Defroster

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

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

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

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

WITH

AM and FM
Baltimore 3, Md.

Tom Tinsley, President • Headley-Reed, National Representatives
This is the Wallace Family of Jasper County, Illinois

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

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

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

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

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

KGW's WALLACE KADDERLY

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

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

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

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

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

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

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

QUESTION soon to face FCC is when to start assigning reserved FM channels. Plan setting aside every fifth Class B channel in an area and four of total 20 Class A's expires June 30, but there's some feeling on Commission for a 6 or 12-month extension as further assurance that veterans and small businesses will have chance to apply. Others feel equally strongly that reservations to June 30, almost two years after war's end, is enough. It's certain however, FCC will give would-be applicants advance standby, whenever settled.

ONSlaught of Republican majority toward economies in Government expected to include effort toward severance of all personnel in independent agencies on ground that Civil Service Commission should handle personnel selection and classification. FCC personnel unit embraces some 25 people.

NAB board faces decision on demand for another NORC survey of public attitudes on

(Continued on page 94)

April 14-15: NAB Area C meeting (Districts 10, 12), Hotel Muehlbach, Kansas City.
April 16: NAB Area C Radio News Clinic, Hotel Muehlbach, Kansas City.

[Other Upcomings page 92]

Bullets

PROCTER & GAMBLE Co., Cincinnati, to introduce new tube shampoo, Frell, nationwide April 14 after year's testing in Providence, Indianapolis, Twin Cities. P&G will place day and night spots on 75 stations coast-to-coast, also advertises on NBC Life of Riley show and one of its daytime serials. Agency, Benton & Bowles, New York.

THREATENED appropriation cuts for State Dept. international shortwave broadcasting brought James Lawrence Fly to Washington Friday to confer with Assistant Secretary of State William Benton and FCC Chairman Charles R. Denny on possible "cooperative approach" to problem of continuing broadcasts by private enterprise.

THREAT of FM interference to airlines' Instrument Landing System which developed in New York area is eliminated in FCC's proposed new Class B channel allocations (story page 15). Commission officials said Friday no channels on which such interference might result were included in new plan for N.Y.

Elastic Policy Governs Duopoly

CASE-BY-CASE determinations, rather than hard-and-fast definitive rule, will continue as basis of FCC action on AM, FM, and TV "duopoly" cases, Commission announced in policy statement Friday.

"In each case," FCC said, "the Commission will consider (1) the extent of overlap of service areas; (2) the degree of common ownership, operation and control; and (3) all other pertinent factors including location of centers of population, distribution of population, other competitive service to the overlap areas and populations, location of trade areas, metropolitan districts, and political boundaries, areas and populations to which services of stations are directed (as indicated by commercial business of stations, news broadcasting, sources of programs and talent, nature of programs, coverage claims, and listening audience), and location of main and secondary studios." Commission's decision was based on oral argument held late in February to study factors which should be considered in interpretation and application of rules banning common control of two or more stations of same type in same area [Broadcasting, March 8]. It heeded closely to theme of most of oral-argument participants that duopoly has too many factors to permit adoption of any precise rule. FCC said it felt "public interest would not be served by adoption of an iron-clad rule defining the extent of overlap of service areas or the degree of common ownership, operation or control that would be deemed to be in contravention of Sec. 3.240 and 3.242 of the Rules and Regulations (AM, FM and television multiple ownership rules). On the contrary, the Commission will continue to decide each such case on its own merits, considering all pertinent factors."

Actions on one television case (grant to Croscley Broadcasting Corp. for new Dayton station) and several FM applications which had been held up pending policy determination were announced earlier in week (stories pages 80 and 90).
Helps advertisers build sales and good will in the stable, responsive area it reaches — Delaware, southern New Jersey, ports of Maryland and Pennsylvania. Learn how economically you can reach this important market.

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

New services—new features—new interests—all are expertly programmed by our planning staff to attract many new listeners as well as serve the old ones.

Reach these loyal listeners inexpensively—effectively! Invest your time dollar in WDGY—the station that gives you Minnesota and then some!

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

**NWGY**

**SAINT PAUL**

**MINNEAPOLIS**

**CHARLES T. STUART**

Pres. & Executive Director

Executive Offices, Stuart Bldg., Lincoln, Nebr.

**MELVIN DRAKE**

Vice President & Station Mgr.

**AVERY-KNODEL INC.**

National Representatives

---

**GENERAL MILLS, INC.**

February 25, 1947

Mr. Ken Crane

K.B.B.T.

Minneapolis, Minnesota

Dear Mr. Crane:

May I congratulate you on the fine information which was given to the nation's radio viewing program by the fastest-growing County of Baldwin, Maine.

Atascadero is in an extraordinarily important position, and you are to be commended very highly for including this type of program in your broadcast.

Very sincerely,

G. J. Dukakis

T. A. Smithson, Consultant

**BROADCASTING**

Published Weekly by Broadcasting Publications, Inc.


**IN THIS ISSUE**

- FCC Issues New Fm Allocation Plan
- Advertising's Headlines Studied
- How A.F.M. Will Knock Up Royalties
- Great Innovations From Strike
- RADIO BROADCASTING TRENDS
- Can Radio Alleviate Agency Tasks?
- Radio Writers Guild Authorizes Strike
- Personnel Law Delays Action, Says Denny
- GOP Sharpens Economy Axe for FCC
- Hartley Introduces New Labor Bill
- WOKO Reorganization Plan Denied
- D.M. Labs 1946 Net Loss $1,472,270
- Battle On for Political Radio Time
- NAB Districts 10 and 12 to Meet
- Nationwide FM Service Seen by 1948
- BMB Adds Four New Directors
- FCC Sanctions 25 FM Conditions
- TV Films Masked in Demonstrations
- First Station Feud Reopened by NAB

**DEPARTMENTS**

Agencies

Allied Arts

Commercial

Editorial

FCC Actions

Management

News

Our Respects to

**At Washington Headquarters**

SOL TAISHOFF

Editor and Publisher

**EDITORIAL**

J. Frank Foster, Associate Editor; Redsmer, Associate Editor; Fred Fitzgerald, News Editor; Paul Fulcher, Asst. to the News Editor, STAFF: Lawrence Cothron, Peter W. Doris Reddick, Bob Stevens, Eleanor Schad, Tom Stack. AUDITING: B. R. Taishoff, Irving G. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, Director

Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

**PROMOTION**

WINSTON LEVY, Manager

Betty Beckman.

**NEW YORK BUREAU**

350 Park Ave., New York 22, N.Y.

EDITORIAL: Edwin H. James, New York Editor; Florence Small, Joseph B. Ritterick, Patricia Ryden, Dorothy Macawor.

BUREAU: Senior Associate Editor

ADVERTISING: S. J. Paul, Advertising Director; Martin Davidson.

CHARLOTTESVILLE BUREAU

360 N. Michigan Ave., Chicago 5, Ill.

FRED W. Sample, Manager; John Osborne.

**HOLLYWOOD BUREAU**

6000 Sunset Boulevard, Hollywood 5, Calif.

DAVID Glickman, Manager; Ralph G. Tuchman, Patricia Jane Lynn.

**TORONTO BUREAU**

141 Harbour Commission Bldg. E. 415

James Montgomery, Manager.

Broadcasting & Television Magazine was founded in 1926 by Broadcasting Publications, Inc., using the title Telecasting and then Broadcasting. This is the News Magazine of the Film Industry. Broadcasting Advertising was acquired in 1929 and Broadcast Business in 1933.

**SUBSCRIPTION PRICE**: $5.00 PER YEAR. 20c PER COPY

**BROADCASTING**

Weekly Edition

Boston

New York

Chicago

Los Angeles

Dallas

San Francisco

Copyright 1947 by Broadcasting Publications, Inc.
ON TARGET
Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

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

April 14, 1947 • Page 7
WAKE UP TO THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

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

Anyone who is wide-awake knows that only the Don Lee Network really covers the Pacific Coast, since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,117,584 people spend approximately half of the $9,038,433,000 in retail sales annually).

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

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

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

The Nation's Greatest Regional Network.
Feature of the Week

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

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

Variation in Listening

Another indication of Milwaukee's variation from the national average of listening habits is seen by a comparison of sets-in-use. In Milwaukee, the WTJM survey shows, the 6-10:30 p.m. average is 37.6%, the national average 32.8%. From 8 a.m. to 6 p.m. Milwaukee sets-in-use averaged 26.0% as against a national average of 19.4%.

These variations in listening habits of Milwaukeeans from the national norm are ascribed to several factors. With a large part of its population of Germanic descent, musical programs rate well above the national average. Lack- ing a local Mutual station, that network's programs are receivable from WGN Chicago, 90 miles away. Differences in Milwaukee and national ratings might also be due to the "exceptionally large number of calls" in the Milwaukee study — 104,485 attempted and 74,414 completed. The number of completed calls, the report points out, represents an approximate average of 200 listening homes (actual sets in use) for every evening half-hour and between 300 and 400 listening homes for the fifth quarter-hour for a five-day period, Monday through Friday, over a two-week period.

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

Nobody But Bakers

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

Sellers of Sales

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

Born in New York City April 8, 1922, Mr. Friendly has lived there all his life. He was graduated from the Manhattan High School in 1941 and was taking post-graduate work when the war came along. He enlisted in the Infantry in June 1942, went through the Ft. Benning OCS and shipped to the Pacific with the Sixth Infantry Division. He par-

Keep your eye on WWDC IN WASHINGTON, D. C.
Coming Soon—WWDC-FM Represented Nationally by FORJEE & COMPANY
Yes, more than 18,000 KVOO farm radio listeners wrote to KVOO in three weeks for a five-package seed offer as the result of KVOO Farm Department announcements. Every letter contained a dime and advised the time of day the writer heard the offer!

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

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

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

Perhaps you are this advertiser. If so:

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

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

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

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

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

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

Are you this advertiser?

You can be.

Just call WBBM or Radio Sales—today.

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

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

*CBS-WBBM Listener Diary conducted throughout the 71 counties in WBBM’s Primary Day-Night Listening Area (7th Series)
NO. 4—Intimate Glimpses into the Lives of the Greatest Spot Radio Sales Organization on Earth!

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

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

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
Baltimore WCRC
BEAUMONT KFDM
BOISE KDST
BUFFALO WDR
CHARLESTON, S. C. WCSC
CINCINNATI WKYY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WQC
DES MOINES WHO
DENVER KDOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
HOUSTON KEYZ
INDIANAPOLIS WHSH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTON
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCOLA WMBD-WOZ
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBI
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFL
**FCC Issues New FM Allocation Plan**

**Four-Channel Separation Is Keystone For Assignments in Same Area**

By RUFUS CRATER

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

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

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

The plan calls for full-scale realignment of channel assignments throughout the U. S. and will affect about 90% of the approximately 300 stations already licensed or in interim operation in addition to channels as yet unassigned.

**More Availables**

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

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

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

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

Announcement of the proposed changes followed by approximately a month disclosure by BROADCASTING...
How AFM Will Whack Up Royalties

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

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

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

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

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

Record Prices Up

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

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

Ohio Campaign

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

Mars to Expand

MARS, Inc., Chicago candy manufacturer, plans to add 19 stations to those airing its NBC program "Curtain Time," effective May 3. Additional outlets: WWJ, WMJ, WOC, WJAC, WSAN, WSAL, WKYO, WAZL, WGBA, WJL, WHB, WTM, WSMA, WISS, WDQX, KSM, KARK, KOAM.

Networks Report No Great Disruption During First Week of Telephone Strike

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

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

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

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

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

Hooper Unaffected

Operations of C. E. Hooper Inc. have not been affected so far. This month's first survey, originally scheduled for April 1-7, was changed to March 31-April 6 when the strike became almost certain and thus was completed before the walkout became effective. The next survey is scheduled for April 15-21, but can be postponed another week if the strike continues, according to a Hooper official. The New York Telephone Co. bought one minute spots and chain break announcements on most of New York City's stations last week and explained the emergency use of the telephone. ABC, meanwhile, offered time and facilities to all sides involved in the strike, and broadcast frequent instructions for emergency use of the telephone, weather reports, time signals and news bulletins dealing with the strike's progress.

1. Of the $1,756,435 in royalties collected, $1,651,058 has been allocated.
2. All Locals—First 5,000 members—$10.43.
3. Additional member over 5,000—$2.00.

<table>
<thead>
<tr>
<th>City</th>
<th>Members</th>
<th>Per Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 Chicago</td>
<td>10,975</td>
<td>$10.43</td>
</tr>
<tr>
<td>47 Los Angeles</td>
<td>10,483</td>
<td>$10.43</td>
</tr>
<tr>
<td>5 Detroit</td>
<td>4,413</td>
<td>$10.43</td>
</tr>
<tr>
<td>6 San Francisco</td>
<td>4,010</td>
<td>$10.43</td>
</tr>
<tr>
<td>77 Philadelphia</td>
<td>3,765</td>
<td>$10.43</td>
</tr>
<tr>
<td>9 Boston</td>
<td>2,477</td>
<td>$10.43</td>
</tr>
<tr>
<td>30 Pittsburgh</td>
<td>2,165</td>
<td>$10.43</td>
</tr>
<tr>
<td>8 Chicago</td>
<td>1,256</td>
<td>$10.43</td>
</tr>
<tr>
<td>165 Toronto</td>
<td>1,795</td>
<td>$10.43</td>
</tr>
<tr>
<td>113 Madison</td>
<td>1,622</td>
<td>$10.43</td>
</tr>
<tr>
<td>76 Seattle</td>
<td>1,495</td>
<td>$10.43</td>
</tr>
<tr>
<td>147 New York City</td>
<td>1,238</td>
<td>$10.43</td>
</tr>
<tr>
<td>121 New York City</td>
<td>1,238</td>
<td>$10.43</td>
</tr>
<tr>
<td>1,495 $10.43 15,592.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,796 $10.43 18,732.28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,169 $10.43 22,622.67</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,477 $10.43 26,413.56</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2,900 $10.43 30,241.60</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,250 $10.43 34,305.00</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,596 $10.43 38,592.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3,945 $10.43 42,912.34</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,296 $10.43 47,432.48</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4,646 $10.43 52,192.85</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5,000 $10.43 57,116.00</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Can Radio Alleviate Agency Tasks?

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

The panel was asked:
1. To rate the usefulness of the facts and information which broadcasters now supply to agencies.
2. To suggest what additional data are needed to facilitate agency use of radio.
3. To evaluate radio station merchandising and promotion activities; and
4. To specify which of these activities they would pay more to obtain.

Results of the survey follow.

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

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

Agency executives are most pleased with the program logs supplied them, least pleased with rating data. Twice as many rated program logs "good" (48%) as gave top praise to any other information or facts supplied them by broadcasters, and fewer (7%) considered program logs "poor" than any other single item.

With the exception of program logs, none of the factors reported was rated "good" by more than a quarter of agency respondents, and none "poor" by more than a quarter. Opinions were registered for each service. Approximately one out of every three respondents consider rating data, market data, program descriptions and coverage figures "poor."

Table II

<table>
<thead>
<tr>
<th>Ratings and audience listenership</th>
<th>22%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coverage</td>
<td>9</td>
</tr>
<tr>
<td>Availability information</td>
<td>9</td>
</tr>
<tr>
<td>Market data</td>
<td>6</td>
</tr>
<tr>
<td>Data on sponsorship of programs and spots</td>
<td>6</td>
</tr>
<tr>
<td>Program logs</td>
<td>4</td>
</tr>
<tr>
<td>Cost per listener</td>
<td>3</td>
</tr>
<tr>
<td>Program case histories</td>
<td>3</td>
</tr>
<tr>
<td>Audience reaction data</td>
<td>6</td>
</tr>
<tr>
<td>All other</td>
<td>1</td>
</tr>
</tbody>
</table>

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

Thirty-eight per cent of the panel, more than half of all those answering this question, want more or improved audience information of one kind or another (ratings and audience data, 22%; coverage, 9%; case histories, 5%; cost per listener, 3%; and audience response data, 1%).

Typical of the data requested by this major group are:

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

"Data on who listens, by geographical area, by income, etc."

- "Qualitative listenerhip studies . . . and more studies of listenerhip impression by type of program and by nature of commercial"
- "Hourly listening habits of rural population by season"

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

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

Radio Writers Guild Authorizes Strike Against Four Networks

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

New York and Hollywood locals of the Guild on Monday night were independent contractors or employees was needed before bargaining could begin.

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

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

Two-Year Endeavor

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

Neither the AAAA nor the networks has yielded, each no one that freelance writers are inde-

(Continued on page 88)
Personnel Lack Slow FCC—Denny

Staff Must Be Increased
To Reduce Backlog,
Chairman Says

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

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

The long-range hope, he said, is
and should be to act on applica-
tions, by outright grant or designa-
tion for hearing, within 30 days after
they are filed; to hold hear-
ings within 30 days after designa-
tion, and to issue decisions within
30 days after hearing.

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

The necessary increase in tem-
porary, he declared, can be accom-
plished only by an increase in
staff strength.

[Editor's Note: Under normal
procedure, additional personnel
would not become available until
July 1946, the beginning of the new
fiscal year. However, the Congress-
ional Record shows that in an ef-
tort to advance the date for putting
added employees on this work the
Commission has requested a sup-
plemental appropriation for the
last three months of the present
fiscal year [BROADCASTING, Feb.
24]. Budget Bureau said the sup-
plement, involving $82,000 if granted
would be used to add as
many as possible of the approxi-
mately 80 additional workers re-
quested by FCC for the coming
fiscal year.]

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

Review FCC Status

By comparison with the goal of
final action even on docket cases
within a maximum of 90 days, he
noted that 472 AM applications be-
fore the Commission as of April 1
had been there more than six
months; 118 from four to six
months; 172 from two to four
months, and 255 under two months.

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

In AM alone, he declared, FCC
has disposed of 1,215 applications
since Jan. 1, 1946 (to April 1,
1947). These included 268 in 1946
and 222 in the first three months
of this year. In the same period
1,572 applications have been re-
ceived, and 757 were already on
hand when the period started.

Increased Backlog

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

New-station grants in the same
15 months totaled 632 ($53 in 1946
and 100 in the first quarter of
this year). By comparison, Mr.
Denny noted, the old Federal Ra-
dio Commission made a total of
594 new-station grants from 1927
to 1934, and FCC made a total of
469 from 1934 through 1945. Thus
1,695 AM stations have been
authorized since the first days of
FCC. With 35 delays through
the years, the number of stations
operating or under construction as
of April 1 was 1,610.

The backlog of hearing cases, in-
cluded in the overall total of 1,114
pending AM applications, also has
grown. As the broadcast band be-
comes more and more crowded
more and more applications will
face competitive consideration. It is
these cases which take most time.

The AM hearing total on
April 1, 1946, was 369. Mr. Denny
pointed out that the Commission inau-
ugurated the five-a-day hearing plan
in late 1945 and disposed of 29
docket cases during the ensuing
year, but nevertheless came up to
1947 with 492 awaiting disposition.
During the first three months of
1947 the number grew to 537.

Time Lag

The lag here, it was noted, usu-
ally comes between the hearing an
receipt of decision. For this rea-
son, Chairman Denny said, the
Commission lately has been more
concerned about getting out decisions
on cases than in speeding hearings for
the relatively new
ones.

Mr. Denny held out hope that
the machinery already set in motion
will bring it way toward dealing
away the backlog. These procedure
include the processing-line plan of
considering applications in the or-
er in which they are filed, and the
clarified lapse of time required to set
up a system whereby FCC and industry
engineers are concentrating on AM
applications filed before Feb. 1
without regard to those filed later.

The Chairman did not predict
whether the expediting plan would
meet its May 1 goal of grants of
designations for hearing for all
applications. He made the tem-
porary expedited hearing system
whereby FCC and industry
engineers are concentrating on AM
applications.

SEVENTH CHAIR of the FCC was filled Thursday when Edward Mount
Webster, former Chief Communications Officer of the Coast Guard and
one-time Chief Engineer of the FCC, took the Commissioner's oath from
Miss Pansy Wettadle, interface employment placement of FCC's Per-
sonnel Division. The ceremony was witnessed by members of his family,
Commissioners and top FCC staff members, and dignitaries of the State
Dept., Coast Guard and Navy, including Admiral J. F. Farley, Coast
Guard commandant. A few minutes after the oath was administered,
Commendore Webster, who has taken part in many Commission meet-
ings as Chief Engineer, participated in his first meeting in his new
status as Commissioner.

GOP Whets Economy Axe for FCC

Chairman Urges Cutbacks
And 'Close Scrutiny' Of Commission

REPUBLICAN ECONOMY axe
started lowering on FCC last week
as the Independent Offices Approp-
riations Subcommittee set April
28 as the tentative date to hear
Commission justification of a
$73,000,000 budget.

Chairman Richard B. Wiggles-
worth (R-Mass.) said he had not
had time to study justification al-
ready submitted by the Commission
[BROADCASTING, March 10] but he
was on record for both economy
and close scrutiny of FCC's hand-
ling of its own affairs.

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

A complete bill is already in
draft form. Sen. White's concern
with FCC's program censorship
indicates he may seek to confine
Commission program jurisdiction
solely to consideration of renew-
als every three years. FCC author-
dity over broadcasting business also
is expected to be modified if not
completely eliminated in the pend-
ing White proposal. In view of that,
Sen. White's protest against Com-
mission promulgation of network
regulations it is likely that he may
seek to remove regulatory power from
FCC and incorporate regula-
tions in his own bill.

Ownership controls appear to be
in line for reform, possibly to pro-
vide licensees with privileges of
operating one station in each band
without being subject to duplicity.
Thus a licensee may be able, under
the White bill, to operate an AM
station, an FM, television, facsimile
anchor control, 11new type music and any other added service, and all
communication service. He is prob-
ably, however, considering limita-
tions upon the number of station
which a single entity may own in
different areas.

FCC Probe

Meanwhile on the House side
Chairman Charles A. Wolvertino
(R-N.J.) of the Interstate & For-
eign Commerce Committee is study-
ings plans for establishment of a
subcommittee to initiate FCC in-
vestigations prepared in a sub-
committee [BROADCASTING, April
7] expected to be approved on the floor
within two weeks.

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

FCC money worries are multi-
(Continued on page 78)
In 1936, Iowa grew 190 million bushels of corn. Ten years later, in 1946, production had increased nearly four-fold, to 661 million bushels. A large part of this increase was due to the rapid utilization of hybrid corn by Iowa farmers. And that's how WHO comes into this story.

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

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

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

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

**Hartley Strike Ban Would Benefit Radio Field**

By PETER DENZER

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

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

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

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

The proposal specifically covers the communications industry and therefore, according to Rep. Hartley, makes special legislation against the telephone strike unnecessary. He will not press action

...on a bill (H. R. 2861) introduced March 31 to permit emergency use of the injunction against striking telephone workers.

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

'Featherbedding' Defined

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

Regulations on the conduct of internal union affairs are propounded as "employee rights." Thus, under the proposal, union members "shall have the right to be free from any form of interference by employers or proprietary financial demands . . . ." They would also be guaranteed participation in fair elections of union officials, and an annual accounting of union income and disbursements. Dues checkoff would be permitted only when authorized in writing by the employees.

One provision almost certain to meet the approval of both chambers denies recognition to any union which carries communists on its national or international board. The bill would replace the present National Labor Relations Board with a new agency having sole function of deciding labor cases. And although the labor relations law would investigate cases, present them to the board and take decisions into court for any necessary enforcement.

Morse Opposition

In the Senate, opposition to an ominous measure, much milder than the House proposal, was strongest from former War Labor Board member Sen. Wayne Morse (R-Ore.) who predicted the 13-man Senate Labor Committee would view the bill with the same degree of skepticism of the bill. Sen. Morse advocates separate legislation to deal with individual issues, such as union responsibility for breach of contract.

Passage of certain provisions of the House bill, such as the anti-featherbedding definition, would give a deadlock with Senate unions protective legislation afforded by the Lea Act even if the latter does not pass the Supreme Court test due April 28.

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

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

This section would apply to telephone strike, although there's little or no chance that it will be contested by the government. It would also be effective in the current telephone walkout.

**WOKO Reorganization Plea Denied**

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

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

The Commission (1) rejected WOKO Inc.'s pending petition to reorganize and be granted renewal of license, and gave the company until Aug. 31 "to wind up its affairs"; (2) denied the petition of Van Curler Broadcasting Corp. for immediate consideration of its already heard application for WOKO's facilities, and (3) announced that until June 1 FCC will "not entertain applications from anyone" for WOKO's assignment, such applications to be considered competitively with Van Curler's.

FCC's orders were viewed as a clear-cut invitation to the present WOKO owners or any one else who has the engineering in the hotel to check arrangements on the Jefferson Day Dinner pickup. Robert H. Hinckley, vice president of ABC in charge of Washington activities and of engineering, was there because he lives at the hotel. Both, incidentally, attended the dinner at $100 per plate.

It HAPPENED at the Mayflower Hotel April 5. J. Leonard Reinsch (1), radio advisor to President Truman when he isn't running the Cox radio stations, was at the hotel to check arrangements on the Jefferson Day Dinner pickup. Robert H. Hinckley, vice president of ABC in charge of Washington activities and of engineering, was there because he lives at the hotel. Both, incidentally, attended the dinner at $100 per plate.

(Continued on page 91)
F I R S T  I N  C H I C A G O

Formal opening April 13, 1922 (as WGU)

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

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

First to broadcast a music appreciation program—1922

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

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

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

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

First to broadcast an intercollegiate football game—1925

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

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

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

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

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

WMAQ—Chicago’s No. 1 Station

The Voice of America’s No. 1 Network

1922

WMAQ

1947

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

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

F I R S T  I N  C H I C A G O

50,000 WATTS  670 Kc.

Represented by NBC SPOT SALES

T H E  N A T I O N A L  B R O A D C A S T I N G  C O M P A N Y
EXECUTIVES of WQXR New York and Stock Products Inc., register satisfaction in quintuplicate after completing negotiations for a 52-week contract for Guest Conductor. Program made its bow April 2 and is heard Wednesdays and Fridays from 7:30-8 p.m. Shown are: (1 to r) Robert Krieger, WQXR account executive; Hugh Kendall Boice, WQXR vice president in charge of sales; John Foulis, general sales manager for Stock Products; Mario M. Morpurto, vice president of Stock Products; Robert Durr of Shappe-Wilkes Inc., agency handling the account.

Austin and Rubicam to Address AAAA Sessions in New York

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

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

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

Retailers Advised to Put TV, Fax in Future Plans

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

Pamphlet is the latest in a series of continuing mercantile studies issued by Alfred J. Silberstein-Bert Goldsmith Inc., New York advertising agency. Some of the basic problems which confront retailing as a result of the rapid transition from a war to a peace economy are reviewed in the pamphlet and will be handled under four headings: Personnel, Research, Ethics and Relations. Personnel will be under James H. Ellis of the Kudner Agency who will report for his special committee on education and training the details of examinations and aptitude tests designed to attract high caliber young people to advertising.

