QUITE BLUNTLY

WOR GIVES YOU MORE FOR YOUR MONEY IN QUICK SALES IMPACT!

Let's make it plain, hard and clear: Radio advertising does not have to be thought of in four, five or six figures.

In these days of high costs and pared budgets, you, too, can be one of hundreds of WOR sponsors who are selling hairpins and nail polish and snoods and canned soup for less than it costs to buy a quarter-page big city newspaper ad.

That's so. Look...

For the small sum of $500, American, WOR will expose your message, at one daytime period, to 497,461 homes with radios. That, dear sir, brings your cost-per-home to about 1/10 of a cent!

Does this sort of thing boost sales? Listen—

A New York man had a good product to sell. He bought time on WOR. For every $1.00 he spent, $5.00 came back to him. Nice work, eh? WOR can do that for you, too.

If you want more sales, more dealers; if you want to start things humming in 16 great cities of more than 100,000 people each in 7 states, use WOR.

As of today more than half of WOR's billing is based, as far as its sponsors are concerned, on earned sales increases of merchandise sold. In other words, WOR's got to pay through the cash register, or else.

Let's show you how we do it.

Our address is: WOR--that power-full station at 1440 Broadway, in New York
This is the

WELSH FAMILY
of McLean County, Illinois

Ralph Welsh feeding some recently purchased Hereford cattle.

The Welsh family. Standing, Ralph, David and Marion. Seated, 9-year-old Lois, Mother Welsh and Marion's wife, Alice.

Six hundred forty acres of McLean County soil are tilled by the Welsh Brothers, with 300 acres in corn that packs the big 10,000-bushel crib. The Welshs buy feed cattle, like the Herefords shown here, selling 40 head last year, as well as 100 hogs. They also grow oats, soybeans and hay, with considerable pastureland.

Buying and selling livestock, the Welsh family especially appreciates WLS market reports and tunes them in daily. Influence of Dinner Bell Time and other WLS farm information programs is shown in modern methods on the Welsh farm—using hybrid corn for increased yields, supplementing feed grains with minerals, feeding the soil to put back what big corn crops take out.

As the Welshs say, "Dinner Bell on WLS helps us in our farming business, through the depression years and the good, through wet and dry years, through chinch bugs and corn borers. You helped us each time to handle the situation... There is something new and helpful every day."

Farming is a family business and the Welsh "corporation" is headed by Mother Welsh; there are two unmarried sons, Ralph and David; and Marion, whose wife and 9-year-old daughter complete the family in the big stone-block house near Gridley, Illinois.

These are the kind of folks we have focussed our microphones on for 23 years... family- and home-folks who write us a million letters a year to show they like the service and entertainment we broadcast for them. Such service has won their loyalty... loyal listeners are the best possible guarantee of advertising results.

It is catastrophe. This city—one a sunny center of gulf-side trade—is now a shambles.

Lightning-like, Radio did its greatest service in the first agonizing hours of disaster. KPRC’s on-the-spot crew (headed by news chief Pat Flaherty, former NBC correspondent who covered the Philippine invasion) relayed the calls for help that were brought to its microphone.

But today Texas City is coming back! Already new construction rises from the ashes. Thanks to its own fighting heart ... and America’s ready rallying to its own.

Texas City is coming back!

Speedy, accurate, top-flight news coverage of Texas City was no accident. The KPRC news department, headed by Pat Flaherty, is composed of five full-time, experienced newsmen, who make metropolitan Houston their daily beat. The KPRC news department also has its own reporters covering Beaumont, Port Arthur, Austin and Washington.

Moreover, KPRC is the only radio station in Texas powered with all the newspaper-wire facilities of Associated Press.

... All adding up to a top news job every day.
BROADCASTING...at deadline

Closed Circuit

MBS PRESIDENT Edgar Kobak, whose world's largest network grows larger almost daily, is now signing them before they take air. He reports: "Happy Chandler's station will join Mutual just as soon as it is ready to operate." (FCC on May 1 granted Baseball Commissioner and former Kentucky Senator new station on 500 kc with 1 kw (DA) at Versailles, Ky., his home town.)

AMERICAN TOBACCO Co. reported instructed Fosco, Cone & Belding, New York, to buy daily radio shows for Lucky Strikes as fourth cigarette account to start daytime radio. Chesterfields has Arthur Godfrey on CBS; Camels sponsoring segment of new Paul Whiteman Show on ABC; and Philip Morris sponsoring Heart's Desire and Queen for a Day on Mutual.

WHILE recommendations of subcommittees of NAB Standards of Practice Committee were strictly hush-hush at NAB Area D meeting, Chicago, good authority has it that, as presented to full committee in New York May 12, it will constitute radio "ten commandments." Radical departure from old code which stressed idealism of broadcasters, new code will constitute at least seven proposals as regards commercial practices, educational programs, children's programs, prurient programs, controversial issues, mystery programs and religious programs.

WITH EXPIRATION of Commissioner Ray C. Wakefield's present FCC term only six weeks away, it was learned authoritatively Friday that Republican Senator Knowland of California had joined his colleague, New Deal Democrat Senator Downey, in urging California's reappointment for seven-year term. Endorsement not tantamount to nomination but a slight stride to it.

WHITEHALL PHARMACAL Co., New York, reportedly contemplating spot campaign for Vis eye drops through Dance-Fitzgerald-Sample, New York.

COULD IT BE that CBS, which has never gone outside its own bullwhip for its executives, is having difficulty finding new general manager for WCCO, its Twin City 50,000 watter? Since resignation last month of A. C. Jonekly, who joined Northwest Linee Co. as sales vice president, CBS has had stongar arrangement, with Eugene B. Wilkey Jr., as acting manager. Howard S. Meighan, vice president in charge of owned and operated stations, screening prospects and network for first time may go outside its own fold. Last word was no decision had been reached.

INSIDE on FM production: Daily production rate of current FM receiver manufacturers is approximately 5,000 as against 500 year ago. Annual production rate at end of 1946 was 500,000 units as against production (Continued on page 106)

Upcoming


May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.

[Other Upcomings page 93]

Bulletins

BASIS of negotiations between networks and Radio Writers Guild on behalf of freelance writers probable within week. Union and network executives met in New York Friday. Already scheduled for May 18, Guild originally sought to bargain for all freelance writers. Whether networks would agree to such blanket representation unknown, but pre- sumably they will decide to negotiate with Guild on behalf of at least certain type of freelancers.

SERIOUS DAMAGE to Rochester's Radio City, future home of WHAM and WHFM-FM, averted Friday after building was set afire during roofing operations. Six companies responded to alarms and limited damage to $200, according to William Fay, vice president of Stromberg-Carlson Co.

Business Briefly


WJZ REVENUE UP: April national spot revenue of WJZ New York increased 12% over year ago, local revenue up 5%, second highest monthly figure in station's history according to Murray Grabhorn, WJZ manager. Total revenue in April up 9% over April, 1946 and total revenue first quarter of 1947 up 6% over last year, he said.

NEW KYW SPOTS: New spot accounts at KYW Philadelphia includes H. B. S. State Apple Commission (J. Walter Thompson Co); War Assets Adm. (Al Paul Lefton). Metropolitan Life (Young & Rubicam) started news series, renewed musical clock quarter-hour and announcement series.


GULF OIL SHOWS: Gulf Oil Co. buys two quarter-hours, 12:45-1 p.m. Tuesdays and Thursdays of Gordon McVane Show, WNBC, New York, for Gulf Spray and Trac Agency, Young & Rubicam, N. Y.

FCC Orders Hearing on Daytime Skywaves

HEARING on AM daytime skywave—whether it exists and to what extent—ordered by FCC Friday to start June 2.

Meanwhile, Commission "will defer action on all pending applications which seek daytime or limited-time operation on U. S. 1-A or 1-B frequencies." These authorities, said number 181-76 for 1-A's and 105 for 1-B's. Officials said applications already granted: on 1-A's and 121 on 1-B's are not affected. In addition, there are 67 applications and 117 grants for daytime or limited-time use of foreign 1-A's, also not affected.

Hearing will involve formulation of what rules and regulations may be necessary regarding daytime skywave transmissions.

Date of hearing, to be held before Commission en banc or such members as may be present, is same as that set for resumption of clear channel hearing (BROADCASTING, April 7). But it seems certain clear channel resumption will be delayed to July, though probably not later. Clear Channel Broadcasting Service asked Friday for postponement to date "not earlier than Oct. 15" because of recent illness of Louis G. Caldwell, chief counsel, who is recuperating but still confined to home.

(Continued on page 106)

Page 4 • May 12, 1947
This popular, progressive station reaches a rich industrial and agricultural area. It assures its advertisers profitable returns because of its proved listenership—developed through top flight NBC Network Shows and effectively planned local programs.

A STINMAN STATION

Sales Representative

RADIO ADVERTISING CO.

New York  Los Angeles  Chicago  Hollywood  San Francisco
10 YEARS on WDGY

Combined Membership
Totals Over 128,000!

It's a double birthday celebration for the Central Co-operative Livestock Association and the Minnesota Farm Bureau Federation. These two organizations have both been on the air for ten years over WDGY.

The Central Co-operative Livestock Association, one of the largest livestock selling agencies in the world, serves over 70,000 members and patrons in Minnesota. WDGY broadcasts their official livestock news and market reports daily.

With a membership of over 58,000, the Minnesota Farm Bureau Federation has presented the Farm Bureau Program over WDGY for ten years.

West North Central farmers keep tuned to WDGY. . . . it means dollars and cents to them. Reach this immensely wealthy agricultural market cheaply and completely over WDGY, the station that gives you "Minnesota and Then Some."

5000 WATTS 1130 KC

MINNEAPOLIS ST PAUL

WDGY

MELVIN DRAKE CHARLES T. STUART
Vice President & Station Mgr. Pres. & Executive Director
EXECUTIVE OFFICES, STUART BLDG., LINCOLN, NEB.

AVERY-KNODEL INC. NATIONAL REPRESENTATIVES

Page 6 • May 12, 1947
In 1946, the first full year of radio set manufacture for civilian use since the end of the war, U.S. radio manufacturers set an all-time production record.

- What happened to these new sets?
- How many new radio homes resulted?
- What is the effect on total radio listening?
- What are the latest facts on multiple set homes?
- How much higher is total listening in multiple set homes?
- How many sets are now—today—actually in use?

In short, what are the true dimensions of radio today? CBS set out to get the answers early in 1947. Here they are—the results of the largest, most up-to-date survey of radio since the war—new facts of tremendous importance to all advertisers.
1 Total U.S. radio homes today—35,900,000—an all-time peak

Today, in fact, 1 in every 3 U.S. families owns more than one radio...a gain of 89% in multiple set homes since the last comparable survey, three years ago. The figures:

<table>
<thead>
<tr>
<th>Multiple set homes</th>
<th>OEC—1944*</th>
<th>CBS—1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of all homes owning 2 radios</td>
<td>14%</td>
<td>25%</td>
</tr>
<tr>
<td>% of all homes owning 3 or more radios</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Total multiple set homes</td>
<td>18%</td>
<td>34%</td>
</tr>
</tbody>
</table>

*An area-sample survey reported by the Office of Civilian Requirements (WPB)

A further indication of the public's appetite for radio—and one which highlights the companionship which millions of listeners seek and find in radio—comes from analysis of the location of radios in the home. Interviewers found that, while the usual setting for the family radio is the living room, more and more sets are being installed in such important rooms in the family's daily life as bedrooms and the kitchen. The figures:

<table>
<thead>
<tr>
<th>LOCATION OF NEW SETS IN THE HOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location of set</td>
</tr>
<tr>
<td>Living Room</td>
</tr>
<tr>
<td>Bedroom</td>
</tr>
<tr>
<td>Kitchen</td>
</tr>
<tr>
<td>Dining Room</td>
</tr>
<tr>
<td>All Other</td>
</tr>
</tbody>
</table>

2 Today, 93% of all U.S. homes have radios in use

The CBS survey counted only sets actually in operation as of the first two months of 1947, found that 93 out of every 100 families have radios in use. Accordingly, Columbia believes, this figure is a highly realistic estimate of the total number of families being reached by radio today.

How radio families have grown since the 1940 census is shown in this chart:

<table>
<thead>
<tr>
<th></th>
<th>1940</th>
<th>1941</th>
<th>1942</th>
<th>1943</th>
<th>1944</th>
<th>1945</th>
<th>1946</th>
<th>1947</th>
</tr>
</thead>
<tbody>
<tr>
<td>millions</td>
<td>28</td>
<td>29</td>
<td>31</td>
<td>32</td>
<td>33</td>
<td>34</td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

3 Multiple set homes—now 1 in 3—show 89% increase

The number of secondary sets people have bought provides one of the most striking evidences of the public's intense appetite for radio. The new CBS survey shows that today, 9,600,000 U.S. families own two sets; 2,400,000 own three, and 950,000 own four or more. (One Tennessee family visited by the interviewers had a total of 13 sets in operation—four in automobiles and nine in the home.)

4 1 in every 5 families bought a new radio in 1946

The new CBS study shows that 20.5% of all U.S. families bought one or more new radios in 1946. Clearly, the extent of these purchases in a single year is extraordinary testimony of the American people's eagerness to buy new radios, better radios, and more radios.

5 Total home sets bought in 1946: 8,500,000

A good part of the sets manufactured in 1946 supplied the normal inventories of dealers, but 8,500,000—well over half the total production—found their way into U.S. homes before the year was out. (An interesting corroboration of this figure comes from analysis of the Radio Manufacturers' Association data on radios sold last year. Excise
tax figures reported by the RMA indicate a sale of 8,600-150 home radios in 1946—about 1% higher than the finding of the CBS survey.)

And, as was always true before the war, radio purchases cut across all economic and geographic lines in rolling up the huge total for 1946. Distribution of set purchases by prosperous, average, and poor families showed a remarkably even pattern—as did distribution of set purchases by families in rural and urban areas. The figures:

**RADIO SET PURCHASES IN 1946**

<table>
<thead>
<tr>
<th>% of all families in each group</th>
<th>Prosperous</th>
<th>Average</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bought 1 or more radios in 1946</td>
<td>23%</td>
<td>20%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**Urban** | **Rural**
---|---|---|
non-farm | Farm |
---|---|
19% | 22% | 23%

Distribution of set ownership today (including sets bought in 1946) is shown below:

**ECONOMIC DISTRIBUTION**

% of all families in each economic level

- **Prosperous: 98%**
  - Own 1 or more radios
- **Average: 97%**
  - Own 2 or more radios
- **Poor: 96%**
  - Own 2 or more radios

**GEOGRAPHIC DISTRIBUTION**

% of all families in each type of community

- **Urban: 93%**
  - Own 2 or more radios
- **Rural non-farm: 93%**
  - Own 2 or more radios
- **Rural farm: 85%**
  - Own 2 or more radios

**TOTAL PUBLIC OUTLAY FOR NEW RADIOS IN 1946: $330,000,000**

This expenditure, huge as it is, represents only part of the value the public at large placed on radio in 1946. It does not include the cost of repairing the sets that had been out of working order, or the normal electric power costs of operating the nation's radios (the latter item alone usually runs well in excess of $200,000,000 a year).

**TOTAL RADIO LISTENING UP 4,600,000 HOURS PER DAY TO AN ALL-TIME PEAK**

To supplement the quantitative data unearthed by the set ownership survey, CBS asked A. C. Nielsen to undertake a special study of his Radio Index data on listening. The resulting figures, applied to the new CBS findings, provide a relatively new concept in radio listening measurement—total family hours of listening per day. They spell out some of the "hidden values" in radio ownership today.

In total listening hours per day, 1946 was ahead of 1945—the year with the highest previous listening—by 4,600,000 hours. The figures:

**TOTAL FAMILY HOURS OF LISTENING PER DAY**

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1944</td>
<td>120,300,000</td>
</tr>
<tr>
<td>1945</td>
<td>129,100,000</td>
</tr>
<tr>
<td>1946</td>
<td>146,200,000</td>
</tr>
<tr>
<td>1947</td>
<td>150,800,000</td>
</tr>
</tbody>
</table>

All figures in this table are based on Nielsen Radio Index listening data. Radio family figures used are as of Jan. 1 each year from NAB for 1944 and 1945, from BMB for 1946, and from the new CBS survey for 1947.

**THE CBS 1947 RADIO OWNERSHIP SURVEY—WHO MADE IT—HOW IT WAS MADE**

The survey was made by the Market Research Company of America in January and early February, 1947. The sample was set up on an area basis according to new procedures developed by the United States Bureau of the Census.

The purpose of area sampling is to give highly precise estimates by permitting interviewers no choice in the selection of respondents. Households are selected by a random procedure and the interviewer must call back where necessary to insure representation of the designated households. The sample areas in which the interviewing is done are also selected by a random procedure. Over 5,000 households were visited in 200 sample communities and rural areas.

The Bureau of the Census developed and now uses this advanced research method. Its advantage is in eliminating sampling inaccuracies in surveys in which precise numerical measurements are desired.

The CBS study is believed to be the first in which the area method has been employed on a large scale by a commercial organization.
What these new facts about radio mean to all advertisers and agencies:

1. *Radio Ownership is at an all-time high*
2. *Multiple Set Ownership is at an all-time high*
3. *Total Radio Listening is at an all-time high*

To long-established radio advertisers, these facts demonstrate anew the solid basis on which their use of radio for promoting goods and services rests today.

To new business enterprises faced with the problems of promoting mass sales, these facts reveal (perhaps for the first time) the striking opportunity which radio offers for reaching and influencing people.

To all elements of the business community, these facts affirm that radio advertising today is a better investment, in terms of sales-per-dollar opportunities, than at any time in its history.

The Columbia Broadcasting System
Feature of the Week

WHEN BILL BLAKE, of Richmond, Va., came home from the war with a flutiful of decorations and started to build a radio station the whole town (population about 3,000) gave him support.

His station, WRON Ronceverte, a Mutual affiliate, on 1400 kc with 250 w, went on the air last week. And the folks showed again that they're still 100% behind Bill Blake, their war hero, and WRON, their first local outlet.

When authorization to commence operation came through last Monday one of the local telephone operators started calling homes and offices, telling people they'd better listen, because WRON was about to start. In nearby Lewisburg one of Bill Blake's friends—and one of the station's accounts—set up a public address system to spread the news.

The authorization came at 6:53 p.m. Seven minutes later WRON was broadcasting.

Dedication programs were presented yesterday (May 11). In addition to broadcasts from the local studios—which, incidentally, were provided through an arrangement with a sponsor—there were remotes from five neighboring towns which WRON serves: Lewisburg, White Sulphur Springs, Union, Alderson, and Rainelle. Tentative plans also included a remote broadcast by Gov. Clarence W. Meadows from Charleston and transcribed talks by members of West Virginia's Congressional delegation.

Bill Blake—it's William E. Blake on the construction permit for WRON—brings more than a good war record to radio station operation. Former telegraph editor of the Wheeling Intelligencer, he joined WHIS Bluefield in 1940 and gained experience in continuity (Continued on page 108)

Sellers of Sales

FRIDA BENDER, a New York timebuyer for Foote, Cone & Belding, is not that rarest of individuals—the New Yorker from New York—but she came within 15 miles of that distinction. She was born in Elizabeth, N. J., in 1920.

Miss Bender's family soon corrected this geographical near miss by moving to New York before she started school. In 1938, fresh out of high school, Frida joined William Esty & Co. as correspondence clerk. With her foot thus solidly planted on the bottom rung she began a steady climb up the advertising ladder.

Her first promotion came after a short time with the William Esty agency. Soon after, Miss Bender joined the firm's timebuying department as secretary to the department head. In 1943 she joined Foote, Cone & Belding, New York, as an assistant timebuyer and after brief apprenticeship became a full-fledged one.

Currently Miss Bender and Lillian Selb, head of Foote, Cone & Belding's timebuying department, are engaged in buying radio time for the American Tobacco Co.'s chain break campaign which began April 7 on about 900 stations [Broadcasting, March 24].

Miss Bender also buys time for RKO Radio Pictures, Hunt Stromberg, General Foods (Instant Postum), N. Y. Central Railroad and Meadow Gold Ice Cream.

Despite her professional preoccupation with other people's time, Miss Bender has enough of her own remaining to indulge in her hobbies of wood and plastics carving, knitting and crocheting. She also fashions many of her own clothes.

An attractive, green-eyed blonde, Miss Bender lives with her mother on Long Island. She is especially fond of music. Her favorite tune? "Time on My Hands," of course.
Where else has any other man broadcast his own team's games? What sponsor could afford to pay a name figure like Crosby to do such a job? Name the man who could step into a broadcasting booth cold and do the expert reporting that Bing has done in his two stints at the job. Der Bingle did the sort of a job the fans like, good, accurate reporting of the action, frequent repeating of the score, the number of men on the bases, the outs, the high and low and wide and inside pitches, interspersing a background of intimate chatter about the personnel.

Bing Crosby was flanked by a well-known comedian, who was here to do a benefit show last night. Between the two of them, and those close by in stitches, there was a tremor of nervousness in the famous voice as Bing warmed up to his account of the game. There was a theme of nervousness in the famous voice as Bing warmed up to his account of the game as he idly rocked back and forth in a platform chair. There was a tremor of nervousness in the famous voice at the moment he learned the day phone from Rossy Rows, well. There was a tremor of nervousness in the famous voice as Bing warmed up to his account of the game.

Pittsburgh had the most exciting opening baseball broadcasts in the country when WWSW began its fifteenth year of play-by-play reports on the Pirates — thanks to Der Bingle.

We always have a new reason to say it — when anything worthwhile happens in Pittsburgh, WWSW moves in. Whether it's special event or sports coverage, WWSW makes news and front page stories. We don't rest on our laurels or nap when a contract is signed. Winning the Variety Showmanship Plaque for sports broadcasts didn't hush us — so when N. W. Ayer & Son evaluated the best promotion of football broadcasts in the country, WWSW was again honored last winter with the first prize cup — even though we have been well established in Pittsburgh with 13 years of football broadcasts. Always first in Pittsburgh, we continue to be the magic carpet for listeners and advertisers — with more listeners per dollar. Ask Forjoe & Co. Baseball Broadcasts Co-sponsored by the Atlantic Refining Co. & General Mills, Inc.
The Shenandoah Sales Story
by KFNF

In a single year (5-1-46—4-30-47) these 1126 people—who know KFNF, and KFNF’s audience from personal knowledge and experience—who check their broadcasts and returns on their own radios and cash registers—made this map possible by their purchase of 7,267 commercial ¼ hours of KFNF time, plus hundreds of station break announcements, during the 12 months.

SOME OF THESE 1126 PEOPLE ARE EXPERIENCED TIME BUYERS—MANY ARE NOT—A FEW KNOW NOTHING OF RADIO ADVERTISING EXCEPT THAT IT IS EFFECTIVE—BUT, THERE IS ONE THING THEY ALL KNOW . . .

THEY KNOW THEIR CUSTOMERS HAVE LISTENED TO, AND RESPECTED, KFNF FOR 23 YEARS

If You Want To Sell The Shenandoah Regional Farm Market—KFNF Availabilities Are As Accessible As Your Telephone. Call Frank Stubbs, Shenandoah, Iowa.
NO. 8—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

NATIONWIDE SERVICE!

When we opened our Atlanta Office, nearly ten years ago, one consideration was to save travel. We figured wrong—and we're glad. Currently, Jim Wade, our Atlanta Manager (the gent whose valued visage is vaudevilled above) spends about one-third of his time in traveling to see agencies, advertisers and stations, which is as much as any F & P Colonel, in any of our seven offices. But as usual, the result is the better service you've probably learned to expect from F & P.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net-AFM Pact Beats Congress Action

N. Y. Local Agrees To 20% Average Increase

JUMPING the gun on restrictive legislation designed to halt coercive union practices, AFM last week negotiated an agreement for new one-year contracts with the four nationwide networks covering musicians employed in the New York key city. The unions bitterly opposed the secondary boycott provision of the Hartley measure as well as Senate proposals to curb strikes and other tactics.

While grave doubt continued as to President Truman’s willingness to sign the labor measure, it is felt Congress eventually will invoke the secondary boycott ban. Whether a Presidential veto would be over- ridden this session was conjectural.

James Caesar Petrillo, AFM head, and AFRA have used the secondary boycott effectively, in bargaining with radio, banning of the device comprising the most important part of the Lea Act.

The present omnibus labor legislation is directed at all unions and the “class legislation” charge against the Lea Act cannot be raised.

As employed in radio, the secondary boycott has been invoked to force networks or transcription companies or other suppliers of programs to “pull the plug” on affiliated stations declared by the union to be “unfair.” In several instances networks felt they were forced to discontinue supplying musical programs to individual affiliates declared unfair by Petrillo.

The same general issue was provoked in the recent negotiations of the networks with AFRA.

Four months of negotiations ended last Thursday with this pact. This is the contract that AFM President James C. Petrillo had predicted would be signed and in effect by last Feb. 1 [Broadcasting, Jan. 29].

First steps looking toward peaceful settlement of the whole music situation were taken in the spring of 1946 when NAB President Justin Miller held the first of what was to have been a series of discussions covering mutual problems of broadcasters and musicians.

Since that time Mr. Petrillo has refused to meet further with Judge Keller on the ground that NAB lacked negotiating powers.

Networks and the AFM started discussions early this year in an effort to settle the dispute before Feb. 1, contract expiration date for network key stations in New York, Chicago and Los Angeles. Simultaneous closing date for the three contracts had been arranged by Petrillo in past negotiations.

The agreement, retroactive to Feb. 1, provides weekly wage increases for three classifications of musicians as follows: From $126.50 to $151.80, from $132.25 to $158.70, and from $165 to $191.45. Rehearsal rates are raised from $6 to $7.50, the pay for half-hour broadcasts from $14 to $18 and for hour broadcasts from $18 to $23. A union demand for vacations was not granted.

Union’s Demand

During negotiations last January the union had demanded that its current contract be continued without change in conditions until the Supreme Court rules on the Lea Act, and that pay increases negotiated in that interval be made retroactive to Feb. 1. It was also emphasized at the time that discussions with the networks had no bearing on individual station contracts with union locals.

Senate action on the secondary boycott followed approval the previous day of an amendment restricting union welfare funds and dues checkoffs. AFM President Petrillo was the originator of this “private WPA” innovation, whereby recording companies pay into the union coffers a royalty ranging from one quarter cent to five cents.

FCC Budget Fate Now in Congress

Conferes Are Hearing Plea for Record Appropriation

AN ECONOMY-RENTER House Subcommittee on Appropriations heard testimony of the FCC last Tuesday and Wednesday in support of its plea for a record-breaking peace-time appropriation of $7,300,000, but it will be at least a fortnight before the committee makes up its mind on the extent of the slash it will propose to the full committee, and subsequently to the House. The request is for the fiscal year which begins July 1.

While only sketchy reports could be obtained from the closed sessions of the Committee, it was understood that the FCC experienced fairly easy sailing—easier than anticipated. But this could not be regarded as a harbinger; since practically every agency of Government has been harshly cut—the Interior suffering a 48% trimming.

Rep. John Taber (R-N. Y.), chairman of the full Committee on Appropriations and a dominant influence on its decisions, told Broadcasting late last week that he felt FCC had had too many employees who do too little work and that the Commission should be put on a “businesslike” basis. Indicating that budget cuts will be made to force more economical operation, he asserted that personnel strength in particular will be given close examination as the committee starts “marking up” the appropriation bill.

Chairman Charles R. Denny, who has burned midnight oil working up the Commission’s justifications, bore the brunt of the FCC presentation all day Tuesday, and during Wednesday afternoon. Comm. Ray C. Wakefield, however, presented the case-in-chief in support of the FCC’s proposed telegraph investigation, which would entail an outlay of about $300,000.

Chairman Richard B. Wigglesworth (R-Mass.) of the subcommittee, an old hand at FCC dealings, put the Commission witnesses through the paces, but not with the verve of years past when he was a militantly minority on the Committee, as its only Republican member. Rep. John Phillips (R-Calif.) was disposed to stoutly defend the FCC. Other subcommittee members were: Charles R. Robertson (R-D. N.), Frederic R. Coutert Jr. (R-N. Y.), Albert Thomas (D-Tex), the late Claude W. French (D-N.Y.) and George W. Andrews (D-Ala.).

There were questions about personnel, the Blue Book, and the cost of hearings. The fact that the FCC’s request for “regular” activities, amounting to the $7,300,000 figure, is some $50 million excess of the 1944 regular appro...
CBS Gets Campbell, Chesterfield Shows
Billings Will Swell 1947 Gross
By More Than $4,500,000

CBS is scheduled to add more than an estimated four and a half million dollars to its annual billings early in June when two new sponsors, Chesterfield Cigarettes and Campbell Soup, join the network's roster of advertisers.

Liggett & Myers Tobacco Co. (Chesterfield) through Newell-Emmett Co., New York, on June 2 starts sponsorship of three half-hours weekly of the Arthur Godfrey Show 11-11:30 a.m. on CBS Monday, Wednesday and Friday for 52 weeks.

It was understood that part of the Chesterfield deal involved Perry Como, singer, who is under contract to CBS but has been on the Chesterfield NBC show for the past season under a special dispensation. CBS had wanted Mr. Como to return to the network but now that the advertiser has bought three daytime periods on CBS, the network, it is said, had agreed to let Mr. Como continue on the NBC program.

Meanwhile the Campbell Soup Co. has taken the Monday through Friday 7:30-8 p.m. period on CBS. The advertiser will fill the time with Bob Crosby and his orchestra for the first-quarter-hour and Bob Trout and the news on the latter-quarter-hour. Ward Wheelock Co., Philadelphia, is the agency.

Golden Gate Spots
GOLDEN Gate Foods Inc., Berkeley, Calif., has launched initial campaign for Gold Coast Preserves with radio spot announcements and other media, through Botsford, Constantine & Gardner, San Francisco. Advertising program is concentrated in northern California.

Coca-Cola Considers
COCA-COLA Co., New York, is currently looking over three shows for sponsorship this fall. Advertiser expects to return to radio providing the near-rations ease by fall. It was understood that the company will buy time on CBS.
CBS Not to Abandon Video Activities

Net Discounts Rumors; Plans to Seek TBA Re-Admission

CBS is preparing to apply for re-admission into Television Broadcasters Assn., it was learned last week. The move, which is being made in concert with the majority of television interests, with whom CBS had joined to organize TBA only to break away when they would not go along with the immediate adoption of UHF color television standards, did much to allay fears that CBS was going to cut its video activities to the bone if not pull out of television altogether.

These fears arose from the network's sudden action of May 2, when a large group of video revenue-tendering studio production personnel were notified of their dismissal as of May 11. At that time, CBS said, it would end all studio broadcasts, "concentrating our efforts on those being on actuality broadcasts, such as sports and special events."

Network also said that it was "ceiling research activities drastically in the present economic situation." This undoubtedly referred to the testimony of CBS President Frank Stanton before the FCC last week, when he said that CBS had spent some $2,000,000 on color research and would halt these experiments if its application for the immediate reimbursement of its expenditures was not granted. Dr. Peter C. Goodmark, CBS director of engineering research and development, who directed and supervised the network's color research, is remaining with the network, however.

Those Leaving CBS

Studio personnel leaving CBS include some of the outstanding program production names in this infant art, such as Ben Feiner, acting program director; Charles Holden, production manager; James McNaughton, art director; and program directors Paul Belanger, Steve Marvin and Philip Booth. All stage hands and many office employees were also let out.

Elimination of studio programs does not mean any curtailment of time on the air, CBS explained. The network announced acquisition of a new, completely staffed and equipped mobile unit, with three image orthicon cameras which will be ready before the end of May to telecast the network's major activities and events. In sports WCBS-TV is adding to its present schedule of the Brooklyn Dodgers home games fights from Ebbets Field and Ridgefield Park Grove, and will also televise the professional tennis matches from Forest Hills under the sponsorship of U. S. Rubber as well as other events.

Three new video educational and cultural series will be launched this month by the station originating at the Metropolitan Museum of Art, the Museum of Modern Art and the Natural History, while another new series will come from the Bronx Zoo. CBS video agenda also lists the Choreography Workshop, and other events of interest to New York televisioners.

Television's Appeal

Move aligns CBS with that part of the industry which believes that television's major appeal, at least for the immediate future, lies in its ability to bring into the homes of set owners visual reports of news and sports events while they are actually happening. This appeal, the argument runs, is stronger than that of radio, which provides pictures as well as sound, but only after the events are over and their outcomes already known.

As radio sets were bought so that their purchasers could hear the broadcast of all the events of the political campaign, so will people buy television receivers for sports and special events, according to this line of thought.

Industry critics of the CBS action point out, however, that to keep the public listening after they had bought radios, broadcasters had developed studio programs of strong listener appeal and they suggest that television broadcasters will have to develop new Video stations, they say, should be increasing their attempts to develop good studio shows at this time instead of dropping them altogether.

What effect the move will have on applicants for television stations throughout the country was anybody's guess last week. Some observers thought it might lead them to withdraw, as many did last year when the controversy over color was raging. Others said that it might encourage small city broadcasters to go ahead more rapidly, as almost any city provides a wide variety of special and sports events which might be televisable.

It is the lack of studio facilities, personnel and talent that has presented the major problem to prospective telecasters, this line of reasoning goes. And these would be eliminated if CBS is correct in its theory that studio shows are not necessary for adequate video programming.

The network's commercial video station, WCBS-TV New York, will lose only one account by the change in policy, the Bristol-McGraw Party Line, which Doherty, Clifford & Shenfield, New York, agency handling the plans to launch the station at the same time on WNBT New York. Another B-M video program, At Home With Tex and Jinx, placed by Young & Rubicam, New York, was scheduled for 8:30-9 P.M. Sun., so by picking up the inter- vening ten minutes this sponsor could have a full hour.

The new, however, is broadcast via NBC's television network, on WPTZ Philadelphia and WRGB Schenectady, as well as WNBT, and there is some question as to whether Party Line could be satisfactorily adapted for network telecasting. Agency last week, however, felt that these details could be worked out and that the shift would soon be made, with possibly one Sunday missed in the move.

Gulf Oil Corp., Pittsburgh, plans to continue, for the present at least, evening shows on the network telecast on WCBS-TV, going along with the station in changing the program's format from a studio presentation with a visible anchorperson to a system of moving pictures and still pictures which can be put on entirely from the studio's film studio. Young & Rubicam, New York, is the Gulf agency.

Senators Ban Slush Funds of Unions

Amendment to Labor Bill Regarded As Blow To Petillo

SENATE VOTED 48-40 Thursday to ban all union-controlled "slush funds" in an amendment to the Labor bill intended to prevent the development of union "rackets."

The amendment would permit welfare funds—such as the one established by James Caesar Petillo from royalties imposed on record companies—only when funds are jointly administered by unions and management. If the amendment became law, presumably the AFM fund would be automatically outlawed.

The amendment also makes illegal extortion and attempts by unions to "shakedown" employers. It prohibits all health and welfare funds solely administered by unions or "unions and their official check on union dues. A similar provision is embodied in the House Hartley bill [Broadcasting, April 14].

The amendment was sponsored by Senators Joseph Ball (R-Minn.), Harry F. Byrd (D-Va.), H. Alexander Smith (R-N. J.) and Walter F. George (D-Ga.).

Earlier, however, the State GOP solidarity was split down the middle by a 44-43 vote against an amendment to restrict the powers of unions in industry-wide contract negotiations. It was the first defeat for the forces of Sen. Robert A. Taft (R-Ohio), chairman of the Senate Labor Committee.

Opposition to both amendments was led by middle-of-the-road Sen. Irving M. Ives (R-N.Y.) who told the Chamber that the proposals would "tear trade unionism apart."

Although he opposes "tough" amendments to the Committee bill, the measure itself, he feels, would be acceptable to the White House. But he told Broadcasting that he is afraid that by the time the bill goes through a conference committee it will be so loaded with "extreme" amendments, that it will be "impossible" for the President to sign it.

Union Responsibility

Senator Ives said that problems such as the broadcasters face in dealing with the AFM can be best solved by creating conditions where union "responsibility will be recognized, if necessary, by the force of law."

One of the most important features of the Committee bill, he maintained, is a Joint House and Senate Committee to study basic labor relations problems. He asserted that "we don't know enough about the relationships of management to labor" to pass all-inclusive labor legislation at this time. He said there should be further "expansion" into possible application of anti-trust laws to unions which abuse their power.

Referring specifically to the Petillo union he said that legislation should be patterned to force unions to recognize their responsibility. This, he asserted, would not be served by breaking national unions down into local bargaining groups, such as proposed in the amendment defeated on Wednesday. Real responsibility, he continued, can only be had at a high level.

The Hartley bill, seen by Senator Ives as doomed to veto, would meet practically all the labor needs of the broadcasters. It contains specific provisions against featherbedding, jurisdictional disputes, secondary boycotting, and a cooperative royalty payments on production, and strikes against the "national interest," defined to include radio communications.

Senator Ives declared that the Hartley bill "purports to accomplish which is dubious at this time. . . . We don't know what the potentialities of these restrictive measures may be," he added. "Pressures may arise, with management push-

(Continued on page 92)

Petrillo Case May Revert to La Buy . . .
Columbus Institute Hears Labor Time Issue Debated

By EDWIN H. JAMES

IF CONTROVERSY on industry disagreements was what was desired to stimulate the thousand broadcasters and educators attending the 17th annual Institute for Education by Radio in Columbus, May 2-5, [Broadcasting, May 8], Dr. I. Keith Tyler, Institute's director, realized his desire. Controversy was what they got.

Participants and audience at the Institute numbering 1,113 by official count, heard charges by CIO Carey's managing editor, Mr. Robert E. Kintner, executive vice president of ABC, and Phil Newsum, UP radio news editor.

