For three successive years KLZ has been named by Variety as one of the top showmanagement stations of the nation. This is the first time any station has won this distinction three years in a row and KLZ is humbly grateful for this recognition from the Supreme Court of Show Business. It illustrates most vividly the consistency with which KLZ bears down on the showmanagement throttle, exerting enthusiasm, initiative and imagination continuously to find new ways to serve its community. In return, KLZ has earned increasing prestige and popularity both with its listeners and its program sponsors.
A MAIL COUNT
that counts *

WNAX AUDIENCE MAIL 1946... 517,926

This half-million mail response came from a five state area, including Iowa, Minnesota, Nebraska, North Dakota and South Dakota. 78.26 per cent of all WNAX audience mail last year was addressed to a commercial program.

WNAX COMMERCIAL MAIL 1946 ... 405,034

* But there's more to the story. 9 out of every 10 pieces of this commercial mail contained money or orders for items advertised on WNAX.

That's certainly proof that WNAX rings the cash register for its advertisers. If you want more proof, just get in touch with the nearest Katz man.

WNAX is available with KRNT, WMT as the Mid-States Group. Ask the Katz Agency for rates.

A Cowles Station
WNAX
SIoux City - Yankton Affiliated with the American Broadcasting Co.
Another Yankee Success Story

THE YANKEE WEATHERMAN

Originates from WNAC over 24 Yankee Stations

WNAC Boston, Mass.
WFAU Augusta, Me.
WJOR Bangor, Me.
WICC Bridgeport, Ct.
WKXL Concord, N. H.
WSAR Fall River, Mass.
WEIM Fitchburg-Leominster, Mass.
WHAI Greenfield, Mass.
WONS Hartford, Ct.
WHYN Holyoke, Mass.
WLNN Laconia, N. H.
WCOU Lewiston-Auburn, Maine
WLLL Lowell-Lawrence, Massachusetts
WKBR Manchester, N.H.
WNLC New London, Ct.
WBK Pittsfield, Mass.
WMTW Portland, Me.
WHEB Portsmouth.
WDVR Dover, N. H.
WEAN Providence, R.I.
WSYB Rutland, Vt.
WWSR St. Albans, Vt.
WWCO Waterbury, Ct.
WDEV Waterbury, Vt.

Plus Yankee FM Stations

WGTR Boston
WMNE Mt. Washington

*7:30 A.M.

JOHN M. MACDONALD

7 A.M. Monday thru Saturday

Sponsored by

The Lehigh Navigation Coal Company

Producers of Old Company's Lehigh Anthracite

The Yankee Weatherman gives his listeners a complete early morning New England weather summary — temperature, tides, winds, storm and road conditions and forecasts for the entire New England Yankee area.

More than 5000 Yankee listeners wrote in for his "Barometer Booklet" offered by the Yankee Weatherman during one week.

Everybody talks about the weather and the Yankee Weatherman from Bangor to Bridgeport.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASSACHUSETTS

Represented Nationally by EDWARD PETRY & CO., INC.
COCA-COLA Co., New York, currently negotiating through its agency D'Arcy Adv. Co., New York, for its program Spotlight Bands to be sponsored on CBS five daytime quarters-hours weekly and one night half-hour.

ONE OF LARGEST transmitting equipment orders of all time and certainly biggest since war, about to be placed with RCA by International Ladies Garment Workers Union, which has proposed grant in New York, final grants in Los Angeles, St. Louis and Chattanooga, and is applying for Philadelphia and Boston. Firm orders for those already granted and conditional orders for others would approach $400,000, says Morris Novik, ILGWU's radio consultant, and will be RCA all the way.

NEW AT&T troubles may begin when phone strike is settled—possibly this week. Justice Dept. is set to bring anti-trust suit asking that telephone company divest itself of wholly owned service and supply subsidiary, Western Electric Corp. Suit probably will be no surprise to AT&T due to Pullman case ruling.

WHILE FORMAL announcement is withheld pending separation from diplomatic service as ambassadorial head of Greek financial mission, Paul A. Porter will become partner in law firm of Thurman Arnold, former trust-busting Assistant Attorney General, and Abe Fortas, former Under Secretary of Interior. Firm is in general practice but former FCC Chairman Porter is expected to specialize in radio and communications. It will be Porter's first venture in private law practice since he left CBS legal counselship in 1942 to enter Government service at F.D.R.'s behest.

FLYING NARBA mission of Conv. Rosel H. Hyde and K. Neal McNaughton, chief of FCC's standard allocations section, to Havana, Mexico City and Ottawa [BROADCASTING, April 14] may involve FM considerations, too. Informal conversations have surrounded proposal of CHC that FM power be limited to 20 kw, effective at 500 feet within 250 miles of border.

APPEARENTLY recognizing that skywave interference exists during daytime even though not covered in its engineering standards, FCC may reverse its field on licensing of daytimers on clear channels. Substantiated reports of blurred clear-channel service by virtue of influx of daytimers could bring approval of Clear Channel Broadcasting Service petition to terminate indiscriminate licensing pending outcome of clear-channel case.

FCC HAS established some sort of precedent by granting Baltimore Sunpapers authority to operate one portable and two mobile relay press stations for ten days in special press service to enable newspapers to cover local news during telephone strike, which had rendered large areas of city and environs inaccessible to (Continued on page 98)
In the heart of the Tennessee Valley, 20 million kilowatt hours doesn't seem like much electricity—but it's a lot when you know that IT REPRESENTS JUST THE INDUSTRIAL POWER USED IN THE NASHVILLE AREA DURING ONE MONTH. That power speeded manufacturing, employed thousands and added dollars to buying income in the rich Nashville market. And WSIX can help speed your sales in this area, too. Wide popularity means effective, economical coverage for WSIX.

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Lycburgus never rated like this!

Way, way back around 600 B.C., an ancient Greek orator used to talk for hours on end in the Senate of Sparta. His name was Lycurgus, and his Hooper pushed .002.

It's a different story with the modern Spartans living in and around Spartanburg, South Carolina. They have their ears glued to one radio station; the one radio station that delivers programs planned and produced for them: WSPA.

The clincher? The ubiquitous Mr. Hooper has provided us with:

<table>
<thead>
<tr>
<th>HOOPER STATION LISTENING INDEX - WINTER, 1947</th>
<th>Spartanburg, South Carolina</th>
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<td>INDEX</td>
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<td>8 AM-12 N Mon. thru Fri.</td>
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<td>6 PM-10 PM Sun. thru Sat.</td>
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Right now, WSPA can deliver to you a ready-to-buy-your-product audience of 128,290 radio families* in 50 South Carolina, North Carolina and Georgia counties.

*BMB Daytime Audience

WSPA and WSPA-FM

 CBS STATION FOR SPARTANBURG—GREENVILLE MARKET.
 SPARTANBURG, SOUTH CAROLINA. REPRESENTED BY ROLLINGDERBY. WALTER J. BROWN, VICE PRESIDENT AND GENERAL MANAGER.

Page 6 • April 21, 1947
here's ★★ ★★ Hennessey

...WSYR's irresistible. profitable—and sponsorable salesman

★ HENNESSEY IS IRRESISTIBLE:
Sleepyheads wake up and whistle...commuters laugh away their morning fog...daybreakers from Watertown to Watkins get up on the funny side of bed when Frank Hennessey starts his sunrise shenanigans! As WSYR's skylarking Timekeeper of the early-morning hours, he mixes music and musings in a bright way that has brought him over 30,000 letters from listeners in six months.

★ HENNESSEY IS SPONSORABLE:
Listeners keep asking for more and more of Hennessey's gay patter—so WSYR has built a new 12:30-12:45 P.M. show (with a Pulse rating of 9.1) around this three-star salesman! Here's a prime buy for some market-wise advertiser. (Also, now and then, you might find a 10 or 15-minute strip available on the Timekeeper's morning show.) Typical of WSYR's smart day-long programming, Hennessey is the man who can wake up big Central New York State to your product. Better call us or Headley-Reed about him right away!

★ HENNESSEY IS PROFITABLE:
No microphone novice, Frank Hennessey is the airwaves bugler who reached half the G.I.'s in Central Europe via Radio Munich's 200,000 watts. Before the war, he was farm editor of WWL in New Orleans. He's an expert on the buying habits of both farm and city wage-earners. Best of all, he knows the people who hold the billion-dollar purse-strings of WSYR's prosperous 17-county area—and their loyal preference for his products proves it.

570 kc. — 5000 watts
Our 25th Year
NBC in Central New York
Represented by Headley-Reed

WTRY, Albany-Troy-Schenectady, & WELI, New Haven, are also H. C. Wilder Stations
An Analysis of WTOP

...AGAINST 5 STATIONS IN 1945
...AGAINST 9 STATIONS IN 1946

In every major (and many a minor) market, the total number of radio stations has skyrocketed. As a timebuyer, you undoubtedly have wondered:

1. What impact, if any, do new stations have on listening habits?
2. To what extent are established stations able to retain their ratings?

Here is some pertinent research that reveals how one station—WTOP—in one of America’s greatest markets—Washington, D.C.—fared when the number of radio stations jumped from six to ten within a year.

WTOP enjoyed a 9% larger Hooper rating during an average quarter-hour against nine competing stations than the station had twelve months earlier against five competitors!*

The following six local originations are typical. All were heard when Washington had six broadcasting stations. All still were on the air when ten stations competed for the same D.C. audience. Sponsored by local or national advertisers, they represent six different types of programs:

*Based on a comparison between the Oct.-Nov. Hooper Supplementary Reports for 1945 and 1946
Oct.-Nov. 1945 Hooper Supplementary Report
Oct.-Nov. 1946 Hooper Supplementary Report
Against twice as much competition, five out of six WTOP originations commanded bigger ratings. And the sixth show had just as large a rating as it had against half as much competition twelve months earlier.

The conclusion is obvious: Good programming—the kind produced by WTOP’s 40-man program department—will always command an ever-increasing and ever-loyal audience. You can get in touch with this audience by getting in touch with WTOP or Radio Sales.
Feature of the Week

A FABULOUS idea popped into Bill Jeffery's head one day. From the listeners' angle, he knew it was sure to build an audience. But from his point of view as commercial manager of WARL Arlington, Va., he was not so sure the idea would find a sponsor. Would an Arlington or nearby Washington radio advertiser be willing to buy time for every half-hour break on the station seven days a week for a novel quiz show?

He approached the man whose firm is probably Washington's largest radio user, Sidney Zlotnick the Furrier. Mr. Zlotnick was willing.

And now over 140 times a week, starting last Monday, WARL broadcasts for Zlotnick's a 3½ to 4-minute quiz which consists of an opening sponsor identification (transcribed) followed by a "live" factual question and the answer. Then a name is selected at random from the area telephone directory, the number called, and if the person is listening, hears the answer and can give it on the phone, he or she wins a $2 prize.

If there is no answer, or the person is not listening to the station, money reverts to the jackpot and is added to the prize for the next call.

Program is heard every half-hour from 8 a.m. to station's closing time at local sunset every day except Sunday, when the Zlotnick schedule begins at noon to avoid (Continued on page 86)

Sellers of Sales

PART-TIME work at KWSC, Washington State College's station, Pullman, Wash., served as springboard into the commercial field for Herb Wixson, currently assistant manager in charge of sales and programs of KMPC Hollywood.

On graduation from college in January 1930, he joined KGA Spokane where he remained until 1938. During this period he served in several capacities — as announcer, entertainer, commercial copy writer, program director, salesman and assistant manager of KGA. He held the latter post for five years before coming to Los Angeles in December 1938, to join Don Lee Broadcasting System as account executive.

He remained with Don Lee for four years. Then he joined KMPC in 1942 as sales manager. One year later—January 1943—he became assistant manager in charge of sales and programs. In sales he oversees dealings with 267 sponsors represented by 127 advertising agencies.

Herb doesn't believe in numerology but objectively reports the prominence of the numeral four in his life. First, he was born on the fourth day of the fourth month, 1907, at Rye, Colo. Later on in life he was married to Helen Hudson on June 4, 1938. His sales staff numbers four and enough fours keep his golf scores in the low 90's. During his four years with KMPC he has managed to increase time sales 500%.

Mr. Wixson's family moved to Idaho and Washington during his childhood. A large part of this time Herb lived on ranches, where he feels a kid can grow up doing things which call for imagination, speed and initiative.

When Herb is not golfing he is usually fishing. On the latter line, he insists that he takes his hat off only to his wife as a trout fisherman.

Has he had any laughs in radio? He recalls a time when as a harried announcer reading a paint commercial with an eye on an upcoming seed spot he gave out with: "For the finest in paints, stains, enamels and varnishes, visit the XYZ Seed Co."
World's Champion CARDINALS...yes, and ST. LOUIS' BROWNS

Whether it's St. Louis' colorful Cardinals or the equally famous Browns, each team has its host of ardent fans. Sports-loving St. Louis is a great baseball town, where boosters of both teams follow the successes of their favorites with loyal devotion.

AMONG ST. LOUIS' OWN

Traditions

Like St. Louis ball teams, KWK maintains its fans' responsiveness by catching and holding loyal listeners; hits home with a battery of programs geared to local interest and runs up impressive ratings. All this is proved, month after month, by Mr. Hooper's "box score."

St. Louis' Own and St. Louis Owned

HOTEL CHASE, ST. LOUIS

PAUL H. RAYMER CO., Representative
NO. 5—Intimate Glimpses into the Lives of
the Great (est Spot Radio Sales Organization on Earth!)

IDEAS!

The grizzled veteran above, ladies and gents, is Russel Woodward, our Executive Vice Presi-
dent, talking in his Chicago office with the manager of one of the top-flight stations we
represent. But are they discussing their golf, their ailments, or the weather? No; they’re
discussing a new program idea which may soon be selling stuff for you... Gathering and
passing on such ideas is part of the job all our Colonels do—and do well. Want one now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Durr Charges Colleagues With Laxity

Vigorous Dissent Reveals Breach Within FCC

By RUFUS CRATER

Mr. CLIFFORD J. DURR last week charged his colleagues on the FCC with "laxity in the enforcement of the principles" of the Blue Book and with lowering program standards.

In a sharply worded dissenting opinion which voiced the first open breach within the Commission in the question of FCC activities in programming, Mr. Durr noted that the Blue Book "reproached" broadcasters whose program promises go unfulfilled.

"It is pertinent to ask whether the statements which the Commission itself has made as to the improvements in broadcasting have not beenfallied. But the FCC, I believe, is likewise to remain in the state of unfulfilled promises." He pointed out that the Blue Book was issued more than a year ago. Since then, Mr. Durr declared:..."(Continued on page 90)

Radio Aids in Texas Disaster Relief

Stations and Networks Speed Assistance, Cover News

RADIO met another public service test with speed and efficiency when one of America's worst peace-time disasters wrecked the Texas port of Texas City last week.

Estimates of the number of dead ranged upward from 750, with more than 3,000 injured. The explosion was a signal for radio to move into the picture immediately.

Mr. Harris

Declared stations and networks not only cooperated to the fullest with Red Cross and other relief agencies, but did an outstanding job of being first to bring news of the catastrophe to America and the world. With special authorization from FCC to lend every possible aid, even to carrying emergency messages, broadcasters proved once again what an important medium radio is and how it is especially fitted to serve in times of emergency.

Band Cleared

FCC also issued an order clearing the broadcast band between 3840 and 3860 kc for a special emergency network of amateur stations in the triangular area between Corpus Christi, San Antonio and Beaumont and allotted the 7050 kc frequency for similar emergency use. This action was taken, it was explained, to permit amateur radio operators to aid relatives and friends in the difficult task of communicating with persons in the devastated area. The American Radio Relay League, with the cooperation of FCC regional personnel, organized the emergency amateur setup.

An aggressive and complete job by an individual station in news coverage and other phases of radio activity in connection with the Texas City disaster was that done by KPRC Houston, a Kw NBC affiliate. KPRC's manager, Jack Harris, has wide experience in disaster coverage dating back to the early 1937 Ohio-Mississippi River floods when he was an announcer for WSM Nashville. Mr. Harris served during the war as chief of the Army's Radio Branch, and for a time was General MacArthur's radio officer. He still acts as consultant on radio for the War Dept.'s Public Information Division.

Mobile Crew Sent

KPRC, according to Mr. Harris, scored a five minute scoop last Wednesday in announcing the explosion of the nitrate-laden French ship. Immediately after receiving word of the explosion KPRC's entire newsroom staff rushed with a mobile crew to Texas City to start describing the disasters. In addition to presenting a series of on-the-scene broadcasts for its own station..."(Continued on page 95)
Station Break Controversy Brewing

NBC Affiliates Organize To Forestall Possible Elimination

DISTURBED OVER signs that NBC plans to "cut down or perhaps eliminate entirely" station break announcements, a group of affiliates of that network last week set in motion machinery to establish a formal association "to function autonomously and to provide a nucleus for joint action."

By direction of an organizing committee of five, Harry Bannister, general manager of WWJ Detroit, dispatched the invitation to NBC's 100-old affiliates. Other members of the committee, headed by Mr. Bannister, are Dean Fitzler, WDAF Kansas City, Walter Damm WTMJ Milwaukee, Nathan Lord, WAVE Louisville, and Ralph Evans, WHO Des Moines [Closed Circuit, April 14].

The letter emphasized that there is no intent to foster any opposition to our network management," nor "to organize a rebellion in any sense whatsoever."

Interests Not Identical

"On the contrary," the letter stated, "acting with the utmost loyalty to NBC and with every confidence and faith in its future, we still feel that as independent affiliates of NBC there must, of necessity, be many points at which our own interests are not necessarily the interests of our network. This conflict over chain breaks consists just such a point."

Mr. Bannister pointed out that 56 NBC midwestern affiliates met in Chicago March 14 under the chairmanship of John J. Gillin, Jr., WGY Omaha. It was at this meeting that a resolution, proposed by Mr. Bannister and seconded by Elden Park, WLW Cincinnati, was unanimously carried to appoint a committee to investigate desirability and possibility of forming the voluntary association. These affiliates, Mr. Bannister stated, were preponderantly of the view that the future seems to hold "one crisis after another, and that any of them might be disastrous; all of them are highly important."

Chain Breaks Explained

"Chain breaks" were described as time upon which stations rely "as such a large part of our community service and station revenue."

At the SPAC meeting in Chicago, the letter stated, high-ranking representatives of NBC participated repeatedly "that they were thinking of a plan which would eliminate hitsches and chain breaks, in exchange for an indeterminate rise in rates. Out of Washington and out of New York, recent news dispatches have had similar connotations."

In the midst of the SPAC meeting, the affiliates held their own session and adopted the resolution. Mr. Bannister, in his letter said that the group discussed ways and means by which affiliates "might protect ourselves in this gathering crisis" and that it was suggested that the first step should be the formation of an association of NBC affiliates.

"When the networks have problems which are industrywide," said the letter, "they are quick to consult each other. But neither the SPAC nor the NAB are set up to operate in fields which are the specific concern of the affiliates of a single network. It is only with the

ZIV TRANSCRIBED SERIES TO COST HALF-MILLION

A BUDGET of a half-million dollars has been set by the Frederic W. Ziv Co. for 52 half-hour programs titled Favorite Story, open to NBC affiliates. Mr. Colman, it is reported, will receive approximately $150,000, including percentage of sales, for 52 programs. The transcription company announced that John L. Sinn, general partner of Ziv and producer of Favorite Story has set the show for a three-year minimum with a two-year option.

Mr. Colman will appear on the program, which is now being heard on WMAQ Chicago and KFI Los Angeles, as either actor or narrator, depending on the script.

Liquor Ban Lifted

CANADIAN government wartime restrictions on liquor advertising have been lifted, according to the trol order was announced this month. Liquor, beer and wine ad April. Liquor, beer and wine advertising on radio is allowed only in provinces where provincial regulations permit.

thought of protecting ourselves in this chain break controversy without infringing on the activities of any given network, to urge the formation of an NBC affilia-tion's association."

NBC outlets were told that the five members of the organization committee regarded the matter "as important as either the 1937 musician crisis or the subsequent ASCAP crisis." Affiliates were asked to indicate by letter their willingness to join such an association.

Minutes of the March 14 meeting in Chicago of the 36 affiliates disclosed that following adoption of the resolution looking toward formation of the affiliates' association, Mr. Gillin, as chairman, appointed the organizing committee.

The resolution follows in full:

IT WAS RESOLVED that the Chairman of the meeting, John J. Gillin, be and he is hereby authorized to appoint a committee of five representatives of affiliated stations to investigate the desirability and possibility of forming a voluntary association of NBC affiliates for the purpose of presenting to the FCC the point of view of the affiliated stations toward the retention of the present rules and regulations relating to station identification and the status of station identification between separate programs; and that such committee be authorized to expend such sums as may be reasonable and necessary in the polling of the other affiliates and in the necessary investigation looking toward the accompaniment of the above purposes, such expenses to be borne by the affiliates here assembled.

Frigidaire Video

FRIGIDAIRE Division of General Motors Corp. will sponsor a 20-minute film titled Frozen Freshness over WBN'T New York (NBC) and WPTZ Philadelphia today (April 21) 8:30 p.m., est., to James, Cone & Belding, New York.

ABC Reports Peak Sales of Cooperative Time

ABC's co-op program sales department last week reported 245 new programs sold during the first quarter of this year. The number of ABC co-op program sponsors is now at the highest level in the department's history, Murray B. Grachorn, department supervisor, said.

New sales for March totaled 66, an increase of 28% over the 52 new sales reported for the comparable period last year, the network reported, pointing out that a highly important stimulant to the volume achieved during the initial three months of 1947 is ABC's co-op sales awards plan.

Leading ABC co-op programs in new sales reported during the past three months is America's Town Meeting, which reported 76 new sales. That was followed by NBC's CBS' report of 31 new sales.

CBS Nightly Show for Campbell Seen

Clearance of Monday Slot, 7:30-8, Stirs Speculation

REPORT that Campbel Soup had bought the 7:30-8 p.m. period, Mondays through Fridays, on CBS [Broadcasting, March 31] appeared to be confirmed last week when the network announced that the R. J. Reynolds Bob Hawk Show, currently heard Mondays, 7:30-8 p.m., with a repeat, 10:30-11:30, added had bag the period. Martin Agronsky added 25 new sales, Ethel and Albert 22 new sponsors and Dick Tracy 21, while Campbel Soup was cited for fifth period, each having 19 new advertisers.

The Vaughn Monroe Show also appeared on CBS, Saturdays, 7:30-8 p.m., by the Reynolds Co., through Will Post, with a re-broadcast, 11-11:30 p.m., will be heard Saturdays, 6-7:30 p.m., with a re-broadcast at 12 midnight-12:30 a.m., effective May 3. At the same time the William R. Warner Co., New York, sponsor of the Jenni Sabin Show, also, Saturdays, 7:15-7:30 p.m., with a re-broadcast at 12:45-1:45 a.m., moves to Saturdays, 7:45-8 p.m., re-broadcast, 12:30-12:45 a.m. Agency is Kenyon & derson for the network, did not announce the replacement for the 7:30-7:45 p.m., Saturday spot vacated by Vaughn Monroe.

Effective April 30 CBS shifts its network talks program, currently heard Saturdays, 10:45-11:15 p.m., to Wednesdays, 6:15-6:30 p.m., replacing the Word from The Country program which moves to Saturdays, 6:15-6:30 p.m.
Peabody Awards for '46 Announced

These Are the Winners

“Operation Big Muddy,” program series of WOW Omaha—Outstanding Regional Public Service. (Picture No. 1, Ray Clark, manager)

“Columbia Workshop,” presentation of Columbia Broadcasting System—Outstanding Entertainment in Drama. (No. 2, Davidson Taylor, CBS vice president and director of programs)

“Our Town,” continuity of WEL! Battle Creek, Mich.—Outstanding Public Community Service. (No. 3, D. E. Jayne, general manager)

“Orchestrations of the Nation,” NBC program—Outstanding Entertainment in Music. (No. 4, Ernest La Prade, supervisor of series)

William L. Shirer and CBS—Outstanding Reporting and Interpretation of News. (No. 5, Mr. Shirer)

“Meet The Press,” Mutual Broadcasting System news program—Special Citation of Honor. (No. 6, Fiorella La Guardia, Tex McCrary and Dorothy Thompson on one broadcast)

“Invitation to Music,” CBS presentation—Special Citation of Honor. (No. 7, Bernard Herrman, conductor on most of series)

“Suspense,” CBS offering. (No. 9, Actress Agnes Moorhead on recent show); and “Henry Morgan Show,” ABC feature. (No. 8, Mr. Morgan)—Special Citations of Honor.

“The Harbor We Seek,” sequence of WSB Atlanta—Special Citation of Honor. (No. 10, Brad Crandall, producer, and Jane Sparks)

John Crosby, New York Herald-Tribune radio columnist—Special award for “his outstanding contributions to broadcasting throughout his writings.” (No. 11, Mr. Crosby)

“One World or None,” Dexter Masters series of WHC! New York—Outstanding Educational Program. (No. 12, Mr. Masters)

“Hiroshima,” adaption of John Hersey’s account done by ABC and Robert Saudek, director of public service—Special Citation of Honor. (No. 13, Mr. Saudek)

“Books Bring Adventure,” to Assn. of Junior Leagues of America’s adaptations of books dramatized and transcribed—Special citation of honor. (No. 14, Miss Gloria Chandler, radio consultant for Association).

“Radio Edition of the Weekly Press”—Offering of WHCU Ithaca, N. Y.—Special Citation of Honor. (No. 15, Michael Hanna, general manager)

Annual Honors Conferrd
At New York Session
Last Thursday

WILLIAM L. SHIRER, until recently a CBS commentator; WOW Omaha and WEL! Battle Creek, Mich., were presented with the major Peabody Awards for 1946 at a luncheon meeting of the New York radio executives club last Thursday.

The awards, among the most respected in radio, were presented to the winners by Edward Weeks, chairman of the Peabody Advisory Board and editor of the Atlantic Monthly, who described broadcasting as the “liveliest of the arts” and warned the industry to avoid the “hardening of the arteries” that now besets the U. S. press.

In presenting the awards, Mr. Weeks said that radio was “a young enough art” to take criticism, an ability of which the press can no longer boast. He said that unlike the press, which regards “anyone who has the opportunity to criticize (it) as a public enemy,” radio was even offering some self-criticism.

He praised particularly the address by William S. Paley, chairman of the CBS board, at the NAB convention last October in Chicago as being an indication of radio’s willingness to examine itself critically. “The real enemy of radio,” he said, “is not the critic but the (Continued on page 85)
Drive to ‘Sell’ Free Economy Planned

AAA Convention Heats Details of Campaign; BMB Endorsed

AN AMBITIOUS educational campaign to awaken Americans to the need for preserving America’s economic system was proposed last week by the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The AAA-AANA project will be presented to the U. S. Chamber of Commerce at its annual meeting in Washington April 28-May 1. The program is based on a report from the Chamber’s Subcommittee on Advertising of which Leonard W. Trester, Washington, is chairman.

The proposal was presented at the 29th annual convention of the AAAA at the Waldorf-Astoria Hotel, New York, by Jack Smock, vice president of Foote, Cone & Belding, Los Angeles, and chairman of one of two groups that have been studying the problem of improving public understanding of our economy.

An early decision reached by the committees, Mr. Smock reported, was that the American people believe in the present system but “are woefully lacking in a knowledge of the basic principles on effective date was continued until 10 a.m. of the first Monday following the decision of the Supreme Court” by agreement between Mr. Hartley and AFM attorney Henry Kaiser.

Earlier Request

The Committee thus bowed to an earlier request from the union boss that his cross-examination be delayed until the high court can rule on the Petrillo law [BROADCASTING, March 10]. At the same time, however, the committees felt it was necessary to clear its calendar of the controversial labor bill (H. R. 3020) passed by the lower chamber late last week [BROADCASTING, April 14].

The AFM probe promises to be one of the most thorough ever conducted into the affairs of a labor union. It was learned that the group intends to hold Mr. Petrillo until it can examine “all the officers of the union and all the books.”

It will also highlight the Labor Committee’s investigation of union racketeering—aimed to supplement hearings which preceded writing of the so-called “Labor Peace Bill.”

The Committee had been concerned with reports that Mr. Petrillo was planning a trip out of the country. This was denied by AFM counsel Henry Kaiser who told BROADCASTING that the musician’s union boss “was planning to go abroad ‘to meet some British musicians.’” He said he had been unable to get reservations for Mr. Petrillo, and that it was unlikely at this late date that the proposed trip would be consummated since the AFM annual convention is scheduled for late spring or early summer.

Supreme Court Test

Supreme Court test of the Labor Act is tentatively set for May 5 or 6. The government’s brief, which appeals the decision of a Chicago District Court [BROADCASTING, Dec. 9] dismissing charges against the AFM boss, will be made public this week.

Court ruling is not expected to influence the Congress until hearings. The Labor Committee is interested primarily in determining whether the Petrillo union has interfered with the development of radio or musical culture, and whether it has denied basic rights to its own members.

AFM elections, allegedly tightly controlled by Mr. Petrillo that membership has no real voice

(Continued on page 97)

House Group Subpoenas Petrillo

AFM Head Is Ordered Before House Labor Committee

JAMES CAESAR PETRILLO will come to grips with the House Labor Committee as soon as the Supreme Court passes on the Lea Act. Committee Chairman Fred A. Hartley Jr. (R-N.J.) signed the subpoena which was served on Mr. Petrillo at his New York office April 14.

Although the subpoena orders the AFM chief to appear before the Committee on April 29, the effective date was continued until 10 a.m. of the first Monday following the decision of the Supreme Court” by agreement between Mr. Hartley and AFM attorney Henry Kaiser.

Later Request

The Committee thus bowed to an earlier request from the union boss that his cross-examination be delayed until the high court can rule on the Petrillo law [BROADCASTING, March 10]. At the same time, however, the committees felt it was necessary to clear its calendar of the controversial labor bill (H. R. 3020) passed by the lower chamber late last week [BROADCASTING, April 14].

The AFM probe promises to be one of the most thorough ever conducted into the affairs of a labor union. It was learned that the group intends to hold Mr. Petrillo until it can examine “all the officers of the union and all the books.”

It will also highlight the Labor Committee’s investigation of union racketeering—aimed to supplement hearings which preceded writing of the so-called “Labor Peace Bill.”

The Committee had been concerned with reports that Mr. Petrillo was planning a trip out of the country. This was denied by AFM counsel Henry Kaiser who told BROADCASTING that the musician’s union boss “was planning to go abroad ‘to meet some British musicians.’” He said he had been unable to get reservations for Mr. Petrillo, and that it was unlikely at this late date that the proposed trip would be consummated since the AFM annual convention is scheduled for late spring or early summer.

Supreme Court Test

Supreme Court test of the Labor Act is tentatively set for May 5 or 6. The government’s brief, which appeals the decision of a Chicago District Court [BROADCASTING, Dec. 9] dismissing charges against the AFM boss, will be made public this week.

Court ruling is not expected to influence the Congress until hearings. The Labor Committee is interested primarily in determining whether the Petrillo union has interfered with the development of radio or musical culture, and whether it has denied basic rights to its own members.

AFM elections, allegedly tightly controlled by Mr. Petrillo that membership has no real voice

(Continued on page 97)
Miller Exhorts Stations to Editorialize

NAB Area Meeting Takes Up Labor Problems

BROADCASTERS were urged to take editorial stands, despite the ban laid down in the Mayflower case, by NAB President Justin Miller at the April 14-15 meeting of NAB Area C (Districts 19, 12), held at the Muehlebach Hotel, Kansas City. The FCC has indicated it may hold a hearing on possibility of abandoning the Mayflower doctrine.

The prohibition has held down prestige of stations in their communities, Judge Miller said, recalling many complaints from broadcasters.

Over 220 delegates from the two districts attended the area meeting, largest yet held in the series. Another 56 persons attended unofficially.

Resolutions Adopted

Resolutions were adopted calling for revision of the Mayflower doctrine; opposing 2% cash discount; favoring Standard Time legislation; urging support of BMI and commending appointment of Carl Haverlin as president; praising Judge Miller's leadership and commending the NAB staff; thanking Kansas City stations and groups for convention hospitality; favoring labor relations policies based on local and area negotiations, outlawing of the secondary boycott, relieving industry from jurisdictional disputes, and urging support of labor legislation along these lines; commending appointment of Harold Fair as Director of the Program Dept. and the work done by the Special Standards of Practice and Program Executive Committee; commending BMI for contribution made toward standardizing radio as an advertising medium in the minds of advertisers and agencies.