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

Williams to WFRC

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

Oldsmobile Renews

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

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

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

Not the least of the nine are these three:

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

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

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

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

THE ASSOCIATED PRESS

50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

* Three of the nine fundamentals of news service quality—Objectivity, Concentration of Purpose, and Manpower—have already been defined in this magazine. Watch for the remaining three.
WFIL Prepares Detailed Program Audit


dividing line between the old medium and the new... the daily show...
The Commission today announced the adoption of a notice proposing to amend its FM rules and engineering standards and scheduling a hearing on May 8 and 9 concerning the proposed changes. The amendment includes a proposed revision of the tentative allocation plan for Class B FM stations, which would be employed if the proposed amendments to the rules and standards are made final. The Commission believes that the proposed changes would provide improved FM allocation and would prevent interference as has occurred recently in several instances.

The FM rules and standards were adopted by the Commission following hearings held in the summer of 1946. On the basis of information and testimony, it was concluded that FM receivers would not be subject to objectionable interference from stations operating out of towns that were removed from the desired station.

According to the FM standards adopted by the Commission in September, 1946, provided for operation in stations in one or all urban areas. Separate blocks of frequencies were provided for operation in stations in metropolitan and nonmetropolitan areas. Stations in metropolitan areas would be limited to 10 blocks of frequencies, while stations in nonmetropolitan areas could have up to five blocks.

The proposed amendment provides for the assignment of four channels to Class A stations and one or two channels to Class B stations. This would be done to improve the interference situation in certain areas and to prevent interference from stations operating in adjacent blocks.

The proposed changes are expected to result in improved FM service for the public. The Commission believes that the proposed changes would provide improved FM allocation and would prevent interference as has occurred recently in several instances.

The proposed revision of the tentative allocation plan for Class B FM stations was adopted. The revision includes the allocation of four channels to Class A stations and one or two channels to Class B stations. This would be done to improve the interference situation in certain areas and to prevent interference from stations operating in adjacent blocks.

The Commission believes that the proposed changes would provide improved FM allocation and would prevent interference as has occurred recently in several instances.
Kentucky leads the nation in

AGRICULTURAL

GAINS

IN LAND VALUE INCREASE

Kentucky leads the Nation

The average increase in the price of farm land in Kentucky has been $1\frac{1}{2}\%$ per month since 1941—THE HIGHEST IN THE NATION.

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

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

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

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

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

LOOK TO
LOUISVILLE

Radio Station
WHAS

The ONLY radio station serving ALL of KENTUCKIANA

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

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

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

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

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

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

THREE VICE PRESIDENTS ARE ELEVATED AT RCA

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

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

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

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

Dinner Postponed

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

HAPPY FIRST program is occasion for mirth among this trio following recent start of CBS \textit{Tony Martin Show} (Texaco). Smiling are (1 to r): Ed Cashman, Kuker Agency Inc. Hollywood office manager and program producer; J. H. S. Ellis, agency president; Donald W. Thornburgh, CBS western division vice president.
FM BROADCASTERS-

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

INQUIRE—WRITE—PHONE—WIRE, ELECTRONICS INC.

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

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

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

Over 104,000 Attempted Calls

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

Report Covers Major Broadcasting Periods

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

Average WTMJ Weekday Daytime Network Ratings ... 6.7
Average WTMJ Nighttime Network Ratings ... 21.3

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

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

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

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

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

TOP OF THE MORNING (Participating) ... 12.1
Monday through Saturday 7-8 A.M.
GRENADERS (Participating) ... 11.3
Monday through Saturday 9-10 A.M.
KILOWATT HOUR (Electric Co.) ... 14.7
Monday, Wednesday, Friday 6:45—7 P.M.
TODAY'S EVENTS (Sponsored) ... 19.5
Seven Nights per week 10-10:15 P.M.

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

<table>
<thead>
<tr>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milwaukee</td>
<td>Milwaukee</td>
<td>Milwaukee</td>
<td>Milwaukee</td>
</tr>
<tr>
<td>130.0</td>
<td>15.0</td>
<td>8.0</td>
<td>0.0</td>
</tr>
</tbody>
</table>

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

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

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

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

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

This Fact-Packed Survey is Yours for the Asking

If you have not yet received your copy of "Listening Habits," the exhaustive study of Milwaukee station and program preference, contact Petry, or write direct to WTMJ, Radio City, Milwaukee 1.
JUSTIN MILLER, president of the NAB, discusses the question "Does Radio Need a Czar?" with members of the Radio Executives Club. Judge Miller (center) addressed the club on that subject in New York April 8 [Broadcasting, April 7]. With him are (l to r): Frank Braucher, president of Periodical Publishers Assn.; Robert D. Swezey, president of club; Fred Gamble, president of AAAA; Paul West, president of ANA.

Pecora Will Lead Radio Forum Opening 3rd CCNY Conference

AN ALL-STAR question-and-answer coincidental was New York Supreme Court Justice Ferdinand Pecora presiding will open the third annual City College of New York conference on "Radio and Business" the evening of April 22 at the CCNY School of Business [Broadcasting, April 7].

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

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

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

Benny Leads March West Coast Hooper

Hope Is Second, Skelton Third, Bergen Show Fourth

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

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

Evening Sets-in-Use

Average evening sets-in-use reported were 54.9, down 2.0 from the last report and 1.0 more than a year ago.

Average evening available homes was 78.0, down 1.2 from the last report and down 0.4 from a year ago.

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

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

The average daytime available homes was 68.7, up 0.3 from the last report, down 0.9 from a year ago.

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


FCC Changes

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

WHERE'S CASEY?

BRODCASTING • Telecasing
Over 100 Stations
Fully Equipped by Raytheon
in Less Than One Year

An enviable record based on advanced
engineering and modern design

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

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

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

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

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

KFIitems

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

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

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

KFIdeals include the desire to keep pace with the times—to keep faith with our listeners—to see that our programming is in the interest of all the public, and to provide the best in radio entertainment.
FEE TIME SUGGESTION
BY PAPER IS PROTESTED
PROPOSAL of Chicago Herald-
Americans to provide a half-hour
transcription without cost to sta-
tions brought a quick comeback
from Frank E. Pellegrin, NAB di-
rector of broadcast advertising.
Mr. Pellegrin sent a pointed letter
to the newspaper suggesting it use
radio time at published card rates.
The transcribed programs are
based on Puck, dramatizing strips
in the weekly comic section. They
are offered in exchange for free
plugs for the Herald-American and
free time for the programs. The
paper promises listing in the edi-
tion published for the locality of
the station.
NAB received protests from sta-
tions that had received the offer,
especially because of a statement
in the Herald-American's letter
which showed intention to promote
the Puck program by purchasing
space in local newspapers.

FREE TIME SUGGESTION
BY PAPER IS PROTESTED

Member of BBC Board to Give Address
Before Institute for Education by Radio
IN ADDITION to network execu-
tives and representatives of the
FCC, participants in Ohio State
U.'s 1947 Institute for Education
by Radio [BROADCASTING, March 3]
May 2-5 at Columbus will include
one of the first feminine members
of the BBC's board of governors,
presidents and deans of nearly 40
state and private schools and col-
leges, and a national CIO leader.
Miss Barbara Ward, youthful
member of the BBC's control
group, foreign editor of the Lon-
don Economist and a member of
the BBC Brains Trust program,
will be the Institute dinner
speaker. Her subject will be "Radio
in One World."

Crossing the continent for par-
ticipation in various panel ses-
sions will be Hale S. Sparks, radio
administrator for the U. of Cali-
ifornia; Paul Sheats, also of the U.
of California, who will be chair-
man of the adult education meet-
ing, and William Sener, director
of KUSC, U. of So. Cal., who will
speak on the "FM Educational Sta-
tions" panel.

Among personalities new to the
Institute roster this year will be
Howard London, radio director for
the National Foundation for In-
fantile Paralysis, who will be
chairman of the session on prob-
lems of national organization; Al-
bert N. Williams, radio editor of
the Saturday Review of Litera-
ture, and Jane Levy, UN director
of films and visual information.

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

SARNOFF HELPS LAUNCH
RADIO PIONEERS' GROUP
BRIG. GEN. DAVID SARNOFF, presi-
dent of RCA, and other lead-
ing personalities in radio and ad-
vertising were to speak at the first
official meeting of the Twenty
Year Club of Ra-
dio Pioneers at
the New York
Harvard Club on
April 11. The
meeting was to
formalize the
club's organiza-
tion and to cele-
brate the 25th
anniversary of
radio news
broadcasting by
H. V. Kaltenborn, NBC commen-
tator and founder of the club.
Mark Woods, ABC president and
president of the Twenty Year
Club, was to be toastmaster at the
dinner.

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

'Mrs. Quarter Million'
GIFTS valued at approximately
$3,000 will be present-
ed to the 250,000th guest
attending Let's Have Fun pro-
gram heard over WGN Chi-
ago, Mon. through Fri. 12-
12:30 a.m. (CST). Occasion
is the two-year anniversary
of the show. The 250,000th guest
will be designated "Mrs.
Quarter Million" and given
dinner set, washing machine,
table radio, costume jewelry,
vacuum cleaner, laundry, movie
projection camera, complete
wardrobe and numerous other
items. Entertainment for the
lucky guest will include sup-
er, tickets for stage play
"Harvey" and an evening at
Chez Paree, night club. Lim-
ousine and chauffeur will be
furnished winner. Event will
take place some time during the
week of April 21.

S ARNOFF HELPS LAUNCH
RADIO PIONEERS' GROUP
BRIG. GEN. DAVID SARNOFF, presi-
dent of RCA, and other lead-
ing personalities in radio and ad-
vertising were to speak at the first
official meeting of the Twenty
Year Club of Ra-
dio Pioneers at
the New York
Harvard Club on
April 11. The
meeting was to
formalize the
club's organiza-
tion and to cele-
brate the 25th
anniversary of
radio news
broadcasting by
H. V. Kaltenborn, NBC commen-
tator and founder of the club.

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

The program was as follows:
"Freedom of the Air," a discussion
by George Hamilton Combs Jr.,
WHN New York news analyst and
chairman of the Assn. of News
Analyists committee on freedom of
the air; "The Twenty Year Club in
Retrospect," a talk by Charles
Hodges, professor of international
politics, NYU and Twenty Year
Club historian; "My Kaltenborn
Headaches," by Francis Marling,
advertising manager of the Pure
Oil Co. of Chicago, Mr. Kalten-
born's sponsor on NBC; "Our
Hero," by Lyle Van, announcer on
the Kaltenborn news program;
"The Beginnings of Radio," by
Brig. Gen. Sarroff, honorary
president of the Twenty Year
Club; "My Problem Child," by
Frank E. Mullen, NBC executive
vice president; "The March of
Kaltenborn," recording presented
by the NBC Production Dept.
CINCINNATI'S leading musical personality for more than a decade, Burt Farber blends his brilliant piano with recorded music and his comments in a distinctive new afternoon program, with assured audience appeal. An unusual opportunity for your sales message to Cincinnatians. Participations available.

WSAI
A Marshall Field STATION
115 E. 4th St., Cincinnati 2, Ohio
Represented by AVERY-KNODEL, Inc.
AMERICAN BROADCASTING COMPANY
"Contributed more
to 1946 tele programming than any other single factor

56 RCA Image-Orthicon Cameras now being used for eye-witness news coverage

This is the camera that has been making television history. Pick-ups such as the Louis-Conn fight, UN meetings, and the Army-Navy game dramatically demonstrated its ability to deliver brighter, clearer, steadier television pictures. Rivaling the human eye in sensitivity, it assured, for the first time, excellent shadow detail and depth of focus. Lighting problems were minimized. Programming costs were cut.

Telecasters across the country agree that RCA's image-orthicon camera is easy to use. The operator sees, on a fluorescent viewfinder, exactly what he is picking up. He can quickly and accurately pan to new pick-up points with a polaroid gun sight. Switching to a new lens position and refocusing can be done in one-and-a-half seconds! The 50mm, 90mm, 135mm, and telephoto lenses cover all field requirements.

The operator is free at all times to follow the action . . . keep the scene in focus. Initial settings are made on a built-in control panel. Any adjustments required during operation are made at a remote monitoring position.

The camera without tripod weighs only 100 pounds—divides into two units for easy carrying. Although designed especially for field use, excellent results can also be obtained in the studio. The only camera connection needed is a one-inch-diameter, plug-in cable to the control equipment. Camera can be as much as 1000 feet from the control position. RCA image-orthicon cameras—plus easy-to-set-up, portable field equipment to go with them—are now in quantity production. An immediate order will assure early delivery. Write Dept. 18-D.

WPTZ — The RCA image-orthicon camera picks up a Penn football game from the announcer's booth at Franklin Field, Philadelphia.

WGN — The camera, mounted atop RCA's new "television studio on wheels," picks up a few "off-the-cuff" sidelights at the NAB Convention.

WNBT — Two RCA image-orthicon cameras, operated from a specially erected television platform, help bring the Navy-Duke football game to televiewers in the New York area.

WMAL, Washington, D.C., picks up an indoor event with its new image-orthicon camera. Monitoring is done at the easy-to-carry, suitcase-type control units.

KSD-TV, St. Louis' new television station, makes its first remote pick-up—the Veiled Prophets' Parade, October 8, 1946.

WBKB telecasts a Northwestern football game from the Southwest Tower of Dyche Stadium. Portable field equipment is shown at right.
Meet Mr. RATINGS of “Scotland Yard”

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

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

Millions more followed him for three years (May 1914 to June 1946) as “Sherlock Holmes” on Mutual where he was the big factor that made that show. (His January 1946 National Hooperating was 12.2)

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

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

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

FIRST SPADEFUL of dirt at ground-breaking ceremony for new transmitter station of WBBC Flint, Mich., was lifted by Flint’s mayor, Edward J. Viall. Participating in ceremony were (to r.) Ed Clark, vice president and secretary of Booth Radio Stations Inc.; Robert L. Balfour, managing director of WBBC; Mr. Viall; Arthur E. Sarvis, president of Flint Chamber of Commerce; E. J. Penny, executive secretary of Chamber.

WBBC IN FLINT, MICH., TO MAKE BOW IN JUNE

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

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

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

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

WROW, Albany Outlet, Begins Operations June 1

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

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

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

WNAE BAPTIZED

WARREN, Pa. Outlet Fills Gap in Flood Crisis

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

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

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

WORLD'S BEST TOBACCO MARKET

W B T M - F M

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

Page 38 • April 14, 1947
IN WORCESTER

WTAG delivers 147% MORE AUDIENCE than Station B

WTAG delivers 209% MORE AUDIENCE than Station C

WTAG delivers 298% MORE AUDIENCE than Station D

WTAG delivers 368% MORE AUDIENCE than Station E

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

Moreover, Only WTAG delivers Central New England

When You Buy Time — Buy An Audience!

WTAG

BROADCASTING • Telecasting

April 14, 1947 • Page 39
This is CBS …
The Columbia Broadcasting System

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

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

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

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

WWVA
50,000 WATTS
WHEE LIN G, W. VA.
Du Mont Labs 1946 Net Loss $1,472,270; Video Receiver Orders Total $3,000,000

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

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

During 1946 the company shipped $562,101 worth of television products, but the production situation has so improved that in the first 10 weeks of 1947 shipments in this category totaled $1,008,000. As of March 1, the report stated, Du Mont had orders on hand for more than $4,000,000 worth of video receivers at retail prices, and for $479,440 worth of television transmitting equipment.

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

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

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

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

**New WPTZ Policy**

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

**KWSW Starts June 1**

KWSW, 250 w Mount Shasta, Calif., station on 1340 kc now under construction, will go on the air June 1, according to Arthur Adler, general manager. Mr. Adler was formerly commercial manager of KMED Medford, Ore. KWSW's manager and chief engineer is Dave Rees, former chief engineer of KMED. Station is licensed to Shasta-Cascade Broadcasting Corp.
DEALERS IN CAPITAL PREPARED FOR 'T' WEEK
RCA Victor will employ an elaborate promotion campaign when it introduces its newest television receivers to the Washington, D. C., market with the televising of the opening major league baseball game of 1947, today (April 14). The broadcast of the game will be sponsored by approximately 50 retailers in and around Washington who have been franchised to handle the receivers. RCA Washington distributor is Southern Wholesalers.

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

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

LAGUARDIA WINS FLIGHT
Former New York Mayor Awarded Global Trip
As 1947 'One World' Radio-Press Prize

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

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

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

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

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

CLIFFORD DURR SPEAKER AT 'RADIO CRISIS' PARLEY

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

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

The second session at 5 p.m. will outline a program of action and will feature PCA co-chairman Frank Kingdon and Norman Corwin, radio writer and chairman of the PCA radio division.

VIRGINIA NOTABLES HAIL WSVS AT DEDICATION

WSVS Crewe, Va., 1-kw daytime independent on 650 kc, was formally dedicated April 6 in a program including a transcribed talk by Virginia Gov. W. M. Tuck and broadcasts from the station’s studio’s in Farmville and Blackstone, Va., as well as Crewe.

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

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

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

WIBW offers you a GUARANTEED MARKET!

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

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

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

Serving the First Families of Agriculture

Rep.: CAPPER PUBLICATIONS, Inc.
For utmost flexibility of program control:

CUSTOM-BUILT CONSOLES BY Western Electric

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

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

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

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

SOUTH BEND

WSBT

940 KILOCYCLES
COLUMBIA NETWORK

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.

1050 OUTLETS TO GET NAM SHOW FULL YEAR

"YOUR BUSINESS REPORTER," National Assn. of Manufacturers' new 15-minute recorded series, is on way to 1,050 stations in U.S. and Hawaii and will be broadcast for 52 weeks, commencing on or after April 14, G. W. (Johnny) Johnstone, director of the radio department in NAM's public relations division, announced last week.

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

WLWA (FM) Cincinnati increases broadcast time 26 1/2 hours a week with new schedule started March 26, making broadcasting continuous from noon until 11:20 p.m. seven days a week.

AGREEMENT on a 52-week contract for the transcribed half-hour Wayne King show on WOAI San Antonio is reached by Mel Burns, manager of the Zale Jewelry Co., San Antonio (r) and J. Millard Bishop, WOAI account executive who handled the transaction.

RADIO LAUNDED FOR PART IN ROAD SAFETY RECORD

RADIO was given an enthusiastic vote of thanks last week by the American Automobile Association for having given more time during the past year than ever before to promoting highway safety.

AAA began its safety campaign on a nationwide basis last May. The "Take it Easy" safety slogan was given prominent mention by Walter Winchell, Bill Hollenbeck, Lowell Thomas and other radio personalities. In addition, an extensive spot campaign was handled by local AAA clubs in cooperation with local radio stations; 70 of the clubs were furnished with weekly five-minute safety scripts.

During last July and August, NBC devoted a half-hour to highway safety each Saturday in its No Happy Ending program. The need for safer driving was highlighted throughout the summer on the Dick Haymes Auto-Lite show.

Survey Shows 156% Gain In Courses on Advertising

AN INCREASE of 156% during the last 15 years in the number of American colleges and universities giving adequate instruction in advertising is shown in a report issued last week by the Advertising Federation of America.

The report is contained in a Directory of Advertising and Marketing Education in the United States prepared under the supervision of Alfred T. Falk, director of the federation's Bureau of Research and Education, the first such study since 1931.

The new directory lists in detail all courses in advertising, marketing, selling, retailing and related subjects offered by all of the nation's degree-granting colleges and universities. Correspondence courses in those subjects and a description of courses offered by advertising clubs are also listed. The directory is available at $2.50 through the Advertising Federation of America, 330 W. 42nd St., N. Y. 18.
Here is the "KEY" to MORE BUSINESS for "Home Town Market" Broadcasters

Nationwide Representation

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

Phone, Wire, or Write

W. S. Grant, 703 Market St., San Francisco 3, Calif.
CBS CHECKS PROMOTION METHODS OF AFFILIATES

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

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

New Lipstick Transmitter Heard on CBS Program

TINY "lipstick" transmitter, using the printed-wire circuits developed in the war for the proximity fuse, was demonstrated in a broadcast on WTOP Washington by Dr. Cledo Brunetti, Bureau of Standards scientist. The tiny apparatus, operating on 146 mc, a Government band, sent a message to a receiver a few feet away in the WTOP studio where it was picked and relayed to the CBS network.

Dr. Brunetti described his apparatus [BROADCASTING, Feb. 18, 1946] on the Adventures in Science program on CBS. The transmitter has a 1-mile range. The printed circuit is either painted or printed on a plastic surface to supply the equivalent of a wire circuit.

PAN AMERICAN BROADCASTING CO., New York, is distributing a complete listing of radio stations on five continents which it represents to manufacturers and agencies interested in foreign radio advertising.

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

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

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

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

MUSIC BY DAY * MUTUAL AT NIGHT

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, INC. NEW YORK 17: 420 LEXINGTON AVENUE SAN FRANCISCO 4: 1207 RUSK BUILDING CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3204

Revised Radio Fact Sheet On New Army Is Issued

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

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

WSM Wins Suit

WSM Nashville has won a permanent injunction enjoining Golden Globe Corp. and its President R. L. Whitton from using the name "Grand Old Opera" or similar name allying to the Saturday-night Grand Ole Opry show on WSM. The decision was handed down in U. S. Court for the Middle District of Georgia. WSM officials charged that the company, of Milbridge, Me., advertised its show as "Grand Old Opera," "Radio's Barn Dance Revue," and "Radio's Original Grand Old Opera" in connection with performances in Georgia.
NEW V-H-F POWER TRIODE
FOR 10-KW FM
TYPE GL-5518

RATINGs

- Filament voltage: 6.3 v
- Filament current: 250 amp
- Grid-plate transconductance: 12,000 mmhos
- Inter-electrode capacitances:
  - Grid-filament: 28.5 mmfd
  - Grid-plate: 20 mmfd
  - Plate-filament: 0.55 mmfd
- Frequency at max ratings: 110 mc
- Type of cooling: forced air

Plate ratings per tube, Class C power amplifier, grounded-grid circuit (key-down conditions without modulation):
- Max voltage: 7,500 v
- Max current: 2 amp
- Max input: 12 kw
- Max dissipation: 4 kw

USEFUL POWER OUTPUT, typical operation (at 6,000 v and 1.3 amp): 6.4 kw

HIGH power output—see ratings!—yet forced-air cooled for convenience of installation.

Frequency up to 110 mc at max plate input.

Ultra-modern in design and electrical characteristics.

G-E Ring-Seal construction gives large terminal-contact areas.

COMPACT and sturdy. Built to "take it" in hard station service.

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

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

To these features should be added:

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

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

GeneraL GELECTRIC

First and greatest name in electronics

Broadcasting • Telecasting

April 14, 1947 • Page 47
at is your choice in golf balls?

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

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

AN EVENT noteworthy in radio transpired last week with the transfer of KSTP, St. Paul from the management control of one of its owners, to Stanley E. Hubbard, its founder, president, general manager, and one-fourth owner. There's nothing unique about station trading these days, but in this instance they were unusual assets both from the governmental and the business standpoints. Mr. Hubbard held an option to purchase the trust assets for $825,000. He arranged with Aviation Corp., which owns WLB and WINS, through its subsidiary Crosby, to advance that amount to him and gave to Aviation Corp, an option to acquire the 76% at a later date for $1,200,000. Mr. Hubbard would have retained 25% with a management contract.

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

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

—Richard Harkness

'Not So Technical'

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

George P. Adair, who has been identified with the regulation of broadcasting at the FCC for sixteen years—the last three as chief engineer—has resigned to enter consulting engineering in Washington. The FCC has named George E. Sterling, senior assistant chief engineer, to succeed him. Simulta-
aneously, the NAB has appointed Royal K. Howard, vice-president of Associated Broadcasters, as its director of engineering.

Mr. Adair more than deserves the tribute he received from open announcement of his resignation (BROADCASTING, March 24). He performed highly meritorious service during one of the most trying periods in radio's development. He left government service with the good wishes of all.

In Mr. Sterling, the FCC makes a logical appointment. He has had radio experience going back to 1908; has been in the Government since 1921; a year ago directed the FCC's Radio Intelligence Division.

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

There could be no more eloquent testimony to the improved condition of the industry. What Mr. Harkness did has been done by other commentators for other networks. The wire re-
corder, a war product first used for battle-
front reporting, now becomes a standard tool of the radio newsman.

'Budgeteering'

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

It must be remembered, however, that per-
sonnel involves money. Appropriations Com-
mittee hearings on the 1947-48 proposal are now due to start April 26. In the past, we have pointed out that FCC's request for $7,300,000 is the highest it has yet made in peacetime, and approaches even its peak war-
time expenditure of $7,771,708 in 1942-43. We have developed the theory that nothing is more public, or more deserving of public discussion, than expenditure of public funds.

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

—Alanzo William Kaney

ALANZIO WILLIAM KANEY

A FEW DAYS AGO a man in his office at NBC Chicago glanced idly at his calendar, drew a circle around Sunday, April 13, took a meditative puff on his cigar and, for a few minutes, let his mind wander back through the years to 1922.

Alonzo William (Sen) Kaney, stations relations manager, NBC Central Division, sud-
denly realized both he and NBC'S Chicago station, WMAQ, had been in the radio busi-
ness a long time. Actually, Mr. Kaney has been in radio even longer: a member of WMAQ, which was founded on April 13, celebrated its silver anniversary. Way back in 1921 (which month he can't remember) Sen Kaney walked into the office of Wilson (Stoop) Weatherbee, manager of KYW, then in the days when the black square with a red and white label was a buzz box called a microphone. He was one of Chicago's earliest announcers. As far as he remembers, he was the first fulltime announcer in Chicago; if anything wants to lay claim to that dubious honor he won't argue.

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

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

Early radio listeners all knew Sen Kaney because he was on the air either announcing, playing the piano, reading poetry, singing, or just "clowning around" every day from 9 a.m. to 12 midnight, and unless, of course, a tube blew out, or a short circuit threw the station off the air, which was not infrequent. Like, for instance, on Nov. 24, 1922, when WMAQ's log, as recorded by George Weller, read: "4 p.m. on air; 4:30 p.m., tube blew; 4:35 p.m. on air again; 4:28 p.m. tube blew again; 4:28 p.m. on air but no speaker. Cancelled program."

Sen (a life-long nickname he inherited from (Continued on page 58)
ON THURSDAY, March 20th, Helen Hall, on her daily broadcast, made a simple announcement that a penny post card would bring a free gift of a wall thermometer. She ended her chat with the whimsical plea, “Confidentially, I’d like a lot of mail, so I can say ‘Dear Boss—you see, somebody does listen besides my mother.’”