Mr. Kintner refuted Mr. Carey's charges. He said that liberal commentators were disappearing from the air, pointed to his own network's list of newsmen as representing widely different shades of political thinking. In four major areas, said Mr. Kintner, ABC and he believed, other networks as well were giving labor a "fair shake." In news programs, he said, labor stories were reported factually; the ABC policy on commentators was to maintain a balance among viewpoints to permit individual commentators freedom of expression. In special events, he said, labor had been given "adequate representation," and ABC, he said, was ready to sell time to labor as well as to give it sustaining time.

Mr. Newsum pointed to the UP's standing rules that all sides of labor stories must be presented. He gave examples of UP coverage of labor stories and said that the service took the strongest measures to assure impartial presentation.

Among the anti-labor commentators whom Mr. Carey had enumerated as being on the air was Upton Close. Edgar Kobak, president of ABC, said that the conservative commentator had been off the air for four months. Mr. Kobak enunciated the common (Continued on page 59).

Marshall Fights for State Dept. Radio Budget

Hope Seen for OIC Funds As Congress, Industry Soften

SECRETARY OF STATE George C. Marshall last week brought his heaviest guns to bear on Congress in a battle for reinstatement of funds requested by the State Department for its international broadcasting, at least on an interim basis, and significant softening of a Congress which only on Monday completely eliminated the Office of International Information and Cultural Affairs (OIC) from the President's 1948 budget.

In his first radio and press conference since returning from Moscow, Secretary Marshall implied that he thought the government was in the business of disseminating information abroad for the duration of the drive for peace. He declared that the United States is now mobilizing for peace, and for this task the State Dept. needs to be built up rather than "demobilized." Its broadcasting operation, he said, is only beginning, pointing to the International Broadcasting Foundation plan [Broadcasting, March 31], as an indication of the Department's thinking in this direction.

He declared House action on the OIC budget [Broadcasting, May 8] was directly opposite from what is needed. His emphasis apparently belied rumors that a compromise for one-third of the original request of $31,381,220 had been reached.

The Secretary detailed his position to industry and Congress in a high level conference Monday. The meeting brought an agreement from industry (representatives of the seven international broadcasting licensees) as follows:

1. We regard the maintenance and development of international broadcasting as a matter of vital importance to the United States.
2. Private industry cannot finance international broadcasting on the scale required.
3. Thus, if international broadcasting is to be maintained on the scale required by the national interest, the funds for this purpose must be continued by the Government.

4. Continued appropriations to the Department of State should be made until such time as the Congress considers and formulates long-term plans. We urge such Congressional consideration at an early date.

Walter L. Menner's Attitude

Only significant break in the industry line came from Walter L. Menner of World Wide Radio, Inc., Foundation who expressed hope that there will be increased use of private shortwave facilities, including programming. David Sarnoff, RCA president, and Niles Trammell of NBC said they did not share this hope, but anticipated on the contrary that there would be an increased need for government radio service.

Mr. Sarnoff read from a memorandum he had sent to Secretary of State Cordell Hull in 1943 predicting the need for increased international broadcasting by the United States. Walter L. Dunning, Associated Broadcasters of California, declared that the meeting had "proved the point that private industry will not and cannot do the job."

Mr. Trammell doubted that private industry would want to take responsibility for sponsorship of broadcast service.

Telecommunications Conference Opens May 15 in Atlantic City

COMMUNICATIONS experts from 60 nations will gather next Thursday at Atlantic City to open the first postwar International Telecommunications Conferences. Three separate conferences are involved: International Radio Conference, Plenary Joint Telecommunications Conference and World High Frequency Broadcasting Conference.

The Radio Conference, expected to continue at least three months, will be concerned primarily with allocation of frequency bands to various services throughout the radio spectrum. This will require revision of the General Radio Regulations of Cairo of 1938 and appendices.

The plenary joint session is to commence July 1 revising the International Telecommunications Convention of Madrid of 1932. This differs from the technical radio session in that it will consider broad international broadcasting as a matter of international broadcasting as a matter of legal nature.

The Radio Conference will be followed, about Aug. 15, by the high frequency meeting to allocate frequencies among the nations.

First two days of the session—to be held at the Ambassador Hotel—will be devoted to introductions, development of procedures and work assignments to the various committees designated. On Monday, May 19, the committees will approach their individual tasks and the job of hammering out agreements.

One of the biggest questions to...
Comfort

He's the happiest polar bear in Baltimore. The kids swarm down to the zoo on Sunday afternoons ... and all he has to do is splash around in the pool and make 'em happy. Then he gets fed.

Pretty soft!

But there are other equally effortless ways of getting by ... even in business.

Take radio advertising in Baltimore, for instance. To get things done in this sixth largest city without a lot of sweat and bother, simply jot down the call letters W-I-T-H for that next list.

W-I-T-H is the independent station that delivers more listeners-per-dollar-spent than any other station in town. What's more, Baltimore is a five-station town.

Then you'll be able to sit back and take it easy in Baltimore, too ... just like that white bear!
Chicago Gathering
Asked to Counter
Radio Critics

By FRED SAMPLE

DEMAND for a united front against industry criticisms through better programming and opportunity for free expression without fear of FCC censorship was voiced by 175 broadcasters from NAB Area D (Districts 8, 9, 11), meeting Thursday and Friday at the Palmer House, Chicago.

In his welcoming address Leslie C. Johnson, general manager of WHBF Rock Island and District 9 director, told broadcasters it would be a "grass roots meeting" on fundamental issues.

Speaking on public relations, Merrill Lindsay, WSOY Decatur, Ill., said radio had suffered a sting ing rebuke in its feud with Fred Allen and that "it is time for the industry in general to grow up mentally." This type of criticism, he pointed out, has come largely because radio, through Government control and fear of losing its license, has been afraid to come to its own defense. The FCC, he added, should not only give radio the right of free speech but should forget programming as a standard of practice. The listener, he declared, should be the final judge of what constitutes good programming.

Fair of NAB Speaks

Following the luncheon, in which speeches were omitted, Harold Fair, newly appointed NAB program director, said one of the responsibilities facing broadcasters today was improvement of programming. This is true, he declared, not necessarily because of public reaction to poor programming but because of increased competition in the form of hundreds of new licenses of both AM and FM stations.

As a means of combating criticism leveled at radio for its over-emphasis of mystery and crime programs he recommended that broadcasters begin to think about community activities on behalf of juvenile listeners. Sport contests, drama groups and other participation events for children should be sponsored by the station as part of its public service.

Called upon from the floor to express his opinions on the proposed Standards of Practices code now being drafted, Judge Justin Miller, NAB president, said the first interest of such a code is that it must be a barrier of violation of anti-trust or restraint of trade laws. Such a code, he declared, cannot usurp legal authority or inflict civil or criminal punishment. He suggested that the code should be included (Continued on page 105)

Support for Second Study Withheld
At New York

By BRUCE ROBERTSON

DEBATE over a resolution endorsing BMB featured the NAB District 2 meeting May 5-6 at the Waldorf-Astoria, New York, and that occurred so late in final session that it was missed by all but a handful of the district's broadcasters, who adopted the resolution after a vote of 3 to 7.

The resolution commended BMB for its contributions to standardization of station coverage and recommended careful study of data with the hope that additional techniques will be developed.

And Then Silence

As originally read by Arthur Hull Hayes, WABC New York, chairman of the Resolutions Committee, the resolution included the words and BMB continue the work." Reading was followed by a lengthy silence, with no motion to approve or to disapprove the resolution. When Michael R. Hanna, general manager, WHCU Ithaca, presiding officer as district board member, asked for some action by the group, John S. Hayes, WQXR New York, suggested the meeting did not want to go on record as endorsing the 1948 BMB survey since some broadcasters had not decided whether to sign up for this second study.

The resolution was amended and, after some discussion and an attempt to get the whole thing tabled, the revised statement was adopted. Group adopted the resolution unanimously. These commended the Dept. of Broadcast Advertising, Director Frank Pellegrin, his staff, and the various committees; commended Mr. Miller and other NAB members for meeting arrangements, petitioned the NAB board to "make every effort to correct the unconstitutional principles set forth in the Mayflower report"; urged the NAB board and officers to establish and promote local employee-employer negotiations; cited the "disturbing effect of daylight savings time changes" and urged NAB to cooperate with other industries in promoting uniform time; endorsed BMI and choice of Carl Haverlin as president, pledging him support; commended NAB President Justin Miller for his leadership and for his contributions to the public understanding of the role of broadcasting in the national scene; opposed the 2% cash discount to members.

Two-day meeting opened Monday with a report on NAB activities.

(Continued on page 48)
Now—5000 Watts

EXPANDED COVERAGE
Around the Lake... Across the State and Down beyond the Wabash

960 Kilocycles
Columbia Network

WSBT
SOUTH BEND

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES
Canadian Broadcasters to Meet June 9 at Jasper Park Lodge

PLANS for the 18th annual convention of the Canadian Association of Broadcasters at Jasper Park Lodge, in the Canadian Rockies, June 9-12, are now nearing completion.

Planned on a different basis than previous Canadian broadcasters’ conventions, there will be a minimum of business sessions, and a number of panel sessions on specific topics with panels of experts to discuss topics and answer questions. This will be the first convention at which new honorary president Col. Keith Rogers, CFAT Charlottetown, will preside.

The proposed agenda, subject to changes, will start with a business session on the first morning and afternoon, with luncheon address on employee relations by Richard P. Doherty of CAB. Evening sessions from 8-10 will consist of two panels, on “Press Relations” and “Radio for Retailers.” Second day calls for panel sessions on “Why Radio Sells” and “Postwar Selling,” luncheon address on “Public Relations” by Jim Allard of CAB, and afternoon meeting devoted to the Bureau of Broadcast Measurement with Canadian BBM and U.S. BMB officials presiding. Evening session of second day is annual banquet with Judge Justin Miller of CAB as guest speaker.

Wednesday morning panels will be on “FM” and “Radio Research” with luncheon talk planned on BMI with Carl Haverlin and Bob Burton as speakers. Wednesday afternoon will be annual CAB Administrators’ Luncheon.

KOAM Fulltime May 25
KOAM Pittsburg, Kan., NBC affiliate, originally scheduled to start fulltime operation on May 1, will begin on May 25 instead.

BUILDING A FUTURE

Every house built cuts into the critical shortage and builds a future market... Construction of 2,040 family units during 1946 was a step toward solving the problem in the Nashville area. The $11,118,525 spent for this work helped keep employment high and created a greater potential market for your products... And you can make the most of this sales potential by reaching the large audience who turn to WSIX.

AMERICAN 5,000 WATS
MUTUAL 950 KC

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Jack Burnett Gets Rocky Mountain Network Post

Jack Burnett, commercial manager of KUTA Salt Lake City, has been selected to direct the commercial department of Rocky Mountain Broadcasting Co., of which KUTA is the key station.

Hal Cunningham, former KUTA continuity director and previously on the KALL continuity staff, becomes program director. Other changes and additions are: Burleigh Smith, announcer, former ABC Hollywood staff announcer; Ray Fadel, traffic manager, formerly KLO Ogden; Ed Coffin, continuity writer, formerly KNAK Salt Lake City; Paul Rothemel and Charlene Davis, commercial department; Marjorie Worthen, receptionist; Dorothy Janney, promotion department; Elvira Barnes, traffic assistant; Van Welch, musical staff, formerly KDYL Salt Lake City; organist Charles Parry, staff musician, formerly KSL Salt Lake City musician.

‘Emergency’ Call

PHONE strikes are no obstacle to a nine-year-old listener of WIP Philadelphia. When young Allen Lissy failed to get his Black Hawk Arrowhead offered on WIP’s Tom Mix Show, he decided it was an ‘emergency’ and phoned the Ralston-Purina Co. in St. Louis long distance, twice for good measure. Now Allen has his arrowhead and his Dad has an outsize phone bill.

Golf tournament. Thursday morning session will be concerned entirely with CAB business, and convention is planned to end with luncheon, after which delegates will have time to catch east and west-bound daily trains out of Jasper. Cocktail parties are planned for each evening preceding dinner, with Western Association of Broadcasters, Canadian Marconi Co., and CAB as hosts.

Manufacturers will set up FM broadcasting station at Jasper Park Lodge under special license of Department of Transport, and a committee under Vic George of Whitehall Broadcasting, Montreal, will seed live and transcribed programs to all cabins at the lodge, where various models of FM sets will be installed. Thus an intercommunication system is available to give delegates news and announcements, as well as Trans-Canada network programs in their rooms and cabins, and acquaint them with FM reception, still a novelty in Canada.

This is first CAB convention to be held in western Canada. Convention will have entire Jasper Park Lodge to itself, hotel being opened a week ahead of regular summer season for the CAB.
Now We're 25

It was just a quarter-century ago—May 8, 1922 to be exact—that WCAO established broadcasting standards in the public interest from which it has never deviated.

As WCAO swings into its second quarter-century, it pledges anew to maintain these standards—offer advertisers the friendly, loyal audience of this basic CBS station in the extensive WCAO service area.

WCAO
The Voice of Baltimore
600 Kc. — 5000 WATTS

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY
THE LATIN WAY IN MIAMI

We all feel contentedly snug down here at this end of the line. We think our way of life is most yekeh.

If you want Mahoney of WIOD after 2:30 in the afternoon, and are on the inside, you start phoning his cabana. Fred Borton's secretary at WQAM usually gives a song and dance about a conference, but we all know he's usually fooling around with a boat registered under the name of "Concha".

Katzentine? Well, you might be told he's in court—the only hooker being that the court has a net in the center of it and is green topped and the four walls enclosing it are varicolored Hibiscus that grow in a 15 ft. high planax.

We live near our recreation facilities down here. We take them easily and in our stride. We like our way of life. We don't close up shop exactly as do the Latins for siestas—we just are at different phone numbers from the ones you read in Standard Rate and Data. Our minds aren't closed or clogged with the fearsome aspects of most rat race existences.

When the Season's over our police busy themselves mightily closing up horse books and raiding known gambling houses. In short, our civic morals rise to a very high point during the summer months.

Some of us set aside (by the clock no less) worry hours (a misnomer for they really are thinking hours) and then we plan and plan over WKAT our best Ivory Tower Work is done something like this: How many folks like Western and Folk Music?—How many like opera or symphony?—Would the "hep cats" be pleased to hear a show featuring the old Dixie Land Band?—Aren't the righg guys entitled to hear conservative Henry Taylor and maybe the stock market reports?—Are we serving the liberals well when we offer Lewis and our own Leslie Ballough Bain? How about the kids? Of course, they've got Superman and Hop Harrigan and Captain Midnight. What's wrong with their learning natural history and zoology from our show "The Animal Fair"? Shouldn't they know why a tiger has stripes? And how an elephant uses his trunk? We think so. And so we scan and we scan our whole population and we try to interest them all. We likewise know that people listen to programmes and not to given radio stations and we keep punching away to better our structure programme wise to encompass our community life.

We like commercials. Who doesn't? We usually have some availabilities. Who hasn't? So you can see with all of our Latin way of life, we still have the old eagle eye out for business.

Cast your eyes our way—If we make money, so do you—and in the vernacular, vice-versa. We'd be glad to see any of you down here. Most time buyers seem to think we are more accessible during January and February. We aren't. We're here all the time. The address, of course, is the same old stand: WKAT.

Hasta luego.

A. FRANK KATZENTINE
WKAT

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'BEMMEAD PROGRAM'
Joske Study Lesson Is Applied
In Series at Canton

PRACTICAL application of the 'beamed program technique' as outlined in the Joske Study is being made by Halle Bros. Co., Canton, O., department store, through WHBC Canton.

Although Halle's has previously used advertising media other than radio, they signed Carol Adams, WHBC women's editor, for a daily 15-minute commentary after careful study of her and the station's past record. The initial contract was for 26 weeks and designed to promote Halle's Downstairs Store among homemakers.

One day a week Miss Adams will broadcast from a radio lounge at the Halle store, describing appliance demonstrations and model kitchens and interviewing the demonstrators.

PACKAGE NOW OFFERED
FACSIMILE SUBSCRIBERS
TRANSMITTER EQUIPMENT
Mfg. Co. is now making the facsimile equipment designed by Radio Inventions for delivery to subscribers to the RI Newspaper Publishers Facsimile Service. Arrangement, RI reported, gives the subscriber a complete facsimile package, including scanning equipment, five or six console receivers for both FM sound and facsimile, and the NPFS information service on facsimile operations, for less than $10,000.

General Electric Co. filled a blancket order for RI equipment for members of Broadcasters Facsimile Analysis, group which supported RI's development of a postwar facsimile system, under a special non-profit arrangement. GE's prices for further orders were greatly increased, RI said, with receivers raised from the $744 paid by BFA participants to $1200. Tenco receivers, containing identical facsimile recorders but with some modifications in cabinet design and the sound receiving apparatus, are priced at $885 for NPFS subscribers.

Discussions of Radio 
Feature AFA Parley

Harold E. Fellows Is to Preside 
At Boston Meeting

A RADIO ADVERTISING Departmental will feature the second day of the 43rd annual convention of the Advertising Federation of America at the Hotel Statler, Boston, May 25-28.

Harold E. Fellows, WEET general manager, will serve as chairman, Dr. Kenneth Baker, NAB director of research, will speak on "The People Look at Radio." Mr. Fellows, president of BMB, will present a film release titled "Measuring Radio Acceptance". Frank E. Pellegri, NAB director of advertising, will round out the day's program with a report on "Radio for Retailers." A discussion period will follow the formal reports, with informal debate on the public's reaction to radio retailing.

Montana Meeting

CONCLAVE of the Montana Broadcasters Assn. [Broadcasting, May 5] is slated for Aug. 2-3, according to A. J. Mosby, president of KGVO Missoula. Association members will convene at the Mosby summer home of Flathead Lake, combining business with pleasure. The group has not met since 1940, having been inactive during the war.

Represents Stations

A. M. MARTINEZ, vice president of Melchor Guzman Co., New York, who recently returned from a five week's tour of Central America, announced that his company has obtained the exclusive representation of the following radio stations: TIPG San Jose, Costa Rica; HRN Tegucigalpa, Honduras; HIRI San Pedro Sula, Honduras; TGO-TGGA, Guatemala, Guate-

HIGH COMMAND of the Tobacco Network in North Carolina. Station managers shown are: (front row, l to r) Lester Gould, WNJC Jackson- ville, Allen E. Wannamaker, Tobacco Network president and manager of WGMT Wilson; Louis Howard, WHIT New Bern; (back row, l to r) Fred Fletcher, WRAL Raleigh; Floyd Fletcher, manager of WTOK Durham, which has just joined network; B. S. Hodges Jr., WGTC Green- ville; Leland B. Nelson, WGBR Goldsboro. Victor W. Dawson, manager of WFNC Fayetteville, is not shown.
Mr. John J. Gillin
Radio Station WOW
Omaha, Nebraska

January 31, 1947

Dear John:

The intent of this letter is to make you feel good, and to say, "Thanks for a swell job."

The Skippy Hollywood Theater has been listed on WOW's log for five years now. That in itself, constitutes a pretty strong endorsement of WOW, but I feel something more should be added in the way of appreciation and praise.

People who marvel at the astonishing growth of Skippy Peanut Butter always say, "Yes, but what other advertising do you use?" Even advertising "experts" find it hard to believe that Skippy has become, in such a short time, America's largest selling brand of peanut butter through the use of one radio program once a week.

These people fail to realize the terrific sales power of a sincere, carefully worded presentation addressed weekly to 100 - 15% and even 20% of the entire population - men, women and kids, in the vast area covered by stations such as WOW. We have even had Hoovers of more than 20% on WOW.

The solidly entrenched popularity of WOW opens the doors for us. We are permitted to drop in on Tuesday evening like an old friend. "We give the folks a little parlor entertainment, and they indulgently listen to the unassuming remarks we make about the finest peanut butter ever made. That is all the advertising we do.

But six years ago not one pound of Skippy was sold in your market. Today, according to independent surveys, we are numbered as first by a wide margin.

Is it any wonder we say in a hushed voice -- radio is a great advertising medium, and WOW is a great radio station!

Cordially,

Walter Guild

Walter Guild
TOP 15 HOOPER-RATED
ER ARE ALL ON WTAG *

As are 13 of the next 15

And 14 of the next 15

With a high rating of 34.1 and a low of 17.0

---Buy An Audience Throughout Central New England

RY 1947

National Sales Representatives

WORCESTER 580 KC 5000 Watts

WORCESTER TELEGRAM-GAZETTE
GOOD HEALTH CAMPAIGN

NORTH CAROLINA’s Good Health Campaign which began in November 1946 and ended in March 1947 is evoking widespread praise as one of radio’s outstanding public service jobs and the most extensive peacetime educational public service drive ever conducted in an individual state.

Said Dr. L. G. Green, president of the North Carolina Good Health Association: “... The finest of radio’s national talent, technical facilities, advertisers and management answered the call magnificently. And here in North Carolina our stations—every one of them—took the campaign to their hearts and rendered a public service that will go down in our state’s history. And for all of this, radio asked not one penny.

The people of North Carolina for generations to come will be indebted to radio for blazing the way in the Good Health programs.”

Five-Year Plan

Primary aim of the campaign was to make the people of North Carolina more health conscious and to arouse public understanding and support for a five-year health program, more hospitals and medical personnel. Estimated cost was $48,000,000.

Sparkplug of show business’ contribution was Kay Kyser, a North Carolina native son. Columbia Records donated 15,000 discs of “Carolina in the Morning” with vocals by Frank Sinatra and Dinah Shore and music by Kay Kyser’s orchestra. Every station in North Carolina donated free time valued at more than $250,000. A half-hour broadcast from Hollywood opening the campaign featured many radio and film headliners, including Red Skelton, Ava Gardner, John Scott Trotter, Skinnay Er尼斯 and Randolph Scott.

Appearing on transcribed shows carried by North Carolina stations throughout the Good Health Campaign were Lionel Barrymore, Bob Burns, Fannie Brice, George Burns and Gracie Allen, Bing Crosby, Jimmy Durante, Bob Hope, Dick Powell, Claudette Colbert and many others.

Alan La Vine Heads Sales Unit At KVVC Bakersfield

ALAN LA VINE, formerly account executive of KERN Bakersfield, has been appointed sales manager of KVVC, new 1,000 w Ventura, Calif., station on 1590 kc now under construction. Licensed to Ojai Broadcasting Co., station is expected to be on air about Sept. 1, according to John W. Swallow, vice president and consultant.

Mr. Swallow is also Hollywood radio director of Kenyon & Eckhardt Inc., and for many years was associated with NBC Western Division as production manager. William H. Haupt and Daly Stafford, practicing attorneys of Los Angeles and Covina, are president and secretary-treasurer, respectively, of Ojai Broadcasting Co.

National Guard’s Policy

On Advertising Defended

AN EXPLANATION of the advertising program of the War Dept’s National Guard Bureau in regard to free radio time and paid advertising in other media [BROADCASTING, April 28] has been sent to W. L. Gleeson, KPFO Riverside, Calif. president. Mr. Gleeson wrote a letter protesting the War Dept’s policy in the matter.

“The power of radio in telling the American people about the National Guard’s mission is tremendous,” wrote Maj. Gen. Butler Miltonberger, chief of the Bureau. “... the National Guard is sponsoring National Guard Assembly with Paul Whiteman (over ABC) each Wednesday. We are also running advertisements in several national magazines. Both of these media are being paid from funds of the War Dept.

“The several states, which have the responsibility for organizing and recruiting the units of the National Guard are carrying on this information program through local media. ... I have had particular reports of untiring and unselfish cooperation on the part of radio stations from the Adjutants General of almost all of the states.”
HIGH, WIDE and THEN SOME

The PACIFIC NORTHWEST

WITH ITS MULTI-MILLION DOLLAR MINING INDUSTRY--ITS MULTI-BILLION DOLLAR LUMBER INDUSTRY--ITS MULTI-MILLION DOLLAR OIL INDUSTRY--ITS MULTI-MILLION DOLLAR FARM INDUSTRY...YES, MULTI IS THE WORD FOR THIS TREMENDOUS MARKET

SERVING 2½ MILLION PEOPLE

The PACIFIC NORTHWEST

SERVED...and served well, by

THE XL STATIONS

Box 1956—Butte, Montana
Symons Building—Spokane, Wash.
Orpheum Bldg.—Portland, Oregon
6381 Hollywood Blv'd.—Hollywood 28
79 Post St.—San Francisco 4
The Walker Co., 15 W. 10th St., Kansas City
The Walker Co., 360 N. Mich., Chicago
The Walker Co., 551 5th Ave., New York

Write for our complete MARKETIPS
PACIFIC NORTHWEST BROADCASTERS
ABC Will Duplicate AM Programs on FM; Woods Also Gives Coast AM, TV Plans

ABC PRESIDENT Mark Woods declared at a press conference in San Francisco on May 5 that stations operated by his network will duplicate programming for ABC-owned FM stations. He declared that he expected Jim Bellamy, president of the American Federation of Musicians, would soft-pedal his recent edict prohibiting AM to FM program duplication.

"Mr. Petrillo," he stated, "is beginning to see many of the problems confronting the broadcaster and I firmly believe that he will give in on this matter."

Mr. Woods also announced that ABC would have an FM station operating in San Francisco in the near future.

Queried about plans for ABC's studio setup in key cities of the network's operation, Mr. Woods said his company has just signed with NBC to continue renting studio space for another three years. ABC is using NBC facilities in New York, Chicago, Hollywood and San Francisco.

The ABC top man also declared that KGO's 50-wk transmitter would be operating about the first of next year and that the network would have a television station in San Francisco in about two years.

Mr. Woods was in San Francisco for a meeting with managers of ABC's Pacific Coast stations. With Gale Grubb, general manager of KGO, he viewed the new KGO transmitter site on May 4.

Jim Bellamy Will Manage WWSO Springfield, Ohio

APPOINTMENT of O. R. (Jim) Bellamy as general manager of WWSO, which expects to start in June as a daytime outlet on 1210 ke at Springfield, Ohio, has been announced by Gus Sun, president of Radio Springfield Inc., licensee. Mr. Bellamy was in the sales departments of WSPI, WCKY and WKRC Cincinnati for more than seven years. He is in the Marine Corps as a combat landing officer, and following the war was Ohio representative for the Fred-Wiz radio transcription agency.

Program director of WWO is Virginia Weber, formerly assistant program director of WSPI. Chief engineer is Robert Cory, formerly field engineer for the Raytheon Co. and at one time assistant chief at WING Dayton.

WWSO studios are under construction on the second floor of Springfield's Chamber of Commerce Bldg. General Electric, RCA and Collins equipment will be used.

WMCK on Air

WMCK McKeesport, Pa., 1-kw outlet went on the air April 30 on 1050 kc, and is broadcasting all Pittsburgh Pirate baseball games.

Station's manager, Jack Craddock, sports announcer for 10 years on the Atlantic Network, is giving the play-by-play. WMCK is licensed for full-time operation. George R. Raikes, president of Mon-Yough Broadcasting Co. Inc., is the licensee.

Station plans to have its FM affiliate on the air soon on 105.9 mc with 500 w power.

KOOL to Bow June 15

KOOL Phoenix, Ariz. plans to start operations June 15 with 5 kw on 960 kc, according to Richard E. Goebel, general manager of KOOL and the newly-organized Radio Network of Arizona. Station will be affiliated with Don Lee and Mutual.

To Build at Yuma

CONSTRUCTION of new 1 kw outlet on 1190 kc at Yuma, Ariz., will begin immediately, according to J. R. (Dick) Heath, president of the Sun Country Networks. CP for the regional AM station was granted to the Yumena Broadcasting Co. April 29. [Broadcasting, May 5].

Page 30 • May 12, 1947
Confidence, essential to good putting, is also a basic ingredient in every sale. Weed and Company salesmen have confidence in themselves and in the properties they sell so successfully.

ON TARGET

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
WEEK's Baby

Ntw-born daughter of Peoria, Ill. machinist shared the spotlight with WEEK Peoria when the station opened April 27. The elaborate promotional stunt was tied in with National Baby Week, then in progress. WEEK proclaimed itself 'Peoria's Newest Baby' and a deadline hour was arbitrarily chosen on the 27th; all hospitals were asked to notify WEEK of the first baby to be born after that hour. Mary Claire Eustice put in an appearance about eight hours later, was dubbed the 'Born with WEEK' baby, and given a complete layette by the station. Sixteen other Peoria babies born on April 27 also received gifts from WEEK.

Radio Self-Criticism Is Urged
By Swezey in D.C. Ad Club Talk

PLEA that the radio industry review dispassionately and objectively the criticisms leveled against it and then, with the support of the radio advertiser, seek to correct obvious shortcomings was voiced by Robert W. Swezey, vice president and general manager of MBS, in a talk before the Advertising Club of Washington, D.C., at Hotel Statler last Tuesday.

Mr. Swezey first discussed briefly the various sources of radio criticism, then posed a series of questions as to the apparent reasons for attacks on radio, and finally pointed out how hollow most of the criticism is.

Among the sources, he mentioned the FCC's Blue Book, novels of The Huckster and Aurora Dawn variety, "professedly objective" studies such as Radio's Second Chance by Charles Siepmann and The American Radio by Llewellyn White, newspaper and magazine articles, general public criticism and even the caustic cracks at radio which have crept into stage productions.

Why this flood of criticism? Mr. Swezey asked. "Is radio any worse now than it was a few years ago? Have the habits and customs of the radio audience so changed that the service which radio is providing is less acceptable to them than ten years ago, that they have developed a finer or more sensitive critical faculty with respect to radio?"

Mr. Swezey said he doubted that the severest critic of broadcasting would attempt to maintain that radio today is worse than it was five or ten years ago, but that he believes a changed concept of the obligation of radio had evolved in certain quarters—a consciousness of its growing significance and its astonishing potential in the social life of our people.

"Radio," he said, "has rapidly advanced from a curiosity and a laboratory experiment to an accepted and essential part of the daily life of the average American. The criticism which is currently being directed at radio broadcasting is, of course, actually a compliment to it."

Urging broadcasters to speak out strongly and clearly in their own defense when the criticism is unwarranted ortreacherous but to avoid being annoyed by it, Mr. Swezey observed that seldom do any of the critics attempt to strike at the heart of American radio. "By and large," he said, "they admit, as actually they must if they have any knowledge on the subject, that our American system is so far superior to any that has been conceived and put into practice elsewhere that comparisons are all favorable to us."

Comparing radio with other media of entertainment and expression and pointing out that the faults of other media "are equally, if not more, apparent," Mr. Swezey declared that "radio, because of its phenomenal mushroom growth, has had far less experience in formulating standards than newspapers, magazines, the theatre and even motion pictures."

Elaborating on this point, Mr. Swezey said: "The station owner clearly, in my opinion, has an obligation to broadcast most of the time the programs that most of his people want to listen to. He has, however, a further obligation in the proper interpretation of public service to give minorities in his radio audience an opportunity, proportionate to their numbers, to hear the things they want to hear, and in the widest concept of public service he has an obligation to both groups to give them an opportunity to taste and savor all types of radio programming which are available to the station operator."

Discussing the frequently heard charges that radio is over-commercialized and that it has relinquished its control over programming to agencies and advertisers, Mr. Swezey said he would be naive not to admit that the advertiser has a tremendous influence in American radio today. How could it be otherwise? he asked. "The advertiser's dollar is the life blood (Continued on page 86)
Yes, Casey Beecey (or KCBC, if you prefer) is going places in Des Moines. He’s young, and out to do a job.

For instance, Casey didn’t just go on the air on the assumption that listenership was automatic. He went around and asked people (see clip) what kind of programs they wanted. Having found out what people wanted, Casey obliged by putting it on the air.

Add this sound, local programming to Mutual’s top features and you have Casey’s recipe for more for your dollar in Des Moines . . . Iowa’s first and largest retail market.
Will the buyers' market mean media schedule changes this summer?

What will be the arrival of a real buyers' market this summer mean to the media schedules of national advertisers? Sales executives tell us that competition is returning fast—industry by industry. There is general agreement that this trend will be accelerated throughout the summer and fall.

How will the advent of real consumer resistance affect your customers and prospects?

Here's a typical reaction from a top sales official:

"As soon as salesmen, dealers and distributors give me concrete evidence of a buyers' market, I'll call a meeting to re-evaluate our entire sales and advertising program—I'm almost afraid to plan a vacation this summer!"

The meeting he refers to may mean more advertising for some mediums and less for others as sales executives carefully analyze each market.

Whether held now, this summer or next fall, these will be meetings your salesmen would like to get into—but probably can't. The only answer is to keep your story always fresh in the minds of these key sales executives through a consistent advertising campaign in Sales Management—the nation's only sales magazine.

Radio Advertising's Time Shuffle Worry A Little Less in 1947, Survey Indicates

DAYLIGHT SAVING time semi-annual headache to radio and the advertising industry, is not being observed to quite the same extent this year as it was during the summer of 1946, the Commerce and Industry Assn. of New York Inc. has concluded after making a nationwide survey of states and cities.

Among facts which have led to this conclusion are the following:

Clocks were advanced an hour in several communities in Florida, Louisiana and West Virginia last year, but no towns in these states have reported that daylight saving time has been adopted for 1947.

At the beginning of the 1946 season some towns in Kentucky announced they were going on daylight saving time, but since then standard time has been made official throughout the state.

In Iowa, where both Clinton and Dubuque were on daylight time last year, only Clinton is on fast time this summer.

In Wisconsin a referendum on the adoption of daylight time resulted in a substantial majority against the proposition.

New Station at Scranton, WSCR, Due on Air May 11

WSCR was scheduled to take the air yesterday (May 11) as a 1-kw independent daytime outlet on 1160 kc at Scranton, Pa. Dahl W. Mack, owner of the Scranton Radio and Television Supply Co., is general manager and head of the licensee firm, Lackawanna Valley Broadcasting Co. [Broadcasting, May 5]. Eugene L. Burke, Arlington, Va., is vice president and James J. Docherty, Scranton, secretary-treasurer.

Commercial manager is Joseph W. Dobbs, formerly at WARM Scranton. Frank P. Mansuy, most recently with WENY Elmira, N. Y., is program director. The chief engineer is Malcolm MacMillan, previously with General Electric Corp. and Altec Service Corp., Pittsburgh.

WSCR studios are at 116 Adams Ave.; transmitter is at 1520 N. Keyser Ave. Raytheon equipment and a Lingco tower have been installed. Walker Co. is national representative.

WCAC (FM) On Air

WCAC Anderson, S. C., FM station with studios at Anderson College and Clemson College, is now on the air six hours daily. Owned by Wilton E. Hall who also owns WAIM Anderson and publishes Anderson Independent and Daily Mail, WCAC is broadcasting mostly sports and musical programs on 103.5 mc ERP 33.2 kw. According to Mr. Hall, WCAC plans to broadcast games of Anderson's Class B baseball team nightly.

Twenty-nine states reported that they either had adopted standard time throughout the year by law or that none of their municipalities had indicated an intention to observe daylight saving. These states are: Alabama, Arizona, Arkansas, California, Colorado, Florida, Georgia, Idaho, Kansas, Kentucky, Louisiana, Minnesota, Mississippi, Montana, Nebraska, Nevada, New Mexico, North Carolina, North Dakota, Oklahoma, Oregon, South Carolina, South Dakota, Texas, Utah, Washington, West Virginia, Wisconsin and Wyoming.

In a number of other states, notably in the East and Middle West, the question of daylight saving time is left to individual communities. The local option states include Delaware, Illinois, Iowa, Maryland, Michigan, Missouri, New York, Ohio, Pennsylvania, Tennessee, Vermont, and Virginia.

New England Status

In Rhode Island, where general observance has been the rule for several years, daylight saving time was made official by an act approved April 24, 1946. Three other New England states—Connecticut, Massachusetts, and New Hampshire—are officially on daylight time until Sept. 28, as in New Jersey. Observance will be general throughout Maine also, but on an unofficial basis, the Commerce and Industry Assn. reported.

Bills on daylight saving were reported to be pending in the legislature of California, Florida, Illinois and Minnesota.

British Columbia's legislature has made fast time effective throughout the province until Oct. 26. A number of communities in seven other Canadian provinces—Ontario, Quebec, Saskatchewan, Alberta, Manitoba, New Brunswick and Nova Scotia—report that they will observe daylight saving until Sept. 28.

Wolverine Network New Manager Is Joe Hooker

APPOINTMENT of Joe Hooker, Michigan wartime newscaster, as manager of the Wolverine Network, with headquarters in Grand Rapids, Mich., has been announced by Roy C. Kelley, Wolverine president.

Mr. Hooker's radio career began in the middle 1930's in association with the late Frank McCullough and Robert H. Hooker at Wobbles Radio City, New York.

Since then he has been active in radio sales, production and broadcasting, including major network experience.
You can’t cover California’s Bonanza Beeline without on-the-spot radio

Why? Because the Beeline market—California’s great central valleys plus the neighboring Reno sector—is almost completely surrounded by high mountains. So outside radio stations just can’t get in there with a strong enough signal to sell.

Only with on-the-spot radio can you catch the ear of prosperous Beeline people, whose total retail purchases annually run nearly as high as all of Florida’s.

The five BEELINE stations are located right in the Beeline’s major selling centers. Together, these stations deliver by far the best available radio coverage of this whole bonanza market. Furthermore, each is the favorite station in its own bailiwick. KOH, Reno, for example, has by far the major share of the local audience day and night. Buy the BEELINE stations the way you want—as a group or individually.

*Sales Management’s 1946 Copyrighted Survey

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

KFBK
Sacramento (ABC)
10,000 watts 1530 kc.