In an off-the-record discussion of labor relations Richard P. Doherty, NAB Director of Employee-Relations, warned that while pending Federal legislation may correct certain abuses and mitigate industries' ills, it will not be a panacea for broadcasters' troubles.

He suggested that compulsory arbitration, combined with governmental seizure, offers a solution for strikes but warned that this possibly injects the Government into operations of business. He asked stations to look for new union policies in contract negotiations.

Pointing out the task of rewriting the standards of practice held attention of delegates. With two subcommittees at work, the Special Standards of Practice Committee held meetings May 1-22.

In his opening address President Miller urged broadcasters not to become "emotionally upset" by the considerable amount of current criticism. He asked that every criticism be examined, that every citizen be given a chance to state his views, and that the FCC be free to make its decision.

The FCC has indicated it may hold a hearing on possibility of abandoning the Mayflower doctrine.

Uniform Time Bill Pushed in Congress

Author Expresses Added Optimism Over Measure's Chances

UNIFORM TIME legislation gained support in Congress last week as Rep. Joseph P. O'Hara (R-Minn.) sought early action on his bill (H. R. 2740) to provide standard time for all commerce. Although Mr. O'Hara's bill BROADCASTING "only a mile" would permit the bill to become law before daylight saving time starts going into effect on April 27, he was optimistic over prospects for a favorable hearing before the Interstate & Foreign Commerce Committee.

He declared his proposal would not interfere with urban communities which desire daylight saving time for their working schedules, emphasizing that it applies only to "commerce," the regulation of time for radio stations, transportation, etc.

He said if the bill cannot take effect this year it might be amended to be effective next April 1. He asserted that interest in the proposal was mounting, and that one network official had indicated network support.

There has been some misunderstanding, he continued, of what the bill would do. He pointed out that it would continue in force throughout the year the standard time of each time zone. Determination of working hours would be left to each community.

April 21, 1947 • Page 17

KANSAS CITY managers, hosts to NAB Area C at Muehlebach Hotel, were (l to r): Arthur B. Church, KMBC; Dean Fitzger, WDFA; E. K. Hartenhauser, KCNO; Ellis Atteberry, KCKN; Don Davis, WHB.

Net Income of CBS for First Quarter Is $1,498,151; Earnings Equal 87c a Share

Earnings per share for the first quarter of 1947 were 87c compared with 86c last year. Of the net income, $934,959 or 54c per share was realized from broadcasting operations and $563,556 or 33c per share from record manufacturing operations and $248,154 or 14c per share from record manufacturing operations.

Earnings per share were calculated upon the 1,717,352 shares of $250 par value stock outstanding as of March 29, 1947.

Time discount and agency commissions, record returns, allowances and discounts showed a decrease this year from $6,928,434 in 1946 to $6,805,520 in 1947.

NAB UPPER LEVEL at Kansas City meeting included (l to r): William B. Way, KYVO Tulsa, 12th District director; Justin Miller, NAB president; John J. Gillin Jr., WOW Omaha, 10th District director.

of Broadcast Advertising, introduced audience measurement charts prepared from a report of a Sales Managers' subcommittee at the 1946 NAB convention. Carter Ringler, general sales manager of KMOX, St. Louis, presided during this presentation.

Cooperation of broadcasters and BMI executives has made it possible for BMI to meet with ASCAP "on terms of equality, as it should be," Carl Haverlin, new BMI president, declared. "We also have an obligation to hundreds of publishers and thousands of composers who are dependent on this industry," he said, "but we want to hear from the broadcasters about their new ideas in music."

A report on the first BMI survey, including methods, costs, materials published and results was illustrated with color slides by Hugh Feltis, BMI president. His report showed 32,990,068 in funds remaining as of March 31, of the $1,400,000 subscribed.

Continuation of the BMI was urged by John McLean, advertising manager for Hall Brothers, national greeting card concern, who represented ANA and William B.
FCC Handles Its Hottest FM-TV Case
Free Speech Fight Won
By N. Y. Daily News

In Grants
(See story page 86 for N. Y. TV construction plans)

FCC HANDED DOWN its proposed decisions in the New York area television and FM cases last week. In the television case, it appears simultaneously that a "majority" of the Federal American Jewish Congress' bid to have the New York Daily News disqualified on grounds of racial bias in news presentation. The majority apparently rejected, also, the announced contentions of Conn. Clifford J. Durr that AJC evidence was "entitled to weight" and should be considered adversely to the News "in a competitive proceeding of this kind."

But the precise shades of Commission thinking on the question—"bias" and "color" might lead to a broad policy declaration on whether newspaper content will or will not be considered in determining the content of a newspaper's qualifications as a licensee—was held for disclosure in "separate opinions" to be issued "shortly."

Majority Action
The separate opinions, FCC said, will deal with the majority's action granting the motion filed by the News for reconsideration of the record. Whether they will be concerned primarily with the merits of the particular charges in this case or will use the particular charges as a forerunner of a broader statement of policy was not indicated.

The News contended AJC's evidence was not only "unauthenti- cated, irrelevant, and untruthful," but posed the "more important" question of whether FCC believes it has power "to approve or disapprove the published opinions and comments of facts of applicants for broadcast li- censes, and, in the case of disappro- val, to deny applications."

In picking through the 17 FM applicants and proposing to grant five and deny the 12 others (only five channels are now available, 11 having been assigned previously and four being reserved), FCC em- ployed considerations of "fair distri- bution" of radio service between geographic areas; extent of com- mercial programming; plans for emphasis in particular types of programming, opening financial and other limitations; AM performance; FM promotion plans; and in one instance effects on competition between two newspaper applicants.

The decision anticipated grants to one New York independent station, one network, one labor group, one New Jersey AM station, and one newspaper. They are (fre- quencies to be assigned later):

WMCA Inc. (WMCA, Independent)—1 kW effective radiated power, antenna height 565 feet above average terrain.

ABC (WJZ)—6.5 kW, 760 feet.

North Jersey Broadcasting Co. (WPAT; Broadcasting Corp. of New York—controlled by International La- bor-Management Workers Union, AFL)—5 kW, 915 feet.

WOR, the New York City News Syndicate Co. (Daily News)—15 kW, 1,200 feet.

(Corn. E. J. Kitt favored a grant to WLW, Inc., WOR, instead of Unity, but concurred in other Caribbean cases. Chairman Chace concurred in proposed grants to WMCA, Channel 13, but felt that an additional station should be assigned at Newark and that the fifth should go to WLII. Conn. J. C. Durr favored a grant to Amalgamated Broadcasting System (Inc., New York, N. Y.) instead of News Syndicate Corporation in other proposals. Conn. Robert F. Hyde and Ray C. Wake- field concurred in other file grants. Conn. Paul A. Walker and E. M. Webster did not participate.)

Distribution of Service

Choices in the television cases were based primarily on fan geo- graphic distribution of service and prospects for "prompt" establishment of television operations. The proposed grants went to ABC, Channel 7; Banter Broad- casting Service (WOR), Channel 9; News Syndicate, Channel 11, and Bremer Broadcasting Corp. ("WATT Newark"), Channel 13.

If made final, the four proposed stations would radiate seven video channels presently allocated to the New York area since WCBS-TV, WNET, and WBST are already in operation there.

FCC has proposed denial of a new application by Debs Memorial Radio Fund (WEVD), the lone remaining applicant (WLII had applied, but withdrew after the hearing). Commissioner Durr contended the evidence pre- sented by AJC against News Syndi- cate in the FM case should be con- sidered in the television proceeding, as AJC requested, and therefore favored a grant to WEVD.

In deciding the television case, FCC concluded that at least one channel should be used in New Jersey. This went to WAT, the only New Jersey applicant, and left four New York applicants for three channels. WOR, ABC and the News were preferred over the others because of the relative resources which, in our opinion, will better enable them to establish a prompt and satisfactory television service for the entire New York metropolitan area.

It was also noted that ABC and Bam- berger have experimented exten- sively in television.

A longer process of elimination was necessary in the FM case. The Commission first decided that one channel should go to New Jersey, and that Paterson, which has no Class B station, was more deserving than New York. Which has one. WPAT, the only Paterson ap- plicant, received the proposed grant over North Jersey Radio (WDYJ Newark) and Radio Proj- ects, Inc., for Paterson applicants.

Other Applications

FCC next concluded that "the proposals of some of the applicants are less calculated to serve the public interest than are others;" those with proposals "shortly." In Washington, because they devote considerable time to foreign language programs which are sold through time brokers for carry "an inordinately large number of stations' spots and announcements," and, in the case of WBXN, because the station's spots and announcements and its afternoon programs are interspersed with house commercials.

(2) People's Radio Foundation, Radio Co- operative of the Board of Missions and Church Extension of the Methodist Church, and, "Mission Broadcasting Co.," because they plan to "emphasize particular subject matters of interest to certain groups" (People's Radio, organized by persons "who believe that labor should have a voice in this country."

FCC also noted the recently a- pproved affiliation of National Maritime Union, CI0, with the "four man staff and equipment, and operation of our station..."

(3) "Unity Broadcasting Corp. (Newark)" because it "will serve the "high order of [itin] public service" and the civic activities of its chief owner, Nathan Straus, and his wife.

FCC approved two applicants for WPAT, the New York AM station, controlled by union labor, two by newspapers, and one by local businessmen.

Community Interests
The Commission pointed out that the union applicants, Amalgamated and Unity, are controlled by organizations with large memberships closely associated with many phases of community life, and that both plan to operate as "community," rather than "labor" stations; FCC preferred either of them to Metropolitan Broadcasting Co., the applicant controlled by business- men.

Between Amalgamated and Unity, the latter was favored primarily because of (1) its FM grant, but also including ar- rangements to secure $700,000 worth of FM receivers for re-sale to its members without profit, and (2) its plans to offer up to 51% of its stock to other local unions and other labor, civic and community organizations.

FCC also preferred either of the newspaper applicants, WLII Inc. (Post) and News, to Metropolitan Broad- casting. In choosing the News over WLII, the Commission pointed out that the latter already has a radio outlet while the News will promote "public service..." and will "leave radio competition at this time" between Post and News, whereas a grant to the News "will promote such competition."

FCC recommended a grant to WMCA was also pres- enting a television grant to the News but felt that "such a station will not sufficiently meet the interests of competition which we have stressed above."
THIS IS WHO's NIGHTTIME BMB STATION AUDIENCE MAP

18 States Show 10%-100% Audience In 526 Counties

WHO
+ for Iowa PLUS +
DES MOINES ... 50,000 WATTS

B. J. Palmer, President  ●  J. O. Maland, Manager
Free & Peters, Inc., National Representatives
Schmid Succeeding Haverlin at Mutual

Robert A. Schmid, former MBS vice president in charge of advertising, promotion and research, last week was appointed vice president in charge of station relations for the network. He succeeds Carl Haverlin, who resigned two weeks ago to become president of BMI.

Mr. Schmid, who joined the Mutual family in 1943, was a native of Woburn, Mass. He attended the University of Miami and entered the advertising field in 1926. 

Mr. Schmid has been with Mutual for 20 years, most of which period was spent as the Mutual head of station relations. He served as vice president of the Mutual Station Relations Association and is a past director of the American Broadcasting Station Relations Association.

Fifteen More Stations Granted Including Nine Daytime Outlets

Six Fulltime Local Standard Stations and Nine Daytime AM Outlets Authorized by the FCC. Of the latter, four grants involved local assignment while five are for 1 kW operation. The decisions were given by a board composed of Chairman Charles R. Denny and Comrs. Ray C. Wakefield and Ewell K. Jet.

One of the grants, for Sherman, Tex., went to a company including a 25-year resident of the community. The FCC said the applicant is under contract, with 29% who served about six years of a 25-year prison sentence on an armed robbery charge. The records show that Mr. Carroll, who for the past five years has been in the tobacco business, general trading in building supplies, cattle and feed at Athens, Tex., was sentenced in March 1932, later was paroled, and on May 31, 1945 received a full pardon. The board of citizenship included competency to testify in court and full rights of suffrage. He is one of three stockholders of Denison Broadcast Co., which received a grant.

The grants.

Lake Worth, Fla.—Lake Worth Broadcasting Corp., 940 kcs, 250 w, unlimited. Principals: James A. James, owner; his wife, Charlotte Edmundson, vice president; Frank K. Knutti, former manager WNBW Beckley, secretary-manager; George Peterson, former manager WNNW, Knutti, director, 10%. Granted April 17. 

Charlestown, Ind.—Monongahela Valley Broadcasting Corp., 940 kcs, 250 w, daytime. Principals: A. S. Simonick, president; Day E. Sanders, controller; George Peterson, former manager WNNW, secretary; William N. Guides, county judge. Granted April 17.

Memphis, Tenn.—Downtown Broadcasting Co., 1250, 100 w, unlimited. Mr. Faige is attorney, former SEC assistant manager; County and county judge. Granted April 17.

Joscelyn Resigning As WCCO Manager

Mr. Joscelyn, who has been with WCCO since 1938, signed his resignation papers last week, which makes his resignation effective May 1. Mr. Joscelyn will become vice president in charge of sales for the Northwest Lincoln Seed Co.

His resignation comes 10 years after he began service with CBS and 14 years in the radio industry. Mr. Joscelyn started his career as an advertising salesman in the New York office of the Chicago Tribune. Later he sold space for The New York Times and then joined the Grant-Winnick Co.

Former Connections

In 1934 he became the first New York salesman for Free & Peters. He left that firm in 1938 to join the radio sales department of CBS. Within two months Mr. Joscelyn became eastern manager for CBS radio sales. In 1945 he was transferred to Charlotte, N. C. as manager of WBT, then owned by CBS, where he remained until taking over WCCO.

Mr. Joscelyn will continue to live in Minneapolis, where he is active in civic affairs. He was director of the Minneapolis Office of Civilian Defense from 1943 until the war ended and has served on several committees of the Chamber of Commerce, Better Business Bureau, YMCA, 4-H Clubs and similar groups.

No successor has been announced for WCCO.

FCC Requires Separate Applications For FM or TV Antenna on AM Tower

FCC EMPHASIZED last week that separate applications for changes in an AM antenna must be filed when a proposal involves mounting an FM or television antenna on the standard broadcast tower.

Informal applications separate from the video and FM applications usually will be sufficient, the Commission said, although a formal application may be required in “those cases where a substantial change of structure of a directional antenna system is involved.”

FCC said numerous applications are presently before it, but do not indicate, combined AM-FM construction, and that some contain contradictory data. Applicants were asked to check their applications now on file to make sure that all information concerning combined construction is involved.

The Commission suggested that the same drawing of the antenna be used in applications for all three services, if AM or television antennas are to be placed on the AM tower.

Text of the FCC statement:

There is a growing amount of confusion among applicants for broadcast facilities which involve the use of both AM and FM antennas, and supporting structures for FM and television antennas.

Commission rules governing FM and television broadcast stations require applicants to submit separate applications for a change of the standard broadcast tower. In addition to a proposal involving placing an FM or television antenna on the structure, a change in the AM tower constitutes a separate proposal.

Generally, informal applications separate from the FM and television applications are not sufficient and a change in a directional antenna system is involved, a formal application may be required and are required.

For the numerous applications on file involving combined AM and FM antennas, the FCC has said in past applications that the radio tower serving as the antenna support for all stations should be considered the TV antenna, and should be furnished showing procedure to be used to eliminate the possibility of disturbing the directional pattern and to insulate protection to other stations. Applications for the classes of the broadcast antennas should indicate the separate antenna system. In the same tower and should include data to show that there is no objectionable interaction between the two systems.

After making changes in standard broadcast antennas, system, new antenna resistance measurements should be made and submitted on Form 306. Resistance should include all high frequency dipoles attached in the normal operating condition.

Broadcasting • Teletesting
Peaceful

Peace is wonderful in the country. That picture proves it. But as long as you’re in the business of buying radio time, you’ve got to stay in there and plough and prune and put on the bug powder.

Smart time buyers are never serene about their time buys.

And we’re glad. Because year after year, W-I-T-H continuous to deliver more listeners-per-dollar-spent than any other station in town.

You’ll recall, too, that Baltimore is the 6th largest city in the States . . . this is a 5-station network town.

No wonder W-I-T-H is considered one of the most successful independent operations in the country. Do you use W-I-T-H?

WITH
AM and FM
Baltimore 3, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
April 21, 1947  •  Page 21
how to use a hammer

Basically, the idea is to drive the nail home with as few strokes as possible. And, just as basically, the idea is the same in advertising—to drive the sale home with as few dollars as possible.

To achieve this purpose in Memphis and the Mid-South, your best buy is WMC, the NBC station for the rich Mid-South market—America's twentieth wholesale center.

—the station with the billion dollar market area

WMC

MEMPHIS • NBC • 5000 WATTS

OWNED AND OPERATED BY THE COMMERCIAL APPEAL
NATIONAL REPRESENTATIVES, THE BRANHAM CO
MEMPHIS' DOMINANT RADIO STATION
“WHEN IT'S MEMPHIS YOU WANT, IT’S WMC YOU NEED!”

Page 22 • April 21, 1947
Men like these helped KENTUCKIANA LEAD THE NATION in agricultural gains

CLARK DELLINGER
Jeffersonville, Indiana
"WORLD CHAMPION FARMER"

This Clark county, Indiana farmer bought a cow on credit in 1918 to start his farm career. Since then he has set 20 State and World records with his Holstein-Friesian dairy cattle. As a "side-line" Clark Dellinger grows corn. In 1939 he equalled the existing state and national records of 180 bushels of corn to the acre. In 1946 he averaged 145.5 bushels per acre on four out of the five farms he operates. On the fifth farm he topped 100 bushels to the acre on marginal land that formerly produced a top of 15 bushels.

H. C. BESUDEN
Winchester, Kentucky
"CHAMPION SHEEP RAISER"

Twenty years ago H. C. Besuden was star center on the University of Kentucky basketball team. Sixteen years ago he inherited his farm from his father and set about to improve the productivity of the land. Today every crop is a winning one. He raises tobacco and beef cattle and is a specialist in sheep production. In 1946 he won the International Livestock Exposition's Award for the grand champion carload of lambs. Agricultural Agent Eugene Culson rates him as one of the nation's outstanding sheep breeders.

PAUL SMART
Versailles, Kentucky
"STAR FARMER"

Six years ago this young Kentuckian had six lambs and a tobacco patch on a farm rented by his father. Today he is in partnership with his father and boasts 20 beef cattle, 70 sheep and acres in tobacco, corn, soy beans and lespedeza. What's more, in 1946 he became the second Kentuckian to receive the Star Farmer Award, conferred upon him by the Future Farmers of America. He was one of four young men out of a national membership of 55,000 to receive the award.

IN 1946 KENTUCKY'S FARM PRODUCTION LED THE NATION (base period 1935-44.)

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

LOO K TO LOUISVILLE

Radio Station WHAS
The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.
Television Caravan Will Tour Country

Allied Stores Sponsoring Project With RCA's Cooperation

IN MID-JUNE a "Television Caravan" organized by Allied Stores Corp., with the cooperation of RCA, will set out on a five-month coast-to-coast tour. Traveling in six specially built General Motors cars, which will transport approximately $100,000 in video equipment, as well as the tour's personnel, the caravan will visit 22 cities as divergently located as Boston, Tampa, San Antonio and Seattle, affording most of them their first look at television.

"This caravan primarily has been created to bring television to millions of people in the United States who have heard and read lots about television but who have never seen it," Russell A. Brown, Allied vice president, said last week.

The tour also will achieve two other purposes of almost equal importance from the viewpoint of its sponsors. First, it will give to the 22 Allied stores which will provide the caravan headquarters in each city an opportunity to observe at first hand the benefits of and the problems in connection with displaying and demonstrating television. Second, it will give to the seven national advertisers cooperating in the demonstrations a thorough laboratory course in the presentation of television material, especially commercials, of the product demonstration type.

In a typical city the caravan will spend a week in an Allied store, putting on an average of 14 one-hour video shows. In addition to the displays of the cooperating national manufacturers—Westinghouse Electric Corp., Hickok Mfg. Co., B.V.D. Corp., Hoover Co., B. F. Goodrich Co., Sherwin-Williams Co., United States Rubber Co.—three national magazines, Charm, Pie and House Beautiful, are participating in the tour. Charm will present a fashion show which will be changed each month to correspond to the new styles as shown in the then current issue of the magazine. Pie will demonstrate men's fashions, such as how to tie a necktie properly. House Beautiful will tie in with displays of home furnishings and housewares.

Oh, I say, Sir Walter, How's the penetration down WPTF way?

Very good, Mr. BMB. Here are your figures. No wonder time-buyers say North Carolina is the South's Number One State, and WPTF is North Carolina's Number One Salesman.

WPTF CIRCULATION

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

Henle Willed $300

RAY HENLE, WOL Washington newscaster, was richer by $300 last week but saddened by the loss of a friend he had never seen. He began to send three thousand dollars three years ago with Miss Lydia G. Wentworth of Brookline, Mass., after she wrote him a fan letter. The correspondence flourished until last week, when Mr. Henle got a letter from Miss Wentworth's companion saying she had just died at 86. Enclosed was the notice of a $300 bequest "to my friend, Ray Henle."

The caravan personnel will be headed by Samuel H. Cuff, former general manager of WABD, the Du Mont television station in New York. Louis A. Sposa, another WABD alumnus, will serve as production manager. Bernard Brink, whose television experience goes back to 1939 and includes service with RCA, CBS and Du Mont, will be chief video engineer in charge.

Two cameras, a motion picture projector and a dozen or more receivers stationed at strategic spots throughout the store, in the store windows and in simulated living room settings will be included in the equipment. Jumbo television screens will be used. The pickups will be made from small, brightly lighted demonstration areas. The receivers will be the new RCA table models, with 10-inch direct viewing tubes.

Accompanies Caravan

Walter R. Dennis, radio and television director of Allied Stores Corp., and former NAB public relations head, will travel part of the way with the caravan and will maintain constant touch with it and the stores it visits.

"The caravan differs from all previous television demonstrations in several respects," Mr. Brown said, "principally, however, in that we are going to reproduce as faithfully as possible actual studio conditions. In addition to the live televising of the product demonstrations and local people who visit the store, we will show films prepared for television purposes of sport and other events just as people would view them in their homes on television sets."

Itinerary of the caravan, as Pome-roy's, Hialeah, Fla., May 27-29; Gertz, Jamaica, Long Island, June 3-7; Jordan Marsh, Boston, June 10-14; Dey Bros., Syracuse, June 18-21; Quackenbush, Paterson, N. J., June 23-25; Pome-roy's, Harbouig, Pa., July 1-5; Her- poishelmers, Grand Rapids, Mich., July 8-12; Morehouse Motors, Columbus, Ohio, July 15-19; WABD, Cincinnati, July 22-24; Mas Bros., Tampa, July 28- Aug. 1; KAUT, Fort Worth, July 29-31; J. C. Penney, Dallas, Aug. 19-22; Black's, Waterloo, Iowa, Aug. 28-30; The Golden Rule, St. Paul, Sept. 2-5; C. Anderson, Boise, Sept. 11-13; The Bon Marche, Portland, Sept. 17-20; Anderson's, Spokane, Sept. 23-26; The Paris, Great Falls, Mont., Sept. 29-Oct. 2; Donaldson's, Minneapolis, Oct. 8-11; Polsky's, Akron, Oct. 15-18.
First, to the Advisory Board for the George Foster Peabody Awards:

Your recognition of WOW's "Operation Big Muddy" broadcasts and film as "outstanding public service" (regional station) will give us added incentive to continue in the public interest.

Second, to all WOW sponsors:
You have a bouquet coming in connection with WOW's Peabody Award. Your continued confidence in WOW permits us to spend a generous share of our income for worthwhile activities such as "Operation Big Muddy."

Sincerely,

John J. Gillin, Jr.
Pres. & Gen. Mgr.
Radio Station WOW, Inc.

RADIO STATION WOW, INC., OWNS AND OPERATES STATION KODY AT NORTH PLATTE

* Co-Sponsored by Planters Peanuts and Ficks Chemical Company,
FMA Group Hits ‘Hip-Pocket’ Licensees

FCC Study Is Sought To Speed Wide FM Service

By EDWIN H. JAMES

VEHEMEN'T condemnation of “hip-pocket” licensees who have failed to proceed with construction of FM stations after receiving construction permits or conditional grants from the FCC was sounded last week by the Region 1 meeting of the FMA Assn. at Albany, N. Y.

A resolution passed at the conclusion of the one-day meeting, the first regional assembly to be held by the new association, directed the FMA Board of Directors to urge the immediate review by the FCC of the status of all outstanding CP’s and conditional grants for FM facilities “with the objective of establishing as soon as possible a nation-wide FM service.”

Urged By Hofheinz

The passage of the resolution followed a luncheon address by Roy Hofheinz, KOFY-FM Houston, the FMA president, who told the more than 200 members and guests of the regional meeting that “we must speak out against groups and individuals who have held CP’s or conditional grants on the theory they can be hip-pocket licensees.”

Later, the members of Region 1 adopted a resolution commending the FCC for the “expeditious manner” in which the Commission studied the interference arising out of the 400-kc separation and for the speed with which the Commission announced its plan for the reassignment of channels.

FM BROADCASTERS talked it over at cocktail party in Ten Eyck Hotel in Albany, N. Y., at a meeting. L to r: W. P. Purcell, chief engineer, General Electric Co. stations; Fritz Updike, general manager, Rome (N. Y.) Sentinel; Louis G. Biisch, WWHG Hornell, N. Y.; Walter Valerius, WKNP Corning, N. Y.; Everett L. Dillard, KOZY Washington, D. C., and Bert Georges, WMFI Portsmouth, N. H.

“We should call upon the FCC to scrutinize every licensee who has received a license in his pocket, let ting others experiment so that he may come along later and skim the cream,” said Mr. Hofheinz.

“The FCC could appropriately say: ‘Within 90 to 60 days I expect concrete evidence of your intention to go on the air.’”

The time was ripe, Mr. Hofheinz thought, to stimulate laggard licensees to action. As the resolution adopted after his talk pointed out: “The FCC has been advised that the transmitters for regular FM broadcast operation are immediately available, and (there is) reasonable expectancy of receiver manufacturers that approximately 2½ million FM receivers will be produced during the year.”

In his luncheon address, Mr. Hofheinz also complimented the FCC for its “prompt action” in issuing a new FM allocation plan (BROADCASTING, April 14), referring that the combination of stepped-up equipment production and the timely action of the FCC in cleaning up the FM airways cleared the way for vigorous expansion of the service.

Other speakers addressing the first regional convention of the FMA, which drew a registration of 210 members and guests to the Ten Eyck Hotel in Albany, sounded similarly hopeful notes for FM’s future.

W. R. David, sales manager of broadcast equipment, General Electric Co., told a morning session that he foresaw nation-wide FM service by the end of 1948.

Reviewing figures which had been previously released jointly by the FMA and the Radio Manufacturers Assn. (BROADCASTING, April 14), Mr. David reported that 710 transmitter units will be delivered by the end of 1947. GE, he said, had already shipped a total of 122 FM transmitters, 52 of them 250 w., 15 1 kw and 55 3 kw, and will be able to supply 10 kw units “in quantity” late this summer. The GEC kw transmitters, which he described as “still a major project,” may be ready for delivery in late 1947 or early 1948.

H. C. Bonfig, vice president, Zenith Radio Corp., reported estimates of consumer production figures that were also contained in the joint FMA-RMA release, and he pointed out the difficulties of FM set production.

FM manufacturers, he said, were still hampered by parts shortages and by problems inherent in the inauguration of production on a new kind of radio.

“The average retail price of FM consoles “is 6o for the general market,” Mr. Bonfig said. “And the FM market will be confined to the quality field for some time to come because no one knows how to build FM sets cheaper.”

Mr. Bonfig saw a temporary virtue in the higher cost, however. The FM audience, for the time being, will be small but devoted. FM broadcasters may sell their audiences as quality magazines now sell their circulation, he pointed out.

Dr. Edwin H. Armstrong, inventor of FM, visualized the future usefulness of “joining up FM stations” for program interchange, a technique with which his Alpine, N. J., station and WBCA Schenectady, 130 miles away, have been using for more than four years.

Dr. Armstrong demonstrated (Continued on page 38)

Video Stock to Boom in ’48 Election

Increased Output Also Predicted At Institute

By BRUCE ROBERTSON

TELEVISION’S “power of persuasiveness” may be the determining factor in the 1948 Presidential election, J. R. Poppele, president of Television Broadcasters Assn., said Monday at the opening luncheon session of the two-day Television Institute, held at New York’s Commodore Hotel under the auspices of Televi...
FOR 23 YEARS
Sponsors’ Messages, On KFNF, Have Been Friendly Recommendations From One Good Neighbor To Another.

SHOEMAKER APPLIANCE CO.
SALES AND SERVICE
FRIGIDAIRE - DELCO HEAT - ZENITH RADIOS
DUO-THERM APPLIANCES
SHENANDOAH, IOWA
April 10, 1947

Mr. Frank Stubbs
KFNF, Incorporated
Shenandoah, Iowa

Dear Frank,

We have decided to allocate almost our entire advertising budget for the next twelve months to KFNF.

Our firm 32 week order, calling for 312 broadcasts, is herewith enclosed and additional spot announcement campaigns will be set up during the year - as previously discussed.

Actually, Frank, it is a real relief to us to get this basic campaign set. Our problem is, of course, to do a down-to-earth, solid selling job on quality merchandise among the rural people who make up the mass market for our products.

My experience as a day in/day out advertiser on KFNF, for the past four years, has thoroughly convinced me that KFNF is the only advertising medium in the area which can do a really complete rural selling job for us.

In fact, in our opinion, the use or non-use of KFNF advertising might well be the difference between success and failure in the Shenandoah regional market, for any advertiser.

Consequently, we regard the enclosed 32 week contract as our best business insurance.

Very truly yours,

Don Shoemaker
SHOEMAKER APPLIANCE CO.

For availabilities, call FRANK STUBBS, Phone #1, SHENANDOAH, IOWA
Transcription Producer Hits Back

Charges of Some Small Station Operators Declared False

EDITOR, BROADCASTING:
THIS is an open reply to the letter you have received from Messrs. Charles Barham, Jr., of WHV Charlottesville, Virginia, (BROADCASTING, Feb. 17).—Milton J. Hinlein of KDRO Sedalia, Mo., and other small market stations that usually yell the loudest for good transcribed syndicated programs at lower prices—and then become the most mute when the challenge is met . . . .

There are plenty of good transcribed syndicated shows available for use in small markets at prices within any advertiser's budget—at prices so low that any station with an eye to good programming can afford to sign them for use even as sustainers to bolster sagging or inferior program schedules, or simply to build audience for the station for a definite time period. The trouble is that many station managers want producers to pay for the privilege of putting their (the producer's) programs on the station. . . .

To refute Mr. Barham's argument completely, let me point out that five years ago we tried an experiment—offering a group of four successful tested transcribed programs at a package rate of $2.50 per 1/4-hour show. They were offered to 100 and 250 w stations in markets up to 25,000 population. . . . The stations were "crying" for programs at low prices at that time. But they passed them up, while advertisers and stations in the larger markets were paying anywhere from $10 to $80 per 1/4-hour show—the same shows.

We subsequently withdrew the offer. Later many of the same small market stations paid our usual minimum rates for these same programs, which was twice, or more than twice, the special package rate. . . .

Again (a year ago) we met the challenge, made up a special package of six of our shows selling successfully at prices based in accord with what they should bring in markets of varying size and on stations of varying power. We reported this to the NAB, and they printed it in NAB Reports. A mailing went to all stations in cities up to 25,000 population. "Sign for any two of these six shows and you earn the special rate." But the offer was made with the foregoing conclusion that the stations would pass them up. Again we were right, and withdrew this offer except to stations now being built. . . .

Program Costs

When Mr. Barham states that a department store in his city does less than a million dollars in business, while a store in Richmond does 16½ million—and bemoans the fact that Mr. Barham's client is asked to spend $30 per program for a 1/4-hour show costing, perhaps, $1,000 or more per episode to produce while the Richmond store is quoted $72 for the same program—does he ask himself if the price for a set of bedroom furniture costs the same in Charlottesville as it does in Richmond, for the same merchandise? Does the Charlottesville retailer charge only 42% as much (the ratio between program costs) or only 10% of what the Richmond retailer gets, because Charlottesville has only 10% as much population? Doesn't it cost as much to make that merchandise for both cities?