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

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

Baltimore’s Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM

John Elmer, President
George H. Roeder, General Manager

Free & Peters, Inc.
Exclusive National Representatives
Respects
(Continued from page 50)

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

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

There followed such names as

Sisters of the Skillet, $200; Painted Dreams, (including writing and talent) $50; Vic and Sade, $105; Stack-Outs, $85. The pay was for a week's work and not a single performance. Even in 1933 NBC's program costs in Chicago for one week were only slightly in excess of $10,000 and the talent accepted their weekly checks with the feeling that the dream would disappear any moment.

In 1939, Mr. Kaney left the program department to become assistant to Mr. Trammell, and a young man named Sid Strotz, then manager of the Chicago Stadium, moved into the job.

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

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

The next three years, which he spent manfully trying to keep NBC and its over-zealous sponsors on speaking terms with the Federal Trade Commission, could better be forgotten. In 1945 he was rescued from what he considers the most thankless job in radio to become station relations director of NBC's Central Division.

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

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

Mr. Kaney was born Aug. 19, 1894 in Cincinnati, but moved with his parents to Chicago as a boy. He graduated from Northwestern U. with an LL.B. in 1916, just in time to join the Navy. He was commissioned as an ensign Nov. 2, 1918, and says the news frightened the enemy into surrendering on Nov. 11. He is married (to the former Miss Vera DeJong, of St. Louis, who was probably the first young lady to fall in love with a man's voice on the radio) and the Kaney's young daughter, Peggy, celebrated her 20th birthday March 31. The Kaneyes live at the Edgewater Beach Apartments on Chicago's north side, a residence they have occupied for 15 years.

E. H. BRANDT, member of sales staff of WNCA Asheville, N. C., has been named assistant manager, replacing ROBERT M. LAMBE, who was recently named WNCA general manager.

BERNARD F. ARMSTRONG, former cost accountant with Southern Engineering Co., Charleston, N. C., has joined WBT that city, as auditor. Previous experience includes more than 15 years with Duke Power Co.

JANET A. DUNLAP has joined WYON Staunton, Va., as assistant traffic manager, CHARLES E. SEELEY.

RICH LIND, assistant manager of accounting depart- ment of WCBS-TV, New York, is the father of a boy, Geoffrey William.

FRANK DEBORA, of NBC Central Div. general office, has been appointed assistant manager of division's local sales traffic department.

DAVID N. SIMMONS, former sales and program manager of KSJO San Jose, Calif., has joined San Francisco office of John Doe.

HOWARD J. FORBES, sales manager of WAJR, Lansing, Mich., and GENE A. BOODEN, WAJR salesman, have resigned.

NORRIS E. COOPER, veteran in radio Industry in Wisconsin, has been appointed sales manager of WIBX Green Bay, Wis., new 250 w station to begin operation soon on 1460 kc.

JOHN MCCOLL, formerly of headquarters staff of Canadian Army at Washington, D. C., has joined business office of KFRC Lethbridge, Alta.

ROBERT KENNEDY, manager of program relations for WUAC St. Louis, Sales, spot broadcast division of network, as director of commercial program development.

GEORGE LINDSAY has joined WREK Baton Rouge, La., as sales manager.

DOROTHY MICHAEL, of traffic depart- ment of KFVB Hollywood, has transferred to commercial research.

MILTON LASKER, formerly with WOR, Boston sales department, has joined WIBC's sales staff.

LEE F. O'CONNELL, formerly with Robert H. Clark Co., Beverly Hills, has joined Lee & Clark of Robert W. Walker Co. and is in charge of radio. He succeeds JOHN A. NELSON, re- signed.

GORDON BURNETT, announcer of WMPI North West, has transferred to station's sales department.

BURKE, KUPERS & MAHONEY has been appointed exclusive representative for WEBO McKeesport, Pa.

in the Triple Cities

Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR

Binghamton, N. Y.
Headlet-Read, National Representatives

Broadcasting • Telecasting
DAVID SARNOFF, Edward Sarnoff, and Jack Sayers, Hollywood vice president, have attended a show in Milan, Italy, where they will stage all-day television demonstrations for two weeks.

RICHARD HOPPER, RCA Victor exhibition manager, is to leave New York to head RCA Western Exhibitions, a new unit for RCA demonstration units for Milan, Italy.

RICHARD W. HUBBELL, head of Richard W. Hubbell & Assoc., New York, has been named to the board of directors of Rivals, Inc., Chicago, the radio industry's writing association.

JOE MARTY, president of Mills Music, Inc., Madison Ave., has been named to the board of directors of Broadcast Engineers, Inc., New York, in charge of publicity.

J. ALLEN BROWN, NAB Assistant Director of Broadcast Advertising, has been named to an All Club of Raleigh, N.C., on "Radio for Retailers: a Field Where You Can Sell".

WAYNE VARNUM, former publicity director for Columbia Records, New York, and presently manager of publicity for WINS New York, and manager of New York State Network, has joined station's staff of Broadcast Music Inc. He will make his headquarters in Chicago.

JERRY FAIRBANKS PRODUCTIONS, New York, formerly located at 18 East 48th St., has moved its offices to 329 Madison Ave.

STANLEY BROWN, formerly in exploitation department of Vanguard Films, has joined Hollywood staff of Mills Music Inc., publishing company, as West Coast publicity director.

JOE MARTY JR., field engineer for Admiral Corp., Chicago, has been appointed manager of Parts and Accessory Division and assistant to RICHARD A. GRAVER, vice president in charge of advertising.

NEAL MOYLAN, former manager of WFLY-FM Syracuse, and writer and producer at WFLY, has been appointed production supervisor of New York State Radio Bureau, Albany, N.Y.

FREDRIC CARR, former CBS producer and director, and WILLIAM TOMPKINS, former WINS New York and Youngstown, Ohio, have joined the Bureau's writing staff.

JOSEPH F. FLYNN, former appliance merchandising manager of Leath & Co., Chicago, has been appointed north central regional manager of Crosley Division of Avon Products, Inc., with headquarters in Milwaukee.

GLEN McDaniel, former general counsel of RCA Communications, has been elected vice president and general attorney of RCA Victor Co., New York. W. W. WATTS, vice president in charge of Engineering Products Dept., RCA Victor Div., has been elected to board of directors of Radiomarine Corp. of America.

MASON RELKIN Co., New York, formerly located at 67 W 44th St., has moved to larger quarters at 26 E 53rd St.

GEORGE W. McMURPHY, formerly with J. Sterling & Co., Detroit, has established own advertising agency, with offices at 216 NW Broadway, Portland, Ore.

JACK SAYERS, Hollywood vice president of Audience Research Inc., is preparing to form entering radio rating field, in New York for 23rd annual conference with home office executives.

EDWARD SARNOFF, son of BRIG. GEN. DAVID SARNOFF, president of RCA, has joined Radio and Appliance Distributors Inc., East Hartford, Conn., as advertising and sales promotion manager.

EUGENE J. REILLY has joined Market Research & Adv. Inc., New York, as an account executive. VINCENT B. BRAY has been appointed sales promotion director of firm.

ELLENSBURG PUBLIC School System, Ellensburg, Wash., has established radio division, with L. FRANCES DIX, as director of radio education.

THOMAS C. FLYNN, formerly with CBS and before that with Sheldon, Morse, Hutchinson & Eaton, New York public relations firm, has joined radio staff of VIP Services Inc., New York, to handle publicity and production.

CLARENCE H. SCHMIPF, who formerly operated radio and appliance store in New York radio field for 20 years, have been appointed sales representatives for Emerson Radio and Phonograph Corp., New York.

HELEN A. CORNELIUS, formerly with NAB on Joikes retail clinic, has resigned as director of special activities division, United Service to China.

JENNINGS B. DOW, former electronics consultant engineer in Washington, D.C., and previously head of Electronics Bureau of U.S. Navy, has been elected a vice president of Haraldine Electronics Corp., New York.

ROBERT M. ESTES, staff member of Service Corp., Inc., and Merchandise Dept., Law Division, Bridgeport, Conn., has been appointed counsel for OE Electronics Dept., Syracuse, N.Y.

HAWAIIAN radio service, Honolulu, headed by HUBS MCCOLLUM, has developed complete scripts and reference source for Hawaiian musical programs.


How to Increase Sales Through Better Media Selection

BY ARTHUR HUDY

Publisher of Media Research, S. Walter Thompson Co.

NAB Rejected

HOLLYWOOD unit of National Assn. of Broadcast Engineers & Technicians has rejected average three percent escalator increase offered by ABC and NBC. Union seeks 10% hike and likelihood of strike vote is seen. Latter action reportedly will follow complete reports from component units across country.

Admiral Hits Peak

NET earnings in 1946 of Admiral Corp., Chicago, manufacturer of radios and major appliances, were over two and a half times greater than in 1945. This represents an all-time peak, Ross D. Siragusa, president, announced March 24 in his annual report to stockholders.

Profits were greater than for the three previous wartime years, he stated. Net profits for the year ended Dec. 31 were $1,885,625.27, as compared with $711,310.15 for 1945.

National Advertisers
in all fields are making
Spring Media Plans

You may obtain a free copy of Mr. Hudy's series by writing our nearest office.

(April 14, 1947 • Page 53)
RICHARD E. GORB, president of re- gional disbanded Pacific Coast Ad- visory Committee, San Francisco, has been named gen- eral manager of KITC San Benardino, Calif., and KOOL Phoenix, Ariz. Both stations are now under construction and are scheduled to begin operations in June. Mr. Gorb is making his headquarters in Phoenix.

HOWARD FINCH, production manager of WTMJ in Milwaukee, has been assigned as evening newscaster, becoming production manager after a year. He served with AAF for four years, returning to WTMJ last year.

DAVE BAYLOR, former program di- rector of WOGA St. Paul, Minn., has been ap- pointed vice president of WTMJ in Milwaukee.

Because he’s a cop and looks like a “mick”, everybody calls him “Clancy”. Even though he’s 100% Minnesota Scandi- navian, it probably won’t make him a better cop, but “Clancy” Olson listens regu- larly to “Sam Spade”, “Gang Busters”, “Sherlock Holmes”, “This is Your FBI” and other detective shows on WTCN.

When you stand on your feet all day you don’t take long walks at night. In the Twin Cities, people listen to WTCN.

Want to sell “Clancy” some foot powder?

The DOUBLE-DUTY STATION

MINNEAPOLIS

ST. PAUL

NOW—WTCH-FM!

ABC... plus High Listener locals!

FREE and PETERS

National Representatives

Page 34 • April 14, 1947

On The Air

Atlanta’s New WBGE

MICHAEL DEVER, President

MAURICE COLEMAN, General Manager

BROADCASTING • Telecasting
WGN has more listeners* in the NRI Chicago station area between 6:00 a.m. and 12:00 noon than any other Chicago station.

*Families listening a minimum of six minutes per week.

A Clear Channel Station... Serving the Middle West

MBS
CONFIDENTIAL

Sponsors

BULOVA WATCH Co., New York, is starting campaign to advertise new "Her Excellency" watch, to be released to jewelers May 7. Radio will be used. Agency: Blow Co., New York.


GIORGETTI SAFETY RAZOR CO., Boston, will sponsor CBS broadcast of Kentucky Derby, May 3, 9:30-7 p.m. Agency is Mason Inc., New York.

RINGLING BROS. and BARNUM & BAILEY CIRCUS, New York is currently placing between 50 and 60 spot announcements weekly on 11 New York City stations. Campaign began in mid-March and will continue until May 11. Agency: Seldel Adv., New York.

CLARK T. ANES, vice president of Philip Morris & Co., New York, has been appointed vice president in charge of production of film, in which capacity he will supervise production in company's factories in Richmond, Va., Louisville and London.

CIVICERCA TECATE S. A., Tepatula, S. de R. U., Mexico (Tecate beer), May 1 starts spot announcement schedule in nine major Western markets. Contracts are for 10 weeks. Agency: Foote, Cone & Belding, Los Angeles.

ZEEMAN CLOTHING Co., Los Angeles (expansion drive), has appointed G. Evens Whyte Agency, that city, to handle regional advertising effective April 15. Budget on radio stations will consist of $3,000 a month.

WESTERN STATES PAINTING Co., Los Angeles (paint), has appointed Allied Adv., Agencies, that city, to handle regional advertising. Radio will be used.

RICHARD M. WAGNER, former personnel manager of General Foods Corp., Gloucester, Mass., has been appointed personnel manager of that unit at firm's Boston fish pier plant.

M. H. STRAIGHT has been named sales promotion manager of Ploughton Inc., Memphis (B. Joseph Austin), and FRANK G. MURRIS has been appointed manager of company's sales and advertising control.

ROCKWOOD & Co., New York (chocolate products), has appointed Campbell-Knoll Co., New York, to handle advertising. Firm is using participation in the Handyman's programs in 40 cities throughout the country.

PEEPERS OF ARRANAK, Little Rock Ark. (department store), has appointed Robert T. Scott & Assc., that city, to handle radio account. Plans call for expansion in radio with heavy spot schedule on four Little Rock stations.


PALISADES AMUSEMENT PARK, Palisades, N. J., April 7 started for three months quarter and half-hour programs on WMCA, WNYC and WJZ New York, and WAAT Newark, and WAPF Paterson, N. J., also announcements on WJZ and WRNB New York. Plan to spend $35,000 to $50,000 on radio. Agency: Robert Feldman, New York.

Carnegie 'Pop' Concerts Plan to Be Expanded

HENRY H. REICHOLD, president of the Detroit Symphony Orchestra and Musical Digest magazine which sponsors the Sunday Evening Hour on ABC, has become president of Carnegie "Pop" Concerts Inc., New York. Daniel Rybb, founder and director of the "Pop" Concerts, will continue to handle the concerts at Carnegie Hall, New York.

"Every city," according to Mr. Reichold, will eventually run a Carnegie "Pop" Concerts series modeled on the New York plan. Concerts are to be backed by a national advertising and radio campaign. In addition, Kenyon & Eckhardt, New York, agency handling the ABC Sunday Evening Hour show for Musical Digest, is planning to build a light musical network show to be titled Carnegie "Pop" Concerts, which will be available for sponsorship.

News

ROBERT ACKERLY has been named news editor of KFLD, Dallas, succeeding J. DICK CROMBY, who resigned to become manager of KBBF, Brecken- ton, Wash.

MERRILL (Rod) MUELLER, manager of London Office of NBC, has been elected president of Assn. of American Correspondents in London.

CARL GRAYSON, newspaperman at KALL Salt Lake City, is the father of a boy, Richard Hanlon, JIM BALDWIN, KALL, news reporter, is the father of a girl, Kathleen Patricia.

JOHN L. (Tip) SAGGAI, formerly with WHO Des Moines, has joined WOC, Omaha, as sports editor, replacing TOM BAILEY, resigned to join KWK St. Louis.

EDWARD DE FORREST, former sportscaster with WVTM Manila, P. I., has joined KRXJ Phoenix, as sports director.

DON SWIFT, formerly of UP, New York, is now news editor of KGOW Monroe, N. B. ROSS H. BEATTY, formerly with WSOY Decatur, has joined WEAM Elma, N. Y., as sports editor.

DON CUNNINGHAM, formerly with KTVI Glendale, Calif., has joined KSAM Arcadia, N. M., as sports director.

WILSON BRADLEY, formerly with ABC Chicago, has joined news staff of WAUX-FM Harrisburg, Pa.

SOON!

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by
Headley-Reed Company

Page 56 • April 14, 1947

BROADCASTING • Telecasting
If broadcasting is your business . . .

RCA MERCURY-VAPOR RECTIFIERS
are your tubes

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

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

RCA has a complete line

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

For information on any RCA tube, write RCA, Sales Division, Section P-36C3, Harrison, New Jersey.
TIPPLE-HOLD in Radio  

LEE EDWARDS, formerly announcer at WOJO Fort Wayne, Ind., is finding out about life on the other side of the microphone now that he has become a manufacturer and advertiser himself. Mr. Edwards is co-inventor of a men's undergarment, cover worn over feminine toes in open-toed shoes and sold under the firm name of Snubbins Inc. Thomas J. Pickley & Associates, Chicago, will map an aggressive radio campaign to introduce the product in the Ohio market as a starter. Radio will be used, of course.

RICHARD KREUZER, formerly with Albert Frank-Guenther Law, San Fran- cisco, has joined production staff of Kuster Agency, that city.

WALTER H. CONWAY, copy writer, formerly with Garfield & Guild, San Francisco, has joined Raymond Adv., Newark, N. J., in same capacity.

ANTONY F. FLORENCE, of Buchanan & Co., New York, production department for the ABC Mutual Station has been transferred to firm's New York office.

SIDNEY ENGLE, former account executive at Clemmson Adv., New York, has joined Raymond Adv., Newark, N. J., in same capacity.

JAN NEWELL, formerly in CBS Holly- wood sales department for three years, has joined The Tuli Co., Hollywood, as traffic manager.

RUTH BRANCHER, former copywriter at Hiram-Garfield, New York, and變化 in publicity department of Worth Perfumes, New York, has joined Leo Livingston & Assoc., that city, in similar capacities.

DON BARRON, former traffic and controller at Lang & Mitchell, New York, has been elected treasurer and member of agency's board.

G. M. BASFORD Co., New York, with offices in the ABC and Mutual Station, for a hard hitting sales job in the Charlotte Market (Largest City in the Carolinas)

WNEB 610 KC CHARLOTTE, N. C.

Now! 5000 WATTS DAY 1000 WATTS NIGHT

WEED & COMPANY, National Representatives

"WHO'S ON SECOND"

WNEB will carry the Boston Red Sox and Boston Braves games in Worcester.

Another thing about second—that's where we rate in Worcester... second place in the Double A Index for January-February, for total rated time periods. Big-league time buyers take notice! See our reps for facts, figures and availability.

Worcester

New England's Third Largest City

Adam J. Young Jr., Inc. and Kettell-Carter, Representatives
It Doesn't Mean A Thing
Unless It's Got That Ring

The original sale is wonderful
ring one for that
cash register

BUT...

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

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

MORE LISTENERS PER DOLLAR IN MEMPHIS

The spot for your spots is

WHHM

RING THE BELL FOR SALES
MEMPHIS, TENNESSEE

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

WMAQ, NBC Central Division station in Chicago, 25 years old yesterday (April 13), quietly observed the silver anniversary with a half-hour program featuring its own talent. The program, presented 3:30-4 p.m., featured music by WMAQ staff orchestra directed by Joseph Gallichio, and transcribed greetings from former NBC Chicago talent including Amos 'n Andy and Fibber McGee and Molly.

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

Notable "Firsts"

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

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

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

WOR Commentator BESSIE BEATTY, 61, DIES

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

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

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

Now on ABC

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

Wojciechowski

All Keyed Up

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

New Sales Training Seminars Arranged

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

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

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

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

Serving California's

TWO GREAT MARKETS

KYA ★ KLAC

SAN FRANCISCO LOS ANGELES

Represented by

ADAM J. YOUNG JR., INC.
NEW YORK CHICAGO
MIGHTY OAKS don't just happen

THEY GROW from good little acorns

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

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

Du Mont's "ACORN TELEVISION PACKAGE"
CAMERA
CHAIN
PROJECTION EQUIPMENT
AUDIO EQUIPMENT
LIGHTING EQUIPMENT
TRANSMITTER
TEST EQUIPMENT
EQUIPMENT SPARES
ANTENNA
MISC. EQUIPMENT

First with the finest in Television

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WARD, 515 MADISON AVE., NEW YORK 22, N. Y. DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY.
Copyright 1947, Allen B. Du Mont Laboratories, Inc.

BROADCASTING • Telecasting
April 14, 1947 • Page 61
**Programs**

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

**Airs Opera**

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

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

Authors Quizzed

LITERARY puzzlers and questions prepared by high school English students are presented to guests authors on "Let's Balance the Books" show, scheduled to start April 13 on WNEW New York. Aired Sun. 6:35-7 p.m., show features Louis Untermyer, author, as moderator. Guest authors are sent questions in advance which they attempt to answer on show. Program is presented in cooperation with editors of Saturday Review of Literature. Students who submit questions used on broadcast receive subscriptions to the magazine as awards.

**Artistic Ability**

DESIGNED to encourage and develop artistic ability among children from 3 to 12 years of age, "Sketch a Song" program has been started on WTAG Washington. Prizes, a song, are awarded to children submitting original works. Prizes are provided by Lobel Youth Center, sponsors of "Sketch a Song."" Man on the Street

MAN on the street show at WHBQ Memphis has added a new broadcast. Broadcast is transcribed and sent to the station in the morning for publication in the local newspapers the following day. "Man on the Street" is presented by Jon Slavens, who also heads the station's commentary department.

**Matrimony Series**

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

In Honor of Booker T.

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

**Civic Salutes**

NEWS SALUTES to towns around Rau Claire, Wis., are presented on WRAI that city by Jack Kelly, WEAU program director and news editor, on his news program aired Mon. through Fri. 8:00 p.m. Mr. Kelly broadcasts show from honor town as guest of a club or church, saluting town with review of activities of their churches, school, industries, etc. Following broadcast, Mr. Kelly addresses organization on subject of radio—free radio, radio news, educational radio and radio in the public interest. Broadcasts are sponsored by Northern States Power Co., Rau Claire.

**Trans-Atlantic Show**

TRANS-ATLANTIC broadcast of "Juniot Town Meeting of the Air" program on WSM Nashville, April 16 will be carried simultaneously by BBC and WSM at 12:45 p.m. (CST). Broadcast will be sponsored jointly by WSM and local morning newspaper, Tennessean. Students from Nashville and London will discuss subject "Is Nationalism Waning Today?" Following talks, which are not prepared, an open forum will be held allowing British and American children to ask extemporaneous questions of each other. "Juniot Town Meeting of the Air" normally is heard during week at one of Nashville's other broadcast stations and rebroadcast on WSM, Sat. 10:15 a.m.

**Youth Discussions**

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

**Local News**

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

**Centennial Anagrams**

CENTENNIAL anagrams contest is feature of "The Bemidji Review" daily show on KDYL Salt Lake City. Frances Smith and Kay Richards, conductors of show, announce a word well known in Utah history and award prizes for persons who submit greatest number of anagrams by scrambling original letters. In addition to daily prizes, once a month special word is announced and special grand prize of vacuum cleaner is awarded.

**Vocation Guidance**

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

with

DALE CROWLEY

NOW AVAILABLE

TRANSCRIBED

Entertaining 1/2 Hour Radio Bible Quiz Has 6 Years of TESTED Family Appeal

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

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

With 6 years of mounting popularity in the Nation’s Capital, QUIZPIRATION is a tested, proved program, good-humored, non-sectarian.

FACTS ABOUT QUIZPIRATION:

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

FOR COMPLETE DETAILS—AND AN AUDITION TRANSCRIPTION—WRITE

DALE CROWLEY PRODUCTIONS

BOX ONE WASHINGTON, D. C.

April 14, 1947 • Page 63
April 4 to April 10

By COMMISSION JETT

Balboa Radio Corp., San Diego, Calif.—Granted petition for leave to amend application for FM station to specify new site, etc.

KONO San Antonio, Tex.—Granted petition for renewal of rules and accepted petitioner’s written appearance in re application.

Alexandria Best Co., Alexandria, Minn.—Denied.

San Fernando Valley Best Co., San Fernando, Calif.—Granted petition for leave to amend application to show amended articles of incorporation etc.

KONO San Antonio, Tex.—Granted petition for leave to amend application to show revised DA.


The Best Co., Alton, Ill.—Granted petition to dismiss without prejudice for leave to amend application for CP.

Radio Austin Inc., Austin, Tenn.—Denied.

WLKX Lexington, Ky.—Denied petition for leave to intervene in hearing on application of Volunteer Best Co., Inc.

WADC Akron, Ohio—Granted petition for leave to intervene in hearing on application of Beer & Roehl, Ashland, Ohio.

Hamden-Hampshire Corp., Holyoke, Mass.—Denied petition requesting extension of time within which to file proposed findings in re consolidated proceeding in Docket 7532 and 7554.

WCOY Montgomery, Ala.—Denied petition for leave to intervene in hearing on application of Southeast Best Co. Inc.

WOC Charlotte, N. C.—Granted petition for leave to intervene in hearing on application of Standard Broadcasting Co.

WJHH Terre Haute, Ind.—Granted request that it be removed as party intervenor in proceeding in re application of KANS.

Hobart Stephenson, Centralia, Ill.—Denied petition for leave to amend application to revise DA.

Mid-Idaho Best Co., Provo, Utah—Granted petition for leave to amend application to include Paragraph 30 to show amount of commercial and sustained programming.

LaCrosse Best Co., La Crosse, Wis.—Denied petition requesting Commission to reconsider its order in hearing on application for purpose of receiving into evidence engineering data relative to interference to certain Canadian stations.

WMTA Charleston, S. C.—Denied petition for leave to amend application to specify 5 kw-D instead of 1 kw.

Merrillville Best Co., Merrillville, Ind.—Denied petition for amendment to specification of fixed constellation of tower.

GATES RADIO COMPANY

Quincy, Illinois. U. S. A.

About Speech Input Equipment Avaliability

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

Gates has paid extra attention to the production of remote apparatus so that such items as the famous "Dynamote", "Remote Conditioner", and "Remote foursome" can be delivered from stock for coming baseball and other summer broadcasts.
Mission's

WJLD

Artist's Conception

Assignment on N.

Assignment continued hearing which trans. ant. DA.

Central Bestg. Inc. Independence, Kan.-Granted petition for leave to amend application to show revised information on proposed program.

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

Radio Broadcasting, Houston, Texas-Granted petition for continuance of hearing upon application presently scheduled April 14, and continued same to June 30.

Hudson Valley Bestg. Co. Inc., Albany, N.Y.-Granted petition requesting that application for license be placed in re consolidated proceeding; said application removed from hearing docket.

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


April 4 Applications

APPLICATIONS FOR FILING

Modification of CP

WEXNO Hollywood, Calif.-Mod. CP which authorized new FM station, for extension of completion date.

Assignment of CP

WAGB Pasadena, Calif.-Voluntary assignment of CP which authorized new FM station, to Andrew B. Haley, t/as Rose Bowl Studios.

KFXM San Bernardino, Calif.-Authority to determine operating power by direct measurement of ant. power.

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

WEBS Chicago-Same.

APPLICATION DISMISSED

Assignment of License

WYBO Cumberland, Md.-Voluntary assignment of license to The Times Bestg. Co., DISMISSED April 2 by recipient.