KOH
Reno (NBC)
1000 watts 630 kc.

KERN
Bakersfield (CBS)
1000 watts 1410 kc.

KWG
Stockton (ABC)
250 watts 1230 kc.

KMJ
Fresno (NBC)
5000 watts 580 kc.
BIRMINGHAM: Continuing its talk program, the station announced the addition of new personalities to its line-up. Included are: John Outler, Junior; James A. W. Davis; J. C. W. Brown; and J. C. W. Wood. The station also announced the resignation of several personalities: Ralph A. White, J. P. White, and J. W. White.

Sweezy (Continued from page 82)

of American broadcasting." He then emphasized that he knew of no radio network or station which has surrendered its supervisory authority over its advertisers and agencies. "As a matter of fact," he said, "we are generally criticized for too stringent enforcing that authority." Radio, Mr. Sweddy, believes, would be at fault if it failed to see the obvious shortcomings of the industry and to do everything it can to correct them. "On the other hand," he told his Advertising Club audience, "we would be equally at fault if we permitted ourselves to be terrorized by the threats and criticisms of the few, the by bureaucrats, intellectuals, or organized minorities, to the extent that we would surrender to them the control of the air which we hold in trust for the American people.

In Mr. Sweddy's opinion "freedom of the air is no less sacred to the American people or to any other people than freedom of the press... As a matter of fact," he observed, "it becomes more important year by year and, with technological developments, will probably be a not-too-distant time in which freedom of the air and freedom of the press become one freedom. Eternal vigilance is the price of freedom, whether it be the air, the press, religion or life itself.

Paul White Book

PAUL WHITE'S textbook News on the Air will be published by Harcourt Brace June 1, and may be available in bookstores in August. The book is intended for use by journalism schools and written radio sales to so it may be read aloud.

NORTHERN LEAGUES and Dixie broadcasters at last week's sessions included (1 to r): Leslie Connor, WBRC; John Outler, WSB; Russell Brown, WSB; Jack Williams, WAXY; L. N. D. Jones, WAXY; J. W. Thompson Co., New York; James Woodruff, Jr., WRLB, Standing, Dean Upson, KWKH; Frank Pellegrin, NAB; Harry Stone, WSO; O. W. Jones, WQC; C. O. Langbrooks, Lang-Worth Inc., New York; Happy Quilles, WGHA; Frank King, WMBR.

BROADCASTING • Telecasting
New home of WGN, WGNA (Television) and WGNB (FM)... now under construction.

Chicago’s best known radio station proudly reports on its official Broadcast Measurement Bureau* station audience...

highlighted by:

829 nighttime counties in 26 states
433 daytime counties in 13 states
231 nighttime counties exceeding 50% coverage
210 daytime counties exceeding 50% coverage

AND...

of all counties exceeding 50% coverage WGN has 31% more during the day and 13% more at night than any other Chicago station.

*a non-profit cooperative formed by the AAAA, ANA and NAB to measure radio station and network audiences on a uniform basis.
Map Definition

WGN audience maps, based on BMB study of March, 1946, show all counties in which 10% or more of the radio families listen to WGN at least once a week.

- **50% to 100% coverage**
- **25% to 50% coverage**
- **10% to 25% coverage**

**DAYTIME AUDIENCE BY LEVELS**

<table>
<thead>
<tr>
<th>Level</th>
<th>Daytime Families</th>
<th>BMB Station Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% to 100%</td>
<td>3,517,120</td>
<td>2,506,710</td>
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<tr>
<td>25% to 50%</td>
<td>767,110</td>
<td>253,500</td>
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<tr>
<td>10% to 25%</td>
<td>747,250</td>
<td>123,140</td>
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<tr>
<td>TOTALS</td>
<td>5,031,480</td>
<td>2,883,350</td>
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</table>
NIGHTTIME AUDIENCE BY LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Nighttime Families</th>
<th>BMB Station Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>50% to 100%</td>
<td>3,670,250</td>
<td>2,856,190</td>
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<tr>
<td>25% to 50%</td>
<td>725,160</td>
<td>267,850</td>
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<td>10% to 25%</td>
<td>1,860,520</td>
<td>277,350</td>
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<tr>
<td>TOTALS</td>
<td>6,255,930</td>
<td>3,401,390</td>
</tr>
</tbody>
</table>
Additional Area Facts of Interest

**POPULATION AND EFFECTIVE BUYING INCOME***
**IN THE WGN COMPREHENSIVE (OVER 50%) AREA**

<table>
<thead>
<tr>
<th>State</th>
<th>Population</th>
<th>Effective Buying Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Illinois</td>
<td>6,644,500</td>
<td>$9,422,969,000.00</td>
</tr>
<tr>
<td>Indiana</td>
<td>1,206,300</td>
<td>1,443,019,000.00</td>
</tr>
<tr>
<td>Iowa</td>
<td>483,500</td>
<td>558,026,000.00</td>
</tr>
<tr>
<td>Michigan</td>
<td>1,215,300</td>
<td>1,524,868,000.00</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,200,000</td>
<td>1,200,000.00</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>2,525,200</td>
<td>2,963,807,000.00</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>12,090,800</td>
<td><strong>$15,917,235,000.00</strong></td>
</tr>
</tbody>
</table>

*Copr. 1946, Sales Management Survey of Buying Power; further reproduction not licensed.

**AUDIENCE BY DECILES**

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Families Daytime Audience</th>
<th>% BMB Penetration</th>
<th>No. of Counties</th>
<th>Families Nighttime Audience</th>
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</thead>
<tbody>
<tr>
<td>90%-100%</td>
<td>1</td>
<td>11,290</td>
<td>90%-100%</td>
<td>7</td>
<td>73,100</td>
</tr>
<tr>
<td>80%-89%</td>
<td>33</td>
<td>262,520</td>
<td>80%-89%</td>
<td>91</td>
<td>1,844,440</td>
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<tr>
<td>70%-79%</td>
<td>89</td>
<td>1,562,370</td>
<td>70%-79%</td>
<td>57</td>
<td>520,700</td>
</tr>
<tr>
<td>60%-69%</td>
<td>57</td>
<td>530,580</td>
<td>60%-69%</td>
<td>45</td>
<td>296,040</td>
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<tr>
<td>50%-59%</td>
<td>47</td>
<td>139,950</td>
<td>50%-59%</td>
<td>31</td>
<td>121,910</td>
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<td>40%-49%</td>
<td>34</td>
<td>100,340</td>
<td>40%-49%</td>
<td>35</td>
<td>80,140</td>
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<tr>
<td>30%-39%</td>
<td>47</td>
<td>116,910</td>
<td>30%-39%</td>
<td>62</td>
<td>147,310</td>
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<tr>
<td>20%-29%</td>
<td>53</td>
<td>77,820</td>
<td>20%-29%</td>
<td>103</td>
<td>94,560</td>
</tr>
<tr>
<td>10%-19%</td>
<td>89</td>
<td>81,510</td>
<td>10%-19%</td>
<td>398</td>
<td>223,190</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>433</td>
<td>2,883,350</td>
<td><strong>TOTALS</strong></td>
<td>829</td>
<td>3,401,390</td>
</tr>
</tbody>
</table>

WGN reaches 33 cities of over 50,000 population... and covers 22, or 7/8 of them, above the 50% level. A complete breakdown of all cities with over 5000 radio families as well as a study of counties by states at the 3 levels is available upon request to WGN's Sales Promotion Department. We will also furnish BMB reprints upon request.
‘Dawn’ Comes Up With Dull Thud

New Radio Novel Called Unforming and Aimless

By EDWIN H. JAMES

AURORA DAWN, by Herman Wouk, Simon & Schuster, New York, $2.75.

THE WRITING of inartistic but earnest novels which draw and quarter advertising practices and practitioners has become irresistible to such a number of the young and restless, all brooding in the unsettled wake of war, that it seems likely to develop the dimensions of a cult. It may be that the period, 1946 and 1947 will come to be as celebrated for this manifestation of mental turbulence as were the ‘20s for mah jong or the early ‘30s for pee-pee golf.

The author of Aurora Dawn, is quite properly self-conscious of his temerity to contribute another voice to this growing library of melancholia. In a preface dated July 1946, he notes ‘the recent publication of more than one novel and those true inner workings of the advertising industry, this story may be said to resemble in setting and certain points of detail, though not, surely, in matter or manner.’ But he hastens to explain that he began the book while serving aboard a destroyer-minesweeper in the Solomons in 1945, presumably before he had a publisher to whom he presented the manuscript to typewritter.

Saved, But Why?

A publishers’ note about the author adds the information that the incomplete manuscript of Aurora Dawn was saved from the subsequent wreck of his ship off Okinawa. That was possibly the most imprudent salvage of the war.

Herman Wouk, the author, has ignored the last 200 years of progress in the novel as a literary form to produce a work which even his publishers, in a dust jacket assessment, confess ‘does sound at times as if it had been written with an ostrich quill in an eighteenth century coffee shop.’ By attempting to imitate the discursive style that was popular in his great-great-great-grandfather’s time, Mr. Wouk succeeds only in conglutinating a thick, gummy prose. A passage from the beginning of a chapter is illustrative:

‘Natural philosophy has reached a stage of progress at which it can predict with some confidence that mixing of certain substances will produce a material capable of deto- nating, to the detriment of the persistence of life and property within a known radius.’

There is doubt that such a sentence would have been admired even in the verbose society of eighteenth-century Fleet St., where two words were preferred to one and the comma was regarded more favorably than the period.

Often Mr. Wouk is not only diffuse but also coy. He writes, in reference to a soap tycoon who is subject to profane tempers: ‘The reader is reminded that quotations of Mr. Marquis’ conversation are inaccurate in so far as they have been pruned of certain interjections which ladies and children could not possibly understand. Color and emphasis are lessened thereby. On the other hand, this volume may be safely left in parlors frequented by youngsters who have learned to read but not to discriminate.’

Mr. Wouk, your greater concern ought to have been for those readers whose discriminatory powers are grown beyond infancy.

It is perhaps revelatory to recall that Mr. Wouk, who before the war was a contributor to the Fred Allen show and, since it, to the Kraft Music Hall and other programs of no more serious substance, comes to the novel fresh from a career in gag-writing, an atmosphere which is not distinguished as an incubator of literary talent. His recourse to what he assumes to be the somewhat broader school of early English fiction may constitute a revolt against the necessarily limited framework in which a radio comedy writer performs. So determined has his withdrawal from his native state that he nervously shies from betraying himself by the use of any techniques with which he is familiar. He even shuns dialogue, a form in which his radio work ought to have made him rather proficient.

At one point, for example, Mr. Wouk conducts those readers hardly enough to have survived the first two chapters into what promises to be a dramatic reconciliation scene between the hero and the heroine, only to duck into the nearest hole at the last moment with the less than courageous ex- cuse, ‘Must we record exactly what Andrew says to her in this interview?’ Having earlier left the readers to devise much of the plot and action out of their own imaginations, this new imposition is no new imposition.

Title Is Name of Soap

In summarizing Mr. Wouk’s book, an effort whichBroadcastingundertakes as a public service to subscribers, thus saving the time which they might otherwise squander by reading the book, it ought to be pointed out at the outset that Aurora Dawn is not the name of a female, as might be expected, but of a roseate soap (‘There Is Nothing Purer Than the Dawn—and the Dawn Is PINK!’)

After finishing the novel, this reviewer had a clearer understanding of the nature of Aurora Dawn than of any of the characters, but will describe the latter briefly, sketchy as his impressions of them are:

Andrew Reale, a promising junior executive in the sales department of the Republic Broadcasting Co., is engaged to Honey Beaton, an Albuquerquer, N. M., beauty who now is a successful model in New York. Miss Beaton, however lovely, has a rival for Mr. Reale’s affections, namely Mr. Wouk.

In the first chapter, while on a train, Mr. Reale encounters an enamelled juvenile toward whom he suddenly acquires the closest thing to passion that occurs in the explain that this parlor car de- bute turns out to be a daughter of Talmadge Marquis, the irascible and domineering owner of Aurora Dawn, and a valued client of Mr. Reale’s network. In fact, by curious coincidence, Mr. Reale is bound on a mission for Mr. Marquis when he meets the tycoon’s daughter. Mr. Beale is en route to engage the services of one Peter Stanfield, a rustic cleric whose homely broadcasts are to become the greatest attraction in radio.

Without remarking in detail on the numerous coincidences and devices which Mr. Wouk uses to tell his story, such as it is, it may be said simply that Andrew eventually jilts Honey for Carol Marquis (for that is the tycoon’s daughter’s name), and Honey turns Stephen, an English, a millionaire banker, but consummation of the union is forti- tuitously prevented by their involvement in an automobile accident at the church. Carol jilts Andrew to marry an artist. Andrew suffers a restoration and finally marries Honey whose marriage to the banker has meanwhile been annulled.

Tirade on Radio

Throughout, Mr. Marquis exists mostly in a high rage, particularly during the period when the book is supposed to be a crisis in the book, when Father Stanfield insists on broadcasting a tirade against radio advertising, which is Mr. Wouk’s device of getting his own sentiments on paper. Grovill and Leach, the partners in the agency which handles the Aurora Dawn account, are tradi- tionally neurotic, Mr. Reale is op- portunistic, Mr. Marquis apoplectic. Does this have the ring of something you have read before?

Andrew and Honey finally move to her uncle’s ranch in New Mexico where they spawn children and presumabky live happily ever after.

The plot would be thin enough even if managed by a talented writer. Mr. Wouk has submerged it so completely beneath his familiar essays that it scarcely is discernible. Indeed Mr. Wouk finds it necessary to excuse his excursions into impertinence midway through the book:

‘... I say here (being minded of it by the reference, in the last chapter, to Aristotle) that I do not expect the kindest critic to mistake such scraps of learning for scholarship. Every author is entitled to take his hobby-horse for a brief canter now and then; mine is a partiality toward the ancients among whose useless works I like to wander like an ignorant tourist in the tombs.’

Mr. Wouk is presumptuous to invite everyone to join him in his uninforming and aimless strolling through the tombs.

MILKING CEREMONY in a giant DC-3 cabin cruiser plane 10,000 feet above Atlanta was broadcast over WGST, CBS Atlanta outlet. Taking his cue from the fairy tale about the cow jumping over the moon, Richard Hull, president of Irwinvale Dairy, pointed out to the audience how “Minnie Quarts,” the cow pictured above, would react when moved at that altitude. He also had in mind the publicity value of the stunt, which was publicized in advance in all public schools, where Minnie, who has her own air-conditioned trailer, is a regular visitor. Jack Colby, WGST announcer from a department store, said Minnie was a bit bewildered at first, but her regular milk quantity was only slightly decreased by nervous reaction.

BROADCASTING • Telecasting

May 12, 1947 • Page 81
Chicago Programs Win 15 Awards in Annual Advertising Contest

Mort Adams Will Direct Flexnit Sales Promotion

MORT ADAMS, former vice president in charge of station relations for the Keystone Broadcasting Co., New York, and prior to that research consultant with Ross Federal Research Corp., has been appointed director of advertising and sales promotion for the Flexnit Co., Inc., New York, (makers of Flexnit youth foundations and Utilastic packaged elastic braid).

With national advertising and distribution on Flexnit foundation being expanded rapidly, Mr. Adams will coordinate and direct all advertising and sales promotion activities. Under his direction Flexnit Co. is planning to use spot radio in several major markets.

*Flash* Replacement

SUMMER REPLACEMENT for Quick As a *Flash* sponsored by Helbros Watch Co., New York. Sundays 8:30-6 p. m. on MBS will be Abbot Mysteries, for 15 weeks. William Weintraub Co., New York, is agency.

Miles Laboratories Inc. Elects Its New Officers

NEW OFFICERS of Miles Laboratories, Inc. (Alka-Seltzer), Elkhart, Ind., were elected at a meeting of the firm's directors April 24. Charles S. Beardsley, who joined the firm in 1926 and became a director in 1934, was named chairman of the board. He served as president of the corporation 1944-1947. Walter R. Beardsley, with Mr. Beardsley Miles Laboratories since 1930 and vice president and director since 1933, was elected president, while Edward H. Beardsley, a former Indiana state senator, was made executive vice president. Edward H. Beardsley also has been with the firm since 1930 and a director since 1936. He became general manager in 1938.

Other officers elected were: Francis E. Compton, vice president; Dr. Walter A. Compton, vice president in charge of medical and research; William E. Koerting, vice president in charge of foreign sales; Walter E. Lerner, secretary; Franklin B. Miles, treasurer; John A. Cawley, assistant secretary; Robert L. Grant, assistant treasurer.

AP Names Kany

HOWARD L. KANY, former news photo editor for the Associated Press in Washington, has been named AP radio representative in the nation's capital. Announcement was made by Paul Miller, assistant general manager and Washington bureau manager of AP.

Realigning General Foods Sales Setup

Mr. McGowan and Mr. Dare Promoted As Fifth Region Is Added

We hate poorish

Quidnunc Quidnunc—is "gossipy" according to Webster

Rambeau

New York Chicago Hollywood

Fordham U. Commercial Radio Series Concludes

THE SERIES of lectures on commercial radio inaugurated last fall at Fordham U., Bronx, N. Y., will conclude during this month with five leading figures in radio and advertising appearing as guest speakers, it was announced last week by William A. Coleman, director, radio division, Dept. of Communication Arts, Fordham U. Speakers and their topics are: Joseph A. Moran, with British and American banks, who will address himself to the question, "What is radio's part in the world of education.

Doughnut Campaign

KRISPY KREME Doughnut Co., Winston-Salem, N. C., has appointed the Herman Halpern Advertising Co. of that city to handle its advertising. Radio spots, musical jingles, newspapers will be used.
The Greeks Had a Way for It

In 490 B.C., news of Miltiades' victory over the Persians at Marathon was conveyed not only by runner, but also by flashes from the shields of Greek warriors.

This latter signal system was the primitive forerunner of the heliograph, but no code system for words had been found practical at that time. Naturally, delivery depended on weather and visibility.

Modern messages delivered by WCBM score a consistent and complete victory over both space and weather. That is why wise time buyers depend on this station to carry the good news of clients' products to the buying population of metropolitan Baltimore.

Baltimore's Listening Habit

WCBM
MUTUAL BROADCASTING SYSTEM
GOEBEL'S BEER SIGNS DETROIT BASEBALL TV

GOEBEL BREWING Co., Detroit, will begin exclusive sponsorship of Detroit Tiger baseball game telecasts on May 23, it was disclosed last week by Goebel's president, Edwin J. A. Goebel.

Carried by WWDT Detroit, the Tiger telecasts will constitute first commercially-sponsored video programs in the Michigan area. A Goebel representative said the firm expects to expand its baseball telecasting as other video stations begin operations in the vicinity.

Goebel also sponsoring AM and FM broadcasts of the Tiger games and the Detroit Lions football games.

Hollywood Productions Opens Office in Chicago

FORMATION of Hollywood Productions Inc. with offices in Chicago was announced this week with R. S. Peterson, former business manager of Schwimmer & Scott Inc., as president.

Hollywood Productions Inc. will act as sales distributor for the entire library of Radio Productions of Hollywood, exclusive of the west coast. Executive vice-president of the new transcription firm is George Allen, president of Soundsie Film Corp.

The firm will offer a library of 7 programs, 15 minutes each, of over 5,000 sides worth, according to Peterson, between $3,000,000 and $4,000,000 on today's market. Chief property acquired by the firm, in addition to music, drama and variety programs, is the Cinnamon Bear series.

New Model TV Set

TELICON CORP. has announced its new Town Club model video receiver for bars, restaurants, clubs, etc. Set is a projection unit with a screen 24 by 16 inches, giving a viewing area of more than 400 square inches, which the company believes is the largest on the market. Cabinet is 73 inches high, 36 inches wide, 31 1/2 inches deep. Receiver is equipped with a push-button channel selector. Set is priced at $1,995, carries a year's guarantee on five-inch projection tube, 90-day guarantees on the other components.

WDRC Assignment

APPLICATION for assignment of license of WDRC and WDRC-FM Hartford, Conn., from WDRC Inc. to The Connecticut Broadcasting Co., parent firm, has been filed with FCC. Officers and ownership remain same and no money is involved in transaction. Connecticut Broadcasting principals are: Franklin M. Doolittle, president and treasurer, 60%; Italo A. Martino, vice president, 20%; and Walter S. Haase, secretary, 20%.

Evans Elected WRS President; Benoit, Conley Named to Board

WALTER EVANS, vice president and general manager of Westinghouse Radio Stations Inc. since 1939, has been elected president of the station subsidiary of Westinghouse Electric Corp. Elevation to the post "comes in recognition of his long and active association with the broadcasting industry," according to Gwilym A. Price, parent company president.

Westinghouse also announced amendment of the WRS by-laws to provide a chairman of the board, with Mr. Price appointed to the position. Mr. Evans continues as parent company vice-president in charge of all radio activities.

Walter E. Benoit, WRS vice president, and J. R. Conley, station manager, have been elected to the WRS board.

Mr. Evans joined Westinghouse in 1921 as a radio operator at KYW, then in Chicago but now in Philadelphia. He served as chief engineer and general manager of KYW; superintendent of all radio operations in charge of technical matters, and vice president and general manager of the stations.

Since 1939 Mr. Evans has been in charge of all Westinghouse radio manufacturing. His responsibilities include industrial electronics, home radio and X-ray divisions of the parent company.

Mr. Benoit joined Westinghouse in 1916 as an auditor, becoming assistant to Mr. Evans in parent company divisions in 1944 and later that year becoming a WRS vice president. Mr. Conley has been WRS station manager since early last year, having joined Westinghouse in 1925. He has managed WOWO and WGL Fort Wayne, and KEX Portland, Ore.

CBS Shows Offered

SECOND issue of the new CBS program news letter mailed last week to agencies and advertisers lists two new dramatic programs, one news offering and a daytime program available for immediate sponsorship. They are: Studio One, heard Tuesdays, 9:30-10:30 p.m.; CBS Is There, of which audition recordings are available; Quincy Home Science News heard Tuesdays, 6:15-6:30 p.m., and Winner Take All, heard 3:30-4 p.m., Mondays through Fridays, and Mondays, 7:30-8 p.m. Latter show is also available as quarter-hour period.

WKZO Line Cut

DIRECT LINE between WKZO Kalamazoo and its sister station, WJEF Grand Rapids, Mich., was cut May 1, the WKZO management has disclosed. However, phone company men rerouted the program line through other channels so that none of shows exchanged between two stations was interrupted. WKZO officials believe the line was sabotaged.

CASH DIVIDEND of 50 cents per share was declared by CBS on May 7 on the present class A and B stock of $2.50 par value.

CLOSE HARMONY is evident in this picture of tenor James Melton meeting a Hollywood sponsor-agency delegation connected with his Harvest of Stars show on NBC. With Mr. Melton (center) are (1 to r): James Gaisford, Los Angeles branch manager, International Harvester farm equipment; Glen Heisch, agency producer; Larry Koenig, Los Angeles branch manager, International Harvester truck division; Neil Reagan, Hollywood radio director of McGann-Erickson, agency servicing International Harvester account.

WCOA Helps Band

PENSACOLA (Fla.) High School's band, district contest winner, was having difficulty raising enough money to go to Miami late last month for the state band tournament, but WCOA Pensacola came to the rescue. Station offered 28 quarter hours free over a two-week period and a citizens' committee sold the time to Pensacola merchants. Each merchant purchasing time was allowed one commercial per show. The band or a portion of the 28 free time periods, and $1,600, more than enough for the Miami trip, was raised.

HOPE SEEN FOR U. S. RADIO MEN IN U.S.S.R.

"A LITTLE PROGRESS" in the future of American broadcasting from Russia was reported by Henry Casady, NBC European news director, in a broadcast from Paris April 29.

Speaking from Paris for the first time since his return from Moscow, Mr. Cassidy said that though conference broadcasting privileges had been cancelled, "the Russians have agreed to re-examine the question of broadcasting and the three resident Moscow correspondents representing American networks have applied directly to Foreign Minister Molotov for permission to resume their work."

American commercial broadcasting, he recounted, came as a revelation to Radio Moscow's personnel who heard it on the two-way shortwave circuit. "They listened with appreciation to Lowell Thomas he said, and hummed the tunes of the Supper Club and they gaped at the quick switches of News of the World. But one thing puzzled them. They wanted to know what Alka Seltzer was (Mr. Cassidy's sponsor). I gave them a tube of it. They filled their glasses, dropped in a tablet, listened to it fizz, drank it down, and decided as good as Caucasian mineral water."

N. Y. Radio School

FIFTH term of the American Theatre Wing's radio division school for professional veterans of the entertainment industry begins May 26 for a 10-week term, with registration May 12-May 16. The production of a radio play under the direction of Earle McGill, the writing courses under Elwood Hoffman and Charles Monroe. Radio acting courses will be offered by Alan Ward and Basil Loughrane. Rogers Bowman has the course in radio technique for singers.
Yes, millions of uncounted, enchanted hours!

That is what Ken Miller's "Assignment Southwest" program of March 11th will bring to hundreds of orphaned children this year, and next, and next, and next... for years and years to come! For, on that day, Ken told his thousands of listeners about the Whitaker State Orphan Home at Pryor, Oklahoma, where a library room without books robbed innocent little victims of broken homes of one of childhood's greatest delights—the fairyland of books! "Would each listener like to send just one book to KVOO to start filling this library?" That was Ken's question.

The answer: Over 8,000 books from 16 states! They came in an avalanche! Bright, new books—cherished, old books! In addition, over 4,000 magazines suitable for permanent reference arrived.

Just one broadcast at 6:15 P. M. did this! In that result we find proof of two things: the great humanity of folk, everywhere, and the ability of a great program on Oklahoma's Greatest Station to reach the people!
A century ago, Yankee Clippers were guided into Boston by the fathomer's chant, "By the Mark..." Today, advertisers also have a guide into Boston. They follow those who already have fathomed Boston's radio channels... the local businessmen.

According to every measurement we've seen in the past decade, these Boston businessmen prefer to "sail"—and sell—"By the Mark...590" (WEEI on New England radio dials).

*The week of November 17, 1946.
†By "local" we mean all business placed by a Boston advertiser or agency on a single station.
During a typical week*, for example, WEEI carried 555 minutes of locally sponsored program, station break, and announcement time—30% more than its closest competitor...49% more than the third station...over twice as much as the fourth station! Even more significant is Boston advertisers' purchase of program time - the "mainsail" of a local radio campaign. WEEI was first with 415 minutes of locally sponsored program time—22% more than the second ranking station...63% more than the third station...177% more than the fourth station!

To make sure you cover all of the "Boston" market—populous eastern New England from Martha's Vineyard to Rockland, Maine—follow in the wake of the men who know Boston radio best—the local businessmen. They steer "By the Mark...590"—WEEI, Columbia's friendly voice in Boston.

*Columbia's Friendly Voice in Boston WEEI
Represented by Radio Sales, the Spot Broadcasting Division of CBS.
New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta
NAB New York

(Continued from page 80)

ties by A. D. Willard Jr., executive vice president. He cited accomplishments of the past year and pointed out that since the NAB's drive against Government interference there has not been a single encroachment by Government on the program or business aspects of radio.

Praise for FM was voiced by all members of a panel discussion Monday morning. Robert T. Bartley, NAB FM director, said FM promises improvement in suppression of noise. Leonard Aesch, WBCA Schenectady, said FM broadcasters could soon expect a profit. He scored agencies for doing too much with television and not enough with FM. "Television's only accomplishment," he said, "is that it has replaced free lunch counters for bar flies in saloons." He warned there would soon be keen competition in FM and possibly three or four new networks.

FM Growth Predicted

John V. L. Hogan, WQXR New York, predicted that in five years FM will be well established, while AM stations sharing channels will be having a harder time and may not even be relicensed because of poor coverage. In addition, he said, there is grave danger that there will soon be no clear channels. J. A. Hirschmann, WABF New York, predicted FM will gradually transplant the other service.

Dr. Kenneth Baker, NAB Director of Research, closed the Monday morning session with a report on the National Opinion Research Center survey.

At the noon luncheon Monday, P. G. B. Morehouse, director of the Division of Stipulation, Federal Trade Commission, urged cooperation between broadcasters and sponsors in putting better commercials on the air, lest listeners become dissatisfied.

Theodore C. Streibert, WOR New York, chairman of the Industry Music Advisory Committee, opened the afternoon agenda with a report that program licenses, cooperative programs and television are the three major points needing clarification before a new contract between ASCAP and the broadcasters is drafted. He expressed hope his committee would be able to submit a new contract to the NAB convention in September.

Mr. Streibert said that since ASCAP has obtained from its members the right to license their music through 1965, his committee and the ASCAP radio committee are exploring the possibility of allowing the new radio-ASCAP contracts to run until that time.

BMI Support Urged

Mr. Haverlin reported on BMI's services to broadcasters. He announced that all but 12 U. S. stations are now BMI licensees, urged broadcasters to unite on all their problems as they did on BMI, predicted equal success if they did. Sydney Kaye, BMI vice president and general counsel, pointed out the dangers of monopoly, the necessity to maintain BMI as a guarantee of competition in the music copyright field. Kolin Hager, of SESAC, said that as far back as 1932 his company's president had outlined the whole industry-owned copyright organization plan in a letter to Mr. Kaye.

Helen Wood, WIBX Utica, presided at the session on advertising, in which Mr. Pellegrin outlined items of his department. Robert Keller, promotion consultant, advised stations to keep timebuyers fully informed of their markets, facilities and programs. Mr. Hayes, chairman of the Standard Rate Card Subcommittee, said the forms drafted by his committee and the AAA had met with general approval.

A discussion of the dual rate situation, conducted by Mr. Pellegrin, concluded with the group unanimously supporting recommendations that where two rates are used they be termed "general" and "retail," not "national" and "local," and that retail rates apply only to individual stores selling direct to the public and not to distributors or chain stores.

Small Station Session

Other rate card problems were discussed at the small market station meeting Tuesday morning, chaired by J. J. Goodman, WJTN Jamestown. James Howe, WCTC New Brunswick, said his station had succeeded in selling programs rather than just announcements by making its quarter-hour rate lower than the cost of three 100-word announcements. Mr. Pelegrin, asked about political rates, recommended charging the general rate, allowing all earned discounts and paying agency commission where business is placed by an agency.

J. Allen Brown, NAB Assistant Director of Broadcast Advertising, praised the work of District 2 in the field of religious broadcasting and in developing ways of getting more spot business.

A discussion of discriminatory political rates was pointed out by Judge Miller in his talk on public relations. "Some Congressmen don't see why they should pay the rates at all," he said. 

"If a license is exempted by the FCC or States, the Congressmen are free to write as themselves," he said. Judge Miller urged broadcasters to take criticism in their stride and to analyze it as a guide to improved broadcasting.

Don Petty, NAB general counsel, suggested broadcasters watch local legislation carefully, reporting to NAB headquarters any developments affecting radio, since legislation adopted in one state tends to be copied by others.

F. H. LaGuardia, former Mayor of New York and head of the AAA, foresaw increased Government control of radio, even if the Republicans win next year. A member of Congress when the original radio law was enacted, he said the law intended that a license should give no vested interest to the licensee but only permission to broadcast under certain conditions. He opposed sanctioning of license transfers and felt that when a license is not renewed, the licensee should not be allowed to sell his station at a premium.

Mr. LaGuardia predicted that in five or six years the support of broadcasting may change from an advertising to a service fee basis, possibly a license fee. He said "the microphone has ruined more politicians than either liquor or women."

Feltis Reviews BMB

Outlining the aims and accomplishments of BMB in its first study and the refinements planned for the second study next year, President Hugh Feltis reported BMB will have exhausted its present funds by midsummer, urged broad- casters to accept union demands in signifying their support for the next study. Already 67 stations have subscribed, he said.

Horace Stovin, a director of BMB, Canadian equivalent of BMB, reported 97% of subscrib- ers to a Canadian survey have signed up for the next one, timed to coincide with that of BMB in the U. S.

D. E. Robinson, La Roche & Ellis, head of the BMB board committee of research, James Nelson, J. Walter Thompson Co.; Charles Franco, Young & Rubicam; Joseph Allen, Bristol-Myers Co., all BMB board members from the AAAA and ANA, told of the value of the BMB reports and agencies citing examples from their own experience, and urged broadcasters to continue the job.

Mr. Feltis said BMB is studying plans of moving audiences to stations as a supplement to the basic total weekly day and night listening figures.

Richard P. Doherty, NAB Director of Employer-Employee Relations, told broadcasters not to accept union demands that might set industry precedents even though they seem not to have any immediate harmful effects locally.

Registration at New York NAB Meeting

A
Bacon, John A., WKBW; Bailey, Bill, PMA; Baker, Kenneth H., NAB; Balch, L., WOR; BAM; Barr, Robert T., NAB; Binham, George, WKB; Bissell, W., WOR; Black, J., WOR; Blackburn, F., WOR; Blackmore, H., WOR; Blackmore, Hamilton, WOR; Bligh, Walter, WWJR; Boland, J., WOR; Bond, J., WOR; Bond, J., WMBO; Burgard, John, WMBO; Burton, B., WOR; Byers, W., WOR; C.
Carlson, G. A., Columbia Recording Corp.; Clarkson, R. J., Columbia Recording Corp.; Compton, Jack M., WOR; Connally, L. M., Inc.; Cronk, Richard, WKIP.
D
Davidson, Walter B., Capital Transcriptions; Derberry, Ed, WCTC; Doer, William Jr., WBR; Doherty, Richard P., NAB; Dorrel, W. Ward, C. E. Hooper Jr., WMBO; Draper, E. & BAU.
E
Feltis, Hugh, BMB; Field, Keith S., WBCA; Grubich, William, WMBO.
G
Gaines, James M., WYBC; Galbreath, E., WYBC; Godwin, A., WOR; Godwin, Charles, MBS, Goldman, M., WQB; Goldberg, W., WMBO.
H
Hager, Karl, WMBO; Hahn, Michael, R., WJCL; Harlow, Boy, BMI Inc.; Haverlin, Carl, BMI Inc.; Hayes, Arthur, WMBO; Heinemann, W., WBCA; Heberer, Miles, N. Y., Dept. of Commerce, to advertisers and subscription sales; Hogan, John, WQXR; Howe, James L., WCTC.
J
Jadassohn, K. A., SESAC; Johnnou, E. M., Mutual, Jones, T., WKIP.

(Continued on page 52)
New Hooper Survey Reveals

INTERMOUNTAIN NETWORK

In INTERMOUNTAIN WEST

4-state, 14-city survey — the largest Hooper area study ever made in the Rocky Mountain West

<table>
<thead>
<tr>
<th>TIME AND DAY</th>
<th>Sets-In-Use*</th>
<th>Intermountain Network</th>
<th>Other Competitive Network “A”</th>
<th>Other Competitive Network “B”</th>
<th>Other Competitive Network “C”</th>
<th>Independents</th>
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<tbody>
<tr>
<td>8:00 A.M. — 12:00 N. Monday thru Friday</td>
<td>22.2</td>
<td>36.0</td>
<td>25.2</td>
<td>18.9</td>
<td>17.1</td>
<td>2.8</td>
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<tr>
<td>12:00 N. — 6:00 P.M. Monday thru Friday</td>
<td>25.0</td>
<td>40.4</td>
<td>31.6</td>
<td>10.4</td>
<td>11.6</td>
<td>6.0</td>
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<tr>
<td>6:00 P.M. — 10:00 P.M. Sunday thru Saturday</td>
<td>37.2</td>
<td>24.5</td>
<td>39.0</td>
<td>23.1</td>
<td>10.8</td>
<td>2.6</td>
</tr>
</tbody>
</table>

**Base—Total Homes Called  
**Base—Sets-In-Use

NOTE: See complete Report for list of stations included in network groups.

This is only part of the amazing Intermountain Network story!  
Ask Avery-Knode for details

THE New INTERMOUNTAIN NETWORK

Concentrated Coverage where the people live
NEWSPAPER PRAISE

IN EASTERN NORTH CAROLINA

Paper Praises Radio

PHOTOGRAPHERS PRAISE for the public service accomplishments of radio in time of disaster is reported from Oklahoma, where the Enid Morning News recently published an editorial commending KCRC Enid for its fine coverage of the Oklahoma-Texas Panhandle tornado. The editorial said, in part: "It was early, complete and helpful coverage of the Woodward tornado disaster which was given to listeners in northwest Oklahoma, north-central Texas and southwest Kansas by Enid's radio station KCRC immediately following the disaster, and a service which will doubtless be appreciated by those who worried minute by minute and hour by hour over the welfare of their friends or relatives in the stricken city. . . . It was an outstanding example of unusual and timely public service in a time of great tragedy . . . ."

MORE TESTIMONY TAKEN IN COMPLEX WGKV CASE

ADDITIONAL TESTIMONY in the complex, long-standing case involving transfers of control and renewal of license of WGKV Charleston, W. Va., was taken by FCC in a further hearing.

Witnesses included as parties to two pending applications for transfers. In one filed in 1943, Worth Kramer, now WJR Detroit program director, proposed to reduce his interest in WGKV from 51 to 40%, with E. R. Custer and R. M. Venable then holding 30% each. FCC later was asked for permission to amend to show Mr. Kramer selling his stock for $30,000, with Mr. Venable then owning 50% and Mr. Custer and E. R. Price having 25% each.

The second application, filed almost a year ago, seeks FCC consent to Messrs. Custer and Price's sale of their combined 50% interest to Mr. Venable for $100,000. A further hearing was based on a petition filed by Mr. Kramer in connection with his application for a new station at Tampa, Fla. [BROADCASTING, March 3]. He pointed out he was in the Navy when earlier hearings were held and said some of the facts relating to his interest in the station and his operation of it differed from facts in the hearing record.

