The unceasing sweep of the second hand around the face of the studio clock represents, in its way, one of radio's surest virtues.

For the split-second timing by which radio lives is the essence of dependability—a characteristic that millions of American listeners have come to accept and expect in the way radio serves them, day and night.

Dependability is no less a central feature in the make-up of the seven Fort Industry stations. Reaching 20,000,000 people in seven important markets, they have grown steadily and strongly because they know the importance of dependability in the service they render.

And, sure as time itself, the Fort Industry stations will continue to employ the finest broadcasting skill, maintaining the dependability that listeners and advertisers alike have come to expect of them.

THE FORT INDUSTRY COMPANY

WSPD, Toledo, O. • WWVA, Wheeling, W.Va. • WGBS, Miami, Fla.
WAGA, Atlanta, Ga. • WMMN, Fairmont, W.Va. • WLOK, Lima, O. • WHIZ, Zanesville, O.

"You can bank on a Fort Industry Station"
Boston's most progressive station builds listenership with personalities. Top local talent plus intensive promotion in newspapers and other media have established WCOP names as household words in Greater Boston. Here are two leading WCOPPersonalities:

**BOSTON'S BEST WEATHER COMMENTATOR:**

"THE OLD SALT" (RALPH BARKER) BROADCASTS TWICE DAILY DIRECTLY FROM HIS HOME ON CAPE ANN FROM 7:40 TO 7:45 A.M. AND FROM 6:10 TO 6:15 P.M., WITH AN EXTRA WEEK-END TALK SATURDAY FROM 12:40 TO 12:45 P.M.

Says G. Harold Noyes, retired Senior Meteorologist in charge of the U.S. Weather Bureau Station in Boston: "I want to express our appreciation for your excellent public service in your weather broadcasts; and likewise to Mr. Barker for the highly competent work he is doing. I have listened to several in different parts of the country, and there are not any to equal Mr. Barker's and your service."

Says Charles H. Bemis, writer of the widely read column, "Our Wonderful Weather" in the BOSTON GLOBE: "Regards to my favorite weather commentator. I hear you on my radio whenever possible — and that is very often. Wish there were more like you."

**WCOP'S STAFF SPORTS ANALYST:**

CHUCK CROSBY GIVES HIS "SPORTS SCRAPBOOK" FROM 6:00 TO 6:10 P.M. DAILY, AND HIS "SPORTS FINALE" FROM 11:15 TO 11:20 P.M. DAILY

Crosby clinched an already outstanding reputation with his superb broadcast job on the NCAA Basketball Tournament in New York, which had terrific interest for local fans. He is sponsored seven nights per week at 11:15 P.M. with his late round-up of baseball scores. His early evening program is currently available.

**WCOP**

**Boston**

A COWLES STATION

1150 Kc. RATES AND AVAILABILITIES ON THESE TWO TOP PERSONALITIES FROM ANY KATZ OFFICE

Boston's Exclusive ABC Basic Outlet
WAYS...

1. Yankee Home-Town Stations
2. Yankee Network, New England's Largest Regional Network
3. Mutual Broadcasting System, World's Largest Network


Each Yankee station provides the impact of its local acceptance as a home-town station, used daily by local merchants, carrying programs of local interest.

It has a separate identity, provides a second powerful impact as the Yankee station in its trading area, carrying Yankee programs sponsored by New England and national advertisers.

Then, its identity and acceptance extend still further.

As a Yankee station it is a part of the 400-station Mutual Broadcasting System, the world's largest network.

That's why Yankee home-town audiences do not have to dial outside stations. They get everything — hometown programs, Yankee programs, including Yankee Network News Service, and Mutual's coast-to-coast programs in one big Yankee package.

It's a powerful three-way impact — and, because all principal markets are within Yankee coverage areas — it's an impact that hits 89.4% of New England's radio homes.

Acceptance is THE YANKEE NETWORK'S Foundation

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

21 BROOKLINE AVENUE, BOSTON 15, MASS.
Represented Nationally by EDWARD PETRY & CO., INC.
SOON UPCOMING will be joint "freedom of speech" conference of top-level executives of major communications media. Informal discussion would be at invitation of NAB President Justin Miller with heads of American Newspaper Publishers Assn., Motion Picture Producers Assn., National Publishers Assn., and possibly American Society of Newspaper Editors on list.

DESPITE better-than-expected showing made by FCC for three-way $3,500,000 budget before House Appropriations Subcommittee for Public Broadcasting Act program on Capitol Hill sources indicate slash of not less than 25% and possibly up to 40%. This would mean curtailment of Washington disc operations, notably broadcast activities.

PROPOSED NAB code of commercial and program standards may be tougher than most broadcasters anticipate. Stronger element in committee favors imposing sanctions on stations violating commercial standards, arguing this is necessary if broadcasters are to control their own programming.

COMR. Clifford J. Durr is having FCC staff table outstanding licenses and CPs (AM and FM) according to cities, along with breakdowns of pending applications. Purpose not clear, but presumably to show present picture and guide in future grants along purported equitable distribution lines of Communications Act (CLOSED CIRCUIT, May 5).

MOVE may develop at NAB board meeting this week to conduct another survey on what public thinks of radio. Original NORB study, costing about $50,000, producing results beyond expectation. NAB distributed 10,000 copies and printer plans to run off new edition to meet outside demand for book.

REPORTS PERSIST FCC Chairman Denny will resign soon. Denny, now president over International Telecommunications Conference at Atlantic City, intends to complete that task, which will run until September. (CLOSED CIRCUIT, March 24). If he does decide to enter private law practice or perhaps take an executive post in radio, it probably won't be until after Christmas.

FCC CHAIRMAN now preparing to push special legislation to guarantee continued U. S. hold on international broadcasting frequencies in event Congress fails to authorize "Voice of America's" 1948 budget. Move being planned in close cooperation with State Dept. International Broadcasting Division.

IF FCC RESUMES licensing of daytime stations on clear channels after June 2 daytime skywave hearing, observers think it will be with 250-w to 1-kw power limitation on daytime grants, at least until clear-channel case is decided. Day and limited-time applications for (Continued on page 26)

**Upcoming**


May 20: NAB housewarming, NAB Headquarters, Washington. 5-7 p.m.


May 25-26: Advertising Federation of America Annual Convention, Hotel Statler, Boston.

(Other Upcomings Page 83)

**Bulletins**

ELECTION of FCC Chairman Charles Denny to Chairman-President of International Radio Conference confirmed at Atlantic City. British delegation head Sir Stanley Angwin elected to lead Allocations Committee. Vice-Chairmanship of Radio Conference went to Francis Colt de Wolf, State Dept. Telecommunications Chief. Keynote address by Assistant Secretary of State Garrison Norton stressed Conference responsibility for creating "global master-plan" for world radio.

MAJOR networks Friday recognized Radio Writers Guild as bargaining agent for freelance writers employed by networks and working on national programs originating in New York, Chicago, San Francisco and Los Angeles. Definition of bargaining unit to be represented by Guild was tentatively fixed, according to joint statement issued by union and networks. Unit will not include certain writers regarded as independent contractors.

INTERIM plan of Television Broadcasters Assn. for temporary installation of video antennas on apartment houses accepted Friday by City Broadcasting Co., New York, which agreed to immediate installations in New York and Washington. Acceptance, which provides for temporary dipole antennas, said by TBA to have "effectively broken" resistance of apartment house landlords. Action pends development of master antenna system.

MEETING of FM Assn.-Radio Manufacturers liaison committee, scheduled May 21 at Statler Hotel, Washington, postponed late Friday at request of RMA (early story page 38). June 3 set as tentative date for meeting.

**FCC INDUSTRIAL ALLOCATION**

FCC FRIDAY made final its April proposals to allocate 915, 850, 10,000, 18,000 mc and one frequency in 6 mc area for industrial, scientific, and medical service, effective June 23. Whether present 6-6.2 mc allocation to international broadcasting will be affected, FCC sources noted, depends upon what frequency is chosen for industrial use in that area. Other allocations make no changes in broadcasting allocations incorporated in April plan (BROADCASTING, April 21).

**Business Briefly**

CHEVALIER Sought • General Motors Corp. through Myron Kirk, radio director of Kudner Agency, reportedly negotiating with William Morris Agency for packaged, live or transcribed, show starring Maurice Chevalier in fall but with asking price of $15,000 per week cut in half. Package would also include Beatrice Lillie, comedienne. Kraft interested if price is shaved.

FORD REPLACEMENT • Permanent replacement June 18 for Dinah Shore Show, 9:30-10 p.m. Wed. on CBS, sponsored by Ford Motor Co., will be Meredith Willson. Contract, for 52 weeks, handled by Kenyon & Eckhardt. Formerly was J. Walter Thompson Co. account.

GENERAL MILLS RENEWS • General Mills, Minneapolis, June 2 renewals for 52 weeks, one of which will be classified as "Hymns of All Churches and Betty Crocker Magazine of the Air on ABC. Programs, aired simultaneously 9:25-9:45 a.m. CDST Monday through Friday over ABC network. Agency, Dancer-Fitzgerald-Sample, Chicago.

NEW PARKER INK • Parker Pen Co., Janesville, Wis., May 28 starts six-week campaign to introduce new quick-drying superchrome ink. Campaign includes announcements on two Parker shows Information Please and Ned Calmer and News, beginning May 28 and 31 respectively.

ANNIVERSARY ON ABC • Jewish Daily Forward, newspaper, will celebrate 50th anniversary by sponsoring special dramatic half-hour program May 25 11-11:30 a.m. on ABC.

HOTEL SPOTS • Greater Chicago Hotel Assn., through M. M. Fisher Assoc., Chicago, starts spot campaign in 11 cities within 400-mile radius to advertise availability of rooms.

WHITEMAN DISC SHOW SOLD OUT BY ABC

ABC's new five-week week-long Paul Whiteman Six Disc show sold out last week when Wesson Oil & Snodriff Sales Co., New Orleans, and Nestle's Milk Products Inc., New York (Nestle), bought two remaining 10-minute segments. Time sale—$5,200,000—which network believes largest in radio history covers sponsorship of program by National Biscuit Co., R. J. Reynolds (Camels) and above sponsors, each carrying show for quarter-hour periods, Mondays through Fridays, 3:30-4:30 p.m., beginning June 30. Paul Whiteman reportedly will receive $4,000 weekly.

Wesson will drop Edwin C. Hill program on 77 ABC stations, Mon.-Fri. 3:30-4:30 p.m.

Agencies are: McCann-Erickson for National Biscuit; William Enty & Co. for R. J. Reynolds; Kenyon & Eckhardt for Wesson; Compton Adv. for Nestle's.
Now Nashville has natural gas—and industries are using 184.6% more than last year. . . Such tremendous gain has created almost a new industry. . . More workers were needed to lay extra lines and expand maintenance services. . . Such new or increased business activity means more dollars added to the $800,-
477,000 buying income of the Nashville retail market. And it means more dollars to buy your products. . . So, get your message to the Nashville market area by selling the large audience who listen regularly to WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

5,000 WATTS 980 KC

AMERICAN

MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.
LATE NEWS ON WTNT, AUGUSTA, GEORGIA
AS REPORTED TO ADVERTISERS AND AGENCIES
BY THE NATIONAL BROADCASTING COMPANY

ACTUAL MEASUREMENTS OF WTNT’S FIELD STRENGTH
INTENSITY REVEALS WTNT COVERAGE AREA IS GREATER
THAN PREDICTED!

The station audience maps in your WTNT folder are based on predicted coverage. Actual measurements made after WTNT went on the air reveal that WTNT covers intensely an additional area in South Carolina, which is actually a part of the Augusta metropolitan area.

This additional area adds approximately 15,400 more population to WTNT’s intensive coverage area...and these 15,400 spend over $4,000,000 a year, have a buying income in excess of $9,000,000 a year. In the original WTNT folder the “Over 50% circulation, Daytime Area” column, and both columns under “Nighttime Area” should be revised as follows:

<table>
<thead>
<tr>
<th>Population</th>
<th>104,300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td>22,480</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$49,095,000</td>
</tr>
<tr>
<td>Gross Buying Income</td>
<td>$90,558,000</td>
</tr>
</tbody>
</table>

WTNT
AUGUSTA, GEORGIA
250 Watts • 1230 Kilocycles
Philip J. Merryman

for 20 years with the National Broadcasting Company and recently manager of its Planning and Development Division has become a partner in the firm of

Anderson & Merryman
Radio Consultants
(formerly H. V. Anderson & Associates)

Offices

New York City
33 W. 42nd St.
Suite 1726-28
Wt. 7-9391-2

New Orleans
American Bank Building
Suite 715
Raymond 0111

Laboratories: Baton Rouge, La.
Roosevelt Road

Affiliated with Chambers & Garrison

1519 Conn. Avenue
Washington, D. C.

Michigan 2261
Family man!
Everybody likes adventure. That's why Columbia Pacific's *A Man Named Jordan* has rung up such Hooperatings as 8.6 and 8.4, with 30.4% and 33.5% of the listening audience.* These ratings were earned when *A Man Named Jordan* was a sustaining summer program. Which means, of course, that Jordan became one of the Coast's leading men at a time when he had no sponsor to cheer him on. Just think what he could do with a little encouragement — maybe yours! The formula for family-size adventure audiences: rampant action against a backdrop of international intrigue. Rocky Jordan supplies these habit-forming attractions with swift, sure justice for the spies and assassins who infest the underworld of Cairo. A tough guy with a soft heart, Jordan packs a mean left on the side of Right. Adventure fans, old and young, find these commendable contradictions worth their complete attention. Programs that appeal to every member of the family are the special mark of the Columbia Pacific Network. More complete listening means more sales for sponsors. The advertiser who wants a greater number of sets tuned to his message, with *more people* listening, should contact *A Man Named Jordan*. We'll gladly arrange the introduction. Call us, or Radio Sales.

*Hooper Special Report, July and September, 1946*
Feature of the Week

RADIO EDITORS of Cleveland newspapers have been beating the drums in recent months for more symphonic music on local stations. Most vociferous has been the Plain Dealer's Robert A. Steph- an, who asked readers to write the program directors of Cleveland stations asking for more symphonic music.

C. M. Hunter, program director of WHK Cleveland, was bombarded with several hundred letters as a result of Mr. Stephan's lobbying. Mulling over the fact that Cleveland stations were already presenting most of the nation's outstanding symphonic groups— including the New York Philharmonic, the NBC Symphony, the Cleveland Orches- tra and the Boston Symphony—Mr. Hunter and K. K. Hackathorn, WHK vice president and general manager, undertook to learn whether these allegedly sym- phony-starved listeners were already hearing all the available symphonies.

Compiling a telephone list from the names of those who wrote WHK, they employed Market Re- search of Cleveland to call each one while Cleveland Orchestra was on the air on Saturday, April 12, and during the NBC Symphony broadcast Sunday, April 13. Each person answering was asked three questions: Was your radio on when the phone rang? What station are you listening to? What is the program you are listening to?