And when Mr. Barham states that transcribed producers have placed their shows beyond the reach of hundreds of small stations we, as the oldest syndicated transcription company in America take issue with such a statement and prove that he is wrong by pointing to the more than 600 stations which we serve—enough of them small market outlets to convince us that we are right.

Does Mr. Barham realize that it takes as much time and effort and money to service a small station as it does one in a major market? That musical performance fees cost as much for a station in a small market as for a station in a metropolitan area? That pressings, too, cost as much for use in small cities as in large ones?

'Sample Seekers'

Is Mr. Barham aware of the fact that many small market stations, more frequently than larger stations, create extra unnecessary expense for transcription producers? That too many of them are numerous "sample seekers" . . .

No transcription producer expects to sell everybody, any more than stations expect all listeners to tune in every program. But I'd like to see a station operator in the position of a transcription pro-

(Continued on page 68)
WHICH STATION WAS THE FIRST TO INSTALL ACOUSTICALLY TREATED AND SOUND-PROOF STUDIOS?*

THE SAME STATION WHICH WAS FIRST IN ST. LOUIS WITH TELEVISION - KSD. KSD-TV, THAT IS.


KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use "The Combination that Clicks"—KSD-NBC-AP.

BROADCASTING • Telecasting

KSD

ST. LOUIS • 550 KC

Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

April 21, 1947 • Page 29
LET'S SPEND A DAY
with the Boudreaux Family

1. Meet M’sieur Étienne Boudreaux!
“Glad to know you, sir” — says Étienne in perfect English. He still speaks a native “patois” on occasions, but more important—his money talks too!

2. Hypolite, Jacques, Wife Jeanne, and Jimmy
They live in the heart of the rich sugar area near New Orleans—have a prospering seafood industry at their front gate — oil at the “back door.”

5. Before Étienne’s shrimp trawlers depart, crew checks last-minute wind, tide and weather conditions — broadcast by WWL 4 times daily direct from U. S. Weather Bureau. This unique service is welcomed by entire fishing industry.

6. No day complete without “Dawnbusters” —WWL show specially pitched to the 3,486,182 people in WWL-land. Because of proven response, “Dawnbusters” has been sold out for 9 years to participating sponsors.

9. In the afternoon paper . . .
the Boudreaux family sees the WWL ad — telling of the “Biggest Show In Town” for them to enjoy tonight. Again, WWL is winning more listeners for its advertisers.

10. Evening on the bayou . . .
They all look over the WWL schedule that arrived in the mail today. So — when the radio is turned on tonight, it’s likely that the dial will stay just where it’s been all day, 870 — WWL.
on Bayou Lafourche  
(just 65 miles from New Orleans)

3. Five a.m. and . . .  
On goes Papa Boudreaux's radio to "Dixie's Early Edition"—WWL feature filled with important rural news, crop advice, and agricultural tips he wants to hear.

4. Large announcement in morning paper  
reminds Mrs. B. of her favorite programs—high-Hooper WWL entertainment. WWL is the only New Orleans station using all forms of consumer media to advertise its advertisers.

7. At the office . . .  
M. Boudreaux listens to an informative review of the markets which affect him—quotations, futures, trends—a WWL broadcast he depends on daily.

8. After school . . .  
11-year-old Jacques responds to WWL's youth programs and herd improvement contest—another WWL promotion for the public good. (Each year WWL presents two registered bulls and a boar for outstanding work with herds).

No wonder . . . Morning, Noon and Night  
Folks turn first to

WWL  

The Greatest Selling Power in the South's Greatest City
With January retail sales in the Salt Lake district up 23% over January 1946, Utah's hundredth year is off to a flying start.

Big things are happening in Utah this year. The year-long centennial celebration is putting people in a spending mood — and they have the money, with a statewide buying income of $3,746 per family. In Salt Lake County, where 39.49% of Utah's people live, the income is $4,705 per family.

KDYL, too, has something to celebrate this year. It's our 25th anniversary. With a quarter-century of broadcasting experience, KDYL is more than ever the popular station — the station most Utahns listen to most!

**Tribute to Be Paid To Atlantic Refining**

_Hundred Stations Are to Present Awards to Sponsor, Agency_

**TRIBUTE** to Atlantic Refining Co. and its agency, N. W. Ayer & Son, will be paid this evening (April 21) by a hundred broadcast stations together with sports announcers, athletic directors, coaches and persons prominent in college and professional sports. The ceremonies will be held in connection with a banquet at the Warwick Hotel, Philadelphia. *(Broadcasting, Mar. 31)*

Back of the tribute is the desire of broadcasters and others connected with sports to honor the oil company and its agency for high standards in broadcasting baseball, football and basketball over a period of 11 years.

Trophy will be presented to Robert H. Colley, Atlantic president, by Frank R. Smith, general manager of WWSW Pittsburgh, chairman of the Broadcasters Sports Tribute Committee for the Atlantic Refining Co. Plaque will be awarded Harry A. Batten, president of Ayer, with presentation by John Shepard 3rd, chairman of the board, Yankee Network.

Speakers include many persons prominent in public life. Among those from the broadcast industry who will deliver addresses are Clair McCollough, executive manager, Mason-Dixon Group; A. K. Rowsell, WWSW Pittsburgh; Bill Slater, sports announcer; Louis Nichols, assistant to J. Edgar Hoover, FBI Director, who will discuss radio's opportunity to contribute to the drive to combat juvenile delinquency.

A special network of 65 stations in the Atlantic Refining marketing area on the Eastern Seaboard will carry a half-hour program, 9:30-10 p.m. keyed from WIBG Philadelphia.

Members of the committee, besides Messrs. Smith, McCollough and Shepard, are Edward D. Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; R. C. Mad- dux, WOR New York; William H. McGrath, WFDH Boston; E. S. Whitlock, WRNL Richmond; H. C. Wilder, WSYR Syracuse; Ernest Loveman, WPZZ Philadelphia.

**Anti-Featherbedding Bill Is Pushed in California**

SPONSOR of the so-called California Lea Bill, *(Broadcasting, April 14)* Assemblyman M. Philip Davis, is pushing for a hearing on his measure.

Introduced in the California Legislature last week and referred to the Committee on Industrial Relations, the bill seeks to eliminate the "featherbedding" practices by which unions compel employers to hire stand-by personnel—or device brought to its full flower by James Petrillo and his musicians' union.

Mr. Davis' bill is aimed at all unions and is offered as an amendment to the state labor code. It provides that an employer is the only one to determine the size of his working force and would make it illegal to compel an employer to hire more help than he needs or to pay for unperformed services.

**Wisconsin FM Meet**

**ATTENDANCE** of 300 to 400 is expected at Southern Wisconsin FM Radio Conference to be held April 23 at the Laraine Hotel in Madison, according to Harold A. Engel of the Division of Radio Education, U. of Wisconsin, representing the conference committee. Broadcasters' summaries of their FM plans will be presented in a panel on "FM for Wisconsin" by representatives of WHA Madison, WIBU Poynette, WCLO Janes- ville, WIBA Madison and WTMJ Milwaukee. FM receiver outlook, receiver problems and antenna in- stallations will be discussed.
See that intricate mechanism in the photograph? It's a toe-lasting machine... one of many types of shoe-building machinery produced by Boston's United Shoe Machinery Corporation for countless manufacturers.

New England's production of precision machinery keeps growing, growing, growing... as do the pay envelopes of New England craftsmen, who consequently are willing and able to pay more for day-to-day necessities.

75% of these necessities come from sources outside New England!

Alert advertisers are getting their share of this purchasing-power, by telling their story over WBZ... the medium that reaches most of New England. NBC Spot Sales can tell you when and where WBZ's 50,000 watts can go to work for you!
Again WMT sponsors the Annual
"CLEAN PLOWING CONTEST" to help Iowa Farmers

This traditional contest is one of the most talked-about and best-attended events in the Tall Corn State. Here is one more instance of how public service promotions make WMT your best bet to reach the richest agricultural market in America.

ON HAND to welcome Bill Oliver, former staff announcer of WMBD Peoria, Ill., who joined WGN Chicago staff April Ith, were members of the "Peoria Club," all alumni of WMBD, now with WGN. (I to r): Ralph Batt, engineer; George Bauer, announcer; Jack Brickhouse, sports announcer; Connie Rivard, Mutual Publicity Dept.; Mr. Oliver; Ed Cooper, announcer, and Lee Elton, engineer.

Newport, Ky., and Columbus, Ind., Now Without Outlets, Get Proposed Grants

PROPOSED DECISIONS anticipating grants for new daytime stations at Newport, Ky., and Columbus, Ind., were adopted by FCC on April 11 and released last Monday.

The Commission proposed to grant the application of Tri-City Broadcasting Co., for a 1-kw daytime outlet on 1130 kc at Newport and to deny Moraine Broadcasters Inc.'s bid for the same facilities at Dayton, Ohio, on the grounds that Dayton has two stations while Newport, a town of 30,000, has none.

The second proposed decision looked toward a grant of Syndicate Theatres Inc.'s application for 1130 kc at Columbus, Ind., with 500 w, daytime only, and denial of Universal Broadcasting Co.'s competing request for the same channel at Indianapolis with 10 kw full-time, using directional antenna. FCC said Universal's proposed operation would violate NARBA by excessive limitation of CMKH Guantanano Oriente, Cuba, but that in any event Columbus, without a station now, has more need for additional service than Indianapolis, which has five outlets.

Conr. Paul A. Walker was ill and did not participate in the decisions.

Ownership of the companies receiving the proposed grants:
Tri-City Broadcasting Co., Newport—Clarence H. Fleming, general manager and 50% owner of WFKY Frankfort, Ky., owns 50% and is president of Tri-City, and would manage its proposed station. Marshall L. Peese, WFKY commercial manager, owns 5%; he would become general manager of WFKY when Mr. Fleming took over the Newport operation. Other Tri-City owners: Robert B. Hensley of Frankfort; Garver W. Kincaid of Lexington and Aaron L. Ford of Washington, D. C., all attorneys with 21% each; James P. Milliken and William R. Smith, 3% each.

Syndicate Theatres Inc., Indianapolis—The company operates nine motion picture theatres in Columbus, Frankfort, Elwood, and Warsaw, Ind. Trueman T. Rembusch is secretary, treasurer and beneficial owner of all outstanding stock, which is held in equal shares by himself and four nominees: Joseph P. Finnerman, president and Grace Handley, William A. Handley, and William H. Dobbs. Syndicate Theatres has a conditional FM grant for Columbus.

Given proposed denials:
Moraine Broadcasters, Dayton, is controlled (96.5%) by Dayton Journal Herald and is headed by Lewis B. Rock, president of the newspaper organization, which he and members of his family control. Frank E. Mason, former NBC "UW" manager and now owner and president of Fireside Press, New York book publishers, is vice president and owns 0.2% of the radio company.

Universal Broadcasting Co., Indianapolis, includes Frank E. McKinney (20.4%), ABC Vice President Robert H. Hinkley (9%), and Frank M. McHale (10%), who are associated in AM grantee companies at Terre Haute and Fort Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute. George C. and Wilda Gene Hatch, who have minority interests in KALL Salt Lake City, have 10% each.

U. S. NIGHT PROGRAMS STILL ON TOP IN CANADA

TEN MOST POPULAR evening programs in Canada are all piped in from the United States, according to the March national program ratings issued April 10 by Elliott-Haynes Ltd., Toronto. Programs and ratings are: Charlie McCarthy 42.5, Fibber McGee and Molly 39.3, Radio Theatre 39.3, Ozzie and Harriet 33.3, Fred Allen 31.1, Amos 'n' Andy 28.8, Hildago's Show 26.6, Bob Hope 22.9, Album of Fictitious Music 21.6, and Take It or Leave It 21.2.

English language daytime Canadian programs for March rated most popular were: Happy Gang (Canadian program) 61.5, Ma Perkins 18.8, Pepper Young's Family 17.8, Big Sister 17.6, and Lucy Linton 15.6.

First five evening French language programs in March were: L'Homme et la Piece 44.8, Le Ralliement du Rire 41.7, Enchantant dans le Vivre 40.9, Talents de Chez Nous 36.3, and Juliette Beliveau 35.8.
Every night, Monday through Saturday, 6:30-6:45 p.m., there is twin billing in eastern and central New York and western New England! That's when George Miller and Bill Pope get together for the WGY SPORTS RECORD.

A double feature attraction, Miller and Pope, editors of the area's only sports newspaper—"Dorp Sporting News"—offer WGY's 1,045,717 radio families the latest dope in the world of sports from baseball to badminton...curling to cricket...football to fencing...interviews with champs, and on-the-spot reports.

Sponsored two nights weekly, the WGY SPORTS RECORD is now available Monday, Wednesday, Friday and Saturday. It's YOUR opportunity to get in on the last word in sports in the WGY area...the first word in male audience appeal! Sign up NOW for this double header before the 1947 baseball season gets under way! Get complete details today on this low cost show from your nearest NBC Spot Sales Office!
RADIO CENTER IS OPENED AT SYRACUSE UNIVERSITY
SYRACUSE UNIVERSITY celebrated the opening of its new $100,000 radio center last Sunday (April 13) with a week-long series of special inaugural programs.

According to Kenneth G. Bartlett, radio director at Syracuse, the university now has one of the country’s most complete and modern college radio organizations. Syracuse’s radio center consists of a radio workshop designed by Clarence Jacobs, CBS chief of studio design, and Radio House, devoted entirely to the instruction of nearly 400 students taking radio courses at the university.

In addition to its campus facilities, Syracuse University now has five other outlets for its programs: WSYR, WFBL and their FM affiliates in the city of Syracuse, and WJIV, a low-power experimental station licensed to GE.

DRAMATIC on-the-spot broadcasts were the order of the day for staff of WJIM Lansing, Mich., when part of the city was inundated by the Grand River in early April floods. Pictured above are: (l to r) Howard Finch, program director; Phil Molloy, announcer; Alex Uschuk, engineer. Red Cross credited WJIM appeals for food and clothing with doing much to ease suffering.

RADIO TO CONTRIBUTE
New Edison Foundation Seeks $450,000 From Industry

RADIO manufacturers, broadcasters and artists have been asked to contribute $450,000 of the $2,500,000 goal in the nationwide campaign for the recently established Thomas Alva Edison Foundation.

Mark Woods, president of ABC radio, heads the radio industry campaign. Individual chairmen serving with him are John Ballantyne, president of the Philco Corp., for manufacturers; Edgar Kobak, president of HDS, for broadcasters; and Paul Whiteman, orchestra leader, for artists.

Thirty industries associated with Mr. Edison because of his discoveries are participating in the project.

CANADA LISTS CHANGES IN RADIO FREQUENCIES
Several changes in Canadian radio assignments have been reported by Canadian signatories of the North American Regional Broadcasting Agreement. By frequency, they are as follows:

1150 ke—CKOC Hamilton, Ont., now in operation with 5 kw directionalized (Class III-A station).
1240 ke—New 250 w station (Class IV authorized at New Liskeard, Ont., and slated to begin operation Nov. 1. Call letters CRHR have been assigned to previously authorized 250 w station a Com_menus, Que.
1260 ke—CFRN Edmonton, Alta., now in operation with 5 kw (Class III-A).
1400 ke—New 250-w station (Class IV authorized at Truro, N. S., and slated to begin operation Nov. 1. Call letter CJFP assigned to new 250 w station a Riviere du Loup, Que.
1450 ke—CJOY Penticton, B. C., delected (see assignment on 1550 ke).
1470 ke—CPOW Owen Sound, Ont., formerly on 1460 ke, now operating on 1470 ke with 1 kw, directionalized a night (Class III-B station).
1550 ke—CKOK Penticton, B. C., formerly on 1450 ke, assigned 1550 ke with 250 w (Class II station).
1600 ke—CKBC Saguenay, Que., operating with 1 kw directionalized a night, changes call letters to CHVC.

Philadelphia Radio Give: Support to Jewish Appeal
PHILADELPHIA RADIO, being called upon for the first time to perform a public service in behalf of the local Allied Jewish Appeal whose campaign for $10,350,000 was opened last week, responded 100%.

Every one of the nine local stations has scheduled spot announcements and program features in behalf of the Appeal. Jack M. Korn, head of the J. M. Korn Advertising Agency, is chairman of the charity drive's Press and Radio Committee. Radio's co-operation in the drive was pledged by the city's station heads and program directors including: Joseph T. Connolly, WCAU; James A. Begley, KYW; Murray Arnold, WIP; Jack Steck, WFIL; Ed Obrist, WPEN; William Banks, WHAT; Patrick J. Stanton, WDAS; E. Douglas Hibs, WTEL and Edward Cleary, WIBG.
Test of Quality...

The quality of a diamond can be determined by looking at it through a jeweler's eyepiece.

Not so simple is the evaluation of quality in the news service you select for your listeners. It must measure up squarely to nine fundamentals. The first six—OBJECTIVITY, CONCENTRATION OF PURPOSE, MANPOWER, MECHANICAL FACILITIES, SPEED, ACCURACY—have already been defined in this magazine. Three more remain...

- **Scope**—an unrelenting effort to report every significant phase of human activity...from the foibles of life to all that is informative and essential.

- **Performance**—a day after day excellence...matured by years of experience.

- **Responsibility**—the active shouldering of rightness and worth-while-ness of keeping people honestly informed.

In any test of news service quality, The Associated Press measures up to these three fundamentals, just as it measures up to the six already named. That is 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. 

*Watch this magazine next week for more on this subject.*

**THE ASSOCIATED PRESS**

50 ROCKEFELLER PLAZA
NEW YORK 20, N.Y.
such a program for his audience, on a receiver tuned to WBCA, some 11 miles from Albany. The program, he said was originating in a house in Yonkers, N. Y., sent on a 10 w transmitter across the Hudson to the Alpine station, received and retransmitted there to WBCA, which, situated on a mountaintop, received the Alpine signal and retransmitted it.

Dr. Armstrong said many stations could be linked in a similar rebroadcasting system, and he saw great possibilities in the extension of this kind of service to regional, but not transcontinental, hook-ups.

Hookup Described

At an afternoon session, Everett L. Dillard, president of the Commercial Radio Equipment Co., KOZY Kansas City and WASH Washington, reported on Continental Network [BROADCASTING, April 14], set up among 13 stations to broadcast a program played by the Army Air Forces Symphony.

Mr. Dillard reported that wire circuits had been used to tie in most of the stations in the Continental hookup but that radio relays had been used with some. The purpose of arranging the network, which will function only for the weekly series of AAF concerts, was to “demonstrate to the public, the FCC and the press the full potentialities of FM,” he said.

At the luncheon meeting, George E. Sterling, chief engineer-designate of the FCC, explained the new FM allocation plan briefly and he and Cyril S. Braun, chief, FM section, of the FCC, and John Doane, FCC FM engineer, answered questions from the audience.

A panel on FM programming featured Elliott Sanger, WQXQ New York, and Morris Novik, New York radio consultant. Mr. Novik reported that WQXQ pursued a policy of duplicating programs broadcast by its parent, WQXR, carrying both sustaining and commercial shows, the latter at no extra charge to sponsors.

Mr. Sanger pointed out, however, that he did not intend to suggest that other FM stations associated with AMs follow a similar policy of duplication. “The thing to do is to decide what audience you want and then tailor programs to it,” he said.

Mr. Novik was opposed to program duplication. FM stations, he thought, ought to set about the job of “recapturing that part of the audience that no longer listens to radio.” Without identifying his sources, Mr. Novik said he thought a considerable number of people who used to listen no longer do.

In a panel on facsimile, A. J. Eaves, vice-president of Finch Telecommunications, traced the technical history of facsimile development.

NEWLY ELECTED chairman of Region 1 of FM Assn., Leonard L. Asch (!), WBCA Schenectady, talks over first regional meeting of FMA with Dr. Edwin H. Armstrong, inventor of FM. (See story, page 40.)

WHERE'S CASEY?

Page 38 • April 21, 1947

BROADCASTING • Telecasting
HAS THE AUSTIN AUDIENCE

Use KNOW for the most effective promotion of your sales in the rich Austin market. KNOW gets more results because it has more listeners.

KNOW has a daytime BMB* of 79 per cent in Austin and Travis County; nighttime 77 per cent. And the latest Hooper report** confirms what many wise time-buyers already know—that KNOW is the most listened-to station in Austin . . . morning, afternoon and evening.

If you want to sell Austin, be sure to buy KNOW. Remember, KNOW gives you more dialers per dollar; and Austin gives you more dollars per dialer. Write today for further information . . . and for copies of the latest Hooper and BMB reports.

* Study No. 1—1946
** Hooper Station Listening Index, Fall, 1946

RADIO STATION

KNOW
Radio's "Ten Most Popular Housewives" have been chosen by a committee of judges headed by Jacques Traube, chairman of the Perfect Housewife Institute, Brooklyn. The judges were: Maggi McNeil; Florence Freeman, Jinx Falkenberg, WNbc; Pe- geen Fitzgerald, Wjz; Isabelle Beach, Wmc; Dorothy Davenport, Staff, The Perfect Housewife; Martha Bea, Wbman; and Mrs. Beauty, Wbc. Mrs. Beauty died suddenly April 6. [Broadcasting, April 14].

NOT JUST "LISTENERS", BUT LOYAL LISTENERS

In this five million population market, you will find folks ready to fight should you suggest that something over WSM is untrue. During the 21 years they've been listening at 650, the integrity of WSM statements has never varied. So listeners act with perfect faith on what they hear over this station.

This fact makes us the one medium which, single-handed, can deliver this market to the sponsors.

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

WSM
Nashville

BROADCASTING • Telecasting

April 21, 1947 • Page 41
The TV Institute
(Continued from page 21)
control in the hands of the station.
Reporting on the status of WWD, Mr. Bannister said that the above-mentioned cameras ordered for June 1946 had been delivered just before Christmas; the transmitter, bought for Dec. 1 delivery, had arrived in April 1947. "The only thing we got on schedule was trouble," he reported, including that under heading negotiations with engineers, IATSE, ASCAP, film companies and other groups. He estimated that Detroit's present 2,000 video sets will increase to 20,000 or 30,000 by the end of the year and that the city will have coaxial cable service from New York by the middle of 1948.

Helen Rhoades, program manager, WRAB Schenectady, said that this station's prewar audience has more than doubled, that WRAB is now broadcasting 14 hours a week, with about one-third of this time devoted to local programming. Baltimore has three video 

CP's, Robert Cochrane of the Baltimore Sun reported. The Sun's television transmitter will be located atop the O'Sullivan Bldg. in the center of the city. With four race tracks and half a dozen colleges, including Annapolis, as local program sources, the Sun executives had expected to be hooked into the New York-Washington cable as a video network affiliate as soon as the station got on the air, he said, but AT&T informed them that they will not get terminal equipment for some months and that full network service is five to ten years away.

Ernest Walling, manager, WPTZ Philadelphia, said that since last September sets in the Philadelphia area have increased from 800 to 4,000 and concurrently, WPTZ's program schedule has increased from two to seven days a week.

WBK Chicago also has baseball sold, Capt. W. E. Eddy, its manager, reported, and enough other shows to convince him that television is a commercial operation. Station broadcasts 35 hours a week, he said, with an audience of some 33,000 viewers on more than 2,000 sets, and hopes to begin operating in the black by mid-summer.

Completing the station roundup, Paul Mowrey, television director of ABC, said that this network has CP's in Chicago, Detroit, Los Angeles and San Francisco, is waiting for one in New York, hopes to build its first station there and then move west. (ABC's New York grant was announced in Washington almost as Mowrey spoke.)

Of the numerous papers on video broadcasting read during the Institute, none was more enthusiastic than that of Mrs. Clara Burke, a "housewife viewer," according to the program. She reported herself as having become an avid fan since watching video sports and predicted that television will help, not hurt, gate receipts through increased attendance by women. Her chief criticism was that a maid didn't come with her set," as television is "the worst thief of a housewife's time since Bell invented the telephone."

The superiority of remote pickups over studio shows is largely due to the psychological appeal of the phrase, "We take you new to..." which gives the televiewer at home "the privilege of a free pass to the best seat in the house for the most exclusive event," according to Wortoning Miner, director of television, WCBS-TV New York.

Some Are Amateurish
Many amateurish studio programs and commercials may be blamed on their derivation from radio rather than from the visual showmanship of the theatre, movies or space advertising. Chester Kulesza of BBDO said at the Tuesday morning meeting on commercials.

"Radio," he pointed out, "depends entirely on words, sounds and timing. The listener paints mental pictures from radio sound impressions. In television, the picture is already supplied for the viewer, so he doesn't have to depend upon his imagination. However, the view tends to be more critical of what he sees than what he hears."

Charles J. Durban, assistant advertising manager, United States Rubber Co., ascribed the failure of many video commercials to measure up to the improved camera work to advertisers and agencies who have not studied the techniques of commercial presentations as the camera crews have studied those of sports coverage.

Reporting on his agency's experience in producing television programs for Vitalis, Ipana and Reid ice cream, Jose di Donato, television director of Doherty, Cifford & Shefield, declared that the ...(Continued on page 44)
Hooper says:

Delivers the Quad-City Audience!

With four stations NOW operating in this market, the Hooper listening index for January-February shows WHBF's share of the morning audience in the Quad-Cities (Davenport, Iowa, and Rock Island, Moline and East Moline, Ill.) is greater than ALL OTHER STATIONS combined.

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

Here is the New Story (By Hooper):

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

BASIC ABC for the QUAD-CITIES

WHBF 1270 KC 5000 Watts Full Time

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

WHBF-FM
'SAM SPADE' IS VOTED LEADING RADIO MYSTERY

THE ADVENTURES of Sam Spade, CBS, Sundays 8-8:30 p.m., has been judged the best radio mystery program by the Mystery Writers of America, a national organization of 200 top crime authors, and will receive the annual Edgar Allan Poe Award. It was announced last week by Hugh Pentecost, president of the MWA.

Individual "Edgars" will go to William Spier, producer, and Bob Tallman and Jason James, script writers, and will be accepted by Davidson Taylor, vice president and director of programs for CBS, at a New York dinner this evening.

CALLING ALL SIGNALMEN

Army Signal Assn. Soliciting Membership Among Radio Communications and Allied Personnel

NEWLY ORGANIZED Army Signal Assn., which has elected as its president for a two-year term Brig. Gen. David Sarnoff, president of RCA, is extending invitations to radio communications personnel and all other U. S. citizens interested in military communications and photography to join the association and participate in its activities.

The association, a non-profit, non-political organization which maintains national headquarters at 804 17th St., N. W., Washington, D. C., is making plans for its first annual banquet the evening of April 28 at Hotel Pennsylvania, New York, and its first annual meeting and exhibition of military communications and photography equipment at Fort Monmouth, N. J., April 29.

Primary purpose of the association, according to Brig. Gen. S. H. Sherrill (Ret.), its executive secretary, is to safeguard and strengthen our national security. As a part of this overall purpose the organization will seek to preserve and foster the spirit of cooperation and good will which marked the wartime relations of the various branches of the armed forces and the personnel of industries—both manufacturing and operating—in the fields of communications, electronics, motion pictures, and photography.

SPELBOUND by Gordon Sinclair Jr.'s delivery is Gordon Sinclair Sr. Father and son scene above was enacted April 4 in studios of CBS, Toronto, as 20-year-old Gordon Jr. took over for the elder Sinclair in a series of nightly newscasts during latter's three-week vacation.

TV Institute

(Continued from page 42)

television broadcasters must make "a far greater contribution" than they have been doing. He called for directors that are interested in directing programs and not so intrigued by the mechanics of pushing buttons that they forget about the show, for technical liaison men to "shortcut the headaches of the client," and for audition facilities "so that valuable rehearsal time need not be used at the last minute to find out some very important things..."

Ralph B. Austrian, president, RKO Television Corp., flatly denied a statement made the day before by Paul Mowrey that simple, informal programming is the best kind for television, where the audience watches under home conditions, with phones ringing, babies crying and life going on as usual during the video program. Today's parlor-game programming, Mr. Austrian predicted, will soon be replaced by more formal programs, produced on film.

Code Urged

Sponsors and agencies not permitted into the control rooms of some stations can get there effectively through motion pictures, he said, whose production they can supervise, sending the finished product to the station, which will have to accept it as long as it complies with general station policies. Mr. Austrian urged television broadcasters to adopt a code of standards for programs and commercials now, before one is forced on them from the outside.

"Film is the most practical way of achieving a national network," the conference was told by John Flory, vice president, Grant, Flory & Williams, film producers. "It overcomes cost and technical difficulties," he said, "and will be especially important in tying together small and remotely situated stations during early stages of the industry."

The two-day institute also included panel meetings on station management and operation, production and programming; a production demonstration conducted by Irwin Shane, publisher of Television magazine, and various seminars.

Behind this door...

LIES A $460,000,000 MARKET!

...OPEN THE DOOR!!...on this fabulous Gulf Coast Market...a strategic market with limitless natural resources...agriculture, grain, livestock, oyster shell, natural gas, native clays, accessibility to deep-water transportation, and an ideal year-round climate! A natural for industry...a mecca for tourists!

KEYS is YOUR KEY to this $460,000,000 market!

230 Watts 1490 KC Corpus Christi, Texas
“Idol Worship”

Idol Worship has always been an influential factor in radio selling. The power of "idols" to move people equals their power to move goods. WWJ, NBC in Detroit and first radio station in the nation, is richly endowed with both local and national favorites who have won the hearts and influenced the buying habits of millions of Detroigers. Hitch your product story to the wealth of stars that attract a host of listeners to WWJ, in America’s 4th largest market... where employment, production, savings and income are hitting peace-time peaks.

FIRST IN DETROIT... Owned and Operated by THE DETROIT NEWS

Associate FM Station WENA . . . Television Station WWDT

WWJ
950 Kilocycles
1500 Watts

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

April 21, 1947 • Page 45
Fulton Lewis, jr.

available now on WIP—Philadelphia

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

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

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N.Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

House Group Will Investigate Reports Too Many Lawyers Make FCC Topheavy

SIZE OF FCC's legal staff was questioned last week by Rep. Edward H. Rees (R-Kans.) Chairman of the House Post Office and Civil Service Committee.

Mr. Rees told BROADCASTING his group would investigate reports that FCC is topheavy with "high-powered lawyers."—more than are necessary for efficient operation. If legislation is needed, he said, a bill would be written, or recommendations made to the Appropriations Committee, a subcommittee of which is scheduled to look into FCC spending first week in May.

Higher Echelons Filled

"My feeling," said Mr. Rees, "is that we have too many people occupying supervisory or administrative positions compared with those who are doing the work. There is a tendency, when a reduction in force is in order, to protect jobs of those in higher echelons while folks in lower grades are dropped."

Referring specifically to FCC he said it "didn't seem right that an agency with less than 1,000 employees should require 28 or 30 personnel workers, and one high-powered lawyer for every 10 employees."

The Commission carried 853 employees on its Washington payroll as of July 1, 1946 with a total of 1,045 including field workers.

FCC will be first government agency, he indicated, to be subjected to personnel count. But before such an investigation can be started, the Civil Service Committee must clear its slate of high-priority legislation such as the Post Office bill. It may be late in May, therefore, before the inquiry is initiated.

Mr. Rees emphasized that any investigation he undertakes will be aimed primarily at "effecting more economy, efficiency and streamlining."

The personnel scrutiny was part of overall majority effort toward eliminating duplication of government personnel services in independent agencies [CLOSED CURT, April 14]. The move gained impetus from complaints reaching Congressmen of the number of lawyers being carried on the Commission payroll.

Civil Service Committee plans are being watched closely by Chairman Richard B. Wigglesworth (R-Mass.) of the Independent Offices Appropriations Subcommittee. His group is charged with trimming all unnecessary items from FCC's proposed $7,500,000 1948 budget. He indicated keen interest in the personnel inquiry and complaints on the size of the Commission's legal staff. FCC has already sent Mr. Wigglesworth's committee a justification of its proposed budget [BROADCASTING, March 10].

W. E. Johnson to Manage WDEC in Americus, Ga.

W. E. JOHNSON, former program director and commercial manager of WMLT Dublin, Ga., has been named manager of WDEC Americus, Ga., new 250 w station on 1230 kc. W D E C is owned by the Americus Broadcasting Co., whose president is James R. Blair, owner of the Americus Times-Recorder, the city's only daily newspaper. The station's studios will be located in the Times-Recorder building.

Foy Cox, also formerly of WMLT, has been named chief engineer of WDEC. According to Mr. Johnson, WDEC will go on the air soon after WRBL Columbus, Ga., vacates its assigned frequency.

