decided the second case proposed, substantially on that basis, to deny the application of a company in which Gene L. Cagle, president and general manager of Texas State Network, is associated with.

In the Abilene case the Commission said the factors of “local residence and civic identification” favored Citizens Broadcasting, and that an additional basis for this choice lay in Mr. Cagle’s position as 30% stockholder in Abilene Broadcasting and as president, general manager and stockholder of Texas State Network, in which the affiliate Station KRBC is the only existing station in Abilene; until June 1946 Cagle was closely identified with Station KRBC.”

Commission’s Views

The Commission feared that a grant to Abilene Broadcasting would place Cagle in the position of having obligations both to the network and to the station for which application is being made, although the interests of the network and the station might well be opposed.”

The Abilene decision referred to the Washash Valley Broadcasting Corp. case [BROADCASTING, June 10, 1946] in which FCC granted the Washash application for Terre Haute but disclosed that it was considering a “general rule” relating to network’s executives’ ownership of stations. FCC recalled:

“We decided that the existence of such a situation in that uncontested proceeding should not be considered as constituting an absolute disqualification of the applicant therein, but that the matter should be dealt with by general rule. In the case now before us, we are not passing on any question of absolute disqualification; we do decide that where a choice is to be made between the two applicants in this proceeding, the factors just discussed, when considered with all other factors for comparative judgment, clearly weigh the balance in favor of Citizens Broadcasting Co.”

The Evansville decision contained no reference to the Commission’s views on station ownership by network officials. There the proposal to grant Tri-State, of which Mr. Hinckley is a stockholder, was based on FCC’s preference for proper representation and participation of ownership in actual operation.

The Tri-State group also includes Frank M. McKinney (20%) and Frank M. McHain (10%), who are associated with Mr. Hinckley in the Wabash Valley Broadcasting operation (WTHI Terre Haute); Universal Broadcasting, which has AM and FM applications for Indianapolis, and Northeastern Indiana Broadcasting, which has a grant for AM and an application for FM at Fort Wayne.

FCC spokesmen said the difference between the Abilene and Evansville cases, relating to the interests of network executives, lay primarily in the fact that Mr. Cagle in the past was closely identified with the existing Abilene station, that he has a 10% stock interest in and is president and general manager of Texas State Network, and that the only existing Abilene station is affiliated with this network. In the Evansville case, it was pointed out, although Mr. Hinckley is an ABC official there is now no ABC affiliate in Evansville with which his proposed station would compete; the extent of his stock ownership and control over network affairs is smaller than Mr. Cagle’s, and the sizes of the two networks differ greatly.

It was also noted that Mr. Hinckley agreed to dispose of his station stock if made necessary by adoption of FCC policy.

Condition for WEAU

In the 790-kc cases the Commission, forced to choose between two mutually exclusive Lubbock applications, favored Lubbock County Broadcasting over KPYO because the latter is licensed to the licensee of KGNC Amarillo and is 80% owned by the publisher of the Lubbock Avalanche and Journal. With Comr. Denny and Jett dissenting, the Commission felt the addition of an independent medium which would “afford a degree of competition” to other such media was preferable to the growth possible under existing conditions.

The proposed grant to WEAU for higher night power carried the condition that WEAU protect the other operations proposed in the decision, and also existing stations, from nighttime interference. Similarly, KTHT would be required to protect XEDF Nuevo Laredo, Mexico, if to whatever extent necessary.

The proposed new-station grants covered by the three decisions, and ownership of the proposed grants:

Lubbock Broadcasting Co., Lubbock—790 kc, 5 kw fulltime, 1 kw daytime, and 75% ownership and control over network affairs was identified with Mr. Cagle in the past. The application was made by WACO Waco and KGNO Austin, owners of WACO and KGNO Austin, have 43% interest, E. H. Hinckley, owner of the remaining 57% of KGNO, publisher of Lubbock Avalanche-Journal and Journal, likes the application, and also is 25% owner of WACO and KGNO, and also has 43% interest. O. H. Newton, attorney and businessman, has 12 1/2% interest.

Citizens Broadcasting Co., Abilene—1450 kc, 7 kw fulltime, 1 kw daytime, and 80% ownership was identified with Mr. Cagle in the past. The company is owned in equal shares by W. P. Wright, 10% owner of KBSD Columbus, Ohio, director and president; O. D. Dillingham, businessman and director, and P. A. McHale, attorney and director, and Mrs. G. E. Thomas, store owner. Upon grant of the application, Mr. Thomas would give half of his 20% interest to his son, C. E. Thomas.

Veteran’s Broadcasting Co., Houston—1230 kc, 250 w, fulltime, Equal partners are M. M. Jacobi, Douglas B. Hicks, and Thomas J. Harling, all veterans.

Tri-State Broadcasting Corp., Evansville—620 kc, 1 kw fulltime, 1 kw daytime. The company, which has an FM grant, was founded by R. E. Jones, businessman, who has 30% interest in the company and a stockholder of WACO Waco and KGNO Austin, also owns a newspaper and radio-station interests and is interested in associations and stockholders in FM stations. Dr. G. W. Riles, attorney and secretary-treasurer; T. S. Yowell, automobile dealer, and E. L. Thornton, store owner. Upon grant of the application, Mr. Thornton would give half of his 20% interest to his son, C. E. Thompson.

KPYO Now KIMA

KTYW Yakima, Wash., has changed its call letters to KIMA, it was announced last week by Herbert V. Akerberg, CBS vice president in charge of station relations. The 500-w station joined CBS in January, 1945.

Harker Joins WJR

TOM HARKER, formerly with ABC in radio and network sales capacity and recently account executive at MBS in New York, has joined WJR Detroit as director of sales.
KXOK-FM St. Louis Takes Air on 6-Hour Schedule

KXOK-FM St. Louis was scheduled to begin operation March 26 on Channel 529 (92.1 mc), using a 3 kw RCA transmitter. Present broadcast schedule calls for operation six hours a day, 3-9 p.m., seven days a week, according to C. L. Thomas, KXOK general manager. A few programs are duplicates of the KXOK schedule, Mr. Thomas says, but most are prepared exclusively for FM broadcasting.

KXOK-FM's antenna is atop the Continental Bldg. in mid-town St. Louis, 348 feet above street level. It is an Andrew 1-bay special folded dipole.

Installation of KXOK-FM was supervised by Arthur F. Rekart, chief engineer for KXOK, with Bob Nicholas assisting. Ultimately, according to Mr. Thomas, KXOK-FM's power will be increased to 10 kw with an effective radiated power of 49 kw.

WNDB, Daytona Beach FM Station, Takes the Air

WNDB, FM station in Daytona Beach, Fla., began operation March 31. Owned by the News-Journal Corp., which publishes the Daytona Beach Morning Journal, the Daytona Beach Evening News and the Sunday News Journal, the station will be on the air weekdays from 3-9 p.m., and Saturdays and Sundays 10 a.m.-11 p.m.

Initial program was broadcast at 8 p.m. and included a speech by Sen. Claude Pepper on the role of FM radio and messages from Senator Holland and other national, state and local officials. Musical entertainment was directed by Seymour M. Siegel, director of WYXC New York. Also helping to launch the new station was Jerry Stone, formerly with WDAS Philadelphia.

Fifth FM Station For Peoria Granted

West Central Gets One of Two Frequencies Added by FCC

A FINAL DECISION granting applications for five new Class B FM stations at Peoria, Ill., instead of four as originally proposed [BROADCASTING, Dec. 30, 1946], was announced by FCC last Wednesday.

The additional grant went to West Central Broadcasting Co. (WEEK Peoria), headed by Gov. Robert S. Kerr of Oklahoma as chairman of the board; and E. K. Gaylord, president and chief owner of Oklahoma Publishing Co. (WKY Oklahoma City), as president.

Last December's proposed decision to grant only four applications came when only four Class B channels were available at Peoria. West Central petitioned for additional frequencies and the Commission added two and announced a conditional grant to West Central [BROADCASTING, March 24].

One of the six channels now allocated to Peoria must be reserved until July 1, leaving five as assignable. FCC therefore made final its proposed grants to four, added West Central, and made final its earlier proposal to deny the sixth applicant in the case, Radio Peoria Inc.

The Grants

The grants were as follows:

Peoria Broadcasting Co. (WMBD) — 92.7 mc; subject to filing within 60 days a modification application specifying technical details (or coverage equivalent) to 25 kw effective radiated power and antenna height 500 feet above average terrain.

Mid-State Broadcasting Co. (AM permittee) — 97.1 mc, 10 kw effective radiated power; antenna height 310 feet above average terrain.

Central Illinois Radio Co. (AM permittee) — 97.5 mc, 20 kw, antenna height 500 feet, or equivalent coverage conditions.

Illinois Valley Broadcasting Co. (AM permittee) — 93.5 mc, 20 kw, 300 feet, or equivalent coverage conditions.

West Central Broadcasting Co. (WEEK) — 92.1 mc, 20 kw, 200 feet, or equivalent coverage conditions.

Panel on FM was staged March 25 at the weekly luncheon of the Washington Advertising Club. Taking part in proceedings were (seated, l to r): Arthur Casey, WOL Washington, club chairman; Roy Hofheinz, FMA president; James Cotto, Hecht Co., club vice president. Top row, Hugh D. Lavery, McCann-Erickson; Everett L. Dillard, FMA vice president; Bill Bailey, FMA executive director and panel moderator; Leonard L. Ash, WBCA Schenectady, FMA executive committee.

Entrance to Mobile Bay, greatest land-locked harbor on the Gulf of Mexico.

Mobile...

is one of the South's great markets. It is the nation's largest pulp-producing center. Ranks 3rd in imports and 13th in exports among the nation's ports. An important wholesale distribution point. Mobile County has the highest Effective Buying Income Per Family of any Alabama County.

WMOB SELLS

... with an impact, in the populous area of this great market. No waste or "fringe" coverage. Remember the bulk of Mobile County's population is within Mobile city limits.

A variety of outstanding local programs together with ABC's great variety gives WMOB a large and growing audience. Ask a Branham man for the full facts.

WMOB

A NUNN STATION

Archie S. Grinalds, Manager

Represented by

THE BRANHAM CO.
ON KFNF
23 Years of Consistent Farm Programming
Assures Maximum Audience Plus Acceptance.

Mr. Frank Stubbs
Radio Station KFNF
Shenandoah, Iowa
February 13, 1947

Dear Frank,

The enclosed figures show a year-end analysis of our increase in net sales, interpreted in terms of net advertising expenditure, during 1946.

You will agree, we believe, that they are very good. In fact, since all figures have been weighted to give proper value to the per unit dollar increases in price - they seem at first glance to be almost startling.

We are pleased, Frank, to give KFNF full credit for having done an outstanding and sustained job for us, over the past four years. During that time we have, as you know, tested all comparable media in our area and have ended up with one firm conclusion - KFNF is doing by far the most effective rural and semi-rural advertising job we ever heard of, regardless of dollar cost.

In fact, our experience proves that KFNF is the one advertising medium through which it is possible to reach the entire rural and semi-rural audience in the Shenandoah regional area without the necessity of employing secondary media to supplement results.

It is really a pleasure to do business with KFNF, and everyone else we know of feels the same way. We shall certainly be with you for years to come.

Very truly yours,

C. F. Clarke
Owner

C. F. CLARKE, Owner
619 W. Shenando Ave.

C AND R BOOTERY
SHENANDOAH, IOWA

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
New KAVR Manager
KAVR Havre, Mont., has announced that effective April 12, Larry Gordon will replace Truman B. Hinkle as station manager. Mr. Gordon was formerly chief announcer at WIRE Indianapolis. Mr. Hinkle is to become manager of the Boulder City (Nev.) Broadcasting Co.

Fred Williams
FRED WILLIAMS, 65, assistant to the president of Phileco Corp., died March 29 from pneumonia. Mr. Williams was a pioneer radio manufacturer, having been with Griggley-Grinaw at one time. He was president of Radio Manufacturers Assn. 1932-34 and instituted the plan of collecting industry production statistics. During the prewar period, he was chairman of the RMA Priority Committee and held other industry posts. Funeral services were held April 2.

New Fargo Regional and WSAV Shift To 630 kc Made Final by Commission

FCC ANNONCED last week that it had made final its proposed decisions to grant the applications of (1) Northern States Broadcasting Co. for a new 5-kw station on 790 kc at Fargo, N. D., and (2) WSAV Savannah, Ga. to change from 250-w on 1340 kc to 5-kw on 630 kc. Both operations will employ directional antennas at night.

Two applications, mutually exclusive with the grants, were denied. These were KVOX Moorhead, Minn.'s bid to change from 1340 kc with 250 w to the assignment awarded Northern States, and the application of WTMA Charleston, S. C., on 1250 kc with 1 kw, for the frequency and power won by WSAV.

Only difference between the proposed and final decisions in the Fargo-KVOX case was that two Commissioners dissented instead of one. In the proposed decision Commr. E. K. Jett favored a grant to KVOX, which "would leave Fargo and Moorhead with a regional station in each city whereas a grant to Northern States ... places two regional stations in Fargo [WDAY plus the new one] and leaves Moorhead with its present local station on only 250 w power" [Broadcasting, March 10].

Denny, Jett Dissent
In the final decision Chairman Charles R. Denny joined Commr. Jett in dissent. They also pointed out that a grant of the regional channel to KVOX would make KVOX's present local frequency available for assignment at Fargo.

The Commission's final conclu-
sions on WSAV-WTMA were not changed from the proposed decision [Broadcasting, March 3]. The denial to WTMA was without prejudice to whatever action FCC may take on the station's pending petition to amend its application and request another frequency.

Fargo Interests
Northern States, the new grantee at Fargo, is owned in equal shares by W. R. Haggart, bus and truck line executive, who is president; Joseph D. Farnham, electric supply company official, vice president; Duncan J. Campbell, department store and real estate owner, secretary-treasurer; George E. Haggart, in municipal and highway construction work and other businesses; and Lynn U. Stambaugh, Fargo attorney, member of the board of Export-Import Bank, and 1941-42 national commander of the American Legion.

Charles G. Burk, sales manager of WJR Detroit, is to be general manager. CBS affiliation is planned.

Prof. Hotaling Prepares Manual on News Writing
A 68-PAGE Manual of Radio News Writing has been prepared by Burton L. Hotaling, professor of journalism at Rutgers U. School of Journalism, on the basis of material obtained at WTMJ Milwaukee while serving a 1946 news internship there under NAB sponsorship.

IN TEXAS
YOU CAN
"Say It Twice For One Price!"

COVER TWO GREAT TEXAS MARKETS
Your sales impact is doubled when you use these two dominant Texas stations to cover the billion-dollar Fort Worth-Dallas area . . . and it only costs you once!
Yes, a simultaneous-or-separate-hour schedule on both stations gives your sales message twice as much punch—double-dollar results at single-dollar expense.

TEXAS' BEST RADIO BUY

KFJZ
FT. WORTH

WRR
DALLAS

NATIONAL REPRESENTATIVE
WEED & COMPANY

NEW YORK • CHICAGO • DETROIT • ATLANTA • BOSTON • SAN FRANCISCO • HOLLYWOOD

April 7, 1947 • Page 35
Now, when “The Voice
of St. Louis” speaks...

NEW THOUSANDS LISTEN!

From a new 470-foot tower—located at a far more strategic site—KMOX’s new 50,000-watt transmitter now wings the powerful clear-channel “Voice of St. Louis” to more listeners in Mid-America than ever before.

Until an exhaustive audience study has charted KMOX’s voyaging voice, no one can set the exact boundaries of our new territory. But this we know:

Throughout its former 62-county Day-Night Primary Area,* KMOX delivered a billion dollar retail market....commanded the largest audience during more quarter-hour periods throughout the week than all other St. Louis stations combined!”

Now...KMOX’s half-millivolt line embraces 25% more radio homes in a 39% larger area! So, for a clear-channel to hundreds of thousands of old—and new—listeners, call us or Radio Sales and have “The Voice of St. Louis” speak for you.

The Voice of St. Louis • 50,000 Watts • Columbia Owned

KMOX

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS
WITH OFFICES IN NEW YORK, CHICAGO, LOS ANGELES, DETROIT, SAN FRANCISCO, ATLANTA

*CBS 7th Series Listening Area Study
†1946 CBS-KMOX Listener Diary Study
GET A "TWIN MARKET BASKET" AT NO EXTRA COST WITH WMT

A Big FARM Market

A Big INDUSTRIAL Market

Buy a Basketful of Buying Folks in Eastern Iowa with WMT!

Radio Ownership, Listening in U. S. Hit All-Time Peaks

RADIO OWNERSHIP in U. S. homes has soared to 35,900,000 and radio listening throughout the nation to 150,800,000 hours a day—both all-time records.

These figures were reported last week by CBS as the result of surveys conducted for the network by the Market Research Co. of America and by the A. C. Nielsen Co.

The listening levels were deduced by applying a special study of the Nielsen radio index data to results of the Market Research Co. nationwide survey, conducted last January and February, to determine factors of radio home ownership.

The survey showed these facts:

(1) 35,900,000 U. S. homes own radio sets in working order, or 1,002,000 more than the 33,898,000 reported by BMB as of Jan. 1, 1946.

(2) 93% of all U. S. homes have radios.

(3) 34% of all homes have more than one radio, 25% have two and 9% three or more. The percentage of multiple-set homes discovered in a comparable study compiled three years ago by the U. S. Office of Civilian Requirements was 18%.

(4) 20.5% of all U. S. families bought one or more new radios in 1946.

Purchases Spread Evenly

(5) New purchases were spread evenly among farm and city residents. Percentages of all families in each type of community that bought one set in 1946 were: 18.1% urban, 21.1% rural non-farm, and 22.1% rural farm. Percentages buying two or more sets in 1946 were: 1.8% urban, 8% rural non-farm and 1% rural farm.

The application of Nielsen's average daily listening figures to the total number of sets in use in any particular year is "a relatively new concept in radio listening measurement," CBS said. Total daily hours of listening as of Jan. 1, 1947, were 150,800,000, or 4,600,000 hours more than the figure for Jan. 1, 1946, the previous highest listening.

Radio family figures used in the calculations of listening were obtained from BMB for 1946 and from the new CBS survey for 1947.

The special Nielsen study also revealed that family listening time increased with the introduction into the home of additional receivers. The average minutes listened per home per day was 223 before a secondary set was bought and 285 after a new one was added, an increase of 27.8%.

WOBT Rhinelander, Wis., On Air as MBS Affiliate

WOBT Rhinelander, Wis., licensed for unlimited operation on 1240 kc with 250 w, has taken the air as an MBS affiliate. Station is owned and operated by Oneida Broadcasting Co., whose officers include John R. Tomek, president, George A. Richards, vice president, and Jane B. Tomek, secretary.

Plans have been announced by the WOBT management for broadcasting Chicago Cubs' baseball games this season. The station is subscribing to UP wire service, according to Robert Christopher, general manager.

In addition to Mr. Christopher, who was formerly with WMAN Mansfield and WHIZ Zanesville, Ohio, staff members are: Commercial manager, E. J. Schlueter, formerly of WLW Cincinnati and WPAY Portsmouth; continuity chief, Clyde Lake, formerly of Batton, Barton, DuBois and Osborne; engineer-announcer, Clyde Downing, formerly with WCLO Zanesville, Wis., and WOWO Fort Wayne; production manager, Edward P. Fingers, formerly of WEDU DuBois, Pa.; salesman, Paul Vargo; second engineer, Charles Bresett.

IN NEGOTIATIONS which led to a contract giving WIZZ Wilkes-Barre, independent FM station, exclusive broadcast rights to all 1947 games of the Wilkes-Barre Barons baseball team, are (1 to r): Richard G. Evans, WIZZ president, and Mike McNally and Bill Norman, respectively, president and manager of the Wilkes-Barre farm club of the Cleveland Indians. WIZZ officials said the contract, covering the full 140-game 1947 schedule and carrying an option on 1948 rights, is "the first contract which gives an FM station the broadcasting rights for baseball games on an exclusive basis."
Here's what our 25 YEARS now mean to YOU!

Since May, 1922, almost everybody in the Red River Valley who owns a radio set has always preferred WDAY.

First, because for years we were the only station heard in the area. Second, because for all the years since 1922 we've remained the pioneers in good entertainment.

Today, on our 25th Anniversary, WDAY is the listeners' choice in the Red River Valley, by better than 6 to 1. If you want the statistical facts, write us or ask Free & Peters!
from the Pacific...something TERRIFIC

FCC last week denied the 16-month-old petition of Norman Baker for a hearing on his charges that KABC San Antonio's $100,000 acquisition of equipment from his XENT Nuevo Laredo, Mexico, was accomplished by conspiracy.

The Commission found, in a memorandum opinion and order announced Tuesday, that Mr. Baker has never instituted court proceedings in connection with his charges, and said that "it is clear that the Commission is not the forum in which parties may secure adjustment of private property rights." His allegations, FCC said, failed to raise sufficient doubts to justify a hearing on the qualifications of Alamo Broadcasting Co., KABC licensee.

"Tenuous" Allegations
"If it appears from a court decision, as a result of litigation of private rights, that serious questions have been raised as to the qualifications of an applicant, the Commission will examine into these questions and where allegations are made, supported by documentary evidence, which touch upon the good character of applicants or licensees, the Commission will set such matters down for public hearing," FCC declared. It added that Mr. Baker's allegations seem "too tenuous" to need further examination.

The action presumably clears the way for early issuance of license to KABC to cover the construction permit, issued July 12, 1944, for operation on 680 kc with 50 kw day and 10 kw night. The license was granted by FCC's Administrative Board last summer but was hastily withdrawn to permit action first on Mr. Baker's petition [BROADCASTING, Sept. 9, 1944]. KABC switched to 680 kc from its 250-w assignment on 1450 kc and started using the 50-kw transmitter about a year ago.