The replies, according to a sworn statement by the research firm, were:

<table>
<thead>
<tr>
<th>DAY</th>
<th>Category</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>SATURDAY</td>
<td>Total talked to:</td>
<td>100.00%</td>
</tr>
<tr>
<td></td>
<td>Symphony Listeners</td>
<td>27.55%</td>
</tr>
<tr>
<td></td>
<td>Not Listening to Any Program</td>
<td>44.90%</td>
</tr>
<tr>
<td></td>
<td>Listening to Other Programs</td>
<td>27.55%</td>
</tr>
<tr>
<td></td>
<td>Persons Not Listening to Symphony</td>
<td>72.95%</td>
</tr>
<tr>
<td>SUNDAY</td>
<td>Total talked to:</td>
<td>100.00%</td>
</tr>
<tr>
<td></td>
<td>Symphony Listeners</td>
<td>26.1%</td>
</tr>
<tr>
<td></td>
<td>Not Listening to Any Program</td>
<td>55.3%</td>
</tr>
<tr>
<td></td>
<td>Listening to Other Programs</td>
<td>18.6%</td>
</tr>
<tr>
<td></td>
<td>Total Not Listening to Symphony</td>
<td>72.9%</td>
</tr>
</tbody>
</table>

WHK, incidentally, which in- itiated the survey, is owned by the Plain Dealer.

Sellers of Sales

UNLESS a prospective client is prepared to use radio con- siderably, in large volume, over a long period, William H. (Bill) Sandiford recommends against radio as a fruitful advertising medium. By not recommend- ing radio to scores of clients, Bill built up his agency's timebuying to the point where at one time he was writing, producing or supervising 30 shows a week for Mae Wilkins, Cole & Weber, Seattle-Portland agency, where he is now account executive and supervisor of all radio activities.

Bill was born March 27, 1909, in Victoria, B. C., and later crossed the border to the U. S. He calls himself "a radio product of show business." For six years he was a leading man in dramatic stock compa- nies ranging through the west. In 1930 he went to KOL Seattle as an announcer. The next steps took him to KOIN Portland as a sales- man, to KALE Portland as produc- tion manager, then back to KOIN as announcer-producer.

Tiring of Portland, he bought an interest in KAST Astoria, Ore., where the gross income was tripled in one year by using high-time ra- dio methods in a small town. His record of achievement carried him in one jump to the job of director of radio for Mac Wilkins, Cole & Weber, in 1937.

After a brief stint in the Army, he joined the Boeing Aircraft Co. as assistant advertising manager, a job which included producing the Boeing Hour weekly for over a year. In November 1948 he returned to W, C & W in his present capacity.

Bill doesn't like to sell radio to a client on the basis of loyalty, or the advertiser's personal desires. If a client suggests radio, Bill will think of all the reasons not to use it, then go on to frame a schedule which will bring definite, measurable results. Early in the war, Seattle station representa- tives told him he was buying more radio time than any other agency in town.

His theory on the use of radio in the Pacific Northwest boils down to this: The biggest regional advertisers buy comparatively little time, when measured against the volume of high-priced pro- gramming which comes out of the East. Therefore, every dol- lar invested in radio must pay off. And the way Bill plays it, every dollar does.

Married since 1935, Bill lives in the scenic Seward Park section of Seattle. His hobby: "Shooting the breeze on radio."
Among St. Louis' own traditions is Economic Stability...

...resulting from DIVERSITY OF INDUSTRY

St. Louis has the greatest diversity of industry of any major manufacturing center in the world. Less than 8% of wage earners are concentrated in any one industry. Economic fluctuations are therefore not great. Each year, 2800 St. Louis factories produce 3300 different products...over $1,000,000,000 in merchandise.

St. Louis is the second largest transportation center in the United States. Has been a great trading center since export of furs flourished here over 140 years ago.

Industrial diversity creates balance and stability. No less important in radio, diversity is the KWK keynote. Music and drama, news and public service are blended for broad listening interest. Wide variety of program content, plus the keying of many programs to local interests, results in KWK's high acceptance in St. Louis.

St. Louis' Own and St. Louis Owned

Hotel Chase, St. Louis

Paul H. Raymer Co., Representative
NO. 9—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

AVAILABLE!

Ethereal and undoubtedly spiritual as we are here at F & P, we still gotta eat—and here you have Mr. Ewie Blain of our New York Office killing two birds with one stone! Like all the rest of our F & P Colonels, Ewie spends many a lunch, dinner, and yes, even breakfast in talking spot-broadcasting. If you’re too busy to talk spot-broadcasting in your office, we’ll take any “availability” you can offer, from 12:00 Noon, on around the clock—chain break, 1-minute, 15-minutes or full hour!

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

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE KOB
Baltimore WCBM
BEAUMONT KFDN
BOISE KDHS
BUFFALO WGR
CHARLESTON, S. C. WCSC
CINCINNATI WCKY
COLUMBUS, S. C. WIS
CORPUS CHRISTI KNJS
DAVENPORT WQC
DES MOINES WHO
DENVER KVOD
DULUTH-SUPERIOR WDSM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCN
NEW YORK WMCA
OMAHA KFAB
PEORIA-TUSCULA WMBD-WDZ
PORTLAND, ORE. KEX
RALEIGH WPFT
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WFBBL
80% of Managers for New Radio Law

Broadcasters Would Oppose Program Controls

EIGHTY per cent of station managers believe that Congress should enact a new law governing radio.

Of those who hold that view substantial majorities indicate that they are:

Against program controls.

Opposed to fixing the price of a station by formula and many other rules limiting business management of stations.

In favor of more clearly defined procedural and general policy practices on the part of the FCC or other governing body.

BROADCASTING's fourth poll of station managers (sixth in the TRENDS series being conducted by Audience Surveys Inc.) was addressed to a representative cross-section of station managers in April. The questionnaire was designed to measure broadcasters' opinions about the adequacy of the present law governing radio broadcasting and to provide those who feel it inadequate with an opportunity to express their opinions about new legislation.

The ballot sent to station managers was accompanied by a letter pointing out that new radio legislation has been under consideration in Congress for some time. Since the ballot was mailed BROADCASTING has reported [BROADCASTING, April 28] that Sen. Wallace H. White Jr. (R-Mo.), chairman of the Senate Interstate and Foreign Commerce Committee and Majority leader, is preparing a new radio law which will be introduced within a comparatively short time. Senator White is co-author of the original Radio Act of 1927, the Communications Act of 1934 and the White-Wheeler bill of the 78th Congress. Findings of the TRENDS survey may be of help in preparing this legislation.

Results of the survey follow.

"Do you believe that Congress should enact a new law governing radio broadcasting, or do you feel that the present law is adequate?"

| New law needed | 80%
| Present law adequate | 2%
| Don't know | 8%
| No answer | 3%

Four out of five broadcasters believe Congress should enact a new radio law, more than eight times as many as feel that the present law is adequate. Only 11% of the panel were noncommittal or had no opinion.

Although no comments were requested, some broadcasters clarified their answers with additional remarks:

"Present law is adequate, only a few changes needed."

"Present law adequate—with careful equitable administration."

"Present law should be amended."

"Present law adequate, interpretation is the only problem, and new laws would not necessarily correct this."

"New law needed, but the present law...

(Continued on page 85)
### CBS Night Prices Up 5% Over Last Year

**Hike Due to Discount Reduction On Revised Rate Cards**

Nighttime sponsors on CBS are paying the network approximately 5% more than they did last year. This rise is noted in the new rate card which was recently circulated to clients by CBS and provides a discount reduction of 5% for advertisers having programs in the 8-10:30 p.m. period.

New advertisers were charged the extra 5% effective March 15th, but those currently on the network will get the old discount until next year due to the protective clause in all contracts.

Another feature of the new rate card is a provision stating that in order to qualify for the full network discount of 15%, sponsors must use at least 125 CBS stations, and in addition the aggregate grosses for the evening hour must total $26,000 or more. CBS on the other hand claims that this provision affords the advertiser more flexibility by enabling him to pick any 125 stations instead of the particular ones CBS specified on the old card.

### REXALL's Durante - Moore To Leave CBS for NBC

REXALL DRUG Co., Los Angeles, sponsors of the Durante-Moore Show on CBS 9:30-10 p.m. Fridays, will switch from that network to the 8:30-9 p.m. Friday night period on NBC. Latter period was relinquished by Bristol - Myers' Alan Young Program. Move to NBC becomes effective July 4th when the summer replacement for Durante-Moore Show, Rextall Summer Theatre, takes over.

Meanwhile the Rexall Drug Co., through its agency, N. W. Ayer & Son, New York, last Thursday signed a 52-week contract with Jimmy Durante for the third successive year. He will return to the air for Rexall Oct. 3 with a new format which will probably include guest stars. Garry Moore, who has been featured on the broadcasts with Mr. Durante, will not return in the fall and has not announced his future plans. Phil Cohran, producer of the program, will continue in the fall. Show will also be heard at 8:30-9 p.m., the West Coast repeat.

### Adam on NBC

**ADAM HAT Co., New York, July 20 starts sponsorship of The Big Break, an amateur program featuring Eddie Dowling as m. c. on NBC, Sundays 10:30-11 p.m., the period formerly held by Old Gold. This marks the first time that Adam Hat Co. has sponsored a network entertainment show. Previously the advertiser has sponsored sports events. In addition to a large campaign in spot announcements, Blow Co., New York, is the agency for Adam Hat Co.

---

### COCA COLA CO. TO BUY TWO PROGRAMS ON CBS

**COCA COLA CO., Atlanta, Ga., returns to the air in August and October when it will sponsor two half-hour musical shows on CBS. In August the soft drink firm will present Percy Faith and his orchestra with guest stars, Garry Moore, who has been featured on the broadcasts with Mr. Durante, will not return in the fall and has not announced his future plans. Phil Cohran, producer of the program, will continue in the fall. Show will also be heard at 8:30-9 p.m., the West Coast repeat.**

---

### Summer Replacement Schedule for Networks

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PROGRAM</th>
<th>SUMMER REPLACEMENT DATE TIME (A.M.)</th>
<th>AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Tobacco</td>
<td>Jack Benny</td>
<td>NBC</td>
<td>Jack Paar</td>
</tr>
<tr>
<td>Brown &amp; Williamson</td>
<td>Red Skelton</td>
<td>NBC</td>
<td>An Evening</td>
</tr>
<tr>
<td>F. W. Pitch Co.</td>
<td>Pitch Bandwagon</td>
<td>NBC</td>
<td>with Romberg</td>
</tr>
<tr>
<td>General Foods</td>
<td>Burns &amp; Allen</td>
<td>NBC</td>
<td>Rogers Gallery</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco</td>
<td>Tex Beneke</td>
<td>NBC</td>
<td>Frances Langford</td>
</tr>
<tr>
<td>Liggett &amp; Myers Tobacco</td>
<td>Chesterfield Supper Club</td>
<td>NBC</td>
<td>Tex Beneke</td>
</tr>
<tr>
<td>Pabst</td>
<td>Eddie Cantor</td>
<td>NBC</td>
<td>Frankie Carle</td>
</tr>
<tr>
<td>S. C. Johnson</td>
<td>Fibber McGee &amp; Molly</td>
<td>NBC</td>
<td>Blue Ribbon</td>
</tr>
<tr>
<td>PepsiCo Div.</td>
<td>Bob Hope</td>
<td>NBC</td>
<td>Music Time</td>
</tr>
<tr>
<td>Lever Bros. Co.</td>
<td>Jack Haley</td>
<td>NBC</td>
<td>Fred Waring</td>
</tr>
<tr>
<td>Bestest Inc.</td>
<td>Charlie McCarthy</td>
<td>NBC</td>
<td>Adventures of Philip Marlowe</td>
</tr>
<tr>
<td>Standard Brands</td>
<td>Whitehall Pharmaceutical Co</td>
<td>NBC</td>
<td>Eye Affair</td>
</tr>
<tr>
<td></td>
<td>Bob Burns</td>
<td>NBC</td>
<td>Alec Templeton</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Illery Queen</td>
</tr>
</tbody>
</table>

### CBS

**Arthur's Place** | NBC | June 20 Fri. | 9:30 - 10:30 Kenyon & Eckhardt |
**Lawyer Tucker** | NBC | June 12 Thurs. | 8:30 - 9:00 Bob Hope & Ryan |
**Woody Herman Show** | NBC | June 13 Sun. | 4:30 - 5:00 N. W. Ayer & Son |
**8 week hiatus** | NBC | June 6 Fri. | 8:00 - 9:00 Young & Rubicam |
**8 week hiatus** | NBC | June 8 Sun. | 6:30 - 7:00 Young & Rubicam |
**Silver Theatre** | NBC | July 14 Mon. | 10:00 - 11:00 Biow |
**8 week hiatus** | NBC | June 30 Mon. | 8:30 - 9:30 Young & Rubicam |
**8 week hiatus** | NBC | June 30 Mon. | 9:00 - 10:00 J. Walter Thomson |
**Rexall Summer Theatre** | NBC | July 4 Fri. | 8:00 - 9:00 N. W. Ayer & Son |

### MBS

**The Shadow** | NBC | June 1 Sun. | 5:00 - 5:30 Birmingham, Castlean, Bell & Morris |
**Abbott Mysteries** | NBC | June 8 Sun. | 5:00 - 6:00 Wm. Weintrabu |

### ABC

**Lights Out** | NBC | July 23 Wed. | 10:00 - 11:00 Biow |
**Deadline Mystery** | NBC | April 20 Fri. | 9:00 - 10:00 Jack Paar, B. Rainbeek |
**Spring Festival** | NBC | May 4 Sun. | 6:30 - 7:00 Kenyon & Eckhardt |
**Welcome Travelers** | NBC | June 30 Mon.-Fri. | 12:00 - 1:00 Compton Adv. |

### Musical Shows Dominate Summer Replacements

Summer FARE on the networks will be predominantly musical shows, with musicals running a close second. Of the replacements scheduled so far, eight are musical, six mysteries, three comedy shows, two dramatic programs and one interview program.

At least six shows, with many more planned but not announced yet, are expected to take an average eight week hiatus.

### Alligator Cigarette's Campaign is Planned

**LARUS & Brother Co., Richmond, Va., will introduce its new Alligator Cigarettes in New York with morning and evening radio newscasts, chainbreaks and spot announcements on five New York stations beginning May 26 and June 2.**

On WNBC New York beginning May 28 the cigarette firm will sponsor a five-minute newscast three times weekly, 8-8:05 a.m. and three one-minute spots weekly. On WOR New York beginning June 2 the firm will place 12 chainbreaks weekly, and newscasts three times weekly, 10-10:15 a.m.

Five chainbreaks weekly begin on WJZ New York on May 26 and at the same time a spot announcement before and after the baseball games on WINS New York will be heard three times weekly. Four spots weekly will be placed on WNEW New York. Agency is Duane Jones, New York.
W. B. Ryan Flays Bids for BMB Funds

Says Action Should Await NAB Board Decision

By J. FRANK BEATTY

OPPOSITION of Southern Californian independents to a second BMB survey in 1948 broke out with a bang Friday when William B. Ryan, vice president and general manager of KFI Los Angeles and NAB board member for District 16, challenged the right of NAB President Justin Miller and BMB President Hugh Feltis to ask renewals at this time.

Mr. Ryan’s challenge came on the eve of the NAB board meeting Wednesday and Thursday in Washington, catapulting the topic into top place on the agenda.

Basis for the Ryan demand is the fact that the board failed to give specific approval to a 1948 BMB survey at its last meeting in San Francisco Jan. 5-7. In view of that action, he contended, he could not understand why Mr. Feltis and Judge Miller have asked stations to sign for 1948 when board policy will be discussed at this week’s meeting.

Sees No Changes Yet

Mr. Ryan argued that 1948 figuring would result in no material change over the present BMB pattern and that BMB should “remain in the laboratory for another year.” He favored the BMB technique but felt a nationwide study should not be made oftener than every three years.