WTOD-FM Now WTRT

CALL LETTERS WTRT for the Toledo FM station formerly known as WTOD-FM have been authorized by the FCC. WTRT operates at 97.7 mc. Stanley Speer, president of Unity Corp., which operates WTOD and WTRT, has announced that WTRT soon will move into its newly constructed studios. Station director of WTRT is Donald Gehring, former paratrooper captain.
WITH LEADING NEWSPAPERS . . . IT'S
TELEVISION BY RCA

* First postwar television station to go on the air with a regular program schedule • First to be operated by a newspaper • Completely RCA equipped from microphones and cameras to Super Turnstile antenna

On February 8, KSD-TV brought television to St. Louis—inaugurated a regular, commercial, 26-hour-a-week program schedule of studio shows, remote pick-ups, and films.

RCA equipment already installed includes a temporary 500-watt transmitter, a Super Turnstile antenna, microphones, image-orthicon cameras, television film projectors, consolette, and monitoring equipment. With a new 5-kw, RCA television transmitter—to be installed shortly—it is estimated that KSD-TV's effective radiated power of 20-kw will blanket 4,300 square miles ... bring television within the reach of approximately 1,461,000 people.

Plans also include the installation of an RCA 10-kw FM transmitter. Simultaneous FM and TV broadcasting from a single antenna will be possible using RCA's recently announced triplexing system. Also on order is a new RCA mobile studio to simplify at-the-scene telecasting and relaying.

The St. Louis Post-Dispatch, owned by the Pulitzer Publishing Co., is one of the many leading newspapers and top broadcasters to select television by RCA. Everything needed to start your station is now in quantity production. Let us know your television plans now to assure early delivery of equipment. Write Dept. 18-D, RCA, Camden, N. J.
WRRZ Takes Air as 1 kw Outlet at Clinton, N. C.

WRRZ Clinton, N. C. went on the air April 8 as a 1 kw daytime ABC affiliate on 880 kc. Station is owned by Tar Heel Broadcasting System Inc., which also operates WRRF and WRRF-FM Washington, N. C. Staff members of WRRZ include: George Walston, formerly of WRIF, manager; Don Britt, formerly of WSJS Winston-Salem, program director; Herman Jolits, chief engineer; Bob Bowden, engineer; Dick Welsh and Joe Tew, announcers, and Martha Joyce Ross, secretary and receptionist.

WRRZ studios are in Clinton's Butler Bldg. and the transmitter is located a mile and a half from the town. The transmitter is a Gates and the tower a Wincharger. A GE console is being used.

The station has contracted for AP wire service (PA), and is using World Transcription library.

WANTS BETTER SURVEYS

Archibald M. Crossley Hits Radio Research Rash,
—Finds Much Room For Improvement

ADVERTISERS have the right to expect a much more comprehensive program of radio research than they are now getting. Archibald M. Crossley, president of Crossley Inc. and a pioneer in radio measurements, told last week's radio luncheon group of the New York section of American Marketing Assn. "The first essential in that program," he said, "is a true cross-section of individual men and women in the United States of all ages, locations and economic levels. Ratings are not enough, market coverage studies and many more things have got to come, and soon. "The second essential is a sound approach to the research program in the light of real needs, not high-powered salesmanship, but help to the advertiser. Directly upon the networks the responsibility lies to determine whether their research will be designed to paint the rosier picture for them or the truest picture for the advertisers."

Deploring the current rash of "ratingitis," Mr. Crossley said that a rating change of tenths of a point or even a full point is not worth getting excited about. He urged that ratings be given "a common sense interpretation."

Touching on projections to total listeners in the United States, Mr. Crossley said that MBM's station information and the Hooper Diary Service are "moves in the right direction" but not "the ultimate in cross-sectioning the nation."

RESULTS!

Increased Earnings!

Having been a salesman for 20 years ... it is my recommendation that every radio salesman take your course, because it will pay for itself with handsome increased earnings.

Ed Birr
WHB, Kansas City, Mo.

Contracts Count!

Your ideas work when put into actual practice. To date we have secured 2 former advertisers and one new major account, as a result of ideas derived from your sales clinic.

G. Marshall Jordan
Commercial Mgr.
WCAR, Pontiac, Mich.

$30,000 SALES!

Guy Farnsworth, with no previous radio experience except your school, has secured in three weeks more than $30,000 time sales. Your sales training course certainly paid for itself.

Robert M. Beer
Manager
WATG-FM, Ashland, O.

There is still time to register for either school

Jefferson Hotel
DALLAS, TEX.
April 28-29-30

Piedmont Hotel
ATLANTA, GA.
May 26-27-28

Wire or airmail your registration for one of these schools

Radio Sales Training School

Conducted by

THE FRED A. PALMER CO. 702 UNION TRUST BLDG.
CINCINNATI 2, OHIO

Indiana broadcasters giving scholarships

COMPETITION for the first annual radio scholarship awards for Indiana university students was announced last week by George C. Biggar, general manager of WIBC Indianapolis, for the Association of Indiana Broadcasters.

The contest is open to all juniors at Indiana colleges and universities. Awards of $190 each will be made to three students displaying the greatest skill in radio announcing and newscasting, specialty program writing and broadcasting, or original script and continuity writing.

In addition to Mr. Biggar who is chairman, the scholarship committee includes G. F. Albright, WBKV Richmond, Ind., Carl Vadas, WOWO Ft. Wayne, and John Carl Jeffery, former manager of WKMO Kokomo.

Judges will be chosen from the executive staffs of Indiana radio stations. Winners will be announced on or before June 7.

Dr. Leigh Named to Head Two-Year Library Survey

DR. ROBERT D. LEIGH, who recently completed his work as director of the Commission on the Freedom of the Press, has been appointed to head a survey proposed by the American Library Assn. Survey is to be conducted under auspices of a special committee of the Social Science Research Council.

The Carnegie Corp. of New York, last week granted $175,000 for the project, which will be a two-year study of how well existing public libraries are serving American communities and whether libraries should become future custodians of non-commercial radio, films and television.

Dr. Leigh served during the war as director of the Foreign Broadcast Intelligence Service for the FCC and was the first chairman of the UN's monitoring committee on international radio broadcasts.

Anniversary Dinner

BENTON & BOWLES celebrated its 15 years of incorporation last Monday night with a dinner at the Waldorf-Astoria, New York. A gold watch and a special edition for service to advertising was presented to Atherton W. Hobler, chairman of the agency's board, who joined the organization at the time of its incorporation. Aside from Mr. Hobler, four other agency members were honored at the dinner for 15 years of agency service. They are Charles Faidi, vice president and chief art director; Beneta Cox, assistant account representative on General Foods; Julie King, in charge of consumer publicity service; and Lillian M. Mappus, media department, contracts and estimates.
WHEN THE CAT CHEWED GRASS
IT WAS A SIGN OF RAIN

Not so many years ago, many farmers as well as other people relied on "sign" to forecast weather... when the cat chewed grass or there was a ring around the moon, it was a sign of rain.

Weather is especially important to the farmer... today, he is independent of unproved "sign" or even of his newspaper which may reach him a day too late. Today he uses his radio—and in 88 of the 254 counties in Texas, farmers and ranchers depend on WOAI.

Regular weather forecasts and warnings are but one type of the services afforded by WOAI to its huge audience. Daily market quotations keep the farmer and rancher up-to-date on prices... such programs as the Farm and Home Hour and the Texas Farm and Home Hour; Farm and Ranch Program; Farm News and various stock show broadcasts inform them of the latest developments in crop raising, the care of stock, farm and ranch legislation and other matters related to this tremendous agricultural industry.

Farmers, ranchers, oilmen and others living some distance from towns depend on WOAI even more than city audiences for entertainment suited to their tastes... and for features such as news and news commentaries, also.

WOAI is the only 50,000 watt clear channel broadcasting station serving 88 huge counties in Texas. Its listeners are also its "fans"—and its customers... WOAI serves all of them with the best.
Pioneer radio station WMBD Peoria, CBS outlet for Central Illinois, has an enviable reputation for doing things in a big way. No exception was the spectacular success of the station's final day's activities in a month-long 20th Birthday Celebration.

Some 14000 persons were the station's guests at the March 22nd Open House and entertainment pictured here. High spot was the personal appearance of Bob Hawk, also celebrating 20 years in radio. $2400 in prizes was donated by Peoria merchants.

The Biggest Show in Town was indisputably presented by WMBD as the King's Jesters (CBS), Bennett Sisters (CBS), and staff artists supported Hawk. WMBD is sincerely appreciative of the great response accorded its efforts and those of its great guest star, Bob Hawk. The occasion will be remembered.

WMBD — Peoria, Illinois
ENTHUSIASTIC WINNER of valuable prizes embraces Quizmaster Bob Hawk as Master-of-Ceremonies Milton Budd, of WMBD staff, and audience give way to merriment. Two shows packed in well over 11,000 people. Undeniably good time was had by all . . . station’s domination and popularity conclusively shown.

INTERESTING FEATURE of the show was Miss Irene Kircher’s rendition of “St. Louis Blues”. Miss Kircher, now a secretary on the WMBD staff, sang the same number on the first musical program broadcast over the station in 1927. Many remembering original broadcast sent fan mail.

[advertisement]
Lest You Forget

THE RADIO WRITERS Guild is talking strike against the major networks. Because it looks like a battle of the behemoths — networks against high-salaried craftsmen — there may be little disposition for others in radio to become concerned.

Is it that?

The RWG says it simply wants recognition for freelance writers. It contends that more than half its members earn less than $2,000 per year. What RWG doesn’t state is whether these writers have any other income sources — from magazines, newspapers, motion pictures, or regular jobs.

Lest we get the impression that this is another garden variety labor negotiation, let’s check back. In these columns on Jan. 20 we quoted from a pamphlet entitled “Communist Infiltration in the United States — Its Nature and How to Combat It.” It was issued by the Chamber of Commerce of the United States.

The passages quoted related to the plan spawned in Hollywood for the formation of an American Authors Authority, as a marketing monopoly which would copyright and lease to users all writings by American authors. It was to begin with scripts for screen and radio and articles for magazines. It would become exclusive agent for successful writers.

“It is obvious that these techniques are similar to those used successfully by Petritto in forcing musicians to join his union and compelling radio and recording groups to follow his rule,” said the Chamber’s pamphlet.

RWG, along with the Screen Writers Guild was named among the groups which “overwhelmingly” accepted the plan. RWG’s present insistence that writers be given licensing rights to scripts and material certainly gives substance to this contention.

RWG’s efforts are in the direction of formation of a writers’ ASCAP.

RWG insists upon collective bargaining for freelance writers, the bulk of its membership. Yet there has never been a determination by the NLRB whether freelancers are independent contractors or employees. If independent contractors they cannot bargain collectively. It doesn’t entail much depth to determine the hold RWG would get upon all writers if the freelancers are recognized as employees.

In considering the RWG demands, it is important not to overlook the broader AAA project. The AAA philosophy is toward regimented thinking. That is the cornerstone of Communism. Radio’s use as an instrument of psychological warfare lies too recent in the memory of all of us to be ignored in any development which may be even remotely susceptible of being used to control the thinking of Americans.

Station Population

BEFORE the Government economy wave, when questionnaire-tals was endemic, snowstorms of that multigraphed stuff flowed from FCC to thousands of eager account- an- clerks worked overtime. Now, hap- pily, they’re down to mere flurries. The Budget Bureau has seen to that.

An extracurricular shot emanated from the FCC the other day. It seeks information on construction costs, revenues and expenses of standard stations constructed since the end of the war. Without belaboring whether this questionnaire is good or bad, warranted or not, we agree it will yield interesting results.

The questionnaire is simple enough. In addition to investment, revenue and expense data, it carries a column headed:

Broadcast Income (or loss).

That parenthetical interrogatory may be prophetic. Since the war’s end, the FCC has authorized upwards of 600 new standard stations; nearly 800 FM stations. It has granted several hundred stations modifications of facilities. It has more than doubled the station population, (license construction.)

What will the questionnaire returns show? We can merely surmise. There will be certain new stations, in markets which were underserved, that will show reasonable return. There will be others in major markets — daytime particularly — that will show profit. In most cases, it will be found that these stations are operated by experienced broadcasters.

Then, there will be stations, in major and secondary markets alike, that will not be able to use black ink. These will be in markets already adequately served or underserved. Most of them are operated by newbies in radio.

As new stations, already authorized, take the air, the competition will quicken. FM stations likewise will start in increasing numbers and will acquire audience, for the manufacturers are driving hard on FM distribution. Markets with one or two newspapers will have from two to seven stations.

When it comes to survival, sales ethics usually go out the window. Prices will be cut; rate cards become the asking price. Commer- cials that ordinarily hit the air will hit the air. Thusly the network outlets — usually the oldest established stations with the best asignments — will get the cream. And the fringers will fight for the crumbs.

Not a pretty picture. Probably not the picture that will show up in the FCC’s survey. Only about 150 of the some 600 new AM stations are on the air, while about 200 of the 800 newly authorized FM stations are in operation.

What about a year from now? Still in the realm of surmise, but supported perhaps by the preceding action. There will be many stations on the block. Others will have consolidated. Perhaps an FM network will be under way. But there will be talk of subsi- dies again, as there was before the war, when one third of the network were in bed and weekly and small daily newspapers were dying like flies.

There will be more stations making a living, but most of these will be operated by businessmen with the radio knowhow — not necessarily present day owners, but among the ready crop of owners who learned their business as engineers, salesmen and operators, or at agencies.

A year from now, we venture, it won’t be necessary to have a survey to get the answer.

Our Respects To

RICHARD POWER DOHERTY

B ACK in the early 20's a young physicist at Clark U., in Worcester, Mass., dabbled in theoretical fields of propulsion and rockets — under the wing of the outstanding authority of that era in those arts, the late Prof. Robert Goddard. The earnest student was Richard F. Doherty, then a writer of employer-employee relations at the NAB.

At the same time Clark U. was famed for its group of sociologists and economists. Student Doherty soon found himself more concerned with human problems than the science of propulsion, a switching of interests that led him into one of the fastest developing arts of this decade — the art of industrial relations.

Probably it was a childhood influence that led to the decision. As a lad Dick had sat across the dinner table from the elder Doherty, hearing a recital of day-by-day labor and management problems at the textile mill in Wilton, N. H., which incidentally was his birthplace (May 6, 1906). As mill foreman, the family head saw both sides of controversies between workers and management.

Though young Doherty's avid interest in hu- mans and the world they live in led to magna cum laude at Clark in 1925, he found ample time for sports. A gnarled digit is a souvenir of the time he stopped a baseball in unconventional manner. He ran a fast hundred on the track team, and broad-jumped between heats. In winter he played basketball, college and semi-pro.

Emerging from Clark with an A.B., he went to Brown U. as a graduate fellow in economics, becoming assistant to the director of Brown's famed Bureau of Business Research. In 1928 Boston U. offered him a post on the faculty of its College of Business Administration.

There he became head of the Economics Dept. and professor of economics field he found himself consulted frequently on em- ployee relations, especially after the NRA was formed in 1933 by President Roosevelt.

During the turbulent days of the 30's he served as arbitrator and as panel chairman for many types of labor disputes. Ever since he has been called on as arbitrator, conciliator and mediator of labor-management problems, as well as serving as management consultant to many New England firms.

Out of that combined campus and practical experience developed an idea that marks an epoch in labor relations. The idea crystallized in 1941 in the form of the Industrial Relations (Continued on page 54)

BROADCASTING + Telecasting
OREGON...
Fishermen's Paradise

Visit this sports wonderland on your vacation trip this year... and enjoy Oregon's friendly hospitality.

KOIN
A Marshall Field Station
PORTLAND OREGON

Friendliness is characteristic of Oregon as a state... and of KOIN as a station.
Respects
(Continued from page 58)

Council of Metropolitan Boston. Since its formation he has been executive director, giving up the post to take the NAB employer relations directorship.

The Boston idea, once a daring experiment, now promises to become the pattern for a nationwide series of labor-management councils. The idea is simple. It consists of representatives from industry and labor unions in the Greater Boston area. They seek better understanding; better industrial relations; amicable settlement of disputes without recourse to governmental intervention.

They not only seek these desirable developments; they get them, and all eyes in the industrial and labor world have been watching the success of the undertaking. In the process Mr. Doherty has acquired an intimate and practical knowledge of labor-management problems and operations, and enjoys the confidence of both groups. He has been called in as consultant and speaker in all parts of the country, and has written many articles on the subject, as well as four books.

In 1944 he organized and directed a weekly Radio Forum on WEZI Boston, conducted without script as a candid broadcast of timely and important industrial relations problems. His wartime record included Fuel and Food Administrator, Massachusetts; Deputy Executive Director, State Civilian Defense Council; Chairman, East Coast War Services Conference. Later he became a member of the U. S. Chamber of Commerce national economic policy committee and President Truman's Labor-Management Conference.

Reduced to its essence, Mr. Doherty's labor relations ideas are simple. First, he figures management should devote as much thought to human engineering as to production engineering; when they are integrated, a major step has been good industrial relations. Labor, too, has responsibilities and must recognize management's rights, he believes. Perhaps one word—teamwork—based, of course, upon mutual responsibility, best describes the Doherty theory, a theory that is enjoying wide acceptance in the industry.

At NAB Mr. Doherty has developed a complete employment relations service, aided by a staff of specialists familiar with all phases of the subject.

In his trade association work he gets all over the country, which isn't too bad because traveling is a hobby with him. But his other hobby, photography, was dropped when war work took over all of his time. Not a joiner he belongs to only one club, Boston's Algonquin Club. He married Dorothea Sullivan, of Belmont, Mass. They have one child, nine-year-old Judith.

MURROW AND SHIRER DEBATE AT LUNCHEON

A SCHEDULED discussion of "Freedom of the News" at the Overseas Club luncheon in New York last Wednesday turned out instead to be an airing of differences between William Shirer, recently resigned CBS commentator, and his former boss, Edward R. Murrow. CBS vice president and director of public affairs.

The "real reason" that CBS accepted his resignation was unknown to Mr. Shirer, the commentator said. "It is true that CBS did offer me some other time on the network... after 11 p.m.," Mr. Shirer continued.

Mr. Murrow pointed out that Mr. Shirer had a contract with CBS and an independent contract with the sponsor, and when the latter decided not to renew its option on the commentator CBS had to decide: (1) whether to continue Mr. Shirer on a sustaining basis, (2) replace him with another program acceptable to the sponsor or (3) replace him with a man who could continue to cover the news from London and Paris. "... there's no one else disappointed," Mr. Murrow said.

The decision to switch Mr. Shirer out of the Sunday period was taken to improve the sum total of the CBS news analysis and news broadcasts, said Mr. Murrow.

Radio Club Elects

TORONTO RADIO Club's annual meeting April 9 elected Spencer Caldwell, transcriptions division manager, All-Canada Radio Faculties, as president. He succeeds James Knox, now of MacLean-Hunter Publications. Other officers elected were Sid Lancaster, Radio Representatives, Ltd., vice president; Ted Rut- ter, statistician of Horace N. Stovin Co., treasurer; Wally Slater, Radio Representatives, Ltd., secretary. William C. Wright, former of the group, who operates a station representative business under his own name, was voted a life member.

Swiss Delegates

FRANZ VON ERNST, Director of the Bern (Switzerland) Bureau of Telecommunications is expected to arrive in New York City, April 21. He will be accompanied by Vice Director Gerald E. Gross. They will spend a week in New York and then proceed to Atlantic City to participate in the annual communications Conference beginning May 15.

Heads European RCA

VICE-ADMIRAL WILLIAM A. GLASSFORD, USN (Ret.), has been appointed European manager of RCA with headquarters at London, Brigadier General David Sarnoff, president of RCA, has announced.

Management

WILLIAM M. CARPENTER, local sales manager of WLOW Norfolk, Va., has been appointed station manager. Mr. Carpenter was formerly manager of WGXY, Charleston, W. Va., and WNOC, Dubuque, Iowa.

JOHN LOFTUS has been appointed general manager of KRXG Odessa, Tex. He formerly was general manager of KGK, Port Arthur, Tex.

WALTER S. LEM- MOR, president of World Wide Broadcasters Foundation, Boston, and ED-WARD K. ROW, vice president of CBS, will address New School for Social Research, New York, April 25 and 29 respectively. Mr. Loftus will deal with postwar tasks of international broadcasting and Mr. Murrow with new developments in that field.

A. J. HOPPS, assistant manager of KOMO Seattle, has been appointed to board of governors of Edmonston's Mayfair Golf and Country Club.

MARK WOODS, ABC president and John C. Rutledge vice president, will be in charge of stations for ABC, addressed delegates at the network's annual convention from northeastern district at one-day session held April 15.

DONALD W. THORNBURGH, CBS Western Division vice president, is in New York attending meetings of networks O & G stations.

CLARENCE M. GARNES, former assistant manager of KXIO Odessa, Texas, has been named general manager of KMBO, Pittsburgh, Kan., new 25,000-w station on 560 kc, to begin May 1.

GLENN SNYDER, vice president and general manager of WLS Chicago, last week entered Presbyterian Hospital in Chicago, for an operation.

LLOYD E. YODER, general manager of KQO Denver, has been elected president of Denver Rotary Club.

THELMA KIRCHNER, manager of KOFI Hollywood, and PAUL FORREST, former manager, as New York for formal presentation of CCNY public service award.

LOUIS WASMER, owner and general manager of KGA Spokane, Wash., has been appointed one of six members of newly created Washington State Aeronautics Commission.

W. G. SKEEL, director and chief engineer of KVJO Tulsa, Okla., has been named "Tulsa Man of the Year" by the Green T Club, civic group.

WNOX Knoxville, Tenn., has been awarded broadcasting rights for 1947 schedule of U. of Tennessee football games.

MORE LISTENERS THAN ANY TWO PRIVATE COMMERCIAL STATIONS IN THE HUNDRED MILLION DOLLAR RETAIL MARKET OF EASTERN CANADA

B.B.M. 5000 WATTS
630 KC
Ask Jos. Weed & Company
350 Madison Ave., N.Y.
CFCY
The Friendly Voice of the Maritimes
CHARLOTTETOWN
YOU MIGHT PLAY BILLIARDS FOR A BILLION YEARS*

BUT—YOU Couldn’T “BANK” INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF!

According to C. E. Hooper, WKZO-WJEF in Grand Rapids-Kalamazoo do a better job in these markets than ALL stations of any other network, combined.

Our daytime figures are comparatively better than at night—but from 6 p.m. to 10 p.m. the Shares of Audience are as follows: WKZO-WJEF, 37.3% . . . all other CBS, 6.7% . . . all NBC, 36.9% . . . all ABC, 11.0% . . . all MBS, 6.7%!

To you who know WKZO-WJEF’s better programming—and to you who understand the wall of fading that isolates Western Michigan from “outside” stations—these figures will be no surprise.

To everyone else, we sincerely say . . . if you investigate, you’ll buy WKZO-WJEF.

*Playing 24 hours per day, it would take you that long to make all the 63 quadrillion possible shots, in billiards.
George Biggar Is Named To NAB Code Committee

GEORGE C. BIGGAR, manager of WIBC Indianapolis, has been named to the NAB Special Standards of Practice Committee, now in the process of developing a new code for the association.

NAB has named the following committee chairmen for the 8th District: Program, Worth Kramer, WJR Detroit; Public Relations, Clarence Leib, WQPB Evansville; Small Market Stations, D. E. Jayne, WELL Battle Creek; Employee-Employer Relations, Mr. Biggar; Engineering, Donald A. Burton, WLBC Muncie, Ind.; Sales Managers, Harry W. Betteridge, WWJ Detroit.

RMA Schedules Industrial Relations Seminar In May

THIRD Industrial Relations Seminar will be held May 7-8 by Radio Manufacturers Assn. at the Hotel Pennsylvania, New York, with leaders in the labor relations field scheduled to address the meeting.

Presiding will be Glenn W. Thompson, Noblit-Sparks Industries, chairman of the RMA Committee on Industrial Relations.

Speakers include Dr. M. S. Veiteles, director of personnel research and training, Philadelphia Electric Co.; Edgar L. Warren, director, U. S. Cancellation Service; Albert Ramond, president Albert Ramond & Assoc., New York.


Michael Elliott, former sales promotion manager of Mustcraft Corp., New York, and more recently general sales manager of Larry Finley Inc., that city, has been named east coast director of Davis Weiss Inc., New York public relations firm.

Steve de Bovin, formerly with NBC's press department, has been appointed publicity director of new NBC show room which will open soon at 36 West 49th St., New York City.

Virginia Evans, formerly with publicity staff of MBF Chicago, has joined Public Relations Associates, Chicago, as head of women's events department.

Lawrence Phillips, executive vice president of UBO Camp Shows, has joined Allen B. Du Mont Labs., New York, as consultant in management. He will continue with UBO until its dissolution at end of this year. In addition to working with Du Mont.

Fred E. Russell, who has been with Sylvania Electric Products Inc., New York, since 1943, has been appointed controller for central engineering department of Sylvania. He will take charge of general business and accounting of company's research, advance development and metallurgical research laboratories.

L. John Denney, former technical director of ITT's telephone properties in Spain, has been elected vice president of Federal Telephone and Radio Corp., New York, domestic manufacturing affiliate of ITT.

Fred B. Bartley has been appointed field service representative in Sunnyburg, Pa., for Westinghouse Home Radio Division. Ralph S. Kerstetter has been named telephone representative in St. Louis, Alfred H. Kuttruff in Chicago, and Harold A. Loring in Adlake.

William L. Dougherty, former program manager of WPIE Alexandria, Va., and previously special events director of WKNR Youngstown, Ohio, has joined Radio Capitol Services, Washington News Bureau, as chief of radio production division bureau.

John K. McDonough, former director of purchases of Colonial Radio Corp., Buffalo, subsidiary of Sylvania Electric Products, has been appointed assistant to vice president in charge of operations of firm. James H. Dray, former assistant to general manager of Sylvania's fixture division, succeeds Mr. McDonough as director of purchases for Colonial.

William Meyer, former advertising manager of Tele-Tone Radio Corp., New York, has been appointed advertising manager of Tele-Tone Corp., Long Island City (electrical indicating instruments).

John Battison, developmental engineer at EMF Kansas City, has returned to Cincinnati as engineer of high frequency transmitter section of Federal Telephone and Telegraph Corp.

Ed Dockery, production chief of Radio Package Features, New Orleans, and H. A. Millet, with WNOJ New Orleans AP office, have announced their engagements.

Carlton A. Johansen, formerly advertising manager of Rheem Mfg. Co., San Francisco, is opening own San Francisco public relations firm. He will continue to handle public relations for Rheem Co. on external basis.

Hummert Radio Features, New York, has been presented War Dept. certificate of appreciation for contributions to War Dept. in making, producing and directing radio shows in support of war effort.

Neil McDonald, executive of Bernie Milligan Publicity & Public Relations Service, Hollywood, is on seven week survey of 40 states to see what radio editors want in the way of news originating from that city.

Commodore Productions, Hollywood packager of transcribed shows, has moved to 1250 North Highland.

 getting ready to give 'em BOTH BARRELS!

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

5,000 Watts Daytime

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

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

KPAC Mutual Broadcasting System
Double Duty!
FOR RADIO ADVERTISERS

TULSA'S ONLY
EXCLUSIVE RADIO CENTER
5,000 WATTS–DAY AND NIGHT

OKLAHOMA CITY'S
ONLY 50,000
WATT STATION

The Sooner Twins
(Represented Now By . . . .
Avery-Knodel, Inc.

Perfect Coverage in
Oklahoma and the Southwest
Richard Hudnut, New York, will introduce a new line of hair preparations this summer on its CBS "Jean Sabin Program." Show will advertise Du Barry products. Agency, Kenyon & Eckhardt, New York.

Preview Fashions, New York (mail order apparel), has appointed Rodgers & Brown, New York, to handle advertising. Radio will be used.


Quench Co., Seattle (Quench soft drinks), has appointed Mac Wilkins, Cole & Webster, that city, to handle advertising. Radio will be used in selected Pacific Northwest markets.

Central California Berry Growers Assn., San Francisco (cooperative), has appointed Botsford, Constantine & Gardner, that city, to handle advertising. Radio will be used.

Heffler Candy Co., San Francisco, has appointed Frank Wright National Co., that city, to handle advertising in 11 western states. Radio is currently being used locally and will be expanded to include other areas.

Caribe Motors, Puerto Rican distributors for Chevrolet, Buick and Cadillac motors and Ford and Porsche Trailers, will soon sponsor new program, similar to March-of-Time, dramatizing various localities on the island. Puerto Rico office of McCann-Erickson, handles advertising.

New York Upholstering Co., Plymouth, has appointed Rodgers & Brown, New York, to handle advertising. Firm began half-hour record program Apr. 14, seven times weekly, 1:20-1:22 p.m. on WILK Wilkes Barre, Pa.

George Weston Ltd., Winnipeg (food and candy), has started second-quarter programs of transcribed show "The Witsanger" on 13 western Canadian stations. Transcriptions were sold by All-Canada Radio Facilities, Winnipeg.


Blue Ribbon Corp., Toronto (food products), has started second quarter transcription "Time to Sing" on western Canadian stations. Agency: Cockfield Brown & Co., Toronto.

Mutual Loan Co., Lagoon Amusement Park, and O. C. Tanner (manufacturing jewelers), all of Salt Lake City, have appointed Cooper & Crown Adv., that city, to handle advertising. All accounts will use radio.

Herschel W. McCallie, former personnel manager for the X-Ray Division of General Electric Co., Chicago, has been appointed personnel manager of General Electric Corp.


Tilford's Restaurant, Los Angeles, has appointed Atherton & Co., Hollywood, to handle advertising. Radio is being used.


Export Advertising Assn. Annual Meeting April 30

Annual MEETING and elections of the Export Advertising Assn. will be held April 30 at the Beloit-Plaza Hotel, New York. J. B. Powers, president of the association, has been nominated for reelection; Arthur J. Kron, treasurer of the association and executive vice president of Gotham Adv. Co., has been nominated for vice president; Walter R. Bickford, editor of Export Advertising and Shipper, is on the list for reelection as secretary, and Paul R. Kruming, president of National Export Adv. Service, as treasurer.

Zobian Switches

Guy F. Zwahlen, former commercial manager of WLXK Lima, Ohio, has joined Frederic W. Ziv Co., Cincinnati, as account executive.

Stanton Kramer, former special events director of WGN Chicago, has been appointed vice president in charge of sales in nine western states for Finley Transcriptions Inc., Los Angeles.

Neil McDonald, formerly with art department at Arthur merger Inc., New York, has been appointed head of advertising department of Signature Records, New York.

Garry Carter, president of Garry Carter Inc., New York, and managing director of Frontenac Broadcasting Agency, Toronto, has moved to his new recording plant at Toronto, Canadian Record Processing Corp.

Relo-Kut Co., New York (recording machines), has produced new transcription and recording equipment for use in transcription and recording studios. Designed specifically to mount various Relo-Kut recording, cabinet has drop front door with self-contained pockets for holding 100 inch records. Cables and terminal blocks for motor line and pickup are mounted on motor board.

WBTM
Danville, Virginia
The Voice of the Rich Piedmont Region
(5000 Watts)

Phone Sandy Guyer
Danville 2350

* BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.

American Broadcasting Company
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Always on the nose

—with split-second timing at 33.3 rpm

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

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

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

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

Fairchild CAMERA AND INSTRUMENT CORPORATION
WJHP's new 5000 watt transmitter put's your message through to an ever-increasing audience in the year round market of greater Northeast Florida.

Take the Jacksonville Beaches, where the summer season is already in full swing! WJHP reaches all of these free-senders, in addition to the increased population of permanent residents. Why not take advantage of this bonus listenership?

In Florida's Greatest Year Round Market
WTMJ evening programs deliver lion's share of listeners

The survey of greater Milwaukee listening habits, covering over 74,000 completed calls, proves that WTMJ gives advertisers a substantial bonus over national averages.

Look at these facts. Here are a few typical WTMJ nighttime ratings.