Mr. Baker, former operator of KTNT Muscatine, Iowa, which was ordered off the air by the old Federal Radio Commission on complaint that Mr. Baker used the station to promote a "cancer cure," asked in his petition that the 1944 construction permit to KABC be set aside pending a hearing.

KABC had taken an option to buy XENT to use its equipment in going to higher power. Mr. Baker claimed the option resulted from a conspiracy to defraud on the part of Gene L. Cagle, then secretary and now managing director of KABC, and Thelma Yount, who in Mr. Baker's absence was conducting the affairs of Compania Industrial de Mexico (CIA), owner of XENT and headed by Mr. Baker. Miss Yount also was serving as manager of the station.

Served Time
Mr. Baker, who served a sentence upon conviction in a Federal Court in Arkansas on a charge of using the mails to defraud, said he learned of the option shortly before he was paroled from Leavenworth Prison on July 19, 1944. He said he discussed the prospective sale with Mr. Cagle and Philip Overton, KABC attorney, and discussed with others the possibility of repudiating the sale but was advised he could not do so. Subsequently, he said, he authorized Miss Yount to sign an extension of the option.

Mr. Baker said he was influenced by Miss Yount and Messrs Overton and Cagle. He represented the latter two, according to FCC, as "promising him that they would use their efforts to obtain for him a full parole." After the money was paid for the equipment, the Commission said, he began to doubt whether Messrs. Overton and Cable could aid him in getting a full parole, and wired the Mexican President "that the equipment was procured by fraud and should not be exported."

Regarding Mr. Baker's failure to sue KABC authorities, FCC said the only action he ever brought was against Mexican authorities to prevent exportation of the equipment. This suit, it was noted, was dismissed "apparently on the ground that since Baker had filed his suit for injunction in the same capacity that he had filed the bill of sale transferring Radio Station XENT to Alamo Broadcasting Co., and had not denied the authenticity of the signature on the bill of sale, he was stopped to challenge the action of Mexican authorities in granting authorization to export."

Hearing on Conspiracy Charges Against KABC Is Denied by FCC


two-year-old regional program is Hooper-ranked among the TOP TEN on the Pacific Coast 17 times in its 25-month history...

In a 12-month period, the program rates higher than long-established, big-name, national network shows (list on request)...

When the program averages (Nov. 1944 to Oct. 1946, winter and summer) a Hooper of 8.1 and chalks up an 11.6...

When, in 1946, against top-flight competition, the program attracts and holds a 24.1 share of audience...

then "terrific" is the word for it.

The program is COUNT OF MONTE CRISTO and it has everything. The story is one of the world's great favorites—popular as book, play and motion picture. The program cashes in on this popularity and, to boot, has exciting writing, superb playing, fast-moving direction.

On December 19, 1946, COUNT OF MONTE CRISTO went national—over Mutual. It is available for sponsorship. If you want "something terrific" selling for you, let's send you the full story.

WSBC ASKS FOR NEW POSITION ON FM DIAL

CLAIMING its position on the FM dial would be disadvantageous, WSBC Chicagao asked FCC last week for oral argument on the Commission's proposed decision in the Chicago FM cases [BROADCASTING, March 17].

WSBC suggested that it be given Channel 241, not yet assigned, in lieu of the Commission's proposal to give it No. 227. If granted No. 241, WSBC offered to withdraw its request for oral argument.

The station's petition, filed by Leonard H. Marks of the Washington law firm of Cohn & Marks, said there was no finding in the decision to support assignment to WSBC of the next-to-lowest channel available in Chicago (WGSE was given the lowest number, 225).
An old hand at every game
...Johnny Boyer on KDKA

Want to reach a year-round sports audience in the busy, tri-state area in and around Pittsburgh?

Johnny Boyer is your man! He rides the KDKA airwaves at 11:15 each night, Monday through Saturday, and thousands of the faithful attend his every word. Basketball, football, baseball, golf, the fights, the races...each finds its place in Johnny's "Whirl Around the World of Sports." Listeners love it, as indicated by mail response throughout this sports-minded area.

An entertaining blend of last-minute sports results, background stories, forecasts, and guest appearances, Johnny's "Whirl" follows the immensely popular eleven o'clock news on KDKA. It "inherits" a big audience, attracts an even bigger one.

Here's a popular, inexpensive package still available as this goes to press. NBC Spot Sales can give you all the information.

WESTINGHOUSE RADIO STATIONS INC

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters
INCOME IS ON TOP

Surveys prove Kansas has the greatest income per capita than any other State between the Mississippi and the Rockies — and as Kansas earns, so does Wichita.

Because it ranks among the nation’s top few in retail sales and employment indexes, Wichita is aptly called “The Pocketbook of the Southwest.” People like to work and spend their money here, especially for the things advertised over KFH, that Selling Station for the Southwest.
World War II catapulted radio news to an all time high in public estimation nationally. But at WSM, news has been a listening high-spot right through our 21-year history.

The reason? We serve it with showmanship, act by act . . . When the farmer arises at dawn or when he relaxes at the noon hour he gets WSM news designed especially for him. To insure this we have established a complex system involving 1,000 correspondents (agriculture agency experts) who report regularly and exclusively to us.

Business men and women get news at hours when they can listen — news that is concise and factual, designed especially for them.

Women listeners hear a special program of local and club news on a WSM morning program. And in the afternoon a special quarter-hour show with a woman commentator slants news directly to a feminine audience.

Thus it can be followed — the departmentalized presentation we pioneered.

This showmanship is a simple derivative of richness in talent and production skill. It is an explanation of WSM’s ability to deliver an audience that can be reached through this one medium economically rather than expensively via a combination of others.

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

"The Best in Broadcasting"
PROUD MOMENT for WMBD’s president, Edgar L. Bill (third from left), marking 20th anniversary of Peoria station, is shared by his guest of honor, Bob Hawk, CBS quizmaster, admiring a wrist-watch presented to him by Mr. Bill, Charles C. Caley, WMBD executive vice-president; Al Foster, William Esty agency producer, New York, and Russell Woodward, Chicago manager of WMBD’s national representatives, Free & Peters.

WMBD Peoria Marks 20th Anniversary; 11,000 Listeners Attend Special Show

WMBD Peoria, Ill., passed its 29th milestone March 22 with a full day of special ceremonies climaxied by two performances of a radio show in the city armory attended by more than 11,000 listeners. WMBD and CBS talent participated in the show.

Although the station originally had planned to present only one show, listener demand prompted WMBD President Edgar L. Bill to offer a second performance. In addition to the radio show, WMBD played host to over 3,000 visitors in its studios, and in the evening at the Pere Marquette Hotel to 700 guests at a special buffet dinner and cocktail party.

Speaking on the radio broadcast, Mr. Bill recalled the progress of WMBD since he assumed management 16 years ago. Bob Hawk, CBS quizmaster, conducted a special quiz at which gifts totaling $2300 were awarded to members of the studio audience. With Charles Barnhart, WMBD production manager, in charge of the anniversary program, and Milton Budd, WMBD announcer as host, the program boasted some 5000 audience members, more than a score of station entertainers participated. They were drawn from WMBD’s staff of 60 employees.

A highlight of the evening’s program was the appearance of Miss Irene Kircher, now a WMBD secretary, who sang “St. Louis Blues.” Miss Kircher appeared on the first musical program to be broadcast on WMDB in 1927, when she sang the same song.

Brooks Watson, WMBD’s director of news and special events, collaborated with Vernon Nolte, promotion manager, in arranging for the 20th anniversary celebration.

AFRA ACCORDED RAISE
IN CHICAGO STATIONS

CHICAGO’s Class B stations have agreed to AFRA demands for a blanket wage increase on existing weekly minimums of $3.50 to $8.50, retroactive to November 1940.

Ray Jones, AFRA national assistant executive secretary, said that in addition to the wage increase for staff announcers all Class B stations would make the following pay raises: For singers, actors and freelance announcers five-minute to 15-minute programs, $4.60 to $6; 15-minute programs $6.30 to $8.25; 60-minute programs $8.05 to $10.45.

In addition to the wage increases the agreement provides two weeks sick leave and has a cost-of-living clause to reopen negotiations after the first year, with the two-year contract being retroactive to Nov. 1, 1946.

Class B stations affected include WIND, WJJD, WATT, WAAF, WCFL, WSBC and WGES.

SALE OF WNYC TO PRIVATE
INDIVIDUAL SEEN UNLIKELY

WNYC, New York City’s municipal station, will get $204,590 in 1947-48, almost $30,000 more than its appropriation last year, if Mayor William O’Dwyer’s executive budget recommendations go through.

This would indicate that the proposal of selling the station to a private party will receive no support from Mayor O’Dwyer. In view of the budget estimate, they will probably be opposed by the mayor as they were by Fiorello La Guardia during his term.
IF IT'S SENORITAS YOU WANT...

Use a guitar in Havana!

IF IT'S SALES YOU WANT...

Use WTIC in Southern New England!

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

WTIC

DIRECT ROUTE TO SALES IN Southern New England

The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network

Represented by WILD & COMPANY - New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
Some of WBAL's pre-war plans are now nearing completion.

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

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

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

NATIONALLY REPRESENTED BY EDWARD PETRY & CO. 50,000 WATTS • BALTIMORE NBC AFFILIATE!
G.O.P. Look at FCC

PROPERLY sensing the sentiment of Congress, Chairman Wolverton of the House Interstate and Foreign Commerce Committee, last week introduced a resolution to investigate the FCC. It can’t be said with accuracy that an investigation was inevitable. There were forces—some in radio—working against it. There was no organized effort by radio to foster an inquiry.

It is not unusual, particularly when political control changes, for Congress to probe independent agencies. The FCC repeatedly has been under fire for going beyond the Congressional intent in the regulation of broadcast services. In these columns we often have cited what we have regarded as undue arrogations of control over programs and business aspects of station operation.

We are pleased Chairman Wolverton emphasizes that the inquiry will be no witch-hunt. Historically, such muck-raking prosecutions have boomeranged. Seldom has a local program accomplished legislatively. The objective must be legislation to remove every vestige of doubt about the limit of the FCC’s jurisdiction.

It is not clear how far Chairman Wolverton proposes to go with his investigation. Chairman White of the Senate Committee has a new law in the mill. The same ground probably won’t be covered in both Senate and House. But it is evident that the Republican majority in Congress do have in mind modern legislation to keep the law abreast of the art.

The House committee obviously was motivated by two desires: One, to ferret out the facts; two, to block any effort to set up a Select Committee to investigate the FCC, which would tend to chip away the committee’s jurisdiction over radio. It had a fight last session as an extension over aviation radio.

Radio should stand ready fearlessly to present the facts. The task largely will devolve upon the NAB and upon the networks. The FCC can be expected to ask greater powers. It will have able people working full-time on legislation. Radio must make legislation its No. 1 job. There’s nothing more fundamental than the fundamental law.

RECURRING problem of stations without newspaper connections which find legitimate program news and sometimes program logs owned from the local press was solved last week by Maj. Edsley Ridge, who directs WBIG Grenenboro. After years of differences with the local papers over policy, the broadcasting company bought 16% of the local daily. News Co., publisher of both morning and evening papers. The step finds precedence in purchase several years ago of the “Indianapolis Star” and “Muncie Star” by Emerson Markham of WIRE Indianapolis. Such “man bites dog” connections may be costly but certainly should be an effective way of solving the problem.

Ask Rochester!

Another prop has been pulled from beneath the mountain of newspaper boasts that only white space can sell goods for the retailer.

This time the U. S. Census Bureau supplies official evidence that merchants can move goods—more, possibly, even during a three-month newspaper strike. Radio was the basic advertising medium that moved this merchandise.

The setting was Rochester, N. Y., a shopping area of a million persons. The time was November, December and January, certainly the worst of all periods for a media crisis.

Though Rochester’s three stations (a fourth took the air in late January) were loaded down with network and long-standing commitments, they rose to the emergency. All possible time was turned over to local merchants, with national advertisers sidetracked even when they offered long contracts.

The details are told on another page in this issue. And what details!

Boys in the Bleachers

WHENEVER a network shifts a commentator, the boys in the bleachers hear from him. It doesn’t mean the commentator is left or right or on dead center. It stems from the metamorphosis which occurs when a newspaperman turns commentator. He sheds the journalistic cocoon and becomes talent.

William L. Shrir left his 6:45 Sunday spot on CBS is the latest case celebre. Mr. Shirer himself so regards it.

Mr. Shirer is a top-drawer newsmen. He knows foreign news. He performed distinguished service during the war. He has a perceptive, earthy manner. We happen to like him.

But CBS feels otherwise. Its officials thought a shift was desirable for better schedule balance. How many newsmen do regularly. A columnist with a hallowed spot on the editorial page might suddenly find himself in the classifieds. Or out altogether. A star reporter is shifted to the copy desk.

NBC recently was rapped by the so-called “liberals” when it changed personnel, format and origin of the Alka-Seltzer World News Roundup. NBC wanted to emphasize domestic news. The rating improved. CBS probably had the same thing in mind. MBS has been berated for too many commentators on the right; ABC for too many on the left.

Always, too, sponsor influence is charged. What’s wrong with an advertiser changing his program? J. B. Williams Co. may have concluded it couldn’t reach Glider shave cream prospects with the same kind of audience appeal. Next year it may want a sports commentator to reach the blue-ears, or a throaty singer to get to the peach-Fuzz lads.

If commentators would realize that they’re newsmen who hit it big because radio gives them audiences in the millions instead of readers in the thousands, their approach might be different.

Our Respect to—

When George Emerson Markham first became microphonically ambitious at WGY Schenectady in 1925, he tried to find the program which nobody else could do. Despairing of success in this quest, he then began to look for a program which nobody else would do.

This was easier. No one, apparently, caring to build a farm radio service. In fact at WGY the chore must to be avoided was the daily 6-6:30 p.m. stint when the announcer filled in for a half hour with news, instruction, entertainment, weather reports, crop and market reports and whatever other agricultural material was on hand. But Mr. Markham, after three months of unhappiness in this role, decided to make something of it.

Out of this inspiration came the Farm Forum and the Farm Paper of the Air, two of the oldest and most respected farm radio services in broadcasting annals.

The story of these two programs, begun in November 1925, is essentially the story of Emerson Markham’s rise to the position of a leading authority on agricultural radio. For pioneering these shows Mr. Markham in 1929 received the Charles A. Coftin award, highest prize for General Electric employees, presented for meritorious service and outstanding achievement.

Since May of last year Mr. Markham has been stationed home at WGY and WQFM and of television station WRGB. In this job he coordinates and supervises the nontechnical functions of three stations, operating in three different fields of broadcasting.

Born at Binghamton, N. Y., in 1904, Mr. Markham suffered from “stagestruck” through high school in Hoosick Falls, N. Y., and Delaware, Fla., and later at John B. Stetson U. in Deland. In high school he forsook the thespian urge long enough to compete in basketball and baseball, but in college was a member of Theta Alpha Phi, national honorary dramatic fraternity.

From college Mr. Markham came to General Electric’s accounting department in 1923. But it was by a roundabout route which included being a bobby pin in the Superior Knitting Mills in Hoosick Falls, a grocer’s partner in the to-door peddling. His approach to the housewife in those days was: “I came to see you about Johnny’s homework.” This implied endorsement by school authorities opened many a door to Mr. Markham, but mostly on Monday. The Tuesday successes Mr. Markham frankly attributes to desire of the housewife to

Our Respect to—

George Emerson Markham

(Continued on page 80)
Good Music Thrills New York

Alive in thought...active in their interests...in love with good music...are the people who listen to WQXR. More than half a million New York families—a city within a city—love WQXR because music is an important element in their lives. They turn to WQXR for entertainment and news for 62% of their radio listening time.

Over 80 advertisers use WQXR as a medium for better sales today...consistent buyers tomorrow. They value the above-average purchasing power of WQXR's music-loving, discriminating families. For results, use WQXR...“New York’s Most Beloved Radio Station”...famed for good music and the news bulletins of The New York Times.

WQXR

AND FM STATION WQXQ

Radio Stations of The New York Times
ROBERT KENNEDT MOVES TO NEW POST WITH CBS

ROBERT KENNEDT, manager of program relations for the past four years, will take over the newly created position of director of commercial program development for Radio Sales, effective May 5. It was announced last week by Jack L. Van Valkenburgh, general sales manager.

In this new position, which he accepted from Mr. Van Valkenburgh, will provide a further service to agencies and advertisers, Mr. Kennedy will act as liaison with Radio Sales and develop commercial programs called "Commercial Opportunities of Television."...

PLAN DRIVE TO ENLARGE CIVILIAN NAVAL RESERVE

ADVERTISING CAMPAIGN designed to triple the size of the Civilian Naval Reserve is being planned jointly by the U.S. Navy, the Advertising Council, reserve organizations and the Division of Advertising Liaison of the Office of Government Reports, it was announced last week. J. Walter Thompson Co., New York, will act as the Council's volunteer advertising agency on the campaign, which will extend from April 15 to July 1, and will reach a peak during Operation Naval Reserve Week, May 15-25.

The agency has prepared a series of advertisements and drop-ins based on the theme, "Here's a way to make your spare time profitable," which will be distributed to all U.S. newspapers. The Council also will include the campaign in its May-June Radio Bulletin sent to advertisers and advertising agencies.

Composers Encouraged

A SPECIAL CLAUSE to encourage use of the works of Canadian composers was inserted by Canadian broadcasters into the new BMI Canada Ltd. contract, signed at Toronto last week. Through BMI, broadcasters are making available the works of Canadians in the full BMI repertoire in Canada and the U.S.

Winners Announced

WINNERS in nationwide contest, which closed last week, are as follows on ABC's "Jack Armstrong" program, have been announced with the approval of the ABC network. Program is sponsored by Dancer-Fitgerald-Sample, Chicago.

Representatives - Canada - All-Canada Radio Facilities
United States - Weed & Company

Page 50 - April 7, 1947

COMMERCIAL

DONALD GEHRING, formerly of WPRU Fremont, Ohio, has been appointed general manager of WTDQ-FM Toledo.

JAMES C. MILLER III has been named station manager of WMTT Florence, Ala., and elected vice president of Tri-Cities Broadcasting Co., licensee.

L. W. LOMAN CBS vice president in charge of television, last week was appointed chairman of a committee of New York radio leaders to coordinate radio promotion of the April New York radio tour.

REYNOLD R. KRAFT, NBC television sales manager, April 3 addressed 13th annual sales conference of the Edison Electric Institute at the Edgewater Beach Hotel, Chicago. Subject of his talk was "Commercial Opportunities of Television."

JOHN J. LAUX, managing director of WTVI Steubenville, Ohio, has been named publicity chairman for the Steubenville Sesquicentennial and Veterans Homecoming to be held in Steubenville first week in July.

KEN SOBLE, owner of CHML Hamilton, Ont., conducted the Ken Sobie Amateur Show at Toronto's Maple Leaf Gardens March 23 in aid of the Ontario Society of Crippled Children. Show was produced by the ABC staff and emanated from 14 Ontario stations.

MARK WOODS, ABC president, and JOHN N. HORTON Jr., ABC vice president, in charge of stations, left New York March 28 for meetings with members and owners of ABC affiliated stations. March 31 they were in Kansas City and April 2 in Fort Worth, Tex.

ROBERT L. O'BRIEN, general manager of WNYC Pitfield, Mass., has resigned because of poor health. He has been replaced by JAMES L. SPATZ, former general manager of WHAI Greenfield, Mass.

JOE CARROLL, manager of KMMD Marysville, Calif., has been elected president of local Rotary Club.

WALTER ROTHSCILD has been appointed vice president in charge of national sales of WTAD Quincy, Ill.

J. C. W. BORN has been named vice president in charge of engineering.

LEWIS ALLEN WEISS, vice president and general manager of the Don Lee Broadcasting System, is in Los Angeles' Good Samaritan Hospital for a one-week checkup.

KEN R. DYKE, ABC vice president and director of broadcast standards and practices, will address a Hollywood Advertising Club luncheon today on "The Use of Radio in Democratizing the Japanese."

CLARK R. McCULLOUGH, president of WVJY, Lancaster, Pa., has received the annual prize given by the Lancaster Kiwanis lodge for meritorious service to the community. The award was presented for Mr. McCullough's efforts in helping to establish the Pennsylvania State College of Technology.

J. M. O'HARA, manager of WMAN Minneapolis, has joined the WPTF staff.

J. R. O'BRIEN, manager of WMAN Minneapolis, has received from the Ohio Fuel Gas Co. a hand-drawn certificate commending WMAN for its assistance and cooperation during the past winter's natural gas emergency.

CHART CREDIT

CHART appearing on p. 40 of the March 24 issue of Broadcast- ing which showed the percentage of time occupied by advertising on NBC in comparison with the average space devoted to advertising in newspapers and magazines was incorrectly credited to "The People Look at Radio" by Dr. Paul F. Lazarus and Harry Field. The chart was part of an article by Charles Hull Wolfe of the Batten, Barton, Durstine and Osborn radio commercial department on "Critics of Radio Commercials" and was prepared by Mr. Wolfe.

JURISTS' OPINION

FIRST broadcast by prominent Southern California jurists is given in a forthcoming program, "Verdicts Rendered," on KFOX Long Beach. Originating from Los Angeles City Hall, program weekly reads to radio public of the new panel of county judges and officials. Discussion center around current subjects on a man-to-man basis.
Beman’s* agency, producers of many successful radio shows, still suffered the inevitable failures—programs with coincidental ratings so low that sponsors ran for cover.

But Beman’s faith in many of these shows was unshaken. "They just can’t be that bad," he confided to us at Marketing Research Headquarters. So we studied one case thoroughly, and found:

1. AUDIENCE SIZE: Condemned by a coincidental of 4.2%, the true average audience was 7.5%, per indisputable NRI records—or 79% higher! (See Chart.)