G. Richard Shafio, general manager of WIS Columbia, S. C., and NAB board member for medium stations, joined the fray Friday with a telegram to Mr. Feltis in which he said WIS renewal would depend on BMB action on a long-term subscription plan.

The subject has been discussed at all NAB area and district meetings this year, with resolutions endorsing BMB passed in nearly every case. At several meetings the 1948 study was endorsed. Mr. Feltis has told stations that only a few dollars remain of the original fund, enough to keep the office operating until July 1. Agency timebuyers appeared at all meetings to praise the BMB reports and explain their helpfulness in buying time in the laboratory.

The NAB board’s January action came in a resolution expressing full confidence in BMB’s work and progress in fulfilling the “original objectives” believing “continued consideration should be given to the use of these data and improvement in techniques in preparation for the next national study.”

At the time of the NAB Area A meeting in San Francisco Jan. 8-10, shortly after the board’s session, a group of Southern Califor-
Program Exchange Service Begins July 1

Husing Show to Be First Feature Of Project

NEW program exchange service, operating on a cooperative Program Exchange basis, similar to motion picture exchanges, will be launched July 1 by Broadcasters' Guild Inc., with the Ted Husing Bandstand as the first transcribed feature, according to Donald Husing, president, and James Parks, vice president [BROADCASTING, May 5].

The feature will be a six-week full hour disc-m.c. program, with one national sponsor already assured to be interested in a daily quarter-hour. The remaining segments will either be sold nationally or made available for regional and local sale.

Two types of membership have been arranged by the Guild, station and personal, with members in charge of local regional and national segments. Already membership has been announced for 13 areas, with negotiations pending for nine others.

Guild Officers

Guild officers, besides Mears, Davis and Trammell, are: James J. Dick, Union National Bank, Kansas City; treasurer; Stanley Garrity, of the law firm of Caldwell, Downing, Noble & Garrity, Kansas City, secretary.

List of members follows:

- New England Exchange, Boston, Linea Travers, Yankee Network
- Michigan Exchange, Chicago, Glenn Snyder, WLW
- Nebraska-Western Iowa, Omaha, John J. Gillin Jr., WOW
- Eastern Missouri, St. Louis, Robert T. Crepey, KWK
- Western Missouri-Kansas, Donald Dwight Davis, WWB Kansas City
- Inter-Mountain, Salt Lake City, S. R. Fox, KRLD
- Colorado-Wyoming-New Mexico, Gene Cooper, KGNS-Pueblo
- California, Fred Weber, WDGY Houston, Fred Weber, KATU
- San Francisco, Edwin F. Franklin, KFBK
- Tucson, George Chambers, KNCA
- List of tentative members, with whom negotiations are in advanced stage, are:

  - Northern Ohio, John F. Pat, WGAR
  - Cleveland
  - Michigan, John F. Patt, Harry Wise, WJR Detroit
  - Louisiana, G. A. Richards, Robert O. Reynolds, KMPC Hollywood
  - Pittsburgh, G. S. (Pete) Wasker, KQV Southern Ohio, James D. House, WLBW Cincinnati
  - South Carolina, G. Richard Shatto, WIS Columbus, S. C.
  - Michigan, R. H. Wooten, WREC
  - Georgia, John M. Outlier Jr., WBB Atlanta
  - Minneapolis, Norman Boggs, WLS Chicago
  - Others from all areas are expected to be added.

Besides the Ted Husing series, the Guild is lining up well-known Hollywood and other talent.

Mr. Garrity, who serves as counsel as well as secretary, is preparing articles of incorporation, which are likely to be filed in Delaware, along with agreements covering member-ship and standard forms covering program and property contracts.

The Guild is to operate on a non-profit basis, with earnings devoted to promotion, expansion and acquisition of desirable properties. A sales system will be devised, based on volume secured by each exchange and contributions by each member.

Mr. Parks, as Hollywood vice president in charge of programs, will screen programs submitted to the Guild. Those he selects will be submitted to the membership, which will serve as an audition board and submit reports on each offering. Programs will be judged on salability in the member's territory and usefulness to the Guild member's station or stations.

Among programs now being considered by Mr. Parks for submission to the audition board are *Open Your Eyes*, music and poetry, presented by Les Paul Trio and Jimmy Atkins; singing weather reports; Andrew Sisters; *Music by Muir*, piano library.

Mr. Parks explained that the Guild project is in no sense a transcription network but that transcribed Guild programs will be scheduled at the discretion of the local station or sponsor. Features are all for local sale.

Programs already planned for 1947 include *Parker's Pet*, a serial; *It's Your Business*, a current affairs show; the first feature, *The Husing Show*, a musical exchange service; and *99 Story*, a dramatic program.

Mr. Parks said the Guild has plans for extending its organization to include up to 40 to 50 broadcast stations by the end of the year.

(Continued on page 87)

Trammell Hits Affiliate Group Plan

Mr. Bannister to name a committee to investigate the idea of forming a voluntary association of NBC affiliates.

Writing to Mr. Bannister, Mr. Trammell said the NBC proposals had been "the outgrowth of a sincere desire on the part of me and my associates to make NBC the greatest network in the world and to give full and proper consideration to the viewpoints of the independent stations associated with us."

"Morely Suggestions"

Mr. Trammell contended that the regional and advisory committee meetings "provide ample forum for the discussion and exchange of views between the network and its affiliates on matters of common concern. I cannot help but feel that the establishment of a new group such as your committee of five is proposing cannot serve any purpose which is not already adequately provided for by the procedures which we have been following."

"I am sure that neither you nor any members of your committee will take exception to any revisions of broadcasting practices which will be for the ultimate good of your respective stations and NBC. Furthermore, I thought it best to make my suggestions which we put forth for the purpose of discussion and upon which we hoped to receive the counsel and advice of our affiliates."

NBC appears to be alone in its current station-break controversy with affiliates. The subject is especially touchy in view of the fact that station breaks in some cases mean as much as one-fourth of an affiliate's revenue.

The subject is slated for discussion at a two-day meeting of NBC affiliate representatives just prior to the opening of the NAB convention in Atlantic City in September. Affiliate meetings prior to the convention are general practice, with the other major networks planning similar events.

(Continued on page 87)
BROADCASTING • Telecasting

May 19, 1947 • Page 17

BMB DAYTIME Audience Map
Study No. 1—March, 1946

Showing all counties in which 10% or more of the radio families listen to the station at least once a week in the daytime.

See BMB Station Audience Reprint for present and number of listening families in all counties and cities. This complete BMB Reprint available free, on request.

STUDY THESE BMB DAYTIME AUDIENCE FIGURES AND SEE FOR YOURSELF!

GOOD PROGRAMMING . . . GOOD SHOWMANSHIP . . . GOOD PUBLIC SERVICE ACCOUNT FOR SUCH AN AUDIENCE . . .
TV Network Prospects to Be Appraised

Conference Called For Washington On June 9

THE IMMEDIATE OUTLOOK for network television—how, when, where, and how much—will be appraised in an engineering conference called by FCC last week for June 9.

Television licensees and grantees, manufacturers, and common carriers were asked to participate so that telecasters may know when inter-city relay facilities will be available and, conversely, so that common carriers and manufacturers will know when video stations will need network services.

The conference was called at a time when 10 commercial stations were on the air, grants were outstanding for 64 others, and grantee plans indicated that a total of 25 to 30 video outlets would be in operation by the end of this year. The 64 grants and licenses now under consideration will involve 36 cities.

Controversy may develop around FCC's implications that it considers inter-city television relay to be a function of common carriers alone. In its proposed allocations the commission made provision for television pickup and television studio-to-transmitter links, but none for inter-city television relay except by common carriers.

This proposal has already drawn the fire of some television interests, including Television Broadcasters Assn. and the Philco Corp., which appeared in the 1000-1800 mc allocations hearings last February to plead for assignment of some frequencies for inter-city relay of television programs by the telecasters themselves [BROADCASTING, Feb. 10].

In calling the engineering conference, FCC disclosed "as a point of general information" that it would "issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 mc as soon as possible after the Radio Administrative Conference at Atlantic City," which started Thursday (See story, page 20). Several companies have been authorized by the Commission to conduct experiments with microwave relay. These include Raytheon and General Electric; AT&T, whose coaxial cable now links Washington and New York and which is installing other segments looking toward coast-to-coast links, and Western Union.

Invites Information

In calling the engineering conference, the Commission invited "all persons who can contribute to the formulation of an installation of facilities schedule for the informal information of all concerned." Common carriers, FCC said, should come "prepared to state when they will be able to supply relay facilities by microwave or coaxial cable to each of the cities which have existing or potential television stations" (for list of cities, see chart below). Video licensees and permittees were asked to specify "the date of completion and the date they will desire network facilities for their broadcast purposes."

This data, FCC declared, should be submitted to the Commission in writing "without obligation or evidence" or within 10 days thereafter.

The announcement said New York, Chicago, Los Angeles, Washington and San Francisco might have "initial applications" for origination points. Similarly, cities having three or more video stations—there are eight with at least three grants—"might be assumed to require at least three or more network programs available simultaneously."

FCC Chief Engineer George E. Sterling will preside over the conference, which will be held at 10 a.m. m. in Room 2232 of the New Post Office Bldg., Washington. The date first was set at June 3, but was postponed to June 9. Text of FCC announcement:

The Commission announced today [May 12] that an informal engineering conference of the interest of carriers and especially television broadcasters, communications common carriers, and manufacturers of television transmission equipment will be held in Hearing Room 2232 of the New Post Office Building, Washington, D.C., at 10:00 a.m. June 3, 1947, for the purpose of formulating a schedule which will set forth the expected installation dates of common carrier television programs between cities.

"Such a conference seems desirable at this time to acquaint the television broadcasters and potential network organizations with the present plans of the common carriers for relying on television programs between cities, and to acquaint the common carriers, existing and potential, as well as the manufacturers who supply them, with the immediate and future demand for common carrier inter-city relay service."

All persons who can contribute to the formulation of an installation of facilities schedule, for the informal information of all concerned, are invited to participate. The conference intends to issue a final service-allocation for the non-government fixed and mobile bands between 1000 and 13000 mc, as soon as possible after the Radio Administrative Conference at Atlantic City.

Common carriers should come to the conference prepared to state when they will be able to supply relay facilities by microwave relay or coaxial cable to each of the cities having existing or potential television stations. Stations and outstanding construction permits are eight cities; the number of common carrier inter-city telecasting for origination points and cities having three or more video stations might be assumed to require at least three or more network programs available simultaneously.

Television broadcasters and construction permittees should come to the conference prepared to state the date of completion of their stations and the date they will require facilities for their broadcast purposes.

Both the common carriers and the television broadcasters should be prepared to submit the above data in a form that will be acceptable to the Commission when considering the conference or within 10 days after the conference.

The Status of Video Stations Today...

HERE IS FCC's city-by-city summary of U.S. commercial television stations or construction permits, totaling 64 in 36 cities when it was released last Monday.

Ten are in operation in eight cities; the eleventh is scheduled to go on the air late this month, and two other services are being provided by experimental stations.

The summary:

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<th>CITY</th>
<th>Existing Stations and Outstanding Construction Permits</th>
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<td>Portland, Ore.</td>
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<td>Providence, R. I.</td>
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<td>Riverside, Calif.</td>
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<td>Washington, D. C.</td>
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Stations in operation, FCC authorities said, are:

Alban & Katz Corp.'s WBKB Chicago; Evening News' WWDT Detroit; Television Productions' KTLA Los Angeles; NBC's WBBM, Du Mont Labs' WLBW New York; WPTZ Phila; Post-Dispatch's KSD-TV St. Louis; General Electric's WRGB Schenectady; DuMont Labs' WPTV Palm Beach, Fla.; and WPTZ Phila. In addition, the Post-Dispatch is expected to begin operation this month. Crosley Broadcasting Corp. is operating WXYZ Detroit, where it has a commercial grant, and Don Lee Broadcasting System, an applicant for commercial video at Los Angeles, is operating WXOAX there.

House Subcommittee Prepares Cross-Examination of Petroilo

CROSS-EXAMINATION of James Caesar Petroilo, Jr. is being planned by a subcommittee of the House Labor Committee which is fully aware of the A.F.M.'s skill as a witness. Chairman of the group, Rep. George E. Brown (R-Pa.), himself an A.F.M. cardholder [BROADCASTING, Feb 24], is now in Chicago conducting extensive research into A.F.M. affairs. Depth of the planned investigation is indicated by the fact that both Mr. Keams and Rep. Richard M. Nixon (R-Cal.), another committee member, have been in New York in their search for material to document what promises to be the most thorough probe ever made of A.F.M.

Mr. Nixon told BROADCASTING that the inquiry will be "fair and honest and not at an attempt to smear either an individual or an organization." The A.F.M. leader has been subpoenaed to appear before the subcommittee to testify before the Supreme Court renders its decision on the Labor Act [BROADCASTING, May 12].

Witnesses are expected to include Mr. Petroilo, his personal attorney, and his top staff, rank and file members and ex-members of A.F.M. such as Dr. Joseph E. Maddy, president of the National Music Camp of Interlochen, Mich. Dr. Maddy appeared before the full Labor Committee on May 11 when the group was writing an overall labor bill known now as the Hartley bill. He has suggested that there should be legislation to force A.F.M. to "distance" actions before a disinterested court or tribunal.

The subcommittee's investigation is expected to concentrate on the following aspects of A.F.M. operation:

1. Conduct of the union's internal affairs to determine whether members are fairly and democratically treated, whether they are permitted a full vote, whether they are intimidated by the union;
2. The "overbidding" and "make work" the extent of intimidation of radio stations and recording companies;
3. Management of the union's "welfare fund," whether it is honest, how A.F.M. administers, and whether the union royalty on records is justified.

Big Royalties

The subcommittee has learned that one member alone has contributed $650,000 to the A.F.M. fund through royalties. With sums of that size going into the union (Continued on page 87)
That English Bull Terrier is the unusually proud mama of ten pups. You can’t count all the pups . . . but they’re all there in the picture. Some have gone below to chow. The record books say that “Puggie” has produced twice the normal number of puppies.

We’ve picked this picture to make a radio record and production point. We’re talking about sales production at low cost. The producing station is W-I-T-H. The record . . . more listeners-per-dollar-spent than any of the other four stations in town.

And none of those feeding on this independent are hidden. You can run down our list and see the names of accounts that are usually handled by the accepted smart time buyers . . . or it’ll be time bought by accounts whose agencies are on the way up.

W-I-T-H is the successful independent in this 6th largest city. Is W-I-T-H on your list?

Tom Tinsley, President
Headley-Reed, National Representatives
BALTIMORE 3, MD.
May 19, 1947
**Telecommunications Confab Is Underway in Atlantic City**

SOME 700 delegates, consultants and observers of 60 nations arrived last week at Atlantic City's Ambassador Hotel to register for the first postwar International Telecommunications Conferences, sponsored by the International Telecommunications Union of which the U. S. is a member. The first portion of the tri-part gathering, the International Radio Conference, on Thursday began a half-month session to review the General Radio Regulations of Cairo of 1938 [BROADCASTING, May 12].

The International Telecommunications Plenipotentiary Conference is to convene July 1 and the International High Frequency Broadcasting Conference will meet after the close of the Radio Conference, about August 15. These conferences have been called at the recommendation of the Five Power Preliminary Telecommunications Conference held in Moscow last September.