TENDERED FOR FILING

(Since Feb. 7)

Assignment of License

WVBU New Orleans, La.-Consent to assignment of license to International City Bestg. Corp.

Transfer of Control

WSPA and WSFA-FM Spartanburg, S.C.-Consent to transfer of control of outstanding capital stock of WSFA and CP of WSFA-FM to Surety Bestg.

Assignment of License

WORD Spartanburg, S.C.-Consent to assignment of license of WORD and CP of WORD-FM to The Spartan Radiocasting Co.

(Continued on page 68)
KAY TILLMANN, of production department at KPW Washington, has transferred to station's publicity department.

JULIAN G. MURPHY, formerly with Ted Bates Inc., New York, has been promoted to assistant department manager. He succeeds GEORGE TAYLOR, who is now vice president and secretary of WHIM, New York.

Mr. Murphy.

Floyd Smith
5000 letters telling us about their favorite "School of the Air" program - that's what we call it to WCHS a couple of weeks ago, and we sent the letters to the station manager on an expense paid visit to New York City. I guess it's little things like this promotion stuff that gives us the highest Hooper in the nation for the "School of the Air." goat.

BETTY BUNN, formerly with KNX Hollywood, has joined CBS New York City public information department. Copy editor, has replaced OWEN ANDERSON as trade publication contact in the network office.

The charger for installation.

CHELSEA SCHNEIDT, New York, has been named chairman of Advertising Committee of "Town of Tomorrow" campaign, rebuilding plan for Schenectady's business district.

EARL MULLIN, ABC publicity manager, is a father of a boy.

KYFR Bismarck, N. D., has appointed Barney Linkin, WPD, N. D., to handle advertising and promotion.

JULIUS GLASS, promotion director of WHRD Canton, Ohio, is the father of a girl, Lee Ellen.

Birthday Cards
BIRTHDAY CARDS are being mailed to each junior member of "Children's Playground" program at WNYW, New York. Sun. 9:30 a.m. In cooperation with Greeting Card Industry, WNYW is distributing 3,000 of the cards to young listeners.

WCHS
Charleston, W. Va.

Page 14 April 1947

FM Antennas

FM ANTENNAS

Towers

The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. And for the same reason Wincharger's quality tower, with its uniform sections and resulting mass production advantage, continues to be the industry's recognized dollar-and-cent value. The convenience of Wincharger's "package-buying" and Wincharger's reliable maintenance service, continue to be powerful attractions.

FM broadcasters are following in the footsteps of the AM industry in likewise choosing Wincharger Antenna Tower Supports.

Wincharger Towers come completely equipped and ready for immediate installation. This includes prefabricated lightning such as 300 MM beacon, flashlight, obstruction lights, wire, conduit, fuse box. No extras to buy - easy to erect. No wonder Wincharger Towers continue to be the industry's favorite.

Paper Weight

PAPER WEIGHT is in form of chalk character, tobacco leaves being distributed to the trade by Tarzana Broadcasting Systems, licensee of WRPB Washington, N. C., and WRBR Clinton, N. C. Letter accompanying paper weight announces that character's name is "Goldie" and that "just another station," perfect for you, so am I going to be on the air this afternoon... to keep those important papers in one stack." Letter also emphasizes effectiveness of WRPB and WRBR in tobacco belt of eastern North Carolina.

Ad Clinic

FROCHUROO announcing Personal Development Clinic is being distributed by Peoria Adv. & Selling Club, Peoria, Ill. Brochure gives program of clinic, which will be held April 24-25. Uses biographical sketches of principal broadcasters.

WNPW Commercial

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

Celebration Time

PROGRAM SCHEDULES for KYDL Dallas in 28-year-old celebration of the centennial year, 1897-1947. Stripped into one in white on red background with drawing of covered wagon. Panel in center carries different story each week two weeks of some phase of United States history and development.

News Sheet

NOON NEWS sheet is mimeographed and distributed daily to noon service clubs by KYDL Fort Dodge, Iowa. It features "You're on the Air with KYDL," sheet gives world news in brief form. Station prepares news sheets at 11:45 a.m. each week day and distributes them to all local service clubs.

Anniversary Ad

FULL PAGE advertisement announcing 17th anniversary of WPAB ("Yippish", Ky., was presented in March 23 issue of local Paduah Sun-Democrat. Picture of WPAB staff member outline page with center copy headed "We're 17!" and gives review of services offered by WPAB and WPAB-FM.

Visitors' Tags

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

Blotter- Calendars

TWO COLOR blotter-calendars giving schedule of Texas League San Antonio Missions baseball games are being distributed with WABC San Antonio promotion for broadcasts of games over station. Covers presence of WHM of home games in one color, road games in another color, and name of opposing team listed under each calendar date. Station also has distributed window placards to all attention to broadcasts of games, to be heard nightly at 10:15 P.M.

Hand Signals

BOOKLET of comic hand signals, for use by engineers and operators, communicating with announcers on the air, has been issued by WLS Chicago, N. C. Nine signals for such messages as "The program is "out," go to studio," and "quit slumbering on the mike," are presented with appropriate drawings for each. Forward word of booklet urges operators to "use it as freely as you wish... that is of course... if your father owns the joint." Last signal in booklet is illustration of hand signing a WSB contract, and is presented as "the best known hand signal among smart advertisers.

Four-H Contest

SECOND annual Four-H Herd Improvement contest will be sponsored by WNL New Orleans, Co., open to all Louisiana Four-H Club youths placed to all attention to broadcasts of games, to be heard nightly at 10:15 P.M.

Experience Folder

TWO COLOR promotion folder containing data on radio experience of staff members has been prepared by KTSB San Antonio. Copy of folder states "141 years of KTSB "is what you'll see. To sell your own products in the great South Texas market." Names and titles of KTSB's leading staff members are listed with number of years experience that each has accumulated. Copy indicates number of years spent with KTSB. Staff offers a total of 141 years in radio and 91 years with station.

Sweat Shirts

SWEAT SHIRTS bearing inscription "Yankees" and "WINS" on both the chest and back have been distributed to radio editors and producers of WINS New York. In cooperation of broadcasting play-by-play descriptions of New York Yankee baseball games, April 15.
<table>
<thead>
<tr>
<th>JANSKY &amp; BAILEY</th>
<th>McNARY &amp; WRATHALL</th>
<th>PAUL GODLEY CO.</th>
<th>GEORGE C. DAVIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Offices</td>
<td>985 NATIONAL PRESS BLDG., DI. 1205</td>
<td>LABS: GREAT NOTCH, N. J.</td>
<td>501-505 Munsey Bldg. — District 8456</td>
</tr>
<tr>
<td>National Press Building</td>
<td>WASHINGTON, D. C.</td>
<td>LITTLE FALLS 4-1000</td>
<td>Washington 4, D. C.</td>
</tr>
<tr>
<td>Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N. W.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Adams 2414</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMMERCIAL RADIO EQUIPMENT</th>
<th>RING &amp; CLARK</th>
<th>JOHN BARRON</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERNATIONAL BLDG.</td>
<td>55 Years’ Experience in Radio Engineering</td>
<td>Consulting Radio Engineers</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>MUNSEY BLDG., REPUBLIC 2347</td>
<td>Specializing in Broadcast and Allocation Engineering</td>
</tr>
<tr>
<td>PORTER BLDG.</td>
<td>WASHINGTON, D. C.</td>
<td>Earle Building, Washington 4, D. C.</td>
</tr>
<tr>
<td>LO. 8821</td>
<td></td>
<td>Telephone National 7757</td>
</tr>
<tr>
<td>KANSAS CITY, MO.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RAYMOND M. WILMOTTE</th>
<th>JOHN J. KEEL</th>
<th>LOHNES &amp; CULVER</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAUL A. DeMARS, ASSOC.</td>
<td>A Complete Consulting Service</td>
<td>MUNSEY BUILDING</td>
</tr>
<tr>
<td>1449 CHURCH ST., N.W.</td>
<td>EARLE BLDG., WASHINGTON, D. C.</td>
<td>DISTRICT 8218</td>
</tr>
<tr>
<td>DE. 1234</td>
<td>NATIONAL 6513</td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>RUSSELL P. MAY</th>
<th>GARO W. RAY</th>
<th>LENT &amp; POAST</th>
</tr>
</thead>
<tbody>
<tr>
<td>1422 F St., N.W.</td>
<td>951 BROAD STREET</td>
<td>1319 F ST., N.W.</td>
</tr>
<tr>
<td>Kellogg Bldg.</td>
<td>PHONE 5-2055</td>
<td>DISTRICT 4127</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>BRIDGEPORT, CONNECTICUT</td>
<td>WASHINGTON, D. C.</td>
</tr>
<tr>
<td>Republic 3984</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HERBERT L. WILSON</th>
<th>HOLEY &amp; HILLEGAS</th>
<th>VICTOR J. ANDREW CO.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1018 VERMONT AVE., N.W.</td>
<td>1146 Briarcliff Pl., N.E.</td>
<td>363 E. 75th ST.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td>ATLANTA, GA.</td>
<td>TRIANGLE 4400</td>
</tr>
<tr>
<td>1000 No. Saward St., No. 6321</td>
<td>ATWOOD 3328</td>
<td>CHICAGO, ILLINOIS</td>
</tr>
<tr>
<td>Hollywood, 38, Calif.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>E. C. PAGE</th>
<th>WELDON &amp; CARR</th>
<th>CHAMBERS &amp; GARRISON</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULTING RADIO ENGINEERS</td>
<td>1605 CONNECTICUT AVE., MI. 4151</td>
<td>1519 Connecticut Avenue</td>
</tr>
<tr>
<td>BOND BLDG., EXECUTIVE 5870</td>
<td>WASHINGTON, D. C.</td>
<td>WASHINGTON 6, D. C.</td>
</tr>
<tr>
<td>WASHINGTON, D. C.</td>
<td></td>
<td>Michigan 2261</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>UNIVERSAL RESEARCH LABORATORIES</th>
<th>A. EARL CULLUM, JR.</th>
<th>COLTON &amp; FOSS, INC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 NAB HILL</td>
<td>HIGHLAND PARK VILLAGE</td>
<td>927 19TH ST., N.W.</td>
</tr>
<tr>
<td>Douglas 5380</td>
<td>DALLAS 5, TEXAS</td>
<td>REPUBLIC 3883</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>JUSTIN 8-6108</td>
<td>WASHINGTON, D. C.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GILLE BROS.</th>
<th>H. V. ANDERSON &amp; ASSOCIATE</th>
<th>GUY C. HUTCHESON</th>
</tr>
</thead>
<tbody>
<tr>
<td>1106 LILLIAN WAY</td>
<td>715 AMERICAN BK. BLDG.</td>
<td>1100 W. ABBAM ST.</td>
</tr>
<tr>
<td>GLADSTONE 6178</td>
<td>RA. 0111</td>
<td>PHONE 1218</td>
</tr>
<tr>
<td>HOLLYWOOD, CALIFORNIA</td>
<td>NEW ORLEANS, LOUISIANA</td>
<td>ARLINGTON, TEXAS</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NATHAN WILLIAMS</th>
<th>WILLIAM E. BENNS, JR.</th>
<th>A. R. BITTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocation &amp; Field Engineering</td>
<td>830 GREIGG STREET</td>
<td>CONSULTING RADIO ENGINEER</td>
</tr>
<tr>
<td>20 Algoma Blvd. Ph. Blackhawk 22</td>
<td>PHONE 7242</td>
<td>623 Madison Avenue</td>
</tr>
<tr>
<td>Oshkosh, Wisc.</td>
<td>COLUMBIA, SOUTH CAROLINA</td>
<td>TOLEDO 4, OHIO</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRIESMAN &amp; BISER</th>
<th>H. V. ANDERSON &amp; ASSOCIATE</th>
<th>Barclay &amp; Saxon</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM, FM, Television</td>
<td>R. 3608 14TH ST., N. W.</td>
<td>Radio Engineering Consultants</td>
</tr>
<tr>
<td>Allocation, Station Design</td>
<td>Washington 10, D. C.</td>
<td>2915 Red River</td>
</tr>
<tr>
<td>MANAGEMENT TRAINING ASSOCIATES</td>
<td>ADAMS 7299</td>
<td>PHONE 2-5055</td>
</tr>
<tr>
<td>3308 14TH ST., N. W.</td>
<td></td>
<td>Austin, Texas</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A. R. BITTER</th>
<th>GUY C. HUTCHESON</th>
<th>April 14, 1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULTING RADIO ENGINEER</td>
<td>1100 W. ABBAM ST.</td>
<td>Page 67</td>
</tr>
<tr>
<td>623 Madison Avenue</td>
<td>PHONE 1218</td>
<td></td>
</tr>
</tbody>
</table>
ENGINES TO REVIEW FM, TELEVISION LINKS

PAPERS covering FM transmitter links and television mobile units will be read at the spring meeting of the Engineering Dept., Radio Manufacturers Ass'n., to be held April 28-30 at the Hotel Syracuse, Syracuse, N.Y.

Opening meeting April 28, starting at 10 a.m., will include these papers: "Absolute vs. Industrial Standardization," by C. H. Crawford, General Electric Co.; "Char- acteristics of Mobile FM and Mobile FM in Broadcast Stations," by J. T. Wilson, CBS; "Television Mobile Unit," by W. T. Poch, RCA. RCA committees will meet in the afternoon, with stag party to follow.


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

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

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

Page 68 • April 14, 1947

FCC Actions
(Continued from page 65)

April 7 Decisions...

DOCKET CASES ACTIONS
(By the Commission)

AM-1400 kc
Birney Irms Jr. and Brenda Bestg, Co. Grandpa, Miss.—Announced a pro- posal of decision to grant application of Birney Irms Jr. for new station 1400 kc 250 w un. cond.; proposal of a site 450 ft above mean of Lake Winnebago, Wis.

AM-1070 kc
WIBC Indianapolis—Adopted order severing from consolidated proceeding and granting an ad- ditional 20 kc of WIBC increase power from 5 kw to 50 kw on 1070 kc, condition.

BY THE COMMISSION

Amended SEC. 3.467 of rules governing applications for renewal of commercial radio station licenses so that during annual periods in which daylight saving time will be in effect, effective requirements of section are waived with respect to network programs transmitted and retransmitted one hour in advance of time differentials.

BY THE SECRETARY

WCII Carbondale, Ill.—Granted li- cense to cover CP which authorized new station 1060 kc 1 kw cond.

WCLB Chicago, Ill.—Granted li- cense to cover CP which authorized new station 1620 kc 500 kw.

Southeastern Bestg, Co., area of Char- lottesville, Va.—Granted new licenses of relay stations WCSV and WWSB to change corporate name from Southeastern Bestg, Co. to Jefferson Standard Bestg, Co.

WAXPA Pasadena, Calif.—Granted mod. CP for extension of completion date of experimental station to 8-30-47.

ENGINEERS TO REVIEW FM, TELEVISION LINKS

PAPERS covering FM transmitter links and television mobile units will be read at the spring meeting of the Engineering Dept., Radio Manufacturers Ass'n., to be held April 28-30 at the Hotel Syracuse, Syracuse, N.Y.

Opening meeting April 28, starting at 10 a.m., will include these papers: "Absolute vs. Industrial Standardization," by C. H. Crawford, General Electric Co.; "Characteristics of Mobile FM and Mobile FM in Broadcast Stations," by J. T. Wilson, CBS; "Television Mobile Unit," by W. T. Poch, RCA. RCA committees will meet in the afternoon, with stag party to follow.


By the Secretary

WCII Carbondale, Ill.—Granted li- cense to cover CP which authorized new station 1060 kc 1 kw cond.

WCLB Chicago, Ill.—Granted li- cense to cover CP which authorized new station 1620 kc 500 kw.

Southeastern Bestg, Co., area of Char- lottesville, Va.—Granted new licenses of relay stations WCSV and WWSB to change corporate name from Southeastern Bestg, Co. to Jefferson Standard Bestg, Co.

WAXPA Pasadena, Calif.—Granted mod. CP for extension of completion date of experimental station to 8-30-47.
IT'S AN EXPECTANT MOMENT as E. M. Roberts (second from right), vice president of the St. Louis Star-Times turns on the transmitter of KKOK-FM, putting the station on the air March 26. Arthur Rekart, chief engineer for KKOK and KKOK-FM, is behind Mr. Roberts. At left are Robert Nicholas, KKOK engineer, and David Bain, district manager of Kansas City office of RCA.

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

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

W2SVS Crewe, Va.—Granted mod. CP which authorized new station to change type trans.

KJWT Stamford, Tex.—Same.

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

April 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGAD Gadsden, Ala.—Mod. CP as modified, which authorized new AM station, to change location and to change name from applicant from E. I. Roberts to E. L. Roberts 1309 Coosa Valley Blvd, Commercial.

License for CP

KRUX Gillette, Wyo.—License to cover CP as modified which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

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

WTRR Sanford, Fla.—Mod. CP which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

License for CP

KDCO-FM Pensacola, Fla.—License to cover CP as modified which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

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

CONSULTING RADIO ENGINEER

JOHN J. KEEL

EARLE BLDG., WASHINGTON, D. C.

"By reason of special training, wide experience and tested ability, coupled with professional integrity, the consulting engineer brings to his client detached engineering and economic advice that rises above local limitations and encompasses the availability of all modern developments in the fields where he practices as an expert. His services, which do not replace but supplement and broaden those of regularly employed personnel, are found from the ground that he saves his client more than he costs him."

Fish, Furniture and a Spartan Philosopher

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

WSPA

Spartanburg, South Carolina

1500 watts day and night, 500 kW day by Hedgingham C11 Station for the SPARTANBURG-GREENVILLE Market

"A MANUAL OF RADIO NEWS WRITING"

78 Pages of Expert Advice

Published by THE MILWAUKEE JOURNAL

B. L. Holating

B. L. Holating

CONSULTING RADIO ENGINEER

EARLE BLDG., WASHINGTON, D. C.

"By reason of special training, wide experience and tested ability, coupled with professional integrity, the consulting engineer brings to his client detached engineering and economic advice that rises above local limitations and encompasses the availability of all modern developments in the fields where he practices as an expert. His services, which do not replace but supplement and broaden those of regularly employed personnel, are found from the ground that he saves his client more than he costs him."

BROADCASTING • Telecasting

SEND FOR YOUR COPY TODAY!

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

April 14, 1947 • Page 69
In every section of the nation there is one station that is recognized as the leader. In Eastern North Carolina, heart of the rich Bright Leaf Tobacco Belt, that station is WRFF.

WRFF is the regional station of a wealthy and growing market of 600,000 population. The WRFF trade area, radiating from its home in Washington, D. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

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

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

Affiliated With

ABC NETWORK

PRODUCTION

REG MERRIDEW, production head and chief announcer of WOAR Cleve-
land, has been named WOAR Program Director, succeeding DAVE
BAYLOR, resigned.

SAM CARTER, writer on CBS "Lux Radio Theatre," named Ele-
gance writer, has completed three act play, "Dear Listener.

HARRY J. BOCK, manager of NBC television department, Hollywood, April 10, is
a guest on "Wear and Tear," San Diego Advertising and Sales Club.

BILL REID, formerly of CKEY Toronto, has joined announcing staff of CRLW
Windsor-Detroit.

JACK WOLSEY, announcer of CJOC Edmonton, has resigned to op-
ter own business.

LARRY HAMILTON, formerly of CJCL Kirkland, has joined
announcing staff of CHUM Toronto.

NORAN E. KERSTA, manager of NBC television department, New York, is
resigning from an emergency appendectomy.

DON ALLEN, of KCNC Fort Worth, Texas, has been named station's program di-
rector. JIM BRADLEY and MICKEY MURPHY have joined KCNC
announcing staff.

HERB GRAHAM, formerly with WABC Chicago and chief announcer at WRFR
in Berlin, has joined announcing staff of WCVM Elmira, N. Y.

STAN JONES, formerly of CJAD Montreal, has joined announcing staff of
CJCL Toronto.

GORDON KIBBY, formerly with WLAF Grand Rapids, and WWJ Detroit, has
joined weather and traffic staff, Huron Minn., as program director.

ED FLYNN, program director at WSYT New York, has been named chairman of
Radio Committee for "Town of Tomorrow" campaign, rebuilding plan for Schenectady's business district.

ROBERT ROY, Jr., formerly of WJZ Baltimore, has joined announcing staff of
WMAL Washington.

MADIE WEAVER, of traffic department of KFWB Hollywood, has transferred to
station's production department.

DARRY BUCK, formerly with WORA Port, Pa., and WTHK, Altoona, Pa., has
joined WJGL Glen Falls, N. Y., as program director.

JAMES LOTAS, former program director of WRBR Pittsfield, Mass., and previous
program director of WAGX Waterbury, Conn., has joined announce-
ing staff of WWHL New York.

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

DR. PHILIP EISENBERG, CBS research psychologist, is the author of a book, "Why We Act As We Do," recently pub-
lished by Alfred A. Knopf, New York.

TED ISELL, formerly with CBS short-
wave department, has joined program department of KGBM, CBS Honolulu affiliate.

BOB DUANE, former assistant program director of WKKY Oklahoma City, and
previously with WSAI Cincinnati, has returned to WSAI as m. c. of a new show.

JOHN F. CONNORS, former director of public relations and radio for St. Louis
Bears, Adv., Denver, and previously with KORF Pueblo, Colo., has joined writing
staff at KLZ Denver.

ALLAN BROWN and MIKE GANNON have joined announcing staff of WIS
Syracuse, C. S. C.

VICTOR COREY, education director of KDKA Pittsburgh, April 11, addressed general membership of Allied Com-
mission of Eastern Arts Assn., which met in Philadelphia April 10, 11 and 12. Mr. Corey spoke on "Art on the Air for United Nations" and other activities. Mid- day for participation in an international radio and art project.

PAUL L. MINCHIN, former announcer

and combat correspondent with AFPS, will join program department of Sun Country Broadcasting Co., Arizona.

HARRON STRUNK has been made pro-
duction manager of KOL Seattle.

PAUL SNIDER, former announcer of WCFL Chicago, has joined KFVD Los
Angeles in similar capacity. He replaces
FRED ALBAP, resigned (BROAD-
CASTING, April 7).

HARRY GUNTHEROTH has joined an-
nouncing staff of KOMA Tulsa, Okla.

CHARLES ST. JOHN, formerly with
KABC San Antonio and WWJW Chicago, has joined KOY Phoenix, as weather-
 announcer. He also serves as chief
announcer during evening hours.

FRANK M. LOKEY, program di-
rector of WIDL Lexington, Ky., has
joined announcing staff of WTON
Huntington.

ROBERT STERRETT, former announcer at WTON Staunton, Va., has joined
WWOB Roanoke, in similar capacity.

FRANK L. ORTH, AAF veteran and
former film actor and writer, has joined
staff of Sun Country Broadcasting Co.
Phoenix, Arizona.

PALMER STALLEY, formerly of CJBS Stratford, Ont., has joined announcing
staff of CPMN North Bay, Ont.

PETE CARNEGIE, announcer of CJK
Kirkland Lake, Ont., is the father of
Boy.

SAM EWING has been appointed musical
critic of KBRX Phoenix.

DARLENE REEDER, of "Judy Dell of the Wishing Well" program on KDYL Salt
Lake City, and Ray B. Sheehan were
married April 10.

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

Advertisers and Agencies Get CBS Program Listing

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

Among the programs listed is the Art Linkletter House Party, heard Mon.-Fri., 4:45 p. m., as a CBS Co-op show, which is now listed as available for network sponsorship as a 25 or 30-minute program.

WWDC Gets Plaque

FOR OUTSTANDING work in promoting better understanding between racial group, WWDC Washington March 31 was presented with a plaque by the Institute on Race Relations. Ben Strouse, WWDC general manager, accepted the plaque for the station. For the past year, WWDC has presented every Sunday a program devoted to better race relations, Americans All, and has joined in numerous other activities to promote understanding between peoples.

CHARLES WARD has returned to an-
nouncing staff of WPIX Alexandria, Va., after six months absence.

PAUL DEAN, announcer at WTAG Wor-
cester, Mass., and Evelyn Sansacchi have announced their engagement.

DAVE WILLIAMS, former announcer and assistant news editor at WSKO Kalama, Wash., has joined KOY
Uvalde, Tex., as program director and chief announcer.

NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.
BROADCASTING • Telecasting

21 YEARS YOUNG!

CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT
FIRST IN ADVERTISING, LISTENER ACCEPTANCE, AND PUBLIC SERVICE
Orson's Predecessor

A MYSTERY for 23 years has just been cleared up by Gene Darlington, a radio pioneer and one of the first "ham" operators in Schenec- tady, new post of General Elec- tric in San Francisco. He has just written to GE in Schenec- tady explaining the "pos- sible signal from Mars," as written up by New York newspapers in 1924. When Mr. Darlington was with WGY, "attached to W. C. White's staff in the research lab, they used to test new tubes and circuits over their 10 watt transmitter. One morn- ings they forgot to turn the transmitter off after a test, and the automatic code sig- nal went on through the next night and day. Someone in New York heard the signals, called the newspapers, and the "Mars signal" story got started.

New Tube Manual Issued by GE Electronics Dept.

GENERAL ELECTRIC'S tube di- vision has prepared a new 700-page technical manual on electronic receiv- ing tubes which is expected to be of value to broadcasting station engineers and radio repairmen.

The manual outlines the applica- tions and performances of GE's receiv- ing tubes and contains performance curves, ratings, outline draw- ings and other extensive data. An expander-type binder permits re- vision as later information becomes available.

Copies at five dollars each may be ordered from GE's Electronics De- partment, Schenectady 6, N. Y.

New Broadcast-Reception TV System Is Announced

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

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

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

Changeable Car Card

STREET CAR and bus cards with changeable panels for promoting sev- eral services are being used by KPAO, Omaha. Cards are in three colors. Panel copy carries name of program and time and is printed separately.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

TOWER SALES & ERCETING CO.
Radio Towers
Erection, lighting, painting
Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
specialized, market studies, program policies.
Little Building
Boston 16, Mass.
Hancock 4948

FREQUENCY MEASURING SERVICE
Highest Accuracy—Anytime
STANDARD & MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652
End, Okla.

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

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

ROBERT M. SILLMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
CONSULTING Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg.
809B Windemere Ave.
Washington, D. C. 809B Washington, D. C.
District 6923
Sunset 2375W

REPRODUCER REPAIING SERVICE
ALL MAKES—SPECIALISTS 3A & 9B
BROADCAST SERVICE CO.
334 ARCADE BLDG. ST. LOUIS 1, MO.

VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 radio- station owners and managers, chief engineers and technicians—appliers for AM, FM, Teleivison and facsimile faciilies. Write or wire: BROADCASTING

April 14, 1947 • Page 71

Going Places Fast in Idaho

KSEI
POCATELLO, IDAHO

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

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

The majority found that Mr. Imes "presented a well-balanced and well-designed program proposal," while Mr. Weaver "has made no substantial effort to ascer-

SACKETT SEeks To Buy Portland Newspaper

Plans for the purchase of a fifth newspaper, the Portland (Ore.) Sun, have been announced by Sheldon F. Sackett, owner of radio stations in Washington, Oregon and California. Contemplated action last week was revealed simultaneously with a report on the purchase of the Seattle (Wash.) Star by Mr. Sackett.

Mr. Sackett bought the Seattle Star from local business men. Under an unusual provision in the Star purchase, Mr. Sackett will share ownership with men active in conducting the newspaper. On the death, resignation or retirement of any stockholder, including Mr. Sackett, the stock must be transferred, at a prearranged basis of settlement, to successors active in the newspaper.

Mr. Sackett also operates KOOS Coos Bay, Ore.; KROW Oakland, Calif., and KVAN Vancouver, Wash.; the Coos Bay Times, and the Vancouver Sun.

Mr. Sackett has an application pending before the Federal Communications Commission for purchase of KWJJ at Portland. If that application is granted, he will dispose of KVAN, across the Columbia River from Portland.

Negotiations for the sale were handled by Smith Davis & Co., New York, and Fred F. Chitty, executive vice president, Sackett Radios and Newspapers.

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

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

WCOS operates fulltime with 250 w on 1400 kc.

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

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

The class A stock of the转让or is divided among 10 business men. These are: Warren Irvin, 2 shares; Harry Hardy, 20 shares; Emil Bernstecker, 15 shares; Nas Well, 66 shares; Roy L. Smart, 4 shares; M S Hill 66 shares; R L Wilby, 72 shares; H F. Kinney, 7 shares; J H. Harrison, 20 shares; R M. Kennedy, 54 shares.

The consideration stipulated for WCOS is $200,000 plus a sur equal to the difference between the station's net worth on June 21, 1946, and Dec. 6 of that year.
designated as Class A channels and are served for use by Class B stations.

Table I

<table>
<thead>
<tr>
<th>Area</th>
<th>Median Field Intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td>City business or factory</td>
<td>100 mV/m</td>
</tr>
<tr>
<td>Rural Areas</td>
<td>50 mV/m</td>
</tr>
</tbody>
</table>

A median field intensity of 3 to 5 mV/m in the foresaid area is considered to be within the service area of a Class A station. Class A stations shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

(d) No assignments will be made on channels 204, 240, 272 and 288 until July 1, 1947.

Channel Separation

<table>
<thead>
<tr>
<th>Channel</th>
<th>Frequency (mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>92.5</td>
<td>233</td>
</tr>
<tr>
<td>92.6</td>
<td>229</td>
</tr>
<tr>
<td>92.7</td>
<td>224</td>
</tr>
<tr>
<td>92.8</td>
<td>222</td>
</tr>
<tr>
<td>92.9</td>
<td>221</td>
</tr>
<tr>
<td>93.0</td>
<td>225</td>
</tr>
<tr>
<td>93.1</td>
<td>231</td>
</tr>
<tr>
<td>93.2</td>
<td>234</td>
</tr>
<tr>
<td>93.3</td>
<td>232</td>
</tr>
<tr>
<td>93.4</td>
<td>230</td>
</tr>
<tr>
<td>93.5</td>
<td>227</td>
</tr>
<tr>
<td>93.6</td>
<td>225</td>
</tr>
<tr>
<td>93.7</td>
<td>223</td>
</tr>
<tr>
<td>93.8</td>
<td>221</td>
</tr>
<tr>
<td>93.9</td>
<td>219</td>
</tr>
<tr>
<td>94.0</td>
<td>217</td>
</tr>
</tbody>
</table>

Proposed Amendments to Indicate Sections of Standards of Good Engineering Practice

I. DEFINITIONS

1. Antenna height above average terrain: The term “antenna height above average terrain” means the height of the antenna location center of the structure above the terrain 2 to 10 miles from the receiving antenna. This term is generally used in connection with average antenna height values.

2. Aerial space: A designated Class A channel and are served for use by Class B stations.

3. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

4. Frequency: Each channel is designated by a frequency.

5. Transmission: The transmission must be at least 100,000 watts.

6. Vertical polarization: The vertical polarization must be used.

7. Horizontal polarization: The horizontal polarization must be used.

8. Aerial space: A designated Class A channel and are served for use by Class B stations.

9. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

10. Frequency: Each channel is designated by a frequency.

11. Transmission: The transmission must be at least 100,000 watts.

12. Vertical polarization: The vertical polarization must be used.

13. Horizontal polarization: The horizontal polarization must be used.

14. Aerial space: A designated Class A channel and are served for use by Class B stations.

15. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

16. Frequency: Each channel is designated by a frequency.

17. Transmission: The transmission must be at least 100,000 watts.

18. Vertical polarization: The vertical polarization must be used.

19. Horizontal polarization: The horizontal polarization must be used.

20. Aerial space: A designated Class A channel and are served for use by Class B stations.

21. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

22. Frequency: Each channel is designated by a frequency.

23. Transmission: The transmission must be at least 100,000 watts.

24. Vertical polarization: The vertical polarization must be used.

25. Horizontal polarization: The horizontal polarization must be used.

26. Aerial space: A designated Class A channel and are served for use by Class B stations.

27. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

28. Frequency: Each channel is designated by a frequency.

29. Transmission: The transmission must be at least 100,000 watts.

30. Vertical polarization: The vertical polarization must be used.

31. Horizontal polarization: The horizontal polarization must be used.

32. Aerial space: A designated Class A channel and are served for use by Class B stations.

33. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

34. Frequency: Each channel is designated by a frequency.

35. Transmission: The transmission must be at least 100,000 watts.

36. Vertical polarization: The vertical polarization must be used.

37. Horizontal polarization: The horizontal polarization must be used.

38. Aerial space: A designated Class A channel and are served for use by Class B stations.

39. Channel Separation: The separation between FM broadcast stations in the same city is to be at least 10,000 feet.

40. Frequency: Each channel is designated by a frequency.

41. Transmission: The transmission must be at least 100,000 watts.

42. Vertical polarization: The vertical polarization must be used.

43. Horizontal polarization: The horizontal polarization must be used.
Requests ANSWERED

We have been deluged with requests for supplies consoles for mounting our G-2 transcription turntables. Standard type consoles lack the extra facilities which many transcription studios require in their daily work. These necessary facilities are incorporated in the New REK-O-KUT Transcription Console cabinet.

These new features are itemized for your approval.

Request

1. RECORD HOLDER
   A unique drop-front door which has a self-contained pocket for housing approximately 100 16 inch records. When the door is opened, the records come clear of the cabinet, and any one can be selected and withdrawn from the compart- ment in a matter of seconds.
   Four adjustable screw jacks are provided for leveling the console. These jacks have round flat plastic feet which are highly polished. All cabinets can be pushed easily without mar- ring the floor.

2. LEVELING LEGS
   For adjustable screw jacks are provided for leveling the console. These jacks have round flat plastic feet which are highly polished. All cabinets can be pushed easily without mar- ring the floor.

3. CABINET RUMBLE
   The motor cabinet is fitted snugly into a felt lined frame. No screws are used to fasten the panel to the cabinet. Its own weight plus that of the turntable keeps it securely mounted. This method of mounting isolates the motor panel from the cabinet. Transmission of outside vibrations is thereby reduced to a minimum.

4. ELECTRICAL FACILITIES AND MAINTENANCE
   All electrical outlets are attached to the motor panel.

5. VENTILATION
   Installation and servicing are simplified.

6. CONSTRUCTION
   The motor cabinet is completely ventilated.

7. FINISH
   Piano type construction is used for rigidity.

8. DIMENSIONS
   METALLIC GREY—one coat of filler and three coats of lacquer insures fine finish that will not chip.
   Furnished with cutouts for REK-O-KUT turntables or blakc. 32" high x 24" wide x 26" deep.

MODEL C-7 . . . furnished with Motor Panel cut out for installing REK-O-KUT Model "W" Recording Turntable or REK-O-KUT Model "G" Transcription Turntable.

MODEL C-7A . . . furnished with a Blank Panel for instal- lation of other make turntables.

Write for illustrated literature now—

BROADCASTING • Telecasting

April 14, 1947 • Page 73
Here's why you should choose this

The 20T 1 kw AM Transmitter

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

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

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

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

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

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

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

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

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

Features—78.26 rpm and 33.33 rpm ± 0.5%.

- Speed regulation (wow) not more than 0.07% rms at 78.26 rpm; not more than 0.13% rms at 33.33 rpm.
- Starting time (to full speed from slipping record) 3/4 revolution at 33.33 rpm, 1/2 revolution at 78.26 rpm.
- Speed change by lever action with motor either running or stopped.
- Maximum of 5 seconds between recording and playback for 15 minute recording under normal recording conditions.
- Negligible hum and rumble—motor is suspended on rubber shockmounts and turntable is driven by two rubber idler wheels. Hysteresis motor is employed.
- Constant peripheral speed—idlers are self-aligning, and are removed from contact with turntable when the unit is not in operation. The rubber idlers are always circular in shape and never become distorted.

Your choice of pick-up group.

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

For broadcast quality, it's...

 COLLINS RADIO COMPANY, Cedar Rapids, Iowa
11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

April 14, 1947  Page 75
2.17 Billion in Projects Halted by CPA Program

OPERATION of the veterans housing program order, invoked in late March 1946 by Civilian Production Administration, shut off $2,171,701,000 worth of proposed industrial, commercial and institutional building; according to CPA. The figure approaches the maximum of 2% billion which former CPA Administrator John D. Small had said must be trimmed in a year to expedite veterans housing.

Under the CPA order broadcasters are permitted construction projects under $1,000 without a permit, with local board approval required for larger projects and Washington review permitted in case of denial. The 2% billion figure does not include projects disapproved before formal CPA denial. Though no official word has been received, the CPA restrictions are expected to be lifted before summer.

SIS HARRY GREER 71, television pioneer and former chairman of Baird Television Ltd., died March 20 in London. During the early months of 1936 his address to Baird shareholders via ultra-shortwave television demonstrated feasibility of broadcasting living images. He was former Conservative member of Parliament.

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

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

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

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

Live shows rated 30% and film shows 30%. However, WBKB’s audience did not indicate they preferred sports to the exclusion of other programs. It was notable, Capt. Eddy declared, that answers indicated a desire for more dramatic, educational and news shows from the studio.

AMERICAN HOME EARN RECORD NET FOR YEAR

NET INCOME of American Home Products Corp. rose from $5,824,836 in 1945 to $8,597,921 in 1946, while sales increased 23% over 1945 to $142,680,212, highest in the company’s history.

Part of this increase was attributed to inclusion of operations of businesses purchased during 1946, including Chef Boy-Ar-Dee Quality Foods and Joseph E. Davis & Co. company acquired the entire stock of the 275 Madison Corp., which houses most of the New York offices. Volume of business was apportioned as follows: Ethical drugs 32%, foods 31%, packaged drugs 19%, household products 11%, colors and dyes 4% and cosmetics 3%.

New York’s Video Dealers Will See Exhibit of Sets

MORE than 1,000 franchised television receiver dealers in the New York metropolitan area have been invited to visit the exhibit of receivers in connection with the Television Institute, to be held April 14-16 at the Hotel Commodore, New York, under the auspices of Television, and to witness telecasts of the baseball games on both afternoons. In addition to the sets on display, the exhibit will also contain more than 100 photographs of outstanding video commercials, shown by Young & Rubicam, Duane Jones Co., Gardner Advertising, The Fair Store, WBKB Chicago and WRGB Schenectady.

In addition to the 51 talks to be given during the seven panels, four seminars and two luncheon sessions, the two-day meeting will also present some demonstration video shows, with the audience participating as camera operators, directors and spectators.

SPONSOR VISITED AGENCY

When Henry P. Bristol (r), president and general manager of Bristol-Myers, in Hollywood on business, dropped in to chat with Tom Lewis, Young & Rubicam Inc., vice president in charge of radio and Hollywood operations. Mr. Bristol’s organization currently sponsors Duffy’s Tavern and The Alan Young Show on NBC.

Detroit Theatre Pushed As Radio Producing Hub

HENRY H. REICHHOLD, president of Reichhold Chemicals Inc., and Musical Digest magazine, which sponsors the ABC Sunday Evening Hour program featuring the Detroit Symphony, is currently making a strong bid to secure wide use of Detroit’s Music Hall theatre as a radio production center, it was announced last week by Kenyon & Eckhardt, New York, agencies handling the Sunday Evening Hour.

The theater is now the origination point of the Sunday evening Detroit Symphony program and during the past few months has been equipped with modern theatrical necessities, including broadcasting studios, rehearsal studios and transcription and recording facilities. Television programs from the Music Hall also are being planned.

Arrangements have been made for a complete producing, writing, designing, arranging and music staff to go into operation under the direction of William Merrill and Richard Charlton, experts in these fields. The agents also reported that blueprints now being drawn up will offer package shows for sponsors in Michigan.

The Shortest Route To Results in This Area Is Via C H N S

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

Contact JOS. WEED & CO., 350 Madison Ave., New York, 5000 WATTS SOON!
Applications

AM—1350 kc
KRKL Lewiston, Idaho—Special service authorization for station BZL, Lewiston, Idaho, for change of transmitters and change of DAS and DNF change trans and change studio location.

WGGU Somersville, Ky.—Mod. CP which authorized new AM station, for approval of ant. to change type trans. and for extension of completion date.

WSCC Kentucky—Mod. CP which authorized new AM station, for approval of ant. to change type trans. and for extension of completion date.

Grant applications for new TV stations.

Applications Cont.

FCC Actions (Continued from page 72)

AM—790 kc
WBRR Pittsfield, Mass.—Voluntary assig- nment of license to Greyrock BZt. Corp.

Modification of CP

WSMBJ Johnp. Min.—Mod. CP which authorized new AM station, for extension of completion date.

WMPR Hagerstown, Md.—Mod. CP which authorized new AM station, for change of transmitters and change of DAS and DNF change trans and change studio location.

AM—730 kc

TENDERED FOR FILING (Since Feb. 7)

WJRCB Hagerstown, Md.—Mod. CP to move station 5 kw D to 10 kw D, pending issuance of license for 50 kw.

April 10 Decisions

DOCKET CASE ACTIONS (B. Stimson, Commissioner)

AM—1050 kc Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp., Covington, Ky.—Announced adoption of proposed decision to grant application of Northern Kentucky Airwaves Corp. for new AM station 1050 kc 250 kw D and to deny mutually exclusive application of Northern Kentucky Radio Corp.


By COMMISSION EN BANC

FM Conditional Grants

LaGrange, Ohio—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Fulton County BZt. Co., Canton, Ill.—Conditional grant for class A FM station, subject to further review and approval of engineering details.

Queen City BZt. Co., Inc., Boul, Ia.—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Modern BZt. Co., of Baton Rouge Ind., La.—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Batavia BZt. Corp., Batavia, N. Y.—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Confrom BZt. Co., Roscoe, Ohio—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Lykens BZt. Co., Tula, Texas—Conditional grant for class B FM station, subject to further review and approval of engineering details.

Authorized grant for FM stations.

April 10 Applications

ACCEPTED FOR FILING

FM—Unassigned

Pacific BZt. Co., Los Angeles—CP for new FM station class B on frequency to be assigned by FCC, due at 123 BIR in 25 days.

Modification of CP

WHMB Washington—Mod. CP which authorized new FM station, to specify trans. site, type trans., 10 kw, frequency to “be assigned by FCC” and specify ant. system.

License for CP

WWGS Tifton, Ga.—License to cover CP, as modified, which authorized new AM station and authority to determine operation by direct measurement of ant. power.

Modification of CP

WCFI Chicago—CP for new FM station, which authorized increase in power, install new trans. and change of antenna, to extend CP for DAS, DNF, for extension of completion date.

WBT Charlotte, N. C.—Mod. CP, as mod., which authorized installation of new AM station, for extension of completion date.

KOBE Odessa, Tex.—Mod. CP which authorized new AM station, for extension of commencement and completion dates.

License for CP

KVVO Uvalde, Tex.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating.

FCC Correction

IN MATTER OF proposed amend- ments of Parts 13 of Commission’s Rules governing commercial radio operators, notice is given of correction of FCC report issued April 4 to change date for filing of proposed amendments from April 4 to April 25.

Modification of CP

KXPM-FM San Bernardino, Calif.—Mod. CP, which authorized new FM station, for change of ant. power, to extend CP for completion of date.

AM—1270 kc
KCOX Tulsa, Okla.—CP to change frequency from 1240 to 1270 kc, increase power from 250 kw to 1 kw, install new trans. and install DA-N, AMENDED to change DA-N.

AM—1540 kc
Dale S. Crowley, Washington—CP new AM station 1540 kc 1 kw D, AMENDED to change trans. location.

TV—8900-7500 kc
WXYB Chicago—CP to install new trans. change frequency, power, emission and ant. system, frequencies: 6800-7500 kc via power of 0.1 w (peak) emission: via special for FM unit.

WMIX-FM Mt. Vernon, Ill.—Mod. CP, as mod., which authorized FM station, to change trans. site, ERP to 137.9 kw, power to 1 kw, above average terrain to 388 ft; make changes in ant. sys- tem and change commencement and completion dates.

Week Peairs, Ill.—Mod. CP, as mod., which authorized AM station, for extension of completion date.

Fort Wayne BZt. Co., Fort Wayne, Ind.—Mod. CP, which authorized new AM station, for approval of ant. to make changes in ant. power, emission and ant. system, AMENDED to re changes in ant.

W10XYB Manhattan, Kan.—Mod. CP, as mod., which authorized experimental TV station, for extension of completion date.

Insight Repasers Inc., Paducah, Ky.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1520 kc
Northampton BZt. Co., Northampton, Mass.—New AM station 1520 kc 350 w, AMENDED change frequency from 1120 to 1520 kc.

Assignment of Grant

Leon Podlasky, Pittsfield, Mass.—Vol. Assign (Continued on page 81)
ASK LOWER TV RATES
Prices Should Be Tailored to Local Advertising
Pocketbooks, WFIL Executive Asserts

ROGER W. CLIPP, general manager of WFIL Philadelphia, last week called for "television rates tailored to suit the budgets of local retail advertisers" at a meeting of advertising men and women at Philadelphia's Poor Richard Club.

Mr. Clipp spoke at "Television—Today and Tomorrow," an all-day panel sponsored by WFIL. "Initial commercial television rates must be low enough to appeal to the average local advertiser," he declared. He said such a popular price policy will enable television broadcasters to begin operations with all their available programs on a commercial basis.

"Glamorous Hollywood settings for television shows can now be dispelled as being horse-and-buggy plans. It has been proved that most basically-good radio programs will make good television shows. The

Denny

(Continued from page 18)

another expediting procedure at some later date.

He did express "hope" that the plan would meet the May 1 deadline as furnished by Line 2 applications concerned. Besides the engineering cases, where herefore have had little chance of getting through the line in less than nine to 12 months, were primarily responsible for the expediting plan. If these are cleared up, Mr. Denny said, the engineers can then concentrate more fully on applications now in Line 3.

While he made no predictions, his views on the expediting procedure did not conflict with earlier forecasts that the more difficult cases—those in Line 2—would be completed perhaps by May 1 or within a few days afterward at the outside, while the simpler, Line 1 cases would not be [Broadcasting, April 7].

DeMille in Court

CECIL B. DE MILLE presented argument for rights to membership in AFRA despite his refusal to pay one dollar political assessment in Nov. 1944, before California State Supreme Court on April 10. Neil McCarthy, counsel for Mr. DeMille, offered argument supporting contention following grant of such hearing by state's highest court in February. Previously two lower courts had supported union's right to expel him from membership. With expulsion, Mr. DeMille was forced to relinquish post of director-m.c.-narrator on weekly CBS Lux Radio Theatre.

Young and West Criticize Rising Advertising Costs

ADVERTISERS must reduce their costs by getting more for the advertising dollar, Thomas H. Young, advertising director of U. S. Rubber Co. and ANA board chairman, told the Chicago Federated Advertising Club Thursday.

Paul B. West, ANA president, also called for increasing costs and said advertising techniques were proved sound during the war and can do a comparable job in building a better future. Both speakers doubled if advertising could double its budget in an effort to double the American economy. Mr. Young said that while product selling is the first problem of the advertiser, manufacturer and human relations are becoming increasingly important and will consume much of a proposed industry program prepared by a joint ANA-AAA committee for presentation to the AAA next Thursday in New York.

Kearney to MBS

DON L. KEARNEY, on the sales staff of the Katz Agency, on April 21 joins the cooperative program sales department of Mutual Broadcasting System, it was announced last week.

GOP-FCC

(Continued from page 18)
DISCUSSING plans for next year's CBS School of the Air at New York headquarters are (l to r): Robert Hudson, CBS director of education; E. W. Sieberth, CBS Central Division education director; Ruth Miller, assistant director of education for WCAU Philadelphia; Richard Linkrour, program manager of WTOP Washington; Hazel Kenyon Markel, WTOP education director; Fred Garrigus, education director of WEAI Boston; Leon Levine, CBS assistant director of education and producer of School of the Air.

Radio Technique Advised For GOP Women Politicos

Radio and advertising techniques for effective political action were urged last Thursday by Rep. Margaret Chase Smith (R-Me.) in an address to Republican women leaders.

Speaking before a luncheon of the National Republican Women's Club, Rep. Smith advised GOP women to take a cue from "daytime radio serials" to arouse greater public interest in women voters. Women, she said, do not like to listen to "sterile and stilted speeches at night" when they have less time to listen.

The morning hours, ordinarily devoted to the conventional serial type program, could be effectively used, she said.

Joins NBC Early

KSYL ALEXANDRIA, La., joined NBC on April 5, several weeks ahead of schedule. It was announced last week by Eastern C. Wooley, NBC Director of stations department. Owned by the Fox Broadcasting Co., the station operates full time on 250 w and 1400 kc.

PHILCO DENIES RUMORS OF VIDEO RELAY CIRCUIT REPORTS that Philco Radio Corp. is preparing to establish a radio relay circuit for transmitting television programs between New York and Washington have been denied by Ernest B. Loveman, general manager of Philco's video station, WPTZ Philadelphia.

Mr. Loveman said that his company is "intensely interested" in the development of radio relays for television and that an exhaustive research program is being carried on in that field. He cited the "almost daily" pickup of programs from WNBW New York (NBC) for simultaneous broadcast on WPTZ, which last fall became the first affiliate in the NBC television network, as an example. These programs are transmitted to Philadelphia via a relay station designed, erected and maintained by Philco engineers.

Work is now under way to transform this one-way radio relay into a two-way proposition and tests have been made in sending signals from Philadelphia to New York, Mr. Loveman said, but he reported himself unable to say when this northbound relay may be ready.

COY DUTIES REALIGNED AT 'WASHINGTON POST'

WAYNE COY, executive vice president and general manager of WINX Washington, on May 1 will be detached from his duties as assistant to the publisher of the Washington Post to devote full time to the newspaper's expanding radio properties. In addition to WINX, he is supervising installation of a high-power FM adjunct, to supplement the present temporary WINX-FM. Facsimile experimentation also is under his direction.

R. C. O'Donnell, station manager, becomes assistant general manager.

Succeeding Mr. Coy as assistant to the publisher of the Post is Alexander F. Jones, managing editor since 1936. Named managing editor is James Russell Wiggins, for the past year assistant to the publisher of the New York Times and liaison with WQXR and other Times radio properties.

Eugene Meyer, who with Mrs. Meyer owns the Post, will serve as chairman of the executive board.

Mr. Coy is a member of the NAB board representing small stations, and a member of the FM Assn. board. He is a former assistant to President Roosevelt.

Floridians Meet

FLORIDA Association of Broadcasters will hold its annual meeting at the Tutwiler Hotel, Birmingham, Ala., April 30, according to announcement last week by FAB president Jim LeGate, WIOD Miami. FAB officers for the current year will be elected during the afternoon session.

DERR IS NAMED ASSISTANT SPORTS DIRECTOR OF CBS

JOHN J. DERR, who has been on CBS Sports Director Red Barber's staff since September, 1946, has been appointed CBS assistant director of sports. He succeeds Jimmy Dolan who resigned several weeks ago.

From 1939 until 1942 Mr. Derr directed the sports staffs of the Greensboro, N. C., and Legion's Best Radio Cities; for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

In April WLAB GOES 50,000 WATS on 680 kilocycles

April 1947, WLAB becomes New England's most powerful radio station and NEW ENGLAND'S BEST RADIO BUY covering that vital sales area from Portland, Maine to Newport, Rhode Island. Studios in Boston, Lawrence and Lowell, Mass.

Basic Station: American Broadcasting Co.

NATIONAL REPRESENTATIVES:

WEED & CO.
Battle Is On for Political Radio Time

Reece Asserts Free Time
Given Truman April 5
Was 'An Abuse'

BATTLE FOR RADIO time in
waging the 1948 Presidential camp-
was touched off last Monday by
GOP National Chairman Car-
roll Reece.

Mr. Reece served notice on three
networks—NBC, MBS and ABC—
that he may request free time
equal to that given President
Truman during the $100-per-plate
Jefferson Day dinner April 5. He
decided the President's address
was part of the Democrat's fund-
raising campaign and constituted
"an abuse of radio facilities, and
possibly a violation, of the spirit
at least, of the legal restrictions
upon political contributions by
orporations."

He estimated value of the free
time at $50,000 in addition to
apparently $200,000 brought to
Democratic party coffers "as the
result of the Washington dinner
down...

Both parties are fully alert to
radio's effectiveness in reaching
the electorate and both have bene-
fitied by free time. An appreciable
amount of time was given the
GOP during its Lincoln Day cam-
paign for funds. Republican Con-
gressmen are heard regularly by
radio listeners in home districts,
either through regularly scheduled
live broadcasts or by recordings
made in Washington and shipped
to stations. At least 25 GOP Con-
gressmen have weekly or bi-monthly
programs—presented as public
service—with possibly an addition-
al 60 legislators expecting to com-
plete arrangements for free time.

Statistics Unavailable

A significant number of Demo-
ocratic Congressmen enjoy the same
air privileges although party head-
quarters in Washington does not
yet have statistics available.

During the 1946 Congressional
elections Democrats and Repub-
licans alike bought time from the
networks and local stations
[BROADCASTING, Feb. 10], and are
planning an even greater purchase
during the Presidential campaign.