COMELY Miss Doris Hamilton, representing KIUN Pecos, Tex., Mutual affiliate, as "Miss KIUN," was one of the winners in a style show at Pecos. KIUN (1400 kc), Pecos' only station, has been on the air since 1935.
### ELMIRA, New York is soaring in...

<table>
<thead>
<tr>
<th>Category</th>
<th>1940</th>
<th>1946</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail Sales</td>
<td>$29,000,000</td>
<td>$52,000,000</td>
</tr>
<tr>
<td>Industrial Employment</td>
<td>12,797</td>
<td>18,225</td>
</tr>
<tr>
<td>ELMIRA</td>
<td>45,106</td>
<td>49,500</td>
</tr>
<tr>
<td>Chemung County</td>
<td>63,228</td>
<td>79,000</td>
</tr>
</tbody>
</table>

... AND STILL GAINING ALTITUDE!

Now on the air —
A NEW A B C STATION REACHING
OVER 25,000 RADIO HOMES

THE WALKER COMPANY • NATIONAL REPRESENTATIVES

May 12, 1947 • Page 51
WSJS LEADS Day and Night! in the TRI-CITIES

NORTH CAROLINA'S No. 1 MARKET

(Concluded from page 48)

K

L
Lamplos, C. D., Langworth; LeBarron, James W., J. H. McGill, Jr., Co.; Lindsey, Lester W., WNYT, Lounsbury, I. H., WGR.

M
Maccaughtry, Joseph F., Cardinal Co.; Maxman, O. W., KQW, W. K. J., WFSB; Mason, Lon, Transcription Sales; McConnell, James W., WMGO; McCollum, Joseph H. J., H. J. McGill, Jr. Co.; Miller, Ben, NAB; Miller, Don, WCBS; Miller, Justin, NAB; Moore, William L., WBNX; Muhlenhof, N. B., WFS; Myers, W. J., SESAC.

O
Oebbecke, Martin N., WAL.

P
Parsons, W. B., NBC Recording Corp.; Fellers, Frank E., NAB; Petty, Don, AB, Fingers, Pledge, T. A., UP; Pope, Fortune, WHOM; Potter, David, WMAK.

R
Robertson, A. P., WMGC; Robertson, Dr. W., WNYT; Root, E., Dow, WHT; Lohnes; Albertson; Rosen, Irving, R., WHT; Rowley, W., WBNX; Buyder, Everett, WJLM-PN; Rudolph, Rudy, C. P., MacGregor.

S
Sawtelle, Harry, RCA Victor; Sanger, Edward, A., NAB; MSS, Schwartz, William, WGR; Sherwood, Al, Standard Radio; Silliman, Michael M., Keystone; System; Simmons, Arthur, WLIB; Singer, Charles, WMMP; Spitalny, Max, Spitalny & Ash; Stellwitck, Theodore C., WOR, Stuart, Elliott, WIBX; Swift, O. Richard, WCBS.

T

U
Untermyer, Henry, WCBS, Update, Pete, WJUN.

W
Weiss, Pierre, Langworth; Wilder, Harry C., WBYK, Willard, A. D. Jr., NAB; Williams, J. M., AF, Wood, Helen, WIBX; Woods, Sam M., WCBO.

COVERING ECLIPSE

NBC's Ben Grauer Planning

Broadcasts from Brazil

NBC has scheduled four special broadcasts for NBC special events reporter Ben Grauer's reports from Brazil on the total eclipse of the sun on May 17, 19, and 20. During his trip to Bocayuva, Brazil, with the National Geographic Society, U. S. Army Air Forces Mr. Grauer will be heard in a special quarter-hour program from Bocayuva on May 15, 2:15-3:15 p.m. and in two reports on NBC's overseas pickup programs, News of the World on May 19, 7:15 p.m and World News Roundup May 20, 8 a.m.

In a special half-hour program, Mr. Grauer will describe the eclipse and report on scientists' observations on May 20, 8:30 a.m. with rebroadcast on WNBC New York at 11 a.m. Television films of the eclipse will be flown to the U. S. and presented on NBC television outlets within 48 hours.

N.Y. NAB Registration

(Continued from page 48)

WSJS WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NOT a nuclear laboratory or a Spanish hacienda but the studios of WORZ, new station at Orlando, Fla. and first NBC affiliate in Orange County. WORZ operates with its own unique on 740 kc.

They Say...

A HARD-HITTING delegation from Philadelphia won the prize (the 1948 Republican national convention) with a higher bid ... plus an inducement which Chicago could not match; a prospective television audience of millions. Although cash, hotel accommodations and auditorium facilities weigh heavily in the selection of sites for national political conventions, the significance of television should not be overlooked. If something of the spirit of frenzied enthusiasm generated in a national political convention can be transmitted to millions of spectators through the miracle of television, it is obvious that a convention with television facilities will have a big advantage over one which does not have access to the medium.

From editorial, "G.O.P. Picks Philadelphia," in Cleveland Plain Dealer, April 23.

RADIO is fashionably damned for being everything from "mediocre" to "deleterious to public taste" in its commercial policies, which gain the listener access to unlimited entertainment at no cost except that of the electricity needed to operate the receiving set. Nevertheless, the American public prefers the commercial type of radio entertainment to the sponsorless type presented under governmental supervision, as is the case in Britain.

Glenn Shaw, president of Northern California Assn. of Broadcasters and general manager of KQW Oakland, in an address before the Lake Merritt Breakfast Club.

"We DO NOT JOIN with those who fear radio wants to, or is going to put the newspaper out of business. We still have a big interest in radio and are great believers in the value of radio-news cooperation. It is our thought that radio and the newspaper have their own separate fields and complement each other in their service to the public."

William Chandler, associate editor of San Francisco Chronicle, which owned KPO San Francisco until 1933, speaking on special broadcast April 17 in recognition of KPO's 25th anniversary.

WBZ - WBZA SURVEYING AREA FARM AUDIENCES

NEW ENGLAND farm families are showing a greater desire for farm news than ever before, according to Paul Visser, newly-appointed farm director of WBZ Boston and WBZA Springfield. Mr. Visser has just completed a three-week tour of Boston's farming hinterland.

Weather information, he says, is the second most urgent need of the New England farmer. He was told that thousands of dollars worth of crops are saved annually by U. S. Weather Bureau reports as broadcast and published in newspapers.

Mr. Visser met New England's farm leaders at the 19th annual meeting of the New England Radio News Service held May 1 at the Boston studios of WBZ-WBZA.

NBC Ten-Twenty

EIGHT employees of NBC Hollywood will be inducted into network's Ten-Twenty Year Club at dinner May 23. Additions to ten-twenty club are A. E. Fletchton, NBC Hollywood chief engineer, and Alice Tyler, secretary to Sidney N. Strotz, western division vice president. Ten year men include James H. Ford, Silvio G. Bagni, Robert R. Jensen, Floyd A. Eaton, Max Hutto, John E. Storm, Albert Ulrich.

Comedian Subsidy

GAGWriters Institute is conducting a National Laugh Week Foundation has announced a new policy wherein the Foundation has agreed to furnish free material to new, talented comedians of radio and other media. The foundation has also announced its intention of sponsoring the careers of new comics accepted by giving them backing and bookings whenever possible.

Decca Records Net

CONSOLIDATED net profit of Decca Records Inc., for the quarter ended March 31 amounted to $848,118 after provision of $458,079 for income taxes. This profit is equal to 88 cents a share on 776,560 shares of capital stock outstanding at the end of the quarter.

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BROADCASTING • Telecasting

WSJS WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NORTH CAROLINA'S No. 1 MARKET

*Conlan Survey, November 1946

NBC AFFILIATE

REPRESENTED BY
HEADLY-REED COMPANY
FOR ONE-STATION COVERAGE OF THE ENTIRE HAWAIIAN ISLANDS

KULA

Most powerful, only full-time clear channel station in this major market

Hawaii

10,000 WATTS  690 KILOCYCLES  ABC AFFILIATE

SOME HAWAIIAN SURPRISES

SURPASSING ALL THE STATES, THE TERRITORY OF HAWAII WAS FIRST IN EFFECTIVE BUYING INCOME PER FAMILY IN SALES MANAGEMENT ESTIMATES FOR 1946.

Among the 200 leading cities, Honolulu was 40th in population, 37th in retail sales, 22nd in food group sales and 21st in drug store sales. Here is a strong, stable, growing market with completely modern distribution radiating from one major trade center—Honolulu. To reach every part of that market you need only one radio station—KULA. Maintaining mainland broadcasting standards...staffed by popular island radio personalities plus the star attractions of ABC...KULA, with its clear channel and unequalled power, gives you thorough coverage of HAWAII.

PACIFIC FRONTIER BROADCASTING CO., LTD.

STUDIOS—1525 KAPIOLANI BLVD., HONOLULU, HAWAII

For data on the Hawaiian market and rates and details about KULA see

ABC or AVERY KNODEL, Inc., National Representatives

NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

BROADCASTING • Telecasting

May 12, 1947 • Page 53
Ratings on Individual Basis Are Urged

Sets-in-Use Concept Not Fully Adequate For Job

By JAMES W. SEILER
Director of Research, WRC Washington

It has long been recognized in the radio and advertising industry that the standard coincidental telephone survey which produces program ratings based on a sets-in-use concept is primarily a measurement of radio program popularity. In certain metropolitan communities with high telephone ownership it is sometimes used as the best available estimate of audience size, but this practice has often led to serious errors as to the actual number of persons who make up the listening audience.

Two other current forms of radio program popularity measurement, the mechanical recorder installed inside the radio, and the listener diary, largely eliminate the problem of reaching non-telephone homes and rural areas but retain several of the other disadvantages of the telephone method (and add a few new ones) when it comes to the question of estimating actual numbers of persons listening to a specific program or station. In order to estimate actual audience by any of the three methods just mentioned, the following facts are needed for each period measured:

1. Number of sets-in-use among a truly representative sample of homes.
2. Average number of persons actually listening to each set.
3. Amount of listening by other sets (where there is more than one set in the home checked).
4. Amount of outside listening (to office radios, auto radios, and other sets) by residents of the homes sampled who are not home during the checking period.

As can readily be seen, gathering any such amount of information is bound to present problems of extreme difficulty. There is, however, one way in which most of these troubles may be avoided. The solution lies in abandoning the sets-in-use concept entirely and placing the entire matter on an individual listener basis. The sample would then consist of a representative group of individuals, and ratings would reflect actual listening per person at any specified hour.

In effect this would treat the population of an area as a whole instead of dividing it into homes with and without sets, and characteristic differences would be measured. With one stroke it would eliminate all problems of number of listeners-per-set, outside listening, multiple sets, and many additional difficulties encountered in radio measurements today. Telephone and non-telephone homes and urban and rural homes would all be represented in their true proportions in a sample which gave every individual living in the area an equal or known chance of being represented.

Audience Ratings

Ratings obtained from such a representative sample of individuals could immediately be projective upon the entire population of the area measured with no additional data needed. These ratings would not only show program popularity but actual audience to the program. In most cases they probably would be lower than conventional sets-in-use ratings, and this is due to previously unmeasured outside and multiple set listing is included. This is caused by encountering cases of individuals chosen in the sample who were either away from home at the time of the program, or not listening, although the radios in their homes were on during the period measured. (In order to project a raw sets-in-use figure to represent actual audience to a program, every person in every home with a set tuned to the program would have to be listening.)

Listener diary studies could very easily be adapted to this method by placing the diaries in the hands of individuals selected at random from the population of an area with instructions to record only their own personal radio listening. The personal-interview recall method is another possibility, but the use of telephones or mechanical recorders would present problems owing to the difficulty of reaching each individual in the sample and recording only his listening.

WRC Survey

In January 1947 the research department of WRC Washington carried out such a study by personal interview. Five hundred sixty-two persons were selected at random from a Washington City directory (listing all residents of the city); these individuals were located and records made of their early morning listening (between 5:30 and 9 a.m.) on the day of the interview by the roster-recall method. Listening between 8:0-9 a.m. was compared with sets-in-use data available from other studies which immediately brought out the striking differences between the two methods. The example below will illustrate.

Between 8 a.m. and 9 a.m. in Washington a great many persons leave home for work. It is often possible to find homes with radios on at 8 a.m. and seven or eight persons listening. Before 9 a.m. all but one of these individuals may have left for work leaving the radio still on at 9 a.m. but only the home-life listener is represented.

Sets-in-use figures would show the same results for those homes at 8 a.m. and 9 a.m., but WRC's individual listening study would indicate the true picture and show that there is much more listening at 8 a.m. than at 9 a.m. in such cases. The reason this can affect ratings as a whole is shown by a comparison of the WRC figures with a sets-in-use table for the same period (January 1947):

<table>
<thead>
<tr>
<th>Sets-in-use</th>
<th>Actual listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:0-8:15 a.m.</td>
<td>18.7</td>
</tr>
<tr>
<td>8:15-8:30 a.m.</td>
<td>15.3</td>
</tr>
<tr>
<td>8:30-8:45 a.m.</td>
<td>11.3</td>
</tr>
<tr>
<td>8:45-9 a.m.</td>
<td>11.1</td>
</tr>
</tbody>
</table>

There are many arguments for abandoning the sets-in-use concept in favor of the individual listening index. The value of the projectible ratings alone make it well worth considering. Furthermore, valuable market data and other information projectible to the population of the area measured can be obtained at the same time. The method goes right to the heart of the advertiser's problem, which is not how many sets are on, but how many of the people he wants to reach are actually listening to his program. With sufficient sample, white-colored, age, sex, education, income, and any other desired breakdowns can be made.

Disadvantages of the individual sample are that it is not overly adaptable to phone coincidental or mechanical-record methods and tends to be expensive. However, in the case of diary studies, basing the diaries on individual instead of family listening should involve little additional expense and immensely increase the value of the findings. Any roster-recall technique can be easily used with excellent results.

The field is open wide for further experiments and comments.

ABANDON the sets-in-use concept for radio surveys and adopt an individual listener method, urges James W. Seiler, director of research at WRC Washington. This will make it possible to get actual data on actual persons listening to programs in addition to the popularity estimates which the present methods give, Mr. Seiler says. With city examples, the study invites comments and further experiments.
Start of a cycle

From Bonneville's huge generators, abundant power flows in 60-cycle pulse-beats throughout all the growing empire of the Pacific Northwest... a youthful, vigorous region which has only begun to embark on its own cycle of industrial expansion.

Lumbering, fishing, and a new influx of heavy industry make this region a mighty market. And in this market, KEX can deliver larger audiences in 37 BMB daytime counties, 43 at night.

KEX
PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KYW KDKA WBZ WBZA WOWO KEX
National Representatives, NBC Spot Sales - Except for KEX - For KEX, Free & Peters
It's a fine suitcase—
the one in front

They look about alike—at first glance. Both will hold your clothes. One is a simulated leather bag. The other is made of the finest saddle leather, reinforced with a duralumin frame, almost as strong as steel and about a third the weight. It is lined with pure Irish linen. It costs a little more but will do a better job coming and going. It will always be a satisfaction to you who appreciate fine luggage.

Like luggage, men and organizations may look something alike—at first glance.

We are proud to be in our fifteenth year of uninterrupted success, of our persistent adherence to sound principles of operation, and of the recognized character and quality of our sales personnel. Such qualities are the positive proof of performance. Like fine luggage it costs a little more, but it gives you lasting satisfaction.
Global Mike Fright

THE STATE DEPT.'s "Voice of America" has figured prominently in the news during the last fortnight. A $1.31-million dollar appropriation for the Department's OIC was wiped out by the House Appropriations Committee, and feverish efforts promptly were instituted by Assistant Secretary William Benton (of erstwhile Benton & Bowles fame) to get as much of it as possible restored. Secretary Marshall, fresh from the Moscow Big Four sessions, was prevailed upon to spearhead the effort.

The Benton-sponsored grandiose plan for an American BBC in international broadcasting appears to have been nailed, and properly so. It would get the Government into radio on an operating basis—a move that would dilute the American concept of a free radio service. Possibly if the Government went directly into domestic service. Even that was espoused a few years ago, during the first New Deal, but died aborning.

There's no denying the need for international broadcasting but it has become a part of the new diplomacy. So the United States obviously is in international broadcasting for keeps. That was foreseen 20 years ago, when Westinghouse first pioneered the field in Pittsburgh. But it was foreseen as an American free enterprise function. Others went into it on the same basis.

The point at issue now is whether the operation should be handled by private licensees, or whether bureaucrats should take it over. We find it difficult to conjure up a single argument in favor of Government operation. First, it would be suspect. Second, it is more cumbersome, and vastly more expensive. The OIC, for example, is now maintaining a tie-line from New York to San Francisco costing nearly $800,000 a year.

The private operators are not ready, as of today, to resume full schedule operations. They could be in a year. Why not a plan wherein the Government would be given that year for a transition to private operation and programming? Instead of 30 million, perhaps $10 million would do it, with half of that earmarked for radio. Then let the State Dept. buy the stations, in all of the 26 essential languages, as any other client contracts for time. The Government buys space and, to a limited degree, time for recruiting, war surplus sales, and other activities affiliated with business.

Selling America abroad is a commodity, albeit a different kind. In other days it was sufficient to keep a shiny Navy afloat where not-so-friendly neighbors could see and take heed. Today we must compete with foreign propaganda most effectively dispensed by radio. The task requires responsibility and coordination. The State Dept. can sell the American philosophy over privately owned facilities, operated on the American free enterprise system more effectively than would be the case over Government facilities operated the erstwhile totalitarian way.

HERE'S a little thing that sells radio short: Repeatedly we hear on the air: "I saw it in the morning paper," or "Don't you read the afternoon paper, W. L. Gleason, president of KPRO Riverside, Calif., says that surveys show most of the people get most of their news from newscasts. Thus, he suggests in the interest of accuracy in newscasting and fairness, that such references be revised to variations of "I heard it on the radio news."
TAKE THE GUESS OUT OF BUYING
WITH WOV'S 5 Audited Audiences

IF FIGURES INTEREST YOU—figures like how many of your listeners have telephones, where they live, what they like and don't like, how much they earn, how much they spend—figures that make it possible for you to key your advertising message to known individuals rather than trying to reach an unknown mass audience, then this is for you.

We want you to be a WOV sponsor with specific knowledge of 5 AUDITED AUDIENCES, each a definitely different group of purchasers, each at a different time of day or night, each the result of a penetrating accurate listener survey.

Get the facts on these 5 AUDITED AUDIENCES. A WOV representative will give you a specific market information that will help you... "TAKE THE GUESS OUT OF BUYING!"

Ralph N. Weil, General Manager, John E. Pearson Co., National Representative

★ WAKE UP NEW YORK with Peggy Lloyd
★ 1280 CLUB with Fred Robbins
★ BAND PARADE with Bill Gordon
★ PRAIRIE STARS with Rosalie Allen
★ ITALIAN MARKET OF 2,100,000 Italian-speaking Americans.

More than the combined population of Baltimore and Washington.

WOV
NEW YORK

NEW YORK May 12, 1947 Page 59
Respects

(Continued from page 58)
Bros., with the Merry Macs and Three Stooges also in the talent roster. Their writers were Abe Burrows (now headwriter for Joan Davis) and Frank Galen (currently scripting for Dennis Day).

When Benny McEvoy left for Hollywood in 1930 to do a picture version of Dickey Dugan, Bob Ballin stayed on as a solo act. As Bob Byron he continued to broadcast on WABC for the next eight years, five mornings weekly. For sponsors, he recalls running the gamut from dog food to typewriters.

Then in the fall of 1938, he switched to WHN New York where he was involved in three programs daily. One was a morning half-hour solo; next he would produce and m.c. a half-hour variety show known as Kitchen Kapers. Finally he would provide the musical interludes between racing results in an afternoon format featuring Clem McCarthy.

All of this provided an ample foundation when he joined Rutt-ruff & Ryan, New York, as a producer in October 1942. Handling Voo Poo, he naturally covered a lot of the country. While in San Francisco for a program in June 1945 which was to come from Hamilton Field, he met Jack Benny for the first time. Jack was getting ready to go overseas with a USO unit.

Later in the summer Mr. Ballin was advised that in the fall he was being switched to the Benny show as producer.

Married to Mary W. MacLean, Bob Ballin is the father of Barbara Jr., 16, and Robert Jr., 10. The Ballins live in Beverly Hills which serves as his hobby base for ample outdoor sports and song-writing in partnership with Sam Ferrin, Jack Benny's chief writer. He is a member of the Hollywood Ad Club and has been active in the National Guard Cavalry.

New Drama Series

A NEW WEEKLY series of full hour dramas adapted from current or contemporary books and stage plays, launched April 29 on CBS, is being presented Tues., 9:30-10:30 p.m. With Malcolm Lowry's "Under the Volcano," as the Introductory presentation, the new series also is presenting "Craig's Wife," "The Great Gatsby," "A Human Being" and "Topeka." Fletcher Markle, freelance writer credited with three Columbia Workshop scripts in 1946, directs the series.

WNYC New York has received an award of appreciation from Glenn O. Bradley, Administrator of Veterans Affairs, for "outstanding service to U.S. war veterans through the medium of radio."

Sad Scotsman

"NOW ALL I can hear is what comes from the BBC, and believe me I would rather not listen." That's the pathetic cry from a shortwave fan in Scotland who had ordered a new radio, and before it was delivered took his old one apart. He wrote it in a letter to Gerald D. Coleman of WISR Butler, Pa., with whom he has been corresponding since 1936 when he picked up Mr. Coleman's amateur shortwave station. Practically all the Scotsman's listening is to the "hams" and to American shortwave programs.

Kiggins Organizes Firm of Consultants

Former Vice President of ABC Opens Offices in New York

KEITH KIGGINS, who resigned as ABC vice president in January [Broadcasting, Jan. 13], has returned to New York from an extended vacation in the Bahamas and has organized Keith Kiggins & Co. to serve as consultants in the managerial, financial and public relations phases of broadcasting.

The new firm has opened offices at 2927 Lexington Ave., New York. An important aspect of its operations will be liaison activities on behalf of its client stations and the client organizations with which they must deal.

Mr. Kiggins entered broadcasting from the investment banking business in 1935, served successively as manager of NBC station relations, director of NBC's Blue Network, vice president of Blue Network Inc. and vice president of ABC. He and Donald M. Reynolds, licensee of KFSX Fort Smith, Ark., have just been granted a new regional station at Erie, Pa., 5 kw on 1330 kc.

In announcing the formation of Keith Kiggins & Co., Mr. Kiggins said: "The day is past when all a broadcaster needs for successful operations is a transmitter and a license. Management, planning and industrial relations are more essential now than ever before, particularly in view of the increasing number of AM stations and the coming of age of FM and television as vital factors in radio. I hope to be part of solving some of the many problems confronting operators and advertisers in this period of transition."

MANAGEMENT

LOUIS AIKEN, member of news staff of WINX Washington, resigns to become syndicator in KTBX, Tex., effective May 23. KRuby, now under construction, expects to begin operations in July or August.

HAL ALTMAN, formerly with office of Coordinator of Inter-American Affairs, helps open new government managed FM station WORF, FM station now under construction in Alameda, Calif. Station expects to begin operations in July.

FRED HENRY, program director of KLAC Hollywood, has been appointed to D BON FEDERSON, vice president and general manager of KLAC and KFAA San Francisco. Mr. Henry will direct all operations of KLAC.

ROBERT O. REYNOLDS, vice president and general manager of EMPC Los Angeles, and HARRY McFARLAND, general manager of KFMB Los Angeles, have been named to ex-ecutive committees and directorates respectively of Hollywood Veterans Reunion. Joining WWIN, the CBS Western division director of special features and public events, also has been elected to board of directors.

KENNETH S. PARTON has been appointed executive in charge of station operations of CKJO Yorkton, Sask.

CHANNING SOULE, member of accounting staff of WFLD, has been named treasurer of Onondaga Radio Broadcasting Corp. & WFLD licensee. He succeeds R. G. SOULE.

BURLY LOTTBRIDGE, vice president and general manager of KTVK-Dallas, Iowa, has been named member of NAB Public Relations Executive Committee. He continues as District 19 public relations chairman.

HARRY G. BRIGHT, former manager of WGBB Goldsboro, N. C., who resigned that position last year due to ill health, has returned to his parents' home in Moulana, W. Va., where he is recovering, following six months in a hospital in Mason, W. Va.

JOHN KING, former record m.c. with CBS Hollywood, has been named general manager of WDOU-Douglas, Ariz., new 250-w station on 1540 kc.

HENRY LEMONGE has been appointed manager of CKLX-KLXL, B. C. Before joining CKLN 18 months ago, he was with Hudson's Bay Co., Vancouver.

New Sets Shown

TWO NEW models of the Stromberg-Carson Georgie radio and two new television receivers, one of them a console instrument embodying AM and FM radio, phonograph and television on a ten-inch screen, were introduced by Clifford Hunt, sales manager of the company's radio and television divisions, to more than 400 Stromberg-Carson dealers, their wives and factory representatives attending a breakfast given by Gross Distributors Inc. at New York's Waldorf-Astoria.

FLORENCE Pritchett, heard on panel of MBS "Leaves It To The Girls," May 8 took over MBS program April 22 on WOR New York, Mon.-Fri., 3-3:30 p.m. She will be heard over MBS program on WOR New York, Mon.-Fri., 3-3:30 p.m. period formerly occupied by the late Bessie Beatty.

CHNO Sudbury, Ont., 1 kw station, and CKNS Joaquique, Qc., 250 w stations, are scheduled to go on the air about June 1.
WFFV Planning to Start
In June at Richmond, Va.

WFFV plans to take the air late in June as a 1-kw daytime station on 720 kc at Richmond, Va.

D. H. Robertson, president of Rad-
io Virginia Inc., licensee, an-
nounces Mr. Robertson and As-
sistant Manager Lew Kent are di-
recting construction of the WFFV
studios and offices at 100 W. Franklin St., Richmond. Mr. Kent formerly was program director of WKRC Cincinnati and assistant manager of WMAZ Macon, Ga.

News director of the new station will be H. B. Kenny, com-
mentator with WYVA Richmond
and a veteran of both world wars.
AP wire service will be used.
Equipment will be Western Elec-
tric and RCA.

The FFV in the call letters stands for a phrase familiar to
residents of the Old Dominion,
"First Families of Virginia."

Believe It or Not... Ripley

Bob Ripley started his first radio program in 1930.
Through these years, his air shows have piled up more
staggering figures of fascinated listeners (and satisfied
sponsors), than would be indicated by his newspaper
caroon circulation of 80,000,000 readers, book sales of
1,500,000, and 40 movie shorts. And starting May 12, he's
on the air coast to coast. MONDAY THROUGH FRIDAY
1:45 to 2:00 PM EDT.

This letter was promptly delivered to Ripley. And no more exciting program, with a larger poten-
tial popularity, has been delivered to radio on a co-
 operative basis.

Believe It or Not
—is an NBC Co-operative Program

May 12, 1947
Radio News Directors Condemn Walla For Attempt at Gagging WOL Coverage

NATIONAL Association of Radio News Directors last week adopted a resolution expressing that it is not the intention of Henry Wallace in refusing to permit recording of his remarks at a press conference in Washington April 28 (Broadcasting, May 5).

The NARDN board of directors castigated the former vice president for failing to grant radio reporters equal privileges with newspapermen at his first news conference following his return to Europe. Mr. Wallace removed a WOL Washington microphone from the table and put his foot on it, claiming that the reporter was still transmitting his comments.

In a speech at Cleveland four days later, Mr. Wallace accused the nation's radio and press of misinterpreting his utterances.

The NARDN directors adopted a second resolution urging that "full and equal" recognition be granted to radio reporters and other news correspondents.

They also lashed out at Llewellyn White for what they charged was a blanket indictment of radio news in his recently published report, The American Radio, Sig Mickelson, WCCO Minneapolis news director and a NARDN vice president, said Mr. White was "careless with his facts" when he blamed all radio news departments for the mistakes of the few.

Ohio Radio News Editors Elect Wagner President

PAUL H. WAGNER, WOSU Columbus, Ohio, news director, was elected president of the Ohio Associated Broadcast News Editors at a meeting in Columbus last week.

Charles R. Day, WGAR Cleveland, was chosen vice president of the new organization. Bill Crooks, WFMJ Youngstown, was named secretary and Fred Brophy, WHIO Dayton, was elected treasurer.

Elected to the board of directors were: John Murphy, WCKY Cincinnati; Chet Long, WENS Columbus; Bruce MacDonald, WJW Cleveland; Francis McNerney, WTOL Toledo and Charles Cleaver, WRRN Warren.

The association is formed to help Ohio radio news editors coordinate their efforts to improve news presentation and standards and to help radio in its fight for equal access to news sources.

Medill Students Process WEAW Evanston News

MEDILL SCHOOL of Journalism at Northwestern U. has installed a studio and radio newsroom from which 11 newscasts daily are broadcast to the Chicago area through WEAW Evanston, commercial FM station.

According to Dean Kenneth E. Olsen, the Medill organization supplies all of WEAW's news program. Copies are handled entirely by full-time staff of Northwestern journalism students, supplemented by 20 reporters covering Evanston and surrounding area.

Programs originating at Northwestern are fed by telephone line to WEAW, three miles from the campus.
Dear Time-Buyer:

Enclosed herewith is an offer whereby your client can cover two fast-stepping Texas markets with two hard-hitting 5000-watt stations—both for one price.

That's right, sir—one price covers a billion dollars worth of buying income twice... and it does it at simultaneous or separate hours over both stations.

THE OUTSIDE AUDIENCE IS ARRESTED

on the Pacific Coast, too!

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

You can arrest the attention of all of this big outside audience only if your show is on Don Lee, the only network that covers both halves of the Pacific Coast audience... since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast's 12,117,584 people spend approximately half of the $9,038,433,000 in retail sales annually).

Only Don Lee offers 42 stations (twice as many as Network "A"; over 3 times as many as Network "B" or "C") to do the job of inside and outside coverage.

Don Lee is a better buy than any other Pacific Coast network because it not only delivers more listeners but does so at a lower cost per thousand radio families. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station.)

You'll get plenty of response from this big, wealthy, outside audience, too. Put your show on Don Lee—the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Network
A NEW TYPE of advertising service for out-of-town advertising agencies and advertising departments, offering the use of a new medium in the advertising field, has been launched to take advantage of the advertising talents and facilities of the New York area. It has been founded by George M. Cahan, formerly with CBS, Herbert I. Kalman, formerly with Forward Adv. and Maxwell Kalman, previously with Ted Bates Inc. and Gagahan, Turnbull Adv. Organization will be known as Advertising Clearing House Inc. The new firm will be located in the Penthouse of the Times Building in New York.

FM Symposium

WHHM Still Delivers More Listeners Per Dollar in Memphis

Leading the Network Stations in Memphis

First—Saturday Daytime
Second—Sunday Afternoons
Second—Weekday Afternoons

Look over the Latest Hooper

(October, 1946 thru February, 1947)

If you're already placing spots on WHHM, there's a reason for you to beam!

Hooper Station Listening Index

CITY: MEMPHIS, TEN.

City Zone

Month: October, 1946 thru February, 1947

SHARE OF AUDIENCE

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Index</th>
<th>Others Called</th>
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<tr>
<td>6:00 A.M. - 12:00 Noon</td>
<td>16.1</td>
<td>0.4</td>
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<td>12:00 Noon - 6:00 P.M.</td>
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<tr>
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The Hooper "STATION LISTENING INDEX" is computed from the total station mentions secured from the confidential question: "Do you listen to radio stations in the MEMPHIS area?" Only those stations broadcast in the city are included in the Index. Stations not broadcasting in the city are unable to identify the station with which they are listening. The Code of Practice governing the use of "CONTINUOUS MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX".

Note: The Code of Practice governing the use of "CONTINUOUS MEASUREMENT OF RADIO LISTENING" applies to this "STATION LISTENING INDEX".

Represented by
FORJOE & CO.

Broadcasting • Telecasting

May 12, 1947 • Page 67
Dear Cousin:

Just sitin' up at my desk with my pen in my mouth tryin' to think of somethin' to say. Course, after I say it, guess I'll find out my pen was my foot! One thing, though, I can always say; it's sure good listin' to KTSA. Hm, don't that rhyme pretty, cousin? Read it again.

Sure is a nice spring day here in San Antonio. We sit outside in the evening or lay around in a hammock eating good Texas barbecue. Some folks like ham hocks and cabbage. I'll take ham hocks and barbecue! Some joke, huh, Cuz?

Fred Bennett ("Mercury - Go, Roland") 8:00-8:30 AM daily over KTSA told me that monkeys provided 10,000 women's fur coats last year. I don't believe him, Cousin. Monkeys are pretty smart, but how'd they ever teach them to make fur coats. Here's hoping you and our THS cousins, Roy Cowan and Tom Peterson, can come see us soon, as well as any of our other friends up there. The welcome mat's waitin' here at KTSA.

Gotta' go now. So long till next time.

Love and Kisses,

Your Favorite Cousin Harriet Eady

---

Claremont, N. H., Paper's FM Station Plans Start

WLOB (FM), station of the Claremont, N. H., Daily Eagle, will go on the air experimentally May 19, Lincoln O'Brien, manager of the station and publisher of the Daily Eagle, announced.

WLOB will be on Channel 271. Its staff includes, besides Mr. O'Brien: Clayton J. Boddy, former advertising solicitor for the Daily Eagle, sales manager; Lawrence C. Freeman, formerly with radio section of Army public relations, WLIR (WCNW) and WNYC New York City, program director; Harold Katz, also formerly with WNYC, chief engineer; Hugo Gerbi and Charles S. Richardson, engineers, and Hazel Penniman, traffic manager.

TV Cost Formula

A NEW economic approach to the cost problem within the growing television industry has been adopted by Telemedia Inc., Chicago producers of films exclusively for television medium. Designed to correct present lack of quality and organization in video, unit uses a cost formula whereby it buys only what it needs for immediate use, thus eliminating high overhead for commercial film producers.

New Farnsworth Set

PRODUCTION of a new FM-AM short wave phonograph-radio, Model GK-143, has been announced by Farnsworth Television & Radio Corp. The new model, containing 13 tubes and a rectifier, is the third FM-AM combination sole announced by Farnsworth within a month. Firm reports that first shipments of the other sets, Models GK-102 and GK-141, have gone out to distributors and dealers.

NAB RESEARCH DIRECTOR HEADS BMB COMMITTEE

KENNETH H. BAKER, NAB director of research, was unanimously elected chairman of the BMB Technical Committee, it was announced last week following a meeting of the committee in New York. On taking office, Mr. Baker said he would soon appoint a sub-committee to work with John K. Churchill, BMB director of research, and fully explore means of determining listener frequency.

The committee began consideration of several plans which will furnish a measurement of radio stations' average daily audiences and will supplement the basic weekly audience figures. The idea of a daily measurement stems from the board Research Committee, which, after its May 2 meeting, instructed the Technical Committee to supplement the basic weekly totals with data on frequency of listening.

Those attending the Technical Committee meeting were: For AAAA—W. J. Main, Ruthrauff & Ryan, and C. E. Pooler, Benton & Bowles; for ANA—Harry Wolfe, Colgate-Palmolive-Peet; for NAB—Kenneth Baker (NAB), Edward Evans (ABC), Cortlandt Langley (WOR), Elmo Wilson (CBS) and Kenneth Greene, substituting for H. M. Beville Jr. (NBC); for BMB staff—Hugh Felits, president, John Churchill, director of research, Philip Frank, executive secretary, Richard Wyckoff, station plan, and Ralph Sharp, analyst. Guests included Harper Carrane (CBS), Horace Stovin, Horace N. Stovin & Co., Charles Follett (BBM) and H. F. Chevrier (CBC).

'Chairside' Radio

ZEITH Radio Corporation's new chairside radio line, first displayed at the National Furniture Show last January is now in production, H. C. Bonfig, vice president, has announced. First of the chairides to come off the assembly lines was a bleached mahogany combination, designed to make possible complete radio and record listening pleasure from an easy chair.

AM-FM Alignment

IN a letter to FCC Chairman Charles Denny, Frank Marx, director of general engineering, ABC, has suggested that FM stations which are affiliated with AM stations in the same area be assigned FM channels which correspond, on radio receiver dials, as nearly as practicable with the position on the dial of the respective AM station. The suggestion is based on a survey made by ABC's general engineering department of combination AM-FM receivers manufactured by eight well-known concerns which showed that, in each case, the tuning dials are so calibrated that both the FM channel numbers (frequencies) and the AM frequencies ascend in the same direction on the dials.

New GE Antennas

SPECIALITY Division of General Electric's Electronics Department has announced two new folded-dipole FM and television antennas, designed to match 300-ohm transmission lines. The dipole elements are directional both front and rear broadside to the antenna, and are designated models UKA-005 and UKA-001. Further information on these new GE antennas may be obtained from R. S. Fenton, Specialty Division, GE Electronics Dept., Wolf St., Syracuse, N. Y.

New WNYC-FM Channel

WNYC-FM, New York City's municipally owned FM outlet, expects to begin operation on its new frequency allocation of 93.9 mc or channel 230 in about two weeks, thus being the first station in the New York area to operate under the new FCC allocation plan, [Broadcasting, April 14], according to an announcement last week by Seymour N. Siegel, acting director of the municipal broadcasting system, WNYC and WNYC-FM.
Over 100 Stations
Fully Equipped by Raytheon
in Less Than One Year

An enviable record based on advanced engineering and modern design

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

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

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

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

Devoted to Research and Manufacturing for the Broadcasting Industry
O GORDON N. WALTZ, who has been with WLBW Cincinnati for 10 years, has joined WKBAT Miami Beach, Fla., as production manager. He assumes his new duties May 15.