2. AUDIENCE QUALITY: NRI revealed a valuable quality in this program—great power in reaching small town-rural markets—buried treasure for any advertiser who wants to invade these tremendous but hard-to-reach markets. (Only NRI measures audience quality, reveals these opportunities.)

3. MARKET COVERAGE: This program actually reached, in 4 weeks, 21% of all radio homes—amazing market coverage for one modestly-priced show. (Revealed by "Cumulative" audience—another exclusive NRI feature.)

"How long has this been going on?" demanded Beman. "Why didn’t somebody tell me?"

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### THE TRUTH ABOUT BEMAN'S SHOW

<table>
<thead>
<tr>
<th>Coincidental Rating (Phone Homes in 33 Big Cities)</th>
<th>4.2%</th>
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<tbody>
<tr>
<td>NRI Ratings (Phone &amp; Non-Phone)</td>
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<tr>
<td><strong>Big Cities Only</strong></td>
<td>5.7%</td>
</tr>
<tr>
<td><strong>Medium Cities Only</strong></td>
<td>8.6%</td>
</tr>
<tr>
<td><strong>Small Towns &amp; Rural</strong></td>
<td>9.5%</td>
</tr>
<tr>
<td><strong>True Total (Per Broadcast)</strong></td>
<td>7.5%</td>
</tr>
<tr>
<td><em><em>Cumulative</em> (4 Broadcasts)</em>*</td>
<td>21.0%</td>
</tr>
</tbody>
</table>

*Not his real name, but you know him well.

---

So we told Beman—and now we tell you—that you can no longer afford to hamstring your clients and yourselves (and radio as a medium) by continued use of outmoded yardsticks which can’t measure audience size, audience quality, market coverage (Cumulative Audience) or countless other factors of equal value.

For failure to make full use of NRI facts:

- How many valuable programs have been cancelled?
- How many advertisers have lost a rare chance to gain sales at low cost?
- How many agencies, artists and creative radio men have been unfairly criticized—even fired—for shows appealing to large but unmeasured audiences?

Many of the smartest radio people, seeing these vital truths, have recently climbed aboard the NRI bandwagon!

How much longer can you afford to have your best creative efforts short-changed—to leave them utterly defenseless against attacks based on incomplete, wholly inadequate information—to allow the true values in your creative efforts to remain hidden from the world?

We stand ready to place instantly at your disposal the finest, most complete research facilities ever developed for any advertising medium. It’s your move!

---

**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.

---

2101 Howard Street
Chicago

A. C. NIELSEN COMPANY
World's Largest Marketing Research Organization

500 Fifth Avenue
New York

April 7, 1947 • Page 51
PAPER PLANE

KEY STATION
WAR'S
MORE TELEPHONES
O/Y
FIRST
KC
Affiliate
ON
HAVE
FILLED
Burr,dg.
Management
with WLS, Chicago
been
presented
by
Mr. Foreman
station
JUNE 1946
JACK RYAN, manager of NBC Central Division press department, Chicago, is
in Hollywood for two weeks.
World Series Movies
AS PART of campaign to keep young-
ster off the streets by offering attrac-
tive and beneficial activities instead, second showing of World Series will
be shown by WWDG Washington on
October 7. World Series will be
able to see first showing last month.
Sponsored by Tony Wakeman, WWDG
spokesperson, the movie, starring
J. S. Dept of Commerce auditorium.

Letters to Police
POLICE chiefs in primary area of
WOOW Fort Wayne, Ind., are getting
letters of sentiment calling attention to
ABC's new "Treasury Agent" show.
Letters were all police and detectives
listen in.
Theatre Party
A LONE BANJO is the first play staged
by WCOB Boston brought 1,000 young-
students to the stage when it opened on March 22. Price of admission was the top from a
very successful opening, Chesters or Wester products of General Mills, sponsor of
"Treasury Agent." WCOB's "LONE BANJO was m.c. of the three-hour
program which included a Western movie, songs
by Durwood Gentry and two basketball
games. Last letter of the program was supplied
by Charles W. WCOB sportscaster.

Housewife Contest
MARK SHELTER of WINC Winchester,
Va., is conducting a monthly contest
to find the "Housewife of Winchester." Exams include writing let-
ters telling why the individual is a successful housewife and what
is her opinion of the contest. Winchester's "Outstanding Housewife of the Year" will be
chosen from among the 12 monthly winners.

Script Contest
NEW JERSEY students are taking part
in a script writing contest sponsored by
New Jersey Department of Com-
omial Development in conjunction with
WTMJ, Milwaukee. Scripts must include
an educational lesson. Winners will be
announced at the convention of the state
library association.

Veterans at Agency
A BROADSIDE featuring the returned
servicemen and women in their employment
has been circulated by Mokfin Adv.
Ltd. of Montreal. Piece features photos
of the 40 reconverted Mokfin em-
ployees with thankahms biographies.

Joint Promotion
KYW Philadelphia has joined with the
Philadelphia Radio Service Men's Club
for technical and promotional coopera-
tion. The PRIMA has also
promoted for its efforts to eliminate rack-
exciting in the radio repair business in
the Philadelphia area. KYW has of-
tered a special promotional use of its sales
facilities for meetings, personal sales,
and promotion material. In turn Association members help in KYW pro-

About Radio Couple
FOLDER on Grace Matthews and Court
Bunting of Dayton has been
radio stars. The couple, who generally
actors, begins initial query of "April Fools' Day" the last of the circle.
While the couple arrived in New York April 1 of last year after
Canada, folders expanded, and now are
widespread. The couple in U. S. radio
continues with listing of their leading
and feature parts on the air. Jane Bar-

IN THIS AMAZING Phoenix ARIZONA
25 PER CENT MORE TELEPHONES ARE NOW IN USE IN THE PHOENIX AREA THAN ON AUGUST 15, 1945 WAR'S END)

37%-WHEN ALL APPLICATIONS HAVE BEEN FILLED

550 KC 1000 WATTS IS FIRST CBS Affiliate KEY STATION OF THE ARIZONA NETWORK

Management affiliated with WLS, Chicago

Sundays D. Bailey, President

John BLAIR & COMPANY

Vermont's Only CBS Station 1000 WATTS

SOLD

5000 WATTS

BROADCASTING • Telecasting

Page 52 • April 7, 1947
Foreign but Familiar . . . Soap operas? You may hear them any day in Italian on the foreign language stations of New York. Also "Mr. and Mrs." programs, quiz sessions, audience participation shows and crooners who sing through their noses. One and all, you may tune them in via the non-English broadcasters of the metropolitan area. And you will find that although the tongue is strange, the format follows the stencils created by the Harvard, Princeton and Broadway alumni of American huckster-dom. But running one of these foreign-speaking studios is a job requiring a tact, a diplomacy, a Machiavellian subtlety in smoothing fiery and ruffled temperaments that most native radio men cannot master. Charlie Baltin, program director of WHOM, with the station for seven years, summed it up to me when he said, "I'm now with the UN." "You mean out at Lake Success?" I asked. "No, up on 57th St. at our studio." WHOM, one of the most successful of all the foreign speech outlets, is typical of most of them. So a study of its program listings tells a story of wide implications. Now, we introduce the Old Professor—Charles Baltin himself, who will do the explaining, with appropriate gestures and meaningful illustrations. Take it, Charlie!

Charlie—Okay. Let's consider serials. We have a highly successful soap opera on WHOM in Italian, titled "Until Death." But it's much more exciting than the American brand. The Italians like their romances strong and their tragedies potent.

Your Reporter—"But what about those 'Mr. and Mrs.' items? Has that plague tarnished the language of Dante, too?"

Charlie—I wouldn't say 'tarnished.' Don't be so vulgar! But our Italian speaking listeners dote on 'The Cupiduzzas'.

Y. R.—"I'm all agog, Charlie. Tell me more!"

Charlie—"NBC has its Fred Allen and Jack Benny, but we've got Pasquale C. O. O. I! This is probably the longest running comedy show in the foreign field. It deals with the tribulations of an Italian grocer. And speaking of comics, the Italians have a Henry Morgan, too. He kids the life out of the sponsor... Mr. Alexander and Mr. Anthony also have a rival here in the Jewish Court of Arbitration. The recordings are made on the Lower East Side. And some of the cases! You should hear them! And as for pop singers, just give an ear sometime to Nino D'Aurileo, who recently arrived from Italy."

Y. R.—"That takes care of the Italians. What about the others?"

Charlie—"We broadcast in six foreign languages: Italian, Polish, Yiddish, German, Russian and Greek. English? Yes, we have an all-night recorded program conducted by two frantic characters known as Symphony Sid and Ray Carroll. But maybe it's not strictly English at that. For these boys speak in 'jive' and Mr. Webster would never recognize their words."

Y. R.—"Anything more, Mr. B?"

Charlie—"Well, did you know, one of the best times to reach Polish-American listeners is around 7 in the morning? That's because they're hard workers and early risers. . . . And do you realize that each language has its own sponsor appeal? For example, Italian programs attract spaghetti, wine and cheese makers as bankrollers . . . patent medicine, jewelry and furniture companies back Polish periods . . . clothing, theatrical, pastrami, salami and other food manufacturers and sellers are fond of Italian hours . . . the Russian programs draw intellectual sponsors: books, theatricals and the cinema."

Thank you, Professor Baltin. You have proved what many did not know: There is a universe of comedy, drama and human interest on our airwaves in tongues that most of us do not understand.

WHOM has the answers

DAILY NEWS

Listening In

WITH BEN GROSS

SOAP OPERA IN ITALIAN?
AND ALSO 'MR. & MRS.:'
STATION WHOM HAS 'EM.

Charlie Baltin

WHOM is New York's Showmanship Station in FOREIGN LANGUAGES

GENEROSO POPE, PRESIDENT
FORTUNE POPE, MANAGER

WHOM NEW YORK

The Il Progresso Station
GLORIA C. WICKERSHAM, account executive and timebuyer, has shifted to radio department.

PACKARD & PACKARD, Los Angeles, has moved to larger offices at 1335 Wilshire Blvd., in Los Angeles, in order to accommodate the growing business. Packard & Packard has been listed among the leading advertising agencies for many years.

PHIL LANE, former West Coast manager of Monsanto-Gold Adv. Wood, has joined Packard & Packard, Los Angeles, in the same capacity.

JEFFERSON K. WOOD, account executive of Gray advertisement in California, Los Angeles, has left home recuperating from a heart operation.

JIM EELLS, formerly radio director of Connochs Club, Los Angeles, has joined Packard & Packard, Los Angeles, in the same capacity.

MCDONALD Adv., Los Angeles, has moved to larger quarters at 338 S. Westlake Ave. Los Angeles also has a new office at 1335 W. Third St.

BELLE FORSYTH has joined Packard & Packard, Los Angeles, in the same capacity.

PHILIP J. KELLY, vice president of Leenans & Mitchell, New York, April 1 addressed the dinner meeting of the Assn. of Advertising Men of the Young Men's Advertising Fraternity at the Drake Hotel, New York.


TOM LEWIS and AL SCALPONE, vice president and radio production managers, respectively, of Young Men's Advertising Association, New York, are in New York for series of conferences with home office executives and clients.

SAM PIERCE, production head of Ruth- schild & Co., New York, March 31 arrived radio director of the agency, taking over duties from Harvey Ball, previously with Poole, Cone & Belding Co., New York.

MALCOLM WALLACE McCLELLAN, formerly with the production department of Mason & McSweeney, New York, has been appointed general manager of Arthur Young Adv., New York.

D'ARCY J. LEONARD has been appointed vice president of F. B. HAYES & Co., Toronto, March 31. Mr. Leonard has been director of the agency and has been with the firm since its incorporation in 1928.

J. C. CREIGHTON, former sales manager of Bayer Co. and Sterling Products Co., New York, has been appointed account executive of Cockfield, Brown & Co., Toronto.

CURTIS BERRY, former chief of copy staff, McCann-Erickson, Chicago, has joined the Chicago office of the agency in a similar capacity.

CLARENCE ROACH, DONALD THOMP- son, DONALD SPATZ, ALLEN DAVIS, CLARENCE WILSON and RICHARD MASON have been named the head of the Advertising Agency to write a series of half-hour programs to be syndicated throughout the United States and Canada.

A. H. BBOTT, former account executive of Allen & Marshall, has been appointed manager of Morgan & Mason Adv. Los Angeles, has also been named as the agency's representative for the San Francisco area.

B. MCKENZIE, manager of J. T. Warner & Co., Los Angeles, has been named manager of the Los Angeles office of the agency.

MICHAEL K. MICHAELS, former copywriter at BHt. New York, has joined Newell-Emmett Co., New York, in the same capacity.

TRACY-ROBINSON, New York, formerly at 270 Park Ave., has moved to larger quarters at 25 Vanderbilt Ave.

AMERICAN CABLE AND RADIO Corp., through its subsidiaries, The Commercial Cable Co. and Mackay Telegraph Co., extended telephone service between the U. S. and German nationals located in the British and American-occupied zones of Germany on March 1. It was announced by Warren Lee Pierson, president of the company.

Public Relations Policy Post Is Given to Chaplin

RICHARD CHAPLIN, public relations director of Crowell-Collier Publishing Co., New York, has been appointed to head the newly formed public relations committee created to assist the Advertising Council in forming a public relations policy for its 1947 program. Mr. Chaplin formerly was connected with NBC and Press associations in the U. S. and Europe.

Serving with Mr. Chaplin on the committee are: Jerry Mason, assistant editor, This Week magazine; C. B. Larrabee, president and publisher of The Rockefeller Center; Irwin Robinson, Tracy-Robinson Inc., A. A. Schechter, vice president, MBS; David Megowan, vice president and advertising director of the Western Newspaper Union, and Bradley Kelly, vice president of King Features.

Michael Arnine, public relations director of the Advertising Council, will serve as secretary of the committee.

WBRK Local Forum Idea Offered to MBS Outlets

A SPECIAL TIME period ranging from 15 minutes to half-hour is being offered by the 400 MBS affiliates to local organizations for discussion of the topic scheduled for the regular MBS Tuesday evening presentation of the American Forum of the Air (9:30-10:15 p.m.).

The set-up was conducted recently as an experiment by MBS affiliate WBRK Pittsfield, Mass. A number of civic, social, religious and labor-management groups discussed for themselves prior to network broadcast the topic to be heard on the regular program, and the special time period was given by WBRK to a representative unit from these community groups to present their own "Pittsfield" forum after the network program was aired.

The format of this station's plan is currently being forwarded to all MBS stations.

‘REMARKABLE’ YOU’LL SAY

Yep—WAB does something to sales managers and time buyers. It’s one of those rare stations that has the rare ability to sell merchandise quickly and profitably.

WPEN

and no other station

WPEN was selected by five big national advertisers to carry their radio campaigns in Philadelphia.
The products they advertise include a nationally famous watch, an equally well-known name in chocolate products, cigarettes, soap, and a new soft drink.
There’s a Reason! WPEN’s well-balanced program schedule provides good listening to a big daily audience of men, women and children in the nation’s third largest city. Radio-wise advertisers with an eye on this market are finding WPEN an increasingly desirable buy.

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION
HORTON W. MALLINSON, formerly responsible for charge of radio for Bogard & Browning & Nesby, New York, has joined WBNZ Saranac Lake, N. Y., as program director.

BILL WINNE, has left WTAG Worcester, Mass., to move to New York State's Adirondacks, where he and his wife will spend a historical novel.

ROY WISE, formerly with WJKE Cincinnati, has joined the announcing staff of WTMZ Worcester, Mass.

EDWARD TRUMAN, recently discharged from Army and prior to service production supervisor and music director of KNX Los Angeles, has been assigned organist on daily "Smiley Time" on Don Lee Broadcasting System.

BNA HOPKINSON has resumed tri-weekly "Pictorial" program on KWKW Pasadena following several months' trip through Mexico.

BOB DAIR, of the mail department at KGO San Francisco has been appointed record and transcription librarian. He replaces JEROME HICK, resigned.

NEAL MOYLAN has resigned as program director of WJFJ-FM Syracuse, N. Y., to become program supervisor of the N. Y. State Department of Commerce radio bureau. He has been replaced by WBFN Announcer BILL THORPE.

LEE ELLIS, announcer at WPNC Fayetteville, N. C., resigns this week to freel ance in New York.

BAXTER WARD, ex-American Forces Network broadcaster, has joined WMAQ Chicago, as staff announcer. He won assignment of the New York State legislative elections of the class of two days after winning at station.

BILLS, program director of WJMS Detroit, C. Y., has been named publicity chairman of the local Lions Club.

MADELINE LEE, who does "Baby Cries" on numerous CBS daytime serial programs, March 26 became the mother of a girl, Lisa Lee. In private life Miss Lee is Mrs. Mitchell Fine.

FRED ALLISON, announcer of KFVD Los Angeles, has resigned.

FRANK FACENDA, formerly of WJEA Richmond, Va., and WCNQ Elizabeth City, N. C., and ED STRICKLAND, previously with AFN in Japan, have joined announcing staff of WGBH Newport News and Norfolk, Va. Mr. Pagiola also will serve as musical director, replacing ROYD HUNTER, now m.c. on WGN all-night program.

Betty ROSS, secretary to JUDITH WICK, public service director of NBC Central Division, April 9 is to address graduating students of Proctor Township (III) high school on "Opportunities in Radio".

ROBERT FLANDANG, national spot salesman for NBC Central Division, March 27 conducted a seminar on writing radio copy for 46 students enrolled in advertising course sponsored annually by Chicago Federated Ad Club and Women's Adv. Club of Chicago.

DAVID EDWARD BREGLE, program director of WJFF Detroit, has married MILDRED WILSON YOUNG, formerly of the copy department of WKPT Kingsport, Tenn.

ALVYNE ELLMORE, radio actress, and William Schorr, New York stage director, were married in Las Vegas, Nev., March 26.

MURRAY BOGGS, former announcer of WJHA Hollywood, has been shifted to play that city m.c. of "Midnight Special." He succeeds PAUL SLONE, who resigned to become executive secretary of Los Angeles Dental Laboratories Assn.

ELIZABETH SARGAS, after an extended leave of absence, has resumed her duties as 45-minute recording announcer on "Amigos" on KQF.

DURANZI, m.c. of KJJO Hollywood, is on leave of absence to fulfill recording commitments in Oakland and to devote more time to song writing in collaboration with Ted Kowach.

JERRY DIVINE, writer-producer of ABC "This Is Your FBI," is in Hollywood preparing to shift his staff program from New York starting April 11.

TED BENTLEY has returned to KECA Hollywood as summer relief announcer.

RALPH TURNER, announcer of KMPC Hollywood, is father of a girl born March 21.

WENDEL NOBLE, actor-singer on MBS "It's My Time," is father of a girl born March 27.

DOROTHY, formerly with WJFJ-AM and WJFJ-FM, has joined WRIR Washington, D. C., as program director. DORIS LEE, previously with WRCW Orangeburg, S. C., has joined WRIR as announcing staff.

AILEEN LEWIS, writer of NBC "Date With Judy," is mother of boy born March 12.

KATHERINE KERRY, commentator on KQVQ San Francisco, has been notified that she will receive an "Oscar" fashion award in recognition of support she gave the California apparel market in 1946. Presentation is to be made May 12 at the annual banquet of the Manufacturers and Wholesale Assn. of San Francisco.

JACK MEANIN, musical director of CBS "Joe Davis Show," for second time has sold his song "Out California Way" to Republic Pictures. It will be filmed in "Hit Parade.

W. J. (BIL) DIVIDSON, program director of KJCA Hollywood, is in St. Joseph's Hospital, Burbank, Calif., for surgery.

FRED ROBBINS, m.c. of WOY New York "100 Club," has been notified that she will receive an "Oscar" fashion award in recognition of support she gave the California apparel market in 1946. Presentation is to be made May 12 at the annual banquet of the Manufacturers and Wholesale Assn. of San Francisco.

MARGARET C. SCOGGIN, moderator of WJAN New York "Young Book Review" program, has been selected one of six winners for the six-week period of the eleventh annual "Junior Book Festival May 10-17.

ELIZABETH RODRIGUEZ, star of NBC "Duffy's Tavern," is to be featured guest at Sixth Annual Old Timers Baseball Assn. banquet in Detroit April 12. He plans personal appearance at Army's Fitzsimons General Hospital on April 11.


VERN HILL, for four years announcer of CHML Hamilton, has joined announcing staff of CJEY Cornwall, Ont.

RICHARD HYNES, Canadian Army veteran, has joined announcing staff of CKSB Cornwall, Ont.

MIKE HOPKINS, formerly of CKLW Windsor-Detroit, has been appointed chief announcer of CHIY Honolulu as staff announcer. He has been replaced at KYVQ by JIM VAYES.

FOREST WILLIS, WOBO Albany, N. Y., announcer, is in the Netherlands with group surveying needs of war-born Nijmegen, city adopted by Albany in tribute to inhabitants.

GLENN WALKER has joined announcing staff of WBCN Columbus, Miss.

BILL SEEKS EXPANSION OF CULTURAL EXCHANGE

PROPOSAL to expand the State Department's Inter-American cultural exchange program plans to a world-wide basis was sent to Capitol Hill March 24. The proposal also contains specific authority for establishment of international broadcasting and related information programs.

The proposal is embodied in a suggested bill almost identical with the so-called Bloom bill of the 79th Congress (H.R. 17), which died at the end of last year's session.

The Department is currently conducting its information programs under its general authority but government legal experts feel that specific authorities should be provided by equally specific legislation.
Milestones

HOMER GRIFFITH, head of Homer Griffith Co., national stations representative, has started his 20th year in radio ... Eileen McGerty is celebrating her eighth year in radio, seven of which she has been heard over WTAG Worcester, Mass., as "Fairy Princess" on Sunday morning ... Children's program sponsored by William Flene & Sons, Worcester department store ... Sibley, Lindsay & Curf Co., Rochester, N. Y., is now in its 15th year of sponsorship of Tower Clock Program over WHAM that city. Program is said to be oldest commercial on Rochester radio and was honored on birthday with special quarter-hour script following regular program.