Mr. Reece's complaint was voiced
in letters to: Mark Woods, presi-
dent, ABC; Edgar Kobak, presi-
dent and general manager, MBS;
and Niles Trammell, president,
NBC. CBS did not carry the Presi-
dential address. Text of Mr. Reece's
letter follows:

On Saturday night, April 5, three of
the four major radio networks of the
country, including your own, were
tied up for 30 minutes by the broadcast of a
speech delivered by Mr. Truman from
the Jefferson Day $100-per-plate
dinner in Washington, D.C. As made clear
by the announcers, the purpose of this din-
er in Washington, and of similar din-
ers held throughout the country on
the same day, was to raise campaign
funds for the Democratic National Com-
mittee, presumably for use in prepar-
ations for and during the 1948 Presi-
dential campaign.

In view of the fact that the chairman of the Democrat National Committee, Robert E. Hauge-
gan, and the executive director of that
Committee, Mr. (R.G.) have publicly
announced the belief that Mr. Tru-
man will run for the Presidency next year, it
would probably be well to make it clear that
the time was not engaged for the purpose of helping to
raise campaign funds for the Demo-
crat's campaign.

I am informed by those familiar with
such matters that the normal cost of the radio time utilized for cam-
paign fund-raising purposes would be
approximately $20,000 and the news-
paper reports state that as a result of
the time utilized this Democratic National Committee was en-
riched by this amount.

It seemed to me for many years past
that such use of free radio time for the
avoided purpose of raising campaign funds constitutes an abuse of radio
facilities, and possibly a violation, of the spirit
at least of the legal restrictions
upon political contributions by corpor-
ations. I realize, of course, that
this is an inherited abuse for which
I am not inclined to hold the broad-
casting companies, and I do not
mean to do so. At the same time, I offer
my opinion, one of the many heritages
from the days when public office was
considered private property. I fear the
impression has grown up that radio
is a royal perogative, some-
thing to be given without question
whenever requested and without regard
for the purpose to which it may be de-
oted. I feel confident that the broad-
casting industry must regard this not
only as a nuisance, but as a very
excessive nuisance, for the reason I
have indicated above.

I advise the President in Washington
and the National Committee that it
might be well to take note of the
customs of the past, and that it
might be well to hold the broad-
casting companies to the spirit of
the law.

In view of the dangerously close time
between the end of the Administration
and the beginning of the new one,
I fear that if it is not soon evident
that the present Administration
should, on the other hand, prohibit
any such an abuse of radio.
I do not at this time make that re-
quest, but I think in all fairness I should
let you know how closely I am
understanding the possibility that there
is a likelihood that the present Admin-
istration may be in office for the time
that I am referring to, and I am
hoping to develop the other alternative.

Legislative

H. R. 165—To authorize House In-
terstate & Foreign Commerce
Committee to investigate "the
administration of the provisions
of the Communications Act of
1934. . . . Establishing an admin-
istrative or foreign communication
by wire or radio or interstate or foreign
transmission of energy by radio."
and granting subpoenas powers
to the committee. Introduced
March 31 by Rep. Charles A.
Wolverton (R-N.J.).

H. R. 2861—To permit emergency
amendment to the Norris-La
Guardia anti-injunction law so
that the President may direct
the Attorney General to require
injunction against threatened
telephone strike. Introduced
March 31 by Rep. Fred A. Hart-
ley Jr. (R-N.H.) and reported
from House Labor Committee
on April 2. To be passed over
in view of Labor Committee ac-
tion on Hartley bill.

H. R. 2986—To amend the act
regulating the height of build-
ings in Washington, D.C., pro-
viding that no radio, television
or other transmitting antenna
can be erected when the radius
distance from the point where
the antenna is located extends
includes homes, playgrounds or
schools, or tends to create haz-
ards or affect the "beauty of
the nation's capital."
Introduced April 9 by Rep. Sid
Simpson (R-Ill.) and referred to
Committee on the District of Columbia.

H. R. 3020—"Labor-Management
Relations Act" introduced April
10 by House Labor Committee
Chairman Fred A. Hartley Jr.
(R-N.J.), to amend the National
Labor Relations Act. (See story
page 20.)

CROSLEY IS AWARDED
THIRD TELEVISION CP

CROSLEY Broadcasting Corp. last week was awarded its third
commercial television station for a new commercial television
station. The present
grant is for channel 7 (56-72 mc) facilities at Dayton, Ohio. The
WLW Cincinnati licensee present-
thereby was awarded video also in Cin-
cinnati and in Columbus, Ohio.

Comr. Clifford J. Durr voted
not to grant the Dayton outlet, which is authorized to use 50 kw
visual power, 125 kw aural.
Antenna height is 606 feet.

WLWT Cincinnati is assigned
channel 4 (66-72 mc), 34 kw visual, 17 kw aural; WLX Columbus, channel 3 (60-66 mc), 48 kw visual, 24 kw aural.

Video Time Signals

LONGINES-WITTNAUER Watch
Co., New York, last week started a
52-week series of video time sig-
als on WJAD New York (Du
Mont), each of 60-seconds duration and telecast over a
three-week schedule. Contract was negotiated
directly with Alan Cartoun, tele-
vision manager of the watch company,
by Miss J. F. Kennedy of the Du
Mont spot sales staff.
**FCC Actions**
(Continued from page 77)

**Applications Cont.:**

Chapter of the FCC

**Approved**

**GRANTED**

to make changes in authorized new FM station, for extension of completion date.

**DENIED**

which authorized new FM station, for extension of completion date.

License Aux. Trans.

**HEREFORE,** it is ordered that the request by W29-CP, for use of old trans., be approved only for aux. purposes only.

**YOU ARE ADVISED**

WHEREAS, the proposal to change new FM station to make changes in system, and change commencement and completion dates.

**FCC Favors Grant**

For Covington, Ky.

**GREATER** integration of ownership and management is main factor favoring proposed grant by FCC last week of new standard daytime station in Northern Kentucky Airways Corp., Covington, Ky. Mutually exclusive request of Northern Kentucky Radio Corp. was proposed to be denied.

The facility involved are 1050 kc, 250 w, daytime.

Charles A. Topmiller, chief engineer of WKCY Cincinnati, is 25% owner, vice president and general manager of the proposed grantee. He will leave WKCY to devote fulltime to the new operation.

Those associated with him are Arthur L. Ellerman (50%), president, treasurer and sales manager, who also will devote fulltime to the station, and Gregory W. Hughes (25%), attorney, secretary and public service director.

In Northern Kentucky Radio, the Commission found only one of the six stockholders would devote full time to the station. The others stated they would continue with primary responsibilities in other businesses. The stockholders, each with 16.5% interest, are: William R. Macklin, president; William F. Holland, vice president; Charles L. Lark, treasurer; and general manager; Bernard H. Ellerman, vice president; Fred. T. Macklin, vice president; Tom E. Hill, secretary, and Norbert J. Dorsett, treasurer. Messrs. Macklin, Hill and Dorsett are officers of John H. Coffin Co., department store. W. R. Macklin also holds one-eighth interest in Richard P. Ernst Realty Co., which owns three of the six Covington movie houses. Mr. Hill is partner and general manager of G. W. Hill & Co., grocery firm, and secretary and general manager of the Ernst Realty Co. Mr. Dorsett heads Dorsett Co., Newport, Ky., flour and food company. Mr. Ellerman, brother of A. L. Ellerman of the proposed grantee, is president of H. Ellerman & Sons.

The Commission found that the stockholders of both applicants are local residents with "impressive records of public service activities."

Although Covington has a population of 32,018, it is considered a part of the metropolitan area of Cincinnati and therefor the proposed 0.5 mw/mv service area will embrace 957,167 persons. The Commission also found that slight interference will result to WIBC Indianapolis under that station's new 50 kw operation (see page 91), but the FCC said such "interference can be considered negligible."

**NAB Area C Districts Holding Two-Day Parley in Kansas City**

NAB resumes its area and district parley system, (Continued from page 14) with Area C (Districts 10 and 12) convening at the Muehlebach Hotel, Kansas City, in a two-day session with a radio news clinic to be held Wednesday. (See other meetings in Upcoming, page 92.)

Now staffed to perform a complete trade association service for the broadcasting industry, NAB will have six members of its headquarters executive crew at the area meeting. Harold Fair, new program department director, will attend the meeting as a representative of WHO Des Moines, a District 10 station, and assume his association duties at the close of the meeting.

The Kansas City agenda will follow along the general lines of the West Coast area and District 14 meetings held last January in San Francisco and Salt Lake City. District 10 director, John J. Gillin and District 12 director, William B. Way, KVOO Tulsa, are not up for reelection this year, since even-numbered districts have elections in even-numbered years.

**Judge Miller to Speak**

President Justin Miller will discuss regulatory, legislative and public relations activities in his opening talk. A. D. Willard Jr., executive vice president, will report on general association activities, the headquarters operation and the campaign to promote interest in public service broadcasts of stations.

With industry attention centered on work of the Special Standards Practice Committee, the subject is certain to come up for discussion, with Mr. Miller or Mr. Willard giving an informal report on progress of the code-writing project.

Other sessions from NAB headquarters who will participate in the two-day program are: C. E. Arney Jr., secretary-treasurer; Richard P. Doherty, Employee-Employer Relations Dept.; Frank E. Pellegrin, Dept. of Broadcast Advertising; Kenneth H. Baker, Research Dept.

**News Clinic**

The Wednesday news clinic will be under the general chairmanship of William B. Quarton, WMT Cedar Rapids, assisted by Arthur C. Stringer, NAB director of special services.

Since the first of the year all NAB standing committees have held at least one meeting, including the Special Standards of Practice Committee. Chairman of the code group, Robert D. Swesey, MBS vice president and general manager, is directing rewriting of the code.

Mr. Fair's first NAB function will be to participate in a meeting of the code committee's Subcommittee on Commercial Practices which meets April 17-18 at the French Lick Springs Hotel, French Lick, Ind. Subcommittee chairman is John M. Outler Jr., WSB Atlanta.

The Subcommittee on General Program Policies will meet April 24-25 at the Edgewater Beach Hotel, Chicago, with Edgar Bill, WMGB Peoria, as chairman. Mr. Fair will attend this meeting, and Mr. Arney will attend both sessions.

**Full Committee Meeting**

Full committee will meet May 12-13 at the Waldo-Astoria, New York. Under tentative plans the subcommittees will have reports ready for full committee action. The committee in turn, expects to report to the NAB board May 21-22. They hope to come up with definite recommendations covering one or more phases of the commercial and program fields.

Robert K. Richards, until recently editorial director of Broadcasting, assumes directorship of the NAB Dept. of Public Relations April 15. This post has been vacant nearly a year.

Royal V. Howard, vice president of Associated Broadcasters, San Francisco, takes over an NAB engineering director May 1. He has been selected to represent NAB at the World Telecommunications Conference starting this spring at Atlantic City.
FM Allocations

(Continued from page 15)

are conflicting requests, stations now in operation will be given preference “except where transmitter location makes it desirable from an engineering viewpoint to assign another channel.”

The FM channel reservation plan, withholding certain frequencies from assignment until July 1, would not be affected except that the reserved Class A channels would be 224, 240, 272, and 288, inclusive. Class B channels are reserved on the basis of one out of every five allocated to a particular area.

The proposed standards changes would not involve establishment for the first time of interference standards for stations operating 400 and 600 kc apart, although they make no specific proposals in this respect. Officials said that tests of receivers are now in progress which will help to determine what proposals should be made.

The changes also would provide for assignment of Class A stations in the same manner as Class B stations with respect to interference contours, replacing the simpler mileage-separation method currently used with Class A stations. This called this “a minor procedural problem which would not appear to restrict the development of Class A stations.”

Channel Availability

It was pointed out that since some Class B channels would be adjacent to Class A’s, “the availability of Class A channels to a given area is governed not only by the number of previous Class A assignments, but also the number and location of Class B assignments in that area. However, in all areas examined to date the number of Class A facilities is equal to or exceeds the number previously available.”

With a normal separation of four channels would prevail between Class B assignments in the same city or immediate area, FCC said, “a minimum of 400 kc, although the channel separation would be used between Class A and Class B stations in adjacent cities in a few areas where the demand requires.”

But, the Commission added, “it is expected ... that only in a few areas will it be necessary to employ this minimum separation. In these cases it is expected that the difference between the two classes of stations will limit the interference to the Class B station to a small area around the Class A station, and will permit the Class A station to serve its community and adjacent area.”

FCC pointed out that its adoption of the alternate-channel system of allocations within a city, in September 1945, was based on a hearing at which, from “information and testimony, it was concluded that FM receivers would not be subject to objectionable interference from stations operating on alternate channels (400 kc removed from the desired station).”

“Recent developments,” the Commission continued, “appear to indicate that such operation results in interference in many of the receivers being produced at the present time.”

It was pointed out that there are now 34 stations in 13 cities in operation on alternate channels from other stations in their respective cities. Few listeners, but several stations, have reported either interference or difficulty in identifying stations close together on the dial, FCC said.

Assuring that receiver characteristics are a governing factor in FM allocations, the Commission said it is studying selectivity and other characteristics of present receivers and is attempting to anticipate probable characteristics of sets to be produced in the future.

The proposed changes make no provision requiring Class B stations to be located outside the city in which it has main studios. They do continue the requirement that Class A stations locate their transmitters as near the center of the city as possible.

Much of the actual experience with the proposed changes was gained in tests of alternate-channel operations of two stations at Syracuse, N. Y.—WSYR-FM and WPBL-FM—at which John E. Doane of FCC’s FM Engineering Section represented the Commission. The contemplated changes and the new allocation plan were drawn up largely under the direction of Chief Engineer George P. Adair and Cyril M. Braun, head of the FM Section of the Engineering Dept.

The Commission provided that persons opposing or wishing to modify the proposed rules and standards changes may be heard in an `en banc’ session May 8-9 provided they file briefs or written statements by May 1. Fifteen copies of each brief and statement should be filed.

ARCHITECT’S drawing of new studio-transmitter-office building of KTBI Tacoma, Wash. All operations of KTBI will be moved into the structure when station shifts frequency at a date yet to be announced. KTBI probably will be occupying its new quarters by mid-April, according to H. J. Quilliam, president.

RWG

(Continued from page 17)

pendent contractors and hence outside the limitations of collective bargaining.

The Guild claims a membership in New York, Hollywood and Chicago of 1500, of whom only 300 are employed on staffs. All others, including those writing under contract, are considered as freelance writers.

Earnings of individual Guild members vary from as high as $75,000 a year to as low as a few hundred dollars, according to the Guild’s own reckoning. About 50% of the members earn less than $2,000 a year, the Guild claims, many of them writing for radio on a part-time basis.

At the New York meeting last Monday, Oscar Hammerstein II, president of the Author’s League, parent organization of the Guild, pledged the League’s support of a strike action. Richard Rodgers, president of the Dramatics Guild, and Christopher LaFarge, president of the Author’s Guild, also promised the support of their organizations. A telegram from the West Coast Screen Actors Guild promised financial assistance in the event of a strike.

Sale Approved

SALE of Dickinson (N.D.) Radio Assn., permits of KDIX Dickinson (1250 kc, 250 w), to group of local business and professional men for approximately $21,500, has been given FCC approval. Transfer is designed to answer deeply-rooted questions evoked when KGCU Mandan, N. D., applied for 1 kw instead of 250 w on 1270 kc. Sellers: W. H. Walton and F. M. Foster (28% each), and Robert Cummins (16%), all having interests in KGCU, and P. J. Weir (28%). Mr. Weir has 14% in new partnership. Others: W. K. Johnson, W. O. Rabe, F. P. Whitney, C. R. Du- kart, Leroy Moorman (14% each); W. F. Seigl (10%); P. J. Basefield (6%).

NOW IT’S YOURS

Write for

availabilities and rates

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

At an earlier session Tuesday, BMB came in for criticism along with newspaper ads noting the reader's study from Dr. R. L. Lucas, technical director of the Advertising Foundation and vice chairman of the Dept. of Marketing, School of Commerce, New York. Dr. Lucas termed the findings of BMB as "inflated and not statistically correct." BMB President Hugh Feltis said in rebuttal that Albert Politz's independent check of BMB findings denied Mr. Lucas' statement and that area sampling in the New York area indicated that while mathematical variations might exist they did not affect ranking of radio listenership for stations in the area. Mr. Feltis said the 10% undercoverage by BMB disposed of such variations.

Endorse Second Study
ANA unanimously adopted a resolution urging broadcasters to subscribe to the second study to be made by BMB in March 1948. The ANA took the action following an address by Mr. Feltis at the radio council's meeting on the opening morning of the convention.

The resolution said, in part: "Be it resolved that ANA is grateful to broadcasters who by having financed BMB evidenced the desire to provide advertisers with factual, unbiased and uniform audience information. Be it further resolved that advertisers make extensive use of BMB data to increase the effectiveness of their radio advertising."

The ANA gave a vote of thanks to its own BMB board and radio committee for their efforts toward solving problems involved in making its first study.

Concluding meeting Wednesday was sponsored by the ANA household equipment group. Marshall Adams, advertising director of Mullins Manufacturing Corp., called for endorsement of a proposed plan to establish a nationwide service in 5,000 cities which would enable customers to learn the names of local dealers or distributors of nationally advertised products through Western Union. Mr. Adams said the service would enable advertisers to check directly the results of all media advertising, including radio, and could be started as early as October.

Future of Advertising
The future of advertising as reflected in the addresses of almost all speakers at the ANA sessions could be summed up as follows:
"the first study indicated that during the war years and the sellers market following the war advertising had a comparatively easy time. But the easy days are over; selling and merchandising are becoming more competitive. Advertising must harden its muscles. It must get itself into condition for tougher days ahead."

Tower Help Found
KGBS Harlingen, Tex., "Musical Clock" program, provided the setting for what the demonstration describes as a demonstration of the effectiveness of radio advertising. Bill Porter, KGBS chief engineer, was chatting informally with Steele McAlhanan, announcer of the show, about the need for extra climbers to help in the construction of the station's new 425-foot tower. Within five minutes two experienced men had called the station, the KGBS management reports, and within an hour seven men had reported at the station for work.

BROADCASTING FORUM TO OPEN AFA MEETING
RADIO departmental will be held May 26 under NAB auspices at the 48th annual convention of the Advertising Federation of America, in Boston. The program will be held Monday on the opening morning of the convention.

Participating will be Dr. Kenneth H. Baker, NAB research director, who will discuss the NORC survey, "The People Look at Radio." Frank E. Pellegrin, NAB Director of Broadcast Advertising, will show applicability of the NORC survey to radio sales and advertising and discuss the Joske retail report.

Hugh M. Feltis, BMB president, will speak on "Measuring Radio Acceptance." Harold Fellows, general manager of WEAI Boston, a member of the convention committees, is in general charge of the departmental.

Sarnoff to Speak
BRIG. GEN. DAVID SARNOFF RCA president, and Cesar Saerchinger, official radio commentator of the American Historical Assn. on NBC, will participate in a New York Times-sponsored panel on "Does World Peace Depend Upon Free Communications?" on April 24 in Times Hall, New York.

Sen. White Declines
STATE DEPT. reported last week that Sen. Wallace H. White Jr. (R-Me.) had turned down its invitation to head U.S. delegation to the International Telecommunications conference beginning May 15 in Atlantic City. Francis Colt de Wolf, Chief of State Dept. Telecommunications Division said FCC Chairman Charles R. Denny Jr. has been proposed to represent Sen. Wallace's place. Mr. Denny's choice will be final when it is approved by President Truman.

Record Firms Deny Dealers-Repressed
Larger told veterans will get aid in opening businesses
MAJOR RECORDING companies have assured Sen. William Langer (R-N. D.) they will do everything possible to help veterans desiring to set up as dealers.

Assurances came from RCA Victor, Loew's Inc., Decca and Columbia Records after hearings held April 5 [BROADCASTING, April 7] to explore complaints that manufacturers' practices had injured or repressed small dealers.

Testifying before Senator Langer were: J. W. Murray, RCA vice president in charge of Victor Records Co.; Leopold Friedman, vice president and secretary, Loew's Inc.; Jack Kapp, president, Decca Records Inc.; and Edward Wallerstein, Columbia Recording Corp.

The record men all declared their distribution systems did not discriminate against dealers. They explained that they could not supply dealers who could not meet consumer demand, and that this shortage had of necessity limited the number of new dealers who could economically be permitted to operate. In spite of the lag of production, they said, expansion of the recording industry already has permitted increase in the number of retail outlets, many of which are going to veterans.

Langer Explains Action
Senator Langer told BROADCASTING he was principally interested in bringing veterans' problems to the attention of manufacturers. He indicated that eagerness of manufacturers to help small retailers had impressed him, and that his future efforts will be to see suggested corrections in distribution carried out by the industry.

He has instructed the Federal Trade Commission, meanwhile, to make a survey of the recording industry to determine whether there have been any illegal mergers. FTC inquiry is being made by John Blair, assistant chief economist.

VIDEO CLAUSE INCLUDED IN SCREEN ACTORS' PACT
TELEVISION will be covered in a projected contract being offered to Hollywood's motion picture studios by the Screen Actors Guild, it was announced last week. The pact will be a renewal of the ten-year basic contract which expires May 15.

New term contracts as drawn up by the Guild for individual actors permit them to retain earnings from television. The feature will be embodied in the new overall contract being negotiated by the Guild with the film studios.

Further, no member of the Guild will be permitted to appear in video where audiences must pay to view the telecast, if the union has its way.
Nationwide FM Service Seen by 1948

Set Makers Pledged To Promotional Cooperation

LOOKING ahead to Jan. 1, 1948, makers of radio receivers and transmitters foresee FM broadcasting actively operating as a nationwide service with a complement of finished equipment that will include:

- 620 transmitters of 1 kw and up, manufactured by the end of 1947, along with 90,250 w transmitters.
- 2,000,000 receiving sets shipped from factories in 1947.
- FM set production at a year-end rate of 5,000,000 per year, and still climbing.

Based on a “realistic” report on the outlook of FM, a special committee of the Radio Manufacturers’ Assn. last week reported on its survey of FM plans of receiver and transmitter makers. The committee found set makers planning to produce 2,685,949 receivers with FM circuits in 1947. Allowing for production difficulties, the committee estimated 1947 FM set output between 1,800,000 and 2,100,000.

RMA prepared its survey at the suggestion of FM Assn. and revealed the figures at a joint RMA-FMA luncheon meeting last Tuesday at the Hotel Statler, Washington. The RMA survey committee was named by RMA President Ray C. Cosgrove, Crosley Corp., with L. F. Hardy, Philco Corp. as chairman.

FLOW OF FM SETS from production lines is increasing at rate of 23% a month, RMA told FM Assn. at joint luncheon Tuesday. Present were (seated, 1 to r.): Everett L. Dillard, WASH Washington; Ray H. Hanson, Stromberg-Carlson Co.; A. White, Philco Corp.; Leonard Marks, FMA general counsel. Standing: S. P. Taylor, Western Electric Co.; E. A. Nicholas, Farnsworth Television & Radio Corp.; Bond Geddes, RMA; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA; Arthur Freed, Freed Radio Corp.; L. F. Hardy, Philco Corp.; RMA President Ray C. Cosgrove, Crosley Corp.; H. C. Bonfig, Zenith Radio Corp.; Wayne Coy, WINX-FM; E. L. Hall, Pilot Radio Corp.; Bill Barlow, FMA; James Secrest, RMA.

The meeting was the first of a series of joint discussions by the two groups. Next meeting will be held in late May with FMA as host. At that time FMA will report on FM programming.

Cooperation Pledged

RMA pledged cooperation with FMA’s promotion campaign designed to educate the public as to the advantages of FM. FMA pledged to support RMA in its promotion work. The RMA committee disapproved the “don’t buy a set without FM” campaigns, which FMA explained it does not endorse. FMA asserted that it favors a positive approach in urging the public to buy FM sets. RMA approves this type of promotion.

Few cheap sets will be made in 1947, according to the RMA survey, which shows 43,000 table AM-FM sets to retail under $50; 810,720 AM-FM table models to retail over $50.

Production plans include 1,596,729 AM-FM consoles with phonograph, 70,000 consoles without phonograph, according to the estimates. Only 146,000 FM-only sets will be manufactured.

RMA’s estimates show a 23% rate of increase per month in production of receivers with FM, increasing from 81,318 last January to a predicted 425,000 next December.

In January, FM sets comprised a little over 3% of the 1,564,171 units of all kinds made by RMA members (over 90% of total industry capacity). Next December FM sets will comprise 35% of total production, according to the manufacturers, or 54% if auto, battery and export sets are excluded.

Most of the FM sets produced in 1947 will go to regions having FM service, manufacturers say.

These regions will be served by 700 FM stations, FCC Chairman Charles R. Denny has predicted.

Transmitter production in the FM category this year, according to RMA’s estimate will include 90 units of 250 w power; 230 of 1 kw; 205 of 3 kw; 185 of 10 kw.

Manufacturers are delivering some 3 kw and 10 kw transmitters now, with most firms delivering FM growth will be gradual and that cheap FM sets would be a mistake at this time.

“Any such set would necessarily with today’s knowledge, be low in sensitivity and have poor selectivity in relation to the established standards of AM.” RMA warned.

“Such performance would do irreparable harm to FM before it had a chance to prove itself as a service.”

RMA reported that FM is a “tremendous new advance.” It continued: “It is true that under the right conditions, FM supplies certain advantages to the consumer. As far as the public is concerned, these advantages will be realized when stations of sufficient power are broadcasting, and their radio set is of such a character as to allow them to receive the transmission with the lack of noise and the added fidelity that are inherent in FM. In addition to this, however, the program material must be of such nature as to attract the listener and make him want to attract the necessary additional investment in the radio product which is required by the added FM service.”

FMA accepted this warning.

GOOD MORNING FOR YOU!

You’ll always find a good morning at CLEVELAND’S CHIEF STATION. WJW has walked away with the greatest morning audience in Cleveland—and for many months.

Yes—WJW mornings are beautiful! And—because advertisers have seen what the daytime Hoopers show—they know that WJW also delivers more afternoon listeners per dollar than any other Cleveland station!
along with RMA's reminder that AM program service, with 60,000,000 listeners, has developed over a quarter-century, as a criticism of FM transmission. The RMA committee commented that, "It is obvious that the creation of such an audience for FM, even at enormous production levels, will take some time."

RMA declared it logical that such an added service should first appear in expensive receivers, where increased cost can be most readily absorbed.

The RMA report said low power of FM transmission requires "great sensitivity and selectivity in the receiver, with good audio systems and speakers." Low-cost FM sets await better transmitter performance, it added. FMA took the position that coverage of FM transmitters with 1 kw or more surpasses that of regional AM and even some 50 kw outlets.

Dual System Problems

RMA's committee said AM stations still far outnumber FM, with many sections lacking service, and said it does not "propose to penalize that segment of the buying public which is interested only in AM reception by imposing the additional FM services and costs into receivers of their choice."