Secretary of State Marshall on Wednesday announced that President Truman had approved composition of the U. S. delegation to the Radio Conference. The delegation heads, FCC Chairman Charles R. Denny and State Dept. Telecommunications Division Chief Francis C. McCauley, then began an express trip to Moscow and will meet with the State Dept. chairman respectively, during the week personally called upon and met many of the delegates upon their arrival. The present meeting constitutes a reunion for a majority of the conference.

On Wednesday afternoon the U. S. delegation, composed of both radio industry representatives and observers, met to review its plans. The U. S. proposals for the Radio Conference, as well as those of several other participating nations, earlier had been distributed through the Bern headquarters bureau of the ITU. The preparatory committee of the U. S. delegation held their final meeting on Thursday. At the preconference meeting of the U. S. group it was decided that full-delegation sessions be held every week, the last to be at the start of the second week of the conference, May 26.

Royal V. Howard, NAB director of engineering, has set up quarters at Atlantic City for the duration of the conference. He will sit as observer, representing NAB.

Thursday's opening day conference activity was concerned with consideration of the heads of the respective delegations and preparations for the first plenary session on Friday. On Thursday afternoon the heads of delegations approved the establishment of three new main committees. The proposal was ex-

**Fund to Buy Short Wave Time Considered**

Payment for 'Voice' Admitted Being Discussed

"VOICE OF AMERICA" took the full brunt of the GOP economy axe this week, leaving it up to the Senate to decide under whose auspices it will be heard after June 30, when the present appropriation expires. The lowly chamber refused any restoration of broadcasting funds to the State Dept. appropriation bill [BROADCASTING, May 12] while there were indications in the Senate that between $5,000,000 or $6,000,000 might be voted to continue the Voice, though possibly under different sponsorship.

Sen. Joseph A. Hall (R-Minn.), chairman of the Senate subcommittee which will handle the State Dept. budget, told BROADCASTING he had been considering some "alternative solution to coping with the "Voice of America" in operation. It was learned that he had taken part in private conversations with industry members to discuss what these means might be.

Questioned as to possible use of a budget by the State Dept. earmarked for purchase of time from international broadcast stations, he commented that such a project had been discussed, seemingly tacit acknowledgment that Walter Lemon's (Worldwide Broadcasting Foundation) plan had been brought to his attention and covered with other licenses.

He said the State Dept.'s International Broadcasting Foundation Plan [BROADCASTING, March 31] may be discussed in committee, "and it may be thrown out the window."

**Urges OIC Elimination**

Mr. Lemon has maintained, in disagreement with the six other international licensees, that it would be practical for private enterprise to operate the overseas shortwave broadcasts on a commercial basis, with the government buying time from the licensees. He has urged adoption of a plan for cooperation between government and private enterprise to that the latter would inherit all programming with the aid of temporary government financial assistance.

He advocates complete elimination of the State Bldg. programming with the absorption by the private licensees of whatever government personnel are needed after screening is a given a private organization. Such policy guidance "as might be needed," he maintains, could be supplied by "a small State Dept. liaison group without the present expense now entailed."

Mr. Lemon has admitted, however, that such a plan "involves a little more study," although he is convinced that it should now be "exposed to the public."

As the House completed its consideration of the State Dept.'s 1948 budget last Wednesday, Rep. J. Walter Judd (R-Minn.) demanded an amendment to restore $31,981,000 previously eliminated by an appropriations subcommittee.

But subcommittee chairman Rep. Keech (R-Pa.) quickly raised the point of order, declaring to the chair that no legislation exists to specifically authorize the State Dept.'s information and cultural affairs activities. The point of order was sustained.

Although the move left the Office of International Information and Cultural Affairs (OIC) technically dead as of June 30, the State Dept. continued a desperate fight-to-the-finish to push enabling legislation through the House Foreign Affairs subcommittee, though linguistic words of testimony from top government officials who explained in urgent terms why they thought "Voice of America" was essential to the representation of American foreign policy.

A parade of star State Dept. officials, including Secretary of State George C. Marshall, who was scheduled to appear before the group on Friday, bent all their talents to defend a measure (H. R. 3342) which would specifically authorize the disputed information and cultural program, including the high priority "Voice of America."

**House Votes First**

If the authorizing legislation is to be effective it must be passed by the House before the Senate receives the State Dept. appropriation measure. Otherwise, 'by Senate rule, a two-thirds vote by both the Senate Appropriations Committee and the full Senate will be necessary to over-ride the House point of order.

The State Dept.'s marshalling of evidence for its present and cultural program had the effect on the one hand of drumming up sympathetic and even enthusiastic reception from a majority of Foreign Affairs committee members, while on the other hand, its enemies in the House became more bitter and determined that the "Voice of America," as it is currently represented, should die.

Chairman John Taber (R-N. Y.), of the House Appropriations Committee, told a news conference last Tuesday that these broadcasts are doing more harm than good. He expressed complete doubt that "Mr. Benton can produce one broadcast that, on its face, was deliberately framed to support the American foreign policy of high creditability among the Government.

"Not only that," he added, "so far as I can determine, no serious attempt is being made to answer the constant attacks that Communist attacks are making on the United States."

He charged that the "Voice of America" was reflecting a "deliberate trend to the left—a taking of sides on political issues, which is contrary to all concepts of American government."

To illustrate his charge, he quoted excerpts from a large number of scripts—excerpts which Representative Gary charged later on the floor of the House were "taken out of context—an old political trick."

He was answered by State Dept. witnesses. Mr. Benton offered to make complete texts of the questioned scripts available to the Foreign Affairs Committee. In some cases he read back from scripts referred to by Mr. Taber, until Rep. Walter Judd (R-Minn.) exclaimed that he could not see how the Appropriations committee had been able to assume, from the evidence available, that the "Voice of America" was not answering Communist attacks.

"High Creditability"

Earlier, Assistant Secretary of State Dean Acheson told the committee that the "Voice of America," young as it was, had already established "remarkably high creditability." "People who hear the news broadcasts," he said, "believe it is the truth."

He declared that an earlier meeting between private licensees, members of Congress and State Dept. officials [BROADCASTING, May 12] had definitely established that the broadcasting industry is neither able nor willing to undertake sole responsibility for programming and transmission of the "Voice of America."

He denied categorically that the State Dept. was in any way trying to establish a government monopoly over international broadcast.
Potent PULL

It takes a lot of pull to move a 10,000-ton freighter across Puget Sound. Experienced skippers call for husky towboats, not dinghies. So with the Seattle-Tacoma-Puget Sound market.

To sell this big, rich area you must have proved, potent Pulling Power. That's why successful advertisers—local and national—entrust their major sales load to KOMO.

This exclusive NBC outlet for the prosperous Seattle-Tacoma-Puget Sound country has been the recognized Leader in its market for 20 years. It has the listener audience, the listener confidence, the Potent Pull to do the job. KOMO can sell for you—surely, economically, without strain.

This new FM and television antenna, planned for KOMO, will be the highest structure in the Seattle area, towering 627 feet above sea level.
1925. This was one of the earliest photoelectric cells. It was made by Western Electric for use in commercial picture transmission over telephone wires.

1918. This "peanut" tube, the Western Electric 215A, was developed for service in World War I. It was the first commercial tube whose filament was powered by a single dry cell. It made possible compact, lightweight radio equipment.

1912. The first effective high-vacuum tube, developed by the laboratories for long distance telephony, was capable of operation at both audio and radio frequencies, and thus marked the beginning of modern electronics.

1919. The introduction of the copper-to-glass seal made water cooled tubes practical. The resulting high power tubes were used for broadcasting and for transoceanic radio telephony.

1940. The beating oscillator, used in the great majority of radar systems, this tube generated a wave in the receiver with which the received microwave was reduced in frequency for amplification.

1937. This microwave generator, the 368A, was the first commercial tube to generate frequencies higher than 1500 mc. This type of tube was used by Western Electric in the first absolute altimeter.

---QUALITY COUNTS---
1940. Bell Laboratories produced the first American multivacuity pulsed magnetron from a British model. The team of Western Electric and Bell Laboratories developed 75 new and improved magnetron designs by extending operation into the 10 cm, 3 cm and finally the 1 cm bands, and produced over 300,000 of these wonder tubes of World War II.

1942. This tiny 6AK5, operating in the vicinity of 400 mc, proved itself invaluable as an amplifier in radar receivers. Design specifications were supplied to other manufacturers by Western Electric to speed war production.

1945. The Bell Laboratories traveling wave tube, still in the research stage, amplifies over a band 40 times wider than present tubes—may be able to amplify dozens of color or black and white television programs simultaneously.

TODAY. These new forced air cooled FM transmitting triodes are among the latest in the line of tubes designed by Bell Telephone Laboratories and made by Western Electric. Their thoriated tungsten filaments, rugged construction, flexible terminal arrangements and many other features make them tops in performance in the 88 to 108 mc band.

Over 34 years ago in the laboratories of Western Electric, De Forest's Audion was improved and developed into the high vacuum tube and put to work for the first time amplifying telephone and radio frequency currents. And for over 34 years Western Electric and its research associate Bell Telephone Laboratories have been foremost in designing new and better electron tubes. Every tube shown here and many developments basic to the tube art are examples of that leadership. More than 10 years ago, for instance, Bell Laboratories first used microchemistry to determine what gases were destructive to tube elements, and with Western Electric developed a manufacturing technique to keep these damaging elements out—thus increasing tube life many-fold. Every one of the more than 300 codes of electron tubes now being made by Western Electric from Bell Laboratories' designs has the same unequalled background of research and manufacturing skill.

Bell Telephone Laboratories
World's largest organization devoted exclusively to research and development in all phases of electrical communications.

Western Electric
Manufacturing unit of the Bell System and the nation's largest producer of communications equipment.
What do People Listen To in WMT's "Twin Markets?"

City and farm residents of Eastern Iowa like NEWS. Housing, food, travel and weather stories rate top listening. These are a few of the facts about WMTland, the highest per capita income population in the U. S.

(Under a grant from WMT, University of Iowa graduate student Dick Bixler auditioned 30 typical news stories for 1300 listeners.)

Other findings least interesting were routine Hollywood gossip and obituaries. International and national news rated higher than purely local items.

WMT will gladly help you sell Eastern Iowa's rich twin markets where income is a happy blend of agriculture and industry . . . with programs listeners LIKE.

Ask your Katz Representative

Joe H. Torbett Is Directing New Station Group
Handling Operations for Three Outlets in Southwest

JOE H. TORBETT has taken over as director of operations of a new southwestern station group being built around new outlets at El Paso, San Angelo, and Del Rio, Tex.

Mr. Torbett has been Washington bureau chief of Press Assn., radio division of Associated Press, since 1942. Prior to that he served with the Gannett and Scripps-Howard newspaper groups for almost 15 years, he originated the format for PA's Washington-Inside Out and wrote the Sunday feature for more than four years.

The southwestern group includes KDLC Del Rio, which went on the air six weeks ago on 1230 kc with 250 w, and two stations for which FCC has issued permits. One is KXEPEl Paso, owned by West Texas Broadcasting Co. and authorized to operate on 690 kc with 5 kw, directionalyzed fulltime [BROADCASTING, May 5]. The other is KXSA San Angelo, owned by San Angelo Broadcasters and authorized to use 600 kc with 5 kw day and 1 kw night [BROADCASTING, April 28].

Applications are pending for Houston (1060 kc, 5 kw day and 1 kw night, directionalyzed), Corpus Christi (1070 kc, 10 kw directionialized), Parsons, Kans. (1210 kc, 1 kw directionialized), and Norman, Okla. (1400 kc, 250 w, day).

Griffith Owns KXEPE

H. J. Griffith, theatre owner-operator, owns KXEPE El Paso and is the applicant for Parsons and Norman. Principals in KXSA and the applicant companies for Corpus Christi (Texas Gulf Coast Broadcasting) and Houston (Metropolitan Houston Broadcasting) include K. H. Rowley and Glen H. McClain, theatre owner-operators; James A. Clements, station owner and businessman, and L. M. Rice, attorney and owner of a boys' ranch.

In KXSA and the Corpus Christi application minority interests are held by other stockholders, including Mr. Torbett (10%) in the San Angelo operation. Messrs. Torbett and Clements also have 25% each in KDLC, with the remaining shares divided equally between Thomas O. Mathews and Richard J. Higgins [BROADCASTING, Nov. 4, 1946].

The Houston, Parsons and Norman applications have been set for hearing by FCC. Until these have been decided, Mr. Torbett plans to

FM RECEPTION
Florida Man Says He Heard
New Orleans Outlets

FM RECEPTION at unusual distances by listeners in Louisiana and Florida is reported by Guy H. Popham Jr. (Guy Harris) of the traffic department of WWLH, Loyola U. (New Orleans) FM station.

One listener, B. M. Young, Morgan City, La., 75 miles from New Orleans, reported to WWLH that he had picked up the station on both of his radios, each equipped with FM, AM and shortwave bands. One of the radios, he said, has an outside antenna 35 feet high, but the FM reception is not as good as on the other radio, which is equipped with a self-contained antenna. Mr. Young said he could pick up WWLH every day on the set which has no outside antenna.

Even more unusual reception is reported by Clyde L. Walkden, chief engineer of the Palm Beach Broadcasting Corp. (WWPG and WWPG-FM), Palm Beach, Fla., 500 miles away. In letters to WWLH, two other New Orleans stations, WWPS-FM and WRCM, and the FCC, Mr. Walkden reported that in tuning across the 88-108 mc FM band at his home in Lake Worth, Fla., on May 5 between 10:15 and 11:30 p.m. he had picked up all three of the New Orleans stations.

The only other station Mr. Walkden reported hearing was WWPG-FM. Mr. Walkden said his receiver is a General Electric 417, with the antenna—a folded doublet fashioned from 300-ohm transmission line—in the attic about 20 feet off the ground.

Philco Names Peltz

WILLIAM J. PELTZ, production manager of the Philco Corp. Refrigerator Division, has been named to the Philco executive staff to carry out special assignments in various divisions, according to William Balderston, executive vice president. Mr. Peltz has been with Philco since 1925 and in 1942 was made production manager of the Radio Division as well as division manager during the war.

CBC Toronto Parley

CANADIAN BROADCASTING Corp. board of governors will hold next meeting at Toronto June 16 and 17, first time the board has met there. Business to be discussed will probably deal with progress of new 60 kw stations being built for Toronto, Winnipeg and Edmonton.

remain in Washington. Later he will set up headquarters in Dallas. Construction of XXSA and XXEP has been started under the supervision of Mr. Clements. Western Electric equipment will be used by the former and Collins by the latter.
In the 25 years since receiving its first commercial license on March 10, 1922, KLZ has done a lot of growing. It has grown physically. It has grown in social stature and consciousness.

Long before radio was being generally recognized as a new and powerful social force, KLZ was demonstrating an awareness of its growing responsibility and opportunities for service in its community. Coming on its 25th birthday, the coveted Variety citation and plaque award for outstanding community responsibility in 1947 tops a long list of citations and awards during recent years in recognition of KLZ's outstanding performance in the public interest.

What KLZ does in the public interest is also in its sponsors' interest and, consequently, more advertisers, local and national, buy more time on KLZ than on any other Denver station.

KLZ
DENVER

AFFILIATED IN MANAGEMENT WITH WKY, OKLAHOMA CITY, REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Seven Boston FM Grants Proposed

Would Deny Application Of WMEX on Two Main Counts

A PROPOSED DECISION anticipating grants for seven of the eight Boston Class B FM applicants was issued by FCC last Wednesday.