Hum and Strum, comedian-vocalist, observed their 25th radio anniversary April 15 during regular Saturday morning broadcast over WBZ Boston-WBZA Springfield ... Junior Theatre of the Air marked its third anniversary March 22 over WREC Memphis, Tenn. ... Jimmy Wallington, Hollywood announcer on ABC Alan Young Show, NBC Duffy's Tavern and CBS Hope Chest, celebrates his 50th year in radio this month ... A. H. Geuting Co., Philadelphia, has begun its ninth year on KYW Philadelphia sponsoring Geuting Spelling Bee.

Claiming to be the West's oldest radio forum, California Council Table, heard weekly over KSFO San Francisco, celebrated its 7th anniversary March 18 ... Harold Simonds, salesman at WFLI Philadelphia, has been presented a gold watch by the station on his anniversary of 25 years of continuous service with WFLI, an anniversary coinciding with 25th birthday of the station.

G. W. (Johnny) Johnston, pioneer radio publicist, news and radio director, currently director of radio activities in public relations division of National Assn. of Manufacturers, has begun his 25th year in radio ... The American Home Products Co.'s Our Gal Sunday serial celebrated March 31 the beginning of its 11th year on CBS. Show is heard Mon. through Fri. 12:45-1 p.m. ... The fourth anniversary of CBS's Invitation to Music was celebrated April 2 with special program of Bach Easter music from St. Paul's Chapel of Trinity Parish.

In April

WLAS GOES
50,000
WATTS
on
680 kilocycles

April 1947, WLA becomes New England's most powerful radio station and NEW ENGLAND'S BEST RADIO BURLINGTON
.
.

WDCR's Mobile Unit "goes to town" in this exclusive feature!

Commercials are TWICE as good on WDCR's "Market Basket", with product sampling. Write for 8-page brochure, describing this popular participating show. Represented by Roemer.

Mr. Johnston

12:45-1 p.m. ... The fourth anniversary of CBS's Invitation to Music was celebrated April 2 with special program of Bach Easter music from St. Paul's Chapel of Trinity Parish.
The Butcher . . .
the Baker . . .
the Candlestick maker and Bankers, too!
THEY ALL LISTEN to WJHP.

Here's what a Prominent Local Banker says:

"I am very happy to write you about the pleasant experience enjoyed last evening when your station switched over to 5000 watts."

"We live twelve miles from the city and have had considerable difficulty in getting the station without being annoyed by interference, especially on a stormy night like last night.

"We were tuned in WJHP, both for the regular program and to see what change, if any, took place when the station switched over. It was noticeable, in fact, the reception was so much louder that I had to turn down the volume about one half . . . ."

In Florida's Greatest YEAR ROUND Market

Jacksonville, Florida
5000 WATTS

National Representatives
JOHN H. PERRY ASSOCIATES
New York, Philadelphia, Detroit, Chicago, Atlanta

Page 58 • April 7, 1947
Test of Quality...

A tap on the rim of a fine crystal goblet gives you the surest indication of its quality.

Testing the quality of the news service you select for your station is less simple. The virtues that make it superior are complex, numerous and sometimes intangible.

There are nine fundamentals of quality by which you should test. What follows defines the first three* of them...

- **Objectivity**—the non-partisan reporting of news above all else...the presentation of truthful information without political, sectional, economic, racial, or religious bias.
- **Concentration of purpose**—the emphasis that the news service, as a whole, places upon legitimate news-gathering as a public service instead of upon news-gathering for reasons of profit.
- **Manpower**—meaning not only what the word implies, but also strategic assignment of manpower for greatest effectiveness. For quality in a news service depends not so much upon what it does on occasions as what it is prepared to do wherever and whenever news breaks...at any minute, day or night, anywhere in the world.

In every fundamental test of quality, you will find The Associated Press rings crystal clear. For that reason, more of the nation's public-minded radio stations have turned to The Associated Press than to any other radio news service.

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

*Watch for definitions of the other six fundamentals of quality in succeeding issues of this magazine.
Respects
(Continued from page 48)

escape wash tub drudgery.
When first employed in the GE Accounting Dept., Mr. Markham remembers, his job tenure "hung by a thread because I insisted on spending all outside time first trying to get into, and then performing with, the WGY Players, instead of—as my superiors urged—boning up on the things every young bookkeeper should know."

Recalling his own apprenticeship days, Mr. Markham has never failed to hold out a helping hand to newcomers in radio. Along the way he has thus discovered considerable talent. For example, Ed W. Mitchell came to WGY on a program series presented by the N. Y. State Horticultural Society. Mr. Markham recognized a talent and experience which could be used on a wider scale. Today Mr. Mitchell is farm adviser at WGY and one of the outstanding men in farm broadcasting.

Mr. Markham's program wisdom is not confined to the agricultural format. In 1938 he devised a fore-runner of the amateur show, featuring nonprofessional talent from the WGY area. When this Saturday night Clambake was terminated after four years, standing room only was available at the studio a month after. A few weeks afterward the Amateur Hour of the late Major Bowers made its bow. In 1936 Mr. Markham launched the WGY Science Forum which has grown into Excursions Into Science, a 15-minute transcribed feature widely heard.

For one year (1928-29), Emerson Markham left GE to become manager of WDIO Orlando, Fla., and WDAE Tampa. He recalls vividly that this was the era before network lines extended south of Jacksonville, and before the one-minute commercial came into its own. The Florida boom was withering, and he was soon glad to return to WGY.

Mr. Markham lives in West Charleston on a three-acre farm he says is composed of "rock and clay, much to the amazement of my farming neighbors who feel I should have known better. Each spring I spade my garden with a pick-axe and the only livestock on the place is a four-legged dog."

In 1935 Mr. Markham married the former Laura Wing, his second wife. He has three sons, the oldest of whom, G. Emerson Jr., recently left home for the Army.

Mr. Markham's only admitted vice is a mild passion for fishing. He is a trustee of Green Mountain Junior College in Poultney, Vt., a director of the Television Broadcasters Assn., and was formerly a member of the Agricultural Committee of the U. S. Chamber of Commerce and vice president of the National Association of Radio Farm Directors.

SHERMAN Bros., New York. (Sherbrooke rainwear) April 15 begins a 14-station campaign in the Pittsburgh and WLOL Washington using one of our new designs. to be heard on a network broadcast on radio days only. Firm also has 15 recordings of this commercial to Dept. store stores use in the country for use on radio days. Answers is St. Louis, N. Y.

RIGGIO TOBACCO Corp., Brooklyn, will begin advertising a new cigarette called "Stickles." The agency is Riggio & Co. Agency is Ridgway, Perry & Yocom, New York.

THE SEATTLE QUILT MFG. Co., Seattle, has appointed R. J. Luntz & Assoc., same city, to handle its advertising.

DwIGHT Edwards Co., San Francisco, division of Safety Stores, has appointed Hannah Adv. same city, to handle advertising for Rob Hill Coffee.

COAST COUNTIES GAS & ELECTRIC Co., which serves 55 communities in California, has appointed Kohnlein Adv., San Francisco, to handle sales promotion.

WALTON L. DENNIS, director of radio and television for Allied Stores Corp., contributed an article titled "Plain Words about Advertising" in the February issue of Journal of Retailing.

Markham has never been in a radio station.


STANDARD OIL Co. of New Jersey has signed for sponsorship of broadcasts of U. of Arkansas football games in 1947 over KKLX Little Rock.

MURPHY N. CBO, Mfgrs., Cleveland (Student Prince Chimp), expanded its radio advertising budget to include news casts on WJR Detroit, WGR Buffalo, and WSBN South Bend, Ind. Agency is Ohio Adv., Cleveland.

BertRAM B. Warren, former division manager in the General Foods advertising department, New York, has been appointed assistant to Robert R. Stevenson, General Foods treasurer.

P. LORDILLARD Co., New York, has appointed J. B. Warne & Son, New York, to handle advertising for a new cigarette to be introduced this year.

CONTINENTAL RECORDS Co., New York (foreign language phonograph records), has named Knickerbocker Adv., New York, as agency.


EDWARD MILLS, vice president of Van de Kamp's Dutch-Dutch Bakers Inc., Los Angeles (chain), has been named chairman of Los Angeles branch of the American Cancer Society.

SCHUTTER CANDY Co., Chicago (Old Nick, Bit-O-Honey), has signed Nancy Evans, (featured vocalist with Wayne King Orchestra, to handle commercials of "Ori Miska Boy") show aired Fri. 9-9:30 p.m. (GST) over WGN Chicago. Also handled by Schermer & Scott, Chicago.

THE J. F. G. COFFE Co., Knoxville, Tenn., has signed for a five-minute weekly news cast to be presented over FM Bristol, Tenn. Firm was first sponsor on WOPR, now becomes first on the FM outlet.

JOLAN OF CALIFORNIA Inc., Los Angeles (potato chips) has appointed Atheron & Co., Hollywood, to handle national account advertising.

STAR OUTFITTING Co., Los Angeles (retail clothing chain), has appointed Atheron & Co., Hollywood, to handle national account advertising.

Radio is being used.

CARTER HARDWARE Co., Los Angeles, has appointed Midland Adv., that city, to handle advertising. Both accounts are using radio.

ZYNOLITE FLOOR FINISH, Los Angeles (polish), has appointed Dick Donald Adv., that city, to handle national advertising.

CANADIAN CAlighbour Society, Toronto (financial aid and Ontario membership campaign) has started an advertising campaign on a large number of Canadian stations during April. Campaign is handled by Spiller & Mills, Toronto.

DANIEL BRENNER BRENNER, Montreal, has appointed Vickers & Ben- son, Montreal, to handle all advertising.

PARKHILL BEDDING Ld., Winnipeg, is planning radio campaign. Account is handled by Stewart-Lovick & Macpherson, Winnipeg.

Network Accounts

Network Changes

CAMPBELL SOUP Co., New Toronto, Ont., April 6 replaces "Hildegard" with "The Archer" on 30 CBC Dominion network stations, Sun. 9-9:30 p.m.; Mon. 6-6:30 p.m. (EST); Tuesday: Cockfeild Brown & Co., Toronto.

LIVER BROS., Toronto (Rino), April 10 replaces "Tober Boys" with "Lucy Little" on West Coast from 12:30-12:30 p.m. (PST) Mon.-Fri. on 11 western CBC Trans-Canada network stations.

SWIFT CANADIAN Co., Toronto (meats), April 10-16 replaces "BA- fast Club" repeat to West Coast from 12:30-12:30 p.m. (PST) Mon.-Fri. on 11 western CBC Trans-Canada network stations. Agency: J. Walter Thompson Co., Toronto.
Genuinely entertaining—with 6 years of tested inspirational appeal for the entire family

"QUIZSPIRATION"
the non-sectarian, one-half hour radio Bible quiz

Now Available Transcribed
for public service programming or local sponsorship, with

Dale Crowley
renowned Radio Minister, as Quizmaster

Audience-tested with six years of mounting popularity in the Nation’s Capital, QUIZSPIRATION is now available transcribed. The program has been acclaimed by radio listeners, by Congressmen, by religious leaders, by people in all walks of life who value inspiring entertainment.

If you seek a half-hour feature of real worth—challenging to the radio audience—wholesome—unique in the quiz field—QUIZSPIRATION meets all requirements. It is well adapted to prestige-building public service programming—or for sponsorship by an alert advertiser.

FACTS ABOUT QUIZSPIRATION

- It is an unrehearsed contest between competing groups selected from churches, colleges, Congress, the general public.
- Questions, based on the Bible, are selected each week from hundreds sent in by radio listeners. All questions are factual, free of controversy, void of sectarianism.
- Participants include all ages, from the "Quiziration Kids" (10-14 years) up to mature groups from adult Bible Classes, Ministers, and Congressmen.
- M.C. and quizmaster is Dale Crowley, author of the program, who, during the past 15 years has conducted more than 3,000 radio broadcasts. He demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge. Radio men say, "He knows how to handle the show."
- QUIZSPIRATION is saturated with good humor, radiant with lively studio atmosphere, pleasing to the most devout listener. In purpose: the projection of basic American ideals and the promotion of good will to all mankind.

An audition transcription of a recent QUIZSPIRATION program will be sent to any broadcaster upon request—with complete details of the terms under which it may be secured as a regular feature.

Address:
DALE CROWLEY PRODUCTIONS, Box 1, Washington, D. C.

Left to right: Congressmen Mahon of Texas, Hays of Arkansas, Murdock of Arizona; Mark Austad, Announcer; Dale Crowley; Congressmen Priest of Tennessee, Bryan of S. Carolina, Gwynne of New York.
That's Gratitude

A FAN “LETTER” in the form of a transoceanic phone call was received by John Marsh, announcer in the BBC’s General Overseas Service, fortight ago from Satt McSerris of Macon, Ga. Mr. McSerris had been listening to the BBC’s Forces Favorite program and phoned to tell Mr. Marsh how much he had enjoyed the program.

Gives Retailing Talk

EFFICIENT technique for successful use of radio for retailers was discussed by Lee Hart, NAB assistant director of broadcast advertising, in an address March 28 before the Baton Rouge (La.) Advertising Club. Later that day she led a roundtable on radio and retailing in the auditorium of WJBO. Miss Hart addressed the staff of WWL New Orleans March 28 and the next day spoke before a luncheon of retail merchants arranged by the station.

Department Stores’ Video Advertising

WITH A COUPLE of outstanding exceptions who already are enthusiastic over the sales results they have obtained from television programs, most department stores which have tried video advertising have found their experiments worth while as education in a new medium but not especially productive of sales. The stores went into television in a strictly experimental frame of mind, and they expect to turn their experience into sales at the proper time.

This is a rough summary of responses to the television questionnaire sent retailers early in March by the National Retail Dry Goods Assn., as given last week by Howard P. Abrahams, manager of NRDGA sales promotion division. Mr. Abrahams said that returns were still coming in.

Stores which have not yet tried television, although facilities are available in their communities, report that the main deterrent has been the cost of producing video programs, which they consider too high in relation to today’s limited audiences, Mr. Abrahams said. In response to a question about manufacturers’ films, stores generally said they would be interested in using them as part of the stores’ own telecasts, where they dealt with accessories, household wares, etc. Fashions were generally considered unsuitable for such filmed material, Mr. Abrahams said, since they are changeable.

Another meeting of the NRDGA video committee and the television subcommittee of the NAB sales managers executive committee will be held about the middle of April to discuss the results of the questionnaire, Mr. Abrahams said. This questionnaire and another one which the NAB has sent to television broadcasters were formulated at the first meeting of the two committees in February [Broadcasting, Feb. 24].
Bob Hope Is First In Latest Hooper
Margaret Truman Helps Sunday Evening Hour Showing
FEATURING Margaret Truman as guest soloist on Mar. 16, ABC's Sunday Evening Hour for the first time was among the first 15 evening programs listed in a network program Hooperatings report. Latest such report, dated March 30, was released last week.

Bob Hope ranked first, followed by Jack Benny in second place and Fibber McGee and Molly in third.

The average evening sets-in-use of 32.6 was down 1.0 from last report and up 2.1 from a year ago. The average evening rating was 10.7, down 0.7 from the last report and up 0.7 from last year.

Average available homes were 80.8, down 1.0 from last report and up 0.1 from a year ago. The current total sponsored hour index was 72%, as compared with 72% last report and 76% a year ago.

The first 15 evening programs reported were:


The Sunday Evening Hour had the largest number of women listeners per listening set with 1.52; Boxing Bout had the largest number of men listeners per set with 1.25, and Lone Ranger had the most children listeners per listening set with 1.10.

Daytime Programs

The Kate Smith Speaks program led the list of top 10 daytime programs in the March 30 report, with Aunt Jenny in second place followed by Young Widder Brown.

The first 10 week-day programs listed were:


The Ladies Be Seated show and Woman in White tied for the largest number of women listeners per listening set on the daytime programs with 1.25; Metropolitan Opera had the largest number of men listeners per listening set with 0.67 and Sky King had the largest number of children listeners per listening set with 1.04.

Tax Bill Signed

NEW LEGISLATION classifying broadcasting and television as a public utility for purposes of assessment and State property tax has been signed by the Governor of Indiana [BROADCASTING, March 31]. Broadcasters have opposed the plan as a foot-in-the-door step towards spread of the public utility concept of radio.
**What have these things in common?**

While checks are going between banks for clearance, they’re money that’s “out of circulation”. To unfreeze these funds quickly, banks ship checks regularly by Air Express. Speed pays!

M-m-m, vine ripened fruit! Only speed of delivery makes such things possible. So these delicacies are flown to you by Air Express. Speed pays!

In the delivery of automobile replacement parts, manufacturers, fleet operators, and dealers specify Air Express regularly. Speed pays!

**Speed pays in your business, too!**

In your business, speed in delivery of shipment is essential. Air Express can serve you best. Planes are bigger and faster today, and there are more in service. Coast-to-coast overnight delivery of your shipment is now routine! Rates are low. For instance, a 10-lb. package going 1749 miles costs only $9.92. Heavier weights — any distance — similarly inexpensive! Investigate!

- Special pick-up and delivery at no extra cost.
- Direct by air to and from principal U.S. towns and cities.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

**AIR EXPRESS GETS THERE FIRST**

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 220 Park Ave., New York 17. Or ask at any Airlines or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

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**TWO-DAY CLINIC**

In connection with briefing new national representatives, John Blair & Co., was held by executives of WIB Kansas City, Mo., March 19-20. Getting acquainted are (1 to r.): Ward D. Ingrish, Richard D. Buckley, of the Blair New York office; Wells H. Barnett Jr.; J. Chris Hetherington, manager of the St. Louis Blair office; Gale Blocki Jr., Chicago Blair office, and WIB President Don D. Davis. Blair Company took over representation of WIB April 1.

**'Harnessing' Rain**

**HARNESSING** the rain to sell raincoats is the idea behind a spot campaign launched by Sherman Bros. Inc., New York (Sherbrooke rainwear). Starting this month and continuing for 60 days the firm will air a one-minute singing commercial three times, at intervals, each rainy morning. The plan is to test the effectiveness of the commercial in two cities, using two stations in each. The singing commercial is being offered without charge to retail stores for use on their local radio stations. Trial records are being sent out by request. Sterling Advertising is handling the Sherman Bros. account.

**STERLING DRUG'S 1946 NET NEAR 14 MILLION**

STERLING DRUG Inc. showed net profits of $13,339,073 after provision for federal income and foreign income and excess profits taxes but before deduction of $437,452 for preferred dividends, according to the 1946 annual report released by James Hill Jr., president.

Sales in 1946 amounted to $1,083,000,000, while 1945's total was $1,045,592,350. Of this total, packaged medicines and pharmaceuticals comprised $66,750,871 or 73%; household and toilet articles $18,733,600 or 16%; and industrial products, $15,993,430 or 13%.

**CAB Gathers Data**

CANADIAN Assn. of Broadcasters has begun the gathering of data from member stations for inclusion in brief to be presented to Parliamentary radio committee sometime this spring. CAB will present as complete a picture as possible of the public service work done by the Canadian independent stations, the network shows which have originated at independent stations, and effect of CBC regulations on station operations.
THE 15 chapters of the FM HANDBOOK were written by 14 outstanding FM engineers. This book, of 174 pages, 8% by 11% ins., is equal to 300 pages of the ordinary handbook size. There are 218 photographs, wiring diagrams, and charts to illustrate the latest FM equipment and circuits. Here is a resume of the chapters:

1. Background of FM: as told by Major Armstrong to the Senate Interstate Commerce Committee in December, 1943. Also, excerpts from his log in 1934, '38, and '39.

2. Theory of FM: by Rene Hemmes. This is the most complete and understandable explanation of FM theory ever written. By using charts and diagrams, the functions of FM circuits are shown clearly, without recourse to mathematics. This chapter explains all the special features of receiver design, including AFC; and transmitter design, including the Armstrong dual-channel modulator.


8. Antennas for Communications Frequencies: by James A. Craig. Covering all types of antennas for 50 to 44, 72 to 76, and 152 to 156 mc.

9. Selective Calling Methods: by Milton B. Sleeper. Explanation includes a call-number chart for individual and group calling.


12. WWV Signals for Frequency Checking, by Arthur Fong. Describing a receiver for checking circuits, meters, and modulators from WWV transmissions.


15. FCC Standards of FM Engineering Practice, corrected to January 1, 1947.

NO OTHER BOOK LIKE IT
This is the first and ONLY Book ever written on FM which covers BOTH theory and practice. It answers questions for those engaged in manufacturing, broadcasting, communications, sales, and maintenance. Whatever your connection with the industry, you'll find that it contains the largest amount of practical useful information you have ever bought in any one book!

ORDER YOUR COPY NOW!

FM and TELEVISION
6 Savings Bank Bldg
Great Barrington, Mass.

Please send me by return mail a copy of the Standard FM Handbook.

Enclosed are $ [ ] $2.00 (paper edition) $4.00 (cloth edition)

Name:

Street: 

City: 

State: 

Postal Code: 

U.S.A. 

Foreign.

Postpaid in U.S.A. Add 25c for foreign postage.
TONY WILLIAMS, former special events director for the AFN Blue Danube Network in the European theatre, has been added to the news staff of KQMO Kansas City.

HOMER BLISS, news reporter at WHAM Rochester, N. Y., is the father of a girl, Barbara Avis.

HAY SCHREINER, sports editor of WBTM Danville, Va., is the father of a girl, Alice Hardy.

BOB ALLMAN, former U. of Pennsylvania athlete, has started a weekly sports review program on KYW Philadelphia.