HENRY MORGAN, ABC comedian, will be the featured speaker at "I Am an American Day" exercises sponsored by Adult Education Council of Springfield, Mass., at Springfield, May 18.

IRVING GITLIN, assistant CBS science director, is to be married June 15 to Louise Ziskind of New York.

GABRIEL MILLERAND, former chief announcer at APN Frankfurt, Germany, has joined announcing staff of WHIM Providence, R.I.

HAL DAVIS, RCA veteran, has been appointed continuity editor of CKUX New Westminster, B.C., effective May 15.

FRED C. COLLINS Jr., former chief announcer at WURD Bloomington, Ind., has joined announcing staff of WOWO Fort Wayne, Ind.

MELBA GRIBBON has been named musical director of CPCH North Bay, Ont.

JOSEPH GILLESPIE, former announcer at KPO San Francisco, for three years before the war and veteran of AAP, has rejoined KPO.

LT. COMDR. TY KRAM, USNR (ret.), veteran’s advisor for NBC, May 3 received first of the new National Defense Medals which are soon to be distributed to men who served in Armed Forces during period before Pearl Harbor.

JACK MCNEAL, radio actor, singer and announcer, takes over for TOM BREMEN on "Breakfast in Hollywood," Mon. through Fri. on ABC, while Mr. Brememan takes two week vacation, starting May 12.

LEONARD CARLTON, associate producer of "Count Your Fair" show, Sky, on ABC becomes producer-director of program, succeeding ARTHUR MOORE who leaves to star in "Arthur’s Place" (BROAD- CASTING, April 28).

TOM WAYMAN, announcer at KNYU Utah, Utah, a student at State College, placed first in all news- paper and newsreel contests at annual Speech Congress for Rocky Mountain Broadcasters, April 26-28.

ROGER BOWEN, NBC announcer, and EDWARD STASHKEFF, educational consultant to CBS television and script supervisor of WNYE New York, have announced their engagement.

LYNN LEWIS, former woman’s commentator at WARM Scranton, Pa., has joined staff of WORC that city.

HOWARD C. ROBINSON has joined announcing staff of WKCO Waterbury, Conn.

DAVID LEE, program director of WWCO Nashville, Tenn., and Mary Vaughn have announced their engagement.

ALLEN SAUNDERS and BRUCE POWERS, both ex-service men, have joined announcing staff of WNOJ New London, Conn.

GUY BAXZ has shifted from script to acting duty of network staff in New York.

JOHN DE B. PAYNE, formerly of CBP Chicago, has resigned as KBNA-FM consultant for CB at international conference, has resigned as KBNU consultant to join Hudson’s Bay Co., Winnipeg, as public relations manager.

WILLIAM LISKA has been appointed production manager of GOJK Yorkton, Sask.

KEN NILES has replaced DOUG GOURLEY as announcer on NBC “Date With Judy.”

MARIE KARLSTROM, formerly with Chicago office of NBC, has joined WJJD Chicago, as continuity director.

KEN KEENE, musical director at WMSC Columbus, Ohio, has been appointed program director.

ALF PFEFF has joined announcing staff of CKGB Timmins, Ont.

FRANK TINKER, AAP veteran, has been appointed music director of AFN Phoenix, and JERRY QUIGG has been named assistant musical director.

FRANK JAMES, former program director of KCPX Phoenix, has joined station’s announcing staff.

DR. WILLIS F. DUNBAR, program director of WKZO Canton, has been elected president of Michigan State Historical Society.

SHIRLEY J. MORGAN, has joined continuity staff of WJIC Canton, Ohio, RED SKELTON, star of his own NBC program, is the father of girl born in Santa Monica, Calif., May 5.

WALTER J. PRESTON, program director of WHCM Chicago, has been chosen by Navy Dept. to accompany another newspaper and radio men on 14-day cruise to Bermuda, in recognition of his contributions to Navy recruiting and promotion during war.

JOHN HANLEY, formerly with KFPR Columbus, and WMFD Frederick, Md., has joined WBBM, Chicago, head of continuity department. WALT FISHERSON, formerly with KERN, Shreveport, La., has joined WLO announcing staff.

PAUL REEDS, announcer at CHEX Peterborough, Ont., and June Cooke have announced their marriage.

MILTON E. KREENTS, producer, of NBC’s "Eternal Light" program and radio consultant to American Jewish Committee, has been appointed radio program consultant to mission committees in the relations office of Home Missions Council and Foreign Missions Conference. He was special radio consultant for the Olympics in Montreal.

WILLIAM GARTLEDGE, of NBC Holy- wood recording division, and Phyllis Bader were married May 2.

PROGRAM HEADS MEET

NBC EXECUS IN CHICAGO

CLARENCE L. MENSER, NBC vice president, will attend the second annual program and production managers’ meeting with NBC Central Division in Chicago May 21. Invitations also have been extended to John F. Royal, vice president in charge of television, Kenneth R. Dyke, vice president in charge of broadcast standards and practices, and Thomas McCray, NBC Eastern program manager.

I. E. Showerman, NBC Central Division general manager, will host the opening session. Jules Herbeux, Central Division program manager, said emphasis will be on local station problems and accomplishments, with special sessions devoted to all phases of local programming.

Invitations have been extended to Melvin C. Wisman, WWJ Detroit; Dr. J. A. Park and Chet Her- rmann, WLS Chicago; Charles R. Freburg, WOC Davenport; Lyle Demoss and Ray Olson, WOL Washington; Harry J. Kaufman, WFMD Frederick,Md., and Robert Ritter, WSM Nashville; Ira Leslie, WSFA Montgomery, Ala.; Ralph H. Simis, WJBO Baton Rouge, La.; Bob Watson, Amariillo, Tex.; Dick Watkins, KIRO Seattle, and Tom. Program-directors of KSD St. Louis and KELO Sioux Falls, S. D., also have been invited.

A similar series of conferences between NBC managers will be held in New York May 14-16 and in Hollywood May 27-29.

U. S. Radio Stars Appear

At CFRA Ottawa Opening

CFRA Ottawa, new 1 kro station on 560 kc, opened officially May 3 with special programs and in- troduction of top stars of U. S. radio.

A special train was run from Montreal to Ottawa for advertisers, agency executives, radio artists and others in the broadcasting industry to witness station’s opening.

Percy Faith, Canadian conductor of Coration Centered Hour orchestra, was brought to Ottawa to lead 60-piece orchestra and 60-voice chorus. The cast of Rinso’s Big Sister was borrowed from NBC and put on program on air at CFRA. Door prizes amounting to $5,000 were awarded at opening broadcast. Frank Ryan is owner-manager of CFRA. He was at one time manager of CKLW Windsor-Detroit.

Manual of Dialects

TO TEACH regional American dialects to actors of radio, stage, screen and TV actors. The purpose is announced by Lewis and Marguerite Herman for Manual of American Dialects (Ziff-Davis Publishing Co., New York, $8) Manual of Dialects lists of the U. S. and subdivides each into its more prominent local variations.
Sunday morning ... overhead, the incomparably delicate blue of the Texas sky ... below, a chuck wagon in the limitless expanse of mesquite-covered plains ... at the rear of the wagon, a few cowboys take their ease after breakfast, still sipping the strong, black coffee of the range from battered tin cups and listening ... listening to the deep, rich tones of an organ and the voice of a minister in prayer ... in this cathedral of the open range.

This is a far cry from the fictional cowboy — yet it is a true picture. Ranchers, farmers, oilmen and others whose occupations require living in lonely places, keep the word of God before them and are deeply interested in religion.

In seventeen periods on Sunday and throughout the week, national and local religious programs of various denominations (or non-denominational) are carried over WOAI to huge audiences.

These broadcasts serve all who, because of distance or physical disability, are unable to attend services at the church of their choice. Quite naturally, these people depend on WOAI for other things, too — for market and weather reports; for farm and ranch information and for pleasant entertainment suited to the tastes of the various members of their families.

WOAI is the only 50,000 watt, clear channel broadcasting station serving 88 of those huge Texas counties in its primary range.
New Business

JOHN MORRELL & Co., Ottumwa, Iowa (Red Heart Dog Food), June 8 starts for 13 weeks "Laudie" on ABC Sun., 3-3:15 p.m. Agency: Henri, Huls & McDonald, Chicago.

STANCO Inc., San Francisco (Filt bug exterminator), May 13 starts for 52 weeks "Filt Frolics" on 44 Don Lee Paleto stations, Tue., 9:30-9:45 p.m. (PST). Agency: McCann-Erickson Inc., San Francisco.

HOUSING FINANCE Corp. of Canada, Toronto (loans), June 15 starts "The Whistle" on 30 Dominion network stations, Wed. 10-10:30 p.m. Agency: Shaw-Lo Valley Inc., Chicago.

LAMBERT PHARMACAL Co., Santa Monica (Kraft Foods), 3 for 8 weeks "Jack Meakin & His String Band" on NBC, Sat. 8:30-9 p.m. Agency: Lambert & Feasey, New York.

Renewal Accounts

GENERAL FOODS Corp., New York, July 3 for 52 weeks, renews "Adirich Family" on NBC, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, New York.


LUDENS Inc., Reading, Pa. (Pitkin Avenue Candy Bar), June 16 renews for 13 weeks "Morse Code" on 8 stations, Mon. 11:45-12:00 p.m. (EDT). Will resume show Sept. 22.


Network Changes

DERBY FOODS Co., Chicago (Peter Pan peanut butter), June 20 drops "Sky King" on ABC, Mon.-Fri., 5:15-5:30 p.m. (CDST). Will resume show Sept. 22.


TRUCK FARM PROJECT WBG Encourages Vegetable Growing in Piedmont Area

BROADCASTING and farming have long been closely linked, and WBIG Greensboro, N. C., has combined the two fields to present a new type of public service.

WBIG serves the rich Piedmont farming section of North Carolina. Nevertheless, most of the vegetables sold in the area were imported. The manager of WBIG, Maj. Edney Ridge, decided that one solution would be intensive truck farming on small areas of land near the station.

Major Ridge offered his plan to the agricultural department of A. T. and College and three students were assigned to operate an experimental farm for WBIG. The trio of student farmers are paid by the station and since the fall of 1945 have quadrupled all of their college expenses with their farm earnings. All three plan to teach agriculture when they complete their education.

JUNIOR ACHIEVEMENT sponsor citation is presented to Craig Lawrence (r.), general manager of WCOP Boston, by Massachusetts Gov. Robert F. Bradford (l.) as Joseph F. Span, president of Gillette Safety Razor Co. and co-chairman of Junior Achievement of Massachusetts, smiles approval. WCOP's Junior Achievement unit, the Student Broadcasting Co., has been in operation six months and received its charter April 27. Its members will continue activities throughout the summer, when Junior Achievement activities customarily are suspended.

TRUCK FARM PROJECT WBG Encourages Vegetable Growing in Piedmont Area

J. LESTER FERRY, former assistant to Philip F. Fairless, president of U. S. Steel Corp. of Delaware, has been elected vice president of WBBM, Chicago, to handle advertising.

FEDERAL SAVINGS and LOAN COUNCIL of Ill., Chicago, May 5 for 10 weeks sponsored weekly morning breaks on WBBM, Chicago stations; three on WMAQ, two on WGN, and one on WBBM, as part of Chicago-suburban campaign to acquaint listeners with Federal Savings program. Agency: Williams Assoc., Chicago.

W. E. WILLIAMS has been appointed vice president and general manager of Procter & Gamble Co. of Canada, Toronto, succeeding H. V. Staph, who has been transferred to Cincinnati office to fill executive post in foreign department.

STANDARD OIL Co., of N. J. (Esso marketers), is giving over commercial period at end of its 11-11:30 p.m. Friday "Esso Report" broadcast on WJZ New York, to give comprehensive weekend weather forecast. Service began May 2. Agency: Marshak & Pratt, New York.

SAXON BEVERAGES OF NEW JERSEY, Jersey City, N. J., has appointed Schaefer, Faust & Kent, New York, to handle advertising. Radio will be used.


REAPROOF Inc., New York (shingles and awnings), has appointed Lester Harrison Inc., New York, to handle advertising. Radio will be used.


Hudson Bay Co., Winnipeg (tea and coffee), May 5 cancelled "Rhythm and Romance" on 10 western Trans-Canada network stations. Mon. 8-8:45 p.m. Agency: Cockfield Brown & Co., Winnipeg.

PHILO CORP. of Canada, Toronto (radio), May 5 cancels Bing Crosby on 20 Dominion network stations, Wed. 10-10:30 p.m. and Thurs. 10-10:15 p.m. Agency: Hutchins Adv. of Canada, Toronto.

To Replace FRANK SINATRA will return to "The Frank Sinatra Show" on WNBR New York, when "The Lucky Strike" in September, and Ron Bennett will be featured on program too. Foote, Cone & Belding, New York, agency, working Lucky Strike, is looking for permanent girl singer for.

Cleveland's Chief Station Something to Crow About!

WJW mornings are something to crow about! According to many consecutive Hoopers ... morning listeners prefer WJW to any other Cleveland Station!

And—advertisers know what the Hoopers show... that morning or afternoon WJW delivers more listeners per dollar than any other Cleveland Station... delivers more profit dollars in sales!
The COMBINATION to GEORGIA

Only a combination of stations can cover Georgia's three major markets

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job — at one low cost

*1000W AT NIGHT

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY THE KATZ AGENCY, INC.

May 12, 1947 • Page 73
May 2 Decisions...

Docket Case Actions...

Announced decision looking toward allotment of application for the operation of Telecasting of the B and C at Santa Cruz, Calif., and to a new station at San Jose, Calif. 1600 kc 1 kw D. A. and another at San Jose, Calif., 1400 kc 1 kw D.A. At same time Commission orders the closing of Golden Gate, San Francisco, and the change of KBRN to 1600 kc. Increase power from 500 to 5 kW D. A. Current issues of KPAY at Yakima Wash., from 500 to 1 kW unil. on 1400 kc, and the station at San Jose, 1600 kc 1 kW D. A. (Commissioner Wakefield's decisions are based on the same issues between San Jose applicants). Granted order granting application of Liberty Brite, for new class 2 KBM station in Pittsburgh. Granted a six-months' extension of completion of installation of transmitter B3 to Bremer Brite, Corp. (WAAW). (Commissioner Wakefield voted no.)

By the Commission...

AM-1500 kts.

WQQQ Washington, D.C.-Granted Class B mod. license 500 kw to 15 kW D. A. Designated for Hearing.

Metropolitan Houston, Houston, Tex.-Designated for hearing for application for CP new station 1500 kw D. A.

WVEE Fredonia, N. Y. And WPFA Pottsville, Pa.-Designated for consolidated hearing for application for CP new station 1500 kw D. A. and CP new station 1500 kw D. A. (Commissioners Wakefield's decisions are based on the same issues between San Jose applicants). Granted order granting application of Liberty Brite, for new class 2 KBM station in Pittsburgh. Granted a six-months' extension of completion of installation of transmitter B3 to Bremer Brite, Corp. (WAAW). (Commissioner Wakefield voted no.)

AM-1400 kts.

WMAZ Macon, Ga.-Granted CP increase 500 kw to 10 kw D. A. and make changes in D. A.

WINZ Hollywood, Fla.-Granted CP change hours. Install new trans. and change trans. location.

Puerto Rico Communications Authority, Ponce, P. R.-Granted CP new station 1000 kw D. A. (Commissioner Jett for hearing).

Empire Broadcasting Co., Amarillo, Tex.-Granted CP new station 900 kw unil. D. A.

AM-1350 kts.

Duncan Brite, Co., Duncan, Okla.-Granted CP new station 1500 kw D. A. and make changes in D. A. (Commissioners Durrey and Hurd for hearing).

AM-1290 kts.

Alaska Brite, Co., Fairbanks, Alaska.-Granted CP new station 1500 kw D. A. and make changes in D. A.

WTKW West Palm Beach, Fla.-Granted CP mod. CP change hours from D to unil. D. A. and make changes in D. A. (Commissioners Durrey and Hurd for hearing).

WVJC Orla, Fla.-Granted CP change from 1400 to 1500 kc, increase 500 kw to 1 kw unil. D. A. and make changes in D. A. (Commissioners Durrey and Hurd for hearing).

WLBW Corpus Christi, Tex.-Grant CP new station 1500 kw D. A. and make changes in D. A. (Commissioners Durrey and Hurd for hearing).

WHAM Rochester, N. Y. has four like this.

Western Electric

Western Electric specialists will work closely with your station engineers to provide speech input consoles tailored to your exact needs. Standard Western Electric components are combined into the circuit arrangements and cabinet designs you want—assuring a new high in utility, versatility, and attractive appearance. For details, write: Western Electric Co., 420 Lexington Ave., New York 17, N. Y., or...

ASK YOUR LOCAL

Graybar BROADCAST REPRESENTATIVE

SPECIALTY DESIGNED TO MEET INDIVIDUAL STATION NEEDS!
Sports announcers, such as Jack Brickhouse, who are continually originating programs in the field, know the importance of convenience and reliability in their remote amplifier. The Collins 12Z offers these advantages:

1. **Complete in one package.** Amplifier, mixers, and self-contained a-c and d-c power supplies. If the a-c power source should fail, the batteries are connected automatically into the circuit. The weight is only 28 pounds without batteries.

2. **Four microphone channels.** Four mikes can be used simultaneously, each with its own attenuator. In addition, there is a master gain control. Either 30/50 ohms or 200/250 ohms input impedance is available.

3. **Versatile operation.** Has a program monitor jack and a line monitor jack. Two line circuits are provided for program and telephone. Should the program line fail, the snap of a switch will reverse the lines. The VU meter is used in connection with a range switch to measure the output in VU, or to measure the operating voltages.

4. **Suitable for both FM and AM.** The frequency response varies less than +1.0 db from 30-15,000 cps. Noise level and distortion are very low.

We can now give you immediate delivery. Order your 12Z today, and eliminate your remote pickup problems.
How one disc jockey made “Heartaches” a coast-to-coast hit

1. Kurt Webster jockeys discs on WBT’s “Midnight Dancing Party.” Last September, while making an intensive search through a record collection, Webster heard a 15-year-old platter...immediately decided it would appeal to today’s audiences.

4. Carolinians bought 50,000 pressings in one week – broke every sales record ever made in the territory. Seventeen other companies heard about the WBT-created demand, cut other renditions of “Heartaches,” did a sell-out business too.

5. By March, “Heartaches” was written up by the New York World Telegram and Time Magazine. Sheet music sales passed the half-million mark! 1,500,000 more were on order—with Kurt Webster’s picture on the cover! Record sales topped 3,000,000!
2. That night Webster played Ted Weems' recording of "Heartaches" for his night owl audience—identified by mail from 48 states. Listeners liked "Heartaches" too. Night after night they telephoned and telegraphed requesting the 1931 favorite.

3. Day after day "Midnight Dancing Party" fans trekked into record shops, and asked for "Heartaches." Distributors wrote to the New York office of the recording company—pleaded for and got a re-issue of the Ted Weems' rendition.

6. Seven months after Webster's first plug, "Heartaches" was No. 1 on "Your Hit Parade"! Incredible? Not at all. It's typical of the success WBT has had for more than a quarter-century. When WBT puts its powerful 50,000-watt voice behind a song, a cause, or a product, incredible things happen. Try it.
Of course we’re PLEASED!

Yes, we’re very pleased and proud that Radio World has recognized CFRB’S contribution of “twenty years broadcasting in the public interest.”

When CFRB first went on the air, there was no established tradition in these matters. We instinctively did what we could to serve the interests of the community of which we were citizens. Certainly we didn’t realize then how this policy of public service would pay off in listener loyalty . . . that it would have a very definite plus value to our advertisers . . . but we adopted it and it has!

LOOKING FORWARD TO THE NEXT TWENTY YEARS!
The world's most honored music reaches you on Longines' Spot Radio Program.

In this Major Market

USE WMBG
NRC IN RICHMOND VA

5000 WATTS

Page 80 • May 12, 1947

FCC Actions
(Continued from page 78)

Decisions Cont'd:

ing Commission to set early hearing date in re consolidated proceeding involving its application.


Deba Memorial Radio Fund Inc., Metropolitan Sun Top, Service, Inc., and North Jersey Radio Inc., Newark, N. J.—Granted joint petitions for extension of time to May 29, within which to file exceptions to proposed decision in consolidated proceeding upon applications for FM stations in New York area.

Petersham, Petersham, Calif.—Granted petition to dismiss without prejudice.

Tri-Borough Rst. Co., Apollon, Pa.—Granted joint petitions requesting that issue 5 in proceeding upon application of Steel City Broadcasting Corp. (Docket 8293), be amended to delete all reference to Tri-Borough Rst.

KROW Oakland, Calif.—Granted in part petition presented—contending, that in which to file exceptions to proposed decision (Docket 6192 and 7101), and the time extended to and including June 1.

Mid-Ohioel State, Columbus, N. C.—Granted petition for leave to amend its application to specify 1250 kc instead of 1550 kc. Amended acceptance and application, as amended removed from hearingocket.

WHAS Louisville, Ky.—Granted petition, incident to which it alleged groundwave interference to normally protected contour of proposed television station to interfere with proposed application of Woodward Best Co. Inc. Insofar as pertinent, proceedings will be permitted to intervene. Amended acceptance.

Standard Tobacco Co., Inc., Mayaguez, P. R.—Granted petition to amend application to provide for 15 W output and larger than vertical radiator, and proposed day and nighttime operating times.

Cedar Valley Rst. Co., Austin, Miss.—Granted petition to amend application to show addition of new stockholders, showing change in ownership.

Licence Renewal

May 2 Applications

ACCEPTED FOR FILING

Assignment of License

WDRC New York—Voluntary assignment of license to The Connecticut Bst. Co. AM—1500 kc

The Littles Co., Winnetka, Conn.—CP new standard station 1540 kc 50 w D.

Modification of CP

WLIP Orlando, Fla.—Mod. CP which authorized change in station's frequency to 1050 kc.

WQSR Washington, D. C.—Mod. CP which authorized new remote pickup station.

Assignment of License

KLZI Brainerd, Minn.—Voluntary assignment of license to Brainerd Bst Co.

The Southwestern Rst. Co., Co. of Miss., McBroom, Miss.—CP new standard station 1560 kc 50 w. Portable—Mobile

WBCZ, WHER, Whitehall, Pa.—CP new standard station, 1440 kc 50 w. Portable—Mobile

Modification of License

WINS New York—Mod. license to cover CP in part for 50 kw-10 kw W.N employing trans. specified in CP.

AM—1350 kc

Utica Observer Dispatch Inc., Utica, N. Y.—CP new standard station 1350 kc 50 w. Contain upon grant of WIBX for change of facilities.

Assignment of CP

WSHP Scranton, Pa.—Voluntary assignment of CP to Lackawanna County Bst. Co.

Modification of License

WFJC Pequotuck, R. I.—Mod. license to change main studio location.

AM—1450 kc

Harold H. Thomas, Spartanburg, S. C.—CP new standard station 1450 kc 50 w. AMEND to change type trans.

Modification of CP

Oral J. Wilkens, Murray, Utah—CP which authorized change in frequency from 1250 kc to 1350 kc. AMEND to change frequency to 1250 kc.

Modification of CP

WDEV Waterbury, Vt.—Mod. CP which authorized change in frequency. Install DA-DN and change antenna for proval of DA.

WPAP-FM Wisconsin Rapids, Wis.—Mod. CP which authorized new FM station for extension of commitment and completion dates.

License Renewal

Gates Radio Service, Quincy, Ill.—License renewal for extension of license.

License for CP

Pibas Poulton, Calif.—CP new standard station, 1000 kc 50 w. Area of Colorado Springs, Co.—License to cover CP which authorized new remote pickup station.

Modification of CP

WFL-FM Waterbury, Conn.—CP which authorized new FM station, for extension of commitment dates.

AM—1000 kc

WCFL Chicago—CP install new aux. trans. to be operated on 1000 kc 10 kw DA-

DN for aux purposes only.

Modification of CP

WMJX-FM Mt. Vernon, Ill.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WMOK-Mt. Wauchenago, Ill.—CP which authorized new FM station, for extension of completion date.

WGL-FM Fort Wayne, Ind.—Mod. CP which authorized new FM station, to change station, site and height of antenna, and to change average ERP to 528 ft.; ERP to 49.2 kw.; specify and system.

FM—Unassigned

Albert B. Pastel, Inc., Kansas City, Kan.—CP new FM station (class A) on frequency to be assigned by FCC. ERP 80 w.

WBHO Bethel, N. Y.—Involuntary transfer of control of license corporation from Charles P. Man 1 lib. deceased, to Laura D. Manship, testamentary executor of estate of Charles P. Manship Sr. (959 shares of common stock).

AM—1810 kc

WDSU New Orleans—CP make changes in DA and tower height of antenna for AM tower.

Modification of CP

WHRV Anne Arundel, Md.—Mod. CP as modified which authorized new standard station, to specify studio location.

MF—Unassigned


WMNJ Mt. Clemens, Mich.—License to cover CP which authorized new FM station.

AM—1510 kc

The Mountain News, Mount. View, W. Va.—CP new standard station 1350 kc 50 w.

Modification of CP

KONA-FM Oklahoma City—CP which authorized new FM station, to change site and height of antenna for extension of commitment and completion dates.

WJTN-FM Jamestown, N. Y.—Mod. CP as modified which authorized new FM station, for extension of completion date.

AM—1150 kc

WCYS Springfield, Ill.—License to use old main trans. for auxiliary purposes only on 550 w.

Modification of CP

XXXX Cohy, Kan.—Mod. CP which authorized new standard station and authority to change type trans., to change studio location.

AM—1410 kc

License for CP

WLAS Hammond, La.—License to cover CP, as mod. which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Renewal

WJW-AM Cleveland, Ohio.—License renewal for extension of license.

License Renewal

KERA Dallas, Tex.—Mod. CP as mod. which authorized new FM station, for extension of commitment and completion dates.

WBCW-FM Phoenix, Ariz.—License renewal for extension of license.

License Renewal

Harvey Radio Labs., Inc., Cambridge, Mass.—License renewal developmental station WXXH.

WNBW-FM New York.—License renewal.

(Continued on page 84)
The Public Demands FM

...And Zenith Has The Answer

Prospective radio buyers and FM broadcasters are urging the production of more radio receivers which incorporate the new kind of static-free, true fidelity broadcasting as developed by Major E. H. Armstrong. To meet this demand, Zenith's engineers have perfected table model sets with 2-band Armstrong FM, as well as standard broadcast reception. These sets, designed to appeal to the mass volume market, have the same Zenith patented built-in lightline antenna as featured in Zenith's finest console combinations.

HERE'S PROOF OF ZENITH'S LEADERSHIP:

73.15% of all the FM-equipped table model sets produced during the period from April 5, 1946, to March 28, 1947, were Zeniths. These latest available figures (April 24, 1947) are from Haskins & Sells, the official reporting agency of the Radio Manufacturers Association.

ZENITH RADIO CORPORATION

BROADCASTING • Telecasting

CHICAGO 39, ILLINOIS

May 12, 1947 • Page 81
Accessibility is the keynote of this mechanical and electrical design. True vertical-chassis construction . . . used by RCA since 1935 . . . provides unimpeded up-draft ventilation, makes every component easy to reach and easy to remove. Unit-type assembly makes for flexibility, easy installation, and simple modification for higher power. Due to small unit sizes, it is particularly adaptable for high-building installations where equipment must be moved in by elevators.

3 dependable kilowatts of FM

. . . with the RCA type BTF-3B

You are looking at a 3-kw FM broadcast transmitter built strictly for professional transmitter engineers who know transmitters—yet is so simple that inexperienced personnel can tune it in minutes. It has every proved feature required for proper operation and it’s free from tricks and gadgets.

You’ll be interested in these facts

Fact No. 1—This transmitter uses RCA’s simple, straightforward, Direct FM-type exciter . . . inherently capable of holding distortion and noise level below that of any other exciter yet developed. Frequency control circuits give stability equal to crystal operation, do not affect modulation, and cannot take your carrier off the air. With only 4 r-f stages . . . 1 oscillator, 2 triplers, 1 buffer . . . it uses fewer tubes and no trick types.

Fact No. 2—The entire transmitter uses only 9 r-f tubes . . . 1 oscillator, 2 triplers, 1 doubler, 5 amplifiers. There are 2 modulator tubes and 10 rectifier tubes . . . excluding voltage regulators. Result: only 21 tubes can seriously affect your carrier. (15 regulators and control tubes do not contribute to transmitter outages.) This total of 36 tubes is lower, we believe, than any similar transmitter of this power.

Fact No. 3—The BTF-3B uses the RCA-perfected Grounded-Grid circuit in both the driver and final amplifiers. It’s simple to tune. It requires no neutralization. It’s more stable than older, more conventional amplifier circuits.

Fact No. 4—The final amplifier uses RCA’s vhf Disc-Seal tube, type 7C24 . . . especially designed for grounded-grid operation in our 1-, 3-, 10-, and 50-kw FM transmitters. Quantity-produced, fully field-tested, rugged, and inexpensive, the RCA-7C24 is the best-suited tube yet designed for this service.

Fact No. 5—Shielded tank circuit design of the final amplifier eliminates r-f current flow in transmitter housing. Result: greatly reduced housing radiation compared with conventional tank circuits . . . and greatly reduced r-f pick-up in nearby audio circuits. Reason: outer tubing of copecentric tank operates at ground potential . . . provides a near-perfect shielding for its inner conductor.

Fact No. 6—Single-ended output circuits provide greater stability and are easier to adjust (no balancing required) than push-pull circuits—particularly at FM frequencies. Single-ended circuits provide easier matching to the grounded transmission lines universally used in FM service.

Full information is yours for the asking. Write RCA, Dept. 19-E, Broadcast Equipment Section, Camden, N.J.
RCA 3-KW
FM Broadcast Transmitter
Type BTF-3B
FCC Actions

Applications Cont.: WOPE Oneope, N. Y.—Mod. CP which authorized new FM station, to change ERP to 3 and make changes in station, and change commencement and completion dates.

WAGR–FM Spearfish, S. D.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

AM—1250 kW

WRGQ Erie, Pa.—CP change from 1280 to 1280, increase 250 to 5 wk, install new trans. and DA-DBN and change location. Modification of CP

WHF–FM Harrisburg, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

WPAM–FM Potterville, Pa.—Mod. CP as modified which authorized new FM station, for extension of completion date. WCMN Anetochio, P. R.—Mod. CP as modified which authorized change in frequency and install DA-DBN, for extension of completion date.

AM—450 kW

Haywood S. Rowles, Camden, S. C.—CP new standard station 840 kc 250 w-D.

Modification of CP

WDSP Chatsomnor, Tenn.—Mod. CP as modified which authorized change in frequency, move, install new trans. and DA-N and change trans. location, for extension of completion date. WMFS Memphis, Tenn.—Mod. CP as modified which authorized change in frequency, move, install new trans. and DA-N and change trans. location, for extension of completion date.

KGKL San Angelo, Tex.—Mod. CP as modified which authorized increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

WDFM–FM Minneapolis—License renewal.

TENDEDER FOR FILING

Transfer of Control

WHYN Holyske, Mass.—Consent to transfer of control of 150 shares of stock in corporation from Mr. R. D. Wright to Mr. N. W. Campbell.

AM—1470 kW

Paula Valley Beet. Co. Paula Valley, GA.—New standard station 1470 kc 250 w-D.

AM—1490 kW

Electronics Enterprises Inc., San Juan, P. R.—CP new standard station 1400 kc 250 w un.

AM—400 kW

Hamilton Beet. Co., Hamilton, Ten.—CP new standard station 990 kc 250 w-D.

AM—1950 kW

Lansdale Beet. Co. Int., Antigo, Wis.—CP new standard station 1050 kc 250 w-D. Assignment of License

WSAY Rochester, W. Y.—Consent to assignment of license to The Federal Beet. Bldg.

KGRS Henderson, Tenn.—Consent to assignment of CP to Henderson Beet. Bldg.

WHBL Sheboygan, Wisc.—Consent to assignment of license to WHBN.

Transfer of Control

KREM Salem, Ore.—Consent to transfer of control of 25 sh. of stock in corporation from Rev. V. McElwain to Rev. W. C. McComb.

Assignment of License

WPUB-MT Putka, Va.—Consent to assignment of license to Southwest Beet. Corp. Modification of CP

WAGE Syracuse, N. Y.—Mod. CP to specify 5 w DA-N, install new trans., changes in ant. and change trans. location.

AM—180 kW

The Daily News Beet. Co., Bowling Green, Ky.—CP new standard station 885 kc 1 kw-D.

Assignment of License

WGCM Gulfport, Miss.—Consent to assignment of license to WGCM Beet. Co. Participation of Hugh O. and Wm. E. Jones.

ACCEPTED FOR FILING

TV—Experiments

Philo Television Beet. Corp., area of Washington, D. C., Philadelphia and New York—CP change frequencies to 1990-1990 mc and 1800-1800 mc; add special for FM station, change trans. location, and change standard station system of WUXF and WUXFPH. (Request, see page 424, column 4).

WGME Beet., area of Central Maryland, N. E. Maryland, S. E. Pennsylvania and District of Columbia—Same for WUXF and WUXFPH.

AM—180 kW

William and Leo A. Oden, Los Angeles—CP new standard station 680 kc 100 w-D. Modification of CP

KADP Pueblo, Colo.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify location. AMENDED to change name of applicant from Alva B. Adams Jr. to Alva B. Adams Jr. and to change studio location.

AFTERMARKET—FM Louisville, Ky.—CP, as modified, for extension of completion and commencement dates.

Transfer of Control

WBLR Batesville, La.—Involuntary petition of control of license or corporation from Charles P. Manship Sr. deceased, to Mr. R. W. Manship, temporary trustee of the estate of Charles P. Manship Sr. (195 sh. common stock).

Modification of CP

WRCM New Orleans—Mod. CP which authorized new FM station, for extension of completion date.

WTVT New Orleans—Mod. CP which authorized new commercial TV station, for extension of completion date.

WOBX North Adams, Mass.—Mod. CP which authorized new standard station, for approval of ant., to make changes in trans. location, for approval of average power, location and to specify studio location.

AM—1950 kW

WENF–FM Minneapolis—License renewal.

TENDEDER FOR FILING

Modification of License

WBTW Chatsworth, Ga.—Changed to 1500 w-D. 1050 mc and 1380-1400 mc; add special for FM emission and change trans. location and ant. system of WUXF.

WMBS–FM Uniontown, Pa.—Mod. CP which as modified, authorized new FM station, for extension of commencement and completion dates.

WTVN Johnson City, Tenn.—Mod. CP as modified, authorized new FM station, for extension of commencement and completion dates.

AM—1450 kW


AM—1300 kW

Antigo Beet. Co., Antigo, Wis.—CP new standard station 1050 kc 250 w-D. 1050 mc and 1380-1400 mc; add special for FM emission and change trans. location and ant. system of WUXF.

AM—1990 kW

Bartlesville Beet. Co., Bartlesville, Okla.—CP new standard station 1000 kc 250 w-D. Assignment of License

AM—1950 kW

The Cornell of D. A.

WCAO Baltimore—Mod. DA to support FM broadcast and to change DA-DBN.

AM—1150 kW

People’s Beet. Co., St. Louis, Mo.—CP new standard station 1150 kc 1 kw-D. Assignment of CP

KIMO Idaho Falls—CP move originally proposed trans., location operating with license of WJWS.

AM—1820 kW

Clarence J. Mickey, WRB Service M. McCredie, Wensuch, Wash.—CP new standard station 1280 kc 250 w un.

(Continued on page 99)
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<thead>
<tr>
<th>Name</th>
<th>Address details</th>
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<tr>
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<td>Raymon M.</td>
<td>One Nob 1469 12th St., N. W. Washington, D. C.</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>Paul A. deMARS 1000 Church St., N. W. Washington, D. C.</td>
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<td>JOHN J. KEEL</td>
<td>A Complete Consulting Service 901 Broad Street Bridgeport, Connecticut</td>
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<td>LOHANES &amp; CULVER</td>
<td>Munsy Building District 8215 Washington, D. C.</td>
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<td>RUSSELL P. MAY</td>
<td>1422 F St., N. W. Kellogg Bldg. Washington, D. C.</td>
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<td>Consulting Radio Engineers 365 E. 78th St., Triangle 4800 Chicago, Ill.</td>
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<td>E. C. PAGE</td>
<td>Consulting Radio Engineers Bond Bldg. Executive 3570 Washington, D. C.</td>
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<td>Universal Research Laboratories</td>
<td>Royal V. Howard, Director One Neb Hill Circle, San Francisco 2, Calif. Telephone: Douglas 5380</td>
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<td>A. EARL CULLUM, JR.</td>
<td>Highland Park Village Dallas, Texas Justin 8-6108</td>
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<td>COLTON &amp; FOSS, INC.</td>
<td>927 15th St., N. W. Republic 3883 Washington, D. C.</td>
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<td>Consulting Radio Engineer 830 Gregg Street Columbia, South Carolina Phone 7342</td>
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<td>H. V. ANDERSON &amp; ASSOCIATE</td>
<td>715 American Bk. Bldg., Ra. 9111 New Orleans, Louisiana</td>
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<td>Priesman &amp; Biser</td>
<td>AM, FM, Television Allocation, Station Design Management Training Associates 3208 14th St., N. W. Washington 10, D. C. Adams 7299</td>
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<td>Consulting Radio Engineer 622 Madison Avenue Toledo, Ohio</td>
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<td>GEORGE C. DAVIS</td>
<td>301-505 Munsey Bldg. — District 8456 Washington 4, D. C.</td>
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<td>Consulting Radio Engineers Specializing in Broadcast and Allocation Engineering Earle Building, Washington 4, D. C. Telephone National 7757</td>
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<td>Frank H. McIntosh</td>
<td>710 16th St., N. W.—Metropolitan 4477 Washington, D. C.</td>
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<td>LENT AND POAST</td>
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<td>John Creutz</td>
<td>319 Bond Bldg. Republic 2151 Washington, D. C.</td>
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<td>GUY C. Hutcherson</td>
<td>1100 W. Abram St. Phone 1218 Arlington, Texas</td>
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<tr>
<td>Barclay &amp; Saxton</td>
<td>Radio Engineering Consultants 2915 Red River Phone 2-5055 Austin, Texas</td>
</tr>
</tbody>
</table>
**WAR REMINDER**

CBS to Air Report on People-Soldiers Met Overseas

PLANNING TO BRING ex-GI's a personal report on people they met overseas during the war, the CBS Documentary Unit has launched a global project to gather human interest material for a special broadcast the week of Aug. 14, anniversary of V-J Day.