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
<th>Day</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00-1:30 PM</td>
<td>RCA Victor Show</td>
<td>Sunday</td>
<td>17.9</td>
</tr>
<tr>
<td>1:30-2:00 PM</td>
<td>Harvest of Stars</td>
<td>Sunday</td>
<td>17.6</td>
</tr>
<tr>
<td>2:00-2:30 PM</td>
<td>Shaeffer Parade</td>
<td>Sunday</td>
<td>14.9</td>
</tr>
<tr>
<td>6:30-7:00 PM</td>
<td>Fitch Bandwagon</td>
<td>Sunday</td>
<td>27.5</td>
</tr>
<tr>
<td>7:00-7:30 PM</td>
<td>Cavalcade of America</td>
<td>Monday</td>
<td>18.4</td>
</tr>
<tr>
<td>7:30-8:00 PM</td>
<td>Voice of Firestone</td>
<td>Monday</td>
<td>15.8</td>
</tr>
<tr>
<td>7:30-8:00 PM</td>
<td>Date with Judy</td>
<td>Tuesday</td>
<td>23.6</td>
</tr>
<tr>
<td>9:00-9:30 PM</td>
<td>The Fabulous Dr. Tweedy</td>
<td>Wednesday</td>
<td>15.8</td>
</tr>
<tr>
<td>9:00-9:30 PM</td>
<td>Abbott &amp; Costello</td>
<td>Thursday</td>
<td>24.7</td>
</tr>
<tr>
<td>8:00-8:30 PM</td>
<td>People Are Funny</td>
<td>Friday</td>
<td>19.7</td>
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<tr>
<td>7:00-7:30 PM</td>
<td>Life of Riley</td>
<td>Saturday</td>
<td>32.7</td>
</tr>
<tr>
<td>7:30-8:00 PM</td>
<td>Truth or Consequences</td>
<td>Saturday</td>
<td>30.4</td>
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</tbody>
</table>

By every measure, by every test WTMJ delivers most of the listeners... most of the time, morning, noon and night. WTMJ gives advertisers more listeners per dollar, hour after hour, every day of the week.

The coincidental survey proves that between 7 A.M. and 10:30 P.M. 47.6% of the sets in use are tuned to WTMJ. This is 220% more listeners than the second Milwaukee station and more than 900% greater than the third Milwaukee station.

For full information on WTMJ availabilities, contact Petry. See how you can have greater audiences and greater results for your Milwaukee advertisers.
It takes 5000 watts to cover this tri-state area, and WSAZ has them.
WELL gratefully acknowledges its selection for the PEABODY AWARD FOR 1946 "For Outstanding Public Service by a Local Station"

WELL, Battle Creek's radio station, and The Enquirer and News, the daily newspaper, operating under the same ownership, have for 20 years devoted themselves to a policy of cooperation in community interest.

THE PEABODY AWARD FOR 1946 results from joint effort in a series of programs called "Our Town".

From this union of radio and the press was gained opportunity, facilities and strength to show community leadership beyond what either might have been able to do alone.

THE PEABODY AWARD gives encouragement to continue this joint effort.

With grateful acknowledgment to the citizens of the community whose cooperation made "Our Town" possible, we pledge ourselves to continue this dedication of radio and the press to the public good.

WELL
Battle Creek • Michigan

AMERICAN BROADCASTING CO. MICHIGAN RADIO NETWORK

BROADCASTING • Telecasting

April 21, 1947 • Page 63
Entertaining ½ 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, QUIZSPIRATION meets all requirements. Dale Crowley, renowned Radio Minister, the author of the program, demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge.

QUIZSPIRATION 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, QUIZSPIRATION is a tested, proved program, good-humored, non-sectarian.

FACTS ABOUT QUIZSPIRATION:
• Unrehearsed content 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.
More Broadcasting Stations...

...for more years...

...have used more
Presto 6 N’s than any
other recorder

RECORDING CORPORATION • 242 WEST 55TH STREET • NEW YORK 19, N. Y.
Walter P. Downs, Ltd., in Canada
World’s largest manufacturer of instantaneous sound recording equipment and discs
Transcriptions

(Continued from page 25)

HOLLIS SCAVEY, production manager of WOL, Washington, has been named director of special events at WOL and for Mutual network in Wash-

ington.

BOB WIDMARK, formerly of WSBU Iowa City, has joined news staff of WMT Cedar Rapids, Iowa.

E. B. CANEL, former director of Latin-

American programs for NBC's Inter-

national Division, joins WNEL San Juan, Puerto Rico, affiliate of NBC's Pan-

American Network, effective May 1. In

addition to duties at WNEL, he will be

correspondent for NBC in Puerto Rico.

JOE HASEL, ABC sportscaster, is


NORMAN THOMAS SIMPSON, formerly

with Compton Adv., New York, has

joined WWOD Lynchburg, Va., as sports

announcer.

TONY DONALD, record m.c. and

newscaster formerly with WCAP Abour

the station more confidence in the

producers meeting whatever require-

ments are necessary to earn the

stamp of approval on the produc-

to.

To this end, the small market

stations, representing the majority

of the stations in the country, may

contribute immeasurably. It is up

to them in mass to get together

and decide to sign for a specific

program or group of programs.

Then and only then may the cost

of these programs be brought

down to an even lower rate per

station than now exists.

Under no circumstances should a

station—any station—dedetermine

the value of any syndicated trans-

scribed show. A producer can al-

ways prove that it costs hundreds

of times what he is charging in a

small market. The producer needs

the station as much as the station

needs the producer. It's about time

the station gave the producers a

break.

AARON S. BLOOM, Treasurer and Director, Commercial Department, Kasper-Gordon Inc.

Page 66 • April 21, 1947
... Why not begin now to
SELL THE TRUTH
about Radio?

THE TRUTH about Radio adds up to a far better, brighter, keener sales story than the industry has ever used. FACTS are its cutting edge.

The truth about Radio is vitally needed now—

—By ADVERTISERS AND AGENCIES, as they battle tough post-war competition.

—By PROGRAM PRODUCERS, as they seek to build shows that will sell more goods per radio dollar.

—By SELLERS OF TIME AND TALENT, as they face sharply increasing competition from other media.

And in answer to their need—a true advertising and marketing measurement of Radio is now ready for their use. It’s the businessman’s measurement—NRI “CUMULATIVE-COMMERCIAL AUDIENCE.”

Think what this new yardstick makes available for the first time:

I. It measures the great Radio Audience hitherto uncounted—the 83% of homes lying beyond the reach of the 33-city coincidental phone rating. (This includes the entire market for products.)

II. It measures the “Cumulative Audience” reached by a series of broadcasts. This is the market coverage of the sponsor’s program. (See chart). Only this cumulative measurement can reveal to the advertiser what portion of his market is covered adequately—and what portion is left wide open for unopposed advance by competitors. Only by intelligent, aggressive use of this cumulative measurement can the sellers of Radio avoid short-changing their medium in media competition.

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

III. NRI “CUMULATIVE-COMMERCIAL AUDIENCE” reports, for the first time in Radio history, the number of homes hearing each program’s commercial messages for (a) each individual broadcast, and (b) each series of successive broadcasts. (Note chart).

Thus, the SELLER of Radio has a new, keen-edged sales tool not available to competing media.

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

Thus, NRI frees Radio from the costly limitations of the 33-city coincidental phone ratings—which could never measure (a) audience size, (b) market coverage (cumulative audience), or (c) audience reached by commercials—all vitally needed if the true and larger values of Radio in reaching markets are to be made clear.

But NRI “CUMULATIVE-COMMERCIAL AUDIENCE” is only one of the many other exclusive truth-revealing features of NRI service. Let us show you how each can help make more money out of Radio.

<table>
<thead>
<tr>
<th>COINCIDENTAL RATING</th>
<th>NIELSEN RADIO INDEX (Accurate electronic data from homes of all types)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Limited to phone homes in 33 large cities</td>
<td></td>
</tr>
<tr>
<td>Not a measure of Audience Size</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Audience</th>
<th>Total Audience per Broadcast</th>
<th>Commercial Audience per Broadcast</th>
<th>Cumulative Audience (1 week)</th>
<th>Cumulative Commercial Audience (4 weeks)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0</td>
<td>11.5</td>
<td>16.2</td>
<td>26.2</td>
<td>23.1</td>
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<tr>
<td>1 WK.</td>
<td>1 WK.</td>
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<td>1 WK.</td>
<td>1 WK.</td>
</tr>
</tbody>
</table>

| NRI “CUMULATIVE-COMMERCIAL AUDIENCE” | 2101 HOWARD STREET | A. C. NIELSEN COMPANY | 500 FIFTH AVENUE | 300 FIFTH AVENUE | BROADCASTING • TELECASTING | April 21, 1947 • Page 67 |
Accurate indication of station performance with the new G-E FM Station Monitor, simplified station control with the new G-E Control Console — here are important General Electric contributions designed to help keep your station performance at top efficiency. For the facts about these important units — call your G-E broadcast sales engineer or write to Electronics Department, General Electric Company, Syracuse 1, N.Y.

**WITH THE NEW G-E FM STATION MONITOR**

**TYPE BM-1-A**

Better station operation begins with accurate measurements. General Electric, pioneer designer of FM monitors, announces the BM-1-A — the new FM monitor that meets all FCC requirements for measuring all FM transmitter functions.

- **Center frequency indicator.** Direct-reading instrument measures carrier frequency over +3000 c-p-s range, with or without modulation.
- **Modulation indicator.** Two-scale, direct-reading instrument shows frequency swing. Percentage scale, 0 to 133 percent. Decibel scale, -20 to +3 dB range.
- **High-fidelity audio monitor.** Two volts output into 600-ohm balanced line. Frequency characteristic follows standard de-emphasis curve within +0.5 db between 50 and 15,000 cps.
- **Over-modulation flasher.** Front panel control adjustable to indicate peaks exceeding any value between 50 and 120 per cent modulation.
- **Transmitter “proof-of-performance”.** 20-volt high impedance audio output with less than 0.25 per cent distortion and noise level approximately 75 db below full modulation level. Will operate commercial distortion meters for FCC tests.
- **R-f input level indicator.** Approximately 1.0 watt in 50-ohm line, with indicator to show correct level.
- **Illuminated meter scales.**
- **Easy-to-get-at.** Hinged front panel provides ready accessibility.
- **Ready to operate.** Connect it to your transmitter. Plug it into your 115-volt, a-c line.
- **FCC approved.**
with the NEW G-E
DESK-TOP CONTROL CONSOLE TYPE BC-3-A

Flexible and compact, equipped with every mixing and switching facility required by the modern broadcast station—FM or AM—the new G-E Control Console centralizes all major station functions under instantaneous finger-tip control.

- Input connections for two audio lines.
- 4 heavy-duty switches for tower lights, sleet melters, lightning trip circuits, carrier alarm, etc.
- High degree of flexibility to meet operational requirements. Accessible terminal board.
- Two-tone, blue-gray cabinet with sloping panel, only 12 inches high, 40 inches long.
- Full visibility of controls and transmitter.
- Easy-to-get-at. Designed with piano-hinged front panel.
- Economical and easy to install.

Have you placed your order yet?

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM See G.E. for all three!
Western Electric 271B

OUTPUT SWITCHING PANEL
handles dispatching operations for 6 studios, 4 outgoing lines

This key type Output Switching Panel provides facilities for dispatching programs from as many as six studios over four output circuits. Any studio can be connected simultaneously to a combination of two, three or four outgoing circuits to separate destinations. A capacity for four different programs may be used at the same time is available when each line is fed from a separate studio. Simultaneous connection of more than one studio to a line is prevented.

Program Routes Can Be "Pre-set" With the 271B you can pre-select or "pre-set" studio to line connections for the program period scheduled to follow. Duplicate banks of selector keys are provided so that while one is in use for transmission, the other can be "pre-set" for an instant change-over by a master switch at the proper time.

RMA Standard Impedances
This Output Switching Panel has RMA Standard input and output impedances of 600 ohms for operations with standard amplifiers and line equipment. All circuits are properly compensated and terminated to eliminate level changes and noise due to switching operations. Input to output attenuation is constant at 24 db for all connections.

Ask your local Graybar Broadcast Representative for complete details, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

—QUALITY COUNTS—

Western Electric 271B

ACTIONS OF THE FCC

APRIL 11 TO APRIL 17

CP-construction permit for diode-dial antenna EBP-effective radiated power Synchron, a.synchronous amplifier April 11 Decisions...

DOCKET CASE ACTIONS (By the Commission)

AM—610 kc

W. Albert Lee and KHTN Inc., Houston, Texas—Announced proposed to change AM station 610 kc to 5 kw DA-1; con. Proposed to deny mutually exclusive application of KHTN Inc. seeking the same facilities, Conn. Comm. Jett voted for grant of KHTN Inc., and denied of W. Albert Lee.

By the COMMISSION

Announced as result of oral argument and consideration of multiple ownership rules that public interest would not be served by granting a Class-B station rule defining extent of overlap of service areas or designating common ownership, operation or control that would be in contravention of Secs. 315, 316, 318, 340, 341, 342, 346, 347, 348, 349, 360 and 361 of Rules and Regulations. FCC will consider each case on its own merits in determining extent of overlap, degree of common ownership and control and all pertinent factors.

Proposed rules and regulations and amendments of existing rules and regulations to change and standardize requirements regarding station emission measurements, changes in equipment, keeping of station record, channel width and modulation, frequency stability, inspections of tower lights and associated control equipment and standardization of the experimental, emergency, miscellaneous, railroad and utility radio services.

By COMMISSION EN BANC

AM—1430 kc

Pass Betsch., Co., Elgin, Calif.—Granted CP change 1430 kc to 5 kw w.; engineering cond., to operate on.

AM—1490 kc

Smoky Mountain Betsch., Inc., Asheville, N.C.—Granted CP new station 1490 kc 250 w. w.; engineering cond.

AM—1490 kc

"Show-Me" Betsch., Co., Rolla, Mo.—Granted CP new station 1490 kc 250 w. w.; engineering cond.

AM—910 kc

Betsch., Anniston—Granted CP new station 910 kc 1 kw D.; engineering cond.

AM—1300 kc

The Bridgport Betsch., Co., Bridgport, Conn.—Granted CP new station 1300 kc 250 w. w.; engineering cond.

Southern Betsch. System Inc., Thomasville, N.C.—Granted CP new AM station 730 kc 1 kw D.

AM—1560 kc

Hill County Betsch., Co., Hillboro, Texas.—Granted CP new AM station 1560 kc 1 kw D.; engineering cond.

AM—1800 kc

Coleman Country Betsch., Co., Coleman, Tex.—Granted CP new AM station 1800 kc 250 w. w.; engineering cond.

AM—1800 kc

The General Betsch., Corp., Altoona, Pa.—Granted CP new AM station 1800 kc 1 kw DA-2 and engineering cond.

AM—1490 kc

Ewing Betsch., Co., Hibbing, Minn.—Granted CP new AM station 1490 kc 250 w. w.; engineering cond; subject to provision that no operation take place until WIXN Jackson, Minn., ceases operation on this channel.

Transfer control

WCHA Chambersburg, Pa.—Granted consent to transfer control Channel 7 and 12 AM station 1430 kc w. w.; engineering cond.

AM—1490 kc

KNET, Palestine, Texas.—Granted CP to increase power from 100 to 250 w. and install new trans. operating on 1540 kc unil.

AM—1290 kc

KASA Elk City, Okla.—Granted CP to increase power from 100 to 250 w.; install new trans. and change location, operating on 1280 kc unil.

AM—1740 kc

WPAG Mount Airy, N. C.—Granted CP increase power from 5 kw to 10 kw; install new trans. and change location, operating on 1740 kc D.

AM—880 kc

KSFQ Nacogdoches, Texas.—Granted CP increase power from 5 kw to 10 kw; cond. 880 kc D.

Hearing Designated

KCBS Shreveport, La.—Designated for hearing application for CP increase power from 1 kw to 5 kw; install new trans. and change frequency from 1680 to 1710 kc; install new trans. and change location, operating in 1720 kc; ant. on; subject that WLB New York City be made party to proceeding.

WKRG Mobile, Ala.—Designated for hearing application for CP increase power from 1 kw to 5 kw w.; install new trans. and change frequency from 710 to 730 kc; install new trans. and change studio location.

Boulder City Betsch., Co., Las Vegas, Nev.—Designated for hearing application for CP increase station 920 kc 1 kw D.; ordered that WIBF New York City be made party to proceeding.

Petition Granted

Western Illinois Betsch., Co., Jacksonville, Ill.—Granted petition of Fulton Betsch., Co., St. Louis, Mo., to designate for hearing application for CP new station 1450 kc 250 w. w.; WIBF granted to party to proceeding.

WNCX Ashville, N. C.—Designated for hearing application for CP change frequency from 1430 kc to 1450 kc; increase power from 250 w. to 350 w. w.; cond. 1450 kc D.

KJRK and WJJK-FM Detroit, Mich., and WHIZ and WHIZ-FM Zanesville, Ohio.—Designated for hearing application for CP new station 1490 kc 250 w. w.; WJJK-FM granted to party to proceeding.

AM—1430 kc

KVNY Spokane, Wash.—Granted CP new station 1430 kc 1 kw D.; install new trans. and change location, and trans. from Coeur D’Alene to Spokan

AM—930 kc

WJAX Jacksonville, Fla.—Designated for hearing application for CP increase N power from 1 ku to 5 kw and D.; install in new trans. and D-1 of CP to increase radiation toward CNMK Santiago, Cuba, is less than 10 db km (on ground corrected for 311 db).

Modification of CP

WHOB Salisbury, Md.—Granted CP modification application 1430 kc to 900 kc; increase trans. power from 250 w. to 50 kw w.; install new trans. and DA-1 and DA-N and move trans. and studio location.

AM—860 kc

WMFF Plattsburg, N. Y.—Granted CP change 860 kc to 900 kc; increase trans. power from 5 kw to 7 kw w.; install new trans. and DA-1 and DA-N and move trans. and studio location.

AM—860 kc


Hearing Designated

WDBN Zanesville) (Comrs. Hyde

and trans., to increase power to 2500 w. w.; increase frequency for consent to CP and ordered that Joint petitions to grant applications are granted and granted for hearing application for CP new station 1250 kc 250 w. w. and CP new station 900 kc 250 w. w. and CP new station 1350 kc 250 w. w.; to operate on; granted CP new station 1400 kc 250 w. w.; to operate on; granted CP new station 1450 kc 250 w. w.; and to operate on.

Continued on page 72}
ONLY SUSTAINED SALES COULD PRODUCE THIS RECORD!

THESE ADVERTISERS CAME TO CFRB IN 1936...

Today, they're still satisfied sponsors

Nineteen thirty-six... to nineteen forty-seven... two years after World War II... these were not easy years for Canadian business!

More significant then, that over all these years advertisers have found it pays to reach and go on reaching CFRB's audience. Your product, too, will find a wider market through Ontario's favourite station.

Planning now for another twenty years!

REPRESENTATIVES:

UNITED STATES
  Adam J. Young Jr. Incorporated

CANADA
  All-Canada Radio Facilities Ltd.
Decisions Con.:  

ing with application of Northeastern Broadcasting Inc. for new station 980 kc 1 kw D and station of Viking Broadcasting Co., in operation.

Chairman L. A. Lever Jr., Morgan City, La.—Approved for hearing application for new station 980 kc 1 kw D.

Wilmington Tri-State Best Co., Inc., Wilmington, Del.—Approved for hearing application for new station 650 kc 250 kw.

Blackhawk Best Co., Sterling, Ill.—Denied for hearing application for new station 1240 kc 250 w.

WEBEC WDCR Chicago; WQXK OKLA.; WKLK KDEC Decorah, Iowa; WQXK March Island, III.

WEBQ Springfield, Ill.—Denied for hearing application to change station of Blackhawk Best Co., and made following stations parties to proceeding: WEBQ WCQY Chicago; WQXA Moline, III; KBIQ 00 000 000; WKLK KDEC Decorah, Iowa; WEBQ KDEC Decorah, Iowa; KIBQ KDEC Decorah, Iowa.

Petition Denied

End Best Co., Endi, Okla.—Denied petition for Commission to reconsider refusal of application for new station and grant same without hearing.

KBEF Best Co., Beloit, Wis.—Denied petition requesting that Commission reconsider action of granting for hearing its application, sever from proceeding and grant it without hearing.

Cecilien Best Co., Flagstaff, Ariz. and KREZ Flagstaff, Ariz.—Denied petition of Cecilien Best Co. Petition for reconsideration of application for new station 920 kc was found to be defective under Sec. 136(c) of RUHSK. The petition made no provision for waiver of Sec. 2.221(c)(2), is accepted and associated with that applicant's application which is hereby accepted filing, and ordered that application of Cecilien Best Co. and the new station 920 kc 1 kw shall be designated for consolidated hearing with application of KWZ to change from 1540 to 600 kc with 1 kw-D 250 kw.

Hearing Designated

The Montana Network, Butte, Mont.—Denied for hearing application for license for new station 1560 kc 1 kw D to be held in consolidated proceeding with WQUB New York; KCBC Chicago, Okla.; WYOD Toledo, Ohio; KPMC Bangor, Maine; and Liberty Best Co., Inc. Gary, Ind., on issues involving availability of that frequency for Class I-B operation.

License Renewal

Following are the granted renewal of licenses for period ending May 1, 1946: 

1. WKGK-AM Dixie, Okla., Oklahoma City, Okla.; WKGK Greenbush, N. C.; WGBI (metropolitan station), Scranton, Pa.; WAVE Louisville Ky.; WWBC Birmingham, KY;

KKEO Los Angeles, KKEO Pullman, WA; WFDP (and AM), Flint, MI; WDDT (and AM), Detroit; WPSX Pasadena, Calif.; WUSU Iowa City; WRAA Cleaning, Pa.—Granted renewal of license for period ending Feb. 1, 1950.

WWUJ Palm Beach, Fl.—Same.

WTVJ Orlando, Fla.—Same.

WAKS San Antonio, Tex.—Denied renewal of license for period ending Feb. 1, 1948.

License for following development stations of Westinghouse Radio Stations Inc. renewal of license for period ending May 1, 1948: W0XWYA, W0XWYB, W0XWKC, W0XWKD, W0XWKE (all area of original U. S.)

April 11 Applications

March 29, 1947

APPLIED FOR FILING

AM—1460 kc

KTUZ Tucson, Ariz.—Authority to determine operating power and direct measurement of ant. power.

AM—510 kc

KLEX Oakland, Calif.—Authority to increase power from 1 kw to 5 kw, install new tower, change location and change location, and station locations.—AMENDED: to make changes in DA.

BROADCASTING • Telecasting

Page 72 • April 21, 1947

Sells-Mohr

Rodman Radio Stations: KFRE-KFRE-FRESNO-KERO-BAKERSFIELD

Newspaper Pub. Co., Area of Santa Barbara, Calif.—Denied remote pickup stations KCGI KCGJ.

APPLICATION DISMISSED

FM—43.9 mc

International United, United Automobil, Aircraft, Agricultral Implement Workers of America (UAW-CIO), Unit, Nash and Paramount Pictures Inc. to Radio Columbia 700 kw, 1 kw D and 450 shares class B stock—100%.

Transfer of Control

WSPA-WM Spartanburg, S. C.—Voluntary transfer of control to exception to A. B. Taylor to Surety Best Co. (910 shares of common stock—100%).

License for CP

WESC Greenville, S. C.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of License

KREX Goose Creek, Tex.—Mod. of license to change station location.

KOSF Nacoyocho, Tex.—License to cover CP as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWEOD Lynchburg, Va.—Mod. CP which authorized new AM station, to change type trans.

License Renewal

News-Pub. Co., Area of Santa Barbara, Calif.—Denied remote pickup stations KCGI KCGJ.

APPLICATION DISMISSED

FM—43.9 mc

International Union, United Automobil, Aircraft, Agricultral Implement Workers of America (UAW-CIO), Unit, Nash and Paramount Pictures Inc. to Radio Columbia 700 kw, 1 kw D and 450 shares class B stock—100%.

(Continued on page 74)
Andrew Co. begins its second decade of service to the broadcasting industry

- Transmission lines for AM-FM-TV
- Directional antenna equipment
- Antenna tuning units
- Tower lighting equipment
- Consulting engineering service

ANDREW CO.
363 EAST 75th STREET • CHICAGO 19

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment
Kola Bestz. Co., Opoluaus, La., and James A. Nee, Lake Charles, La.—Commission on its own motion continued hearing on Kola Bestz. Co. and application of James A. Nee, presently scheduled April 15, to May 15 at Lake Charles.

KGBB Tyler, Tex.—Granted petition for enlargement of issues in consolidated proceeding involving KGBB application (Docket 7950 et al); ordered hearing presently scheduled April 15 to May 12, with notice that this action is not to be construed in any way as having effect of constituting amendment to any of applications involved within meaning of Commission's Rules.

KBSR Co., Parsons, Kan.—Granted petition to dismiss without prejudice its application for CP.

KBBF Great Falls, Mont.—Granted petition for leave to install trans. and to extend date for filing application on R. J. Griswold, Big Horn Co.

Beloit Bestz. Inc., Beloit, Wis.—Granted petition for leave to install trans. and to extend date for filing application on R. J. Griswold, Big Horn Co.

Heart of Ohio Inc. Columbus, Ohio.— Granted petition for leave to install new aux. trans.; presently scheduled moving date, trans. site and ant. to change Par. 9 to show changes in officers and directors.

Kewanee Bestz. Co., Kewanee, Ill.— Granted petition to amend its application to specify 1350 kc instead of 1100 kc; Amendment was accepted and Commission, on its own motion, granted petition and placed it in temporary file until April 30, 1947, to be sustained or waived of Sec. 1.37 of Rules to accept petitioner's written appearance in re Kewanee Bestz. Co.

Paul H. Chapman, Greensboro, N.C.—Commission on its own motion approved and accepted petitioner's written appearance in re KBBF Great Falls, Mont.

KEEN San Jose, Calif.— Granted petition for leave to intervene in hearing on application for leave to change frequency to 660 kc; Granted petition for leave to install trans. and to extend date for filing application on R. J. Griswold, Big Horn Co., TLJ-10, Calif.

KFWI North County Bestz. Co., Diamondville, Wyo.—Granted petition requesting leave to amend its application to show addition of new stockholders etc.

KRLB Philadelphia—Granted petition for leave to intervene in hearing on application of Whb FD-21, Station and Burdett Corp. as intervenors.

KSCW Great Falls, Mont.—Granted joint petition of Columbia and Bismarck Bestz. Co., reading, F. A.—Granted joint petition for leave to change trans. and frequency, trans. site and change studio and studio location presently scheduled April 15 and continuation.

WHBY Canton, Ohio.—Granted petition for leave to install new aux. station, new trans. location and change studio and studio location, presently scheduled for April 15.

KWHN Geneva, N. Y.—Granted petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

KWSN Lima, Ohio.—Granted petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

KUNJ San Diego, Calif.—Granted mod. CP which authorized new station, to change type of trans., and frequency presently scheduled for April 15.

WHIN Geneva, N. Y.—Granted joint petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

WJEM Moline, I1.—Granted joint petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

KXDE Cleveland—Denied petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

WJZ Baltimore, Md.—Denied petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

KWKN Keokuk, Iowa.—Denied joint petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

WJMV Shreveport, La.—Denied joint petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

WAKU Humble, Tex.—Denied joint petition for leave to install new aux. station, new trans. location and change studio and studio location presently scheduled for April 15.

April 15 Decisions...

DOCKET CASE ACTIONS (By the Commission)

Announced proposed decision to grant 1 of 17 applications for new class B FM stations in New York City area—Proposed stations: KCMC, 10 mc., 150 kw., 695 st. ant., ABC Inc., 65 kw., 2550 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC, 10 mc., 150 kw., 695 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC.

Quad City Syndicate Inc., 17 mc., 530 kw., 695 st. ant.; to be granted by CAA; hearing before CAA opened.


KBBF Great Falls, Mont.—Granted petition for enlargement of issues in re its application for CP and continued hearing presently scheduled April 16.

April 15 Decisions...

DOCKET CASE ACTIONS (By the Commission)

Announced proposed decision to grant 2 of 17 applications for new class B FM stations in New York City area—Proposed stations: KCMC, 10 mc., 150 kw., 695 st. ant., ABC Inc., 65 kw., 2550 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC, 10 mc., 150 kw., 695 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC.

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Announced proposed decision to grant 2 of 17 applications for new class B FM stations in New York City area—Proposed stations: KCMC, 10 mc., 150 kw., 695 st. ant., ABC Inc., 65 kw., 2550 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; ABC Inc., 10 mc., 250 kw., 600 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC, 10 mc., 150 kw., 695 st. ant.; subject to CAA approval of trans. and ant. struct. changes proposed for KCMC and KCMC.

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RADIO STATION

WHP

HARRISBURG

CENTRAL PENNSYLVANIA'S MOST POWERFUL
ADVERTISING MEDIUM

TAKES PLEASURE IN ANNOUNCING

THE APPOINTMENT OF

The Bolling Company, Inc.

AS EXCLUSIVE NATIONAL REPRESENTATIVES

EFFECTIVE JULY 1, 1947
A NEW SERVICE for Applicants...

If you are thinking of getting into broadcasting and need help in finding a market and preparing your application, this is the service you've been waiting for.

1. We'll help you find a good available market.
2. We'll prepare your engineering exhibit.
3. We'll prepare your application.

GINZBURG, DESHER & JOHNPOLE

B. Ginburg, Ph.D., Mel Desher, Ph.D., Bernard K. Johnson

5209 Chevy Chase Parkway
Washington 15, D.C.

Woodley 8498

COMMERCIAL

GEORGE BENSON, M.I.B.S. sales manager, has been named eastern sales manager of network. Mr. Benson previously was with NBC sales department for seven years and was eastern sales manager of NBC New York (now ABC) for 18 months.

CAROLYN TAYLOR, formerly on secretarial staff of WFCN Fayetteville, N. C., has joined Randhead of station's traffic department.

HAROLD S. CHRISTIAN, sales manager of KYXZ, Detroit, is now president of the ABC Detroit Corporation, WXYZ, station representative, has resigned.

G. WILLIAM BELL, WBCF network spot sales manager, and the program engineer and ... and character of picture-signal video in conjunction with transmitter operation.

STERLING silver pocket pieces, shown in foreground inset, are presented to staff of KSFO San Francisco by Alfred Tonne, (1) engineer-in-charge, for efficiency during 1946. In the receiving line next to Mr. Tonne are: (1 to r) Tom Lewis, Roald Derks, Ray Holtz, Charles Mertz and Nathaniel Faithorne. Also honored but not shown here: Arnold Teeter, Harold Walsh, Wilbur Comer.

WIP EARMARKS $300,000 FOR EXPANSION WORK

PLANS for a $300,000 expansion program were announced last week by WIP Philadelphia through its president and general manager, Benedict Gimbel Jr.

Scheduled for construction are five new studios, one of them an auditorium seating more than 200, and a stage and dressing rooms for large studio productions. Also to be built are a new master control room with the latest multi-channel switchboard, and 160,000-watt power plant, and character of picture-signal video in conjunction with transmitter operation.

BEGIN at 10:00 a.m. on Sept. 13. The day's program will feature national music and news highlights from all over the world. A new feature will feature the latest in news reporting and music. The program will be anchored by well-known personalities from the world of music and news.

KGBS-FM to Make Debut Within Next Two Weeks

KGBS-FM Harlingen, Texas, will begin operation within the next two weeks with two of its four General Electric "doughnuts" and its full power of three kilowatts, according to Troy McDaniel, station manager.

Mr. McDaniel disclosed that the parent station, KGBS, is already operating on its new half-wave antenna at 1240 kc with 250 watts power, unlimited time.

He said the new antenna is a 330-foot Winchpeg tower with a 45-foot mast mounted on top giving an overall AM radiation of 425 feet. The mast will be used as mounting for the four GE FM bays.
BIGGEST NEWS IN AM!

It's Federal's New Triodes for 50 KW Transmitters—

with THORIATED TUNGSTEN FILAMENTS!

- LOWER FILAMENT POWER
- LOWER HUM LEVEL
- LONGER LIFE

HERE'S THE BIG ADVANCE in tubes for 50KW stations! Even for that output, you now get thoriated tungsten filaments in Federal's new 9C28 and 9C30 — to give greater electron emission with less filament power, longer service life, stable and improved performance.

Rated conservatively, these Federal tubes have the electrical and structural design to withstand overloads. Months of actual field tests demonstrate their exceptional durability. Both the 9C28 and 9C30 are water cooled for maximum output. Alternate types (9C29 and 9C31), with air cooling, are also available. In a pair of either type you'll find new operating economy and low tube costs.

Federal's 38 years of tube engineering and manufacture show up once more in this latest "first". No wonder Federal tubes have consistently set the standards for performance in AM broadcast service. We'll be glad to send you more data on these tubes. Write department K409.