DR. WALLACE E. STERLING, CBS Hollywood news analyst, is substituting for HARRY W. FLANNERY, seriously ill.

LOWELL THOMAS, NBC commentator, is to speak at Merchants and Manufacturers Club in Chicago April 11. Occasion is Founders Day dinner of Chicago professional chapter of Sigma Delta Chi, journalistic fraternity.

JOHN COOPER, former NBC war correspondent, has joined the INS sales staff in New York. During the past nine years Mr. Cooper has been with WCBS Portland, Maine, and WRK Boston as news editor and KDIA Pittsburgh as director of news and special events.

JAMES D. OLSON has resigned as CBS assistant sports director. Mr. Olson, who has been with CBS for 10 years, plans to take a vacation before returning to radio.

LEIFER, formerly with NBC’s news and special events department in San Francisco, has joined that network department in New York.

GLENN WILLIAMS, news editor at WAGE Syracuse, N. Y., saluted March 31 aboard the USS Wisconsin as guest of the Navy for a cruise to Canal Zone and Guantanamo Bay.

BOB HARRIS, former sports editor of KDKA Denver and now manager of Veter- ans Hospital station KFG Denver, broadcast 31 hours of play-by-play ac- count of the NCAA basketball tournament which was plied to 4,000 patients at the Fitzsimons General Hospital.

JERRY MORTON, director of special events at KXK Oakland Calif., who recently returned from the U. S. Navy test station at Inyokern, Calif., where he witnessed firing tests of some of the top secret rocket testing devices, has been presenting a series of talks at service clubs on “Operation Survival.”

CHARLES F. McCARTHY, WNBC New York newscaster, is father of a girl, Rose Catherine, born March 26.

ROBERT BONAPARTE, NBC newscast member of “The New York Times” series of programs on WLIB New York, has entered Presbyterian Hospital, New York, for a minor operation.

STANLEY ROSS, former Latin Amer-_ican correspondent for AP, the New York Times and NBC, April 8 began his weekly “Report on Latin America” series of programs on WLIB New York. He is heard Sat. 1:00-1:45 p.m.

J. ERIC DUNN has been appointed news editor of Press News Ltd., Toronto, radio subsidiary of Canadian Press, and will handle radio news reports for his 65 radio station clients. He has been with Canadian Press since 1963 and began writing radio news reports for CBC about eight years ago. He has been with PN since 1945.

FULTON LEWIS Jr., Yankee-Mutual commentator, will be guest speaker at the New England Paint Varnish and Lacquer dinner and dance at the Copley Plaza Hotel in Boston on April 17. Mr. Lewis’ Mutual broadcast that night will be fed to the network through WNAC Boston.

BOREL, HIGGINS NEW CB BOARD MEMBERS

ELECTION of two new members to the Columbia Affiliates Advisory Board and the re-election of seven members has been announced by CBS President Frank Stanton, following compilation of returns from the 159 independently owned CBS affiliates which the Board represents.

The two new members are Richard Borel, WBNJ Columbus, Ohio, who replaces Frank C. Eighmy, WTAD Quincy, Ill., as District No. 6 representative, and George Higgins, KSO Des Moines, who replaces Arthur Church, KMBC Kansas City, as District No. 7 representative.

Members reelected were E. E. Hill, WTAG Worcester, Mass., District 1; I. R. Loenscherry, WGR Buffalo, District 2; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall, WMBR Jacksonville, Fla., District 4; Howard Sun- nymerville, WWL New Orleans, District 5; Kenyon Brown, KOMA Oklahoma City, District 8, and Clyde Coombs, KARM Fresno, Calif., District 9.

WWDC Charges Bias

FRED S. HOFFMAN, news editor of WWDC Washington, has asked the Radio Correspondents Association to request equal privileges for independent and network stations broadcasting Congressional committee hearings. Mr. Hoffman says that in the past independent stations have not been given sufficient notice of such hearings to install their equipment in time.

Moscow Film on TV

FILMS from the Moscow Four-Power Conference have been given their first American showing via television over WNBT New York, first fruit of a contract between NBC and the Soviet Government giving the network first video rights to Russian-made newreels and special features films.

BING CROSBY has acquired financial interest in Variety Records, Hollywood odd-label disc firm which started operation last fall. Under arrangement he will not supply any material for firm, it was said.

PAUL J. MUELLER has been named chief engineer of WHLO, new Milwaukee station. ROBERT KRIESE will be transmitter supervisor. Both are formerly of WHLO Milwaukee. RICHARD STEPPEN and ROBERT LURCH have also joined WHLO engineering staff.

WARREN CHASE, engineer with WJXW New York, has been named chief engineer of KURV Edinburg, Texas, under construction.


AROUND GROTIUS, control operator of WJCA Edmore, Mich., father of a boy.

CLAUDE BAIKIE, formerly of CHOK and CHMI Hamilton, Ont., has joined the operating staff of CHUM Toronto.

MYRON J. MORRIS, former service manager of Electronic Corp. of America, has been appointed head of the installation and maintenance department of United States Television Mfg. Corp.

SPECIALTY Division of General Electric’s electronics department has released a new signal generator, Type YOS-3, combining four basic units into one; the signal generator has facility of adding AM and FM modulators. Eight types of output are available with the units.

GERARD HALL, former control operator at WHAM Rochester, N. Y., has re-joined WHAM’s control room staff.
74.4% Daytime Audience...$555,703,000 in Retail Sales!

That's an exceptionally high average when it comes to daytime listenership...and it's even better when you know that this is an average figure for the 15 radio stations of the Oregon-Washington Radio Group.

There's a reason for such high listenership: Ordinary broadcasting originating in the "metropolitan" centers of this vast area is unable to penetrate those 12,000 to 14,000 foot mountain barriers of the Pacific Northwest. As a result, 194,210 Radio Families are "by-passed" by broadcasts from these centers. These families turn to their local home-town stations for radio fare...are influenced by these stations in the spending of $555,703,000 dollars in retail channels. How then can you reach these people?

There's Only One Effective Way!

That one way is through the local radio stations...the 15 stations of the Oregon-Washington Radio Group. BMB figures show these stations are listened to by more than 74% of the available daytime audience...better than 62% of the available nighttime audience within each home county...same rate in the high eighties and nineties! Here and here alone is the key to tapping this thriving Pacific Northwest Market of families with a Per Capita Effective Buying Income of $2,688.00...highest in the nation!
T here are microphones, amplifiers, a control console, a clock...everyone knows what's in a studio!

But the custom built department at the Langevin Company answers this question a little differently. Instead of visualizing a studio as a collection of conventional, packaged broadcast equipment, we like to think of it in terms of audio facilities sufficiently flexible to handle the production of the toughest show—including those requiring unusual dramatic effects to satisfy the client.

Every studio has its own operating problems, and every chief engineer his original ideas. This broadcast station individuality is our business! It's our business to custom build for you the studio facilities you need and want, providing for reverberation chambers, sound effects, and all the other "specials" that make for station flexibility.

With Langevin Quality amplifiers in stock, our custom built department is ready to engineer and fabricate, for earliest delivery, your answer to "What's in a studio?"

The Langevin Company
SOUND REINFORCEMENT & REPRODUCTION ENGINEERING
NEW YORK - 377 W. 50 St. - SAN FRANCISCO - 1500 Hoist St. - LOS ANGELES - 1500 N. Sawdust St. - 38

MARCH 28 TO APRIL 3

March 28 Decisions

BY THE COMMISSION

AM-1100 kc

Pentubular Best Co., Coral Gables, Fla.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

AM-1390 kc

Rose Capital Best Co., Tyler, Tex.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

AM-1570 kc

Trinity Best Co., Oak Cliff, Tex.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

AM-1950 kc

The Times Herald Co., Port Huron, Mich.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

AM-1300 kc

Furniture City Best Co., Grand Rapids, Mich.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

AM-1300 kc

Andave Radio Co., Milwaukee, Wis.—Granted CP for new station 1500 kc 1 kw D; engineering cond.

-transfer of Control

KPH Wichita, Kan.—Transferred control from Hearst Broadcasting Co., Inc., to a corporation controlled by the same parties.

AM-1390 kc

Gaineville Best Co., Inc., Gainesville—Granted CP for new station 1500 kc 250 W; engineering cond.

AM-1390 kc

Eastern Best Co., Newport News, Va.—Granted CP for new station 1270 kc 1 kw D; engineering cond.

AM-810 kc

Green Bay Newspaper Co., Green Bay, Wis.—Granted CP for new station 810 kc 1 kw D; engineering cond.

AM-690 kc

WCYB Bristol, Va.—Granted CP increase power from 150 to 2 kw and install new trans.; engineering cond.

Petition Granted

Conn & Cope, d/b/a Denison-Texoma Best Co., Texoma, Okla.—Petition for license to change facilities, to move station from Fort Smith, Ark., to Texoma, Okla., disapproved of Burton V. Hammond Jr, re- quiring that applicant file new application for CP. Petition of Conn & Cope be designated for hearing in connection with the new application. Applicant has requested further reconsideration of petition. Petition of T. Burton V. Hammond and Desoto Technics, Inc., to grant new CP to Conn & Cope, granted.

Petition Dismissed

San Francisco Best Co., Co-San Francisco, Calif.—Dismissed petition filed by San Francisco Valley Best Co., requesting Commission EN Banc to take action of reviewing order of Speech of Motion of San Francisco Valley Best Co., in hearing on application of KVSM.

Hearing Designated

Bartell Best Co., Madison, Wis. and WCFI, Chicago—Designated for hearing in consolidated proceeding of Bartell Best Co. 1010 kc 1 kw D with application of WCFI, Chicago, to modify CP of station, to change CQ pattern.

Tr-City Best Co., Belfair, Ohio and Montreal Best Co., Montreal—Designated for hearing in consolidated proceeding of Associated Best Co., for new station 1500 kc 1 kw D with application of Associated Best Co. of Montreal, Best Co. 1500 kc 1 kw D and ordered that KDILA Pitts- burgh and KMYC Cleveland, Ohio, be made parties to proceeding.

WDAS Philadelphia—Denied for hearing application of WDAS Philadelphia to install new vertical AM antenna for WDAS. Applicant to attach FM ant. on top of AM ant. and ordered that WBCT Easton, WORH Washington, D.C., and WBMU Baltimore be made parties to proceeding.

Western Reserve Best Co., Cleveland, WMOA Parkersburg, W. Va., and The Civic Best Co., Inc., Cleveland—Designated for consolidated hearing application of Western Reserve Best Co., for new station 1500 kc 1 kw D; application of WMOA for CP to move station from Marietta, Ohio, to Parkersburg, W. Va., and change facilities from 1460 kc 250 w untl. to 1500 kc 1 kw D, and application of The Civic Best Co., Inc., for new station 1500 kc 3 kw D.

Petition Granted

KAKC Tulsa, Okla.—Granted petition requesting for license to change facilities from 1500 kc 1 kw D to 970 kc 1 kw D, to be designated for hearing with WKEU and KFAM.

Petition Denied

The Civic Best Co., Cleveland—Denied petition requesting for license to change application of WLEU new scheduled for further hearing April 16.

License Renewal

KODY North Platte, Neb.—Granted renewal of license for period ending Aug. 1, 1949.

Gus Zahrasis, Charleston, W. Va.—Granted renewal of license to station WOXZ for period ending Feb. 1, 1949.

License Extension

Licenses for following stations were extended upon temporary basis for period ending July 1: KABO KXOK KSL Live WCTA WHEC WHAW KWDX KQCO WSBW WKBW WNWOM WQY BERN. WZKX WYXX WYWN WIXXVM WIXXXW.

STA Extended

Commissions extended to April 30 special temporary facilities for application of WOKO Albany, N. Y., pending action on the new application. Applicant to show new facility of WOKO and its amendment and grant of its application for CP.

Assignment Changes

Attorney for application of WORX and WORXH, both suburban station to the WORX station, to be moved to New York, N. Y., pending action on the new application. Applicant to show new facility of WORX and WORXH, and its amendment and grant of its application for CP.


WSAM Saginaw, Mich.—Granted petition for leave to amend its application to revise.

WHRQ Memphis, Tenn.—Granted petition for leave to amend its application to revise.

KFIO Spokane, Wash.—Granted petition for leave to amend its application to revise.


Tri-State Best Co., S. S. Falls, S. D.—Granted petition for leave to amend its application specify revised DA.

J. B. Fuqua, Greenville, S. C.—Granted petition for waiver of rules and accepted petitioner's appearance in re its application.

Walmac Co., San Antonio, Tex. —Granted petition for leave to amend its application specify revised DA.

KKNF Shnendoah, Iowa—Granted petition for leave to amend its application specify revised DA.

Pittsburg Best Co., Pittsburg, Calif. —Granted petition for leave to amend its application specify revised DA.

WEBK Erie, Pa.—Granted petition for leave to amend its application specify revised DA.

The Mesilla Valley Best Co., Las Cruces, N. M., having failed to file application to amend its application to specify revised DA.

Las Cruces Best Co., Las Cruces, N. M., having failed to file application to amend its application to specify revised DA.

Kola Best Co., Modesto, Cal. —Granted petition for leave to amend its application to change facilities, to move station to new location, to be designated for hearing with WACO, WACY, WAKO, WACM, WACO.

Concho Valley Best Co., San Antonio, Tex., having failed to file application to change facilities, to move station to new location, to be designated for hearing with WACO, WACY, WAKO, WACM, WACO.

KICN Valley Best Co., Bunkley, N. M., having failed to file application to change facilities, to move station to new location, to be designated for hearing with WACO, WACY, WACM, WACO.

Radio Stations Inc., Saginaw, Mich.—Denied petition to leave to amend its application to specify revised DA.

Runnels County Best Co., Ballinger, Tex., having failed to file application to change facilities, to move station to new location, to be designated for hear-}

ing with WACO, WACY, WACM, WACO.

Booth Radio Stations Inc., Saginaw, Mich.—Denied petition to leave to amend its application to specify revised DA.

KICN Valley Best Co., Los Angeles, Calif.—Granted petition for leave to change facilities, to move station to new location, to be designated for hearing with WACO, WACY, WACM, WACO.

KGBK St. Louis, St. Louis, Mo., having failed to file application to change facilities, to move station to new location, to be designated for hearing with WACO, WACY, WACM, WACO.

(Continued on page 70)
NOW IT'S YOURS

Write for availability and rates

O. R. Wright, Sales Mgr.
Porter Bldg., K. C., Mo.

NOW IT'S YOURS

Write for availability and rates

O. R. Wright, Sales Mgr.
Porter Bldg., K. C., Mo.
Hit Tunes for April

(Continued on page 72)

BROADCAST MUSIC INC.
580 FIFTH AVENUE • NEW YORK 19, N. Y.
NEW YORK • CHICAGO • HOLLYWOOD

April 7, 1947 • Page 71
FCC Actions

(Continued from page 71)

April 1 Decisions...

DOCKET CASE ACTIONS

Commission announces proposed decision locating tower grant of application for new FM station at Baltimore on 700 kw 1 kw D; and application of James M. Tisdale for new station at Chester, Pa., on 740 kc 1 kw D. proposed station to be 710 ft tower on top of D and the station authority to determine power. By direct measurement of ant. power.

Modifications of CP

KXJ in Chico, Cal., CP which authorized new AM station, to change call signs in vertical and at, and for extension of license for 3 years.

License for CP

WWB Topkea, Kan.-License to cover CP which authorized new AM station for 3 years on top of D and authority to determine power by direct measurement of ant. power.

Modifications of CP

KWCH in Abilene, Tex., CP which authorized new AM station, to change call signs in vertical and at, and for extension of license for 3 years.

License for CP

WGNN Glen Falls, N. Y.-License to cover CP which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modifications of CP

WINS New York—Mod. CP as modified, which authorized changes in frequency, power increase, change hours operation, installation of new antenna, and for extension of completion date.

License for CP

WFTB Syracuse, N. Y.—License to cover CP which authorized installation of new AM station on top of D to be on a new tower of 710 ft for aux. purposes only.

WPR, Lenexa, Kan.—License to cover CP as modified, which authorized installation of new AM station and authority to determine operating power by direct measurement of ant. power.

AM-1550 kc

Fred Jones Radiocasting and Television, Inc.—License for new AM station 250 kc 1 kw-W D-D AM uni.-AMENDED: re changes in DA-D.

WDAS Philadelphia—Voluntary transfer of control from Alexander W. Dan- ninger and Cecil L.SCII to William Goldmark Theatre Inc. (500 shares common stock).”

Transfer of Control

WOLS Florence, S. C.—Voluntary transfer of control from F. Schumacher to Melvin H. Purvis. (500 shares of common stock)

AM-1550 kc

WTAW College Station, Texas—Authority to determine operating power by direct measurement of ant. power.

FDX FM station at 1150 kc

Lubbock, Texas—License for CP which authorized installation of new AM station on top of D to be on a new tower of 710 ft for aux. purposes only.

License for CP

WKCL-Longview, Wash.—License to cover CP which authorized new AM station on top of D to be on a new tower of 710 ft for aux. purposes only.

WOBT Pelican, Wash.—License to cover CP which authorized new AM station on top of D to be on a new tower of 710 ft for aux. purposes only.

License Renewal

WHZ-FM-Approval of renewal.

APPLICATIONS DISMISSED

(Reuest of Attorney)


James A. Nee, Alexandria, La.—Same.

James A. Nee, Lake Charles, La.—Same.

 legend

PRESIDENT PLOWS FOR WKY W OPENING

THE PRESIDENT of WKYW Louisville, F. Eugene Sanford, got behind the plow for two days just before the opening of the new station, to assure its being on the air March 22, with 1000 w at 900 kc. Mr. Sanford, announcers, engineers, office help and reporters all got together to plant the 72,000 seeds of ground antenna.

Gov. Simeon S. Willis participated in the formal dedication of the WKYW studios March 22.

There was also a reception lasting several days to which civic, trade, church and club groups and the general public were invited.

Chief of operations for WKYW is S. A. Cisler, veteran radio man and ex-manager. Station manager is Edwin S. Weldon, advertising agency representative for several years, also ex-Marine. Third Marine Corps veteran is David M. Wilburn, program director. Tom Smith, ex-Navy, is head of the news staff. Mr. Sanford is a Navy veteran of World War I, and Commercial Manager H. Parker Smith is a Marine Corps veteran of World War I. Ex-Marine James Coleman is chief engineer.

FM station at 465 mc. DISMISSED

March 21.

James A. Nee, Alexandria, La.—Same.

James A. Nee, Lake Charles, La.—Same.

Adjustment of License

WBRR and WBRR-FM Pittsfield, Mass.—Consent to assignment of license of WBRR and CP of WBRR-FM to Greenwich Realty Co.

Transfer of Control

WLOF and WLOF-FM Clinton, Mo.—Consent to transfer of control from George W. Gibbs to Wm. Joe Shaw and Walter C. Sheehy.

April 2 Decisions...

DOCKET CASE ACTIONS

(By the Commission)

Commission announced final decision granting and denying one request for class B station, in Peoria, Ill.

(Continued on page 78)

ABOUT TRANSMITTER DELIVERIES—

During the past several months, during planned purchasing of raw materials and the addition of several new production lines, Gates has striven towards fast delivery of complete 250 watt and 1000 watt transmitters.

We are pleased to advise both established broadcasters needing replacement transmitters and new broadcasters that deliveries on Gates transmitters can be arranged to suit your conveniences whether it be immediate or to coincide with your building program.

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.
**Haverlin**

(Continued from page 13)

**New York**

The School of Radio Technique

**New York** - CHICAGO

American's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free booklet B.

Approved for GI Training

NEW YORK 30, H.T., RADIO OFFICE, 702-750 BROADWAY, NEW YORK 4, N.Y.

CHICAGO 4, ILL.: 226-8, Warren Avenue
Bay State May Court-Test Blue Book

Proposed Denial by FCC
On Program Reasons
Brews Action

A COURT TEST of FCC's Blue Book program policies appeared likely last week if FCC makes final its proposed decision to deny Bay State Beacon Inc.'s application for a new 250 w station on 1450 kc at Brockton, Mass.

The Commission based its proposed denial on a finding that Bay State's program plans are "not as well balanced or as well calculated to serve the public interest as the service proposed by Plymouth County Broadcasting Co.," which received the proposed grant.

KFI is Granted Regular License Renewal;
Action Terminates Long Fight With FCC

KFI Los Angeles, on temporary license since last Nov. 1 while FCC continued its study of the station's policy on local commentators, has been given a regular renewal to Nov. 1, 1949, the Commission announced last week.

Comr. C. J. Durr disent from the grant, authorized March 24. He voted for a hearing and issued the following statement:

"The complaints against Station KFI go to issues which are fundamental to the operation of a broadcasting station in the public interest—namely, fairness and balance in the presentation of news and opinion. These complaints are, in my opinion, too numerous and too substantial to be resolved on the basis of a mere à `petite statement of the licensee and the very general evidence presented in the hearing on applicant's television application. I therefore do not think action should be taken on the application for the renewal of the license on a regular basis until the issues raised in the complaint have been fully explored in a public hearing."

The investigation centered around KFI's discontinuance of locally sponsored commentators effective March 1, 1946. Among the

complainants were the National Citizens Political Action Committee; the Hollywood Independent Citizens Committee of the Arts, Sciences and Professions, and the California Committee on Radio Freedom.

The station's policy was discussed at length in the course of the hearing on KFI's television application last May. Earlier, KFI had stated its position on Commission request. In response to a further request of the Commission, KFI earlier this year filed a lengthy statement reiterating that the move was designed to insure impartial handling of news and protesting "vigorously" against FCC's handling of the matter, "this being the third time we have been called upon by the Commission to explain our policy and the Commission already having full information about it in its files" [Broadcasting, Feb. 24].