Set makers must maintain high-volume AM production if they are to produce FM sets in quantity, the committee said. The RMA report said greater cooperation between receiver manufacturers and broadcasters is essential for a large FM audience.

Total production of all kinds of radio sets in March was 1,365,599, according to the RMA's monthly publication. The figures were prepared in time for the RMA-FMA meeting and are not complete in some categories. Production in January was 1,564,771 units, in February, 1,379,866 units.

Output of table models under $12.50 factory billing was 60,138 in March, a sharp falling off from the 115,227 sets in this class produced in February. This trend reflects signs of saturation in the lowest price field. Output of table models over $12.50 billing in March was 594,861 units, also down from January and February.

March output included 7,443 AM consoles, 2,655 AM-FM consoles, 122,312 table-phonograph models without FM and 4,214 with AM-FM; 90,058 automobile phonographs, 56,250 console phonographs with AM-FM; 183,252 portable AC/DC battery sets, 38,428 table battery sets, 187,916 battery sets.

Television output in March (not complete for some producers) included four converters, 5,346 table models, 1,179 direct view consoles, 97 projection consoles, 21 direct view television-phonograph models, two projectors, television-phonograph models.

FM set production totaled 51,318 in January, 55,594 in February and 67,364 in March.

FCC's Sterling Delivers Keynote Speech At FMA Region 1 Convention in Albany

GEORGE E. STERLING, chief engineer designate of the FCC, will deliver the principal luncheon address at the Region 1 meeting of FMA Assn., convened today (April 14) at the Ten Eyck Hotel, Albany, N.Y. The meeting marks the first regional session of FMA.

Attendance of 400 was predicted by Bill Bailey, FMA executive director, with manufacturers and broadcasters alike registering in large numbers.

Leonard L. Aesch, temporary region chairman, will open the meeting, with response by Roy Hofheinz, FMA president. Southeast program includes premiere of the March Monthly FM. After broadcast of a special NBC symphony program from WGPB Schenectady, Prof. Edwin H. Armstrong, FM inventor, will speak on "Development and Future of FM." Winding up the morning session will be a panel including Jack Gould, radio editor, New York Times; Fritz Uphike, publisher of the Sentinel, Rome, N.Y.; Bruce Robertson, senior associate editor of Broadcasting; Carlos Franco, Young & Rubicam; Richard P. David, general manager of H. S. Barney Co., Schenectady; Helen Wood, WIBX-FM Utica, N.Y., and a Schenectady housewife.

Mr. Sterling

Luncheon toastmaster will be Harold E. Blodgett, WBCA Schenectady. Also speaking at the luncheon will be Mr. Hofheinz; Leonard H. Marks, FMA general counsel; Mr. Bailey; Everett L. Dillard, WASH Washington.

Panel on facsimile will feature John V. L. Hogan, president of Radio Inventions Inc. and W. G. H. Finch, president of Finch Telecommunications Inc. A panel on FM programming will include Eliot Sanger, WQXQ New York; Morris Novik, consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Thomas F. McNulty, WMCP Baltimore. Election of officers will conclude the proceedings.

Chandler Named

PHILIP CHANDLER, vice president and general manager of Los Angeles Times-Mirror Corp., has taken over pro-tem supervision of the organization's FM and television interests following the death of Harry Miller. Mr. Miller served as assistant to the publisher in addition to handling the Times-Mirror's radio activities.

WCAU Weatherman

WEATHER program with a new twist is now presented Monday through Saturday afternoons by WCAU Philadelphia as a public service. Dr. David M. Ludlum, director of meteorology at Philadelphia's Franklin Institute, answers laymen's questions about the mysteries of weather forecasting. During the war Dr. Ludlum served as weather adviser for the invasions of Africa and Europe.

John F. Manierre

JOHN F. MANIERRE, 44, chief of the FCC Chicago Law Dept., was found dead in his wrecked plane April 6 atop a mountain between Harmon and Davis, W. Va. He had been missing since March 25 when he took off from Huntington, W. Va., to fly to Washington and was lost in stormy weather [BROADCASTING, April 7]. Funeral services were held Thursday at Mr. Manierre's home town of Winnetska, Ill. Ray Lewis of the Commission's legal staff represented the FCC.

CKEY Toronto is installing a new 5 kw General Electric transmitter and building an addition to its transmitter building at Scarboro Bluffs, east of Toronto.
Trends
(Continued from page 17)
cluding such things as specific retail and wholesale outlets, number of competitive products in the field, etc."
"Market data rarely forthcoming, even when requested from the station"
"Standardized market information"
Six per cent want to learn more about the stations' current sponsor list:
"More station logs showing users of spot--so that we may avoid product conflict"
"Stations' list of clients and their purchases"
"Complete sponsorship data in connection with program logs"
Four per cent of the agency respondents make program log change suggestions. Included are:
"Weekly instead of monthly program logs"
"Have all program logs list adjacent chainbreaks--only approximately 40% are doing this"
"Special local event calendar"
"Program descriptions"
Among the miscellaneous group (6%) are these observations:
"(Have data) honest—not astronomical"
"Need complete facts in a standard form"
"Research"
"Radio stations do not coordinate what facts they have at present. If they would assemble the material they have, it would be very helpful as well as provide uniform measurements"

Because of the continuing controversy over the value of station merchandising and promotion activities, the agency panel was asked:
"What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?" (See Table III)

A majority of the panel consider every item of value (either "great value" or "some value") in aiding a radio campaign.

Reactions of Agencies
Agency executives are most enthusiastic about station newspaper advertising, least impressed with dealer bulletins. Two out of every three feel that such promotion (newspaper advertising) is of great value; 27% find it of some value; only 9% see little or no value in it.

Courtesy announcements and newspaper publicity both rank high in the minds of agency people. Although 85% of the panel endorse wholesale dealer calls as being of great value, 19% find them of little value, and 8% see no value at all in them. Low on the list are movie trailers, listener publications, and dealer bulletins, none of which rates more than 20% in "great value," although a majority still find some value in them.

When asked: "Which of the services would you be willing to pay more for station time to obtain?" the replies were:

Table IV

<table>
<thead>
<tr>
<th>Type of Promotion and Advertising</th>
<th>Great Value</th>
<th>Some Value</th>
<th>Little Value</th>
<th>No Value</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper advertising</td>
<td>66%</td>
<td>27%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Courtesy announcements</td>
<td>57</td>
<td>27</td>
<td>7</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Newspaper publicity</td>
<td>51</td>
<td>34</td>
<td>6</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Dealer calls</td>
<td>44</td>
<td>28</td>
<td>14</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Billboards</td>
<td>37</td>
<td>16</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Wholesale dealers</td>
<td>35</td>
<td>29</td>
<td>19</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Car-cards</td>
<td>34</td>
<td>46</td>
<td>10</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Counter displays</td>
<td>32</td>
<td>43</td>
<td>14</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Special letters to dealers</td>
<td>31</td>
<td>39</td>
<td>19</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Window displays</td>
<td>29</td>
<td>43</td>
<td>17</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Movie trailers</td>
<td>20</td>
<td>33</td>
<td>24</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Listener publications</td>
<td>17</td>
<td>45</td>
<td>22</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Dealer bulletins</td>
<td>16</td>
<td>41</td>
<td>30</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

*Percentages add to more than 100 because some respondents listed more than one item.

Analysis of the replies to this question reveals a close correlation between the general appraisal of these merchandising and promotion methods (Table III) and the order in which agency executives would be willing to pay for them. The sole exception is courtesy announcements, which 57% feel are of great value, but only 6% would pay more to get. Presumably agency people feel that no outside costs are involved and consequently that such service should be offered gratis by stations.

Because of the continuing controversy over the value of station merchandising and promotion activities, the agency panel was asked:
"Which of the services would you be willing to pay more for station time to obtain?" the replies were:

Table IV

<table>
<thead>
<tr>
<th>Type of Promotion and Advertising</th>
<th>Great Value</th>
<th>Some Value</th>
<th>Little Value</th>
<th>No Value</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper advertising</td>
<td>66%</td>
<td>27%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
</tr>
<tr>
<td>Courtesy announcements</td>
<td>57</td>
<td>27</td>
<td>7</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>Newspaper publicity</td>
<td>51</td>
<td>34</td>
<td>6</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Dealer calls</td>
<td>44</td>
<td>28</td>
<td>14</td>
<td>6</td>
<td>8</td>
</tr>
<tr>
<td>Billboards</td>
<td>37</td>
<td>16</td>
<td>9</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>Wholesale dealers</td>
<td>35</td>
<td>29</td>
<td>19</td>
<td>8</td>
<td>9</td>
</tr>
<tr>
<td>Car-cards</td>
<td>34</td>
<td>46</td>
<td>10</td>
<td>2</td>
<td>8</td>
</tr>
<tr>
<td>Counter displays</td>
<td>32</td>
<td>43</td>
<td>14</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Special letters to dealers</td>
<td>31</td>
<td>39</td>
<td>19</td>
<td>4</td>
<td>7</td>
</tr>
<tr>
<td>Window displays</td>
<td>29</td>
<td>43</td>
<td>17</td>
<td>2</td>
<td>9</td>
</tr>
<tr>
<td>Movie trailers</td>
<td>20</td>
<td>33</td>
<td>24</td>
<td>8</td>
<td>15</td>
</tr>
<tr>
<td>Listener publications</td>
<td>17</td>
<td>45</td>
<td>22</td>
<td>4</td>
<td>12</td>
</tr>
<tr>
<td>Dealer bulletins</td>
<td>16</td>
<td>41</td>
<td>30</td>
<td>5</td>
<td>8</td>
</tr>
</tbody>
</table>

What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?

Table III

<table>
<thead>
<tr>
<th>Type of Promotion and Advertising</th>
<th>Percent of All Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>For radio advertising campaigns</td>
<td>% of All Respondents</td>
</tr>
</tbody>
</table>

广播电台广告活动。
BMB Adds Five New Directors, Retains AAAA Board Members

FIVE new members have been elected to the board of directors of the Broadcast Measurement Bureau, three by the NAB to represent broadcasters and two by the Association of National Advertisers for their members, it was announced on Tuesday by the BMB. All representatives of the American Association of Advertising Agencies were re-elected.

The NAB's new directors are Hugh M. Beville Jr., director of research, New E. H. James, manager of sales operations, MBS, and Hugh Terry, manager of KLZ.

HUGH FELTIS LEAVES N. Y.
ON SPEAKING JUNKET
HUGH FELTIS, BMB president, left New York on April 5 on a three-month coast-to-coast tour during which he will address 14 NAB district and regional meetings in addition to special meetings of advertisers and agencies, called to discuss BMB. He will also talk before meetings of BBM, Canadian counterpart of BMB, the Advertising Federation of America, the Los Angeles Advertising Club and the Advertising Assn of the West.

The speaking dates currently scheduled are: NAB district and regional meetings—Kansas City April 14, Houston April 21, Roanoke April 28, Birmingham May 1, New York May 8, Chicago May 8, Baltimore May 27, Boston June 2, Portland, Ore., June 17, San Francisco June 26 and Los Angeles July 2.

Mr. Feltis will discuss BMB with advertisers and agencies at meetings in Kansas City April 16, San Antonio April 18, Houston April 23, Memphis April 29, Baltimore May 28, and San Francisco June 27.

He will address the AFA in Boston May 26 and speak before the BBM in Toronto June 4, Winnipeg June 6 and Jasper June 8. On June 23 Mr. Feltis will speak before Advertising Assn. of the West at Sun Valley and he will be the speaker at the Los Angeles Advertising Club July 1.

Denver, Messrs. Beville and James were formerly on the BMB technical research committee.

Elected by the ANA were R. E. Davis, manager of sales research of Goodyear Tire & Rubber Co. and Albert S. Dempelewoff, assistant to the director of advertising sales promotion of the Celanese Corp. of America. Both were previously on the technical research committee. Lowry Crites, director of media of General Mills, was re-elected.

Preparations are under way for the second national survey of station and network audiences scheduled for March 1948, and for this purpose BMB announced retention of all six standing committees. Messrs. James, Terry and Davis, all newly elected to the board, have also been appointed to the advertising industry relations committee. Added to the research committee were Messrs. Beville and Dempelewoff;..Crites, director of market research department of Colgate-Palmolive-Peet Co.

All AAAA representatives on the various committees were reappointed.

Herrick Forms New York Video, Commercial Firm

A NEW television and commercial firm has been formed by F. Herrick, producer of commercial films, with offices and studios at 112 West 89th Street, New York. Mr. Herrick, president of the organization, recently produced the Let's Go Skiing film.

Thomas R. Cox Jr., former national sales manager of ABC affiliates, Waterbury, Conn., and WNAB Bridgeport, Conn., is general sales manager of the organization and Joe Brattain, assistant radio director of Erwin, Wasey & Co., New York, is associated in an advisory capacity.

Lost and Found

VIDEO for lost and found is a newly discovered purpose of medium by the staff at KFI Los Angeles. At a recent demonstration, a tearful young girl aware of her father's absence concluded she was lost. Recognizing her plight, Ronald C. Oxford, station's executive producer, put the girl before the camera. Elsewhere in the building, her father recognized his daughter on the screen and claimed same promptly.

Making the best even better!

Now—along with "The Texas Rangers"


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

BMB'S REPORTS SOUND, RESEARCH EXPERT SAYS

BMB'S REPORTS based on "once a week or more" listening habits are "theoretically sound," Alfred Politz, New York research expert, declared in an address before the Chicago chapter of the American Marketing Assn. April 8.

Mr. Politz described various problems associated with reader sampling and then launched into results of a re-check of BMB returns from a "typical" radio family area near New York City. He said BMB's restriction of station listening was kept low because it produces an audience close to the number of people who "can" listen to a station. A higher requirement of daily or weekly listening, he declared, would confine the audience to people who like programs on a particular station, which would have no relation to audience distribution.

Mr. Politz praised BMB's low cost, estimating that to arrive at a nationwide precision sample covering 3,000 counties, towns and cities would have cost one or several million dollars more than the cost of the combined quota and mail survey of BMB.

He said that had BMB attempted to measure likes and dislikes related to program popularity the entire purpose of the survey would have been defeated.

WPON Fayetteville, N. C. has received certificate of appreciation from Veterans Administration, in recognition of outstanding service to war veterans.

SALES OF MANUFACTURED PRODUCTS IN RICHMOND TOTALLED $750,000,000 FOR THE YEAR 1946 — 100% MORE THAN IN 1940

In this Major Market

USE WMBG
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

April 14, 1947 • Page 87
Help Wanted
Wanted—Announcer-engineer for progressive AM station. Must have complete background and adaptability. Not a genius but someone who can prove strong, brisk salesman. Give complete background and salary requirements. Box 185, BROADCASTING.

Wanted—Time salesmen. 15c commiss. per 144 words. Box 563, BROADCASTING.

Promotion manager—5 kw network station with 50 miles range. Successful junior executive with experienced sales promotion and advertising background. Excellent character and business judgment. Job entails sales and audience promotion. Send full details and photograph first letter. Box 157, BROADCASTING.

Wanted—Promotion manager. $30-35 weekly. We need a first class executive announcing ability. We need woman’s director with announcing and advertising ability, if interested, in fast growing city. Southern write salary expected to move $152, BROADCASTING.

FM time salesman wanted for New York City station. Must be 23, experienced. Box 166, BROADCASTING.

Wanted—Chief engineer, new 5 kw station. Must be familiar with all phases of directional antenna experience preferred. Salary—open. Box 159, BROADCASTING.

Announcer—Fast growing midwest network outlet. City $100,000, wants two experienced men. Must handle any subject type of talk. Must stay a minimum of 2 years. Box 174, BROADCASTING.

Manager wanted by 14 year old 250 watt station. Must have own car. Salon only. Box 175, BROADCASTING.

Chief engineer—Seeks connection with progressive AM or FM station. Experienced AM and FM, design, construction, operation and complete background. Technical college graduate. Salaries competitive. Box 117, BROADCASTING.

Chief engineer—Installation experience for major network or Mutual, with complete operating and maintenance. Equipment manufacturer with available time. Phone Chicago, Armoret 7262. Box 152, BROADCASTING.

News specialist, including editing. Re- liable, conscientious. Presently employed. Box 155, BROADCASTING.

Wanted—Leave available June last. Extensive experience all phases broadcast engineering including consulting. Box 157, BROADCASTING.

Engineer, experienced transmitter student. Qualifications: Make offer. Box 143, BROADCASTING.

Station manager. 17 years personnel, sales, management experience. Station owner seeks new station. Send complete details immediately. Box 196, BROADCASTING.

Engineer, experienced sales add, new metropolitan market station. Excellent opportunity. Must be immediately. Box 205, BROADCASTING.

Commercial manager wanted— Prefer one with definite understanding of 3000 1000 watt daytime station, good market. Must have good business man own car. Single man preferred. Write or phone John H. Canner, WOPS, Tarboro, N. C.

Has openings for talent for thirteen radio stations. Cables, wires, including broadcast and personal appearances. Hillbilly bands, organists, singers, etc., send picture, history, audition record. Radio Station WIRF, Washington, D. C.

Salesman, ABC station in good market of over 250,000. High commission with moderate draw will make this very attractive for a hustler who knows how to sell. Write Joseph J. Eric Williams, WGAT, Utica, N. Y.

Operator—Operator with first class license will receive excellent salary and prestige. Contact W. F. Prim, Manager, Radio Station 850, New Orleans, La. Box 179, BROADCASTING.

Announcer with reasonable experience needed by progressive 250 w network station. Southern station. Box 194, BROADCASTING. Moderate living conditions. Box 208, BROADCASTING.

Situations Wanted
Assistant sales manager with knowledge traffic, station relations, sales, ET service, public relations and other business procedures. Presently employed, but desiring work which will offer permanence. Available May lst or any time thereafter. Do you need me? Box 44, BROADCASTING.

Writer: Experienced continuity and script writer. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Situation wanted: Engineer, preferably chief. 5 years FM includes complete licensing, 15 years broadcast including 25 kw origination station. A phone call or letter will be appreciated. Phone 180,000. Box 181, BROADCASTING.

Top-flight sportscaster available; play-by-play plays all major sports; bases, football, baseball, lacrosse, tennis, etc. Send letter and snapshot on request. Box 111, BROADCASTING.

Former ship radioman, single, age 46, four years broadcast transmission 1-10 kw, ARRL license, conscientious, seeks transmitter only, Box 116, BROADCASTING.

Experience Wanted (Cont’d)

Announcer becoming poppa. Poppa got to have year mam. Got talent. Gotta have station in east. Wanna set down between 5:30 by night. Box 204, BROADCASTING.

I want to sell time! This is a switch for me. Since 1 I know I can make it successfully. Little direct selling experience, but something better. Nine years in radio and advertising as time buyer, copywriter and radio director in top station in west. Prefer New York. Single. Box 182, BROADCASTING.

Announcer—12 years experience. Married. Child. Box 165, BROADCASTING.


Copywriter, four years experience. Prefer New England. Available reasonable notice. Box 190, BROADCASTING.


Announcer, versatile. Yet, 24 married. Two years 50 kw. Acting experience. At- tentive to future opportunities in Midwest or west. Disc and photo on request. H. McLaughlin, 1453 Racine Chicago 40, Illinois.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or con- ventional receive license. Daylight, per- mit; day, frequency, power and population. Box 187, BROADCASTING.

GENERAL MANAGER wanted by new 1900 kw daylight station in midwest. Must be aggressive and not afraid of assuming full responsibility. Good salary, profit-sharing ar- rangement. Send full details and photograph. Box 183, BROADCASTING.

Producer—Director Experience with large N. Y. stations Age 35 — Single Box 195, BROADCASTING.

Available
Producer — Director
Experienced with major N. Y. stations. Age 35 — Single Box 195, BROADCASTING.

WANTED—Exective secretary. Salary—Administrative Assistant. Contact NBC stations—with knowledge FCC rules and forms, general office pro- ceedings, etc. Box 131, BROADCASTING.
Situations Wanted (Cont'd)

Can you disprove my position on the western seaboard? I have been thoroughly investigated by radio professionals in the last few months. My name is John Doe, and I am a veteran of World War II. I am seeking a position in broadcasting.

Box 111, San Francisco, CA.

For Sale

For sale: 1950 Model 900 RCA Victor chassis, complete. $400.00. For parts or new sale. Contact R. M. Smith, 123 W. 5th Ave, San Francisco, CA.

For sale: 1941 RCA Victor chassis, complete. $150.00. For parts or new sale. Contact R. M. Smith, 123 W. 5th Ave, San Francisco, CA.

State Dept. Survey Shows British Edge In Foreign Broadcasting, U. S. Second

STATE DEPT. survey of international shortwave broadcasting released last Tuesday revealed the U. S. in second place among the "Big Four" with 8.21% of total broadcasting time.

Great Britain led the list with 16.56%, Soviet Russia was third with 6.09% and France fourth with 3.83%. The British were transmitting in 46 languages, Radio Moscow in 30 and the "Voice of America" in 24 languages at the end of the year (25 with the addition of Russian in February).

All told, 56 nations are beaming more than 4,000 hours of international broadcasting per week. The programs, said the State Dept.'s survey, "are designed to further national policy." At the same time, it continued, "international broadcasting can make a tremendous contribution to understanding among people... Radio waves, only when used in every country, can communicate directly and instantaneously with people in other countries. It is the only way of reaching large areas of the world blocked by local censorship ..."

The broadcasting "annual report" came at a time when the State Dept. faced severe cuts in its budget. In May, it was announced, the Dept. faced severe cuts in its budget.

The report concluded that "in the present world situation, centralized activity in international voice broadcasting is essential to the protection of the United States' interests and commitments abroad.

Sees 400,000 Video Sets Produced During 1947

THAT THE TELEVISION receiver industry will produce about 400,000 video receivers of all types during 1947, or about 20 times as many as were in use at the end of 1946, was the prediction of R. E. Kraft, general sales manager of NBC's television department, in an address before the Edison Electric Institute in Chicago.

Pointing out that if each of these video sets is used on an average of only one hour a day, the annual consumption of household electricity would total 45,800,000, Mr. Kraft said the estimate of the Philadelphia Electric Co. which is sponsoring a daytime video show "in Philadelphia, one afternoon a week, with an audience acceptance and appreciation on a par with evening programs, and to the building of a peace based upon mutual understanding." If the International Broadcasting Foundation plan is adopted, the report forecasts, foreign listeners will have to be informed "in some clear-cut manner" that the programs are not necessarily expression of official U. S. policy.

The report was emphasized on two points: That the government must continue in the international broadcasting business because private interests cannot afford to offer necessary world-wide coverage and that the "Voice of America," although its effect cannot be accurately measured, has been tremendously effective.

BUILD WORLD OPINION

Bryson Says Broadcasting Thus Can Aid Future Peace

PLANS so far submitted for international broadcasting, while intended to serve a good purpose, are not good enough to overcome some of the roadblocks. Mr. Bryson, CBS' director of public affairs, plans to submit a comprehensive proposal to the Department of State to extend the Department's desire for establishment of an International Broadcasting Foundation (BROADCASTING, March 31) to assume the responsibilities for the "Voice of America."

Called Essential

The report concluded that "in the present national situation, international voice broadcasting is essential to the protection of the United States' interests and commitments abroad.

Southwest Station

FOR SALE

Southwest Station

250 watt network affiliate located in choice southwest market. Primary coverage more than 250,000. Ask the report. "Price right at $100,000."

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D.C.

Jamest W. Blackburn Ray V. Hamilton

1421 New Hampshire Ave

Washington, D.C. 20525

National 7400

Elbrook 5672

April 14, 1947 • Page 89
FCC Authorizes 36 Conditional Grants For New FM Stations

TWENTY-EIGHTY conditional grants for new FM stations were authorized Thursday by the FCC. Of these 10 are for class A facilities, while 20 are for class B allocations. All are subject to further review and approval of engineering details.

At the same time, the Commission also issued a construction permit for a new station for the Huntsville Times Co., licensee of WHBS, Huntsville, Ala. Facilities are class B with power of 10 kw. Antenna height above average terrain is 1,150 feet. Frequency will be assigned after final proceeding in Docket 6788, the class B FM reallocations case (see story page 15).

Of the conditional grants, 21 presently operate standard stations. The class A grantees are: (AM affiliation in parentheses):

- Fulton County Broadcasting Co. (WKYS, Off. H. Miller, Painesville, Ohio; Ohio; Cohocton Broadcasting Co. (AM grantee), Roscoe, Ohio; James B. Littlejohn (KLYT), Ogden, Utah; Broadcast Management Inc. (WBCC), Bethesda, Md.; Gage Broadcasting Co., Oak Park, Ill.; Batavia Broadcasting Corp. (WBTA), Batavia, N. Y.; Robert W. Rounsaville (WJDR), Brookland, Tenn.; Citizens Broadcasting Co., Abilene, Texas; Arlington-Fairfax Broadcasting Co. (WEAM), Arlington, Va.

Class B Stations

The class B conditional authorizations:

- LaGrange Broadcasting Co. (WLAG), La Grange, Ga.; Queen City Broadcasting Co. (KDHM), Boise, Idaho; Modern Broadcasting Co. of Baton Rouge, La.; J. E. Richmond, et al., doing business as Tulare-Kings County Radio Associates (KTRC, Visalia, Calif.; Fresno, Calif.; Amplithe Printing Co. (KSMO), San Mateo, Calif.; Clinton Broadcasting Corp. (KROS), Clinton, Iowa; James R. Doss, Jr. (WJDR); Tuscola, Ala.; McClatchy Broadcasting Co. (KOH KFBK KWJ KER), Modesto, Calif.; Birney Innes Jr. (WMOX), Meridian, Miss.

Clark Assoc. (WBNH, Binghamton, N. Y.), Buffalo, N. Y.; Leon Wysatzky, trading as Greater Erie Broadcasting Co. (WWOL, Lackawanna, N. Y.), Buffalo, N. Y.; Wisconsin Valley Broadcasting Co. (WIBL), Waukesha; Greenville Broadcasting Co. (WESC), Greenville, S. C.; Tennessen Valley Broadcasting Co. (WAGC), Chattanooga, Tenn.; Claudia T. Johnson (KJWB), Austin, Tex.; Sky Broadcasting Service (KSKY), Dallas, Texas; Ohio Valley Broadcasting Corp. (WPAR), Parkersburg, W. Va.; Central Broadcasting Co. (WSAU), Wausau, Wis.

WOKO
(Continued from page 20)

Additional days should be adequate for WOKO Inc. to wind up its affairs and cease broadcasting. The station, he said, has had the four months since the Supreme Court decision in which to start this termination procedure.