Special Documentary Unit Correspondent James Hurlbut is already in the mid-Pacific on the first leg of his mission and Bill Downs, CBS war correspondent, has set out for Korea. The reports of the two correspondents total more than 50,000 miles. Robert Heller, chief of the CBS Documentary Unit, will prepare the broadcast.

Traveling with the CBS teams will be reporters and photographers for This Week magazine, which will create its own published version of this story.

**CHURCH GROUP CITIS TEN 'FAMILY' PROGRAMS**

TEN network programs which "most exemplify best in family living" have been cited in first annual poll by the Interchurch Committee on Christian Family Life. Formal presentations were made during Family Week, May 4-11.

Group which represents approximately 90% of Protestant churches in this country named: Adventures of the Left Hand; Fisher McGee & Molly; One Man's Family; The Aldrich Family; A Date with Judy; Greatest Story Ever Told; Life Can Be Beautiful; Ma Perkins; Mayor of the Town and Pepper Young's Family.

In order to score, any given program had to receive favorable consideration on seven of the following: (1) Is the family true to life? (2) Is the family democratic—recognizing the rights of others? (3) Does the family recognize God in its everyday living? (4) Are there a high moral tone to the program? (5) Is the sponsoring commercial keeping with the best in family life? (6) Does the program make you want to have a better family life? (7) Is there a high type of humor? (8) Does the family show an interest in the community, the nation and the world? (9) Is the home the center of security and strength? (10) Does the program portray the family as improving?

**Fidler Suit Settled**

ONE MILLION dollar suit of Walter Wanger, film producer, against Jimmy Fidler, ABC film commentator, has been settled out of court. Mr. Wanger contended Mr. Fidler had made libelous broadcast statements about film, Scarlet Street at the time of its release last year [BROADCASTING, March 4, 1946].

**NEWS**

**INVEST YOUR AD DOLLAR**

WCKY 50,000 WATTS OF SALES POWER  
L.B. Wilson  

**PROGRANS**

**INFORMATION on existing laws and their applications is presented weekly on "What is the Law?" sponsored by four prominent Washing- ton lawyers. Each week, two of the old panels are dropped and two new lawyers added. No personal questions in law are answered; only general ones which can be of value to majority of listeners. Bruce Rea, attorney and director of public information for Junior Bar Con- ference, is moderator of series, presented as a public service feature material taken from old files of Tribune and re- ceived atmosphere of period depicted, with songs of each decade played in background.

**New Star**

New Member has been added to the cast of "Dixie Jamboree," night hillbilly program on WFWQ Jacksonville, Fla. For weeks, a ragged little boy has appeared with basket of peanuts which he insisted on selling to the studio audience. Bernadine Adam, m.c. of show, invited him to the stage, and now he does the "Peanut, parched or boiled" routine on the air as a regular "Dixie Jamboree" feature.

**'Hen Party'**

AUDIENCE participation show for women only is Saturday morning feature on WSBV Savannah, Ga. Titled "'Hen Party," show is sponsored by Welcome Hostess Service of Savannah. Local service organization, and presents serious and comic. Interviews in addition to musical selections. Household articles are awarded as prizes to participants.

**Name-the-Puppy Contest**

LISTENERS who write in now on WGY Schenectady, conducted by Ann Hampton, are invited to submit names for Mr. Keigh's cocker spaniel, along with short statement on "Why I feel I would be a good owner of that dog." Contest will run one week starting May 12, and personal submitting best name will win the puppy. Show is heard on WGY daily at 7:05 and 9:05 a.m.

**Expands Coverage**

EXPANDING its sports coverage, KLAC Hollywood has started twice hourly coverage of WNBC-New York. Jack Spada, known as "Hollywood's King Hubert" reports contains news of all sports. This is in addition to stations' coverage of on-the-scene sports events.

**NBC Sustainer**

THE "Author Meets the Critic" program which is broadcast on WNBC New York, May 25, Sun. 9:30-10 p.m., under sponsorship of Book of the Month Club, New York, will be carried by NBC beginning June 1, same time, as sustainer.
Important Radio Discoveries Described By Antarctic Navy Communication Officer

"THE MOST important discovery for radio made by the Byrd expedition to the Antarctic was that we found broadcasting to be possible practically 24 hours a day in that area." That is the assertion of Lieut. Commdr. Joseph Campbell, USN, staff communications officer with the task force, who is now on duty at the Navy Dept. in Washington.

Commander Campbell recalled that the expedition was at first listed as "confidential." No provision had been made for either radio or press correspondents, he said. However, 18 days before they were to leave, one newspaper broke the story, and at what amounted to the last minute for such a trip, facilities had to be provided for the correspondents and for voice transmission.

A 350-w transmitter was already aboard the U. S. S. Mt. Olympus, Commander Campbell said, but the networks requested more power. A 214-kw transmitter was dispatched to the dock but missed the boat and was flown to Panama. Under great difficulties, the equipment was installed while the Mt. Olympus was at sea.

According to Commander Campbell, Zenith to Introduce New Models More Frequently

ZENITH RADIO CORP.'s 22,000 franchised dealers have been notified that the firm is launching a policy of introducing new models "as they come from the laboratory and are properly field tested." The announcement, by E. P. McDonald, Jr., Zenith president, said: "Contrary to our past policy, and contrary to what has become an expensive custom in the industry, we will not point to any specific month in the year to announce new models."

By this new system, the announcement further explained, "we will obsolete only one model at a time, not an entire line, and no dealer can get hurt on the obsolescence of one model."

**ABOUT TRANSCRIPTION TURNTABLES—**

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.

**German Technical List**

LIST of technical reports covering some of the electronic developments of Germany has been published by the Office of Technical Services, Dept. of Commerce. The list includes references to the Magnetophon tape recorder and other devices. It may be obtained from the OTS Reference Service at the department.

**Praise for WBOS**

PRAISE for the wartime and peacetime service the Westinghouse international shortwave broadcasting station, WBOS Boston, is contained in a letter received by J. B. Conley, general manager at Westinghouse's Philadelphia broadcast headquarters, from A. Petersen of Trondheim, Norway. The 90-kw station has been programmed since late 1942 by the U. S. State Dept. Concerning its peacetime service Mr. Petersen says, "The 'Voice of Information and Education' keeps me listening all hours. In a more somber vein Mr. Petersen tells how, despite severe German wartime penalties for anyone caught listening to a radio, "news from WBOS helped the people of Norway a great deal to keep the spirit up during the dark days of occupation."

**Thousands of Jobs Seen As FM Industry Grows**

THOUSANDS of jobs for trained university graduates will be provided by FM in the next few years, Bill Bailey, FM Assn. executive director, said at Ohio State Institute May 3. He called on universities and colleges to equip students to enter the FM field.

Complete radio courses teaching salesmanship, promotion and business were advocated by Mr. Bailey, who criticized schools emphasizing dramatics. He predicted 700 FM stations would be on the air by the end of 1947, 1,500 to 2,000 a year later. Average employment of 25 persons was estimated.

**Admiral Expansion**

APPROXIMATELY 200 employees will be added by Canadian-Admiral Corp. Ltd. when the firm moves into the new plant for which it has leased space at Long Branch, Ont., officials of the corporation have indicated. Plant will manufacture Admiral radios and record changers for the Canadian market. Corporation's first quarter 1947 sales amounted to $425,886, with a profit of $28,795, Seymour Mintz, director of advertising, disclosed.

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PIONEERING IN KANSAS CITY

SINCE 1942

- NOW AN ESTABLISHED CLAIM ON THE KANSAS CITY MARKET -

O. R. WRIGHT
SALES MGR.
POTER BLDG., K. C., MO.
E. L. Dillard, GEN. MGR.

KOXY FM

WendeLL A. DaviS, publiciTy repre-
sentsive at WIZZ Boston and former
lieutenant (jg) in WENR, has been or-
dered to active duty as public infor-
mation officer coordinating promotional
activities in greater Lynn (Mass.) Area
in preparation for may 15-25 Naval Re-
search Program.

Mark Finley, Don Lee Broadcasting
System director of public relations.

KRKN Announcement

Familiar "birth announcements" have been
issued by KRKN Fort Smith, Ark.,
this week. KRKN, which began op-
erations in November 1947, is the first
station in this Arkansas Valley report
its new voice, clear, loud and enthril-
ing.

also mentioned, are KRKN's "Uncle" NBC
Standard Transcription, AP and UF, who were "present at the
birth." Postscript adds, "No presents,
please, but advertising placement wel-
come."

mbs Press Book

PRESS BOOK including items ranging
from stamp-sized stickers to 25-sheet
booklets, is being prepared by MBS to
aid Mutual stations in promoting new
"KRKN Fort Smith" program which
begins on network June 25. Many of
items offered in book will be supplied
complete with imprints, which include
name of sponsor, station call letters,
area and local broadcast time.

Book will be ready for distribution to
MBS members within next three weeks.

Miss Washington

ANNUAL search for "Miss Washington," who will be official in Atlantic
city "Beauties Contest" and possibly "Miss America of 1947," was started May 5
by WNDG, which holds local franchise.
Application blanks and full details are
being distributed by station to Wash-
ington and surrounding areas. Winner
this year will be known as "Miss Great-
er Washington" because of its close
proximity to the District of Columbia.

Calendar-Blotter

CALENDAR-BLOTTER for month of May has been released by WOWO Terre Haute.
Ind. Featuring rural theme, blotter is
printed on bright red background. It
will be mailed with May calendar in one
corner and census drawing of two farmers in
opposite corner. Dialogue of farmers reads:

"What's your plan today?"
"All plan to listen to WOWO's Terre Haute.

Announcing WRRZ

COLORFUL "birth announcements" in-
troucing WRRZ, new 1,000-w, 580 kc
station at Clinton, N. C., have been is-
setup by Tar Heel Broadcasting System.

Two-folt announce-
ments feature drawing of "Speedy" character composed of staccato April, with
inscription "Listen to What the Stork Left!" Some 50,000 announcements
have been mailed to rural boxholders in
station's area.

KCQY DALT LAKE MARKS
ITS 25TH ANNIVERSARY

HALF-HOUR NARRATIVE

spotlighting five period in its growth was presented by KCQY.

Salt Lake City NSC outlet, last
Thursday (May 8), the 25th an-
niversary of the station. Music and
dramatic happenings of each
period were the program.

In addition to the anniversary day broadcast, KCQY has ar-
anged other events this month to
call attention to its 25th year on the
air. On May 1 the station be-
came carrying the identification.

"This is KCQY, 25 years of serv-
cing the intermountain west," on
all station breaks. Transcended an-
niversary greetings from NBC
stars Jack Benny, Alice Faye,
Bob Burns, Frances Langford,
Phil Harris, Don Ameche and
Dennis Day were used May 4-9.

KCQY was first operated as
KDQ, the call letters being lengthened upon completion of li-
censing details. Station was pow-
ered at 50 w until 1925, when S.
Fox acquired it and boosted its
power to 100 w. Mr. Fox is presi-
dent and general manager of the
KCQY licensee firm, Intermount-
tain Broadcasting Co. KCQY's
power subsequently was increased
to 5 kw. Station claims to be the
13th to be licensed in the United
States.

Voice of America' Forum

Analyzes American Press

SERIES of four short-wave round-
table discussions on the American
press began May 3 on the "Voice of
America" through the State De-
partment's international broad-
casting facilities.

Describing the operations and
problems of the American news-
paper industry and its influence on
the political, economic and social
structures of the U. S., the pro-
grammes are being broadcast in
English to Latin America, Europe and
the Far East, and will be trans-
lated for re-broadcast in many of the
25 languages transmitted on
the program.
Atlantic City
(Continued from page 18)
be dealt with during the beginning phases of the conference will be the establishment of a permanent Central Frequency Registration Board to place on sound basis the international registration of frequencies and to prevent harmful interference [broadcastING, March 10].

One of the biggest questions for the high frequency meet will be establishment of a permanent International Telecommunications Union and a permanent international high frequency organization to handle the increasingly complex problems attending growing use of shortwave [broadcastING, March 10].

The U. S. delegation to the Radio Conference is composed of some 30 Government and about 50 industry representatives. Chair-Charles R. Denny of FCC is chairman of the delegation and Francis Colt de Wolf, chief of the State Dept. Telecommunications Division, is vice chairman. Following current Chairman Denny is expected to be named president of the conference. No concern is held for any alter-}

Mr. Denny Mr. deWolf
ation in position of the standard broadcast band although minor extensions are proposed by the U. S. These are to 1605 kc on the upper end of the band and to 555 kc on the lower end. The European group favors an upper limit of 1560 kc and France and the United Kingdom urge adoption of a lower limit of 615 kc and 525 kc.

It is understood that concessions party to NARBA, which last expired March 29, 1946, and now is in preliminary renegotiation stages, will continue informally on the side those talks initiated recently in Havana and Mexico City by FCC Comm. Rosel H. Hyde and K. Neal McNaughton, FCC Standards Allocation Section chief [broadcastING, May 5, April 14].

On Saturday, the heads of the various delegations are scheduled to meet and outline general plans for the conference. Friday morning the first plenary session is to get underway with election of a permanent chairman and lesser officers, adoption of committee patterns and voting on questions such as inclusion of international organizations and admission of the newer countries like the Philippines. In the latter category a resolution is expected for inclusion of the allied commands in Germany and Japan. Spain has been excluded from the session by the United Nations on a political basis.

Welcome by Norton
The conference welcome will be given by Assistant Secretary of State Garrison Norton. Following adoption of the committee plan preliminary meetings may be held that afternoon. The U. S. tenders its official reception on Friday at 5:45 p. m.

The general committee plan proposed by the U. S. was held last week as in relatively favored position but modifications always are held possible. On all of the several committees the various nations would be represented. Each committee would choose its own chairman.

The U. S. committee proposals and their spokesmen are:
- Steering Committee, composed of principal delegation chairman, president of all delegation chairmen and vice chairman (no speaker): Credentials Committee, Mr. de Wolf; Organization Committee, Harvey H. Osterman, assistant chief, State Dept. Telecommunications Division; Technical Coordinating Committee, FCC Comm. Ewell K. Jett; Alternations Committee, Jett; Propagation Committee, Jett; FCC Frequency Service-Allocation Division; International Frequency List Committee, Capt. Gordon Caswell, Office of the Chief of Naval Operations; Committee on Other Technical Matters, Dr. J. H. Dellingar, chief, Central Radio Propagation Lab., National Bureau of Standards; Operations Committee, FCC Comm.; M. Webster; Drafting Committee, Arthur Lebel, State Dept. Telecommunications Division.

The Steering Committee will assign the tasks of the respective committees in addition to usual duties. The Credentials Committee besides accrediting would handle voting questions. The Organization Committee would plan such agencies as the central frequency registration board as well as conference organizational matters. The Technical Coordinating Committee will encompass the activities of the Allocations, International Frequency List and Other Technical Matters Committees.

Heavy Agenda
The Allocations Committee is slated for a heavy agenda, with overall task of allocating frequency bands in the spectrum to various services. The less enviable job of saying who gets what of these facilities depends upon their notification by the respective governments and clearance for international registration by the Central Frequency Registration Board. The International Frequency List group is also intended to have a most busy agenda. This committee will weed out much of the so-called clutter wood of present frequency assignments and establish a new and current list. The scope of work for the Committee on Other Technical Matters is as broad as its name implies. The Operations Committee would concern itself with maritime and aeronautical mobile radio.

The Drafting Committee's task is to place the documents into final shape for signature.

Plenary sessions are expected to be held at intervals to consider the work of the committees as they proceed and form conclusions on the various phases. Following the expected signing of the final agreements each nation individually must ratify the documents in its respective way.

NEWS TOPS POLL
Religious Music is Second
Choice in South Bend

POLL conducted by radio columnist Carroll Reynolds through The Merchant News, South Bend, Ind., weekly, showed the paper's readers preferred news broadcasts over all other types of radio fare.

Religious music programs were voted second most popular type, and others in the top ten followed in this order: popular music, orchestral, semi-classical music, popular music, vocal, general quiz shows, dramatic shows, telephone quiz shows; tie between classical music and local events. Votes for the first three places were graded higher than others.

Well down the list in The Merchant News poll were comedy dramas, sports, Western music, comedians and daytime serials.

Mr. Denny is expected to be named president of the conference. No concern is held for any alter-

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Republic

My Pretty Girl
On Transcriptions: CAPITOL—Jan Garber, Del Porter; STANDARD—Orrin Tucker; Mac- GREGOR—Barclay Allen.


Broadcast Music Inc. 580 FIFTH AVENUE NEW YORK 18, N. Y.

WINS AT WORK
Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

Plans Coverage Study
WILLIAM ODESSKY, Los Angeles engineering consultant, leaves for Germany this week to make a survey of American transmissions to Russia and Poland.
FCC Actions
(Continued from page 84)

Applications Cont.:

**SUMMARY**

**AM—1450 kc**

WTMX Clarion, S.,*—License to cover CP which authorized new station, for approval of DA.

**AM—1550 kc**

WTMA Charleston, S.,*—License to cover CP which authorized new station, for approval of DA.

**AM—2100 kc**

WFAK Charleston, S.,*—License to cover CP, as mod, which authorized new station standard and authority to determine operating power by direct measurement of antenna power.

**AM—1450 kc**

WXET Palatka, Fl.,*—License to cover CP which authorized increase power and install a new tower.

License Renewal

WJRJ Winston-Salem, N. C.,*—License renewal.

TENDERED FOR FILING

Frank Andrews, Modesto, Calif.,*—CP new standard station 1450 kc 250 w D.

May 7 Applications

**ACCEPTED FOR FILING**

License for CP

WDIG Dayton, Ohio,—License to cover CP, as mod, which authorized new standard station, for approval of antenna, and to change type trans., for approval of DA.

Modification of CP

KENI Anchorage, Alaska,—Mod.,* CP which authorized new standard station, to change antenna location, for extension of commencement and completion dates.

License for CP

KTIM San Rafael, Calif.—License to cover CP which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

WWWB Jacksonville, Fla.—License to cover CP, as mod, which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Modification of CP

WGQA—FM Rome, Ga.,*—Mod.,* CP, as mod., which authorized new standard station, for approval of antenna and tower location.

Modification of CP

WHOW Clinton, Ill.—Mod.,* CP, as mod., which authorized new standard station, for approval of antenna and tower location.

License for CP

WEEK Peoria, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of antenna power.

Modification of CP

South Central Broadcasting Corp., Evansville, Ind.—*CP new (class A) FM station on frequency 92.9 and ERP 15,000.

**AM—460 kc**

Kentucky Mountain Hiawatha Assn., Lawerence Ky.—*CP new standard station 1450 kc 150 w.

**AM—400 kc**

KQWC Natchez, La.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of antenna power.

Modification of CP

WCAO—FM Baltimore—Mod.,* CP which authorized new FM station, to change frequency to channel 74, 102.7 mc, and make changes in antenna system.

**AM—1450 kc**

The Montana Network, Great Falls, Mont.—*CP new standard station 1450 kc 250 w.

License for CP

WAGE Inc., area of Syracuse, N. Y.—License to cover CP which authorized new remote pickup station WEWT.

Modification of CP

WEGO Laurinburg, N. Carolina,—Mod.,* CP which authorized new standard station, for approval of antenna, to change type trans., for approval of tower, and studio locations.

**AM—1450 kc**

Erie BreteCo., Pa.—Mod.,* CP which authorized new standard station 1400 kc 250 w. AMENDED to change name of applicant from Thomas Phillips Jr., Wm. M. Schuster, Conrad Effenfeln, Francis Schuster and Sylvia Galinsky, partnership d/b as BreteCo., to Thomas Phillips Jr., Wm. M. Schuster, Conrad Effenfeln, Cecil D. B. Schuster and Sylvia Galinsky, a partnership d/b a as Erie BreteCo.

**AM—740 kc**

WIBS San Antonio, Tex.—Mod.,* CP which authorized new standard station, for approval of DA.

**AM—1840 kc**

Community Broadcasting Co. St. Cloud, Minn.—*CP new standard station 1400 kc 250 w.

Modification of CP

WFOR Hollywood, Fla.—Mod.,* CP, as mod., which authorized installation of new vertical ant. with FM ant. mounted on top makes changes in ground system, and change trans. location, for extension of completion date.

Modification of CP

WPHG Homestead, Fla.—Mod.,* CP which authorized new FM station, for extension of completion date.

Assignment of CP

WSAY Rochester, N. Y.—Voluntary assignment of CP and license to The Federal Burtz System Inc.

Modification of CP

WRP Charlotte, N. C.—*CP, as mod., which authorized installation of booster station to operate synchronously with WBT, to change type trans. and make changes in vertical ant. for extension of completion date.

**AM—880 kc**

WBGB Greensboro, N. C.—*CP install new vertical ant. and mount FM ant. on AM tower.

Reassignment of Control

KSLM Salem, Ore.—Voluntary reassignment of control of license corporation from Paul V. McElwain to Robert C. Mccormack. (26 sh. common stock $17.4 $16.1)

**FM—Unassigned**

Radio Anthonius Inc., Scranton, Pa.—*CP new (class B) FM station on frequency to be assigned by FCC ERP 4.3 kw.

Modification of CP

WSPA—FM Spartansburg, S. C.—Mod.,* CP which authorized new FM station, for extension of completion date.

Modification of CP

KOAK Oak Cliff, Tex.—Mod.,* CP which authorized new standard station, for approval of antenna, to change type trans., for approval of trans. location, and to specify studio location.

Modification of License

WPVU Pittsburgh, Pa.—Voluntary assignment of license to Westcott Broadcasting Co.

Modification of CP

WOCO Richmond, Va.—*CP, as mod., which authorized new standard station, for extension of completion date.

Remote Pickup

Miami Broadcasting Co., area of Miami, Fla.—*CP new remote pickup station (with WQAM and WQAM-FM) on 315.25, 35.5 and 37.55 mc w emission A and B, 150 kw, 400 kw, and 200 kw, for 30 hours of operation in accordance with Sec. 4.403.

License for CP

KSDH Boise, Idaho.—License to cover CP which authorized new standard station and specify studio location and to allow in antenna to determine operating power by direct measurement of antenna power.

Modification of CP

WNBY Chicago—*CP, as mod., which authorized new commercial TV station, for extension of completion date.

Remote Pickup

Mississippi Valley Broadcasting Co. area o
960-1600 mc Proposed
For Air Navigation Band

REVOLUTION of existing frequency service-allocations to make the en-
tire 960-1600 mc band available for the aeronautical navigational service was proposed by FCC, last
week, with provision for oral argu-
ment May 26. The changes, in-
volving allocations from 960 to
2100 mc, would assign 1750-1880
mc to television pickup.

The proposal was based on a re-
port of the Radio Technical Com-
mission for Aeronautics. FCC said it
saw "ample justification" for the changes if attainment of a sys-
tem of all-weather flying by civil
aviation depended upon use of the
entire 960-1600 mc band. The hear-
ing is "to determine the relative
needs of the amateur, fixed and
mobile services" for space between
1215 and 2100 mc.

TENDERED FOR FILING

Assignment of License

KBOL Boulder, Colo.—Consent to assign-
ment of license to Boulder Radio KBOL
Inc.

AM-1560 kw
James R. Williams, Salina, Kan.—Con-
sent new standard 1390 kw 200 w
AM.

AM-2510 kw
Kaczyski Broad. Co., Kenosha, Wis.—
Consent new standard 1460 kw 250 w
Transfer of Control

WJKL Asbury Park, N. J.—Consent to
transfer of control of CP for FM station
WJKL to Mabel Brimer Kinmonth and
Asbury Park National Bank and Trust Co.
trustees and executors under will of
J. Lyle Kinmonth, deceased.

AM-840 kw
William J. Brennan, Winnetka-Salem,
N. C.—CP new standard station 940
4 kw D.

AM-1180 kw
Waynesboro Broad. Corp., Waynesboro,
Va.—CP new standard station 1490 kw 250 w
AM.

AM-710 kw
Montebello Broad. Co., Montebello, Calif. —
CP new standard station 760 kw 200 w D.

AM-1010 kw
—CP new standard station 910 kw 250 w D.

AM-1550 kw
Norwalk Broad. Co., Norwalk, Conn.
—CP new standard station 1350 kw 500 w
Transfer of Control

WQOV Valdosta, Ga.—Mod. to CP to in-
stall FM and on one of DA towers, using
1 kw N 5 kw D, DA-DN.

N-K Broad. Co., Muskegon, Mich.—CP new
standard station 1450 kw 250 w
(unrestricted facilities of station WARB).

May 8 Decisions...

By COMMISSION EN BANC

TV—12-192-198 mo.

Savannah Television, Inc. and Larry Tarrant, Bloomington, Ind.—Grant CP new com-
mercial TV station Channel 19, 1200-198
mo. 1 kw D.

FM Conditional Grants

Following were authorized conditional grants for new FM stations, subject to
further review and approval of engineer-
ing details:

Radio Springfield, Springfield, Ill.—Class B (Commercial for hearing).

Central States Brocasting Co., Omaha.

Neh.—Same

Rahall Brocasting Co., Norristown, Pa.—Class A (Commercial for hearing).

The C. A. Neff, Southport, Ind.—Class B

Indiana-Ault Brocasting Co., Alton, Ill.—Class B (Commercial for hearing).

Channel 225 deleted from Columbia, Mo.,
was added to Alton, Ill., and Channel
277 added to Columbia.

Harry J. Hopkins, Marion, Ill.—Class A

Commander Industries, Oak Park, Ill.—

Same.

The McPherson Brocasting Co., Mc-
Pherson, Kan.—Same.

Richard Salk, Utica, N. Y.—Class B

Lubbock Brocasting Co., Lubbock, Tex.

Same.

Rose Capital Brocasting Co., Tyler, Tex.

Same.

Hinton Memorial Baptist Church, Port-
land, Ore.—Same.

The Journal Co., Green Bay, Wis.

Same.

Added Channel 230 to Green Bay
FM CPTs Granted

Construction permits were authorized 9
Class B FM stations: conditions. Five
Class B stations were authorized CPTs
in lieu of previous conditions. See story
KAGK Pocatello, Calif.—Granted con-
tent of assignment of CP for extension
KAGK from Rose Bowl Estates, Ltd., part-
nership, to Andrew C. Balley, 1/4 Rose
Time Bros. Estates, Ltd. 3e retiring partners
propose to sell the 40% interest therein
to assis to sight for consideration equal to their
cash contribution ($1001 to partnership

The U. of Tulsa, Tulsa, Okla.—Granted

Class A FM in educational FM station;
Channel 212, 39.3 mc; 1 kw; 355 ft.

Hearings Before FCC...

May 10 FM—Hearing

WDEL Inc., Wilmington, Del.—For FM
facilities

Wilmington Tri-State Brocasting Co., Inc.

Wilmington, Del.—Same.


Same.

York Broad. Co., York, Pa.—Same.

Reading Broad. Co., Reading, Pa.—Same.

AM—Hearing

Joe V. Williams Jr., Chatsworth, Tenn.

CP 1460 kw 250 w DA-DN.


Further Hearing

KKGB Tyler, Tex.—CP 690 kw 1 kw N
5 kw D, DA-DN.

KGOF Cooperville, Kan.—CP 5 kw
10 kw; 1 km, 300 ft.

KELD El Dorado, Ark.—CP 690 kw 1 kw D.

Respondents: KABC San Antonio, Tex.

KFEG St. Joseph, Mo.

Further Hearing

Crescent Broad. Corp., Shannondale,
Pa.—CP 560 kw 5 kw D.

The Patriot Co., Harrisburg, Pa.—CP
360 kw 5 kw D, DA-DN.

WHJ Harrisburg, Pa.—Same.

WLS Fort Wayne, Ind.—CP 800 kw 1 kw
DA-DN.

WCLW Wilkes-Barre, Pa.—CP 500 w
1 kw D, DA-DN.

Respondent: CBEF petition to intervene
filed by WTAG Worchester, Mass., pending.

AM—Hearing

Wisconsin Music Int., Rochford, Ill.—CP
1400 kw 250 w D.

Beloit Broad. Co., Beloit, Wis.—CP 1350
500 w D.

Respondent: WRJN Racine, Wis.

AM—Hearing

—CP 830 kw 250 w D.

Woodward Bro. Co., Detroit, Mich.—
CP 5 kw 1 kw D.

Intervenor: WRAS Louisville.

Further Hearing

WOWO Fort Wayne, Ind.—CP 1190 kw
10 kw D, DA-DN.

WEZB New York.—CP 1190 kw 10 kw D
5 kw N, DA-DN.

May 15

Further Hearing

Southern Bro. Co., Charleston, S. C.

—CP 1450 kw 250 w D.


—CP Same.

The LARGEST station in the LARGEST city in WEST VIRGINIA

HUNTINGTON, W. VA.

5000w. DAY 1000W. NIGHT
930 KC AB Affiliation

represented by THE BRANHAM COMPANY

BROADCASTING * Telecasting

As Utah celebrates its centennial of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.
Business is booming in West Virginia! Here's what the latest issue of the West Virginia Business Index says: West Virginia's business picture for the first quarter of 1947 is the brightest on record. Just like I keep tellin' the folks...this is one of the top markets in the nation...The Chemical Center of the World!

Page 92  May 12, 1947

Petrillo Case May Revert to La Buy

Union And Government In Supreme Court Last Week

JAMES CAESAR PETRILLO may go back to Chicago District Court, perhaps to try on original charges brought under the Lea Act, it was conceded late last week by attorneys for both the AFM and the government. AFM and the government appeared in the Supreme Court last Monday and Tuesday to present oral argument on the government's appeal from a decision of Judge Walter La Buy of the Chicago District Court who sustained an AFM appeal to dismiss a case charging violation of the Lea Act (Broadcaster, Dec. 9, 1946). Robert L. Stern carried the government's argument, asserting that "it was entirely reasonable for Congress" to limit the right of a union to attempt to coerce radio stations by ordering persons not to work for them.

Picketing Question

Associate Justice Felix Frankfurter questioned Mr. Stern closely on the picketing aspects of the Lea Act, asking whether or not peaceful picketing is coercion and whether it can be constitutionally outlawed.

Mr. Stern replied that in passing the Lea Act Congress was exercising its lawful right to prohibit restraints upon interstate radio broadcasting. He declared that the Court has on other occasions held picketing to be entitled to constitutional protection under the First Amendment. He added, however, that these decisions have not extended protection to picketing for unlawful objectives, "but to the contrary." He asserted that since the National Labor Relations Act recognizes that words, under the freedom of speech Amendment (First) may be coercive, picketing by the same token may be coercive.

He denied, as charged by AFM, that the Act is "indefinite," declaring the law gives "sufficient" warning as to its application. It is at least as definite as the Sherman Act prohibition against restraint of trade, he declared.

AFM contention that "exclusivity" of the Lea Act invalidates it was denied by the government. Mr. Stern declared that "it is clear" that Congress has power to regulate one industry and not others where an evil is shown to exist in that industry and not identically in others.

A novel argument was interjected by AFM attorney Henry Kaiser as the result of Court questioning. He was asked how there might be a constitutional application of the Lea Act to other restraints contained in Lea Act. "I could conceive of a situation," replied Mr. Kaiser, "where Congress could reach such evils through the device of an Act setting up an expert board instead of a criminal statute that operates directly." He added that many "constitutional deficiencies" of Lea Act could be avoided by an expert tribunal which in a particular case with particular facts before it would decide the application of the law. Thus, he continued, if there were an alleged violation of law, it could be enforced after due notice and review by a competent authority.

He "strenuously urged" the High Court to consider only the question of whether or not the Lea Act can be constitutionally applied to facts charged in the "information." He asserted that there is no issue of deprivation of the constitutional rights "of others in different circumstances." He also denied that there was any issue respecting the power of Congress in regard to labor monopolies in interstate commerce.

AFM enjoys a closed shop, he admitted but denied government contention that the union has the power to summarize dismiss any non-compliant member without a hearing. All members of organizations, he argued, have a constitutional right of appeal to the courts if they feel they have been unfairly treated.

Union Fund

(Continued from page 17) ing to take advantage of any weakening of the unions with an ultimate result which would be worse than no legislation at all."

The Senate labor bill, unamended, would provide greatest relief to broadcasters through its definitions of unfair labor practices and amendments to the Wagner Act which would require the National Labor Relations Board to seek immediate injunctions in cases of secondary boycotts and jurisdictional strikes. In other unfair labor practices not involving jurisdictional disputes or secondary boycotts, the Board would be given discretion in obtaining restraining orders pending a determination of specific charges.

Violation of collective-bargaining contracts, whether by unions or employers, are defined as unfair labor practices and suits for breach of contract may be brought in Federal courts.

GOP Pessimistic

There was pessimism on both sides of the GOP bench as to whether there would be a labor bill this year. Sen. H. Alexander Smith (R-N.J.), who supported both amendments, has admitted that he prefers the Committee bill in some respects, although he does not think it goes quite far enough. But he told BROADCASTING that he did not see how the President could, in view of his stated position on labor legislation, approve anything stronger than the Committee bill.

He agreed with Senator Ives that the final bill which will be sent to the White House will be ever stronger than the eventual Senate bill. The finished bill is anticipated as striking a mean between comparatively moderate Senate legislation, and the so-called "tough" House bill.

Members of both House and Senate Labor committees admitted privately that the House legislation was largely a "strategy" product even though the lower chamber passed it by an overwhelming majority—308 to 107—a vote that is in dicted almost certain turn down of the expected veto.

But Senate votes have been so close that there appeared no chance for the two-thirds strength needed to override a veto.

No Stand-in

FILM DOG star, Lassie, has been signed by Henry, Hurst & McDonald, Chicago, to be featured on its own ABC show, Sun. 3-3:15 p.m., starting June 8. Uncertain of her ability to narrate, sponsor John Morrell & Co., Ottumwa, Iowa (Red Heart Dog Food), has signed her trainer, Rudd Weatherax, to handle narration. Assurance is that Lassie will do her own barking with no help from an AFRA soundman.

Hits Lea Act

He declared that while the Lea Act legalizes agreements between employer and union for the hiring of nonunion workers, it makes it a crime for the union to strike for those same ends.

Court action is expected about the second week in June. History of recent Court decisions shows a general conservatism of the Justices on tests of constitutionality. Thus, the Court may decide to reverse Judge La Buy, and remand the case for trial. In such event, appeal from the result of trial would have to go through the Court of Appeals, and then back to the Supreme Court.

Present in the Court with Mr. Stern was Douglas McGregor, also of the Solicitor General's office, who made the introductory statement. For AFM besides Mr. Kaiser were Rex Ricardi and Clair Nee der of the AFM executive staff and attorneys Joseph Padway, Henry A. Friedman and David Katz.
Facsimile Panel Recommends Standard Commercial at 984 Index Cooperation

TO PROVIDE full intercommunication among all sizes of facsimile scanners and recorders, the facsimile panel of the Radio Technical Planning Board has recommended a standard index of cooperation of 984 for commercial facsimile broadcasting at 88-108 mc.

This provides, the panel’s report explained, “for operation corresponding to an available line width of 8.2” at 105 scanning lines per inch, or an available line of 5.74” at 150 lines per inch. An available scanning line of 4.1” at 210 lines per inch also corresponds to an index of 984. It should be noted that a scanner having 8.2” available line at 105 lines per inch may be used to transmit one-half of its subject copy, without distortion, to a recorder operating at 4.1” available line and 105 lines per inch. This would be equivalent to an effective 7/16 line-use ratio at the recorder.”

This recommendation is at variance with that of the facsimile committee of the Radio Manufacturers Assn., which recommended two as an index of length of available scanning line and number of scanning lines per inch. RMA recommendation provided for two rates of paper consumption at the recorder, by specifying two different lengths of available scanning line, which, the RTBP panel report stated, would “inevitably” cause a loss of the full intercommunication provided by the

U. S. RUBBER CO. TAKING LOUIS VIDEO ON KTLA

U. S. RUBBER Co., New York, avid sponsor of television special events programs, has arranged to sponsor a video series on KTLA Los Angeles featuring Joe Louis, world’s heaviest boxing champion, in eight exhibition bouts. Matches will be held on Thursday evenings, starting May 22 in Los Angeles, where Louis is making a movie for M-G-M.

Details of the telecasts had not been completely worked out last week, but it was understood that the arrangements made by Klaus Landman, the general manager of KTLA, provided for similar video coverage of Louis exhibition bouts in Chicago and New York which may be staged later this year. Campbell-Ewald Co., of New York is the U. S. Rubber agency.

RTBP panel single standard method.