WLOF Transfer

APPLICATION was filed last week with FCC for consent to transfer of control of WLOF Orlando, Fla., from George W. Gibbs Jr. to William Joe Sears and Walter C. Shea. Mr. Gibbs sells his half interest to these two stockholders for $40,000. Mr. Gibbs wishes to devote his entire time to his other enterprises. Following approval of the transfer the WLOF stock will be held as follows: Mr. Shea, 18.75 shares; Mr. Sears, 15 shares; Daisy W. Sears, 3.75 shares. WLOF operates on 1220 kc with 250 w, unlimited hours.

Raytheon Transfer

TRANSFER of Raytheon's Broadcast Equipment Division, currently located at Chicago, into its main plant at Waltham, Mass., was announced last week by Laurence K. Marshall, president of Raytheon Mfg. Co.

WHERE'S CASEY?

BROADCASTING • Telecasting

IT TAKES 5000 WATTS TO COVER THIS TRI-STATE AREA, AND WSAZ HAS THEM

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

April 7, 1947 • Page 73
Heavy Slashes in Government

HEARINGS on State Dept. $26,000,000 requests for continuation of the Office of International Information and Cultural Affairs (OIC) concluded last week leaving a heavy gloom at the Department where heavy cuts were expected.

Included in the budget proposal for fiscal 1948 was $10,000,000 for operation of the International Broadcasting Division's Voice of America 25 language shortwave programs. It was estimated that the requests might be cut as much as 80%, but there was no indication whether it would be an "on the board" or a departmental slice.

The three Democrats on the 7-man Appropriations subcommittee which conducted the hearings were expected to recommend letting the request stand untouched. The determining Republican vote will be that of Chairman Karl Stefan (R-Neb.), regarded by the OIC as a "friend," and it is expected that Rep. Walt Horan (R-Wash.) will follow his lead. Mr. Stefan, however, is under pressure from Appropriations Committee spokesman John Taber (R-N.Y.) to exercise the economy knife wherever possible, making a compromise cut more than likely. Additional pressure may come from a House that is very sensitive to any government function which in any way smacks of "propaganda."

Chairman Stefan said the appropriation bill for the State Dept. will be "marked up" in the last week of April, and will probably be reported to the House during the first week of May. Meanwhile, State Dept. has informed international broadcasting licensees that it intends to use all government-owned facilities for the ensuing fiscal year—subject to Congressional approval of funds requested for the purpose.

Notice is obligatory at least 90 days prior to July 1, or option permitting the licensees to buy government-owned facilities comes into effect. Licensees have also been notified that the State. Dept. will not be able at this time to re-open contracts for use of privately-owned transmitters—at 18 out of 36—and antennae. All privately-owned facilities are let on a voluntary basis.

Failure of the government to issue notice would permit licensees to purchase approximately $8,000,000 worth equipment at a relatively small percentage of original value. Depreciation is figured at 12% per year, now totaling roughly 80% of original cost. Cost of de-installation by the government in most cases would be greater than present value of equipment.

Seven licensees affected include: NBC; CBS; Crosley Corp.; General Electric; Westinghouse; Associated Broadcasters of California and Worldwide Broadcasting Foundation of Boston.

Would Protect Ideas

CALIFORNIA state legislature has before it a bill that strengthens the protection of material in the idea realm as applied to radio and screen. The measure, known as A.B. 865 and S.B. 803, is being pushed by SWG and R&W. The position of the radio industry is not yet clear, although individual opposition has been expressed, based on the fact that the bill would make idea discussions difficult.

Are Expected Radio Funds

TSN REORGANIZATION IS APPROVED BY FCC

REORGANIZATION of the Texas State Network, giving it control of KABC San Antonio and KFJZ Ft. Worth and its stock in WACO and KNOD Austin, was approved by FCC on March 28 and announced last Tuesday.

The applications, pending since May 1946, specify considerations totaling $182,588 but FCC and network spokesmen explained that instead of actual cash outlays the transfer involved the trading of stock in individual stations and in the old Texas State Network (a Texas corporation) for stock in the new corporation, organized under Delaware laws but using the name Texas State Network.

Under the reorganization, the network owns 100% of KFJZ and KABC, and 50% of WACO and KNOD. Principal owners of the network are Gene L. Cagle, president and 10%; S. W. Richardson, 18%; Ruth G. Roosevelt Eiskind, who formerly controlled 99.9% of KFJZ, 16%, and a similar amount held by Continental National Bank in trust for the children of Mrs. Eiskind and her former husband, Elliott Roosevelt; and Charles F. Rooser, 13%.

CHERNOFF IS RE-ELECTED BY W. VA. ASSOCIATION

HOWARD L. CHERNOFF, managing director of the West Virginia Network, was re-elected president of the West Virginia Broadcasters Assn. last week.

The vote was taken at the group's semi-annual meeting in Huntington, W. Va. Following this, J. Allen Brown of the NAB addressed a luncheon meeting on problems of small market stations. In a morning session, the West Virginia Broadcasters voted in favor of uniform time and unanimously opposed the 2% cash discount principle.

The organization's next meeting will be held in September at White Sulphur Springs, W. Va.

DENNY SLATED TO SPEAK BEFORE RMA CONCLAVE

CHAIRMAN Charles R. Denny of the FCC is scheduled to be the principal speaker at the annual convention of Radio Manufacturers Assn. to be held June 10-12 at the Stevens Hotel, Chicago. Mr. Denny accepted RMA's invitation to appear at their convention and stated that the annual Telecommunications Conference starting May 15 at Atlantic City does not interfere.

First RMA industry-wide banquet since 1941 will be held on the night of June 12. The convention program calls for meetings of all divisions and committees. NAB, FMA, TBA and other interested associations have been invited to send representatives.

RMA's board will hold another joint meeting with the Canadian RMA board at Seaview Country Club, near Atlantic City, April 24-25 with the U. S. board as host. Presiding at the first day's meeting will be L. S. Capell, Philco Corp. of Canada, who is Canadian RMA president, with the U. S. board as guests. Procedure will be reversed the next day with RMA President Ray C. Cosgrove, Crosley Corp., presiding.

Sells More Profitably
If you want a large, loyal audience

on the Pacific Coast...

then you want the network that gets good ratings morning, noon and night! ABC Pacific not only has big nighttime shows, it's also FIRST on the West Coast in the morning...tied for second all day long!

and if you want efficient coverage

In eleven Metropolitan Districts on the Pacific Coast are

70.5% of population  73.5% of radio homes
72.6% of retail sales*  77.6% of Effective Buying Income*

ABC Pacific's 21 strategically located stations cover these and eight other metropolitan markets from within. They also blanket the surrounding outside markets. In all, they reach (primary areas):

94.6% of the Coast daytime listeners
92.5% of the nighttime listeners

And no other network gets better coverage!


at low cost

ABC Pacific costs less than any other Pacific Coast network!

One half hour evenings $972.00
Quarter-hour daytime strip (5 times per week) $280.00
(per broadcast)

your BEST BUY is ABC PACIFIC!

Sales Keys to
America's 7 Great Markets...

SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK  CHICAGO  SAN FRANCISCO  LOS ANGELES  DETROIT
33 West 42nd St.  Civic Opera Bldg.  155 Montgomery St.  1440 Highland Ave.  Stroh Bldg.

BROADCASTING • Telecasting

April 7, 1947
Suit to Prevent Bulova From Selling His Majority Interest in WOV Filed

AN INJUNCTION suit to prevent Arde Bulova from selling his majority interest in WOV New York to his brother-in-law and president of the station, Harry D. Henshel, was filed on Tuesday in U. S. District Court, New York City, by Richard O'Dea, minority stockholder.

Mr. O'Dea charges that the proposed sale of 300 shares of stock for a total of $465,000 is a "sham and a fraudulent agreement by the defendants."

"Bulova or someone in his behalf," claims Mr. O'Dea, "will actually furnish funds or credit to Mr. Henshel to make the purchase," and, in the event of loss by Mr. Henshel, said the plaintiff, Mr. Bulova will sustain the loss and will retain ownership of the stock at all times.

According to Mr. O'Dea, Mr. Bulova had promised under a previous agreement not to offer the stock for sale without first giving an opportunity to remaining stockholders in proportion to their interests. This would give priority to Mr. O'Dea, who owns 50% of the Class A stock and 20% of the Class B (BROADCASTING, March 10).

But under the pending agreement, said Mr. O'Dea, the defendants have set a price "at least twice as much as the fair or reasonable value," thus making it difficult for him to meet.

On the grounds that Mr. Henshel is not a bona fide purchaser, the suit asks for a temporary restraining order prohibiting the defendants from performing the sale, and further, a permanent judgment to prevent the carrying out of the agreement between the defendants.

Queried about the suit, Mr. Bulova's counsel, Sanford Cohen, said that "the suit was filed for publicity purposes only, and to influence the FCC." He said that Mr. Bulova had not yet been served papers since he is out of the country.

Merger Opposed

STATE DEPT. announced it has received notice of labor union opposition to any merger of international telegraph companies as "not in the public interest." American Communications Assn. (CIO) and Independent All America Cables Employees Assn. expressed their opinions at a recent meeting with the Telecommunications Coordinating Committee. Union spokesmen declared that any such merger had not resulted in improved service or lower rates while employment had been adversely affected.

New Television Set by RCA Includes Record Changer, AM and FM Radio

A TELEVISION projection receiver providing a picture with a highlight brightness of 50 foot lamberts, two and a half times as bright as previous large-screen images, was demonstrated last week by RCA at a meeting of the New York section of the Institute of Radio Engineers.

Receiver, housed in a console about four feet high by three feet wide and two feet deep, presents a picture 15 by 20 inches. Unit also contains AM, FM and shortwave radio receivers and an automatic record changer. Sets are expected to reach the retailers in two or three months, and probably will be priced around $1200.

Anthony Wright, chief of the RCA Victor television receiver design section, and Edwin L. Clark, senior engineer of the section, conducted the demonstration and read technical papers explaining the design, construction and operation of both the projection and direct view models which were used in the demonstration, including live and film entertainment broadcast by WNET, NBC's New York video station.

The projection pictures lived up to the speakers' claims about brightness, comparing favorably with the images on the direct-viewing screens. Mr. Wright said, "We are not aware of any commercial projection type of receiver which will produce a brighter or clearer picture than that which is obtained from the combination of this screen with the type of optical system used by RCA Victor." The screen, developed by RCA laboratories division, is reportedly based on a new application of plastics, but the speakers did not discuss its composition and referred questions about it to the laboratories.
WITH THE OVERALL theme of "Radio and Its Public," the third annual Conference on Radio and Business of the City College of New York will be held April 22-23 at the CCNY School of Business, according to Dr. Robert A. Love, director of the conference.

Opening session, Tuesday evening at 8 p.m., titled "The Listeners Speak to Radio," will give the listening public a chance to speak up to those who control their radio fare. Twenty of the most challenging questions about radio will be answered by that number of top broadcasting executives, advertising agency officials and individual radio stars, Dr. Love announced.

Carl Byoir, chairman, Carl Byoir & Ass'c, will preside at the Wednesday afternoon session, "Whither Radio and Its Public," dealing with plans for the future of American broadcasting. Mark Woods, ABC president, will speak for the networks; Thomas D'Arcy Brehon, president, Kenyon & Ehardt, for the advertising agencies, and James D. Shouse, president of Crosley Broadcasting Corp., for the individual broadcasting stations.

At the closing session Wednesday evening, CCNY President Harry Noble Wright will head a group of college officials in presenting to the winners the plaques, awards and honorable mention certificates for the outstanding program and promotion achievements of the past year [Broadcasting, March 31]. A. D. Willard Jr., NAB executive vice president, will preside at this session.

RECORDING FIRM'S TRADE PRACTICES UNDER STUDY
A SENATE Judiciary subcommittee investigating monopolies began hearings last Saturday on charges that recording companies are acting in restraint of trade in the supply of recordings to retail outlets.

Scheduled to testify for the industry were: Edward Wallerstein, Columbia Recording Corp.; J. W. Murray, RCA Victor; Jack Kapp, Decca; and Leopold Friedman, the newly organized MGM Records.

Hearings for complainants have not yet been set, but subcommittee Chairman Sen. William Langer (R-N. D.) told Broadcasting he had received numerous protests from veterans and small businessmen "who have been oppressed by the monopolistic practices of the big record companies." He would not elaborate on what he considered these practices to be.

HELEN A. CORNELIUS, formerly with NAB on Joske's retail clinic, has resigned as recorder of the special activities division of United Service to China.

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"IBCing you"...in INDIANAPOLIS

They all want more of the "Dixie Four"

Four musical missionaries from south of the Maxon-Dixon have had no trouble converting folks up here on the banks of the Wabash to the songs of the Suwanee. They're the "Dixie Four"—now the singing salesmen of the Sam Harris Packing Company of Indianapolis and Crawfordsville (12:30 to 12:45, Monday through Friday)—and high up on the towering live talent totem pole at WIBC. They are also heard (and available) from 6:45 to 7 each weekday morning and from 9:30 to 9:45 a.m. on Sundays. Even then, Hoosier "Dixie Four" fans keep shouting for more. To date, they've made personal appearances in 34 Indiana counties. For the full facts on these masters of close harmony, see your John Blair Man now.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC
5000 WATTS
BASIC MUTUAL

The INDIANAPOLIS NEWS Station
April 7, 1947 • Page 79
Rochester
(Continued from page 15)
reputation of radio both as an informative and as an advertising medium.”

WHAM, 50 kw network station, adopted an all-out policy of cooperation when the newspapers suspended publication, with stores given priority on all available time. Under this protective plan, retailers were given preference on time for which the station had offers from national advertisers, despite the fact that it was originally expected that the strike would last a few days at the most.

Just before the strike WHAM had added a new news program. It had in its hands a long-term contract from a national advertiser, but the time was turned over to a retail store for the duration of the strike.

Many WHAM programs that had been sustained for a long time were opened to sponsorship for the period. For the period, the station feeling the high percentage of time sold was justified only by the emergency. Virtually no new programs were built for advertisers, who feared their messages to existing programs as a normal station schedule was maintained.

Sell-out

Countless examples of successful use of broadcasting by Rochester stores developed during the strike. To cite one instance, a department store, using two brief WHAM announcements and no other promotion, reported the arrival of 5,000 high-priced men's shirts to retail at $5. Every shirt was sold in less than two days.

In reviewing results of the newspaper strike, WHAM found that the only retailers who fell behind in sales during the three-month period were smaller shops that didn't see the need of buying radio time.

WRNY, new Rochester station managed by Lester W. Lindow, took the air Jan. 29, just about a week before newspapers resumed publication. Not knowing how long the strike would last, the station planned its opening schedules to meet the community's emergency needs.

WRNY found that the public missed newspaper death notices most, rather than comic strips as many had anticipated. Though Rochester is a large city, it isn't so large as to lose personal interest in the community. The death-notice feature, 10 minutes in mid-morning, is still retained. The station found a need for notices of meetings and community events. These were covered in a social register series, which has also been retained.

When the station took the air it felt the strike would be settled soon and it did not try to sell emergency strike advertising to retailers. Like the other Rochester stations, WRNY feels the strike demonstrated radio's sales ability to retailers by producing sales.

When the strike was declared the WSAV staff was alerted. Agencies were contacted and the staff worked through the entire eight-setting up schedules for clients who regularly used newspapers. Daily schedules included 22 news broadcasts, including an obituary column and many noncommercial features.

The staff worked Sundays and holidays from 8 a.m. to 2 a.m., serving many new radio clients who are the source of new and lasting station business. One letter, typical of those received from advertising agencies and clients, said: "This period was a supreme challenge to radio and Rochester met that challenge."

Radio Group Named

CANADIAN Parliament has appointed a radio committee of 25 members, including 15 Liberals, six Progressive Conservatives, three Socialists and one Social Credit Party member. Ralph Maybank, last year's chairman, is slated for reelection.

Invent Turntable

ARNO B. HARTLEY, WOV New York program director and Hillis W. Holt, WOV manager of technical operations, received a U. S. Patent No. 2315553 issued to them on their mutual invention, the Hartley-Holt automatic turntable.

The purpose of the device, invented during the war, is to permit the playing of either 78 rpm or 33 1/3 rpm records without the necessity of changing turntable speed.

The turntable consists of a 12-inch inner table rotating at 78 rpm, surrounded by a two-inch outer ring, slightly raised above the inner table and rotating at 33 1/3 rpm. More than 96 percent of all existing discs can thus be played without manipulation of any kind to set or change of speed.

Production, due date, has been on a custom basis, with the first models turned out for WOV and KDKA Pittsburgh.
FMA's Region 1 Meeting Slated
For Albany, N. Y., on April 14

FIRST meeting of FM stations since one on Jan. 16 last January, to be held April 14 when Region 1 (New England, New York, New Jersey, Pennsylvania) assembles at the Ten Eyck Hotel, Albany, N. Y., will present leading FM figures who will discuss problems facing this segment of the broadcasting industry. Advance registration a fortnight prior to the meeting included over 50 FM station operators, as well as others and industry figures.

An all-day program has been lined up by Leonard L. Asch, WBCA Schenectady, temporary chairman of the region. Mr. Asch will preside at the opening session at 10 a.m. Response will be given by Roy Hofheinz, KOPY-FM Houston, FMA president, who will review aims and objectives of the association.

The new General Electric Co. technicolor film, "Naturally It's FM" will be shown. Following speakers will include Prof. Edwin H. Armstrong discussing "Development and Future of FM"; H. C. Bonfig, vice president of Zenith Radio Corp., Chicago, speaking on the set outlook; and W. R. David, general sales manager of broadcast equipment, General Electric Co., discussing the transmitter situation.

A panel on FM will include Jack Gould, radio editor, New York Times; Carlos Franco, Young & Rubicam; William A. Riple, WRNY-FM, New York, along with a retailer and listener.

At the luncheon meeting President Hofheinz will preside. Speakers will also include Leonard H. Marks, FMA general counsel, and Bill Bailey, executive director, Everett L. Dillard, WASH Washington and KOZY Kansas City, will speak on FM networking. A facsimile panel will include John V. L. Hogan, Radio Inventions Inc.; A. J. Eaves, Finch Telecommunications Inc., and R. E. Mathes, also of Finch. A major network executive is to give an address and a programming panel will include Elliot Sanger, WQXQ New York; Morris Novik, radio consultant; and Raymond F. Head Veterans

NEWLY-ELECTED commanders of the American Legion and VFW posts at Fort Pierce, Fla., are both members of the staff of WIRA, whose personnel is composed almost entirely of veterans of World War II veterans. James Halbe, of WIRA's news staff, has been elected head of the Fort Pierce VFW post, while Tom Watson, the station's commercial manager, has been named commander of the Region post.

Kohn, WFMZ Allentown, Pa.; Fritz S. Updike, Rome Sentinel Co., Rome, N. Y.

Election of officers will wind up the program.

Advance registration includes:

Agenda for FMA Region 1 Meeting
Leonard L. Asch, Temporary Chairman, Presiding.
Address of Welcome...
Response and Aims and Objectives of FMA—Roy Hofheinz, President, FMA.
Premier of General Electric Technicolor Film, "Naturally It's FM"... Raymond F. Head.
Address, "Development and Future of FM"—Prof. Edwin H. Armstrong.
Panel on FM...
"A Dealer Looks at FM"—Schenechady retailer.
"An AM Operator Looks at FM"—William A. Riple, general manager, 1150 WKNP, Rochester, N. Y.
"An Listener Looks at FM"—Schenechady, N. Y.
"WJR "LUNCHEON—Speakers to include Roy Hofheinz, President of FMA, Leonard H. Marks, FMA General Counsel, Bill Bailey FMA Executive Director.
Panel on Financing...
Panel on FM Programming—Elliot Sanger, WQXQ, New York; Morris Novik, radio consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Fritz S. Updike, Rome Sentinel Co., Rome, N. Y.
Election of Officers...
Assignment of FM Channels Is Curbed

No Further Grants on 297, 298, 299 and 300 Until July 1

NO FURTHER assignments will be made on FM Channels 297, 298, 299 and 300—class A channels—until July 1 under provisions of a final order adopted last Thursday by the Federal Communications Commission (FCC) (with Commissioner E. K. Jett dissenting). The order, which FCC spokesmen say will affect only future applications for the areas of Chicago, New York, Los Angeles and San Francisco. The order was made a proposed ruling issued by the Commission on Jan. 16.

The action, patterned somewhat after the FCC's Class B channel reservation plan, was taken in an effort to avoid a situation in which some communities in thickly populated areas where Class A FM channels are heavily used might be forced to drop the service without Class A service available.

At the time of its proposed ruling Jan. 16, FCC announced that it would accept objections to the Class A reservation proposal in writing up to Jan. 31, and then, if comments are filed, the FCC will consider the objections.

The FCC has indicated that it will consider a later date a juggling of existing Class A assignments in congested areas. Any such juggling will be based on a study to be made after July 1, when the Commission begins to pass upon applications which, because of the reservation plan, could not be granted before.

Radio Smacked

RADIO took a beating in the daily "Street Interviews" question box in the March 27 issue of the Logansport (Ind.) Press. Question for the day was "What Modern Convenience Could You Most Easily Do Without?" Four of the six persons interviewed said they could get along without radio, and one of the four, a drill press operator, made the comment that "Mankind would benefit if all radios were exterminated." Logansport, incidentally, has no radio station. Pending before the FCC and designated for hearing is an application from Logansport Broadcasting Corp. for 1230 ke, 250 w fulltime, in the Indiana city. Firm is headed by John C. Cotner, associated with Tec Engineering Corp.

Gen. Akin Becomes Chief Signal Officer of Army

MAJ. GEN. SPENCER B. AKIN was sworn in as Chief Signal Officer of the Army last Tuesday, succeeding Maj. Gen. H. C. Ingles, ret. In March 1942 he accompanied General MacArthur to Australia. He was chief signal officer with General MacArthur throughout subsequent Philippine campaigns and during the Southwest Pacific operations against Japan and during the occupation.