Federal Telephone and Radio Corporation

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.
Publication presented review of 25-year history of WBAA, article on "Those who have served" and station's activities in fields of agriculture, home economics, music and sports.

**Joint Promotion**

POSTCARDS have been mailed to all members of Glenn's staff, including McClatchy Broadcasting Co., and McClatchy Broadcasting Co., Los Angeles. (California daily, McClatchy Broadcasting Co., No., as director of promotion. He succeeds E. E. Shumrick, who has resigned to become promotion director of "Your Garden" in Chicago, and was appointed promotion manager.

**Paul Rittenhouse**, manager of the Garden, is the father of a girl, Barbara Ellen.

**Baseball Promotion**

COMPLETE schedules of 1947 games of local baseball teams were being distributed by KOH Reno, NV., and Kern Broadcasting Co., Los Angeles. Outfield signs are being distributed on branch stations.

Staties is conducting contest to select best signs for games. Winner of each contest will receive a uniform, provided by local sponsors. All station personnel will be given season passes to home games. Prize too will be awarded to 10 top contestants.

**WBAA Anniversary**

IN OBSERVANCE of 25th anniversary this month of WBAA Lafayette, Ind., WIRA Indianapolis, Ind., will pipe in Pitts, the March issue of the University of Indiana's publication department, was devoted entirely to station news.

**WIBC Applies the Brakes to Lawbreakers**

"Traffic Court," a new program of authentic courtroom drama heard each Monday and Thursday (7:15-7:30 p.m.) over WIBC, is helping local safety officials crack down on lawbreakers. For full effect, actual cases tried in Municipal Court are preserved for radio broadcasting through the electronic ears of the WIBC wire recorder—only instrument of its kind owned by an Indianapolis station. Enthusiastically endorsed by the local chapter of National Safety Council, Police Department and Chamber of Commerce, "Traffic Court" is typical of the spirited public service features which help make WIBC Indianapolis' fastest growing radio station. Ask your John Blair Man for details.

**John Blair & Company**

**National Representatives**

**1070 KC 5000 Watts Basic Mutual**

**The Indianapolis News Station**

**Baseball Calendar**

CALENDARS for months of April through September, to be distributed by Glenn D. Broc. Co., St. Louis, Calif., will be mailed in bundles. Copies of calendars will be distributed to St. Louis Cardinal baseball games which are broadcasted by Glenn D. Broc. Co. over WMTV E. St. Louis, Ill., and WMT V. St. Louis, Mo.

Jingle Contest

TO PROMOTE contributions to American Cancer Society Drive, WLBH Lebanon, Pa., is conducting jingle contest. Wide variety of stations will have been obtained from local merchants to be awarded as best jingle in the contest. Contest is divided into three classifications: Men, Women, and Youth. Applicants will be given an appropriate prize for each classification. Top prizes for contest is a cooker span- nel puppy.

**Staf Booklet**

BOOKLET titled "Meet the Staff of WLBH" has been prepared as advance promotion for WLBH, new station to begin operations soon at Manchester, Wis. Pictures and thumbnail biographies of the station's staff members are presented in booklet in addition to picture and description of studio building. Back cover of booklet features the logo of Manchester show- place, WLBH, and Studio at Manchester station.

**Farm Booklet**

BOOKLET of information on how to incorporate corn is being given to listeners by farm bureau of WIBG Canton, Ohio. Titled "Green Fields Are the Sun's Hires Program," booklet is a part of" Farm - Promotions and a part of the "Green Fields Are the Sun's Hires Program." Booklet is mailed to listeners on request.

**WPBN Brochure**

BROCHURE featuring Frances Mc- Quire, 532 W. State St., Philadelphia, has been issued by that station. Titled "Ladies Talk About Their Business," it is two color brochure presents extract of the same title, photo of Miss McQuire, and information for audience. Story is sponsored on participation basis. Illustrations of recent promotion for show add also is presented in brochure.

**Window Displays**

WINDOW displays, featuring enlarged picture of Frances McQuire, as she appears in an advertisement, are being featured at two color picture present extract of the same title, photo of Miss McQuire, and information for audience. Story is sponsored on participation basis. Illustrations of recent promotion for show also add also is presented in brochure.

**WFU Postcard**

JUMBO SIZED POSTCARD featuring commercial flavored with "Better Buy WFU—A Better Buy Than Ever."
Everywhere, when quality is important, AUDIODISCS are preferred over all other recording blanks combined. This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

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

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

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

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


For Recording Quality
Decisions Cont.:  
WDIG Deshut, Ala.—Granted mod. CP which authorized new station, for change type trans.  
WDIT Lenoir, N. C.—Granted CP to make changes in trans. equipment.  
KWTX Marlin, Tex.—Granted license to cover CP which authorized new station 1450 kw 250 w unil. and for change of studio location; cond.  
KVOR Santa Ana, Calif.—Granted license to cover CP which authorized change frequency to 1480 kw, increase power to 1 kw from new trans.  
WHUN Huntington, Pa.—Granted license to cover CP which authorized new station 1400 kw 250 w unil.  
WBGH Chicago, Ill.—Granted license to cover CP which authorized new station 1460 kw 250 w unil.  
KSDO Colorado Springs, Colo.—Granted license to cover CP which authorized new station 1460 kw 250 w unil.  
WHEK Brookline, N. Y.—Granted mod. CP for extension of completion date from 5-3-47 to 4 mo.  
KRFM Fresno, Calif.—Granted mod. CP which authorized new FM station for extension of commencement date to 4-27-47 and completion date to 3-4-48.  
WXNO Hollywood, Calif.—Granted license to CP, as mod. which authorized new station and for change of studio location and to specify studio location.  
KWOC Pontiac, Ill.—Granted license to cover CP which authorized new station 1400 kw 250 w unil. and for extension of studio location.  
KFGT Atlanta, Ga.—Granted license to cover CP which authorized new station 1400 kw 250 w unil. and for extension of studio location.  
KTRM Beaumont, Tex.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., for approval of trans. location and to specify studio location.  
WWNC Asheville, N. C.—Granted mod. CP for extension of completion date to 4-27-47.  
Allen B. DuMont Labs, Inc. Portable Mobile, Area of Washington, D. C.—Granted CPs for 2 new experimental TV relay stations to be used for experimental TV station WTTG.  
Allen B. DuMont Labs, Inc. Portable Mobile, Area of Washington, N. Y.—Granted CPs for 2 new experimental TV relay stations to be used with commercial TV station WADW.  
WORZ Orlando, Fla.—Granted license to cover CP which authorized new station 1460 kw 250 w unil. and for extension of studio location.  
WJOR Bangor, Me.—Granted license to cover CP which authorized new station 1420 kw 250 w and cond.  
WIBK Knoxville, Tenn.—Granted mod. CP which authorized new station, for approval of ant. and of trans. location, cond.  

WRIA Caquas, P. R.—Granted mod. CP which authorized new station, for change location and to specify studio location.  
KXO El Centro, Calif.—Granted mod. CP for extension of completion date 5-14-47.  
KVOR Santa Ana, Calif.—Granted mod. CP which authorized new station, for approval of ant., trans. location and to specify studio location.  
WELM Elmhur, N. Y.—Granted mod. CP which authorized new station, for approval of ant., trans. location and to specify studio location.  
WWBG Big Bear Lake, Calif.—Granted mod. CP to change type trans. and to change name of applicant from E. L. Roberts to Mrs. Robert Roberts Jr./as cozy Valley Bosig Co.  
April 15 Applications . . .  

ACCEPTED FOR FILING  
License for CP  
(Continued on page 32)
FCC Actions
(Continued from page 81)

Applications Cont.

AM-1050 kc
East Side Best Co., Kirkland, Wash.
-CP new AM station 860 kc 250 w D.
AMENDED to change frequency from 860 kc to 1050 kc and make changes in ant. and ground system.

License for CP
KONP Port Angeles, Wash.
-LICENSE to cover CP, as mod., which authorized installation of new FM station.

AM-790 kc
KFIO Spokane, Wash.
-CP change frequency from 790 kc to 1050 kc.

Modification of CP
-Mod. CP, as mod., which authorized new FM station at 88.7 mc, change frequency to channels 242, 85.3 mc, and commencement of construction and completion dates.

WNEE Elns, W. Va.
-Mod. CP, as mod., which authorized new FM station, for approval of ant., change type for trans., for approval of trans. and studio locations.

KSEL Lubbock, Tex.
-LICENSE renewal AM station.

KALW San Francisco.
-LICENSE renewal for CP.

KFKU Lawrence, Kan.
-SAME.

AM-1480 kc
-CP new AM station 1580 kc 5 kw DA-N unm.
AMENDED to change DA.

Southern Best Co., Montgomery, Ala.
-CP new AM station 1410 kc 5 kw DA-N unm.
AMENDED to change frequency from 1210 kc to 1410 kc.

Modification of CP
KFOD Anchorage, Alaska.
-Mod. CP, as mod., which authorized Inst. of new vertical ant., move main trans., inrease power, install new trans., for extension of completion date.

Gila Best Co., Winslow, Ariz.
-CP new AM station 1580 kc 1 kw DA unm.
AMENDED to change DA.

FM-Unassigned
Fann B. Wilson, Memphis, Tenn.
-CP new (class B) FM station at 98.1 mc.
FCC, ERP 6.5 kwh.

Modification of CP
WQAM-FM, Miami, Fla.
-Mod. CP, as mod., which authorized new FM station, for extension of completion date.

KCRG-FM Cedar Rapids, Iowa.
-CP new (class B) FM station, for change studio location and commencement and completion dates.

Kswi Council Bluffs, Iowa.
-CP new (class B) FM station, which authorized new AM station, to change type of trans., change frequency, and location and specific studio location.

FM-1021 mc
Nonpareil Best Co., Council Bluffs, Iowa.
-CP new (class B) FM station.

Modification of CP
KSO-FM Des Moines, Iowa.
-CP new (class B) FM station, which authorized new FM station, for extension of completion date.

FM-Unassigned
KFWF Shenandoah, Iowa.
-CP new (class B) FM station, as mod., which authorized new FM station.

AM-660 kc
KONO San Antonio, Tex.
-CP frequency change from 1400 to 660 kc.

Modification of CP
KCA, Portable-Mobile, to be used within Continental United States.
-Mod. CP, as mod., which authorized new TV relay station.

APPLICATION RETURNED
FM-Unassigned
Angels Best Co., Temple City, Calif.
-CP new FM station (class A) on frequency to be assigned by FCC and ERP.
RETURNED APRIL 12.

TENDERED FOR LENDING
(See Feb.

Modification of CP
WLOF Orlando, Fla.
-Mod. CP change trans. location, approval of trans. and ant. system, power of 5 kw DA-DN and unil.

WERC Erie, Pa.
-CP frequency change from 1230 kc to 1320 kc, 250 w to 5 kw in.

Modification of CP
KRMB Bismarck, N.D.
-Mod. CP to specify new trans. location.

AM-600 kc
Kentucky Mountain Holiness Assn.
-LICENSE for new AM station.

AM-1280 kc
WDSD New Orleans, La.
-CP new FM station.

AM-1450 kc
The Montana Network, Great Falls, Mont.
-CP for new AM station.

April 17 Decisions . . .

BY A BOARD
AM-1450 kc
Lake Worth Best Co., Inc., Lake Worth, Fla.
-CP new station 1450 kc 250 w, D; engineering cond.

AM-1340 kc
O. J. Fitte, Lynamith, Wis.
-CP new station 1340 kc 250 w, D; engineering cond.

AM-948 kc
Monongahela Valley Best Co., Charleroi, Pa.
-CP new station 940 kc 250 w, D; engineering cond.

AM-1450 kc
Missoula Radio Assn., Missoula, Mont.
-CP new station 1450 kc 250 w, D; engineering cond.

AM-1450 kc
The McCook Best Co., McCook, Neb.
-CP new station 1450 kc 250 w, D; engineering cond.

AM-1450 kc
Arkadelphia Best Co., Arkadelphia, Ark.
-CP new station 1450 kc 250 w, D; engineering cond.

AM-1450 kc
Best Corporate of America, Blythe, Calif.
-CP new station 1450 kc 250 w, D.

AM-1450 kc
Scholar i. School Community Service Best Co., Cobskill, N. Y.

Grant CP new station 1420 kc 1 kw.

AM-1220 kc
FIA. East Coast Best Co., Miami, Fla.
-CP new station 1220 kc 5 kw, D.

AM-900 kc
Seminole Best Co., Belle Glade, Fla.
-CP new station 900 kc 1 kw.

AM-1050 kc
Worthington Best Co., Worthington, Minn.
-CP new station 1050 kc 250 w, D.

AM-1080 kc
Western New York Best Co., Kenmore, N.Y.
-CP new station 1080 kc 1 kw, D.

AM-1090 kc
Miller Pub., Inc., Omak, Wash.
-CP new station.

AM-1090 kc
-CP new station 1090 kc 250 w.

Assignment of License
WFIN and WFIN-FM Findlay, Ohio.
-CP new assignment of license WFIN and CP for WFIN-FM.

Assignment of License
WJZM and WJZM-FM Clarksville, Tenn.
-CP for new assignment of license.

Assignment of License
KETF Laramie, Wyo.
-CP for new assignment of license.

FM Conditional Grants
Authorizes New Co., Inc., and 2 Class A FM conditional grants for new FM stations.

FM Pairs Granted
Authorized to 19 Class B and 3 Class A FM construction permits.

April 17 Applications . . .

ACCEPTED FOR FILING
Modification of CP
KPAC-KM Los Angeles, Calif.
-Mod. CP which authorized new FM station, which authorized change in type of trans., ERP to 272 kw.

WRTI Hartford, Conn.
-CP new FM station.

WQAM Miami, Fla.
-Mod. CP which authorized installation of new and ant.
FM-101.3 mc
New Pub. Co., Rehoboth, Ga.—CP new (class B) FM station on channel 287, 101.3 mc, ERP 38.5 mc.
AM—Antenna
WKMO Kokomo, Ind.—CP install new vertical ant. and to mount FM ant. on top of AM tower.

Modification of CP
WLAW-FM Lawrence, Mass.—Mod. CP which authorized new FM station, to change change commencement and completion dates.

FM—Unassigned
Lincoln Bestg. Co., Detroit, Mich.—CP new (class B) FM station to be assigned by FCC and ERP 10 kw.

Modification of CP
KMBK Kansas City—Mod. CP which authorized new vertical ant. and change in trans. location, to mount FM ant. on top of DA tower, for extension of completion date.

WQFM-FM Burlington, N. C.—Mod. CP which authorized new FM station, to make changes in authorization.

WHIM Providence, R. I.—Mod. CP, as mod., which authorized new AM station, to change type trans. and make changes in vertical 120 mc.

AM—1240 kc
WWON Wooster, R. I.—CP install new trans.

License Renewal
WBLM Bangor, Me.—License renewal AM station.
WHK Madison, Wis.—Same
WBOE Cleveland—Same but for non-commercial educational station.

Modification of CP
KUSC Los Angeles—Mod. CP, as mod., which authorized new vertical ant. and extension of completion date.

AM—1240 kc
Coast Counties Beatrs., Sallins, Calif.—CP new station 1360 kc 250 w. Contingent upon KUHB being granted change of frequency.

AM—1170 kc
Peach State Bestg. Co., Macon, Ga.—CP new station 1180 kc 1 kw D. AMENDED to change 1180 kc to 1170 kc.

Modification of CP
WTOX Bloomington, Ind.—Mod. CP, as mod., which authorized new station, to increase power from 100 to 250 w and extension of commencement and completion dates.

WOLP Syracuse, N. Y.—Mod. CP, as mod., which authorized new vertical ant. and change in ground system, for extension of commencement and completion dates.

WIMO Cleveland—Mod. CP, which authorized new station, to change type trans. to make changes in vertical ant. and change tran. and studio locations.

WRN Wren, Ohio—Mod. CP which authorized new station, to increase change frequency, add power, install new trans. DA-EN and change in trans. to make changes in DA.

Acquisition of Control
KAKC Tulsa, Okla.—Voluntary acquisition of control license on new station from Ethel B. Kellough and Robert W. Kellough to Sam E. Avery. (125 shares of common stock.

Modification of CP
WWSN-FM Allentown, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

Community Service Bestg. Co., Erie, Pa.—CP new station 1330 kc 5 kw DA unlit. AMENDED to modify DA.

AM—1340 kc
WKZI Oil City, Pa.—CP install new vertical ant. mount FM ant. on top of AM tower and change trans. and studio locations.

AM—1000 kc

Modification of CP
WLVA-FM Lynchburg, Va.—Mod. CP which authorized new FM station, for extension of completion dates.

KVAN Vancouver, Wash.—Mod. CP which authorized change frequency, increase antenna height, new trams. and change trans. location, to change type trans. and change type ant.

FM—Unassigned
New Pub. Co., Clarksville, W. Va.—CP new FM station (class B) on frequency to be assigned by FCC, ERP 8.2 kw.

APPLICATION DISMISSED
FM—Unassigned
Radio Austin Inc., Austin, Minn.—CP new (class A) FM station on frequency to be assigned by FCC, ERP 350 kw and ant. and trans. and studio locations.

APPLICATIONS RETURNED
FM—Unassigned
Birney Imes Jr., Columbus, Miss.— CP new (metropolitan) FM station on frequency to be assigned by FCC. CP returned April 14, incomplete.

FM—Unassigned
Birney Imes Jr., Tupelo, Miss.—CP new (metropolitan) FM station on channel 231, 94.1 mc, ERP 4.4 kw returned Apr. 14, program analysis not submitted.

FM—Unassigned
World-FM Co., Inc., Martinsville, Va.—CP new FM station (class B) on channel 250, 94.1 mc, ERP 4.4 kw returned Apr. 15, program analysis not submitted.

FM—Unassigned
World-FM Co., Inc., Martinsville, Va.—CP new FM station (class B) on channel 231, 94.1 mc, ERP 4.4 kw returned Apr. 15, program analysis not submitted.

TENDERED FOR FILING
(Wince Feb. 7)
Modification of License
WCKZ near Dunn, N. C.—Mod. license change hour, operation from 10 to 11 p.m., limited hours, operating on 760 kc 1 kw.

AM—780 kc

License Renewal
Pure Bred Bestg. Co., Richmond, Ky.—CP new station 1550 kc 250 w unlit.

Assignment of License
WFRP Warren, Ga.—Consent to assignment of license to Georgia Bestg. Co.

Modification of CP
WHAS Louisville, Ky.—Mod. CP to change DA using 10 kw unlit. DA-EN.

WBNX Warren, Ohio—Mod. CP for changes DA-N using 5 kw unlit. DA-EN.

Hearings before FCC . . .

APRIL 21
AM—Telecasting
Joe V. Williams Jr., Chattanooga, Tenn.—CP 235 kc 250 w.

AM—Radio
S. H. Patterson, Topeka, Kan.—CP 1400 kc 5 kw DA unlit.

EVALUATION:
R. F. Atchison, Kan.—CP 1470 kc 1 kw unlit.

APRIL 23
Oral Argument
Report B-235
Beloit Bestg. Co., Beloit, Wis.—CP 1600 kc 100 w.

AM—Radio
S. H. Patterson, Topeka, Kan.—CP 1400 kc 5 kw DA unlit.

EVALUATION:
R. F. Atchison, Kan.—CP 1470 kc 1 kw unlit.

APRIL 24
Oral Argument
Report B-236
Beloit Bestg. Co., Beloit, Wis.—CP 1600 kc 100 w.

AM—Radio
FCC—CP 1600 kc 100 w.

EVALUATION:
R. F. Atchison, Kan.—CP 1470 kc 1 kw unlit.

NOW IT'S YOURS

Write for availabilities and rates
Peabody Awards

(Continued from page 15)
man who doesn't listen to the radio"
Mr. Weeks had some suggestions for broadcasting. "Avoid hardening of the arteries," he said. "Be wary of old programs. Repetition is the pernicious anemia of radio. Be willing to gamble. You expect the public to gamble 2 or 3 billion dollars on receiving sets in the next five years. How much are you willing to gamble for the public?" Mr. Shrier, who was present to receive his award, made no speech of acceptance but confined himself to a simple expression of thanks.

John J. Gillin Jr., president and general manager of WOW, accepted the award for outstanding public service by a regional station, and Dan E. Jayne, general manager of WFLD, accepted the award for outstanding public service by a local station.

Other winners of awards and the executives who accepted them were:

Other Winners

For outstanding entertainment in drama, The Columbia Workshop, accepted by Davidson Taylor, CBS vice president and director of programs.

For outstanding entertainment in music, the NBC Orchestras of the Nation, accepted by Niles Trammell, president of NBC.

For outstanding educational program, WMCA, New York, accepted by Nathan Strauss, president of the station.

Special citations were presented to:

WSB Atlanta, accepted by Brad Crandall Jr., director of the program series The Harbor We Seek. J. Leonard Reinsch, managing director of WSB and radio adviser to President Truman, delivered an off-the-record talk on the President's schedule after presentation of the award.


MBS and its Meet the Press, accepted by Martha Rountree, producer of the show.

Henry Morgan, star of the ABC Henry Morgan Show, accepted by Mr. Morgan.

CBS and its mystery program, Suspense, accepted by Mr. Taylor.

CBS and its Invitation to Music, accepted by Mr. Taylor.

Robert Saudek, ABC director of public affairs, and ABC for the special broadcasts of Hiroshima, a New Yorker magazine story by John Hersey, accepted by Mr. Saudek.

Junior Leagues of America for their transcribed series, Books Bring Adventure, accepted by Mrs. J. King Hoyt, vice president of the Assn. of Junior Leagues.

John Crosby, radio critic of the New York Herald-Tribune, accepted by Mr. Crosby.

Winners of the awards and citations were introduced by John E. Drewry, dean of the Henry W. Grady School of Journalism of the University of Georgia, which jointly administers the Peabody Awards with the NAB.

WGPA-FM Launched

WGPA-FM Bethlehem, Pa., owned by Bethlehem Globe Publishing Co., began broadcasting operations April 10. First broadcast was a remote from a Lions Club district meeting at a Bethlehem hotel.

The station is operating 7 a.m.-11 p.m. with effective radiated power of 10 kw at 84.7 me.

J. ALBERT WOLL RESIGNS TO JOIN PADWAY FIRM

J. ALBERT WOLL, U. S. District Attorney who initiated government suit against James Caesar Petrillo, resigned last week to become the partner of AFM legal counsel Joseph Padway.

Mr. Woll is the son of American Federation of Labor vice president, Mathew Woll. His role as government prosecutor against the AFM chief was strongly protested last year in Congress and by broadcasters, on the grounds of pro-labor bias on the basis of his father's union affiliation.

Another AFM counsel, Henry Kaiser, told Broadcasting that Mr. Woll "probably won't join the staff" until after the Petrillo case is decided by the Supreme Court.

KXOK IS FORCED OFF AIR BRIEFLY BY CUT CABLES

KXOK St. Louis was forced off the air momentarily shortly after 5 p.m. April 13 when telephone cables linking the station with its transmitter 14 miles away were cut.

Engineers at the transmitter quickly filled in with punch recordographs. Meanwhile, the KXOK studio staff was transcribing ABC network shows and rushing the discs to the transmitter at half-hour intervals. The transcribed programs were broadcast one hour later than usual.

Station's engineers worked through the night preparing a short wave relay transmitter and normal operations were resumed at sign-on time next morning. Programs were shortwave to the transmitter and then broadcast. Operations of KXOK-FM were not affected.

Because telephone workers were still out on strike, the workers repairing the KXOK cable was done by supervisory employees of the Southwestern Bell Telephone Co. The repairs were completed by 12:15 p.m. last Monday, according to the station.

Hedges Nominated

WILLIAM S. HEDGES, NBC vice president in charge of planning and development, last week was nominated, without opposition, for the presidency of the New York Radio Executives Club. Others proposed for office, without opposition, by the Club's nominating committee were: For vice president, Regina Schuebel, radio director, Duane Jones Co.; for secretary, Louise (Pat) Spalding, manager of the radio traffic department of J. Walter Thompson Co. and for treasurer, Ralph N. Well, general manager of WONY New York.

Petrillo

(Continued from page 16)

in union affairs, are due for close scrutiny. The union welfare fund—which would be banned under the proposed Hartley bill—is also due for a check, together with all AFM finances.

Meanwhile, whether or not the Supreme Court rules against the Lea Act, the future freedom of AFM to impose "featherbedding" on radio stations appeared to depend on the fate of the Hartley bill which bans the practice. The bill was passed by a three-to-one vote in the House last Thursday—apparently strength enough to overcome an expected Presidential veto. A much "softer" labor bill was in preparation in the Senate where there is considerable sentiment against legislation tending to "restrict" or "penalize" unions.

ABOUT TRANSCRIPTION TURNSTABLES—

Demands of new turntables for both AM and FM have been so great that Gates has set up production schedule for 600 complete transcription equipments during the next 150 days. By complete is meant in the many forms that broadcasters want them from chassis only to elaborate cabinet and desk models.

Broadcasters now ordering the popular CB-7 or CB-10 models for lateral, vertical, or universal vertical-lateral operation will be pleasantly surprised at the excellent delivery.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.
Expenditures of $2,350,000 Anticipated By Four Successful Television Applicants

(Story on N. Y. Television Grants on page 18)

CONSTRUCTION COSTS exceeding $2,350,000 are anticipated by the four New York-New Jersey applicants given proposed television grants by FCC last week.

None expects time sales in its first year of operation to yield more than 50% of the year's operating costs.

ABC, which also received a proposed FM grant for New York, "considers the new grants as the keystone of its prospective nation-wide television and FM networks," said President Mark Woods, pointing out that ABC already has video grants or proposed grants for Detroit, Chicago, Los Angeles, and San Francisco.

He said that "in both television and FM, ABC has done intensive research and with the receipt of these grants plans to present to the public the greatest in public service, news and entertainment programs."

No Announcement Made

The network is withholding announcement of specific construction plans pending finality of the proposed grant, but its application to FCC contemplated construction costs of $922,170; first year's operating expenses of $2,005,965 (including more than $1,300,000 for programming) and first year's revenues of $834,700.

WOR anticipated expenditures of about $650,000 for video transmitter, studios and equipment, and officials said it would start construction "very shortly." Transmitter will be atop 444 Madison Ave., also the transmitter site of WBAM, its FM affiliate. First studio will probably be that of WOR and WBAM at 1440 Broadway.

WOR expects the first year's operating costs to approximate $1,175,604 (about half in programs and talent), with net time sales around $336,000, according to its application.

President Irving R. Rosenhaus of WAAT Newark said "granting of New Jersey's first television license ... inaugurates a new era in communications in New Jersey and opens up an entirely new vista of entertainment and information for residents of the densely populated North Jersey metropolitan area." He promised wide variety of video programs including sports; from New Jersey colleges, universities and secondary schools; audience participation shows and dramatic presentations; news, cartoons, and other features on film.

WAAT's application envisioned a $211,679 construction expenditure, first year's operating costs of about $290,300 ($292,650 in programming), and gross revenues of $100,000.

New York Daily News, which also was nominated for an FM grant, issued no statement immediately on its plans. It had told FCC, however, that video construction costs would total about $675,000 and that it would spend around $562,198 on the first year's operations (over $302,700 for programs). The News ventured no estimate of first year's revenues, but told FCC it would be willing to operate the station for at least three years irrespective of profit.

All four applicants plan an initial operation of at least 28 hours a week.

King to Hollywood

FRANK KING, former account executive of N. W. Ayer & Sons, Detroit, has been appointed assistant sales manager KNX Hollywood and CBS Pacific Network. Announcement made by Donald W. Thoms, CBS Western Division vice president. Mr. King headed AFJRS New York office during the war as an Army captain.

BYNNES, RUSSELL BECOME LAW FIRM ASSOCIATES

JAMES F. BYRNES, former Secretary of State, last week became associated with the law firm of Hogan & Hartson, of Washington. Simultaneously, Donald S. Russell, former Assistant Secretary of State and erstwhile partner of WSPA Spartansburg, joined the same firm. The Hogan firm is engaged in general practice, including radio. Partners handling the radio practice are Duke M. Patrick, Karl A. Smith and Lester Cohen.

It was explained that Messrs. Byrnes and Russell have not become partners in the firm but are associated as counsel. Mr. Russell has no present station interest. Justice Byrnes, however, is identified with the application of Walter J. Brown for acquisition of WORD Spartanburg for $85,000. Justice Byrnes would hold a minority interest in the company.

Mr. Brown is vice president and general manager of WSPA, sale of which to the Surety Broadcasting Co. for approximately $450,000 is pending before the FCC along with the proposed transfer of WORD. [Broadcasting, April 7].

Miller Warns of Federal Infringement on Freedom

NAB headquarters executives addressed three business clubs in Kansas City during the Area C meeting held April 14-15. President Justin Miller, speaking before the Advertising and Sales Executive Club discussed radio's public service activities and warned against governmental infringement of basic freedoms.

A. D. Willard Jr., executive vice president, said newspapers and movies will come under censorship now imposed on broadcasting unless legislation is passed or court action is taken. He spoke before the Kansas City Chamber of Commerce. Frank E. Pellegrin, Director of Broadcast Advertising, told the Mercury Club of radio's value as an advertising medium.

AGRICULTURE

We've been programmed for the farmer for 20 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.
Residents Denounce D. C. Tower Erection
Video, FM, AM Antennas Stir Ire Of Capital Citizens

PROTESTS against erection of television, FM, and AM antennas in capital residential areas were aired before a joint Senate-House committee last week by Washington citizens.

Protests came in the form of support for a bill (HR 2984) introduced April 9 [BROADCASTING, April 14] by Rep. Sid Simpson (R-III.) regulating “installation of radio or television transmitting antennae, masts, or other structures in the District of Columbia.”

George A. Corbin, legislative chairman of the McMillan Park Citizen’s Assoc. criticized both television companies and District Commissioners for having failed to act in the interest of a “majority” of home-owners in not restricting areas where antennas can be erected.

Called Safety Hazard
He declared that such installations were a safety hazard in residential areas. In addition, he asserted, these antennas also deprecate property value.

Corporate Council Vernon West, testifying for the Commissioners, declared property owners are adequately protected by current zoning laws dating from 1910.

W. Curtis Plummer, chief of FCC’s Television Engineering Division, told the Committee that from “the technical point of view” height requirement for TV transmitters was essential. He explained that a video transmitter, to be most effective should be located in the densest population area. He indicated, that to move transmitters to the fringe of the city, as suggested by the citizen’s group, would move many video sets into “shadow areas,” since best reception is in “line of sight” from the transmitter.

He pointed out that Washington, unlike New York, has no high buildings so that towers must be erected on hills to be most effective. Most high points in the District are located in park or residential areas.

A similar bill was introduced last year, but was shelved after hearings.

Broadcasting Meets Emergency In Tornado-Devastated Regions

RADIO FACILITIES were used extensively when one of the South-west's worst tornadoes ripped through the Texas-Oklahoma Panhandle area on the night of April 9. Radio helped fill the gap caused by complete breakdown of other means of communication in some parts of the area and partial break-downs in others. The medium also was used effectively for appeals to bring food, clothing and medical supplies quickly into the stricken area. Radio's news coverage of the tornado likewise was outstanding.

KVVO Tulsa Newscaster Bud Jackson was preparing to sign off his 10-10:15 p.m. newscast April 9 when Night News Editor Manton Marrs, relayed a telephone report on the tornado. Mr. Jackson ad-libbed the news flash, promised further details as quickly as they became available. KVVO interrupted all programs to give listeners news of the tornado as reports came in, and, like other stations, aired pleas from the Red Cross for aid in the form of food, clothing, bedding and medical supplies.

Oklahoma City stations flashed reports of the disaster the night of April 9. WKY and KOMA dispatched news men to the devastated areas for on-the-spot reports. WKY the following morning fed a pickup to the entire NBC network. Station remained alerted, airing bulletins, Red Cross and medical announcements, along with other public service news.

Wednesday night P. A. Sugg, WKY general manager, and Paul Hood, newly appointed promotion director, raced to stricken areas in the WKY mobile unit. Mr. Sugg, Mr. Hood, Eddie Lemons, WKY Farm director, Gene White, special events, and H. J. Lovell, chief engineer, broadcast eye-witness stories of the tragedy throughout the night and the following day.