Comr. Durr also contended that FCC "should forthwith consider the application of Van Curler Broadcasting Corp. on its merits and act upon it!"

In calling for further applications for 1460 kc at Albany instead of acting now on Van Curler's, the Commission majority acknowledged that its rules provide that a new application will not be considered competitively with one already filed unless the new one is tendered at least 20 days before hearing is held on the old one. Since Van Curler's was heard last November, this rule normally would preclude consideration of mutually exclusive applications filed since then or in the future, until after disposition of the Van Curler case.

Rule Waived

Waiving this rule, the Commission pointed out that while WOKO's renewal case was in litigation there were uncertainties about the outcome which might have kept would-be applicants from filing, and that the fortuitous circumstance that Van Curler filed its application and obtained a hearing before these uncertainties were resolved should not preclude consideration of other applicants who may now desire to file competing applications.

FCC conceded that it "might have been better procedure" to withhold hearing on Van Curler until the litigation was resolved. But the Commission majority contended that its administrative procedures "can and should be modified to cover the unusual type of situation presented here," to assure that the frequency vacated by WOKO is "assigned to the best qualified applicant and in a manner designed to assure the most fair, efficient, and equitable distribution of facilities."

Comr. Durr insisted that "uncertainties" exist in connection with all applications; that this particular case does not justify a waiver of rules; that the Van Curler application has been on file more than a year, and that "I can see no outstanding considerations of public interest in this case which warrant a further delay in giving Van Curler what it is legally entitled to."

"Jett's Views"

Comr. Jett noted that FCC in recent years has been faced with an alarmingly large number of cases involving misrepresentations, and that the WOKO decision was "pitched in large part upon the Commission's desire to fashion effective measures to insure accurate reporting. As a result of this unannounced change in policy WOKO would go off the air for a misrepresentation initiated 16 years ago while other stations which have made misrepresentations have been discovered, forgiven, and relicensed." (He referred specifically to 13 cases.)

Comr. Jett added that "WOKO, having been selected as the vehicle for impressing upon the whole industry the necessity for accurate reporting, would go off the air without consideration having been given to how well it may have served the listeners in the Albany area. . . . Certainly, the public interest of listeners in the Albany area does not require the deletion of WOKO from the air. . . ."

"In view of our mild measures to other things in the past . . . it seems to me that an order designed to deal appropriately with the guilty parties, and to give the innocent parties an opportunity to continue the service which WOKO now renders, would serve adequately to give notice to licensees and applicants that lenience in dealing with false statements and concealments of fact can no longer be expected from the Commission, and would at the same time preserve from destruction the interests of the innocent parties and of the listeners who now receive WOKO's service. . . ."

VIDEO POOL IS PLANNED FOR OFFICIAL NAVY FILM

MAJOR TV companies met with Navy officials last Tuesday to discuss establishment of a pool to handle official Navy film for video use. Commander Harrison Holton, chief of Navy's radio and television section told Broadcasting he is expecting video producers to propose a pool similar to that used by newreel producers.

NBC, CBS, ABC and Du Mont were represented at the meeting. Attending for NBC: J. H. Alphonso Hirtley, Charles C. Bevis Jr., John Gaunt; for ABC: Bernard Peare; for CBS: Edward Evans; for Du Mont: Roger Coelos, Jules Huber. The War Dept. is expected to follow whatever procedure the Navy may establish for maintaining liaison with these companies.

Transfer Granted

CONSENT has been granted by FCC to transfer of control of KFH Wichita, Kan., from group of present trustees to Wichita Eagle Inc., a corporation controlled by the same individuals in proportion to their respective KFH holdings. No money is involved.

Increase to 50 kw Is Granted to WIBC

INCREASE in power to 50 kw fulltime, directional, on its present frequency of 1070 kc was granted as final last week to WIBC Indianapolis by FCC. The increase had been proposed by the Commission in mid-January [Broadcasting, Jan. 27].

The final decision involved severance of the WIBC application from consolidated proceeding with related requests of WINN Louisville and Mid-America Broadcasting Co. Mid-America received a proposed grant for a new station at Louisville on 1080 kc with 5 kw day and 1 kw night in the January decision while WINN received proposed denial of its bid to switch to that assignment from its present 250 w operation on 1240 kc.

Following the January announcement exceptions were filed by WINN, but these related only to the proposed grant to Mid-America. WIBC filed petition for severance and grant of its request. No decision had further hearing in WINN-Mid America case.

Both WIBC under its new operation and the proposed Mid-America outlet will have some loss of daytime audience potential because of adjacent channel interference.

GATHERED around speaker's table at luncheon session April 8 of Assn. of National Advertiser's spring meeting in Chicago are (1 to r): Robert B. Brown, Bristol Myers Co., New York; John H. Kraft, president, Kraft Foods Co., Chicago; Wesley I. Nunn, advertising director, Standard Oil Co. (Indiana), and president of CFAC; A. C. Seyfarth, educational director, International Harvester Co., Chicago. [ANA story on page 15]
**TV-Films Meshed in Demonstrations**

Reel Made in Atlantic City

Televised Hour Later

In Philadelphia

**MOTION PICTURES** photographed from a plane flying over Atlantic City last Tuesday afternoon were telecast an hour later over WPTZ Philadelphia and observed on Philco television receivers by a group of newspapermen gathered in the Germantown Cricket Club on the occasion of a new fast film developing process developed by Eastman Kodak Research Laboratories.

Process, designed to enable a television news crew to film a news event, develops the pictures on the way back to the studio and put them on the air at the first available time, was impressive, although Eastman officials emphasized that the process is still in the experimental stage.

Conducted by the television department of ABC, in cooperation with Eastman and Philco, the demonstration was the reception of a broadcast from the Municipal Airport in Philadelphia shortly before 1 p.m., when the

newspapermen were photographed in front of a United Airlines DC-3, which at 1:08 took off for Atlantic City with the video film camera and then returned. The plane reached its destination at 1:38, photographed theboardwalk and the coastal waters off Atlantic City, where the Coast Guard participated by staging a simulated rescue mission, until 1:48; arrived back in Philadelphia at 2:12. The films, which had been developed en route, were then sent to the WPTZ transmitter at Wyndmoor, Pa., and aired at 2:48 for the observers at the Cricket Club.

**Unscheduled Highlight**

An unscheduled highlight of the demonstration was the inclusion in the film of pictures of a scrub pine fire along the route. The camera for Emerson Yorke Studio, which took the films, also introduced a novel commercial into his pictures by focusing his camera on the wing of the plane bearing the word "United" for long enough to make the name perfectly clear to every observer.

An adaptation of the high-speed processing unit developed by Eastman for the Army, the machine used in the demonstration was a portable unit operating at a rate of eight feet of film a minute, taking about 25 minutes to process the 200 feet of film shown in the demonstration. Using chemicals heated to about 125 degrees Fahrenheit, in place of the usual 65 to 70 degrees, this process reduces the overall time for complete development and drying of a single frame of 16mm motion picture film to about 45 seconds, compared to 40 minutes for completed processing at normal temperatures.

As explained by Eastman engineers, the process replaces large chemical storage tanks with miniaturized, high-speed processing units of solution each, into which the solutions flow continuously at a rate sufficient to maintain constant photographic quality. This flow of the chemicals, which are maintained at high temperatures by a thermostatically controlled unit, the engineers said, amounts to "using six feet of solution for six feet of film."

**Process Explained**

In 15 seconds a frame of film is developed, rinsed and fixed. Next comes a hot spray wash and then the film passes between squeegee rollers that remove excess water. Final drying occurs during 15 seconds as the film moves over heated rolls. It is then dried in a drum, where it is made negative or positive, depending on the process, it was explained. In the demonstration the film was developed to a negative and converted into a positive. Then the pictures on the screens by means of an electrical circuit at the transmitter. Film used in the experiment is a new type developed by Eastman to stand up under the high temperatures of the fast process.

**New Film Process for Television**

Filming for television newscasting was hailed by Paul Mowrey, ABC director of television, who pointed out that it takes television news coverage a long way toward its goal of reporting pictorially with the same speed as radio does orally. There are many times, he said, when live video news pickups are impractical and when this fast film process will enable television to get a pictorial report to the public long before newspapers have reached the streets.

Fast film will also be valuable in theater television, it was predicted. A motion picture theater, it was pointed out, could film a special event, such as a horse race, from the screen of a television receiver and transmit the picture to the theater audience at the conclusion of the feature picture. This would be much more practicable than attempting to arrange the theater's projection schedule to make a special event would come exactly at the end of the regular movie.

**Business Should Share in Responsibility**

For Fair Trade, Lowell Mason Asserts

A CHALLENGE to both industry and government to start shifting responsibility for fair trade practices to business was given last Friday by Federal Trade Commissioner Lowell B. Mason.

"As one of Uncle Sam's hired hands" Comr. Mason urged discarding the "wicked business interdict," of the conception of private enterprise and a wishful law that "laws are for guidance," not primarily for prosecution.

His address before Kansas U., Lawrence, Kan., was expected to add little more to the industry and set the pace not only for trade practice procedures with FTC but for similar collaboration between radio and its CCC mentor. NBC found the subject matter of such universal importance that it carried a condensed version on its network-wide public service program at 10:45, Friday night.

"Hit and Miss" Policy

Mr. Mason charged that "many engaged in interstate commerce (if the government decides to put it out to prosecute him) could hardly avoid having some kind of an order hung around his neck. In the world of commerce, government takes all the blame. The government is granted that in filing complaints little effort is made to hide the fact that determining who shall be sued is like playing 'pin to the donkey' with everybody blindfolded, including the spectators."

The government, he continued, spends too much time on "hit and miss" prosecutions of individual complaints "with little or no effort towards a mass understanding and acceptance of the law." He declared that many complaints leveled against businesses are "only indicative of common bad business habits which continued to flourish industry-wide in spite of single individual prosecutions."

Application of the trade practice procedure should be broadened, he indicated, to substitute for a wide variety of cases, implying that both government regulatory agencies should seek to broaden their educational rather than enforcement functions.

"Must industry," he asked, "fear risks the area of law observance because of a lack of a common understanding with government? Must government and business be adversaries in court battles of will to determine what the law is and who shall obey it? . . . This the vested interests in government would have you believe."

He declared himself in accord with President Truman's "theory that people are inherently honest that the good in business come from business itself and is not superimposed by the hand of force . . . ."

He warned that the oft-touted threat of monopoly was most significant in government, not as more commonly expressed, in industry. "Instead of urging the revival of competition in commerce," he concluded, "let us determine if there be monopoly in bureaucracy."

**KLX Oakland, Calif., has received certificate of achievement from Bureau of Navy Personnel, in recognition of outstanding service during the war.**

**NEW FILM process for television is introduced, with Charles Kunz, of Kodak Research Labs. inspecting finished negative film unwinding from drying drums of the rapid processing machine at eight feet a minute. The machine develops film to a negative or positive, depending on the chemical process used.**

In television, transmitting equipment converts the negative film to positive pictures on the screen.
First - Station Feud Reopened by NAB

J. S. Records Covering KDKA
and WWJ Are Summarized

NAB last week reopened the con-
roversy between KDKA Pitts-
burgh and WWJ Detroit over which
tower was the pioneer broadcaster.

Mr. Kenneth E. Baker, chief of Re-
or of Research, summarized official
government records on the subject
after extensive research at the CC,
Dept. of Commerce and other agen-
cies.

Occasion for publication of a
summary of official records was
announced in the book The WEAF 'ex-
periment' of a footnote attribut-
ing to NAB facts appearing in pro-
duction of the United States in 1945 for
the 25th anniversary of broadcast-
ing. NAB likewise omitted any part
in the preparation of the factual mater-
ial, saying it had appeared in other publica-
tions.

NAB explained that it "did not
in May 1945 and could not now
rally take any final position in his
interpretation of its own decision." NAB's
summary of official entries in U. S.
courts followed:

KDKA
1916
1/ Aug. 1, 1916, FCC licensed as "new
local station" to Frank Conrad, Hightsburg.
1917-1918
WORLD WAR I
(All amateurs off the air).
1919
1/ May 1, 1919, FCC licensed as "new
local station" to Frank Conrad, Hightsburg.
2/ May 1, 1920, KDAM licensed as "new
commercial station" owned by Kittson Company.
WWJ
1920
1/ Detroit Area
IMK, said to be ancestor of WWJ,
1/ included in Bureau of Navigation
list.
2/ June 30, 1921, BCS first listed as
owned by W. J. Scripps, Detroit.
3/ July 1, 1921, WWJ listed as "new
commercial local station", Detroit.
4/ May 1, 1922, WWJ licensed as Detro-
it, N. Y., Detroit.
5/ April 1, 1923, Announced addition of
local stations to WWJ.
6/ From "Radio Service Bul-
in, list of Bureau of Navigation, Department Commerce" for the dates indicated.
7/ Was a.m. stations, with cabled transmis-
sions.

The BROADCASTING chronology, NAB
nitted certain references to
"KA. Westinghouse, licensee of
"KBK, later resigned from the

FCC Reverses Its Earlier Decision, Issues
Grant for Station at Biloxi on 1490 kc

FCC reversed itself in the Bi-
loxi, Miss., 1490-kc cases last week,
concluding in a three-to-two decision that
James S. Love Jr. is qualified and is
stations' requests for use of programs
presumably would prevent their following
ABC and MBS practices of rearranging
weekly schedules with playlists for DST.
However, FCC reversed the ABC method of
for a new Biloxi station using 1490 kc with 250 w
full-time.

The FCC majority originally
proposed that the WLOX
company's application be denied be-
cause Mr. Love, a hotel owner who
with his wife controls 90% of the
company, "has knowingly dis-
regarded the liquor and gambling
laws of his community for a con-
secutive period of time" [BROADCAST-
RING, Oct. 14, 1946].

Mr. Love contended that he
never been charged with violation
of any statute, including
the liquor and gambling
statutes; that he had obtained Federal
licenses for both liquor and slot machine
businesses, and that the hotel had
paid state taxes on the sale of
liquor.

In its final decision, which
drew a sharp dissent from Conr.
D. Dunn, the Commercial Law
majority felt "constrained to modify [its earlier] judgment" and to distinguish be-
 tween the open and concealed activity of the sale of intoxicating

Seven FM Stations
Affiliate With MBS

Non-Commercial Agreements Are
On Temporary Basis

THE AFFILIATION of seven Mutual
stations under special non-commercial,
was reported last week.

The seven stations, with one ex-
ception situated in towns where
Mutual has no AM affiliates, have
opened the network under terms of
a letter agreement which provides
them with Mutual's program serv-
ices, save for musical shows which the American Federation of Musi-
cians has ruled cannot be played
without extra reimbursement.

The stations will pay the charges
for telephone lines used to tie in
with the network and will derive
no revenue from commercial broad-
casts carried by MBS.

Mutual, it was learned, regards
the affiliation of the seven FM stas-
tions as somewhat temporary and will
discuss the possibility of treating
them as AM stations in their areas
become associated with the net-
work. A clause in Mutual's basic
contract with AM stations guaran-
tees the right to the last option
on the Mutual service for any FM
station it may build.

Contract With WBCK

For the past three years Mutual
has held seven FM stations as an
affiliation with another FM
station, WBCK Schenectady, which
is listed on the network's rate card
and which reportedly makes
in one FM station under one of
carrors, of course, those

The seven stations now affiliated
under the special terms are:
WABX Harrisburg, Pa.; WPRS
Grand Rapids, Mich.; KARN
Wichita Falls, Tex.; KTSJ To-
peka, Kan.; WGBA Columbus,
Ga.; WBKY Lexington, Ky., and
KOZY Kansas City.

The only one of these located
in areas where Mutual has an AM
affiliate is WABX. In Harrisburg,
WBKO has a dual affiliation with
Mutual and NBC, but carries few Mutual
programs.

views as to the morality of selling
liquor and of operating slot ma-
chines for gambling purposes are in
my opinion, wholly irrelevant."}

Comr. E. J. Kett reiterated his
belief that the WGCM application
should be granted. He noted that
William E. Jones, one of the
WGCM principals, proposed to
move to Biloxi and operate the
proposed station, and that none of
the WGCM group have had broad-
casting experience or plan to par-
ticipate in any radio station oper-
ation. Comr. Paul A. Walker did
not take part in the decision.

He also considered it irrelevant
whether the violation was open or
concealed, so long as the evidence
was sufficient to disprove the com-
"are of a recent and current
nature."

April 14, 1947 • Page 93
At Deadline...

7 FULLTIME, 5 DAYTIME STATIONS AUTHORIZED

SEVEN fulltime, five daytime standard stations authorized by FCC Friday. Seven existing outlets given power increases on present frequencies while two others won both frequency shift and power boost.

New Purchase

Banning, Calif.—Carl Phillips, et al. doing business as Pasco Broadcasting Co., 1490 kc, 250 w, unlimited; Wayne Valley Mountain Broadcasters Inc., 1490 kc, 250 w, unlimited, *(Note:)* Rolla, Mo.—Luther W. Miller, Sr., 750 kw, unlimited, Wills Broadcasting Co., 1490 kc, 250 w, unlimited, *(Note:)* Bridgeport, Conn.—The Bridgeport Broadcasting Co., 1320 kc, 1 kw, day, unlimited; Thomasville, Ga.—Southern Broadcasting System Inc., 730 kc, 1 kw, day, Hillsboro, Tex.—W. W. Calvert, et al. doing business as Hill County Broadcasting Co, 1590 kc, 250 w, day, *(Note:)* Coleman, Tex.—Charles L. South, et al. doing business as Coleman County Broadcasting Co., 1590 kc, 250 w, day, *(Note:)* Altoona, Pa.—The General Broadcasting Corp., 1340 kc, 250 w, unlimited, Vicksburg, Miss.—Swing Broadcasting Co., 1490 kc, 250 w, unlimited, *(Note:)* subject to provision that no operation begin before WJXN Jackson, Miss., ceases use of facility. Hudson, N. Y.—The Citizen Broadcasting Co., 1230 kc, 250 w, unlimited; conditions.

Following assignment changes were authorized:

**KNET** Palestine, Tex.—Construction permit to increase power form 100 w to 250 w; 1450 kc, unlimited. **W-vars** Clark County, Idaho—Increase 100 w to 250 w; 1240 kc, unlimited. **WPQ** Mount Airy, N. C.—Increase 250 w to 1 kw; 740 kc. **RFA** Nacogdoches, Tex.—Modification of CP to increase power form 100 w to 250 w; 1430 kc, unlimited. **WSPE** Spokane, Wash.—CP increase 1 w to 5 kw, directional day and night; 1430 kc, unlimited. **WPMF** Frederick, Md.—CP increase 500 w to 1 kw; 920 kc, unlimited, directional night; 1450 kc, unlimited.

**KCP** South Bend, Ind.—CP increase night power from 1 kw to 5 kw, directional night; 1250 kc, unlimited. **KFSX** Cape Girardeau, Mo.—CP increase 10 w to 1 w; 1400 kc to 500 w night, 1 kw to local signal, 960 kc, directional night; 1450 kc, unlimited. **WJAX** Jacksonville, Fla.—CP change from 500 w to 1240 kc to 1 kw on 1400 kc to 500 w night, 1 kw to local signal, 960 kc, directional night; 1450 kc, unlimited. **KXJ** San Antonio, Tex.—CP change from 500 w to 1240 kc to 1 kw on 1400 kc to 500 w night, 1 kw to local signal, 960 kc, directional night and night, unlimited. *(Note:)* Subject to engineering conditions.

**PROPOSED HOUSTON GRANT**

GRANT TO W. Albert Lee, Houston hotel owner, for new 5-kw Houston station on 610 kc (DA night and required to protect Kgom Albuquerque and KAZX Sahman, Mexico) anticipated by FCC in proposed decision Friday. Decision proposed denial of application for same facilities filed by KHTN Inc., headed by R. C. Hughes, director of NAB's FM Dept., formerly director of FCC's Telegraph Division and later vice president of Yankee Network. Comr. E. K. Jett voted for grant to KHTN Inc. instead of Mr. Lee. Majority decision based on local ownership (all KHTN Inc. stockholders except Mr. Bartley are Massachusetts residents).

**FCC Sends Treaty Mission to 2 Nations**

FLYING MISSION sent by FCC Saturday to Havana and Mexico City to work out new uniform standards of potential interference for standard broadcast stations. Making trip are Comr. Robert H. Hyde and K. Neal McNaughton, chief of FCC's Code and Actionections Section. They may go to Ottawa later.

Uniform measurement of interference needed so FCC can break jam of broadcast applications. No NABRA treaty revision presently involved, as agreement in principle adoption of modern standards now in use in U.S. to mutual benefit of all.

U. S. Ambassador to Cuba Henry Morweb; George Howard, embassy economic counselor, and Raymond Harrell, telecommunications at the White House, will act as State Dept. advisers since Department personnel are tied up in plans for International Telecommunications Conference May 15. Host to Mexico City Conference will be Ambassador Thurstun.

Special mission to take care of Cuban, Mexican and Canadian agreements, with others to be worked out by mail. Mission will be gone about fortuit.

Present NARBA rule (par. 3, sec. D, part II) prevents full treatment of FCC applications in calculating broadcast interference.

Three-year interim agreement was signed in late February 1946, extending NARBA, with modifications to March 29, 1949.

**WJBK, WHIZ TRANSFERS SET FOR JOINT HEARING**

FORT INDUSTRY Co.'s proposed $272,500 sale of WHZM Dallas, Ohio, and $255,000 purchase of WJBK Detroit set for consolidated hearing by FCC on 3-tos-2 vote, Commission said Friday. Commission previously had further delayed the WJBK purchase until the proposed sale of WHIZ sales application was filed, in view of Port Industry's ownership of seven AM stations [BROADCASTING, Jan. 6].

FCC Commissioner Denny and Comr. Jett voted to approve both transfers, but Comrs. Hyde, Durr and Wakefield voted for hearing. Fort Industry proposes to acquire WJBK (1490 kc, 250 w), at record local-station figure, from James F. Hopkins (45%), president and general manager, and James A. Connell Jr. (55%), auto distributor and real estate owner [BROADCASTING, Aug. 26, 1946] and to sell WHIZ (1540 kc 250 w) to Southeastern Ohio Broadcasting System, associated with Zanesville Times-Signal.

Meanwhile FCC called separate hearing on proposed sale of WNCA Asheville, N. C. (1340 kc, 250 w) by C. Fredric Rabell and associates to Carol Kasper, Inc. (station WCVL Asheville, NC) for $80,100, assets of Jan. 1 and other considerations [BROADCASTING, Jan. 27].

**710-KC HEARING SET**

THREE 710-kc applications set for hearings by FCC: KTBS Shreveport to change from 1480 to 710 kc and increase from 1 kw to 5 kw day and 5 kw night (WBB Kansas City party to proceeding); WKBG Mobile to increase hours of operation on 710 kc to include nighttime with 250 w directionalized (WFR New York made party to proceeding); WMDP Superior, Wis., to change from 1200 to 710 kc and increase from 250 w to 5 kw directionalized (both WOR and WHB made parties).

**WCHA SALE APPROVED**

CONSENT given by FCC Friday to sale of 51.03% interest in WCHA Chambersburg, Pa., by John Close to three of her associates for $7,244. Buyers and their interests with new acquisitions are: J. W. Booth, vice president and general manager, 44.99%; T. K. C. Walsh, program director, 36.74%; and C. M. C. Leonard, president and commercial manager, 10.29%. M. O. Warrenfeltz, secretary-treasurer, retains 8.16%.

**KMBG CONCORDIA GRANT REISSUED BY FCC**

KMBG Kansas City grant for new 5 kw day time station on 550 kc (with DA), at Concordia, Kansas, to provide wider audience to KMBG farm programs, reissued by FCC last Friday. Concordia operation originally authorized last Oct. 31 [BROADCASTING, Nov. 4], but was set aside on petition of Fred Jones Radio & Television, Inc., owner of KMBG by application for 550 kc, and KWTO Springfield, Mo., who claimed adjacent-channel interference to it 560 kc operation would result.

FCC officials said Fred Jones has now with drawn application with objection of interference to KWTO was eliminated when FCC adopted new AM engineering standards.

**14 AMS RENEWED**


**BAN ON FEATHER-BEDDING PROPOSED IN CALIFORNIA**

NEW legislation (AB-2655) to eliminate unit feather-bedding introduced in California Legislature and referred to Committee on Indu草莓 Relations. Bill would amend State Labor Code. It is directed at stand-by personnel as specifies that employer is to determine size of his work force.

Author is Assemblyman M. Philip Davi who is seeking hearing. Provisions are broad or those of Lea Act, now facing Supreme Court test.

HARRY LE BRUN named station director and commercial manager of WMPS Memphis. He was formerly southeastern station relations supervisor for MBS.

Closed Circuit

(Continued from page 4)

radio. Subject is agenda of Research Committee, which meets April 21 in New York Committee majority understood to favor nation-wide study.

DESPITE emphatic denial, report is that IATSE has taken secret vote in Hollywood aiming at contract negotiations for television stage hands on par with rates in film studio. Television non imminent but plan said to cast operator's eye.

STEPPE UP activity on part of union identified with radio, notably IBEW or AFRA, being reported. IBEW, with nearly 400 stations, seeking to organize smaller markets, while AFRA, with nearly 200 lis- including networks stations, putting out con- certed campaign, evidently to beat Congress to punch on restrictive labor legislation.

BROADCASTING  Telecasting
You can't cover California's Bonanza Beeline without on-the-spot radio

Why the Bonanza Beeline? Because people in California's central valleys and nearby Reno area spend 35% more on retail purchases than the U.S. per capita average.

Only successful way to radio-sell prosperous Beeline people is with on-the-spot radio. Outside stations just do not penetrate the mountain barriers isolating the Beeline.

You have the inside track using the five BEELINE stations, blanketing this 2 Billion Dollar Market. Each, too, does a public service job locally. People of Kern County, for instance, have looked to KERN for leadership since 1938. Discover for yourself how much the Beeline stations can sell—individually or as a group.

[Sales Management's 1946 Copyrighted Survey]

McClatchy Broadcasting Company

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 1230 kc.

KERN
Bakersfield (CBS)
1000 watts 1300 kc.

KWG
Stockton (ABC)
250 watts 580 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
When it comes to Power-to-Draw-a-Crowd, WKY is the most powerful station in Oklahoma City. WKY's superior ability to attract listeners day and night is what really pays off for advertisers. WKY programs have top rating 93.3% of the time in the 30-county area surrounding Oklahoma City according to a week-long diary study by Audience Surveys, Inc., and 41.8% of sets in use in this area are, on the average, tuned to WKY, a share of audience three times that of any other station.

This is why advertisers have found that WKY wins results as no other Oklahoma City station can... and more profitably!