The War Dept. also announced last week the designation of Brig. Gen. W. O. Reeder as Deputy Chief Signal Officer. General Reeder has been acting Assistant Chief Signal Officer since Aug. 15, 1946. Col. Marion VanVoorst was named executive officer of the Chief Signal Officer and Chief of the Administrative Office.

Alber, Dahlman Merge

DAVID O. ALBER, head of his own public relations firm in New York, and Louis J. Dahlman, producer of network shows, have formed a company to be known as Alber-Dahlman Television Productions, with offices at 56 Madison Avenue, N.Y. First of the new television series to be produced by the new firm will be "Television Talent Hunt," which premieres on WABD New York, Du Mont television station, on May 1.

Assignment of FM Channels Is Curbed

No Further Grants on 297, 298, 299 and 300 Until July 1

No further grants on FM channels 297, 298, 299 and 300 until July 1, according to the Federal Communications Commission (FCC), with the action taken in an effort to avoid a situation in which some communities in thickly populated areas might be forced to drop the service without Class A service available.

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RADIO took a beating in the daily "Street Interviews" question box in the March 27 issue of the Logansport (Ind.) Press. Question for the day was "What Modern Convenience Could You Most Easily Do Without?" Four of the six persons interviewed said they could get along without radio, and one of the four, a drill press operator, made the comment that "Mankind would benefit if all radios were exterminated." Logansport, incidentally, has no radio station. Pending before the FCC and designated for hearing is an application from Logansport Broadcasting Corp. for 1230 ke, 250 w fulltime, in the Indiana city. Firm is headed by John C. Cotner, associated with Tec Engineering Corp.

Gen. Akin Becomes Chief Signal Officer of Army

MAJ. GEN. SPENCER B. AKIN was sworn in as Chief Signal Officer of the Army last Tuesday, succeeding Maj. Gen. H. C. Ingles, ret. In March 1942 he accompanied General MacArthur to Australia. He was chief signal officer with General MacArthur throughout subsequent Philippine campaigns and during the Southwest Pacific operations against Japan and during the occupation.

The War Dept. also announced last week the designation of Brig. Gen. W. O. Reeder as Deputy Chief Signal Officer. General Reeder has been acting Assistant Chief Signal Officer since Aug. 15, 1946. Col. Marion VanVoorst was named executive officer of the Chief Signal Officer and Chief of the Administrative Office.

Alber, Dahlman Merge

DAVID O. ALBER, head of his own public relations firm in New York, and Louis J. Dahlman, producer of network shows, have formed a company to be known as Alber-Dahlman Television Productions, with offices at 56 Madison Avenue, N.Y. First of the new television series to be produced by the new firm will be "Television Talent Hunt," which premieres on WABD New York, Du Mont television station, on May 1.

Hollywood Will Be Video Production Center, NBC President Trammell Says

NILES TRAMMELL, president of NBC, predicts that Hollywood will be the center of television production if the costs don't run us out.

Mr. Trammell spoke at a meeting on April 1 of NBC's western affiliates, one of five such conclaves held across the nation. In addition to the financial considerations, he pointed out that in the past, jurisdictional labor questions have been a factor to be reckoned with in Hollywood production.

Mr. Trammell said that Southern California will have television early in 1948. He disclosed that a lease agreement has been reached for a video station site on Mt. Wilson, overlooking Pasadena.

Elaborating on the high cost of Hollywood production, NBC's vice president in charge of television, John Royal, declared that "every phase of labor is higher here than in any other city in the United States." Asked about NBC's plans for color video, Mr. Royal said that color experiments on a 6 ft. by 8 ft. television screen will be launched in Philadelphia on April 12 by RCA's electronic research department.

He added that screens of the same size for black and white reception probably will be available in a few months.

5000 WATTS 1320 KC.

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD - 117 West 46th Street, New York, N. Y.
**WCKY Sues IBEW Local Over Strike**

**Cincinnati Station Asserts Union Failed to Give 30-Day Notice**

WCKY filed suit in U. S. District Court at Cincinnati March 31 asking $25,000 from the International Brotherhood of Electrical Workers Cincinnati Local for the strike which silenced the station for 19 hours on the week-end of March 29-30.

The suit charges the union "acted without giving proper notice in violation of the Smith-Connally Act requiring 30 days' notice."

WCKY charges, specifically, that the defendants and each of them willfully failed and refused to give notice of such labor dispute and statement of the issues giving rise thereto to the Secretary of Labor, the National Labor Relations Board, or either of them.

The union took WCKY off the air at 1 p.m. March 29 by refusing to continue the technical operation of the station. American Federation of Radio Artists personnel of WCKY, although not involved in the strike, declined to cross IBEW picket lines.

**Back on Air**

WCKY went back on the air March 30 at 8 a.m., with supervisory employees manning the transmitter, control room and the air departments.

WCKY's chief engineer, Charles Topmiller, has been operating the transmitter singlehanded from 8 a.m. to midnight daily. His assistant, Arthur Gillette, ran the control room himself for the first two days of the strike and was relieved periodically by the Traffic Manager, Jeanette Fuller Heinze, who also went on the air.

Kenneth W. Church, executive vice president, doubled as announcer in addition to handling the labor negotiations. Sara Jane Petty, Mr. Church's assistant, turned disc jockey, announcer and woman's program director.

Working conditions and wages had been agreed upon by the union and management during a series of contract negotiation meetings, the WCKY management reports. Both sides were working on the language of a contract clause which would extend to WCKY the "past performance" policies between the IBEW local and Cincinnati radio stations relative to continuing work by the union in the event of possible labor disputes or walkouts by other organized or unorganized personnel of WCKY.

The negotiations on this clause were to have been resumed Friday, April 4, according to agreement between the president of the Cincinnati IBEW local and the station negotiators.

**McCarthy to FC&B**

JOHN J. McCARTHY, former vice president and member of the board of directors of McCann-Erickson, New York, joins Foote, Cone & Belding, New York, as a vice president and member of the plans board effective April 15.

During his 20-year association with McCann-Erickson, Mr. McCarthy was copywriter, account executive and group supervisor on such accounts as beverages, food, drugs, jewelry, men's wear and publishing.

**Ayer Options ‘King’**

N. W. AYER, Philadelphia, has taken options on behalf of all of its clients on a combined radio and television "package" featuring "King of the Royal Mounted." The transaction involved Ayer and Telecommunications Inc.

**Interest Charge**

**REDISTRIBUTION**

**of ownership**

**Interest**

**Charge**

interest of Southeastern Ohio Broadcasting System, proposed purchaser of WHIZ Zanesville, Ohio, from Fort Industry Co. [BROADCASTING, Feb. 3], is sought in an amendment to the sale application filed last week with FCC. Southeastern has been equally owned by H. C. and Orville B. Littick of the Zanesville Time-Signal and Ernest B. Graham, attorney and businessman. New common stock division involves 200 shares (20%) held by each of five individuals. These are: Messrs. Littick and Graham, Arthur S. Littick and Clarence A. Graham. E. B. Graham now holds 100% (1,000 shares) of the class A preferred stock while the three Litticks equally own all of the class B preferred (1,000 shares). The WHIZ sale involves $227,500. WHIZ is assigned 250 w fulltime on 1240 kc.

**WRC Survey Talk**

**SIXTY** representatives of 19 advertising agencies last Wednesday were guests of WRC Washington at a luncheon where James Seller, station research director, explained the results of a WRC survey on D. C. listening habits. Group later inspected the new NBC television studios and tower now under construction at the Wardman Park Hotel.

**MEMBERS OPPOSING 2% DISCOUNT, NAB REPORTS**

**ALL LETTERS received by the NAB from member stations are opposed to the AAAA proposal that broadcasters adopt the 2% cash discount, according to Frank E. Pellegrin, NAB Director of Broadcast Advertising. NAB is on record against the plan through policy established by the Board of Directors.**

The board's position was supported at the January meeting of the NAB Sales Managers Executive Committee, which heard a presentation by AAAA of arguments on behalf of the discount.

NAB member stations base opposition to the discount on these arguments: It would increase costs, would force a rate increase; local advertisers would demand it; subject is an agency-client problem; prompt payment is expected when service is rendered; credit is not a major problem; discount is not a substitute for credit rating; it is not applicable to radio; agency demands for promotional gratuities and merchandising helps are increasing; the discount is impossible to enforce.

AAAA recently announced that first reactions from stations on its 2% discount plan were "very encouraging" [BROADCASTING, March 31].
Probe
(Continued from page 18)
a select committee, Rep. Brown will
head it.
House Minority Leader Sam
Rayburn (D-Tex.) indicated he will
lead opposition to any select com-
mittee proposal. He told BROAD-
casting the Commerce Committee
is "the rightful and logical" group
to handle all communications mat-
ters. He added, "I think that if
there is to be an investigation of the
FCC it should be handled by a
subcommittee of the Commerce
Committee, which not only has ju-
risdiction over such matters, but
also has the experience mem-
bership to conduct a radio inquiry."
He pointed out that five of the
committee members, including
Chairman Wolverton, took part in
the passage of the Communications
Act of 1934. Others include: Clar-
ence F. Lea (D-Calif.); Robert
Crosser (D-Ohio); Alfred L. Bul-
winkle (D-N. C.); and Virgil Chap-
man (D-Ky.).
Rep. Lea, former chairman of the
old select committee, is not en-
thusiastic about another FCC
probe, whether it be by select or
standing committee. He declared
that the original investigation had
caused much bitterness without ac-
complishing anything and that a
new inquiry might be "a long-
drawn-out affair which would inter-
fer with the FCC's proper con-
duct of its business." Another mi-
nority committee member and
former select committee member
Rep. Percy Priest (D-Tenn.) in-
dicated he thought the Commerce
Committee has too many items on
its calendar now to permit detailed
hearings.
May Go To Subcommittee
Chairman Wolverton said it was
too early to say how the com-
mittee would conduct its investiga-
tion but he thought it would start
with the full committee. It was learned,
however, that he is planning soon
to assign subcommittees to various
projects, including radio.
Rep. Evan Hofel (R-Ill.) has
asked for and will probably receive
chairmanship of the radio sub-
committee. Others interested in
sitting on this subcommittee include
Joseph F. O'Hara (R-Minn.) and
Harry Ellsworth (R-Ore.).
The manner in which subcom-
mittees are named will provide
some guide as to how deep their
investigations will go. If a "radio
subcommittee" is specifically desig-
nated, that committee presumably
will be committed to a long ex-
amination of its subject. If, however,
subcommittees are named by num-
ber and not by function the indica-
tion would be that assignments
will be distributed for quickest possible
action, with no one committee spe-
cializing narrowly on subjects.
Another indication of the scope
of the proposed hearing will come
when funds are requested. Thus far
no figure has been mentioned, nor

BARLOW WILL HANDLE PUBLICITY OF FM ASSN.

WILLIAM L. BARLOW, long ac-
tive in broadcasting and recently
publicity chief of WINS New
York, today (April 7) joins FM
Assn. as director of publicity un-
der Bill Bailey, executive direc-
tor. He has been vacationing in
Florida since leaving WINS due to ill health.
At FMA he will coordinate the
promotion camp-
aign and handle news contacts.
A native of Shelbyville, Ind., Mr. Bar-
low worked on United Press and news-
papers in Ohio. He joined Kroger
Grocery & Baking Co., Cincinnati,
in 1932 as public relations direc-
tor, leaving in 1939 to join the
publicity staff of WLW Cincinnati.
In 1941 he was named WLW pub-
licity director and was transferred
to New York last summer as
Croley Broadcasting Corp. ac-
quired WINS from Hearst Radio.

May have been discussion of a spe-
cial staff of experts. The Committee
is currently working with four pro-
fessional and six clerical assist-
ants, and the part-time help of
Assistant Legislative Counsel Allen
H. Perly.

Mr. Wolverton also revealed that
he is seriously considering request-
ing transfer of the State Dept.'s In-
ternational Broadcasting Founda-
tion proposal from the Foreign Af-
fairs Committee to which it was
earlier referred. Committee juris-
diction is usually jealously guard-
ed but in this case precedent had
already been established by refer-
ral of the proposal on the Senate
side to Sen. Wallace H. White's
Interstate & Foreign Commerce
Committee. Parliamentary mix-up
was occasioned by the dual nature
of the proposal [BROADCASTING,
March 31] but Senate president pro-
tem, Arthur H. Vandenberg
(R-Mich.), had ruled that the pro-
posal's radio features outweighed
its foreign policy aspects. The Senate
definition of jurisdiction was cited
by Rep. Wolverton as justification
for his contemplated request. House
Foreign Affairs Committee sources declared the re-
quest will probably be honored by
Chairman Charles A. Eaton (R-
N. J.).

Meanwhile, Sen. White disclosed
that he has finished the first draft
of his new radio bill, expected to
either be a thorough revision or a
substitute for the Communications
Act. He told BROADCASTING
that the proposed House investiga-
tion "does not necessarily affect"
his own legislation, expected to be
introduced within a couple of
weeks [BROADCASTING, March 24].

Still Lost
ADVERSE weather, which is
held responsible for the dis-
appearance March 25 of FCC
Chicago law Dept. Chief
John F. Manierre while en-
route in his own plane from
Huntington, W. Va., to
Washington, last week hin-
dered to some extent the in-
tensive search by Army air-
craft for the Commission represen-
tative. No word of either the plane or its
occupant, 44-year-old pilot
had been received as late as
Thursday night. On March 25 at 6:33 p.m. he left Hunt-
ington in his Ercoupe for
Washington National Air-
port. He had been sighted
several times over various
West Virginia towns about
9 p.m. but no further word
was received.

Walker Better
COMMISSIONER Paul A. Walker
of the FCC is expected to be
released in about a week from
the Bethesda, Md., Naval Hospital,
near Washington. The Commis-
sioner had suffered a broken blood
vessel in a leg while in Oklahoma a
month ago.
Atlantic Announces Baseball Plans

Refining Company Makes Changes in Annual Placements

ATLANTIC REFINING Co., Philadelphia, a pioneer in sports broadcasting, enters its 12th consecutive season of baseball sponsorship April 15 under direction of Joseph R. Rollins, Atlantic advertising manager.

An entirely new group of special networks is being arranged for Atlantic by Wallace Orr, vice president of N. W. Ayer & Son, Philadelphia. The nation's strongest, nearing completion, now includes 35 outlets with several others in the negotiation stage. Total cost of the season's schedule is believed in excess of a half-million dollars.

Atlantic will sponsor televised baseball for the first time, sharing sponsorship with Philco Corp. on Philco's video station, WPZT Philadelphia. At least 120 games will be telecast, with Claude Haring as announcer.

Miller

(Continued from page 16)

him. The loudest criticism now, Judge Miller said, was that advertisers already dominated broadcasting.

"It is my thinking," he said, "that it is a happy idea that all should do constructive, collaborative thinking about this problem. I have no doubt that the extent to which we fail to find a solution will feed our critics."

The delegation of policy making to a czar, Judge Miller indicated, would deprive broadcasters of what autonomy is left them. "One of the greatest needs of broadcasting," he said, "is to restore its editorial control."

Cites Press Freedom

Centralization of power over the industry within the office of a czar would, Judge Miller indicated, hardly answer broadcasting's present need for freedom. The press, In New England Atlantic is assembling a network of more than a dozen stations to supplant Yankee, which had carried the games 11 years, because it was unable to clear time this season and could not broadcast any night games. Atlantic will share New England sponsorship with WNBC, Providence, and Tom Hussey are announcers. Both Boston teams will be included.

Sponsorship of the Philadelphia Athletics and Phillies on regional outlets will be shared with General Mills, whose agency is Knox Reeves, Minneapolis. Byron Saam again will announce. Key station in the hookup is WIBG Philadelphia.

To Air Pirates' Games

A Western Pennsylvania network keyed from WWSW Pittsburgh also will be shared with General Mills. On this network Rosy Rowsewell and Jack Craddock will announce the Pirates' games.

WITH Baltimore will carry games of the Orioles with Gunther Brewing Co. as co-sponsor. Bill Dyer will announce.

Sunday games will be sponsored for the first time over the Western Pennsylvania and New England hookups. In the case of the former, where the major league city has only one team, games away will be recreated.

Stations in the New England hookup keyed from WUID Boston are WNEB Worcester, WACE Chicopee, WHYN Holyoke, WBEC Pittsfield, WKNB New Britain, WNHC New Haven, WEOC Norwich, WKBX Manchester and WXL Concord. Others may be added.

The lineup of stations out of WIBG includes WILM Wilmington, WHOB Harrisburg, WPTA Pottsville, WRAN Lancaster, WMRF Lewistown, WKOK Sunbury, WGPA Bethlehem, WHUM Reading, WCHA Chambersburg and WBPZ Lock Haven.

Stations taking games from WWSW are WZRK Oil City, WKPA Washington, Pa., WISR Butler, WKTN New Castle, WHJB Greensburg, WBBS Uniontown, WMAS State College, WNAE Warren, WMCK McKeesport, WARD Johnstown and WJSW Altoona.

Atlantic will be feted April 21 at a dinner in Philadelphia by over 100 stations in commendation of its sports broadcasts [BROADCASTING, March 31].

CBS Co-op Show

CBS is planning a weekly half-hour entertainment show to be sponsored on a co-operative basis commencing this fall, it was learned last week by BROADCASTING. The network is in the midst of a promotional campaign designed to aid local salesmen in selling co-op shows now on the air.

FCC ASKED TO APPROVE KVAK LICENSE TRANSFER

CONSENT to assignment of license of KVAK Atchison, Kan., from S. H. Patterson to Albert Alvin Almada for $90,000 is requested in application filed last week with FCC. Transfer agreement is contingent upon Mr. Patterson's receiving grant for new regional outlet on 1440 kc. 6 kw, directional, at Topeka, and change of assignment for KVAK from present 250 w fulltime on 1440 kc to 1 kw fulltime on 1470 kc.

Also owner of KSAN San Francisco, Mr. Patterson must sell KVAK if power boost and new outlet are granted, since a dupopoly situation would result. Mr. Almada for 12 years has been a practicing physician and surgeon.

In the application it was stated he planned to devote full time to broadcasting if the transfer were to go through. The two Patterson facilities requests are set for consolidated hearing April 21. A petition for reconsideration and grant without hearing is pending.

Mayers Co., Los Angeles, Absorbs Oaxart Agency

THE MAYER CO. OF LOS ANGELES has acquired the accounts, key personnel and facilities of Frank Oaxart Co., Los Angeles agency, according to an announcement last week by Henry Mayers.

PHILADELPHIA'S No. 1 Independent

SPORTS! MUSIC! NEWS!

"KCMO is really up to something!"

KANSAS CITY 6, MISSOURI Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.

April 7, 1947 • Page 85
Help Wanted

Wanted—Approximately June 1st, chief engineer for 150 watt independent FM, W255BJ, Boston, Massachusetts area, city of 500,000 population. Give education and professional qualifications and experience desired. Write Box 119, BROADCASTING.

Wanted—Time salesman, 15% commission drawing account. East coast. Box 122, BROADCASTING.

New 16 kW station midway city 100,000 population wants applications for all staff positions. Applicants must have experience. Write Box 99, BROADCASTING.

Promotion manager—5 kW network station within 200 miles of N. Y. needs experienced, dedicated and advertising man. Must have actual radio experience. Job entails sales and advertising promotion, presentations, exploitations. Give complete background and salary requirements. Write Box 120, BROADCASTING.

Experienced announcers. Immediate opening at southeastern station. Start $50.00 weekly. Excellent opportunities. Send full details, disc and references. Box 122, BROADCASTING.

Top-notch announcer. Here's your opportunity, $800 monthly. Experience required. Tell all letter with disc, snapshot, references. Box 123, BROADCASTING.


Transcription salesmen wanted by National Radio Production-Transcription Co., New York. Age 25-35, smooth-talking professional. Will prove valuable. Salary and other pertinent data. Also, indicate what is desired. Box 135, BROADCASTING.

DISC JOCKEY

Large eastern station is looking for a radio personality who knows recordings, and who has the ability to sell commercial announcements. The men we employ will be a person who relies on friends, lines, dignity and clever introductions rather than a smart-aleck flipness to put his personality across. State age, experience and salary desired. Box 142, BROADCASTING.

SITUATION WANTED

Wanted: Engineer, experienced, licensed. 15 years in broadcasting. Educated, practical, Palmer A. Greer, WLOS, Asheville, N. C.

Need good steady announcer, $35.00 per week base. Must be experienced; know King-Criss disc, do spot work, no floaters; no "dippers"; no genius! Must be willing to advertise and commercialize. Write Box 147, BROADCASTING.

Wanted: Young, single announcer. Applications invited from graduates welcomed. Send disc, photo, references to Box 148, BROADCASTING.

Wanted: Experienced secretaries, bookkeepers, typists, etc.—write: RRK, Personnel Service, 432 Chestnut St., Philadelphia.

Wanted: First phone operator. No control room work. We are installing a 15 kW transmitter and new studio this summer. WEKP, Kingsport, Tennessee.

Combination announcer-operator, first class, minimum salary $300 a month. Radio Station WEPM, Box 74, Elyria, Ohio.

Farm editor for new station. Better than average salary, good location. Barnhart, Iowa.


Announcer with first phone experience to work for new station. Box 645, BROADCASTING.

Variety artists! Regional station desires—musicians, vocalists, instrumentalists (barbershop style), writers, girls, truckers, etc. Credits, disc details to—JRB, Personnel Service, Box 415, BROADCASTING.

Two combination men for new 250 watt station. Rush disc, recent photo, WDEX, Americus, Ga.

Combination engineer-announcer wanted by Mutual station. Must have first class engineering ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLYA, Murphy, North Carolina.