The Commission proposed to deny WMEX Boston's application on financial and program grounds, hitting the station's use of "horse racing programs" in particular.

It proposed to grant the other applications, and specified effective radiated powers and antenna heights as follows (channels to be assigned later):

1. CBS (WEEI) — 20 kw; 485 feet.
2. Massachusetts Radio Co. (WHDH) — 20 kw; 500 feet.
3. Yankee Network (WNAC) — 19.5 kw; 510 feet.
4. Unity Broadcasting Corp. of Mass. — 20 kw; 500 feet.
6. Massachusetts Broadcasting Co. (WCBP) — 20 kw; 500 feet.
7. Harvey Radio Labs — 20 kw; 500 feet.

The proposed grants, if made final, will fill all eight Class B channels presently available in the Boston area, where WBZ-FM already is in operation. Two additional channels are being withheld until after June 30 under FCC's channel reservation plan.

The proceeding originally included nine applicants, but Raytheon Mfg. Co. withdrew after the hearing was completed in April 1946.

Overlap Recognized

FCC recognized overlap of the 100 microvolt-per-meter contours of Yankee Network's proposed station and its existing outlet, WGR (FM) Worcester. It did not, however, regard this as requiring application of the duopoly ban. The Commission said Boston and Worcester are "distinct cities" in separate trade areas, that neither Yankee Network station would serve the city in which the other is located, and that competitive FM service will be available in both Boston and Worcester.

The decision declared:

The Yankee Network has developed many fine programs which meet the program needs of the people of Boston. We feel that this listening audience should have the opportunity to hear these programs on a high-fidelity basis. Moreover, Station WNAC is the key station and origination point for most Yankee Network programs and its FM station would serve a similar function at such time as FM broadcasting supplants AM broadcasting. We believe that the interest of the listening public would be well served by granting the network an FM origination point in Boston, which is the talent and commercial center of the area.

Regarding the financial qualifications of Northern Corp., WMEX licensee, FCC said the company apparently "would be required to meet both the operating costs of the FM station and the amortization of its construction loan from the meagre earnings of its AM station WMEX." Net earnings of WMEX for 1946 were listed as $1,263.66.

WMEX Programming

Programming was "a second and separate ground" for the proposed denial to WMEX, which anticipated FM use of many of its AM programs. FCC said the station "does carry some programs of merit." It specifically attacked WMEX "horse racing programs" (as many as nine daily during racing season), and its offering of about eight hours weekly to "brokers" of foreign language programs.

The latter policy, FCC said, often results in "an inordinately large number of commercial spot announcements, as many as eight spots in a nine-minute program not being unusual." The attention to horse racing programs, the Commission said, "not only affects . . . overall program balance, but in view of the contents and sponsorship of some of these programs, they appear to be directed to the limited audience in the area interested in gambling on sporting events.

FCC also called attention to "the number of commercial religious programs" on WMEX. Of 8 1/4 hours of religious programming on Sunday, the Commission said, "only 1 1/4 hours" are sustaining.

The proposed grants, if made final, would give CBS its fifth FM outlet. The network already has licenses or grants for New York, Chicago, St. Louis and Los Angeles, and has applied for Washington. Yankee Network, active in FM since 1937, is licensee of WNTW Portland and WGTR Worcester and owns WHTD Hartford, which has an FM grant. It is applying for Providence and Bridgeport, where it owns AM stations, and for AM at Portland.

Unity Broadcasting was organized to serve . . .

Note to Comedians

WHEN A RADIO comedian in Shanghai called rice merchants "rice weevils" and "rice worms" several hundred of the merchants took direct and aggressive action, a UP dispatch reports. They broke windows in the comedian's home, smashed his furniture and slapped his wife and children. The report provides food for thought for American radio comedians and network vice presidents.
ABC PACIFIC

gets 94.6% coverage
yet costs less than
any other network
on the Pacific Coast!

What is ABC Pacific? It's the American Broadcasting Company's network of 21 strategically located stations covering the West Coast.

How efficient is its coverage? Well, on the Pacific Coast:
- 70.6% of population
- 72.6% of retail sales*
- 73.6% of radio homes
- 77.9% of Effective Buying Income*
are concentrated in eleven Metropolitan districts. All these and eight other Metropolitan markets are covered from within by ABC Pacific—plus additional coverage of surrounding outside markets.

Total Pacific Coast coverage (primary areas):
- 94.6% of Coast daytime listeners
- 92.5% of nighttime listeners

Does it really cost less than any other network on the Pacific Coast? Here are the figures: one half hour evenings $972.00. Quarter-hour daytime strip (5 times per week) $281.00 per broadcast.

The Sales Keys to America's 7 Great Markets...
Canadian Broadcasters Map Extensive Campaign Promoting Radio Industry

CANADIAN broadcasting stations, members of Canadian Association of Broadcasters, are planning an extensive public relations campaign in connection with the forthcoming Parliamentary Radio Broadcasting Committee hearings. First move is a Community Station Week, May 18-25. This is to be followed by thorough coverage of the Parliamentary Committee hearings mentioned in newscasts on all 89 member stations, as well as other methods of telling the public the facts about independent broadcasting station operations in Canada.

Community Station Week is to be proclaimed by civic officials in each community. Stations were provided by CAB office at Toronto with scripts for quarter-hour talk on opening day (yesterday), and five-minute, scripted for other days of the week, the talks to be given by civic leaders. Stations are making tie-ups with local and national newspaper advertisers to salute the local stations in all media, theatres, store windows and similar ways to publicize the Community Station Week.

Meetings Vital

Canadian stations feel that this year's sittings of the Parliamentary Radio Committee will be the most important for the independent stations. As public attitude surveys have shown that in the last year opinion is swinging from government-sponsored radio to independent ownership of broadcasting stations, Canadian stations owners have decided that this is the right time to tell Canadians the facts about independent broadcasting stations and point out the facts about independent stations, and the independent stations.

During Community Station Week local stations will present the case for independent stations and point out the part the local stations play in the life of the community, how they have developed talent, handled news and local activities, how they have become an integral public service in the community.

Canadian Listings

NEW LIST of Canadian broadcasting stations and affiliated shortwave outlets, by call letters and by frequencies, has been issued by the Radio Branch, Department of Transport, Ottawa, as of April 28. There are now 103 privately owned broadcasting stations in Canada and 11 stations owned by the government's Canadian Broadcasting Corp. In addition all private broadcasters operate shortwave stations on eight frequencies. List is available at Ottawa for 10 cents. This is first time since the war lists have been placed on sale.

Mobile Hearing Set

FURTHER hearing has been ordered by FCC for Sept. 8 on the service-allocation of frequencies for the general mobile service. Demand for such a hearing has been made by PAC through the Mobile Organization. Daily hearings will be broadcast over WIBA Madison during the test. U. of Wisconsin Commerce School is cooperating with Pinafore in evaluating results.

Pinafore Campaign

PINAFORE Whole Chicken, Madison, Wis., has launched a 20-week test campaign for its product through the Bob White Organization. Daily spots will be broadcast over WIBA Madison during the test. U. of Wisconsin Commerce School is cooperating with Pinafore in evaluating results.
FLORIDA'S MOST PROGRESSIVE GOES

CBS
JUNE 15

A FORT INDUSTRY STATION

WGBS
10,000 WATTS
710 KC
MIAMI, FLORIDA
REPRESENTED BY KATZ
Benny Leads April West Coast Rating

Hooperatings Place Bob Hope Second, Red Skelton Third

JACK BENNY led the first 15 programs on Pacific Coast listed in April Pacific Network Hooperatings, Bob Hope was second and Red Skelton third. Report showed an average evening audience rating of 8.9, decrease of .6 from the last report and an increase of .6 from the same period in 1946.

Average evening sets-in-use reported were 33, down 1.9 from last report and 1.4 above a year ago. Average evening available homes was 75.5, down 1.5 from last report, 1.3 from year ago. Average daytime audience rating was 3.6, down .2 from last report, up .1 from year ago. Average daytime sets-in-use was 15.6, a decrease of .9 from the last report, up 1 from year ago.

Average daytime available homes was 07.1, down 1.6 from last report, down .9 for year ago.

Leading Pacific programs were:

Sponsor Proof...

TRENCHERMAN plying their avocation at the CKCW Montreal, N. B., lobster party at Toronto May 6 are (1 to r): E. A. Weir, CBC commercial manager; Geo. Bertram, Swift Canadian Ltd. advertising manager; Walter Powell, CBC assistant commercial manager; Alec Phare, radio director, R. C. Smith & Son; Mark Napier, vice president, J. Walter Thompson Co. Ltd. More than a hundred broadcasters attended.

...that KFYR blankets the Upper Midwest!

These are just a few of the advertisers who used KFYR in a recent week. Each is only interested in his own local area—each letter was unsolicited. They know their local listening habits—know that no other station reaches so many ears at one time.

Every city noted above with it's mileage from Bismarck, has one or more stations closer than KFYR. It is significant, don't you think, that these advertisers chose KFYR? It's just added proof of what we've been saying all along... KFYR blankets the Upper Midwest.

Industry Will Join Radio Week Drive

NAB Committees Drawing Plans For Celebration

EVERY phase of the broadcasting industry will be utilized to promote National Radio Week Oct. 26- Nov. 1, with sponsors and advertising agencies cooperating in a campaign designed to raise the celebration to one of the most important national events of the year. Rough draft of campaign plans was gone over Tuesday at a meeting of representatives of the NAB Sales Promotion Subcommittee and the NAB Advertising Committee, held in New York.

FM Assn. and Television Broadcasters Assn. will be invited to join in the industry-wide proceedings. The Joint Group decides Emphasis will be placed on the substantial growth in broadcasting facilities, especially FM, since end of the war.

Promotion material will be prepared for radio dealers and broadcasting stations will provide plans for cooperative local promotion. Keynote of the observance will be the greater listening opportunities available through new facilities as well as expansion of receiving set production. Availability of millions of dollars in radio entertainment for the price of a receiving set will be emphasized.

Chairman of the RMA Radio Week subcommittee is W. B. McGill, advertising manager of WSB Atlanta, as chairman of the NAB subcommittee. Next meeting of the two committees has been tentatively set for May 27 in New York.

Pulitzer Board Planning No Radio, Movie Awards

CONTRARY to recent reports that Pulitzer prizes would be awarded in the radio and movie fields, the Pulitzer advisory board last week decided against the idea, it was learned by Broadcasting, but the board’s spokesman declined to make the reason public.

The decision was not necessarily permanent, however. According to Carl W. Ackerman, dean of the Columbia Graduate School of Journalism and executive secretary of the advisory board, there is nothing in the by-laws to prevent the board from considering the proposal again at its meeting next year.

Quebec Meeting

SPECIAL MEETING of Quebec Association of Broadcasters was called at Quebec for May 17 to study presentation to Parliamentary Radio Committee. Independent stations expected to present briefs at Ottawa before the Parliamentary Radio Committee about May 29.
PURITY BAKERIES
(Taystee Bread and Grennan Cakes)
Are Sponsoring the Home Games of the Champion Cardinals
and St. Louis Browns
TELEVISED by
KSD-TV
The St. Louis Post-Dispatch TELEVISION Station

St. Louis has COMMERCIAL TELEVISION, and there is still time for advertisers who recognize the advantages of getting in on the "ground floor."
For details regarding schedules and availabilities, call or write KSD - TV or Free & Peters, Inc.
Fulton Lewis, jr.

Tell your WIP—audience jr. reports commentator national advertisers are sponsoring the community story in the Philadelphia area. Fulton Lewis, jr. reports the news as he sees it — and his audience keeps on growing.

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

COOPERATIVE PROGRAM DEPARTMENT

MUTUAL BROADCASTING SYSTEM

1440 BROADWAY, NEW YORK 18, N. Y.

TRIBUNE TOWER, CHICAGO 11, ILL.

WBKB Chicago Installs Midwest First Very-High Frequency Video Relay Link

CHICAGO'S television audience, through the facilities of WBKB, Balaban & Katz video outlet, will be able to watch football games this fall from South Bend, Ind., made possible by the station’s installation of the Midwest’s first very-high frequency relay link. This was disclosed last week by Capt. Bill Eddy, WBKB director.

While the primary purpose of the first relay link is to televise Notre Dame football games, negotiations for which are now underway, its far-reaching potential will be to bring Chicagoans a panorama of widely-varied Midwest sports events, including the Columbia Yacht races at Michigan City, Ind., and other South Shore activities. Extension of relay, Captain Eddy declared, can eventually make possible eye-witness accounts of the Indianapolis Speedway auto races, as well as football games from Illinois and Purdue Universities.

Cable Unavailable

Since coaxial cable is extremely expensive and unavailable at present in the Middle West, the high-frequency waves must be beamed over a straight line from one high point to another. Construction now underway in its final stages calls for station’s first relay link to originate before cameras set up in South Bend’s stadium. From there signal is transmitted through towers located near New Carlisle, Ind., and Michigan City, Ind. It is finally relayed to a Chicago loop point, 47 miles across Lake Michigan, and in turn to WBKB transmitter where it is converted to regular frequency for retransmission to Chicago’s receiving sets.

Station engineers spent two years in intensive work, conducting surveys by airplane with the use of radar and other wartime electronic devices. Captain Eddy himself equipped one of his high speed planes and took an active part in the surveys.

Hollywood EUC Group For AFL Support Named

COMPOSITION of the Hollywood contingent of the Entertainment Unions Committee in cooperation with the American Federation of Labor in its drive against the Hartley-Taft bills [BROADCASTING, May 12] was announced last week: Paul Franklin and Thomas Freebairn-Smith of Radio Directors Guild as West Coast coordinators; William N. Robinson of RDG; Lewis Deake of ATPAM; John Dales, Jr., Pat Somerset and Buck Harris of Screen Actors Guild; Sam Moore, Abe Burroughs, Don Quinn and Harry Kromman of Radio Writers Guild; and Ken Carpenter, Carlton Kadell and Claude McCue of AFRA. California headquarters are at the offices of the Screen Actors Guild.

Video Technique Guide Is Written by Bettinger

A NEW BOOK on showmanship in television, Television Techniques by Hoyland Bettinger, was published last Wednesday by Harper & Bros., New York ($5.00). Illustrated with drawings by the author, the book deals with not only the psychological and aesthetic side of television techniques, but also with the basic principles and methods as to production and technical angles.

Mr. Bettinger is now a consultant on television programming and production. He was formerly general manager of General Electric’s WRGB, television station at Schenectady. His background includes writing and directing both for moving pictures and the stage, as well as professional art work.

Technical Volume

NEW TECHNICAL volume for radio engineers and physicists is The Physical Principles of Wave-Guide Transmission and Antenna Systems, by W. H. Watson [Oxford Clarendon Press, $7.00]. Book describes method by which the technique of handling radio frequency transmission lines has been extended for propagation through hollow metal pipes known as wave guides. Illustrated with photographs, diagrams and charts, this is one in a series of International Monographs on Radio, published by the Oxford U. Press.
Now that the FCC has given us the green light on our increased power at night, we are not letting any grass grow under our feet. We have already started the construction work necessary to give KWFT 5,000 watts at night. So it won't be long now until KWFT can deliver advertisers more power, more listeners, and more sales after sundown.