Otherwise the two sets of standards are the same, providing for rectilinear scanning from left to right, top to bottom of copy; 360 scanning lines a minute; line utilization of ¾ with the remaining ¼ used for transmission; an interval of not more than 12 seconds between pages of copy for transmitting a page-separation signal; and amplitude modulation of the subcarrier, whose frequency shall be between 5 kc and 12 kc per second and vary with the optional density of the subject copy; negative modulation; subcarrier noise level at least 30 db below maximum picture modulation level.

Panel reported its recommendations to the RTBP with a request that they be submitted to the FCC for official adoption as the standards for commercial simplex facsimile broadcasting.

FCC Budget

Continued from page 13

provision of about $2,000,000, enlisted some discussion. The FCC pointed to the weller of new work thrust upon it by development of FM and television, and the deluge of applications for new standard facilities.

Cut Still Undecided

Whether the cut will be the generally anticipated $50,000 which would bring the Commission down to a round $5,000,000 figure, or whether it will approach the Interior Dept. cut of nearly half, must remain conjectural until the subcommittee completes its hearings. Several additional independent agencies remain to be heard, after which the subcommittee will determine the extent of the recommended reductions. A Committee spokesman said the hearings will run at least two weeks more. That there will be an overall cut is a foregone conclusion.

After full committee consideration, the Independent Offices Bill goes to the Floor. Rep. Wigglesworth, as subcommittee chairman, will marshall it through the House. Then it goes to the Senate, where subcommittee hearings will be held. It looks like a race against time to get the appropriation through prior to the June 30 expiration.

Present at the hearings were five members of the FCC: Chairman Denny, Commissioner Walters and Commissioners Jett, Hyde and Durr. Commissioner Walker is still recuperating from an embolism (leg clot) and Commissioner Webster was overseas on an official mission. They were flanked by department

New WKMO Manager

Joseph W. (Tiny) Jordan, former sports director of WKMO (250 w, 1,400 kc, CBS) Kokomo, Ind., has been named general manager of that station. He succeeds John Jefferey, who has resigned to enter private business. William Knapp has been named commercial manager. Both Mr. Jordan and Mr. Knapp were formerly associated with WIBC Indianapolis.

WHO is “Listened-to-Most” in 74 of Iowa’s 99 Counties (during daytime)

Write for complete facts!

50,000 Watts

Des Moines

FREE & PETERS, Inc.
Representatives

May 12, 1947 • Page 59
DOING A
PEACH OF A JOB!

KFXJ
Serving Western Colorado's Multi-million Dollar Fruit Belt at
GRAND JUNCTION
920 k.c. MBS 1000 watts

COMPLETE PRODUCTION FACILITIES FOR:
SPOT ANNOUNCEMENTS-
SHOWS-BANDS-AIR
CHECKS-LINE CHECKS

Everything you need for your radio work.
Chicago's Largest Independent Studio
State 5655

Universal
RECORDING CORP.
2nd Floor
20 N. Wacker Drive
Amb. 2142-CHICAGO 6-STATE 5655

WIDE BLANKET COVERAGE,
CONCENTRATED AUDIENCE.
BEST PROGRAM FACILITIES,
AND SOON-
5000 WATT OUTPUT!

JOS. WEDD & CO.
350 Madison Ave., New York,
Can Tell You More About
CHNS
NOVA SCOTIA

ARE YOU MOVING?
WE'd like to move with you.
Please tell us three weeks in advance your new address. You'll
not miss an issue of . . . .

IER
(Continued from page 18)
broadcasting policy of equal opportunity
to the air.
Morris Novik, New York public service radio consultant and
chairman of the radio and labor panel, said that in his opinion the
networks were providing reasonably well balanced programs but that
affiliated stations were not necessarily carrying them. He said that
sustaining programs offered by the networks were frequently not taken
by affiliates.
At the opening general session March 2, Comr. Durr; Edward R.
Murrow, CBS vice president and
director of public affairs; NAB's
Mr. Richards, and Charles Sim-
son, program director, WHAM
Rochester, spoke on "What Should
Be the Criteria for Broadcasting
in the Public Interest, Convenience
and Necessity?"
Mr. Durr said that public inter-
est lies in programming. "But what
types of programs are in the public interest?" he asked. "The answer
is obviously in all of them, if honesty and a reasonable amount
of skill and intelligence go into
their preparation and presenta-
tion."
He said he could not accept the theory that the test of radio lies
in the listener ratings regard-
less of the nature of the programs,
nor can I agree that the test of a
'democratic' radio lies solely in
the size of its audience.

Serving Democracy
"I think the test, rather, is in
how well radio plays the part it is
capable of playing in the end of
a democratic society."
Mr. Richards said that in his
opinion public interest was a phrase
difficult of explanation. "It seems
to mean," he said, "that in the
public interest, whatever it may be, is
of private conception. How you may
view it as against how I might
view it, assuming us both to be
citizens of reasons and integrity,
may differ in minor particulars,
but not in generalities . . . ."
"It would seem unassailable," he
said, "that it is in the public
interest to make the public
happy, and in its interest to broadcast
information and fine music and
drama."
Mr. Simson, in his talk at the
session, concluded with: "Radio
has the obligation to view requests
for time from community groups
with mature statesmanship rather
than on the basis of yielding to
expediency and surrendering to
pressure. This obligation calls for
a no less mature approach on the
part of the organizations which
seek time on the air."
In discussion following the pre-
pared talks, Mr. Richards referred to
Mr. Durr, with whom he has
heatedly debated before, as being
'sly.' Mr. Murrow interceded with
an objection to the remark which
Mr. Richards then withdrew.
Later Mr. Richards wondered
how Mr. Durr could spend time to
visit Columbus when the FCC
docket was filled with unattended
business, and again he withdrew the
remark after Mr. Durr had
replied that it was the obligation
of public servants to get away from
Washington occasionally and talk
with the people.
A controversial discussion on
the subject of radio's treatment of con-
troversial issues occurred during a
general session Monday afternoon
on "Should Radio Have an Edi-
torial Policy?"
In a speech prepared by James
Lawrence Fly, former FCC chair-
man and now a member of the
board of directors of the Ameri-
can Civil Liberties Union, Mr. Fly
insisted that broadcasters ought to
stay within the general meaning of
the Mayflower decision.
"Radio should not have an edi-
torial policy," said Mr. Fly in his
speech which was read by Prof.
Alan Griffin, of Ohio State U.
"What is to be an editorialist
the broadcaster using his facilities to
take one-sided attitudes toward
controversial issues, without giving
comparable time to other points
of view?"

Should Editorialize
Rex Howell, program director of
KFXJ Grand Junction, Colo.,
said that radio ought to take po-
sitions on controversial matters
and that the right to editorialize
was "unequivocally in the affirma-
tive."
"Radio is qualified to assume
the responsibilities inherent in ed-
torial use," said Mr. Howell.
"Broadcasters should fashion a
code of ethics covering the use of
their facilities for editorials that
will assure high standards of serv-
ice . . . and the FCC should rescind
its statement that radio must not
be an instrument of a public
life but must act as an interpreter of
the people's choice."

MR. AND MRS. L. A. Pixley and Mr. and Mrs. M. A. Pixley, co-owners
of WCOL Columbus, O., hold open house in their newly-constructed
studio building in honor of guests at 17th Annual Institute for Educa-
tion by Radio. In audition room watching broadcast by the Columbus
Boychoir are seated (1 to r): Robert Kinzie, executive vice president,
ABC; Robert White, ABC Chicago farm director; Robert Saudek, ABC
director of public affairs; L. A. Pixley, WCOL partner. Standing (1 to r):
Charles Donegan, ABC; Robert K. Richards, NAB; M. A. Pixley, WCOL
partner; Edgar Kobak, MBS president; Mrs. M. A. Pixley; Peter Pixley;
James Quello, WXYZ Detroit; Jay Wagner, WCOL sports director.

report to the Commission on Radio,
suggested that the FCC amend the
Mayflower Decision "to permit
broadcasters to air their partisan
views on condition that they pro-
vide equal time for an answer."
Mr. Leigh thought that was "a
proper deduction from the Com-
mission's general framework of
analysis."
But Mr. Leigh felt that "for most stations . . . the function of
common carrier is best performed
by developing the greatest skill,
courage and wisdom possible in ex-
ercising the difficult and important
function of umpire and interpre-
ter of controversy."

Allen Sayler, radio representa-
tive of the United Auto Workers
(CIO), spoke against editorializ-
ing by broadcasters. He thought
there would be a danger of one-
side presentations of views and
opinions.
"In a truly free radio," said Mr.
Sayler, "the owner of a broadcast
station will have rights of expres-
sion that are neither greater nor
lesser than the rights of other re-
 sponsible persons or organizations
in the community the station
serves."
Paul D. P. Spearman, Washing-
ton, D. C., attorney, said radio
ought to transmit intelligence with-
out attempting to interpret it.
Editorials should not be broadcast
"with reference to controversial
issues which admit of local argu-
ment, both pro and con, supported
by facts," he said.
"I take the position that al-
though neither the Congress nor
the Federal Communications Com-
mision has the right to restrict
the right of free speech and the
Commission does not have the right
to censor programs . . . broadcast-
ing should continue to grow and
fill its great destiny as a trans-
mitter of intelligence rather than
that to be an interpreter of that in-
telligence or a proselyter of the
public."

BROADCASTING • Telecasting
CBS TO BUILD SHOWS FOR LIMITED AUDIENCE

FLYING in the face of beliefs widely held in U. S. radio that programs must primarily be designed to attract mass audiences, CBS is willing to sacrifice audience size for higher standards in its documentary programs.

This was reported last week to the Ohio State U. Institute for Education by radio by Edward R. Murrow, CBS vice president and director of public affairs, during a panel discussion on radio production.

Responding to a question concerning the extent of appeal of documentary shows, Mr. Murrow said that a decision always confronts any broadcaster intending to produce that kind of program. Like a newspaperman, he said, "You have to decide what kind of paper you will publish—whether you will depend on sensationalism and hot copy to build a circulation of three or four million or determine to present sober information at the price of smaller circulation."

CBS, he implied, had decided on the latter course, and as an example of its policy, Mr. Murrow pointed out that it was undertaking a production in the fall to appeal mostly to former soldiers who served overseas, a pocket-sized audience by comparison with usual network appeal.

Receiver Prices Lowered By U. S. Television Corp.

U. S. TELEVISION Manufacturing Corp. took the lead among manufacturers last week and cut its prices. Careful designing and planning, plus a greater volume of output enabled the company to make the reductions, according to an announcement by Hamilton Hoge, firm's president.

Largest color in the deluxe model, which went from $2,495 to $1,995 including tax, the only difference being that the new model will not have a record changer. The former $2,490 deluxe home model went to $2,295. Both the bar and home models have a 16¾ x 21¾-inch projection screen. The one raise was for installation, which the company upped from $85 to $100.

UST will soon preview the world's largest commercial television screen at the Surf Bar in New York, which was named by CBS Broadcasting. In addition, delivery is expected to begin this week on 10-inch direct-view home set for $899. The cabinet, which is less than half the size of the high priced set. Cruiser AM, FM, and a record changer.

BERNARD MULLINS, manager of special programs at WTCI Hartford, has been promoted to director of public relations and special programs. He now takes over the duties of James F. Clinton, recently retired, who served as publicist of the WTCI-Hartford Courant Mile-Oace to which he had already been appointed.

RADIO'S LIBERATING ROLE

British Girl Tells Annual IER Gathering How

Democracy Relies on Broadcasting

A WISP of a British girl with an Aristotelian appreciation of the fruits of education—and of the perils in the lack of it—last week told the thousand broadcasters and educators assembled at the Columbus IER meeting, that radio in the U. S. and Britain was a "liberating factor" that could, if properly employed, be largely responsible for the success of the democratic experiment.

The broadcasters and educators had been tip-toeing around the fringes of the subject for three previous days. But it took Barbara Ward, youthful assistant editor of the authoritative London Economist and member of the board of governors of the British Broadcasting Corp., to explain succinctly and with a meaning no one could deny, the nature of radio's obligations in the democratic world.

Alternative Is Failure

To guests at the Institute dinner May 8 in Colobusy-Denbigh-Waldwick Hotel, Miss Ward made one fact desperately clear: The possible alternative to the proper use of radio was the failure of democracy, a failure which mankind in the Atomic Age could ill afford.

"The challenge of these times," said Miss Ward, "when Britain and the United States are engaged in an experiment in mass democracy, is whether education can catch up in time to make all people capable of carrying the enormous burdens of government."

Civilization, she said, was always precarious since each generation begins uneducated and must be carefully prepared to assume the duties of the democratic citizen.

The utterly illogical and barbaric thinking of the Nazi government, she said, was education in reverse, and with it Hitler's ace propagandist, Goebbels, was able to turn an entire nation's mind to equally illogical and barbaric thinking.

Primary Tool of Hitler

Radio, she pointed out, was a primary tool of the totalitarian "educational" system.

For any nation and British radio, Miss Ward said, the example of the Nazis' use of broadcasting implied a warning of radio's potential evils and a promise of its greater potentiality for good.

"If there is criticism of the American or British systems of broadcasting," she said, "it is done not out of spitefulness but out of love which says that what these mass media could do to assist the democratic experiment."

Radio, she said, must set itself about the job of "sugaring the pill." Information calculated to elevate the intellectual levels of Americans and Britains must be entertaining.

American radio, which is bright and brassy with some of the best entertainment in the world, may have emphasized the sugaring and neglected the pill, Miss Ward thought.

British radio, whose critics think it dry as dust, may be overburdened with message. "Perhaps our sugar is not sweet enough," she said.

"But the challenge facing us," said Miss Ward "is to get the sugar on the pill, and the challenge facing you is to get the pill inside the sugar."

Since we have observed the degradation of one nation's mind by Nazi radio, "there is nothing we do not know about the perversion of radio," she said. "But something which we democracies do not yet realize is radio's capacity for good."

Miss Ward was soberly critical of present British and American practices in international broadcasting, which was now being directed abroad as "a part of diplomatic action."

"We have no right," she said, "to invade other countries with hostile propaganda."

News broadcasts, she thought, were legitimate fare for overseas distribution, "but those fancy little talks about the British way of life in Finnish—I'm not happy about them."

Program Exchange

"We ought to develop not broadcasts of the British or American point of view in a semi-hostile way but the exchange of programs among nations," she said.

The development of "general international ideas" and culturally through the United Nations Economic, Social and Cultural Organization, ought to be undertaken, she said, in order to show how common are the destinies of all peoples.

Miss Ward urged participation by U. S. and British practical broadcasters in UNESCO affairs so that this important UN agency would no longer be "the haunt of the long-haired boys, but a reservoir of technical resources."

Fish, Furniture and a Spartan Philosopher

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

WSPA Spartanburg, South Carolina
5000 watts day and night, $50.00. A.S. Delay, Mobile
CBS Station for the SPARTANBURG-GREENVILLE Market

BROADCASTING IS BASIC WITH BUYERS

The best Buy (far) in the trade paper field

DENYING reports to the contrary, the Radio Directors' Guild last week parried a protest by the Screen Directors' Guild about the RDO's plan to change its name with a statement that no "encroachment" is intended. Thomas Freebairn-Smith, president of Hollywood RDO local, admitted that a name change was being considered but that any such change will come up before the International Board of the AFL.

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conceded of a world meeting. Lt. Assistant Secretary

Dangers from foreign listeners. The U.S. ambassador to Moscow, Lt. Gen. W. Bedell Smith told the meeting that private sponsorship would be ineffective in reaching most foreign listeners. He asserted that the Soviet radio had conditioned the overseas audience to accept only government voices as authoritative.

Philip Reed, General Electric, said the nation was under obligation to maintain the most powerful military organization in the world, but that this expenditure represented an alarming percentage of our total budget. One of the things which must be done, he said, to reduce (or what it is) the budget which an army is kept, is expand our overseas broadcasting. If the "Voice of America" were broadcast privately, he concluded, it would be "reduced to a mere whisper." He conceded the dangers inherent in government dissemination of the news, but added that in contrast the dangers from a failure to broadcast are "enormous."

NAB president Justin Miller declared that America has definite responsibilities and that what we accomplish in our dealings with the rest of the world depends on an important degree on what other people think of us. The only "practical thing" he concluded, is to continue the present operation until the long term approach can be worked out in detail.

Mr. Lemmon admits that the OIC radio operation should be continued but on a basis which would leave the door open to private industry. Walter Evans, Westinghouse, declared "there is no chance for private enterprise to do the job. This would revert 'Voice of America' to a mere whisper."

Denny Support

FCC Chairman Charles Denny warned that in his opinion dismantling of the State Dept.'s broadcasting structure would jeopardize our claims to international frequencies now being used. He said he doubted whether foreign broadcasting could be adequately rehabilitated, once abandoned, even in time of war; Russia, England, and France, he added, would move into the frequencies we give up.

He expressed FCC's primary concern with frequencies and their administration. If the government withdraws from the picture, he asked, what would the Commission's position be with regard to foreign broadcasting standards? He expressed doubt whether it is possible to insure coverage of vital areas when broadcasters tend to concentrate on areas of profit which might not be identical with areas which needed to be reached by the "Voice of America."

CLIMAXING promotional campaign for its FM station, WBTM-FM Danville, Va., Piedmont Bestg. Corp. gave dinner last month for Danville radio dealers and repairmen, the press and Piedmont's board of directors. Principal speaker was Charles Sanborn (standing) eastern sales representative of Federal Telephone and Radio Corp. to r are three WBTM and WBTM-FM executives: Landon Wyatt, vice president; Hamilton Vass, secretary-treasurer, and R. Sanford Guyer, vice president and general manager.

Leading Congressmen and Senators from key committees were interested and active participants in the conference. Chairman John Taber (R-N. Y.) of the House Appropriations Committee which on Monday released its report showing complete elimination of the OIC budget, voiced continued hostility to the program. He pointed to the lack of authority for the OIC and registered "disturbance" at the way the "outfit is conducted." He charged the OIC had upgraded employees unnecessarily, was inefficient and unbusinesslike. He also characterized the broadcasting as "being slightly out of tune with American precedents and American principles," and questioned whether the government should be in the news business. At the close of his sharply critical remarks, however, he conceded, "of course, I may be wrong."

Sen. Joseph C. O'Mahoney (D-Wyo.) asked whether there was any hope of private finance for international broadcasting in the future. Assistant Secretary of State Benton replied that he thought that出口 firms might eventually be able to contribute to such an operation. Senate Minority Leader Alben Barkley (D-Ky.) commented that from his own experience in Cairo and the Near East he felt that State Dept. broadcasting was helping to "offset Communist propaganda."

In response to Representative Taber's charges that OIC is out of tune with American precedents, Mr. Benton replied that by these standards "so is the atomic bomb out of tune, and the $11,000,000 military budget, and the United States foreign policy."

In reply to questions on the Russian listening audience, Ambassador Smith estimated that there will be 7,500,000 radios in Russia by 1950. He added that if not most of these sets are equipped to receive "Voice of America," since much domestic Russian broadcasting is by shortwave. Mr. Benton reported that a listener survey in Budapest, Hungary, had disclosed that out of a total of 100,000 sets 75% were capable of tuning in New York. Of the 75%, he said, 52% are regular listeners.

Door Left Open

Meanwhile, Congress took the first step toward meeting at least a part of the State Dept.'s demand and left the door open for a reversal of the Appropriations subcommittee action which earlier had thrown OIC entirely out of the budget. Representative E. Mundt (R-S. D.) on Tuesday introduced a bill (H. R. 3342) specifically bestowing Congressional authorization on the OIC information and cultural program.

Mr. Mundt said that Chairman Charles A. Eaton (R-N. J.) of the House Foreign Affairs Committee, had assured him the cultural affairs bill would receive a hearing (Broadcasting, May 5) as soon as the International Refugee Organisa.

H.R. 3342—To authorize State Dept. to carry on international broadcasting, cultural exchanges of scholars, students, technicians, etc. Introduced by Rep. Karl E. Mundt (R-S.D.), May 6 and referred to Foreign Affairs Committee.


H.R. 1269 and 1270—Two bills to amend the copyright laws with respect to coin operated record players, and rights regarding other recordings. Set for hearing before House Judiciary Committee May 23. Bills introduced by Rep. Hugh D. Scott Jr. (R-Pa.), Jan. 23 (Broadcasting, Feb. 17).

Reorganize KSAN Staff; Lee Mikesell is Manager
S. H. Patterson, owner of KSAN San Francisco, on May 6 announced a staff reorganization. Lee Mikesell, 20-year veteran in radio, formerly with WKST St. Louis, WSKM Dayton, KKLX Oakland, KQW San Francisco and other stations, has been named general manager. He succeeds Gerald G. Bean Jr., who died suddenly on April 3.

New program director is Clint Sherwood, formerly program director of KKLX Oakland, farm editor at KGDM Stockton and free-lancer in Hollywood radio.

New salesmen are: Gene Geedjjen, formerly with Wisconsin stations; Clarence Orowitz, formerly of Indianapolis stations; Bill Nichols, formerly with KROY Sacramento, and Hal Bowers, former newspaperman.

Joins K & E
George I. Chatfield, former assistant advertising manager of Lever Bros. Co., Cambridge, Mass., effective May 15 joins executive staff of Kenyon & Eckhardt, New York. For the past 18 years, Mr. Chatfield has worked on all phases of the advertising of such brands as Spry, Gold Dust, Silver Dust, Lifebuoy and Rinso. Recently, he had full charge of all advertising for both Lifebuoy and Rinso.

FCC Cracks Whip Over FM Stations
Report® Several Told to Supply Live Programming Plans
The device of the temporary license extension is being used by FCC with FM stations whose local live programming it considers insufficient.

Several FM outlets, it was reported last week, have been continued on temporary license for 60 days and told to submit more details on program plans in general and plans for local live programming in particular.

The Commission has pointedly declined station requests for enlightenment on how much local live broadcasting it considers desirable. FCC authorities said such a yardstick would be neither in line with the principles of the Blue Book nor within FCC's concept of its own jurisdiction.

Each case, it was pointed out, is to be decided on its merits. The official feeling is that each station ordinarily should carry local live programs, with various circumstances determining the quantity in each case.

Commission authorities said they probably would be "more lenient" with FM than with AM, at least for the present, in view of such FM problems as small audiences, low income, and the Petrillo ban on AM-FM duplication of music.

THE DEVICE

THE QUALITY STATION

COMPLETE
METROPOLITAN
COVERAGE

DAY AND NIGHT

Ben Laird

Pres.

Write to National Representatives
Howard Wilson Co.

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Ten Stations Asking Changes And Transference of Ownership

APPLICATIONS involving changes and transfers of ownership of 10 stations have been filed with FCC within the past fortnight. Of the only four have monetary considerations, ranging from $100 to $35,000 and totaling $38,660.

Assignment of license of WPUV Pulaski, Va., is requested from Howard E. Imboden, trading as Southwest Broadcasting Co., to Southwest Broadcasting Corp. Mr. Imboden is 49% owner and president of the new corporation and receives $26,000 for his relinquished share of WPUV. Reason for the switch was given as Mr. Imboden's incapability to continue devoting full time to the station.

To equalize ownership in KSLM Salem, Ore., transfer of control of 28 shares is requested from Paul McElwain, secretary-treasurer and majority stockholder, to Glenn E. McCormick, president, minority owner and KSLM general manager. With transfer each would own 50%. Sale price is $11,960. KSLM is assigned 1 kw on 1390 kc.

Goggan & Dennis

Incorporation of KGBR Henderson, Tex., involving enlargement of ownership interests, has been referred to FCC for approval. Present co-partners, Benjamin F. Goggan, Jr. and Howard E. Dennis, doing business as Goggan Radio Sales, a radio sales and service firm, sell to Henderson Broadcasting Corp., a new firm of 16 local business people including themselves. Consideration is $1,000, money invested in proposed operation to date. Mr. Goggan is vice president and 4% owner of the assignee. Mr. Dennis has the interest.

Other officers are Roy B. Cancon, employee of Beacon Oil and Refining Co., president and 16%:

Boyd Harris, owner Harris Cleaners, secretary-treasurer and 4%; Lynn Roy, radio engineer for assignee, director and 4%; Ray Pawlicki, owner Graybar Motor Agency, Chevrolet dealer, director and 12%, and T. P. Lott, 12%. KGBR holds permit for 250 w day-time operation on 1000 kc. Because of the death of James O. Jones, third-owner and partner of WGCM Gulfport, Miss., application has been filed for absorption of the station by the remaining Brown Radio Servicemond co. James O. Jones, president of James O. Jones, receives consideration of $100. WGCM operates on 1240 kc with 250 w.

WJBO, WBRL Transfer

Similarly WJBO and WBRL (FM) Baton Rouge, La., has filed for transfer of control from estate of Charles P. Manship Sr. to the testamentary executrix, the deceased's widow, Leora D. Manship. Switch involves 969 of total 1000 kc. The new 961 mc shows no monetary consideration. WBRL is assigned 5 kw on 1150 kc; WBRL 961.6 mc, 51 kw effective radiated power.

Application has been filed seeking approval to relinquishment of control of WHYN Holyoke, Mass., by Minnie R. Dwight, 66% owner, through gift of 150 shares (25%) to her son, William Dwight, president and 49% owner, and William J. Williams and two associates, 4% owners, continues the same. WHYN operates on 1400 kc with 250 w.

To separate newspaper and station operations, application has been filed to apportionment of license of WBLH Sheboygan, Wis., from Press Pub. Co., publisher of the daily Sheboygan Press, to a new firm, WBLH Inc. Officers and ownership proportionately the same.

WBLH assignment is 1 kw to local sunset, 250 w night on 1330 kc.

Gordon P. Brown, owner of Brown Radio Sales, Lab., licensee of WSAY Rochester, N. Y., desiring to separate his business and, station interests, has asked for assignment of license to the Federal Broadcasting Co., as a new corporation of which he is sole owner and president. WSAY facilities are 1 kw on 1370 kc.

Likewise, J. Herbert Holliester, manager of KBOI Desert News, for application in FCC seeks approval for assignment to Boulder Radio KBOI Inc., new firm of which he is president and 98% owner. KBOI operates on 1490 kc with 250 w.

NAEB Plea to FCC

A RESOLUTION to petition the FCC to admit "new and significant testimony" by the National Assn. of Educational Broadcasters in its clear channel hearings was passed last week by the NAEB at a meeting held co-ordinated with the Institute for Education by Radio, at Ohio State U. The nature of the evidence which the NAEB hoped to present to the FCC was not disclosed.

WELDON & CARR OPENS DALLAS BRANCH OFFICE

OPENING of a southwestern branch office in Dallas was announced last week by Weldon & Carr, Washington radio consulting engineers.

At the same time it was disclosed that the firm had installed radiotelephones in its field cars to speed operations. FCC authorities had been told that interest was in seeking such grant in the consulting field.

James O. Weldon is in charge of the Dallas office and will divide his time between Dallas and Washington.

Lester H. Carr, his partner, is in charge of the Washington office. The Dallas branch is at 1728 Wood Street.

James Fenner and Robert Jasman, director of transferred relations for Washington to the Dallas office, and two new senior engineers have been added there. They are John F. Scales, former chief engineer of the Manila operation of International Broadcast Division, State Dept., and previously a broadcast field engineer for OWI, and B. W. Griffith Jr., former member of the research staff of Massachusetts Institute of Technology and more recently in charge of broadcast equipment design for E. F. Johnson Co., Waseca, Minn.

The Dallas office has added a pilot-engineer, James E. Hardwick, wartime flight instructor and bomber pilot in the European theatre, who is doing aerial measurements in addition to engineering work.

The high-frequency radiotelephone grant was for six units, portable and mobile, to operate anywhere with continental U. S. Mr. Carr said they already had proven "big time savers" in field work. They operate on 153.59 and 153.65 mc and are assigned the call letters WIOXXL. As in all radio telephone setups, the operation of the station is experimental. Three units are being used by the Washington office and three by the Dallas branch.

WILLIAM R. GERLIER, formerly with Young & Rubicam Inc., Chicago, and former director of public relations for the Investors Syndicate, Minneapolis, has joined S. C. Johnson & Son Inc., Racine, Wis. (Johnson's Wax) as publicist manager.

Heard by most... Preferred by most

in the BUYING Ark-La-Tex

KWH

SHREVEPORT 50,000 WATTS

The

SHREVEPORT

The

times Station

Represented by The Branhman Co.

Page 98 • May 12, 1947

BROADCASTING • Telecasting
Wall Leaving NBC For Post With BMI

Network Position to Be Assumed
By Thomas C. McCrory

CHARLES A. WALL, former administrative assistant to the NBC vice president in charge of finance, has joined BMI as vice president in charge of finance, and will be succeeded at NBC by Thomas C. McCrory, former program manager of the network.

Mr. Wall joined NBC's treasurer's department in 1929 and before joining the Federal Service in May 1941 was business manager of the network's program department.

He returned to NBC from the Army as administrative assistant to John H. MacDonald, NBC vice president in charge of finance.

Mr. McCrory, who will serve with NBC as chairman of the staff operations growing, entered radio in 1925 singing on WATIC Hartford, Conn., NBC affiliated. He became assistant general manager in charge of the NBC affiliate.

During the War Mr. McCrory served with the Office of Censorship, Foreign Language Division, and joined NBC in May 1944, as eastern program manager. He was named program manager last year which gave him supervision of all NBC sustaining programs.

Video Training

TELEVISION section of the American Theatre Wing training program for veterans of the entertainment world, headed by Byron McKinney, began a new training program for 10 weeks on May 26. Seminar on methods and laboratory developments will include tours of studios and laboratories in Schenectady and New York. The program will conclude with a course in practical producing in which students write, produce and design and handle cameras and sound equipment in regular productions of television on WXXI Jamaica, L. L. N. Y.

HERBERT HOOVER will take part in an informal discussion on CBS “Invitation to Learning” program on May 18, Sunday, 12 noon-1:30 p.m.

FCC Grants 13 Conditional, Nine More Final CPs for FM

CONDITIONAL FM grants were given in FCC last week for nine Class B and four Class A outlets. Nine of the grantees presently have standard station affiliations. The Commission also granted construction permits for nine outlets and issued five CEs to FM stations in lieu of present conditions.

A CP for a noncommercial educational FM station was issued by the Commission to U. of Tulsa, Tulsa, Okla. Facilities are 98 kw, 1 kw, with antenna height above average terrain of 350 ft.

All of the conditional grants are subject to further review and approval of engineering details.

Class A Grants

The Class A conditional grants:


Omaha, Neb.—Central States Bosts Co., licensee KOIL, Comr. Clifford J. Durr for hearing.

Savannah, Ga.—A. C. Neef, 90% owner of WSBX.

Alton, Ill.—Illinois-Alton Broadcasting Co., licensee WWSN, Channel 25, deleted from Columbia, Mo., and added to Alton and Channel 27 was added to Columbia, Comr. Cliff J. Durr for hearing.

Utica, N. Y.—Rich Balcher, permittee WURB.

Lubbock, Tex.—Lubbock Broadcasting Co., licensee KDFI.

Tyler, Tex.—Roots Capitol Broadcasting Co., permittee new AM station.

Portland, Ore.—Hinson Memorial Baptist Church.

Green Bay, Wis.—The Journal Co., licensee WTMJ Milwaukee and WBAU Wauwatosa. Also WTMJ-FM and WBAU-FM Channel 22 added to Green Bay.

The following were authorized construction permits; conditions: power given is effective radiated power, antenna height is height above average terrain (AM affiliation in parentheses):

Gadsden, Ala.—Class B; 1.5 kw; 500 ft.

Kalamazoo, Mich.—Class B; 250 added to Greenmore—Class B; 75 kw; 555 ft.

Boca Raton, Fla.—Class B; 9.7 kw; 270 ft.

Chester, Pa.—Class B; 9.7 kw; 310 ft.

Medford Printing Co. (KYJC) Medford, Ore.—Class B; 1.3 kw; 180 ft.

Richmond, Va.—Class B; 1.3 kw; 180 ft.

WKY-PF (WJYR) Oklahoma City, Okla.—Class B; 190 kw; 705 ft.

WKY-PF (WJYR) Oklahoma City, Okla.—Class B; 190 kw; 705 ft.

Alabama Press Co. (KBKX), Mokopee, Okla.—Class B; 1.3 kw; 332 ft.

The following were authorized CPs in lieu of previous conditions:

WBFC-FM (Bremmington, Ala.—Class B; 560 kw; 835 ft.

WMX-FM (Vernon, Ill.—Class B; 13.7 kw; 550 ft., subject to granting AM application, which makes provision of omnidirectional FM antenna on top of AM radiator of WMX.

RMJY Hutchinson, Kan.—Class B; 40 kw; 530 ft.

KSFJ Topuka, Kan.—Class B; 32 kw; 285 ft.

WLBC Lancaster, S. C.—Class B; 9.4 kw; 440 ft.

New $150,000 Building Planned for KOIL Omaha

PLANS for a $150,000 building for KOIL Omaha were announced last week by KOIL’s manager, William J. Newens. Structure will be erected on a newly-bought 132-foot tract facing Turner Park.

Construction will begin as soon as all specifications are completed, Mr. Newens said. The building will house KOIL’s studios, administrative and departmental offices.

Station is owned by the Central States Broadcasting Co., whose president is Charles T. Stuart, Lincoln, Neb. Central also controls KFOR Lincoln and WDGY Minneapolis.

Given New Post

WALTER CARRUTHERS, director of development and research, has been made chief engineer in charge of Don Lee Broadcasting System, Hollywood, studio operations, according to Willet H. Brown, vice president and assistant general manager.

Frank Kennedy continues as chief engineer in charge of network AM-FM transmitting as well as shortwave. He is also in charge of applications for new stations and as well as power increases.

FAST-MOVING husband and wife team are John and Julie Williams, of WMUR Manchester, N. H.

Both, licensed pilots, the Williams are touring all 48 states in their own Piper Cruiser making tape recordings as they travel. Material they record is air-mailed back to Manchester and broadcast over WMUR, of which Mr. Williams is production manager.

Their swing around the country, they estimate, will take six months.

Waring for Fibber

FRED WARING Show will again replace Fibber McGee, which is for Johnson Wax Co. on NBC for 15 weeks starting June 24, and originating from Shawnee-on-the-Delaware. Johnson’s will continue their morning shows. Agency is Needham, Louis & Brobery, Chicago.

RCA EXHIBITION HALL opening ceremonies will be televised by WINS New York, NBC video station, on May 13, 3 p.m. The Exhibition Hall will be a permanent showcase for all RCA products, facilities and services, and is located on 49th Street between Fifth Ave. and The Avenue of the Americas, New York, N. Y. It will be open to the public daily, beginning May 14.

Mr. and Mrs. ACT

WMUR Husband and Wife Team—Tour Nation By Air

In scene above they interview J. Donald Wilson, ABC Western Division program director.

KSFO PAYS OFF!

Advertisers are cashing in on KSFO’s music policy. Write for the “Music Story” and learn why 8 out of 10 San Francisco Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY L. DUMM, Represented by

President

Universal Radio Sales

SAN FRANCISCO

May 12, 1947 • Page 99
Help Wanted

Two professional men—one announcer-programmer, and one engineer to assist in building new Class B FM station and radio school in southern California. Graduate grant recently obtained and station operation is to be rushed. Money and all possible. Only men willing to work into key positions in the field and who can immediately be available will need apply. State experience and necessary qualifications. Reply by first class mail. Application and transcript will be held confidential. Box 354, BROADCASTING.

Engineer with some experience with measuring equipment to assume charge of race promotion program and direction with old established consulting engineering firm in Washington. Provide full details Box 350, BROADCASTING.

Wanted—Transmitter engineer. Salary comparable with those in larger stations. Send full details including photo. Box 360, BROADCASTING.

Attention RFM men: Exceptional opportunity for experienced, mature announcer-programmer who could establish a well-balanced program. Reply by first class mail. Box 361, BROADCASTING.

Engineer wanted by Pennsylvania 250 watt FM station for installation work. Address Box 367, BROADCASTING.

Wanted: Advertising manager, 5000 watt western station. Salary plus commission. Box 368, BROADCASTING.

Program director - chief announcer—New 250 watt independent New England station desires services of live-wire who can write, produce program direction and act as chief announcer, veteran preferred. Box 369, BROADCASTING.

Program director—chief programmer—Newly installed Class C station in attractive eastern city desires proven production man for position. Will consider up to $1000. Address Box 370, BROADCASTING.

Wanted—Executive assistant to general manager for KAGV, Humboldt, Texas. Box 371, BROADCASTING.

Wanted: Salesmen and one part-time business manager for new station in southern Ohio. Box 372, BROADCASTING.

Wanted: First class engineer, no announcing. Good starting salary and other benefits. No floats. Box 373, BROADCASTING.

ANNOUNCER-WANTED—Veteran preferred. Veteran preferred. KLO Ogden, Utah, KFAB, Omaha, Neb. Send box number. Box 374, BROADCASTING.

WANTED—First-class engineer, no announcing. Good starting salary and other benefits. No floats. Box 375, BROADCASTING.

Salesman for local station in Texas desires to join progressive station which pays $8000 a year and wants to make $8,000; prefer current position to be an announcing position; $15,000 on sales over $3,000, fifteen percent on sales over $5,000. Good letter, how long on present connection, etc. Box 408, BROADCASTING.

Top sports announcer. Experienced in all phases broadcast business. Disc and photo upon request. Box 409, BROADCASTING.

WANTED—First class engineer to handle announcing shifts and engineering separately. Need good voice. Send audition record and personal recommendations. Box 410, BROADCASTING.

WANTED—First class announcer to handle announcing shifts and engineering separately. Need good voice. Send audition record and personal recommendations. Box 411, BROADCASTING.