Staff announcer—A top Florida station has opening for thoroughly experienced, all around staff announcer permanent position with future. Salary plus talent fees. Give complete background, experience and phonograph first letter. W255BJ, BROADCASTING.

1.5-2.5 kW FM now has transmitter vacancy. Permanent position. Two of the kisses has 50 watt FM station. Please include recent photo, Box 158, BROADCASTING.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.
Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable. $12.00 per insertion, non-commission. Full rate for five consecutive issues. Box 131, BROADCASTING.

Help Wanted

Wanted: Engineer, experienced, licensed. 12 years in broadcasting. Educated, practical, Palm A. Greer, WLOS, Asheville, N. C.

Another college, $35.00 per week base. Must be experienced; know King-Criss disc, do spot work, no floaters; no "dippers"; no genius! Must be willing to advertise and commercialize. Write Box 147, BROADCASTING.

Writer: Experienced and dramatic. Credits ranging from comedy to documentary. Includes programming and production. Available immediately to work for major network. Box 156, BROADCASTING.

Successful 250+ man available April 15th, 12 years in radio. Chief engineer or program manager or contact. Box 155, BROADCASTING.

Program director—announcer. Experienced in new station operation. Have program director and manager of regional network operations. Available on week's notice. No floaters, any locality. Box 76, BROADCASTING.

Station manager, program director, experience in new station; former N. Y. program manager, married with family. One year practical experience in station management and operations. Chief engineer or program manager or contact. Box 151, BROADCASTING.

Wanted: Young, single, announcer. Applications invited from graduates welcomed. Send disc, photo, references to Box 148, BROADCASTING.

Wanted: Experienced secretaries, bookkeepers, typists, etc.—write: RRK, Personnel Service, 432 Chestnut St., Philadelphia.

Wanted: First phone operator. No control room work. We are installing a 15 kW transmitter and new studio this summer. WEKP, Kingsport, Tennessee.

Combination announcer-operator, first class, minimum salary $300 a month. Radio Station WEPM, Box 74, Elyria, Ohio.

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1.5-2.5 kW FM now has transmitter vacancy. Permanent position. Two of the kisses has 50 watt FM station. Please include recent photo, Box 158, BROADCASTING.

SPORTS DIRECTOR

Top-notch play-by-play man all major sports. Employed by metropolitan station. But network commitments now limit opportunities. Must be arranged or ET of actual air time. WANTED: An experienced sports director. Box 119, BROADCASTING.

HELP WANTED (Cont'd)

Situation Wanted

Tired Mr. Manager! Then let this energetic, reliable salesman shoulder some of the duties of a chief engineer. The man will uncover the next kilocycle up on the dial of success. Box 24, BROADCASTING.

Writer: Experienced and dramatic. Credits ranging from comedy to documentary. Includes programming and production. Available immediately to work for major network. Box 156, BROADCASTING.

Successful 250+ man available April 15th, 12 years in radio. Chief engineer or program manager or contact. Box 155, BROADCASTING.

Program director—announcer. Experienced in new station operation. Have program director and manager of regional network operations. Available on week's notice. No floaters, any locality. Box 76, BROADCASTING.

Station manager, program director, experience in new station; former N. Y. program manager, married with family. One year practical experience in station management and operations. Chief engineer or program manager or contact. Box 151, BROADCASTING.

Wanted: Young, single, announcer. Applications invited from graduates welcomed. Send disc, photo, references to Box 148, BROADCASTING.

Wanted: Experienced secretaries, bookkeepers, typists, etc.—write: RRK, Personnel Service, 432 Chestnut St., Philadelphia.

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1.5-2.5 kW FM now has transmitter vacancy. Permanent position. Two of the kisses has 50 watt FM station. Please include recent photo, Box 158, BROADCASTING.

DO YOU WANT A TOP MAN?

One who can build your local news staff so that sponsors will flock to you. ThrottleBox 113, BROADCASTING. Best references. Now employed.

FORSALE

ONE COMPLETE 250 WATT FM STATION

1. WE 310 B transmitters—complete with spare tubes and crystals.
2. 123 A WE console
3. 247 B WE supporting tower
4. 204 ft. insulated tower
5. 30-cycle tuning unit
6. 1 WE frequency monitor
7. RCA 66 A modulation monitor
8. 1 WE microwave set

This equipment is available now from Station R F XI, Nampa, Idaho.

FM licensees, AM grant pending, northern midwest, want

PROGRAM DIRECTOR

MUSICAL experience desirable but not essential. Adequate knowledge of network ownership, outstanding track record.

BOX 76, BROADCASTING

Help Wanted—April 1, 1947

Page 86 • April 7, 1947
IS SPONSOR'S VOICE?

The following is an excerpt from Topics of the Times column appearing in the New York Times Sunday, March 30. It is reprinted with permission of the Times.

“A nation-wide survey conducted by this department along original lines of its own yields in one important field much more impressive ratios than are usually recorded in such inquiries. For instance it is our finding that out of 12,456 dentists polled, the dentists who take food in the form or another of 12,456.”

“...the advertiser again has figured prominently in a controversy over the presentation of opinion on the air. When actually there should be no other opportunity whatsoever for him to do so,” Mr. Gould wrote. He agreed with the recommendation of the Commission on the Freedom of the Press that "all advertising matter on the air should be separated entirely from program content."

Turnabout

The opposite opinion to Topics of the Times was expressed in Jack Gould’s column in the same issue of the Times, March 30. Mr. Gould said he had received a letter from William L. Shrier, CBS commentator, who was told of his program’s termination by the sponsor and not by CBS was very prosperous. Mr. Shrier wrote... "...an advertiser again has figured prominently in a controversy over the presentation of opinion on the air. When actually there should be no other opportunity whatsoever for him to do so," Mr. Gould wrote. He agreed with the recommendation of the Commission on the Freedom of the Press that "all advertising matter on the air should be separated entirely from program content."

Wanted by

Wanted to buy—250 watt network affiliate.
Wanted to buy—500 watt network affiliate.
Wanted to buy—1,500 watt network affiliate.
Wanted to buy—250 watt or 500 watt network affiliate.

WANTED TO BUY—250 CATALOG APPAREL," ...for sale... "for sale... "Wanted: Engineer and commercial man near future."

Now the sponsors apparently think they will get the leverage they desire with different sets of voices. A man with something to sell does not quarrel with his potential customers.

Excess Insurance Coverage

LIBEL and SLANDER

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April 7, 1947 • Page 87
for an experimental radio relay between the two cities.

A third proposed means of networking television programs is Stratovision, which envisages the use of airplanes, circling some 30,000 feet above the earth, as transmitters and relay points. First tests of the system, sponsored by Westinghouse Electric Corp., were made last year for FM but not for actual television. Video tests will be included in the experimental programs second phase for which a plane is now being equipped, but these will probably not get under way until late fall.

Pending the arrival of network service by cable radio relay or Stratovision, a number of plans are being devised for the production and syndication of video programs on film. Allen B. Du Mont Labs, owner of two television stations, WAID New York and WTTG Washington, has developed a method of filming television programs on the screen or a reel at a cost of $3,000 per minute. A number of programs will be produced for re-broadcasting in other markets following their live presentation in the originating city.

**Film Experience**

ABC has had considerable experience during the last two years in filming special events and documentary programs for video use. NBC uses a camera crew to prepare its television newsreel programs. It is presumed that both these networks will make their film programs available to video agencies who are planning on using such network facilities. The answers varied from a low of $15 a minute, slightly more than the $6 charge for Class A network lines for standard broadcast, to a high of $60 a minute. For a New York-Washington coaxial hookup, then, video network costs could fall between $3,000 and $12,000 a month. No one making an estimate claimed any authority for his figures beyond a “good guess,” but these estimates are being used for cost estimates the various companies are making when calculating their future television expenses.

It is probable that the affiliation contracts of television networks with their stations may be set up on a different basis than the standard network contract, with the video affiliates called on to share the cable charges directly, or perhaps in television the advertiser will pay the cable charges as a separate item from time and talent costs for his program.

**Local Loop Charges**

In addition to the cable charges, each station will have to pay for a local loop connecting his video transmitter with the cable. Present charges for one loop are $50 for installation and a rental of $20 a quarter-mile a month. The video broadcaster will probably require one or more local loops to hook up his station with local events.

No one knows what radio relay charges will be, either. As an indication, the phone company made an overall charge of $4,000 for the three pickups from West Point last fall. It probably is not justified to make this a basis for figuring permanent rates as this setup was purely experimental.

There are still a lot of questions to be asked and answered about television networking. And for the moment there are many more questions than answers. This report opened with a warning to the television broadcaster to consult his map and calendar when attempting to figure out when he will be able to get network service in his community. To that should probably be added his bankbook.

**Support Indicated For Uniform Time**

Rep. J. P. O’Hara is Optimistic Over Bill’s Chances

OPTIMISM that public support may be sufficient to stimulate favorable legislative action for uniform time was expressed by Rep. Joseph P. O’Hara (R-Minn.) last week.

Mr. O’Hara told BROADCASTING that his bill (HR-2740) for year-round standard time has drawn almost unanimous approval in a “gratifying” number of letters received since introduction of the measure [BROADCASTING, March 21].

He said he also had received favorable comment from other Congressmen who have received complaints from their own constituencies against the disruptive effects of daylight saving time in interstate commerce.

Mr. O’Hara emphasized that his measure does not in any way interfere with already established time zones, that it would provide uniform standard time for public and private use, and that it would provide for the maintenance of uniform standard time as it already exists in each zone.

The bill reads in part: “No other time than the time stating in and with the 25th anniversary of the Uniform Time Act as the standard time for the zone in which any place of business engaged in interstate commerce is located shall be employed, maintained, or used at such place of business in connection with such business.”

Hearing date for the O’Hara bill has not yet been set, primarily because the Interstate and Foreign Commerce Committee is still sitting as a full committee on all its business. It was learned, however, that Chairman Charles A. Wolverts (R-N. J.) plans shortly to announce the sub-committees.

**Savings Time Plan Suggested by CBS**

CBS’ Western Division has evolved a plan to insure maximum listening audiences during the period when Daylight Saving Time is effective.

By the use of transcriptions, programs which normally would be heard from 7:30-8:15 a.m. will be shifted into the 11:15-12 noon bracket. Programs ordinarily aired from 5-6 p.m. will be heard between 8 and 10 p.m.

According to Donald W. Thornton, CBS Western Division vice president, maximum contiguous network programming will be possible through use of this system. The plan was first offered to CBS affiliates at a meeting in San Francisco on March 27 and 28, and was accepted unanimously. Total acceptance of the system by sponsors is expected within two weeks.

Cost of the transcriptions is to be pro-rated among the stations at a night-time hourly rate.

**Heard by most...**

**Preferred by most**

in the BUYING Ark-La-Tex

**WKH**

SHREVEPORT 50,000 WATTS

Represented by The Brannan Co.
Three TV Channels Threatened In Britain's Plan for 200 mc

A RENEWAL of British requests for international allocations in the 200-235 mc band, three U.S. television channels will be made at the International Telecommunications Conference at Atlantic City this summer and will be vigorously opposed by U.S. delegates.

The British proposals, asking that the 200-235 mc band be used internationally by navigational aids, warned that present British equipment, date to 1944 and previously have been rejected in international conferences. Last fall, however, the plan was endorsed by Provisional International Civil Aviation Organization meeting at Montreal.

U.S. Government and industry have opposed the plan vigorously, contending that the proper area for such equipment is around 1,000 mc. To this end technicians have developed a system, designed for operation in the 1,000 mc area, which the U.S. will show that this Government's plan is superior to that of the British and therefore will be adopted.

The Canadian Government is expected to offer a proposal similar but not identical to that of United Kingdom's. Canada's plan would allow location 204-244 mc for use by navigational aids.

On the same request, if adopted at the International Telecommunications Conference, would threaten U.S. television channels 11, 12, and 13, which range from 198 to 216 mc. The Canadian plan would not involve channel 11 (198-204 mc) but would threaten channels 12 and 13.

International adoption would not, however, necessarily wipe out the television channels. U.S. opposition to the Canadian and British proposals is so strong that there is speculation that this country, if necessary to maintain its television allocations, would “take a reservation”—refuse to follow any plan authorizing use of the television frequencies by other services, or to permit such use of the channels in the U.S.

In that event, although other nations might use the 200 mc area for other purposes, the U.S. would continue to use the channels for television.

Even this development, however, would pose some problems. Although the top television channels could be used satisfactorily in most of the U.S. stations under license along the Canadian border might encounter interference.

WSPA, WORD Seek Approval for Sale; Byrnes Among Applicants for WORD

SALE OF WSPA Spartanburg, S. C., by A. B. Taylor and Walter J. Brown to Surety Broadcasting Co. for $450,000, and the $85,000 purchase of WORD Spartanburg by Mr. Brown and associates, including former Secretary of State James F. Byrnes (CLOSED Circuits, May 21) were reported FFC last Wednesday for approval.

The purchase of WSPA, which Mr. Brown founded, is from J. M. Bryan and Smith Davis, co-owners doing business as Spartanburg Broadcasting Co. Mr. Bryan is vice president of Jefferson Standard Life Insurance Co., Greensboro, N. C., and president of its Jefferson Standard Broadcasting Co., licensee of WBT Charlotte. Mr. Davis is president and owner of Smith Davis & Co., radio and newspaper financier, of Cleveland.

Surety Broadcasting Co., buying WSPA, holds a Class B FM grant for Charlotte (WIST) and is a subsidiary of Surety Life Insurance Co. of Greenville, which is licensed to operate WIS Columbia, and conditional grantee for WIS-FM. Francis M. Hipp is president of the radio subsidiary and vice president of the parent corporation.

A word to the general manager of WSPA, the station, now managed by Mr. Brown, is a CBS affiliate operating on 950 kc with 5 kw full time. It is licensed to Spartanburg Advertising Co. and owned 89.5% by Mr. Taylor, father-in-law of Mr. Brown, and 10.5% by Mr. Brown.

The WORD application calls for assignment of license from Spartan Broadcasting to Spartan Radiocasting Co., of which Mr. Brown is president and treasurer and owns 61.6%. Mr. Brown also owns 30% interest in the new WTNT Augusta, Ga.

Former Secretary Byrnes, whose home is at Spartanburg and whom Mr. Brown served as special assistant during Mr. Byrnes' tenures as Director of Economic Stabilization, Director of War Mobilization, Chief of the Security Service, of State, owns 5% interest.

General Newspapers Inc., licensee of WGNI Wilmington, N. C., of permitte of WGNH Gadsden, Ala., publisher of the Spartanburg Herald and Journal and Spartanburg Item, and owner in several other papers having radio interests, has 33.3%. The remaining 0.1% is owned by Miller C. Foster, Spartanburg attorney, who is secretary of Spartan Radiocasting.

WORD is a 250-watt ABC affiliate on 1400 kc. Mr. Brown organized the station for Spartanburg Advertising...
FCC RIGHT ON SCHEDULE IN PROCESSING LINE 2 CASES

FCC AUTHORITIES reported confident they will have all pre-Feb. 7 AM "Processing Line 2" applications—those posing tougher engineering problems—up to date with grants or designations to six departments by May 1, end-date of temporary expediting plan.

But they held out little hope of meeting same deadline so far as simpler Line 1 cases are concerned. Some authorities thought action on Line 1 applications would progress, by May 1, much beyond those filed in January. Whether expediting plan would be extended not decided.

It was considered possible "an extra week" beyond May 1 might be needed to complete actions on Line 2, but authorities felt they'd be able to meet deadline "on the nose."

WTBO SALE PLAN DROPPED

AGREEMENT for $275,000 purchase of WTBO Cumberland, Md., by Cumberland Times & News [BROADCASTING, Dec. 2] cancelled by buyers and transfer application dismissed by FCC at request of attorney. Station owned by Aurelia S. Becker (70%), general manager, and Charles Z. Heseltine (30%), city attorney. Contract signed Sept. 23 gave buyers option to cancel in six months.

CBS REQUEST that FCC rescind Rules Sec. 310 limiting network affiliation contract to two years was denied, Commission announced Friday. FCC authorities said network's request, in form of resolution adopted by CBS board, gave no supporting reasons.

HART TO HERRS

ALLIED STORES Corp., radio-minded operator of big department stores (including Joskies of Texas), last week asked NAB to loan Lee Hart, retail expert, to Herrs, its Springfield, Mo., store, when city newspaper was burned out. Herrs, not active radio user, will have chance to test medium's power as retail sales agency. Miss Hart took first plane for Springfield to help store draw up broadcast plans.

FMA TO FETE MANUFACTURERS

LEADING FM set and transmitter manufacturers to be tendered dinner April 14 by FM Assn. following FMA's Region 1 meeting (see story on page 81) for new or consolidated applications. First 100 mark Friday indicating attendance of 300, according to Bill Bailey, FMA executive director.

TUBE OUTPUT DOWN

OUTPUT of broadcast receiver tubes in February, short working month, fell to 18,295,955 from January total of 20,265,509 units, RMA announced Friday. Of February production 12,302,672 were for new sets, 4,983,897 for replacements, 1,554,458 for export, 44,298 for Government.

IVAR H. PETERSON, labor relations analysis, transferred to Legal Dept. as attorney.

SIX NEW AM OUTLETS AUTHORIZED BY FCC

AUTHORIZATIONS for four new daytime standard stations and the new local fulltime AM outlets announced by FCC Friday. KOAM Pittsburg, Kan., was granted modification of construction permit for boost of daytime power on 860 kc from 5 to 10 kw. Night power remains 1 kw.

At same time Commission set aside Jan. 30 grant to Marion Radio Corp., Marion, Ind., and rescinded March 20 grant to Seminole Broadcasting Co., Wewoka, Okla. Marion application for 1,000 kw 1 kw day for consolidated hearing with local request of Champion City Broadcasting Co., Springfield, Ohio. Action in Wewoka case puts application in pending file to await 30 kw-separation case decision. Seminole asks 720 kc 25 kw day. Prior application pending is that of West Central Broadcasting Co. for Tulsa facilities of 740 kc 25 kw night and 50 kw to local sunset.

FCC changed conditions for new Midwest Sun Broadcasting Co. (KFAB Fairbanks) station at Anchorage to be subject to satisfying of any complaints of interaction resulting from operation of new outlet and KFQD Anchorage. Midnight Sun facilities at Anchorage are 5 kw unlimited time on 590 kc. KFQD now is 5 kw unlimited on 790 kc.

AM grants were:

- Lamar, Col., 1340 kc 250 w unlimited, The Southwestern Broadcast Co.
- Casper, Wyo., 1600 kc 250 w unlimited, WBID Inc.
- Eau Claire, Wis., 1600 kc 250 w unlimited, WBID Inc.
- Whitefield, Tenn., 750 kw unlimited, KBSS Inc.; Eau Claire, Wise.

CONTEMPORARY MANUFACTURERS of radio and direct mail have signed agreements for merchandise. Where those are not active radio users the agreements call for supplies of merchandise to stores which are active radio users.

OPEN DIALOGUE is a request of the NAB to the AM network operators. The request is for dialogue and "attempt to resolve the differences between the two groups which have developed over the past five years by the open and frank exchange of ideas and viewpoints." While the agencies have not agreed to the request, it is hoped that a discussion may be scheduled at the NAB's August convention.

SUN TECHNICAL SCHOOLS have offered classes in radio and television. These schools have developed their radio and TV courses with the help and cooperation of NAB and the NAB-AMPS Foundation.

 exercising independence of the networks, the NAB has asked that the AM network operators release their programs to the public for about $50,000 a year, as a means of determining the public's tastes. The NAB has also asked the networks to release their programs to independent stations for about $100,000 a year, as a means of determining the public's tastes.

SHOULD networks assume associate membership status in NAB, chances believed good that ABC finally will join. Conversion now is considered the major step toward association.

LOW-SOUGHT "people's radio" set for FM, to expedite mass audience, may be around corner. Electronics Inc., controlled by Washington radio attorneys Dempsey & Koplovits, demonstrated new seven-table model receiver last weekend. Called "Minuet in FM," set is manufactured by Airadio Inc., Stamford, Conn., and might retail for about $500 with wholesale price of $300.

COMMUNICATIONS at the U.S. Senate Committee on Government Operations have been set for the second week in June, according to Sen. Strom Thurmond, R-S.C., chairman of the committee. The hearings will be held in connection with the committee's study of the communications industry.

INTEREST in the broadcasting industry will be taken by the U.S. Senate Committee on Government Operations, according to Sen. Strom Thurmond, R-S.C., chairman of the committee. The hearings will be held in connection with the committee's study of the communications industry.
There's a lot of truth to the statement that a radio station is no better than the people who man it and the policies that guide it. And WINS is no exception! With this in mind, initial steps toward improvement have been made. Currently WINS personnel has been increased 21% while payroll's up 60%, thus providing a more adequate size and quality of staff. Programming, too, has progressed. Approximately 48% of it represents new and improved shows. Also, a 50kw transmitter is being installed. All efforts continue to improve WINS...to make it a better entertainment and information vehicle for listeners and an honest, resultful medium for advertisers.
"Wow!" she said...

"We feel your mail pull is extraordinary!"
So says Mrs. Claire Cari-Cari of Gardner Advertising (St. Louis), agency handling the recent Tom Mix contest for the Ralston-Purina Company. When WOL pulled more Ralston boxtops than 101 other stations, Mrs. Cari-Cari wrote:

"Wow! Believe me, you've given us a shining example of the kind of hard-hitting selling promotion that has made WOL the outstanding station that it is.

"The results speak for themselves. Out of the 105 stations reporting mail, WOL ranked fourth. We feel your mail pull is extraordinary for a metropolitan area like Washington. I honestly believe you've got a swell sales story to tell!"

Thanks, Mrs. C. So do we.