We are also proud to announce that one of the most capable, most energetic and most popular young men in the radio business is now helping us “ride herd” at KWFT. Kenyon Brown has been in radio for more than 15 years, having had wide experience in engineering, programming and station management. His intimate association with the Columbia Broadcasting Association and in national sales give him and KWFT a rich background that is valuable to both the station and the advertiser.

CHARLES E. CLOUGH
Manager

KENYON BROWN
Director of Operations

5,000 WATTS DAY
AND (Soon) NIGHT
$3,065,000
ADDED PROFIT

During the first 2 years* of NRI service, its skilful application by advertisers and their agencies succeeded in raising audience levels 6.9%—repaying the NRI cost 7 times over.

*The first 2 years following inauguration of NRI service to each client

GAINS IN TOTAL AUDIENCE
(ALL EVENING SHOWS—ALL ADVERTISERS SPENDING OVER $1,000,000 A YEAR FOR NETWORK TIME)

EXTRA GAIN FOR NRI USERS
6.9%

10.3% 3.4%

NON-USERS OF NRI

USERS OF NRI

EXTRA GAIN FOR NRI USERS: 10.3% - 3.4% = 6.9%

VALUE RECEIVED PER YEAR (Eve. Only):
6.9% x $50,489,000 (Eve. Time & Talent) = $3,484,000

TO ACHIEVE THIS RESULT,
THESE NRI CLIENTS PAID - - - - - $ 419,000

NET PROFIT ON NRI INVESTMENT $3,065,000

NRI REPAYS ITS COST 7 TIMES OVER!
TO NRI USERS!

THESE RESULTS, vital and dramatic as they are, probably represent the smaller portion of NRI's total achievement—for they exclude not only the daytime results but also the increased selling power of NRI-client programs—derived from:

(a) Increased market coverage (due to less duplication between programs).

(b) Increased commercial audience, e.g., location of commercials
   (1) to reach peak audiences and
   (2) to minimize the listeners missed.

(c) Selection of programs that fit the market for the product, shifting of products from one program to another, etc., etc.

Nor do these results measure what NRI has achieved for advertising agencies, networks and stations: We now have a substantial list of sales made, and unwarranted cancellations prevented, by NRI in the hands of agencies, networks and stations.

Even advertisers not now in radio, but actively preparing to go into the medium, are recognizing the important values to be gained from NRI analyses while planning their use of radio.

With NRI now in its fifth year and backed by a $6,000,000 expenditure for practical operating experience, this service may be purchased with complete confidence that it will pay its way—and produce a handsome net profit. The chart says this—unmistakably!

Would you, Mr. Advertiser, or you, Mr. Agency, like to know more about NRI? We'll be glad to give you the facts—in a most interesting presentation. No obligation, of course.
WE DON'T HANKER TO LICKSKILLET (Ky.)!

No joke, there is a Lickskillet, Kentucky. And judging from the name, its inhabitants have their own ideas as to cuisine. But whatever the joys of pan juice and pot-licker, WAVE prefers a different gravy. Our meat is the rich and nourishing Louisville Trading Area, which does more business than the balance of Kentucky, all boiled down and concentrated!... So grab a plate and sit down at our groaning board. Somebody else can do the skillets!

RUNKLE TO ADDRESS AFA ON RETAIL ADVERTISING

RETAIL ADVERTISING conference will be a feature of the third day of the Advertising Federation of America's 43rd Annual Convention at Boston's Hotel Statler, May 25-28 [BROADCASTING, May 5].

Keynote address at the morning session on retail advertising May 27 will be given by J. D. Runkle, vice president and general manager of Crowley, Milner and Co., Detroit, and chairman of the board of the National Retail Dry Goods Assn. His subject will be "Advertising, a Working Tool of Management."

At the afternoon session Howard P. Abrahams, manager of the Sales Promotion Division of NRDGA, will speak on "How Manufacturers and Their Advertising Agencies Can Help Retailers Promote Their Products." Also featured at this session will be a talk by Dr. Charles M. Edwards, dean of the School of Retailing at New York U., and an authority on testing retail advertising copy, on "Tested Methods in Retail Advertising."

In connection with plans for its forthcoming convention, AFA announced last week that the winner of its national essay contest on "What Advertising Can Mean to the Future of America" is Miss Pat Cothern of Toledo. Miss Cothern will receive a $500 cash award plus an all-expense trip to the convention. Names of other prize winners and the amounts each won follow: Louis Rothschild Jr., Washington, D. C., second, $200; Beatrice Lynch, Wauwatosa, Wis., third, $100; Barbara Oster, Dallas, fourth, $50.

All-Night Returns

KIST Santa Barbara reports that it stayed on the air all night to broadcast returns of recent municipal election which resulted in one of the heaviest votes and closest races in the city's history. With members of its news bureau working at the city hall and at KIST studios, station used salesmen, office technicians and volunteer workers to cover the city's 65 precincts. KIST, which cooperated with the Junior Chamber of Commerce to get out the vote, claims it was the first station in Santa Barbara to cover an election so completely. Last precinct did not report its returns to the city hall until 6:25 a.m. the day after the election, and the outcome of contests for mayor and city attorney was in doubt until that time when KIST aired the final results.

COACH Paul Brown (r) mentor and general manager of the Cleveland Browns, All American Football Conference champions, concluded contract arrangements for a 17-week grid commentary starting in August on WGBH Cleveland. Reading the fine print is James Griffin, (center) general manager of the Sears-Roebuck stores in Cleveland, sponsoring the show. Looking on (l) is John F. Patt, WGAR general manager.

Per-Inquiry Citations

FOUR proposals to use broadcast time on a per-inquiry basis have been cited by the NAB Dept. of Broadcast Advertising. "NAB member stations are not in the business of handling contingent advertising propositions," J. Allen Brown, Assistant Director, notified the companies. Proposals had been offered by Gary A. Ruben Adv. Agency, Indianapolis; Virginia Sales Co., Huntington, W. Va.; Adolph Salvatori, Chicago, Ill., and Imperial Industries, Chicago, according to Mr. Brown.

Wins AAAN Prize

ADVERTISING BUSINESS Agency, Fort Worth, Tex., has received the radio program Gold Award of the Affiliated Advertising Agencies Network for the second successive year. Prize winning show was Hillbilly Hits, the agency's half-hour weekly program on KMJZ Fort Worth. Ensign Advertising Agency, Pittsburgh, also was cited by AAAN for radio production.

AFA Adds

ADVERTISING FEDERATION of America has announced the following had been elected to membership: KONO San Antonio, Tex.; Humble Oil & Refining Co., Houston; Newmark's Advertising Agency Inc., New York; C. Franklin Brown & Co., Chicago; The Times-Mirror, Warren, Pa., and Claude Aniol & Assoc., San Antonio.

KWHI Program Tests

KWHI Brenham, Tex., independent regional station with 1 kw on 1280 kc, went on the air for program tests May 8. Formal opening will be held at a later date not yet announced. Owner and licensee is Tom S. Whitehead, publisher of Brenham Runner-Press. Manager is Ernest T. Jones, former manager of KPLT Paris, Tex. and more recently of KNOW Austin.
THESE ARE BEAM POWER TUBES built for reliable broadcast station operation. Like all RCA beam power tubes, they have high power sensitivity, high cathode emission, lasting vacuum.

In your transmitter, these are the tubes that make possible fewer stages, fewer components, and fewer tuning controls. And, with their conservative ratings for hour-after-hour service, they assure you maximum performance for your money.

Naturally, we specialize in the most complete line of beam power tubes ever offered for broadcasting because we're pioneers in beam tube design. Check the chart for the type you want. Then buy RCA.

For additional information, write RCA, Sales Div., Section P-36-E1, Harrison, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA
RMA Meet to Hear FM Market Figures

Liaison Groups to Present Report May 21 in Washington

RESULTS of a survey showing areas receiving FM service and offering best markets for FM receiving sets will be reported to Radio Manufacturers Assn. May 21 at the Statler Hotel, Washington, by FM Assn. Liaison committees representing the two associations will hold their second meeting.

At the first meeting, held April 8 [BROADCASTING, April 14], RMA reported results of a survey of set manufacturers covering their FM plans. The manufacturers in turn asked marketing information of FMA.

Representing FMA at the meeting will be Arthur Freed, Freed Radio Corp., chairman; Earnest L. Hall, Pilot Radio Corp.; Roy Hofheinz, KOPY Houston; Ira A. Hirschman, WABF New York; Everett L. Dillard, WASH Washington; Leonard L. Asch, WBCA Schenectady; Ben Strouse, WWDC-FM Washington; Wayne Coy, WINX-FM Washington; Leonard Marks, FMA general counsel; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA executive director.


First Postwar RCA Video Transmitter

Is Delivered to WNBW Washington, D.C.

RCA's first postwar television transmitter has been delivered to WNBW Washington, D.C., NBC's video station in the Nation's Capital. This was announced last week by W. W. Watts, vice president in charge of RCA's Engineering Products Department.

RCA has 22 5 kw television transmitters now on order. Complete equipment for a television station including the necessary FM and TV transmitters, cameras, control equipment and antennas cost in the neighborhood of $200,000, according to an estimate made by company sources. WNBW will operate on channel 4 and will use an RCA Super Turnstile antenna. It is expected to go on the air next month.

According to RCA, their new video transmitter was specially designed to operate with a radically different high frequency power tube, developed by RCA expressly for telecasting. Both picture and sound units of the transmitter occupy a single unit measuring 17 feet by 3 feet by 7 feet.

Price of the unit delivered to WNBW, according to NBC spokesmen in Washington, was $65,000. The transmitter dismantles into eight smaller units to facilitate handling.

Moving Week

PART of FCC Washington was on the move last week. The Commission has vacated 13,000 sq. ft. of offices on the first floor of the New Post Office Bldg., at the request of the Post Office Dept. and has moved several other offices scattered about the Capital. All of these offices affected have been consolidated in Temporary Bldg. I located to the South of the Lincoln Memorial. Offices now in Tempo.

I are: Safety and Special Services Branch, Engineering Dept.; Safety and Special Services Division, Law Dept.; Field Engineering and Monitoring Division; Technical Information Division; units of Frequency Service - Allocations Division; Commercial and Amateur License Sections. Some 200 persons are involved. FCC proper continues to headquarter in the upper floors of New Post Office Bldg.

RCA's first postwar 5-kw television transmitter, Type TT-5A

BROADCASTING • Telecasting
A product...a plan...and a hard-selling medium! Those are the elements combined by Garfield and Guild to put Skippy in first place among peanut butters.

Spot Radio is the medium! And on it the Skippy Hollywood Theater sells the millions that buy.

You can sell those millions, too...with locally produced Spot Radio Programs.

Ask your John Blair man about their pre-tested audiences in the markets you need...on the leading stations he represents.
WESTINGHOUSE RADIO GRANTS PAY INCREASE

GENERAL increase in salaries for some 200 salaried personnel has been announced by J. B. Conley, general manager of Westinghouse Radio Stations. Increases range from a flat $5 to 7% for a 40-hour week, retroactive to April 1.

Proportionate increases were given 80 supervisory and executive officials. The increases apply to the WRS station operations. They follow the national pattern set by the parent company and mark the second salary increase in a year.

Murphy Quizzes

BILL MURPHY, head of VIP Service, New York, has entered the live package field with two packaged quiz shows being offered to local stations. Shows are Cinderella Weekend and Question Market.

RADIO PLANS OF RUSSIA

Embassy in Washington Noncommittal on Report

PLANs OF RUSSIA to build 28 new and powerful radio stations by 1960, as reported in a United Press dispatch from Moscow May 7, aroused much interest in U. S. radio circles, but efforts to obtain from the Russian embassy in Washington details of the plans were of no avail.

The announcement that Russia would build 28 new stations was made by the Soviet Union's communications minister, Konstantin Sergeichuk, in a statement celebrating Russia's Radio Day, according to the UP dispatch.

A spokesman at the Russian embassy, asked for a copy of the statement, said that "at the present moment we have no copy, but hope we will receive it." Inquiry also was made at the State Dept., which reported that it had no copy of Communications Minister Sergeichuk's statement and that if such a statement eventually did come to the Department it would probably be as a news dispatch. "The news services usually beat us on matters of this kind," the State Dept. spokesman said.

Besides reporting the Russian communications minister's statement on his country's plans for building the new stations, the UP dispatch said Mr. Sergeichuk had announced that Russia now is broadcasting news and other radio programs in 30 foreign languages and 70 languages used by peoples of the Soviet Union. It said Mr. Sergeichuk did not disclose the number of receiving sets now in use in Russia.

WOR Referendum

WHITE COLLAR workers at WOR New York will hold a vote May 20 in New York to decide whether a union will represent them as a bargaining unit and, if so, whether it will be the United Office and Professional Workers of America Radio Guild (CIO) or the Office Employees International Union (AFL). The UOPWA (CIO) currently represents the white collar workers at CBS and WMCA New York.

HOOPER LAUDS DIARY IN CHICAGO ADDRESS

C. E. HOOPER currently is in Chicago for another try at convincing timebuyers that his diary of station listening will provide an accurate gauge of station audiences. Speaking before the Chicago Radio Management Club, of which he is a member, Mr. Hooper outlined the "five plus points" of the Hooper Diary which he had announced to the industry last March.

He said the Hooper Diary was superior to BMB's once-a-week listening questionnaire in that the listener himself kept a day-to-day, hour-by-hour record of the stations to which he and his family were tuned. At the same time, he said the Hooper system was undertaken to be of assistance to BMB and that the methods behind it would be outlined before BMB's technical committee within the next two weeks.

Asked when or if he expected to put the diary system into actual practice, Mr. Hooper declared, "All I'm waiting for is an order."

Meyer Named

LYNN L. MEYER, former sales manager for the Intermountain Network, has been named vice president in charge of sales for the regional 17-station chain.

Mr. Meyer said the network expects to be augmented soon by eight stations. Two INN outlets—KOVO Provo, Utah and KVNU Logan, Utah—have been granted power increases from 200 w to 1 kw.

WBBM Citation

CITATION for "outstanding service" was presented May 12 (National Hospital Day) to WBBM Chicago by the Veterans Administration on behalf of Gen. Omar Bradley on a special broadcast from Downey Hospital, Downey, Calif. Presentation was made in recognition of work done by WBBM's Dept. of Education in arranging midwestern speakers for Assignment Home, CBS program, and distributing more than 50,000 Veterans Benefit guides.

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WE SPENT A GENERATION
GENERATING THIS POWER

The power of WSM is only partly in its 50,000 watt, clear channel signal. The real power is in the complete faith held in us by the five million listener market we reach. And that faith has been built by 21 years of careful programming, calculated to earn the confidence of every listener in our market. It has made WSM the only medium which, by itself, can deliver this market.
THERE AREN'T ANY NATIVES

Cocoanuts aren't native to Florida. The way they came to grow here in the story is due, in large part, to the efforts of two old men, Ethelton T. Field and John Collins, Quaker gentlemen, who came down from Jersey in the '80's and concluded that if they bought up what is now known as Miami Beach they could develop a big cocoanut farm and sell the nuts to the northern market.

So, they went searching for cocoanuts and by sail bought up the whole island from Trinidad and planted on a grand scale in furtherance of their scheme. Difficulties set in, rabbits and other rodents ate up the tender sprouts and so the mass production plan failed.

It did accomplish one thing, however; it brought the cocoanut tree to the State of Florida.

Many of our inhabitants are not native. They came from other places. Some seeking a better way of life, some seeking greater fortune.