Jerry Marx of the KOMA Oklahoma City news staff was plugged in on the AT&T test board when the first emergency call came through from the Woodward area, and heard the first eye-witness account of the disaster, according to the station. KOMA's Ben Holmes was dispatched to the disaster scene and later was placed in charge of medical supplies distribution. Bob Eastman, station news director, flew to the scene to report a full eye-witness account.

KFBI Wichita, Kan., learning of the storm firsthand from a Wichita-bound airplane that flew over the tornado, scored a scoop with its bulletins, according to General Manager Robert K. Lindley. KFBI rushed a wire-recorder to the disaster and later rebroadcast a graphic description.

Coverage by KFDA

KFDA Amarillo, Tex., at 1:30 a.m. on April 10 gave an eye-witness report from Canadian, Tex., initial clearing house for the injured and already overflowing with patients from the three communities hardest hit—Woodward, Okla., and Higgins and Glazier, Tex. At 3:45 a.m. KFDA aired a report from an Amarillo Times reporter just returned from White Deer, Tex., the tornado's first target. KFDA newsmen shuttled between the stricken towns and Canadian reporting storm details. ABC requested feeds from KFDA, its Amarillo outlet, and the station obliged with two-minute cut-ins on Martin Agronsky, Headline Edition and This Week Around the World.

KMAC San Antonio, presented on-the-spot news coverage. Dick Smith, KMAC news editor and Paul Tarrodaychek, assistant chief engineer, April 10, flew to Woodward in an Army B-25 and later presented a delayed broadcast. A second on-the-scene presentation was aired over KMAC at 10:46 p.m. the same day.

At Altus, Okla., KWPH, cooperating with the Red Cross and the Chamber of Commerce, put a series of appeals on the air to assemble relief supplies and send them by truck to the stricken area.

FINCH TELECOMMUNICATIONS INCORPORATED
SALES OFFICE: 10 EAST 40TH STREET, NEW YORK FACTORIES: PASSAIC, N. J.

Only ZBM Covers Bermuda

I sn't it only natural when you find . . .
1) a one-station market
2) which geography made singularly community-conscious
3) reached adequately by no other station
4) and those 38,000 folk depend on one station for complete radio entertainment.

25TH YEAR OF COMMUNITY SERVICE

BROADCASTING • Telecasting
Hill of Compton Adv., Kansas City, representing AAAAA.

Mr. McLea quoted the April 9 ANA resolution supporting BMB as an "absolute necessity," adding "it gives you broadcasters what you need to sell time to advertisers like me."

In questions from the floor Arthur B. Church, KMBC Kansas City, asked if subscription rates for the projected March 1946, BMB survey might be reduced with more stations participating and with higher incomes increasing the rates unless adjustments are made. Mr. Felts said a reduction in the rate could reasonably be expected. He said experience gained in the first survey would reduce the costs of subsequent ones.

Two small station owners protested the BMB rate charges as favoring the larger stations. One of them, Ben Sanders, KCID Spencer, Ia., said his small volume of national business did not justify the rates.

Hoyt Andres, WKY Oklahoma City, 12th District Program Managers chairman, urged stations to check carefully all copy and proposals submitted to them, especially on public discussion matters. He warned that Communists endeavor to inculcate their doctrines through "fancy title associations" without the association's knowledge. Edmund J. Linehan, KSO Des Moines, successor to Eugene Flaherty, KSCJ Sioux City, Ia., as 10th District program manager, asked stations in his district to pass along programming matters to the committee.

CORNERED in the Muehlebach during NAB Area C meeting in Kansas City were (seated, 1 to r): Frank Stubbe, KFPN Shenandoah, Neb.; Verl Bratton, WREN Lincoln, Neb.; John Hill, KTOA Tulsa; Richard P. Dorothy, NAB; Owen Saddler, Howard O. Peterson, KMA Shenandoah. Standing, Phil Hoffman, KRTN Des Moines; Gus Brandborg, KVOO Tulsa; P. A. Buggs, WKY Oklahoma City; William Wyse, WBWB Hutchinson, Kan.; John Hill, KTOA Tulsa; John Schilling, WB Kansas City.

Mr. Fair outlined activities of the new Program Dept. Immediate, he said, is development of new standards of practice and explained that two subcommittees are working out recommendations for Supplement to the Standards of Practice Committee May 2-13. Mr. Fair said agencies and advertisers as well as broadcasters are. The Program Dept. will study news, music, educational and copyright matters, he said, with periodic reports going to stations on departmental activity.

At the small market stations meeting Mr. Pellegrin asked stations to send in facts on use of radio for public service purposes by local factories and industries. He advised small stations not to refer to themselves as "peanut whistles," explaining that stations and their managers are becoming important community elements. He said station operators are acquiring the prestige formerly held by the local newspaper editor.

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Hawaii's First Station NBC in the Pacific Since 1931

Affiliated with THE HONOLULU ADVERTISER • Represented by the KATZ AGENCY, INC.

BROADCASTING • Telecasting

Covering Texas?
Beaumont?
and 105,840
Radio Families
in
KRIC's
Daytime BMB?

Alfred Alethin, INS; Hoyt Andres, WKT; Bill Allen, KANS; N. A. Aldridge, KFRU; Geo. E. Alden, KWBW; H. O. Alexander, Collins Radio Co.; Billis Atter- bery, KCKN.

Dale Allen, RCA; Art Barnes, WSU; Pat Butler, KKBG; Poster H. Brown, KKK; Ralph A. Bueker, KBB; Ben Breault, KCMO; John Blain, John Blair & Co.; Paul B. Bratton, WAD; H. K. Baker, NAB; Günter Brandt, WVOB; John Burns, KOIL; Henry Burke, KFBU, Bud Blue, KTLU; Owen B. Hal, John Pearson Co.; Ed Breen, KVPD; John Bonson, WHEN; Arden Booth, WEM; Matthew H. Bonenbrake, KOCY; R. E. Baxton, KAOM; Jim Bormann, WMT; Carl Bies- ner's knowledge, WREO; Joe Bernad, KOB; Bill Boman, KCKK.

FRANK, J. F. Geppert, WBBR; Ward Coolwell, United Press; Addison Co., James A. Coog- ran, KVOB; Paul Clark, RCA-Victor; George Clooney, KCMO; John Cash, WJW; Wayne W. Crib, TTC; Weil Chapin, KVOZ; Arthur B. Church, KUCO; John H. Cooper, INS.

Oren Darling, KTBW; Bob Drake, KANS; Lyle DeMoss, WSH; D. Denny, WBB; J. C. Desmon, KDK; John Day, Cardinal Co., Hollywood; Don D. Dalberg, KFF; Bob Decker, KCIC; Dietrich Dirks, KTRI; Claude Dossey, KMB.

Wadell Ellington, KOPF; Bob Enoch, KYTF; John Karp, PHJ; Fred Kehrer, WAD; W. O. Edholm, KOIL; F. C. Eifrig, KBO, R. W. Evans, KCMC.

Harold Fair, NAB; T. J. Flannigan, Radio Agency, Harold Fulton, WHO; E. E. Flanery, KCK; Charles R. Fretz, WOC; L. O. Fitzgerald, WOC; Hugh Fields, BMB; Dear Florian, WAD.

John J. Gillin, WOW; Milton B. Gar- ret, KBCR; Ken Gordon, KOTB; Henry Goldenberg, WBB;威海, GM HON; Fred Hott, KMB; Geo. J. Higgs, KBO; E. E. Hartberger, KCMC; R. W. Hamilton, KGB; Geo. E. Haney, KMB; A. H. Hagedorn, WBB; Gus Hagenah, Standard Radio; Carl Taverlin, BMI; Robert H. Hare, WHO; John H. Haggard, Western Plains Broadcasting Co.; Ted Heidtke, KBB; R. B. Hull, WOC, W. A. Har- non, Employers Insurance Corp.; Ray V. Hamil, Blackham Broadcasting.

KSB; Helen Joy, Wincharger Corp.; Jack J. KTM; J. R. B. Jones Jr., WJ; Ray Jensen, KGB.

J. K. Kasson, NBC; Jack Kellerman, WHO; Geo. Elayer, WBB; Leslie Kenen, WJ; KWTO; R. M. Ketlen, KXTO; Harry Kopp, WIP; Allan Laxson, WHA; Robert S. Keller Inc.; Carl Koepfer, KTOA; L. A. Laufman, Rob; W. B. Mertens, Translations Co.
NAB's Area C News Clinic Largest Held

17 Station Managers and News Editors Participate

LARGEST news clinic yet held in NAB's 18-month series was led by William B. Quarton, WMT Cedar Rapids, Iowa, with 117 station managers and news editors of Area C (Districts 10, 12) taking part, Wednesday at Hotel Muskelebach, Kansas City (see area story page 17). Mr. Quarton and Arthur C. Stringer, NAB Director of Special Services, covered all phases of the news problem.

Results of a study of audience reaction to newscasts were reviewed by Dr. Arthur M. Barnes, U. of Iowa. The study showed that highest comprehension of newscasts occurs at 125 words per minute, lowest at 225 words. National news dominates postwar newscasts, it was found, taking up an average of 52.4% of all the news time on quarter-hour programs, followed by regional news, foreign news, feature stories and weather.

Commercial time on sponsored newscasts averaged 14.9% of time, with 96% of sponsored newscasts having an internal commercial. Out of 10 newscasts, six will feature the same lead, it was found.

William Ray, news and special events director of WMAQ Chicago and NBC Central Division, described a daily wire-recorded noon feature and its rise to third place among all WMAQ newscasts.

Soren H. Munkhof, WOW Omaha, lauded the work of the rewrite man who must sift 100,000 words daily to prepare 12,000-20,000 words for the air. Jack Shelly, WHO Des Moines, told of advantages of a system of regional correspondents. Phil Evans, KMBC Kansas City farm editor, said farm news must be prepared by experts or farmers will not listen.

Hoyt Andres, WKY Oklahoma City, said wire and local news should be blended to attract the station's particular audience. Wayne Cribb, WHMO Hannibal, Mo., said every newscast should contain as much local news as can be obtained.

Ken Miller, KVOO Tulsa, said even the smallest station must have at least one experienced newswoman responsible solely to management for judgment of news value, preparation of broadcasts and department operation.

Burl Lottridge, WOC Davenport, Iowa, noted the trend toward primary importance of local news and writing local significance into stories.

Heard by most... Preferred by most
in the BUYING Ark-La-Tex

KWKH SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

BROADCASTING • Telecasting

TRUMAN NAMES DENNY CONFERENCE CHAIRMAN

PRESIDENT TRUMAN last Wednesday appointed FCC Chairman Charles R. Denny, Jr., to be chairman of the International Plenipotentiary Telecommunication Conference, and Assistant Secretary of State for Public Affairs William Benton was chosen to head the High Frequency Broadcasting Conference.

"These three conferences," said the State Dept. announcement, "are being convened by the government in view of the extreme urgency of solving many telecommunication problems resulting from the dislocations of the war and the rapid advances in the telecommunication art."

WFRP Seeks to Transfer Its License to New Firm

APPLICATION was filed with FCC last week by WFRP Savannah, Ga., requesting consent to assignment of license to a new corporation in which the owners, Frank R. Pidcock Sr. and James M. Wilder, plus Station Manager Edward N. Palen, are officers and stockholders. Reasons given were to strengthen the WFRP organization and to secure Mr. Palen's services. WFRP operates with 250 w on 1280 kc.

Name of the assignor partnership, Georgia Broadcasting Co., also is the name of the assignee corporation.

Messrs. Pidcock and Wilder, are president and vice president respectively of the new firm while Mr. Palen is secretary-treasurer. Mr. Pidcock will hold 80.5% interest and Mr. Wilder 24.75%. Remaining 24.75% interest will be held by Mr. Palen, who was named general manager in January. [Broadcasting, March 27]. He formerly was program manager of WJW Cleveland.

CCBS TO CREATE POST OF ASSISTANT DIRECTOR

CLEAR CHANNEL Broadcasting Service, holding its first full-scale meeting since its session during the NAB Convention last October, last week voted to create the position of assistant to the director and authorized the executive committee to fill the post.

The assistant director would serve in the Washington office under Director Victor A. Sholis.

The group also approved several recommendations of the executive committee for an expanded program of activities. The meeting took place last Tuesday in Chicago.

Present were:

Edwin W. Craig, WSB Nashville, CCBS chairman; Harold Y. Hough, WHAP Ft. Worth, treasurer; A. M. Herman, WHAP; John M. Gutter Jr., WSB Atlanta; Hugh A. L. Half, WOA San Antonio; Lute Baker, WHAS Louisville; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Harry Warner and R. M. Pierce, WJR Detroit; William Pay, WHAM Rochester; George Lewis, WCAU Philadelphia; Douglas Martin and James Rockwell, WWJ Cincinnati; W. H. Shumway and J. D. Bloom, WWL New Orleans; J. B. Conley, KDKA Pittsburgh; Raymond Collins, WPAA Dallas; Glenn Snyder, WLS Chicago; Paul A. Muehlebach, WHO Des Moines; and, from Washington, D. C., Charles E. Matthews, assistant director, and Reed T. Bollo, of the law firm of Kirkland, Fleming, Green, Martin & Ellis. Mr. Bollo represented Louis G. Caldwel, CCBS counsel.

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSF0's music policy. Write for the "Music Story" and learn why KSFO's music policy. Write for the "Music Story" and learn why KSFO's music policy...
Durr (Continued from page 18)
a "definite promise . . . that the Commission will bear its full share of responsibility for improving program service by the diligent exercise of its licensing power in the fulfillment of its statutory responsibility for the public interest," and declared that, "having clearly recognized that responsibility, we should not now retreat from it."

Mr. Durr conceded that FCC "should not act lightly in taking broadcasting licensees off the air, or in subjecting them to the cost and inconvenience of hearings on the renewal of their licenses." But he contended FCC's "primary responsibility is for the public interest" and "it should not permit an excessive concern with the financial interests of the broadcasters to overshadow its concern for the listening public." He continued:

"Moreover, it seems to me that the proposed decision in this proceeding involves more than mere laxity in the enforcement of the principles of the Commission's Report [Blue Book]. The standards themselves are being lowered. . . . As I have previously pointed out, under the Communications Act the use of these new frequencies can be licensed only upon a finding that the public interest, convenience or necessity will be served thereby. The 'public interest' in broadcasting of necessity lies in programming, for that is the only phase of broadcasting which is of concern to the public as distinguished from the broadcasters themselves.

"In finding that the grant of the applications is in the public interest, the Commission necessarily must find that the program service proposed meets the standards of public interest. The minimum standards laid down in this proceeding therefore become the maximum standards which the Commission will have the right to demand of any applicant or licensee, because it must treat all alike. "Thus, by its grant in these cases, the Commission has substituted the program standards of Station WGES for the principles of the Commission's Report. I do not think this is fair either to the public or to able and conscientious broadcasters who have a high sense of public responsibility and who set high standards for their own operations but must meet the competition of stations applying the low standards upon which the Commission now set its stamp of approval."

Meanwhile, in another forum and on another subject Commissioner Durr last Thursday, speaking in New York at the annual luncheon of the Associated Church Press and the National Religious Publicity Council, questioned the means which can be employed to carry out President Truman's order directing the removal of "disloyal" employees and officials from government. He said:

"Certainly they should be [removed], if we can surely identify them. But what is the test of disloyalty? Can it be ascertained by men's beliefs and sympathies, independently of their actions; can we avoid confusing loyalty to particular economic, social, or even religious institutions, with loyalty to country? . . .

"Who are to be the judges of a person's loyalty or disloyalty? And if beliefs are the test, how can the judges avoid making their own particular beliefs the standard? . . . Can men be fairly tried when their right to face the accusers, and to be fully advised of the nature and cause of the charges against them, depend upon the 'discretion' of those who accuse them?"

Will Influence Spread

Speaking on "Freedom and Fear," he asked: "If our freedoms are in fact endangered, do we endanger them even more by the propaganda to that effect?"

He said the Executive Order banning disloyal employees applies only to those in government. "But will the example of government stop with government itself?" he asked.

In a New York talk last Tuesday, on WQXR's 'What's on Your Mind?' forum, Commissioner Durr said radio in the U. S. has been successful in a business sense but has not done so well as it could in other phases. He said "we should concern ourselves with the freedom of 160,000,000 American people rather than the freedom of broadcasters arbitrarily to run their own stations in any way they see fit, without regard to listeners and their needs.

"It is a real threat when the Blue Book was issued radio has improved—that stations are putting more emphasis on public service programs and are carrying more good network sustaining programs in place of local shows of questionable value."

Mr. Durr appeared with Carl Wilson, president of Broadcast Music Inc.; John V. L. Hen, radio inventor and president of WQXR, and Albert N. Williams, radio editor of the Saturday Review of Literature, in discussion of the question, "Is Our System of Broadcasting a Success?" Alice Pentlarge was moderator.

With his contention that the advice and intelligence of advertisers are more important to station owners than the audience, Mr. Williams drew the fire of Messrs. Havering and Hogan who said owners must take first consideration of the audience because without an audience they could not attract advertisers.

Let's Have Uniform Time

all year round

Once and for all you can eliminate switching local shows to accommodate time change. Regardless of your time zone, the Mosby Plan can save this twice yearly costly headache.

Allocate a definite portion of each hour to the network—the first, second and fourth quarter hours. The third quarter hour belongs to the affiliate. Then, no matter what changes are made in network time, local shows remain constant. Network programs flow around your time just like water round a pebble in a stream. Regardless of time zone, local accounts are assured of their favorite spots the year round.

Let's give it a try.

The Art Mosby Stations

KGVO Missoula Montana

5000 W, Day—1000 W, Night

CBS 250 Watts

Represented by Weed & Company

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LET'S HAVE UNIFORM TIME

Pacific Mountain Central Eastern Time

Time 12 11 10 9 8 7

all year round

Network Time

Station Time

1 2 3 4 5 6

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Sale of Clarksville Local is Approved

WJZM, KPET and WFIN Requests Authorized by FCC

SALE of WJZM (1400 kc, 250 w) and WJZM-FM Clarksville, Tenn., by Owner William Kleeman to Elmer T. Campbell and John Perry Sheftall, for $95,000 cash or $100,000 payable over a six-year period, was approved by FCC last Thursday.

Mr. Campbell, who will own 60%, is B. F. Goodrich Co.'s Washington D. C., manager. Mr. Sheftall, who will hold 40%, is a real estate broker. Mr. Kleeman, mayor of Clarksville and half owner of the Coca Cola Bottling Co. there, said he wished to relinquish WJZM to devote more attention to his other business interests [Broadcasting, Feb. 10].

The Commission also approved assignment of construction permit for KPET Lamesa, Tex. (600 kc, 250 w, day only) by Riley Orlan Parker to Lamesa Broadcasting Co., in which he owns 51% interest. His associates are K. S. Ashby (24%), who will be general manager, and R. A. Woodson (25%). Mr. Parker will be reimbursed for initial investments approximating $2,800 and the three partners will invest in proportion to their ownership interests [Broadcasting, March 31].

Meanwhile, FCC gave its consent to the application for assignment of license of WFIN Findlay, Ohio (1330 kc, 1 kw day only) and construction permit for WFIN-FM from the late Fred R. Hower to his widow, Helen A. Hower administratrix of his estate.

AFA Ad Drive

PUBLIC relations campaign conducted by the Advertising Federation of America, designed to promote a better understanding of advertising, is being supported by over 500 stations, according to AFA. The stations are carrying announcements explaining what advertising can mean to America. Material is available at the Federation, 330 W. 42d St., New York 18.
3 Rivals Seek Dismissal Of WDAS FM Application

REQUESTS that WDAS Philadelphia's FM application be dismissed or put into FCC's pending files in view of the proposed sale of the station have been filed with the Commission by three rival FM applicants.

The pleas followed the request of William Goldman Theatres, which bought WDAS for $485,000 from Alexander W. Danenberg and Cecil L. Naumburg subject to FCC approval [BROADCASTING, March 31], asking that the WDAS FM bid either be granted or the hearing re-opened to permit the proposed purchaser to present evidence.

Applicants WHAT Philadelphia, Franklin Broadcasting Corp., and Unity Broadcasting Corp. contend Goldman Theatres is not yet owner of the station, and that it could have but failed to appear in the hearing before the record was closed. Fifth Philadelphia FM applicant is Patrick Joseph Stanton, WDAS general manager. Four channels are available.

Truman on Networks

PRESIDENT TRUMAN will be heard on networks today (April 21) as he addresses the Associated Press lunch in New York at 2 p.m.

2 Class A, 15 Class B FM Grants Are Tendered FCC Approval

CONDITIONAL grants for two Class A and 15 Class B FM stations were authorized last Thursday by the FCC. Construction permits were awarded for two Class A and 13 C Class B FM stations. All of the Class A grants and five of the Class B were in lieu of previous conditions.

In seven instances new Class B channels were added to areas receiving conditional grants. No specific channels were assigned, pending final decision on the proposed Class B FM reallocation plan [BROADCASTING, April 14]. All of the conditional grants are subject to further review and approval of engineering details. There also are conditions with issuance of the CPs.

The grants were made by a board composed of Chairman Charles R. Denny and Comms. Ray C. Wakefield and Ewell Jett.

Class A conditional grants:

Big Bear Lake, Calif.—Big Bear Lake Broadcasting Co. Co-partnership: Lancelle S. McDonald, manager; shop foreman, Carl V. Teschan, engineering; general manager, Christian P. Frazer. Chicago, Ill.—Class B; 25 kw; 305 ft. All of the conditional grants are subject to further review and approval of engineering details. There also are conditions with issuance of the CPs.

The grants were made by a board composed of Chairman Charles R. Denny and Comms. Ray C. Wakefield and Ewell Jett.

Class B conditional grants:

Pueblo, Colo.—Rocky Mountain Broadcasting Co. Principals: Walter Hurd, owner, Hunt Ponte, president; Carl Walter and Martin Walter Jr., operators of Walter Broadcasting Co., president and treasurer, respectively; A. G. Chamberlain, First Federal Savings and Loan Co., secretary. Each 100% interest.


Ashville, N.C.—Asheville Citizen-Times Co. Licenses WWNC. Channel 231 allocated Ashville.


San Juan, P. R.—Martinez-Rodriguez Broadcasting Co. Co-partnership: Juan Martinez Vela, wholesale electrical appliance business, Felix V. Rodriguez, electrical engineer, employed Phosphate and Acid Works.


Florence, S.C.—George M. Hughes, president and owner, Hughes Transportation Corp., head of Hughes Motors, Charleston, and Florence.

Knoxville, Tenn.—Scripto-Howard Radio Inc. Licensee WNOX. Channel 266 allocated Knoxville.

Knoxville, Tenn.—WHBQ Inc. Licensee WHBQ. Austin, Tex.—Frontier Broadcasting Co. Licensee KNOP.

Fort Worth, Tex.—Tarrant Broadcasting Co. Licenses KFPC, Lubbock, Tex.—Caprock Broadcasting Co. Licensee KGBD. Channel 258 allocated Lubbock.

Odessa, Tex.—Ector County Broadcasting Co. Licensee KERC. Channel 259 allocated Odessa.

San Antonio, Tex.—Alamo Broadcasting Co. Licensee KASC. Channels 256 and 257 allocated San Antonio.

Waco, Tex.—Frontier Broadcasting Co. Licensee WACO.

The following were authorized construction permits:

List FM Earle C. Anthony Inc (KFI), Los Angeles, Cal.; Class B; 10 kw; 305 ft.

WOR-FM The Yankee Network Inc. (WONY), Hartford, Conn.—Class B; 10 kw; 600 ft.

WDRC-PM WDRC Inc. (WDRC), Hartford.
GE'S NEW ELECTRONICS PLANT IS IN OPERATION

GENERAL ELECTRIC's huge, $26,000,000 electronics manufacturing plant at Syracusie, N. Y., went into production April 15 with the first movement of transmitter assembly lines to the new building.

Ground for the project, known as Emerson factory, was broken in September, 1945. The transmitter building will be the first to be occupied; according to GE, all units will be in operation by the end of the year. Entire operation will be completed by May 31.

Emerson Cuts Price

EMERSON Radio and Phonograph Corp. last week made retail price reductions ranging from $3 to $20 on nine radio and phonograph models previously selling above $50, in a move designed to help bring component and production costs and retail prices down to a level more consistent with the nation's economic needs, according to Benjamin Abrams, president of the company.

They Say...

PUBLIC RELATIONS means making people like your station enough to listen to it always. Every station has a different public and the public's program. Your public relations program has to be tailored-made to your own particular needs. How can a station be a part of the community, and be noticed? Well, it can go places every member of the community would like to go. It's our idea that radio doesn't get out enough—that it is afraid to leave the studio. We must make it a part of the community feel we are honored to receive them, and we try to make big the people feel we are at home with them.

Louis A. Breault, program-director of ERIC Benbow of Tex. (850-w independent) and public relations chairman of 13th district of NAB, speaking at annual radio conference at the U. of Oklahomas on "What Is Meant by Station Public Relations?"

SEE by BROADCASTING [April 7] Mr. Wood, ABC, president, opposes "radio editorializing." Isn't Winchell on that network? Am I to understand Mr. Woods regards "editorializing" as fitting and proper for the networks but unsuitable for individual stations? Winchell would say—"huuh!!" Which is most likely to "always present both sides of a controversial issue"—the network commentator or the individual station operator who must live with the listeners he serves?

J. C. Rothwell, KYOW Littlefield, Tex.

Maestro Honored

IN ADDITION to the one world award of a round-the-world flight to F. H. La Guardia as 1947 winner for press and radio, the one world committee has voted a special music award to Ar- turo Toscanini, conductor of the NBC Symphony. Citation reads "for the splendid way in which for many weeks he has dedicated his outstanding musicianship to the advancement of the cause of freedom and resistance to oppression, following highest traditions of the arts."

STATION DIARY PLAN DEVELOPED BY HOOPER

C. E. HOOPER Inc. has announced a station participation plan to underwrite "Area Hooperings" into the diary reports of family listening. If confined to city limits, with 500 diaries distributed proportionately to sample all type of homes, cost will be $6,000 for single station sub- scriber, $1,000 more for each additional subscriber. If distribution area of the diaries is expanded to cover listening outside as well as inside city limits, base cost remains at $5,000, but is increased by $1,500 for each additional subscriber.

The plan was presented to station managers of the NAB 10th and 12th Districts April 13 prior to the opening of the Area C meeting in Kansas City by Ward Dorr, Hooper vice president.

Amateurs to Aid UN

FORMAL APPROVAL of plan by the UN amateur radio operators to transmit weekly or daily bulletins about United Nations activities, took place last Thursday afternoon in the UN general headquarters at Lake Success. They jointly announced approval were George W. Bailey, president of International Amateur Radio Union and the American Radio Relay League, and Benjamin A. Cohen, assistant secretary-general of UN in charge of information. The plan, proposed by Brig. Gen. Frank E. Stoner, UN's new chief communications engineer and former assistant Chief Signal Officer, also was said to have received support of FCC Chairman Charles R. Denny Jr., FCC Commissioner E. K. Jett and Assistant Secretary of State William Benton.

WCOL in New Home

WCOL, 250-w ABC affiliate at Columbus, Ohio, has moved from 33 N. High St. to its new three-story building at Broad and Young Sts. Station reports, a formal opening and dedication is planned soon.

Democrats Defend Jefferson Day Time

DEMOCRATS last Friday picked up GOP challenge for equal radio campaign rights. Gail Sullivan, executive director of the Democratic National Committee, took issue with the March 31 challenge by Democrat Carroll Reece, who had charged Democratic policy on the networks to accept Jefferson Day Dinner broadcasts.

Mr. Sullivan's views were stated in letters to three major networks which carried the Jefferson Day speech on April 5. The letters were addressed to: Mark Woods, President, A. P. T. Co.; Charles Trammell, President, NBC; and Edgar Kobak, President and General Manager, MBS.

In commenting on the GOP criticism of the networks, Mr. Sullivan praised the "news judgment" of the networks. He denied Mr. Reece's charge that radio had been preserveuling the President's address. "Mr. Reece professed to see a danger in this manner to the President's Jefferson Day message being broadcast to the nation. He professed to see in those broadcasts a precedent of pressure upon the networks for this radio time."

As you know there was no such pressure. The fact was that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech."

Text of Mr. Sullivan's letter follows:

"Recently Carroll Reece, Chairman of the Republican National Committee, wrote you in protest against the use of free time on the radio networks for the coverage of President Truman's Jefferson Day Dinner speech in Washington."

"Mr. Reece professed to see a danger in this manner to the President's Jefferson Day message being broadcast to the nation. He professed to see in those broadcasts a precedent of pressure upon the networks for this radio time."

"As you know there was no such pressure. The fact was that President Truman's Jefferson Day speech was news. The people of the nation were interested in hearing it. Radio, correctly interpreting this interest, broadcast the speech."

FEDERATION OF KANSAS STATIONS IS PLANNED

FORMATION of a State group to be known as the Kansas Assn. of Broadcasters was undertaken April 15 during the NAB Area C meeting at the Muehlebach Hotel, Kansas City. William B. Way, KVOO Tulsa, 12th District Director, presided at the meeting.

Clark Luther, sales manager representative of the 12th District and manager of KAKE Wichita, outlined advantage of State organizations. A committee was appointed to study organization details. Members are Robert Lauben- gayer, KSAL Salina; Verl Brat- ton, WREN Lawrence, and WEN- duh Elliott, KFPM Topka. NAB President Justin Miller attended the meeting.
St. Louis Radio Stations Expand News Coverage During Strike of Pressmen

NEWS DEPARTMENTS of St. Louis radio stations stepped up their news coverage during the strike of American Federation of Labor pressmen on the city's three daily newspapers—Post Dispatch, Star Times, and Globe-Democrat—last week. The stations, which received the papers to suspension publication, began Sunday, April 13, when the pressmen's union rejected an approximate $4 a week wage increase offer, and ended Wednesday when the pressmen received a second strongly worded back-to-work order from the union's international president.

KMOX, CBS-AM, St. Louis outlet, devoted approximately twice as much time as usual to local news on all of its major newscasts during the strike. In addition, the station aired frequent news bulletins and listings of news programs. One additional newsmen was assigned to cover St. Louis County and another to the city.

Statistical Coverage

KWK, Mutual outlet, added three newscasts to its daily schedule and covered more thoroughly statistical items such as births and the stock market. Station also implemented its local special events coverage.

KXOK, owned by the Star Times Publishing Co. and affiliated with ABC, canceled several programs to offer a maximum of news coverage. The Star Times worked closely with KXOK's news staff in providing local, national and foreign coverage, the station management reports. Radio edition of the Star Times included comics, feature stories and obituaries in addition to straight news.

With the addition of special broadcasts and expansion of some of its regular news periods, KSD, the Post-Dispatch station affiliated with NBC, presented four hours and 25 minutes of news in one 24-hour period during the strike. In one evening period from 5:30 a.m. to 12:15 p.m. KSD newsmen turned out a total of 24,000 words. Station's reporters were on the job around the clock covering all points of likely news developments. Special bulletins were aired from time to time. All stories written by the Post-Dispatch staff were turned over to KSD newsroom for radio processing. Twice a day 15-minute periods were given over to reading of death notices. In the evening a half-hour period was devoted to a review of news, editorials and features, presented by Post-Dispatch staff members.

Coverage by WEW, St. Louis U. station, included newscasts every half hour from 6-8 a.m. and hourly from 8 a.m. until signoff time, with news roundups at 8 a.m., 12 noon and 5:15 p.m. Station also interrupted programs to present news flashes. KXKW Clayton, Mo., which has a regular policy of heavy local news coverage—newscasts on the hour every hour with four minutes of local news—made a 30-second summary of national news —felt that no additional coverage was necessary during the newspaper strike, Guy Runion, station's general manager, reported.

FCC To Defer Some FM Case Decisions Pending Adoption of Class B Changes

FCC WILL DEFER decisions in certain FM hearing cases pending adoption of proposed changes in its Class B FM allocation plan, the Commission announced last week.

The deferment involves some 47 applications from areas of Cleveland-Akron, Dayton-Springfield and Mansfield, Ohio; Providence, R. I.; Atlantic, Ga.; Springfield, Mass.; San Diego, Calif.; Indianapolis and Baltimore.

Changes proposed in the allocation plan (Broadcasting, April 14) would not provide added channels for Boston, Philadelphia, Los Angeles or Bridgeport, Conn., so decisions in the hearings on application for these areas will not be affected, FCC stated.