Good job for man who can write and produce, meet public and work with broadcasts. Must have complete background and references. Salary will be competitive. Box 412, BROADCASTING.

Small New England network affiliate has opening for general sales manager. Must be able to write, produce and announce. Good basis plus talent. Box 418, BROADCASTING.

Announcer—Immediate opening, KETV and photo to Tom Harvey, WQT, Utica, New York.

A topnotch announcer, control room director and news director needed for WRBC, Chatanooga, Tenn. Mo. At present 250 watts, have recon- ciled and understanding opportunity to get into a growing organization. Send full resume, expected, experience, references, and audition disc to Wayne W. Cribb, General Manager, WYLD, Chattanooga, Tenn. Box 393, BROADCASTING.

Baritone-announcer wants position in Pacific Northwest. Box 394, BROADCASTING.

Hornist, 321, years experience. Box 395, BROADCASTING.

WANTED—General manager, 920 watt station, Iowa. Box 396, BROADCASTING.

WANTED—General manager, 920 watt station, Iowa. Box 397, BROADCASTING.

WANTED—Program director. Box 398, BROADCASTING.

Supervisor of engineering, 500 watt station. Box 399, BROADCASTING.

Showman—Box 400, BROADCASTING.

WANTED—Program director, 920 watt independent. Box 401, BROADCASTING.

WANTED—Program director, 920 watt independent. Box 402, BROADCASTING.

WANTED—Program director, 920 watt independent. Box 403, BROADCASTING.
Chief

Situations Wanted (Cont'd)

Program director combines programming and production with sales. Box 110, BROADCASTING.

1 year exp. at your disposal if you can meet with this proposal. Announcing position available in PHP, 8300 SW IH-35, Austin, Texas. Box 244, BROADCASTING.

Announcer, studio desk. Experience in 20 year career. Box 284, BROADCASTING.

Wanted: Experienced copywriter or top-notch production supervisor? Write: Personnel Employment Service, Box 113, TELEGRAPH.

Sports announcer, writer-producer. Play by play, color, studio, AFRA only. Box 396, BROADCASTING.

Wanted—New or used 5 kw AM transmitter and associated equipment. Box 312, BROADCASTING.

Wanted: Sales rights good transmitted shows. Box 251, BROADCASTING.

Neighborhood, 150 kw. Box 397, BROADCASTING.

$750.00, second money towards purchasing existing station. First loan money available. Box 397, BROADCASTING.

Miscellaneous

Improve your winning. Learn network techniques. Send for Bulletin. Send $2.00 to Ryan, 521 17th St., N., Seattle 2, Washington.


SITUATIONS WANTED

Five clean cut colored men holding first class phone licenses need positions. Recent graduates of recognized school of radio. Excellent references. Write or wire "collect" A. C. Crail—Room 200—5005 Euclid Ave., Cleveland, Ohio.

AGENCY RADIO EXECUTIVE

Experienced in all phases of radio operation, sales, production, talent and time buying. Excellent references, eight years with stations and networks. Available on short notice. Search is interested in heading radio department of medium or small agency, preferably in New York or Chicago. Will exchange references for those available. Interested in the permanent employment of an executive who can build and maintain a radio department of highest caliber. Address Box 387, BROADCASTING.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or control companies. Please give on ket data, frequency, power and population. Box 187, BROADCASTING.
PLAQUE was presented to WGN Chicago for winning first place in spring promotion campaign, 50-kw class, for its efforts on behalf of 
New Skippy Hollywood Theatre, sponsored by Good Foods Inc. (Skippy peanut butter), Minneapolis. At presentation ceremonies were (1 to r): Bert Scherb, WGN account executive; Ed Whalen and John Schults, 
A. M. Bubis, Skippy sales manager, Minneapolis, and 
Mr. McLean, WGN sales promotion manager.

Veterans Broadcasting Gets Proposed Grant for Sixth Station at Rochester

VETERANS BROADCASTING Co., composed of 35 stockholders including several present or former employees of Compton Adv., New York, was given a proposed grant by FCC last week for a new Rochester, N. Y., station on 1280 kc with 5-kw, directionalized fulltime.

The Commission’s proposed decision anticipated a denial of the application of Rochester Broadcasting Corp. for the same facilities. The choice was based on Veterans Broadcasting’s broader radio experience and closer integration of ownership and operation.

The proposed decision would give Rochester its sixth outlet.

Mr. Maillefer, Rochester Broadcasting Corp., for the proposed station. All but one of 35 stockholders are veterans, and all but four are Rochester residents. Rochester Broadcasting is equally owned by several local business and professional men headed by Sol Heumann, clothing manufacturer and bank executive.

Chairman Charles R. Denny and Comrs. Paul A. Walker and E. M. Webster did not participate in the proposed decision.

Ownership of the applicants:

Veterans Broadcasting — William B. Maillefer, president and general manager (63.3%); John S. Houseknecht, radio traffic manager and business manager of Compton Adv., vice president

to California where he was district electronics engineer for four years. He returned to Schenectady in 1944 to become sales manager of aircraft and marine equipment in the GE Transmitter Division, and was made television equipment sales manager in 1946.

Mr. McLean, 32, has been manager of sales of the Transmitter Division of General Electric Co. at Syracuse since May 1945, and has had nine years of experience in radio, television and radar with that company.

Mr. McLean joined GE’s General Engineering Laboratory in 1938. He entered the Radio Commercial Dept. in 1939 and during the war was project manager for airborne radar and communications equipment manufactured for the Signal Corps and Army Air Forces. In 1944 he was named sales manager of television equipment.

He was active in the formation of Television Broadcasters Asso., and is a member with Judy Dupuy in writing Television Show Business, a summary of five years of television programming experience.

He is due in Philadelphia May 19.

GE Transmitter Division Headed by P. G. Caldwell

PHILIP G. CALDWELL, former sales manager of television equipment of the General Electric Co., Syracuse, N. Y., has been appointed manager of sales of the division in this capacity he has responsibility for sale of all the products of the division.

Employed by General Electric since 1932, Mr. Caldwell spent eight years in Schenectady on various engineering and commercial assignments, then transferred

FCC Calls Off FM Channels Hearing

Deepest of Opposition to Plan Cited by Commission

FCC last week called off the hearing on its reallocation of Class B FM channels, for want of opposition [CLOSED CIRCUIT, May 5].

One of only two statements filed in opposition to the reallocation and accompanying amendment of FM rules and standards [BROADCASTING, April 14] was a proposal by WINC and WINC-FM Winchester, Va. Under the proposed allocation plan or the proposed amendments to the rules and standards.

The other statement was submitted jointly by Hearst Radio (WBAL, Baltimore), Tower Realty, and Radio Television of Baltimore Inc., requesting allocation of an additional channel to the Baltimore area. With the two added under the tentative reallocation, one more would make possible a grant to each of the three pending applicants. WING asked that it be assigned Channel 280, which also is the frequency requested by the Baltimore petition.

Meanwhile, FCC was reported preparing a final draft of the proposed amendments of FM rules and standards for issuance shortly. The new rules include some 60 modifications from the April 10 proposals, but no substantial departures are expected.

D. C. STATIONS CHANGE SHOWS TO FAST TIME

DAYLIGHT Saving Time became the official time of the District of Columbia following decision last Wednesday by the Board of Commissioners. The action was taken under a law passed a fortnight ago by Congress and signed by the President. Under its terms the Commission fixed a hearing on the change, which sentiment was overwhelmingly in favor of daylight time.

Carleton D. Smith, general manager of WRC Washington, appearing at a Wednesday hearing on behalf of broadcasters, said 17 District stations favored the time change.

WRC, NBC outlet, had advanced most of its schedule to conform to New York time. WOTF, MBS outlet, and WTOP, CBS station, had transcribed many of their programs since the network shifts to daylight time. WMAL had used transcriptions to carry its entire schedule at the same time.

PRAISE INDEED

Tire Company Advertises

Rival Firm’s Program

FULL-PAGE advertisement in the Washington, D. C. Sunday Star of May 4 and other papers throughout the country, by the General Tire & Rubber Co., Akron, urges readers to listen to the radio program "Story Ever Told," ABC religious program sponsored by the Goodyear Tire & Rubber Co., a competing firm.

Quoting the Star advertisement: "The Greatest Story Ever Told has all the impact of news—radical news for a world beset by the suspicion and hate which Communism spreads and feeds on. Listening to a radio program may seem a small weapon against so grave a danger. But unless the great majority of us deem it worthwhile to renew our faith in the Source of our power and blessings, we may not find the strength to preserve them."

The Greatest Story Ever Told is carried by, among others, stations of the Yankee Network which are owned by the General Tire & Rubber Co. William F. O’Neil, president of WJW Cleveland, board chairman of the firm, is the father of William M. O’Neil, president of WJW Cleveland.
NEW YORK ADVERTISING WOMEN ELECT OFFICERS
MARY McCLENDON, advertising director of the New York Post, was reelected president of the Advertising Women of New York at the annual meeting held May 6 at Hotel Astor, New York. Dorothy Lewis, NAB coordinator of listener activities, was elected vice president and Alice O’Connor, U. S. Rubber Co., was reelected treasurer.

Other officers elected were Helen Berg, Textron Inc., as corresponding secretary and Grace M. Johnson, ABC, as recording secretary. Directors elected for two-year terms were: Ruth Kinyon, Charles W. Hoyt; Janet Mackey, Immigrant Industrial Savings Bank, and Mary Margaret McBride, NBC women’s commentator. Lilian Jackman, partner in Tip-Top Letter Shop, was elected director for one term.

Elected last year for two-year terms, and to continue serving for 1947-48 are: Caroline Hood, Rockefeller Center Inc., Harriet Gormley, Westinghouse Electric, and Eugenie Stamler, Biow Co.

Writer Sues CBS
WILLIAM H. BARR, Hollywood writer, has sued CBS for $100,000, charging the network with stealing one of his ideas for the program *Money on the Line.* Mr. Barr, in his suit declared that they used his program *Rhymo* for 16 weeks in 1940 and that on his return from Army service four years later he found the network still carrying his show on 26 Pacific coast stations under a new title.

Summer Replacement
SUMMER replacement for the *Kenny Baker Show* sponsored by Procter & Gamble, Cincinnati (Ivy Flores and Crisco), Mon., Fri., 12-12:30 p.m. on ABC, will be an interview program entitled *Welcome Traveler* originating in Chicago and featuring Tommy Bartlett. The show which starts June 30, will be produced and handled by Compton Adv., New York, which has had P. & G’s Crisco account. The *Kenny Baker Show* was handled by Benton & Bowles for P & G’s Ivory Flakes. Both agencies divide billings on the summer show.

RCA Profit in First Quarter Increases 48% Over Last Year
RCA’s net profit, after taxes, for the first period in 1947 jumped 48% over the same period last year from $1,619,841 to $4,680,065, it was announced by RCA President Brigadier General David Sarnoff at the company’s annual stockholders’ meeting in New York on Thursday.

This amounted to earnings of 28c per common share as compared with 17c last year. Consolidated gross income was $76,660,096, an increase of $27,857,172 or 56% over the 1946 figure of $48,872,924.

Reviewing the past ten years, General Sarnoff said that the net worth of the corporation had been increased by $39,000,000 and is now in excess of $100,000,000, while during the same period more than $60,000,000 in dividends had been paid to stockholders. He said that RCA had grown from 467 employees in 1919 to 40,600 today, and that these employees belong to 37 separate unions. In spite of this, said General Sarnoff, RCA has used collective bargaining and has had no strikes.

On the subject of national security, the RCA president said that his company realized its responsibility in continued and intensified research. “The war,” he said, “taught this nation that the study and application of science and invention to military, naval and aviation operations should never be neglected or underestimated.”

Progress in television, he said, is being made on three fronts—research by RCA laboratories, manufacturing by RCA Victor and telecasting by NBC. Another indication of television’s importance, he said, is that it was a major factor in the selection of Philadelphia for the Republican National Convention in 1948. Emphasizing that development work in color television was by no means completed, the general said, “Our scientists and engineers are building new instruments with which to explore the higher frequencies in the hope that the American public will enjoy the finest and most practical all-electronic television service in both black and white and color at the earliest possible date.”

On the international scene, General Sarnoff pointed out that the recent opening of a new radio-telegraph circuit to Greece gives RCA communication facilities to 61 foreign countries. In addition, Radiomarine Corp. of America has added radar to its services, and now operates 11 coastal stations and serves ships throughout the world.

Looking ahead, the RCA president said, “We believe that 1947 will be a year of scientific achievement and industrial progress. We believe that research and developments in manufacturing, broadcasting, communications, television and electronics offer great opportunities to expand business and increase our service to the public.”

Audience Survey Report
Issued by Canadian Firm
ELLIOTT-HAYNES Ltd., Toronto, survey firm, has issued free to subscribers, a breakdown of share-of-audience and sets-in-use for a three-month period in Montreal, Toronto, Winnipeg and Vancouver.

Report lists all program periods Monday to Saturday in quarter-hours from 9 a.m. to 6 p.m., and evening time in two hour blocks of 6-8 p.m. and 8-10 p.m. seven days a week. Sets in use for the times are shown and breakdown is by Canadian stations in these cities and principal American stations heard in these cities. Montreal breakdown is for both English and French language groups. First report covers January to March, and other share-of-audience reports are to be issued at three-month intervals.

CARL K. SCOTT
CARL K. SCOTT, assistant transmitter supervisor of WTIC Hartford, died suddenly of a heart attack, April 22. He had been a member of the WTIC engineering staff for the past 18 years.

HARMONY RECIPE
NBC’s MacDonald Gives Code
For Labor Relations

EQUAL and just treatment for both employer and employee was called for by John H. MacDonald, NBF vice president in charge of finance, at the National Assn. of Cost Accountants regional conference in Rochester last week that “intelligent cooperation between labor, management, and government is necessary to bring about full productivity and lower costs.”

He urged the following steps: Management: Reduction of costs and a more enlightened public relations program to correct the popular misconceptions about the size of profits. Labor: Discard the “something for nothing” philosophy and cooperate with management to increase, not cut, production and profits. Government: Take the lead in effecting labor-management cooperation so that prices can be reduced through increased productivity; get rid of Communist trouble makers in government and labor; prevent monopolistic practices; reduce government spending and taxes, and instill public confidence in business.

Feature
(Continued from page 11)
writing, announcing, control room operations, sportscasting, management, and sales.

As a reserve officer, he requested active military duty on Dec. 8, 1941, went into service as a second lieutenant and applied for duty with the parachute troops. Between October 1942, when he shipped out with the paratroopers for Australia, and his return in November 1945, he earned promotions to captain and received an assortment of awards and campaign ribbons, including the Silver Star, Bronze Star, Air Medal, Purple Heart, Asiatic Pacific Campaign, Bronze Arrowhead and three campaign stars, and Philippine Liberation Ribbon with Bronze Star.

WRON’s staff executives, under Mr. Blake as manager, include A. W. Holsten, program director; Leon Brauhn, chief engineer, and Clyde Porterfield, sales manager. Grant for the station was issued by FCC last summer [Broadcasting, July 1].

IBEW Local 45
LOS ANGELES radio technicians of the International Brotherhood of Electrical Workers have withdrawn from Local 40 to form Hollywood Local 45. Roy Tyndall, former business manager of Local 40, was unanimously elected to a similar post in the new local last week. Local 45 has jurisdiction over AM and FM broadcasting, television and recording technicians in the Los Angeles area.

May 12, 1947 • Page 103
'Hearability' Gauged in WCAU's Survey

Commercials Rated Highest Score In Test

RADIO has found a new yardstick by which to measure the acceptability of its spoken word.

Begun as an experiment by J. David Stern when he was publisher of the Philadelphia Record and owner of the station, WCAU has uncovered some facts about its commercials, newscasts—in fact all of its broadcasts by the spoken word—which might very well be applied with advantage by every broadcaster.

The experiment began after The Record engaged Robert Gunning Associates to do a survey on the readability of the newspaper. Impressed with the results, Mr. Stern suggested the possibility of doing a similar survey on WCAU scripts to determine their "hearability." Mr. Gunning agreed. Here's how the test works:

Experts find that there are some 20 factors of writing style which are important to readability of news stories. Tests prove that a large portion of the material in newspapers would be hard reading for college graduates. On the other hand all popular writing is found to have an easy reading level from sixth to tenth grade. Ernie Pyle, for example, consistently wrote on a sixth or seventh grade reading level. Nearly all best-selling books are written on this level as well as a large portion of the best literature.

The test is not intended as a measure of literary style or of subject matter but as a gauge on "how well you reach your audience." Similar factors seem to govern the effectiveness of communication whether it be by eye or ear.

Three Yardsticks

For the purposes of the survey Gunning Associates take the three most important factors which affect reading or hearing difficulty. They are:

1. The number of words in each sentence. For easy reading these should average less than 20.
2. A measure of the abstraction and complexity of the words used. The count varies greatly with subject matter, but long words should be questioned if the count goes much over 40.
3. A count of personal references—proper names, personal pronouns, etc.

Grading is by numbers. They stand for the probable grade placement of the material. Grade placement is merely a convenient method of scoring. This table will translate grade levels into comparable reading levels of magazines and newspaper columns which have a large adult following:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Reading Level</th>
<th>Commercials</th>
<th>News</th>
<th>Other Programs</th>
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<tr>
<td>1</td>
<td>7</td>
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</table>

ABOVE MARKED copy illustrates the Gunning method of judging hearability of scripts. The commercial here rates 14, or over the heads of a large portion of listeners. Penciled numbers at right show method used. Under SP is listed length of sentences, which in this instance average 17, a good average. Under AC is the "fog count" or number of hard words, phrases, etc. This is high, 63. Gunning believes the count for commercials should not go above 40. Under HI is the number of personal references, 4, or about average for this length script. Judgment on this script was that it had been written more simply and still satisfy the doctors.

One of the first things that the surveyors found is that radio rates a much better grade for understandability of the same story than do newspapers. Scripts written for radio are overall more concise and understandable. But there is still room for improvement. A breakdown of the reading level tests of one full day’s copy at WCAU was made by Mr. Gunning. (See accompanying chart.)

Commercials, often written by the most experienced and able of radio writing talent, came up with an equal grade rating. All commercial for the day surveyed came below the danger line of reading difficulty. Nearly all came within the easy reading level of the average man. The mean for all commercials was 7.9, comparable to matter found in McCall’s magazine or in the column written by Samuel Gunning.

News copy proved slightly more complex. It was higher than that of Time magazine but still came below that of the average newspaper which averages, according to Mr. Gunning, about 12.

Other programs, as shown by the chart, vary widely in readability and run all up and down the scale with an average of 9.5.

In analyzing the report Mr. Gunning said: "We believe this report shows that readability measurement can be applied to scripts with advantage. At the same time we must remind you that such analysis is not entirely reliable. "There seem to be us to be two points at which this type of testing is most questionable in the radio field. First, the radio voice has advantages of inflection, change of tone and emphasis, which cannot be made evident on the printed page. Therefore, with special voice effort one can probably make difficult prose easier to understand. Second, although sentence length is an excellent index to reading difficulty we doubt if it is equally good for hearing difficulty. There are certain long sentences which have a conversational quality that is much more easily understood verbally than they are on the printed page in our opinion."

Same Factors

It is not to be doubted, however, that most of the same factors of writing style affect understanding by ear as well as understanding by eye. Since this is true, program managers might improve considerably the hearability of their programs by taking into consideration the Gunning analysis. Some stations may find that their scripts rate too far above the average which will in some measure insure easy understandability. If this should prove true a further study would certainly be in order.

RCA INSTITUTES ELECTS GEN. INGLES PRESIDENT

MAJ. GEN. HARRY C. INGLES, former chief signal officer of the U.S. Army from July 1943 until March 1947, has been elected president and a director of RCA Institutes Inc., New York. General Ingles retired from the Army on March 31. He holds the Distinguished Service Medal and the Oak Leaf Cluster and has been decorated for distinguished service by Great Britain, France, Venezuela and Colombia.

After serving on the War Dept. general staff from 1935 to 1939, General Ingles was assigned as signal officer to the Caribbean area. He commanded the mobile force and served as chief of staff in the Caribbean theatre during the early part of World War II. In 1942 he was selected by Lt. Gen. Frank Andrews to serve as his deputy commander in the ETO.

General Ingles is the founder of the Army Signal Assn.
KAGH to Haley

CONSENT was given by FCC last week to assignment of construction permit of FM station KAGH Pasadena, Calif., to Andrew G. Haley, Washington radio engineer, as sole owner. Mr. Haley has been 60% owner with remaining interest divided among: Tom Olsen, KAGH owner, EGY Corp. (25%); Martin Summerfield, California Tech professor (10%); and William J. Donahue, Pasadena attorney (5%). Consideration was return of investments made by partners.

Chicago NAB

(Continued from page 20)

be patterned after principals of the Wander Business Bureau and cooperate with other agencies as the FCC, the FTC, and the Dept. of Justice, as well as local and state agencies.

Judge Miller also voiced approval of the Broadcast Advisor Council and said the industry welcomed expressions of interest from outside agencies. No attempt, be declared, to create a radio czar or hamstring individual broadcasters could be considered because of an interest in the welfare of the industry.

"There is a great need for cooperation from within as well as from without to create a unified industry," the NAB president said.

ANTICS of the luncheon speaker at NAB area meeting in New York drew mixed reactions from this group of broadcasters (1 to 7). Elliott Donahue, WHN, New York; Elida Luisa; Simon Goldstein, WABC, WKBW Buffalo; William J. Moore, WBNX New York. The luncheon speaker was F. H. LaGuardia.

Registration at Chicago NAB Meeting

A
Robert C. Adair, WJUB; G. O. Alp- white, WYRT; Dr. Victor J. Andrew; Andrew Co.; John R. Atkinson, WHRU.

B
Kenneth H. Baker, NAB; Harry Ban- niester, WWJ; Ted Baughan, WPAG; Wil- se Beatle ans, Holcky McCullers Inc.; Dan C. Belsel, WPGJ; Harry Betteridge, WBC; George C. Biggs, WBC; Edgar L. Bill, WSBD; Pierre Boucheron, WGL; R. L. Bowles, WJOL; Edward H. Bron- son, WABC; Joe Burtine, WJOE; Dick Burnette, WSDO; Robert J. Burrow, WDAN; Don Burt D. WLBG; James W. Blackburn, Blackburn-Hamilton Co.

C
George P. E. Casier, Jr., WOSH; Charles C. Caley, WRDR; Frank E. Chalmers, NBC; Paul Clark, RCA; Charles H. Cook, WWPI; George R. Cook, WLS; Maurice Corden, WSHB; C. Russell Cox, Andrew Co.; W. F. Craig, WYCL; Allan Chittum, WOSH.

D
Howard Y. Dally, WKBH; Warren O. Davy, WUSA; Harold Dewing, WCYS; R. F. Doherty, NAB; David W. Cole, C. E. Hooper; Frank N. Doherty, WTMV; W. Ward Dorrell, C. E. Hooper, WRGB; William F. Downer, WKBZ.

E
Bradley R. Emsden, WAA; Walter L. Emerson, WNER.

F
Harold Fair, Sam, San Francisco Jr., KELO; Hugh Peoples, BMF; John E. Fer- ten, WZRO; John E. Kaup, KFYY; George T. Frecheeje, WIES.

G
Albert B. Oakley, WDET; Milton L. Greenbaum, WSNM.

H
Gus Hegenhag, Standard Radio; George Hahn, XQO; Joe Hasile, WBCP; Ralph S. Hatcher, CBS; Carl Haverin, BMI; Morton Hendrick, WOHS; Oscar C. Hirsch, WSKO; Edward Hoffman, WMIN; "Nick Holloway," WAF; A. F. Hopkins, WJNP; Herb Hollister, KBOL.

J
Myles H. Johns, WOSH; H. A. Johnson, WIBA; Lee Johnson, WOHP; Joseph W. Jordan, WKMO.

K
Frances M. Karmo, WGMT; A. W. Fane, NBC; O. J. Kelcher, WYKH; Kelsen, WWJ; E. A. Keeler, Inc.; Oliver L. Kelles; WATX; J. B. Kiley; NBC; J. Knapp, WKMO; Kirk Knight, WKRM; Fred W. Knox, WBSU; Walter Koehler, WKRO; E. J. Korameyer, WLSR; Worth Kramer, WJB; Don J. Kynaston, WMBD.

L
Ben A. Laird, WDQO; C. Howard Lane, WJPN; Howard Lang- worth, Clarence Letch, WGBF; David Le Masurier, KDAI; Harry R. Le Poldien, WNN; David L. Lindsay, WSOY; Sherwood Lorentz, WOSH; O. W. Lyrika, WJFP.

M
C. Bruce McConnell, WISH; Robert B. McConnell, WISH; A. M. McGregor, KGBH; James A. McFarland, WABT; J. J. McGeehan, Clark and McGeorge Co.; James A. Mahoney, MSB; Mary Margaret, KVOX; A. L. Martin, BMF; Col. Wm. J. Mathers, Andrew Co.; John F. Meagher, KYTM; Carl H. Meyer, Andrew Co.; Justin Miller, NAB; Frank R. Mills, WPWS; John F. Murphy, Burn-Smith Co.

N
Harold J. Newcomb, WRNB; Earl Norden, WKF.

O
Paul A. O’Bryan, Dow, Lohnes & Albertson; John W. Harrow, WSGO; B. W. Olin Jr., WQUA; Maurice Owens, WROK.

P
Watertown Partnership, WKRM; Albert W. Payne, WKDF; L. G. Pfeiffer, WCVS; Frank E. Pellegrini, NAB; Angus D. Pfafl, WKMP; Robert R. Phillips, WSAM; A. W. Pomercy, WLS; Stanley R. Pratt; WSGO; Frank J. Prendergast, WQY.

Q
Odin S. Ranslam, KDAL; Henry E. Rhein, WKGO; Keith Rhein, WKGO; C. P. Richards, WKBD; Robert K. Richards, NAB; O. E. Richards, WJOB; Naylor Rogers, Keystone Broadcasting System.

R
Jake Scherrer, WYFP; K. F. Schmitt, WJDF; John W. McGill; KMOX; Joe Spring, WASK; S. Burton, BSM.

T
Abbott, Theeman, Caxtop, Transitions; Warren C. Tiefmann, KATE; Robert R. Tincher, WYK.

U
Owen P. Bridge, WJR.

V
F. Van Konynenburg, WTCM.

W
Fred W. Wagenvoorde WKED; James A. Wagner, WHBY-WTQG; Paul Wagner, WJU; John M. Walter, WPG; Lyle Warrick, WUSA; Brooks Watson, WMED; WJC; ties, J. M. McGrew, WTIN; Millard, WJAI; Millard, BMF; W. C. Wester, WMED; WJH; Jack Sexton, WZIB; Erich F. White, Andrew Co.; Rollie R. Williams, KSGO; Thomas W. Wilson, Dow-Lohnes & Albertson.

ABC's America's Town Meeting co-op show was heard Thursday, 8:30-9:30 p.m. on Sept. 1 moves to Tuesdays, 8:30- 9:30 p.m., and on the same date the network's Boston Symphony Orchestra will be moved back an hour to reach ABC listeners on Tuesdays, 9:30-10:30 p.m.

ABC CENTRAL DIVISION bowling team won the media (radio-magazine publications) trophy award presented May 3 at the annual bowling banquet sponsored by the Chicago Federation of Advertising Clubs.

AFM

(Continued from page 15)

per record. Nearly $2,000,000 was collected at AFM in 1946 from this source and roughly $2,500,000 is estimated as the 1947 take. Control of the fund repose in the union itself with no public accounting specified.

The amendment adopted by the Senate requires that such "welfare funds" must be genuine trust funds strictly administered by labor and management. They request also that before an employer can deduct a worker’s union dues from his wages, he must receive annually a written statement of how his dues are spent.

Contrast between the Chicago AFM local and Class A network stations was signed last February, providing an 18% increase.

Richard McCann, Local 802 president, issued this statement on the new agreement:

"The end of these negotiations shows that when men of goodwill sit around the table and are determined to compromise in a spirit of give and take, there need be no governmental intervention. The success of these conferences should demonstrate conclusively to the anti-labor forces in Washington that what is needed are not restrictive laws but a genuine desire on management's part to see the viewpoint of its employees and to act fairly."

NABET Contract

In the second contract negotiation last week NBC and ABC made peace with National Assn. of Broadcast Engineers & Technicians by granting a raise in scale ranging up to 11½% to 460 engineers who operate sound broadcasting, television and receiving equipment for the two networks.

The new contract—under which an estimated payroll increase of $300,000, will run from May 1 to April 30, 1949. It followed negotiation of a 12% increase by WOR New York [Broad- casting, May 5]. The NBC and ABC pacts cover engineers and technicians in New York, Chicago, Washington, Cleveland, Denver, San Francisco and Hollywood.

In actual figures, the pact will raise monthly salaries from an old range of $250 to $525. In addition, the agreement will benefit 50 workmen at 30 NBC stations along the coast pay 15% with a top rate of $494.75 a month, according to NABET President Allard Powley.

FORMS Own Firm

RUTH MILLARD, former direc- tor of women's activities in Young and Rubicam's New York public relations department, has resigned from that firm to form her own public relations organization with offices located at 200 Fifth Ave., New York. Miss Millard will dir- ect an expanded public relations program for the Toy Manufacturers of U. S. A., New York.

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At Deadline...

WDAS, WTMV TRANSFERS AMONG FOUR APPROVALS

SALES of WDAS Philadelphia (1400 kc, 250 w) for $485,000 and WTMV E. St. Louis (1490 kc, 250 w) for $320,000 were among four transfers approved by FCC and announced Friday.

WDAS, sold equally by President Alexander W. Dannenbaum and Cecile L. Naumburg, goes to William Goldman Theatres, Philadelphia theatre operators, wholly owned by Mr. Goldman [Broadcasting, March 8].

WTMV is sold by Myles H. Johnns and members of his family (owners also of WOSH Oshkosh) to Evansville on the Air Inc. [Broadcasting, Oct. 7, 1946]. Evansville on this Air is licensee of WGBF and WMML (FM) Evansville and operated WEOA Evansville until its sale to WFBN Indianapolis for $300,000 late last year under duopoly regulation. Comrs. Clifford J. Durr and Rose H. Hyde voted against approval, insisting FCC should go through with hearing previously ordered.

FCC also approved assignment of CP for WXFM Florence, S. C. (970 kc, 5 kw, day) from Eugene E. Stone to Atlantic Broadcasting Co., which Mr. Stone heads and controls (50.2%). New stockholders: Herman A. Smith Jr., gas and oil company owner; 27.00%; Paul J. Benson Jr., veteran 22.71%. Consideration: $27,600. Fourth change was involuntary transfer of control of WPAB Ponce, P. R. (1370 kc, 1 kw) to Inocencia Bigay Vda. Soltero, administrator of estate of Miguel Soltero Palermo. No money involved.

McClure HEADS ATS


WOKO DENIED PLEA

FCC announced Friday it had denied WOKO Albany's latest plea for reorganization and continued operation [Broadcasting, May 8], leaving station standing, pending a new direction to concealment of ownership. Plea was for modification of deletion order and permission to show Harold E. Smith, found by FCC to have aided in concealment of 24% interest of ex-Radio Commissioner Sam Pickard, selling his $55 shares for $160,000 and resigning as general manager.

WICHITA DAY GRANT

WICHITA BEACON Broadcasting Co., conditional FM grantee and previously denied AM facility, is granted 99.0 w daytime on 1420 kc FCC reported Friday.

EUGENE S. THOMAS, sales manager of WOR New York, reelected president of Advertising Club of New York.

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M. C. GETS HIGHER SALARY THAN PALEY, STANTON

HIGHEST salary at CBS in 1946 paid to John Reed King, program m.c., who received $107,667, according to CBS report filed with Securities & Exchange Commission. Next highest salary paid to President Frank Stanton, $90,001, with William S. Paley, chairman of board, receiving $65,000. Salary figures do not include dividends. Report shows CBS paid C. E. Hooper Inc. $84,961 last year, A. C. Nielsen Co. $50,689.

TUBE OUTPUT UP

MARCH tube production totaled 19,048,550, RCA announced Friday, up from 18,295,955 in February. March total consisted of: New set, 13,155,195; replacement, 3,761,598; export, 2,069,589; Government, 22,568. First quarter output totaled 57,645,414 as follows: New set, 38,741,522; replacement, 13,652,579; export, 5,040,198; Government, 114,115.

AFM BOOST 'IN LINE'

RICHARD DOHERTY, NAB Employe-Employer Relations Department director, said at Area D meeting Friday that in his opinion 20% increase was won by New York AFM Local 802 in "in line" with raises of other unions. Mr. Doherthy said increase will have no direct effect on individual stations at local level (see story page 15).

Hearing

(Continued from page 4)

grants on their channels, fact that many such applications remain, and stay order in WCKY-Stanton case.

CCBS had requested year's investigation of daytime skywave characteristics [Broadcasting, March 3]. This, Commission did not grant. It did, however, make CBS party to hearing; and provided for others to participate if they signify intent by May 26.

May 9 will be at hearing, represented by Esterly C. Page, MBS consultant in Washington, and Earl Johnson, MBS director of engineering.

Commission promised decision "as soon as possible after the proceeding is closed so that the processing of such applications [those requesting daytime or limited-time use of 1-A's and 1-B's] may be resumed" soon as possible.

Meantime, Court of Appeals for D. C. was asked to issue stay orders stopping effective-ness of grants for four daytime clear-channel stations—two of which already are operating. Petitions, filed by dominant stations on clear channels involved, relied on WCKY-Stanton stay order for precedent.

WSM Nashville requested stay orders against JWJS Altoona, Pa. (650 kc, 250 w) and WSVS Crewe, Va. (650 kc, 1 kw). WJR Detroit, against grant to Southeastern Broadcast- ing Co., Clinton, Ala. (760 kc, 500 w). WGN Chicago, against permit to Radio Virginia Inc., Richmond (WFFV, 720 kc, 1 kw). JWJS and WSVS now operating but haven't received final licenses. Stay-order petitions were filed by Kelly, E. Ginn of Kirkland, Fleming, Green, Martin & Ellis, Washington counsel for clear stations involved.

NAB AREA ENDorses RENEWAL OF BMB CONTRACTS

NAB AREA D went on record at meeting's closing session Friday as endorsing renewal of BMB contracts. Other resolutions urged: FCC abolition of Mayflower decision; securing of editorial freedom; national study of licensed music, renewal of BMB contracts; that clearance "at source" of music copyrights be extended to all licensee organizations; study of remote fees levied by tax-supported colleges and public schools; opposition to payment of 2% cash agency discount; endorsement of Carl Havelin's appointment as BMB president; vote of thanks to Leslie C. Johnson, retiring District 9 director (early story page 20).

Judge Justin Miller, NAB president, lashed back at radio's critics, said much of criticism is due to their own misunderstanding and ignorance.

Closed Circuit

(Continued from page 4)

schedule less than four months later indicating 1,500 units. Good news on transmitter front, too, with production line output of 10 kw units indicated within two months by leading manufacturers.

NAB BOARD at its meeting in Washington May 21-22 will consider proposed change in bylaws which would provide board membership of representatives of FM and of television. Latter, however, contingent upon merger of Television Broadcasters Assn. with NAB. FM Broadcasters Inc. merged with NAB over year ago but FM Assn., as exploitation or- ganization, sprang into being.

CBS CHAIRMAN William S. Paley, who has vigorously espoused cleanup of program and commercial practices from within, may make his first public appearance since his thumping speech at NAB's annual convention last Octo- ber in Chicago. He has been invited to address New York's Radio Executives Club within next fortnight by its president, Bob Swezy, MBS vice president and general manager.

NATION'S NEWEST 10,000 w station—WRWR Albany—may break all records for big station installation from scratch, Stephen R. Hunt, state Dept. said principal stock- holder, who received grant May 1, is seeking for operation by Armistice Day. Station to operate on 850 kc directionally.

RECENT stroke suffered by Ed L. Hayek, owner KATE Albert Lea, Minn., which prompted him to resign as director of NAB District 11, May 7 (Minn., N. D., Mich. in part, eastern D. W. in part), may also mean his retirement from radio. Stroke is second suffered by veteran broadcaster in two years.

C. T. (Swanee) HAGMAN, recently resigned general manager of ABC Central Division, Chicago, will shortly become general manager of new station licensed to family of Mayo Bros. in Rochester, Minn.

MILLION-WATT transmitter (input) sought by Russia to beam propaganda into Southern California from Vladivostok on standard broadcast band. Understood Soviet wants U. S. equipment. State Dept. said to be apprised of project, part of propaganda campaign in- volving vast broadcasting system.

BROADCASTING • Telecasting
FARM SERVICE...

Broadcasting has brought countless blessings to the farm homes of America. Not the least of these is knowledge that helps farmers grow better crops, breed better stock. To do that job for KMBC's huge rural audiences, Phil Evans, nationally known agricultural authority who directs KMBC's farming operations, three times daily reports on experiences at the KMBC Service Farms—more than 500 acres of scientific, purebred farming. Thus KMBC takes the lead in meeting its responsibility to the farmers in the Heart of America.

—KMBC of Kansas City
All WKY advertisers KNOW about WKY's power to attract an audience. It shows up in their own sales records. So the results of a diary study conducted in a 30-county area surrounding Oklahoma City by Audience Surveys, Inc., merely verifies what WKY advertisers long have realized: That WKY has vast power to attract an audience and to influence sales.

Its power of attraction lies in its programs. WKY programs, according to the study, enjoy top audience ratings 93.3% of the time and attract, on the average, a share of audience more than three times that of any other station heard in the area.

These facts will show up in YOUR sales records when your advertising is on WKY.