Everyone remembers the fantastic Real Estate boom of '25. Those were the days of busses picking up school teachers and home-seekers in every hamlet of the nation and bringing them down here free. Paul Whitman was "giving out" at the Coral Gables Country Club. He even had a theme song called "When the Miami Shines on Coral Gables". Jan Garber was in town here also. His stand was on an Flagler Street and he, with the aid of his round turbin tetramer "Red", were helping themselves to the people's money. His office was an auction block in the Real Estate every day. William Jennings Bryan was making speeches on "how wonderful it was to live in Florida". I remember when I heard him I felt his emphasis was placed on certain Real Estate lots owned by the developers that were paying Mr. Bryan to make the speeches.

The boom collapsed. Then came the catastrophic hurricane in '26, and when the dust settled the Miami was sunk out practically all of the economic blood left. An, yes! those were the days. A lot of people went back to wherever they came from, but some stayed and tried to fight it out. They were the tough, resilient type, possessors of "zale" hearts. They were pioneers. The only difference between them and the old-time type was that the Florida fellows pioneered with caviar, the '49ers with beans.

Those who did sweat it out came to know each other pretty well and to this day they hark back to the old days and stick pretty close to each other. The newcomers call this group "generals"-"natives"—and I guess that pretty well defines them. 'Tis said they control the politics and business life of the whole district. That isn't exactly true. But they do wield tremendous influence and may very well have their way in the running of franchises for the operation of radio stations. In many respects this policy is good. I believe a fellow whose roots are deep, and whose employees' roots are likewise planted in the soil of the community knows best what that community needs and is cognizant of the type of people that make up his hometown area.

I believe that over at WATF all of our people know our community. Most of us have been here a long time. We believe that we are better able to aid you in marketing your product. To place your announcements at the time of day that's best. Shunt your message in the right direction so that you may obtain the ultimate best result.

I think that Ed Kobak could come down here and do well. He's a salesman. I believe Niles Trammell could fit into this community. He's a Georgia "cracker" and knows the type of folk that are by great odds the majority of the people that make up the Miami. True of all newcomers, however, it takes a while to learn the background of a large section of any state. I am not trying to leave with you and impress you with anything other than my belief that everybody that knows this community well. They all live in it. And our combined experience is available not only in the Public Interest, Convenience, and Necessity as far as the Miami are concerned, but in the interest of our advertisers and their products as well.

Cocoanuts are not native to Florida, neither are many of the people who live here, but a lot of trees and a lot of fellows have been around a long, long time.

FRANK KATZENTINE
WATF

Norfolk Proposed Grant Cites Residence, Program Factors

LOCAL RESIDENCE and program initiative were factors cited by FCC last week in a 3-to-2 proposed decision favoring Norfolk Broadcasting Corp. over Tide- water Broadcasting Co. for a new local standard station at Nor- folk, Va. Norfolk Broadcasting requests 250 kw daytime on 1220 kc and Tidewater seeks 100 kw fulltime 1350 kc.

With Comrs. Paul A. Walker and E. M. Webster not participating, the Commission split in its opinion on several points. Comr. Clifford J. Durr voted to deny both appli- cations—that of Norfolk Broadcasting because of partial duopoly relation with WLPF Suffolk, Va., and that of Tideewater Broadcasting because of a question concerning previous violation of FCC rules on the part of two principal stock- holders. Comr. Rosel H. Hyde concurred with Commissions' action to deny Norfolk but voted to grant the Tidewater request. He felt a fulltime operation to be more sound.

Norfolk Stockholders

Two of the Norfolk Broadcasting stockholders are Fred L. Hart, holding a combined 30% interest, together 23.4% of WLPF while their relatives own the rest. The Commission majorly ruled and felt the partial duopoly ban since neither stockholders is an officer and neither would take active part in operation of the proposed station. Further FCC said officers who together hold 60% interest (Nicholas C. Wright, Frank E. Butler Jr. and Olin Gar- ret) have entered into an agree- ment which will assure them actual control of the station.

As to Norfolk's programming ini- tiative, the report noted the ap- plicant's efforts in contacting the local groups and arranging a re- lated program schedule. It found that Tidewater "was content to prepare its program schedule without so much contacts and took no steps to assure the feasibility of its plans with respect to its public service programs."

Questions 'Diligence'
The Commission also raised ques- tions concerning the "diligence" which might be expected of two Tidewater stockholders, Julian Adlett and Martha Seymour, res- pectively secretary-treasurer and vice-president and owner of 27.8% of stock. FCC said it gave "serious consideration to an un- explained violation of Commission Rule 1.542 (formerly 1.302 and 1.303) and persons "of high standing" as only as principal officers of the of- fending licensee. . .at the time of the violation, but also as parties to the contract involved therein."

The reference was to agreements made in Aug. 1934 for a change of control inter- ested in WCNC Elizabeth City, N. C., which FCC said were not reported to the Commission and which later were uncovered in proceedings on subsequent transfer of control of that station which was made to "FCC" [BROAD- CASTING, Aug 5, 1946].

Ownership of the applicants:

Norfolk Broadcasting Corp.—Nicholas Carter Wright, Norfolk, in automotive business, president; and Mrs. Wright, 20% owner; D. Paul Durr, Norfolk, director Norfolk Community Cen- ter, president and part owner. Frank E. Butler Sr., since 1924 owner; Frank E. Butler Jr., Olin Garrett, Martha Clove E. Butler, Webb T. Butler, Richard E. Butler, and Mrs. Butler. Owners of 10%.

Norfolk Broadcasting Co.—Fred L. Hart, American, president and part owner; Martha Seymour, wife of Fred L. Hart; G. W. Collins, chairman of the board; E. E. Collins, secretary; and Mrs. E. E. Collins. Owners of 60%.

Tidewater Broadcasting Corp.—Winder H. Shelton, Yorktown, Va., resident and owner now residing at Alexandria, Va., and vice president; George T. Plotz, Petersburg, Va., secretary, treasurer, and part owner; C. W. Seaborn, Williamsburg, N. C., who proposes to sell her part interest. In WCNO, vice-president and treasurer, and part owner. Mrs. Shelton, who would sell her 28.4% interest in WCNO, proposed to sell her 25% of stock to her brother, J. H. Ayklett Jr., superintendent of the chemical company; nhạc, 15% owner; Shelton O. Scott, general manager and treasurer, 15% owner; and Mrs. Shelton O. Scott, 10% owner. Owners of 60%.

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What do you know about Washington radio?

How many Washingtonians have radios and how much listening do they do in an average day?

How many have access to auto radios and how much do they listen?

How much radio listening do they do after 10:30 at night and from 5:30 to 9:00 A.M.? Where do they tune in the early morning and why?

Questions like these need answers. Coincidental surveys, mail count studies, and other research methods based on “family” or “home” listening have produced some valuable information on radio audiences. But, until now, there has been little comprehensive study of individual radio habits which, in the final analysis, must be the determining factor in radio listening measurement and study.

WRC recently completed its 1947 Area Sampling Study of listening habits of adult individuals in Washington. The findings—which get directly at pertinent questions like those above—are available in booklet form. Write us on your company letterhead, or, if you prefer, use the coupon here.

Station WRC, 724 14th St., N. W., Washington 5, D. C.
Please send ______ copies of your booklet
Facts About the Washington Radio Audience

NAME
FIRM
ADDRESS
CITY_________ ZONE_______ STATE________

THE NATIONAL BROADCASTING COMPANY
BROADCASTING • Telecasting

May 19, 1947 • Page 43
Satisfaction is the Key to Lingo Progress

"... the 7th Wonder of Florida Radio-land...

LINGO
Vertical Tubular Steel
RADIATORS

Before You SELECT or ERECT
It Will Pay You to Check These
6 Lingo "Exclusives"

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

FREE ENGINEERING ADVICE NOW

Write today for advice on such pertinent problems as proper radiator height, ground systems, etc. In writing, indicate location, power and frequency proposed.

---

Over-Production of Radios, Material Shortage, Set Buying Slump Reported

OVER-PRODUCTION by manufacturers of small table model receivers and strong buying resistance on the part of the public have created both a huge inventory of hard-to-move merchandise and a shortage of critical materials, Bond Geddes, executive vice president of Radio Manufacturers Assn., declared last week.

Speaking during a press conference at the 1947 Radio Parts Show in the Stevens Hotel, Chicago, Mr. Geddes said erratic parts production has been creating havoc among set manufacturers, tying up invested capital, delaying production and increasing operating costs.

Major share of the interest of an estimated 7,500 delegates and visitors attending show centered in new FM and television equipment.

H. C. Bonfig, vice president of Zenith Radio Corp. Chicago, told members of the National Electronic Distributors Assn. that an estimated two million FM receiver sets will be produced by the end of 1947, or "from 12 to 15 times as many as were produced in 1946."

Mr. Bonfig predicted that FM manufacturing will exceed five million receivers in 1948 and that prospects of a business recession would not affect demand for FM receivers. "A trend toward tighter buying will cause dealers to think twice before buying a receiver without FM," Mr. Bonfig declared.

J. T. Dalton, sales manager of Bendix Radio, warned dealers not to sell FM receivers without proper reception. "FM ranges, transmitted on high frequencies with little beam character, are subject to shadow effects from the earth's contour and from buildings," he pointed out.

"The outside antenna serves to get necessary height for good signal reception as well as to overcome handicap of shielded construction from buildings," Mr. Dalton said.

Joseph Gerl, president of Sonora Radio, told delegates that "FM stations will not fear competition from the motion picture industry. "Television," he said, "will injure the movies as much as broadcasting will hurt boxing, baseball or other box-office sports."

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K Dix on Air May 16
With 250 w on 1230 kc

K DIX Dickinson, N. D., new 250 w station, began operations May 16 on 1230 kc. Outlet is owned by the Dickinson Radio Association.

Orville F. Burda, formerly with KVOY Redding, Calif., is manager of K DIX. Other staff members include: W. M. Peterson, former Minneapolis free lance writer; production manager, Quentin V. Prochaska, former chief engineer of KG GX Sydney, Mont., chief engineer; Marguerite Graham, program director; Herbert Busch, formerly of KPRU Columbia, Mo., farm newscaster; Bob Nassett and Reuben Bilebeimer, staff announcers.

M. Smith doubles in announcing and engineering at K DIX. Mr. Burda and Eugene Spear are handling sales for the new station.

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BBC FM Network

BBC is planning "some 30 FM stations to cover the whole of Britain," according to an announcement by Sir Noel Ashbridge. Disclosure was made during a two-way broadcast between London and New York aired by WGY as part of its 25th anniversary celebration. Sir Noel declared, "I believe FM will be of even greater importance in this country... than it is in the United States..."

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JOHN E. LINGO & SON, INC.
EST. 1897
CAMDEN, N. J.

Page 46 • May 19, 1947

BROADCASTING • Telecasting
What a birthday cake!

WHAT do you think WOWO's "Home Forum" got for its eleventh birthday?

A brand new home! With test kitchens so scrumptiously equipped that women come in by droves, just to look. And with plenty of room to handle live audiences of thousands every week.

What a program!
On the air at 1:00 P.M., Monday through Friday, Jane Weston has made the WOWO Home Forum one of the Midwest's most sales-effective women's programs. In response to a single announcement at the time the new kitchen was opened, 1,250 women sent written requests for a booklet. And home economists like Jane so much that they made her guest of honor at a special dinner!

What a market!
Hub of a 3-state market, Fort Wayne is the center of a half-rural, half-urban area through which WOWO casts the strongest, most popular signal. Here you'll find a receptive audience of two million people, with a purchasing power you can't afford to miss! See NBC Spot Sales for availabilities on the WOWO "Home Forum."

WOWO
FORT WAYNE
Indiana's Most Powerful Station

WESTINGHOUSE RADIO STATIONS Inc

KYW KDKA KEX WBZ WBZA WOWO
National Representatives, NBC Spot Sales — Except for KEX • For KEX, Free & Peters

BROADCASTING • Telecasting
NEW RCA Exhibition Hall, an elaborate display of the latest developments in radio, television and electronics, opened at 36 W. 49th St., New York City, last Thursday.

An unusual and popular highlight of the exhibit was a portion of the television display which televises visitors and shows them their own image on a screen. Among NBC's contributions is a 12½-foot Plexiglass mural of the U.S., showing all NBC outlets.

By pushing the corresponding button on a panel below the mural, the visitor can light up any station he chooses and by pressing another button he can hear the program being carried on NBC at that moment.

The stars and highlights of 20 years of broadcasting are depicted by NBC in a series of miniature wood carvings mounted on four revolving stages. Other features include a radio-marine display containing models of Radar, Loran, and radio-telephone equipment; a large wire screen map of the world, showing in neon RCA communication lines; the latest in home receivers and personal radios; and three new industrial products—an electronic sealer, an oscilloscope and a metal detector.

Below the main exhibit on the concourse level is located what is believed to be the country's first television theater. The theater, which seats 84, will give daily showings of current film subjects, and is also equipped to handle live radio and television shows. Exhibit, which will be open from 10 to 10 daily, is under the management of Frank Folsom, executive vice president in charge of the RCA Victor division. Other members of the staff are John L. Crosby Jr., resident manager; Paul B. Unterman, assistant manager; Milton A. Walsh, engineer, and Stephen J. DeBaun, publicity director.

**Griffith Statement**

HOMER GRIFFITH said in San Francisco May 9 that there is no truth in the statement that Sears & Ayer is taking over Griffith stations in the East. Mr. Griffith said there is no change in the Griffith Chicago office and that the address there remains the same.

He added: "The Griffith Co. man in Chicago moved into the Sears office there due to office space shortage. Griffith Co. after a brief interlude is again representing Sears & Ayer stations in the West under the name of the latter."

**KSD Building**

KSD, St. Louis Post-Dispatch station, will begin erection within a few weeks of a new 5-kw transmitter on a recently-purchased site near East St. Louis, Ill. Installation of the transmitter and a special aerial system designed for directional radiation is scheduled for completion next October, according to George M. Burbach, KSD general manager. Aerial system will include four 445-ft. towers of the steel lattice type standing on huge insulators. Forty miles of heavy copper wire will be used in the ground system, Mr. Burbach said. When the new transmitter goes into operation, KSD plans to tear down its Post-Dispatch Bldg. towers, a St. Louis landmark since 1922.
YOU MAY HAVE MORE ENDURANCE THAN A HORSE*

AND—YOU’LL NEED IT IN WESTERN MICHIGAN TO BEAT WKZO-WJEF!

The “radio barrier” peculiar to this district severely reduces reception of broadcasts originating outside the area. Scientists explain the condition as possibly the result of local metallic deposits.

So the listeners in the area simply tune to WKZO in Kalamazoo or WJEF in Grand Rapids to get their programs and news. *The result is a Hooper Report that shows these two stations as standout favorites with the folks at home!*

If you would like the complete report, just write to us or ask Avery-Knodel, Inc. You’ll find this CBS combination has far more listeners than any other station or network at any time of the day. Broadcast over WKZO and WJEF and your message completely covers Western Michigan.

*In 1924, in London, a race between a man, George Hall, and a race horse, Black Jack, was called off in the fifth day when Hall was 15 miles ahead and still going strong.*
This is the New South
One-crop cotton days are gone.
Wide diversification has brought
more than prosperity alone.

It has brought national leadership in 5 different fields— all within WWL's area of high audience density.

WWL Farm Service has helped in modernizing and diversifying Deep South farming... conducting Louisiana Herd Improvement Contests... fostering crop improvement and betterment of farming generally.