In the areas affected by the deferred-decision policy FCC reported that enough Class B FM channels would be available in all but two cases under the proposed re-allocation to permit grants to all pending applicants found qualified. Of the exceptions, Cleveland-Akron and Baltimore, it was said that at least one more applicant would be considered. Hearings already have been held in all of these areas.

Subtracting one of each five channels in an area for the FCC reservation plan for future applicants, and channels for presently authorized (operating under construction or conditionally granted) stations in certain areas, the proposed channel availabilities and existing requests are: Cleveland-Akron, 11 requests for nine channels; Dayton-Springfield, six for six; Indianapolis, five for seven; Providence, six for six; Atlanta, six for six; Mansfield, three for three; Baltimore, three for two; San Diego, two for two; Springfield, Mass., three for four.

'Bombshell' Interview

MILTON REYNOLDS, record-breaking round-the-world airman was interviewed for six minutes by Marv Conn, WTCN Minneapolis announcer, while the globe-circling plane was over Minnesota on the final leg of its flight. WTCN's mobile unit recorded the interview from the Army air base at Wold-Chamberlain Field, Minneapolis. Mr. Reynolds' plane, the Bombshell, was flying at an altitude of 10,000 feet at the time, and during the interview covered the 60 miles from St. Cloud, Minn., to the Twin Cities.

Lanhier Elected

CHARLES J. LANHIER, general manager of WFOX Milwaukee, was elected president of Wisconsin League of Radio Stations at annual meeting last week. Other officers elected were: Howard Dahl, WBKH Lacrosse, vice president; K. F. Schmitt, WIBA Madison, re-elected secretary-treasurer, and members elected were: Henry Lepoi-devin, WJR Racine; Ben Hovel, WSAU Wausau; Lynn Fairbanks, KFIZ Fond du Lac; Rev. J. A. Wagner, WTAQ Green Bay.

Legislative Mill

S. 265—To prohibit radio and other advertising of "alcoholic beverages." Hearing before Senate Interstate & Foreign Commerce Committee scheduled May 12. Introduced by Sen. Arthur Capper Jan. 17. Violation of proposed law would bring fines from $100 to $1,000 and imprisonment from six months to one year.

H. R. 2984—Introduced April 9 by Rep. Sid Simpson (R-Ill) to "regulate the installation of radio or television transmitting antennas, masts or other structures in the District of Columbia." Hearings held before Joint House Committee April 17 and 18. No action scheduled.
Help Wanted

Comтенtent, experienced, attentive newsman-newscaster. Your call. Am trying for position in congenial network on 250 watt network station in major market. Your experience plus good judgment would prove invaluable to our station. Want sound-thinking man who seeks permanence. Condition of station as important as man. If you are interested, send resume and qualifications to: Wlou Olin, WOQA, Boulder, Ill.

Wanted—Salesmen. 15% commision on all sales. Address Box 32, BROADCASTING.

Announcer wanted for morning midwest network outlet, city 100,000, wants two experienced men. Must handle any type of copy—Chicago area, $55 per week. Box 22, BROADCASTING.

Help Wanted (Cont'd)

Interviews and other all-round programs for women and children. Complete details of past experience, etc. Written statement and interview. EKLO, Wheeler, Ill.

Operator—announcer wanted. Can use two at $1.35, hourly, after 3 months $1.50 per hour. Apply 154 home, BROADCASTING.

Announcers—Newspaper—Continuity—immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the finest stations in the country. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent challenges, send resume immediately to Lincoln Delar, Manager, KTBX, 35 Lee St., Santa Barbara, California.

Employed—Loucious Leiberman, 1236 East 5th St., New York City.

Announcer—For station in Radio School, Eke, Box 30, Boulder, Colo.

Announcer—For station in Boston area, Box 235, BROADCASTING.

Situations Wanted

Assistant sales manager with knowledge station relations, ET service, traffic, complete and generate new business and procedures. Presently employed, but desire different type of service. Box 44, BROADCASTING.

News specialist, including editing. Requires one year's experience, available May. Box 126, BROADCASTING.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball, college football, basketball, etc. Box 104, BROADCASTING.

ABC New York office. Write Box 110, BROADCASTING.

Newsman with 25 years experience available for position in Chicago area. Box 160, BROADCASTING.

To the right person, large, competitive, well-established station, with opportunity to operate and control entire station, for the right man. Box 109, BROADCASTING.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball, college football, basketball, etc. Box 104, BROADCASTING.

Operator desires position with progressive station. Eleven years experience. Box 102, BROADCASTING.

No throtled dramatics, but career writer of selling copy for radio. Eight years successful experience in two different directorships. Available one阵地 to. Box 117, BROADCASTING.

Manager: Present station 5th in market. Local, Independent. Profitable from beginning. Box 213, BROADCASTING.

Program director. Young, reliable, family man, thoroughly trained, good ideas. Experience, salary, dependent on network affiliation, but will consider all offers. Box 114, BROADCASTING.

Engineer—announcer—Topnotcher, seeks change, commission. Box 226, BROADCASTING.

Situations Wanted (Cont'd)

Attention all stations radius 250 miles Chicago. Versatile and talented announcer—producer for studio. All offers considered. Box 21, Single.

Producer—director, thoroughly experienced directing, writing, casting, television. Age 24. Wishes interesting berth in station or agency. Fresh lance staff. Hard worker with commercial experience. Box 223, BROADCASTING.

Versatile, heads-up announcer with one year experience behind him, currently employed at 250, feels he is ready for larger operation. University graduate, location, no object. If you're a regional man, better, and in the market, my disc, photo and references are waiting for you. Minimum $50.00 per week, plus opportunity for talent. Box 222, BROADCASTING.

Announcer, Veteran, 24. Graduate lead- ing announcing school-Red Fox City, All phases announcing. Ambitious, willing to travel. Disc and photo available. Box 233, BROADCASTING.

Announcer—Ambitious. Wants break in TV, AM or FM. For position. Address, where now. Some college, APFS, grad- uate school of Radio, Chicago, Box 224, BROADCASTING.

Ideal place—mild climate—413, 5

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BROADCASTING • Telecasting
Texas Disaster

(Continued from page 19)

listeners, KPRC had fed to NBC by Thursday noon 12 on-the-spot descriptions of the tragedy.

The same station claimed the distinction of having been the first to broadcast news of the explosions. Two wounded at hospitals in Galveston, Houston, Pasadena and other nearby towns. KPRC first undertook this job on its own, Mr. Harris said, and later combined its efforts with those of the Houston Post, with which it is affiliated. Broadcasts over NBC of interviews with Texas Governor Beaumont and Gen. Jonathan Wainwright originated at KPRC.

From another Houston station, KHTH, came similar reports of an outstanding public service job. Ted Hills, KHTH manager, said city police and the Texas Highway Patrol used the station as an unofficial traffic control outlet, warning thrill seekers not to attempt to go to Texas City and directing official relief vehicles to the proper roads to gain swift access to the stricken area. "Literally thousands of appeals for news about missing persons were broadcast for distribution," Mr. Hills said. Station was still devoting full time to the disaster 30 hours after the original explosion. All commercial and early evening programing was dropped (Wednesday and Thursday), and the station operated on a 24-hour daily basis.

High Flyer Explosion

One of the subsequent explosions was heard by many KHTH listeners far from the scene of the explosions of Wednesday and Thursday in Texas City.

Another不同寻常的KCGPoint, Tidwell was giving an on-the-scene broadcast from Texas City when (about 1:12 a.m.) the freighter High Flyer blew up and the resulting thunderous sound was heard over the KHTH microphone. The Mutual network, with which KHTH is affiliated, rebroadcast this on-the-spot reporting of the sound of the High Flyer explosion and Mr. Kaplan's description of it at 11 p.m. last Thursday.

KXY Houston had three newsmen and three engineers in the disaster scene an hour after the first explosion. All broadcasts were handled at first by relay, then by direct wire. The station ped ten broadcasts to ABC, and interrupted all programs to air important information as it came in.

Program director Ted Nabors of KTRH Houston was in Texas City with his station's equipment until 15 minutes after the original explosion and set up broadcast headquarters across the street from the disaster scene. On the ground floor, he set up two broadcast and studio broadcasts describing the disaster and making emergency announcements. KTRH furnished lines, equipment, and an engineer to help station set up KSHW at Shreveport, KRLD Dallas, John Daly of CBS, and Leonard Millar, Washington correspondent of NBC.

KGBV Galveston aired its first broadcast about 6:30 a.m. last Wednesday morning, immediately after the explosion that tore Texas City into shreds. The station followed with its first remote broadcast from Texas City at 12:01 p.m. Wednesday, and by mid-afternoon on Thursday had broadcast 24 remotes. KGBV, a 1 kw day-time independent, asked for and received FCC permission to continue that operation during the emergency.

At another Galveston station, KLUF, the entire staff was placed on 24-hour-a-day duty, and the station announced that it planned to continue 24-hour service as long as conditions would permit until the emergency was over. Emergency messages were given priority. Lists of dead, missing and injured were compiled.

A number of KPAC Port Arthur were interrupted for emergency announcements and instructions from police and official agencies working in the disaster area. Telephoned reports from one of its announcers, Gordon Baxter, who had entered the blast area, were aired by KPAC Wednesday afternoon and evening, and at 4:15 p.m. Thursday. Baxter was representing interviews with persons who had witnessed the original explosion and with the first casualties to arrive at Port Arthur.

KOLE Charters Plane

One hour after the first explosion another Port Arthur station, KOLE, had four newsmen with recording equipment on their way to Texas City in a chartered plane. In addition to sending news back to the station by direct telephone hook-up, the KOLE on-the-scene news staff recorded interviews with city officials, survivors, relief workers and others, and the recordings were flown back to the station every hour and telephoned.

WOAI, NBC outlet in San Antonio, received a request from the network's New York news department at 3:10 p.m. (CST) last Wednesday afternoon to round up an NBC news staff and be ready to broadcast. The NBC news staff was flown to the city and be at the WOAI studios in time to broadcast a spot three hours later on NBC's News of the World (6:15 p.m. CST). Randolph Field, WOAI said, was fortified by an NBC news unit and have to be secured, is 15 miles from San Antonio, which is 200 miles from Texas City.


"The advertising agencies and the sponsors have assumed full control of radio in the aftermath of the tragedy. It is hours of radio time and it is upon their whills that the public depends for the kind of . . . enter- tainment it receives," Mr. Shaw declared.

"Networks and stations must design their own programs, free from advertising pressure and in competition with other stations. This would do away with agency or sponsor control . . . which is unquestionably 'what is wrong with radio' today," he said.

Further, he said, "Advertising must be advertising. But stations should handle that as the newspapers do," Mr. Shaw added.

was engaged for the trip, and Monte Kleban, program and production manager of WOAI, and Jerry Lee, of the station's special events department, made the trip to Texas City, arriving back in the WOAI studios at 6:07 p.m., eight minutes before broadcast time.

Script for their eye-witness de- scription, the Klebans had flown to Galveston from notes made while flying over the devastated area. The story they presented on News of the World was so graphic that Inter- nationals Service picked it up and issued it as a color-release on the explosion.

All four networks flew corres- pondents from New York, Chicago and Washington, D.C., to Texas City, on April 16, and set up lines in the city, almost immediately after the first explosions.

Arthur Gaeth, MBS correspond- ent, who was sent in by the MBS affiliate KLUF Galveston, broadcast a description from the scene at 10 a.m. on April 17. Another MBS broadcast was an

Debate Radio Ills

BRUNO SHAW, New York comment-
ator, debated the question, "What Is Wrong With Texas City?" with New York Daily News Radio Editor Ben Gross in latter's column April 13.

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Unusual Offer

National radio station rep- resentative organization with years of aggressive develop- ment. Large list of stations, including affiliated networks, under contract.

Good opportunity for right parties. For details and financing consult

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D.C. SAN FRANCISCO
James E. Blackburn Mary V. Hamilton
1101 New Hampshire 2323 Fillmore
Washington Ave. San Francisco
National 7405 Eureka 5072

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MEXICAN MISSION
WBAP's Beaty and Saye 
Cover Joint Talks

FARM Editor Layne Beaty and engineer Leonard Saye of WBAP Ft. Worth, journeyed south of the border into Mexico to report on the Mexican-American and Mexican-American problems of the Foot and Mouth Disease Control Commission and also prepared a 14-minute pickup short-wave from XEWW Mexico City for ABC's American Farmer program. The latter venture failed in transmission, however.

From Mexico City the two went to the state of Queretaro where a new Mexican-owned station was reported and made additional wire recordings, highlighted by the sound of gunfire in the background as diseased cattle were destroyed. Menas, Beaty and Saye flew back to Ft. Worth April 8.

WKOX at Framingham, To Make First Broadcast
STAFF composed entirely of former servicemen owns and operates WKOX Framingham, Mass., which begins broadcasting today (April 21) with 1000 w daytime on 1190 kc.

Licensee is the Suburban Broadcasting Co., a partnership made up of Richard E. Adams, James H. Shoemaker and Albert Anderson. Mr. Adams, former Lt. Comdr., USNR, is station manager; Mr. Shoemaker, Jr., also USNR, is commercial manager; Mr. Anderson is a former Navy pilot.

Lee Emmerich, formerly with NBC International Division and in the B-17 pilots, is program director and chief announcer. G. Ellis Mott, another former Navy lieutenant, is production manager and promotion director. Frank Barol, formerly with WDEL and WHDH Boston and an ex-Army man, is chief engineer.

WKOX's women's director is Leslie Congdon Galbraith, formerly on the WBZ Boston region network and women's commentator for CBS, NBC and MBS. Announcing staff includes Stanley R. Berry, formerly with AFRN; William A. Stewart, former Boston freelancer. Engineering is under William F. Kelly and William Y. Baker.

simply because they live in Brockton," Cur-Nan argued. It noted that Plymouth's program plans were prepared by a man who "lives far or fast" from Brockton, and the contest of the Cur-Nan group, and claimed Cur-Nan is in a position to program more in the public interest. Cur-Nan's petition was filed with the FCC by Attorneys Joseph L. Rauch, Washington, and Leon Kowal, Boston.

COMMERCIALS are the subject of this discussion between A. W. Hubler (1), board chairman of Ben-ton & Bowies, and Lyman Bryson, counsel to the Public Broadcasting Board. Talk took place on the CBS Time for Reason—About Radio series. Mr. Hubler said he believes programs and commercials can both be improved—in good taste and effectiveness.

WTCB FLINT WILL BEGIN OPERATIONS APRIL 27
With appointment of Russell Es- sell as sales director rounding out its selection of key staff men, WTCB Flint, Michigan is set to begin station operation April 27 as basic NBC supplementary. Lead-off spot at 7 p.m. has been relegated to Jack Benny program.

Station will operate on 600 kc with operating power of 1000 watts by day and 500 watts by night. Only other commercial outlet in city is WFDF, an ABC affiliate. G. W. Trendle and H. Allen Campbell, co-owners of WTCB, have been associated since 1933 with Mr. Edsall, who takes over his duties April 21. When Mr. Trendle and Mr. Campbell sold their original station, WXYZ, to the ABC network, they began shopping around for other station sites, eventually securing a permit in Flint.

Station co-owners are also major stockholders of both The Lone Ranger and The Green Hornet productions, which are aired on the rival station in Flint.

CBS Plea for a New Trial
In Stanley Case is Denied
JUDGE Roy Rhodes of Los An- geles Superior Court on April 18 denied a motion by CBS for a new trial in action which awarded Jack Stanley, program packager, $25,000 for misappropriation of his program idea.

The network plans to take the case next before the Appellate Court, it was reported. CBS contended that the jury's verdict was excessive and not sustained by evidence. Judge Rhodes ruled, how- ever, that ample evidence had been introduced to support Mr. Stan- ley's claim that his original radio program idea, which had been misappropriated by CBS in a series of 50 Pacific Network broadcasts known as Hollywood Preview.

The original trial Mr. Stan- ley valued his program at $100,000, contending its worth had been de- stroyed by unauthorized use.

WGN Files Petition On 720 kc Applicant
FCC is Asked to Withhold Granting
New Station in Oklahoma
WGN Chicago carried on the clear channel stations' continuing fight against the FCC clear-channel day-time station licensing policy last week with a petition to FCC directed against the application for a new 250-watt daytimer at Wewoka, Okla., on WGN's 720-ke channel.

The petition contended that the application, filed by Louis F. Leuiring and F. F. McNaughton in the name of Seminole Broadcasting Co., be either set for hearing or held pending the outcome of the clear-channel proceed- ings are completed.

The petition was accompanied by an affidavit of Carl J. Meyers, WGN director of new hearings, asserting that under the Wewoka proposal "at times over 5,000,000 people would be deprived of WGN's sig- nal in its primary service area and a large number of people receiving adequate service from the proposed Wewoka station at any time would be less than 300,000 people." The petition was filed by Louis F. Leuiring, Reed W. Hayes and Kennedy E. Griffith of the Wash- ington law firm of Kirkland, Flem- ing, Green, Martin & Ellis, WGN counsel.

Meanwhile, Oklahoma A. & M. College filed notice of intention to intervene in WHAS Louisville's appeal to the U. S. Court of Appeals for the Fourth Circuit in the FCC's grant of a similar daytime station to Oklahoma A. & M. on the WHAS 840-ke clear channel.

The College's grant was for opera- tion of a public interest notice of intention to intervene was filed by Cohn & Marks, Washington counsel, and Mac Q. Williamson, Oklahoma At- torney-General.

Upcoming
April 26-28: NAB Area G Meeting (Districts 4-7), Hotel Roosevelt, Washington.
April 29: Florida Assn. of Broadcasters meeting, Tuttwhiler Hotel, Birmingham, Ala.
April 30-May 1: Radio Farm Directors meeting, Dept. of Agriculture, Wash- ington.
May 1-2: NAB Area F Meeting (Districts 9-11), Hotel Roosevelt, Birmingham, Ala.
May 2-5: Ohio State U. Institute for Education by Radio, Columbus.
May 2-4: Hotel of the Presidents, Waldorf-Astoria, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 13: NAB-ASCAP Joint Negotiating Committee (Waldorf-Astoria)
May 13-14: NAB Sales Managers Execu- tive Committee, Ambassador Hotel, Los Angeles.
May 24-26: Advertising Federation of America's Annual Convention, Boston.
May 26-29: Florida Assn. of Broadcasters, Tuttwhiler Hotel, Birmingham, Ala.
May 31: NAB District 1, Somerset Ho- tel, Boston.
Texas Disaster
(Continued from page 95)

Radio's Strike Role

Leaders of opposing parties in the nationwide telephone company to raise last week as negotiation efforts continued fruitless. Secretary of Labor Lewis B. Schwellenbach used facilities of ABC TV station in an appeal to the public to demand an end of the strike. The following evening Joseph A. Bierne, president of the National Federation of Telephone Workers, replied to the Secretary of Labor on ABC, 8:15-9:30 p.m.

was heard in a five minute on-the-scene pickup from Texas City and during the 11-11:16 p.m. ABC News of Tomorrow broadcast Mr. Edmunds was heard again interviewing a doctor in charge of Red Cross aid at Galveston. Also was heard that evening from 8:30-8:45 p.m. interviewing the mayor of Texas City.

At a Washington correspondent, Tricia Coffin, who flew down to Texas City on the night of April 16, was heard the following morning at 8 a.m., with an eyewitness account of the ruins of Texas City and was heard again at 7 and 11 p.m.

Libel Law Enacted

COLORADO legislation relieving broadcast stations from responsibility in certain cases involving libel was signed by the Governor of Colorado and is now law. The bill specifies that stations are not liable for defamatory statements made during a broadcast unless they have failed to exercise due care to prevent broadcast of the statements. The law relieves stations of liability for defamatory remarks by political candidates and protects speech regarding censorship is prohibited by law.

D. C. COURT TO HEAR WBAL'S FCC CHARGES

FCC's MOTIONS to convene a special three-judge court to hear WBAL Baltimore's charges against the FCC were denied. The court and to dismiss the complaint [Broadcasting, April 7] will be heard before Associate Justice James M. Proctor in U. S. District Court for the District of Columbia this morning (Monday).

Whether the motions will or will not be fully argued at the same session, authorities said, will depend upon the content of the court's ruling. In the meantime, fees of the preliminary injunction which Associate Justice T. Alan Goldsborough granted to WBAL in the same court on Feb. 19 prohibiting, pending litigation, further FCC action on WBAL's renewal application and Drew Pearson and Robert Coles, counsel for the Baltimore clear-channel station's 1000 kc, 50 kw facilities [Broadcasting, Feb. 24].

AAA (Continued from page 16)

to continue "to conduct regular nationwide audience measurements," and expressing belief that advertising agencies "will make extensive use of BMB material to increase the effectiveness of radio advertising and further the welfare of broadcasting." This resolution went on to express the AAA's appreciation to the broadcasters for their support and financing of BMB and pledged continued confidence of the AAA.

The resolution, which was passed after Carlos Franco, Young & Rubicam, and D. E. Robinson, of LaRoche & Ellis had reviewed BMB's accomplishments to date, received added support from J. C. Cornelius, of BBDO, newly elected chairman of AAA, who said, "BMB is not only important, it is necessary."

Announcement was made at an earlier session of a new plan where regional councils and chapters of the AAA will sponsor annual examinations to attract and screen high-calibre young people for advertising.

James H. S. Ellis of the Kudner Agency, New York, and chairman of the Committee on Education & Training for Advertising, explained, explained details of the system. He said that first aptitude tests will be given June 7, with knowledge tests following June 14.

Another member of the committee, John E. Eccooff, of Eccooff & James, Philadelphia, reported on a trial examination held in Philadelphia which covered the basic types of activity that comprise the agency business. He said that Whitney, executive director of the personnel laboratory, explained how the tests were developed and how they are graded.

Radio, Press, Liberty Threat is Denounced

WILBUR FOREST, president of the American Society of Newspaper Editors, declared in Washington last week that freedom of the press and radio is being threatened by overly powerful labor leaders and government bureaucracy.

"We also have the spectacle of a government commission questioning the ability of granting a radio license to a newspaper because of its alleged opinions on race and religion. Is this government censorship?" Mr. Forrest asked after a press opening the ASNE convention.

He disclosed that an ASNE committee has endorsed the State Dept.'s shortwave news broadcasts to Russia after studying summaries of several of the programs. The committee is headed by Hamilton Ownes, editor of the Baltimore Sun.

State Dept. Radio Control Is Changed

Shortwave Broadcasting Under Commerce Committee

JURISDICTION of the House Interstate & Foreign Commerce Committee over international broadcasting was affirmed last Thursday when the State Dept.'s International Broadcasting Board and the Greek-Turkish loan proposal.

The move to bring international broadcasting under the Commerce Committee appeared early in April [Broadcasting, April 7] when Chairman Wolverton introduced a resolution to investigate the FCC. The resolution, it was pointed out that the resolution would curtail the committee's authority over "interstate or foreign communication of energy by radio."

First definition of proper committee jurisdiction on broadcasting matters had come from Senate pro tem Arthur H. Vandenberg (R-Mich.) who ruled in the Senate that the proposal's reference side the proposal was referred to the powerful Interstate & Foreign Commerce Committee under Sen. Wallace H. White, Jr. (R-Be. -)

PRESIDENT OF MEXICO'S VISIT WILL BE COVERED

MEXICAN PRESIDENT Miguel Aleman will be covered thoroughly by radio when he arrives in the United States to return President Truman's recent visit to Mexico.

Representatives of the four networks met with State Dept. officials last Wednesday to discuss details of the coverage. First broadcast will be made at National Airport in Washington, and will be followed by nine others including President Aleman's address to a joint session of Congress on May 1.

N. Y. Child Labor Law

EMPLOYMENT of children under 16 in radio or television performances, except in church or school exhibitions or on amateur programs, is forbidden under a new law signed by Governor Dewey of New York. The law provides that agencies decided the performance is not harmful. The law also affects theatre, circus and motion picture performances.

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At Deadline...

**FCC REVERSES DISMISSAL, ORDERS D.C. HEARING**

FCC REVERSED its March 20 dismissal of Foundation Co. of Washington’s application for 5-kw fulltime station in District of Columbia on 580 kc, 10 kw abetted by WQWW Washington, and called for hearing. WQWW was granted a stay to proceedings. Commission’s order offered no explanation, but officials said reversal was to assure proper procedure. March 20 dismissal (Broadcasting, March 24) came after U. S. Court of Appeals for D. C. upheld FCC’s refusal to set WQWW grant aside at request of Foundation. Officials said Foundation application then should have been set for hearing, not dismissed. Action vacating dismissal was taken April 4 and announced April 18 (Friday). Foundation owners include Elmer Pratt (president), Washington communications attorney, and former former major owner of WINX Washington.

**KJFB SALE APPROVED**

CONSENT given by FCC Friday to sale of KJFB Marshalltown, Ia., for $75,000 from present owners to Times-Republican Printing Co., publisher daily Times-Republican. John Ruan, Robert Root, Joseph Rosenfield and Kenneth Lachen, four sellers, have interest in Independent Broadcasting Co., Des Moines AM applicant, and have FM permit for that city [Broadcasting, Feb. 24].

AFL asked FCC Friday to recommend to Congress that Western Union be taken over by “(a) the AT&T System, or (b) the Government.”

**Legality Questions Stymie Bar Proposal**

QUESTIONS of legality of FCC’s temporary AM expediting plan prompted Federal Communications Bar Assn. committees on proposals to recommend “reasonable” extension of plan beyond May 1 deadline if necessary.

Elsewhere, proceedings were in motion which might precipitate court test of expediting procedure. PCBA Executive and Practice & Procedure committees did vote to ask FCC to consider Line 1 (simpler) and Line 2 (harder) applications together according to channel, instead of present practice of considering Line 2’s alone. Committeeemen split 3-3 on proposed resolution favoring reasonable extension (not over 30 days) of May 1 deadline if Commission unable to process expediting procedure’s workload by then. Dissenters were said to feel recommendation would concede legality of expediting plan even though both resolutions specifically disdain such concession.

PCBA President Reed T. Rollo tried to call new meeting with more committeeemen present to consider extension resolution again, but said Friday afternoon he was unsuccessful in arranging one before he and other Bar officials are slated to meet Tuesday with Commission authorities. Lacking further action, only first resolution will be presented. Leonard H. Marks is chairman of Practice & Procedure Committee which helped draft resolutions.

Meanwhile, court test of expediting plan’s legality seen as possible result of WERC Erie, Pa., petition to have its application to change frequency from 1300 kc to 1350 kc since Feb. 7, 1947, solidated with Community Broadcasting Co.’s application for 1350 kc at Erie, filed before Feb. 7. Under expediting plan, applications filed before Feb. 7 are processed (until May 1) with regard to any filed after Feb. 7.

WERC application and petition, handled by Arthur W. Scharfied of Washington firm of Loucks & Scharfied without mention of expediting procedure, were not filed to provoke court test and developments may preclude one. It was noted WERC was ordered by FCC two days before Feb. 7 deadline to show cause why it should not move to 1450 kc; that this order was based on WLEU Erie petition on file since Dec. 21, 1944, and that issuance of show-cause order Feb. 5 gave WERC no chance to apply for new channel of its own choice before Feb. 7 deadline.

These factors, it was pointed out, may be construed by FCC as entitling WERC to consolidated hearing with other 1350 kc applicant. Also, possibility of court test presumably would be eliminated if FCC failed to act upon Community application before resuming normal licensing.

Commission authorities say authority for expediting plan is implied in Supreme Court’s famed Ashbank-Fetter decision, by references to fact there was then no “cut-off date” for filing applications mutually exclusive with those on file.

**BOB HOPE TOPS LIST IN NEW HOOPER REPORT**

BOB HOPE topped first 15 programs in April 15 Hooperings report. Average evening sets-in-use of 36.2 down 2.3 from last report and up 1.5 from year ago. Average evening rating of 10.0, 1.6 from last report and up 0.5 from a year ago.

Average available homes 78.4, down 1.9 from last report, down 1.1 from year ago. Current total sponsored hour index 69% compared to 72% last report, 75% year ago.


Average daytime sets-in-use 17.6, down 1.6 from last report and 13.7 from year ago. Average daytime rating 4.8, down 0.4 from last report and up 0.4 from 3.9.

Top 10 weekday programs: Ma Perkins (CBS) 8.2, Fonzie Faces Life 7.9, When A Girl Marries 7.9, Andy Away Home 7.6, Kate Smith Speaks 7.3, Young Widder Broke 7.3, The Big Story 7.0, Pepper Young’s Family 6.8, Romance of Helen Trent 6.5, Breakfast in Hollywood PBS 6.4.

**MAY DAY PROTEST**

PROTEST sent to FCC Friday by United May Day Committee of New York on refusal of time by St. Anthony, and several New York independent stations. Committee had requested free time to publicize parade.

R. D. FOSTER, president and general manager, KWTO Springfield, Mo., seriously ill of stomach ailment.

GLENN SNYDER, general manager WLS Chicago, reported in excellent condition after operation for gall bladder condition.

**8 FULLTIME AM OUTLETS AUTHORIZED BY FCC**

EIGHT new fulltime standard stations authorized by FCC Friday for WSOO Sauk St, Maine, Mich., to Feb. 1, 1949, and for following to May 1, 1950: WBEN KXLY KSAL KEFK KFSG KMBC KOIN KRRW KSWO KTMS KTVK KVEC WBBR WDBR WDAY WDEL WDPN WPKN WRNL. New stations will operate on week day to 1 kW fulltime.

**LICENSE RENEWALS**

LICENSE RENEWALS announced by FCC Friday for WSOO Sault Ste. Marie, Mich., to Feb. 1, 1949, and for following to May 1, 1950: WBN KXLY KSAL KEFK KFSG KMBC KOIN KRRW KSWO KTMS KTVK KVEC WBBR WDBR WDAY WDEL WDPN WPKN WRNL. Renewals included auxiliary of KMBC WDBJ WGST WPEN WQANC.

**Closed Circuit**

(Continued from page 4)

rapid communications. Arrangements were handled with FCC inspector by Donald Withycomb, Sunpapers’ director of radio. Sunpapers hold FM and television CP’s and are applicants for AM station.

PARAMOUNT’S desire to be free to have its own television station in New York is not strengthened by recent developments of its Du Mont holding at a sacrifice, as three bidders have already learned. Unless offers get much better, little prospect of movie company pulling out of Du Mont by mid-May, end of 60-day period granted by FCC.

PROPOSED STANDARDS for commercial facsimile to be submitted to FCC approval with the Radio Mfrs. Advisory Committee working in collaboration with principal facsimile inventors and manufacturers.

FCC Friday adopted memorandum opinion and order denying petition of KFI Los Angeles for reconsideration of Feb. 20 grant of special service authorization to WOJ Ames, Iowa, for 1 kw operation from 6 a.m. to local sunrise.

**BROADCASTING**
The Nation's Station acknowledges, with thanks, the dual honors bestowed upon us by the 1946 Committee on National Radio Awards of The City College of New York.

It is gratifying to receive national recognition for our all-over station promotion since sound promotion always has been an important function in our station operation. WLW's promotional activities are basic and twofold: to keep our audience informed of our efforts to provide them with the best in radio service and programming—to keep advertisers and agencies informed of our efforts to provide them with an honest, resultful advertising medium.
Frequency-Modulation radio reception is virtually free from natural static—even thunderstorms do not interrupt.

**FM Radio—another world in listening pleasure!**

It’s as though the orchestra were right in the room with you—and the room suspended in the silence of space. When you listen to music over RCA Victor FM, you hear FM at its finest.

Natural static interference ordinarily caused by thunderstorms does not mar FM radio reception. You are in a world of utter quiet where you hear only the lifelike music. Moreover, you enjoy the same perfect reception day or night.

The vast experience, research and skills at RCA Laboratories, such as aided in the development of RCA Victor FM, are constantly applied to all RCA products, so that each one is always at the top of its field—in design, engineering and results.

So when you buy anything bearing the RCA or RCA Victor name—whether it’s a radio (standard, or FM, or both), television receiver, Victrola radio-phonograph, phonograph record or radio tube, you know you are getting one of the finest science has achieved.


Radio Corporation of America, RCA Building, Radio City, New York 20 . . . Listen to The RCA Victor Show, Sundays, 2:00 P.M., Eastern Standard Time, over the NBC Network.

With the new RCA Victor AM-FM sets you’ll hear FM radio—and standard AM radio too, at their finest. At present there are more than 150 FM broadcasting transmitters; more than 560 FM stations have been authorized by the FCC. Ask your RCA Victor dealer to show you the fine new Crestwood series of Victrola AM-FM radio-phonographs.