Through these close associations with the men and women of this area— WWL has become for them a major source of information as well as entertainment.

They look to WWL for cooperation. They receive WWL Farm Service enthusiastically.

And their confidence in WWL helps make it your greatest SELLING power in the New South today.

Additional important industries within WWL

Louisiana Livestock Value: $110,847,376.
Above Gordon Loudon, who conducts DIXIE'S EARLY EDITION, presents pure bred Jersey bull in WWL Herd Improvement Contest.

Louisiana Is America's 3rd Largest Citrus Producing State. Pictured above are orange groves within WWL's area of high audience density.

In the Heart of Cotton Country— WWL programs reach cotton growers in all neighboring states. Louisiana alone produced $63,863,961 cotton crop.

WWL Is The Greatest Selling Power
1st in Rice  Nation's 1945 rice crop brought $32,207,817 to Louisiana growers within WWL's area of high audience density.

1st in Strawberries  World's largest single district of cultivated strawberries is within WWL's area of high audience density.

1st in Sweet Potatoes  A rapidly growing industry backed by nation-wide advertising campaign. Louisiana's $13,870,936 crop led all other states in the 1945 harvest.

1st in Furs  Three times as many pelts from Louisiana as from Canada and Alaska—total value, 3 times Alaska and Canada furs. More muskrat pelts than all other states combined.

area of high audience density

Louisiana is Leading Sulphur State — one of world's greatest sulphur mines is less than a hundred miles from New Orleans. Area also covers natural gas, salt, limestone, lignite.

WWL's area of high audience density includes oil fields in Mississippi as well as Louisiana. Louisiana is nation's 3rd greatest oil producing state.

Folks Turn First To

WWL
NEW-ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 Watts—Clear Channel
CES Affiliate
Represented Nationally
by
The Katz Agency, Inc.

In The South's Greatest City
The White Hope

IS NEW radio legislation needed?

This question has been argued since the FCC was created in 1934 under the Communications Act. Several efforts have been made in past Congresses to get remedial legislation. All proved abortive.

Roy Thomson, with the cooperation of the National Broadcasting Company, has written an article on this subject: "What's Wrong With Radio?" But most of these critics seem to be the newspaper radio columnist.

Columns are tough to write. A new subject which is interesting to a big percentage of the paper's circulation is hard to find each day. Perhaps that is one reason that almost every writer of a radio column at one time or another turns to an appeal for letters from the readers.

In Cleveland Robert A. Stephan, veteran radio editor of the Cleveland Plain Dealer, a vociferous exponent of more symphonic music on the air, asked his readers to indorse his stand in letters to program directors of the four Cleveland radio stations (see story this issue). As a result C. M. Hunter, WHK program director, received many letters. Oddly enough ownership of WHK is affiliated with the Cleveland Plain Dealer. Writers of the letNone of them said that they wanted symphonic music but desired more although the four Cleveland stations representing the four networks broadcast the Cleveland Orchestra, the NBC Symphony, the Boston Symphony, New York Philharmonic and many others.

It all seemed puzzling to K. K. Hackathorn, WHK vice president and general manager. He decided to investigate. Compiling a list of 218 of the letter writers he asked a reputable research firm to conduct a telephone poll. Results showed that during the broadcast of the Cleveland Symphony on a Saturday only 27% of the letter writers were listening. Over 72% were not. A second check on Sunday, when most Clevelanders are at home and can listen to the radio if they wish, was made during the broadcast of the NBC Symphony. It showed 26% listening and 73.9% not listening.

Rather conclusive proof of the lack of sincerity of this group of letter writers.

It would be hard to find a more apt example of what would happen to radio if it were turned over to any one group of zealots with a "cause" to ram down the public throat. Practical broadcasters know that their successful operation depends on providing radio fare judiciously balanced so that all of the people are given a fair share of the programs they like most.

THE STADT COLONIAL Office in London had some lessons in modern commercial broadcasting this year. They listened with interest to Roy Herbert Thomson, owner of CKRB Kirkland Lake, CKGB Timmins, and CFCH North Bay, Canada, and his plans for operating broadcasting stations in British Guiana, Trinidad and Jamaica.

Roy Thomson hopes to be operating stations in the British West Indies soon. He's sold on broadcasting, especially when it is allied to a newspaper. Being stopped by legislation from branching out with broadcasting stations in Canada, he's pushing farther afield.

To overcome all fears of Colonial office officials as to ownership and operation of these West Indian stations, he has stipulated that only British subjects shall own the stations and that at least 10% of the station's time shall be available to the colonial governments for such services and announcements as they may wish to make from day to day. Mr. Thomson feels there is enough business locally in these colonies, as well as business from Canadian and American manufacturers and service companies, to maintain such stations. And Mr. Thomson has a reputation in Canada of being successful in business ventures.

Like many another broadcaster Roy Thomson entered the field to sell more receivers. Operating an automotive supply house in North Bay, Ont., he sold radio receivers throughout the northern gold mining area. But physical features and mineral deposits made reception from any distance too inconsistent to sell carloads of receivers. So he built a station at North Bay, CFCH, in 1931. He spread out in the next few depression years to open CKGB Timmins, and CKIJL Kirkland Lake, then crossed the Ontario border into neighboring Quebec province and built stations at Rouyn, Val d'Or and Amos, which he sold with a substantial profit a few years ago when the language problems for a non-French speaking owner became too great. He will run only English speaking stations from now on.

His stations in northern Ontario did so well even in the midst of the depression that Mr. Thomson began to spend more and more time in Toronto, finally opened an office there and called daily on advertisers and agencies. A born salesman, his rotund 200 pound figure and his chubby face became familiar throughout the advertising field.

While operating CKGB he went into the newspaper business, by buying the weekly 

(Continued on page 52)
PORTLAND, OREGON... currently is first in the Pacific Northwest... second on the Pacific Coast... in dollar volume of new construction permits.

KOIN welcomes the opportunity to increase its services to meet the needs of a community growing.
Respects
(Continued from page 50)

Timmins Press, which had its offices in the same building with his studios. That was in 1934. Like many of his operations, this purchase was on a long term credit arrangement, involving little down payment. Mr. Thomson owns the paper outright, has made it into a daily, and purchased another weekly paper in Kirkland Lake which he plans to turn into a daily. His success in the north country is visible to any one in Timmins where the Thomson Building is a modernistic structure housing the modern plants of both the Timmins Daily Press and CKGB.

Not satisfied with his endeavors in northern Ontario, Mr. Thomson moved into southern Ontario early in the war. His small office in Toronto has spread out to occupy half a floor in the British Empire's tallest building, the Canadian Bank of Commerce Building. From here the Thomson enterprises are operated.

In addition to Northern Broadcasting and Publishing Co., operating his northern Ontario stations and papers, there is National Broadcast Sales. This is a radio station representation company, handling representation in Toronto and Montreal of a growing number of Canadian stations. It will also handle representation of his British West Indian stations. This organization has in the past year added transcription distribution and selling of a number of American transcription firms. Northern Broadcasting and Publishing also manages a number of stations including CHEX Peterborough, and CKWS Kingston, Ont., in which Mr. Thomson has an interest.

Then there are the Thomson Dailies, a group of six small city daily newspapers in southern Ontario which Mr. Thomson has bought in the last few years when legislation stopped him from adding to his radio station holdings. He has expansion plans for his newspaper company also in the British West Indies where he has begun operating one newspaper in Jamaica. Besides these operations, Mr. Thomson is also interested in a number of gold mines in northern Ontario where he made his first strike. While not yet successful, he still holds out hopes for a station in Europe, one reason for his frequent trips across the Atlantic.

Efficiency Typified

Unlike many another business with so many ramifications, Mr. Thomson's offices have an unburied atmosphere, and you'll seldom find Mr. Thomson in his shirtsleeves. His modernistic oval-shaped desk is usually cleared, there is only one phone on it, and Mr. Thomson is usually available to callers in his comfortable office with its sitting room atmosphere. He likes to get at the meat of any problem in a hurry, wastes little time in small talk, and has his facts and figures at his fingertips. He knows most of his employees personally, and despite his varied interests, takes an active interest in their welfare.

Born in Toronto on June 5, 1894, he was educated in Toronto, started his business career at 14 years of age, and early showed sales ability. During the First World War he was in the Canadian Army, but because of his bad eyesight (he wears heaviest glasses in the Canadian broadcasting industry) was retained in Canada, and discharged with rank of lieutenant. Immediately after the war he went farming in Saskatchewan with his young wife, the former Edna Irene of Drayton, Ont. Farming and Mr. Thomson lasted less than a year, and in 1920 he was back in Ontario to start an automotive supply business with his brother.

Mr. Thomson is a director of the Canadian Press; vice president of Press News, radio subsidiary of Canadian Press was elected April 26 to the CP executive committee; has been a Canadian delegate for a number of years to the British Empire Press Union. He has two daughters, Irma and Audrey; and a son, Kenneth, recently out of the RCAF and currently studying at Cambridge, England. Mr. Thomson lives outside Toronto, at Weston, in a big rambling house.

In Toronto he belongs to the National and Albany Clubs. His hobbies (few, outside of accumulating radio stations and newspapers) are reading detective stories and travelling. Anyone who has travelled with Mr. Thomson knows he always has the latest thriller book in his pocket ready for a few minutes of quiet reading. He goes overseas at least once a year, by plane or ship, preferably the latter.

ADMIRING awards garnered by NBC in Fifth Annual Awards Competition sponsored by Chicago Federated Advertising Club [Broadcasting, May 12] are members of the network's Central Division (1 to 3): Harold Smith, advertising and sales promotion department assistant manager; E. C. Carlson, department manager; Arthur Jacobson, production manager; model Bettie Thomas, who presented the awards; William Ray, news and special events manager.

VP's Organize

COMEDIAN Henny Youngman has founded group known as "Vice Presidents' Anti-Defamation Society." Membership cards in VPDs are being sent to vice presidents of all radio networks, advertising agencies, film studios and publishing houses, Mr. Youngman says. By-laws provide that "... any vice president become president automatically forfeits all privileges and must return his membership card within five days or the matter will be put in the hands of Allen, Hope, Skelton and Morgan."
LATEST INFORMATION ON
North Carolina—The South's Number 1 State
and WPTF—North Carolina's Number 1 Salesman

**GROSS FARM INCOME**

WPTF's Primary Has More Farm Income Than Any Southern State Except North Carolina Itself

<table>
<thead>
<tr>
<th>State</th>
<th>Gross Farm Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>$712,604,000</td>
</tr>
<tr>
<td>WPTF Primary</td>
<td>$640,895,000</td>
</tr>
<tr>
<td>Kentucky</td>
<td>$490,285,000</td>
</tr>
<tr>
<td>Florida</td>
<td>$423,726,000</td>
</tr>
<tr>
<td>Georgia</td>
<td>$419,583,000</td>
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<tr>
<td>Virginia</td>
<td>$383,722,000</td>
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<tr>
<td>Tennessee</td>
<td>$367,721,000</td>
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<tr>
<td>Mississippi</td>
<td>$333,528,000</td>
</tr>
<tr>
<td>South Carolina</td>
<td>$259,925,000</td>
</tr>
</tbody>
</table>

**WPTF PRIMARY**

WPTF's Primary Has 2,876,000 People And Retail Sales Over One Billion Dollars

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,876,500</td>
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<tr>
<td>Retail Sales</td>
<td>$1,066,444,000</td>
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<tr>
<td>Food Sales</td>
<td>$218,858,000</td>
</tr>
<tr>
<td>General Merchandise</td>
<td>$151,202,000</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$37,451,000</td>
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<tr>
<td>Effective Buying Income (Gross)</td>
<td>$1,832,276,000</td>
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<tr>
<td>Effective Buying Income (Net)</td>
<td>$1,696,502,000</td>
</tr>
<tr>
<td>Gross Farm Dollars</td>
<td>$640,895,000</td>
</tr>
</tbody>
</table>

**MARKET DATA**

All market data is based on Sales Management's 1947 Survey. Complete Sales Management's estimates of WPTF's day-time and night-time coverage are available free from WPTF or Free & Peters.

**COVERAGE**

WPTF's Primary is that 78-county area where 50% or more of the people in each county listen regularly to WPTF, according to BMB's 1946 day-time audience study. Station Audience Reprint containing complete BMB audience information by counties and measured cities available free from WPTF or Free & Peters.
Cohen Resigns

HARRY B. COHEN, vice president at J. D. Tarcher and formerly associated with Dancer-Fitzgerald-Sample, New York, as chairman of the Plans Board, has resigned to form his own agency to be known as Harry B. Cohen Adv. Co., Inc., New York. The new agency will be located at 1 E. 57th St., New York, The Beaumont Co., St. Louis, and part of the Grove Labs., St. Louis, account advertising campaigns will be under the auspices of the new agency.

MARIAM ORR, former secretary to THOMAS COMPERE, NBC Central Division attorney, has joined Foote, Cone & Belding, Chicago.

LILLIAN KRAMER has resigned as radio time buyer of West-Marque Inc., Los Angeles. No replacement has been announced.

JUNE PAULEY, production assistant of J. Walter Thompson Co., Hollywood, has resigned to marry EARL EH, agency producer of NBC “Eugene Berger-Charlie McCarthy Show,” with wedding date not revealed.

MRS. WILLIAM J. BIDNER, media director of Tek, Inc., Los Angeles, resigned May 15 for domestic life.

J. J. HARDIGAN, vice president in charge of media for Campbell-Ewald Co., Detroit, is on West Coast on client business.

LUCY RUKOFF of Hollywood, has moved to larger offices at 439 S. La Cienaga Blvd., Los Angeles.


Only the Intermountain Network reaches the intermountain markets of Utah, Idaho, Wyoming and Montana.

Look at these facts from the new 14 market Hooper! The largest Hooper ever taken in the Rocky Mountain West.

Don't guess about LISTENERSHIP in the Intermountain West!!!! See the NEW Hoopers!
Call Avery-Knodel, Inc.
GARDEN VIDEO RIGHTS ARE RENEWED BY CBS

CBS last week announced a renewal of its television contract with Madison Square Garden for another year, giving to WCBS-TV New York exclusive video coverage rights for all events held at the Garden except boxing bouts until September 1948. In line with the 1947-48 season policy ofucidating its television programming and actuality broadcasts, augmented by some film programs but with studio programming scheduled for the immediate future [Broad- casting, May 12], the new Garden contract assures the WCBS-TV audience of a 1947-48 winter schedule of hockey, college and professional basketball, track meets, horse, hobby and dog shows, Golden Gloves and Silver Skates contests, circus and rodeo and other events. CBS presented a similar schedule during the past year, largely under sponsorship of Ford Motor Co., which is currently co-sponsoring with General Foods Corp., the CBS telecasts of Brooklyn Dodgers home games.

For its warm weather television schedule, in addition to the baseball games, CBS has obtained exclusive rights to the British Grand National horse race May 31 at Belmont Park and for the national professional tennis championships to be played June 16-22 at Forest Hills Sta- tion. The tennis matches will be sponsored by U. S. Rubber Co. A schedule of boxing matches from Ridgewood Grove (indoor) and Ebe- rhard Field (outdoor) was to begin May 17 with the Bernstein-Larn- man bout at the Grove.

Next fall WCBS-FM will again cover football games of Columbia U. at Baker Field and the Dou- gators pro football team at Ebbets Field. Station also has scheduled the 20 home games of the New York Knicks basketballers, pro basket- ball team, for the winter, the 69th Regiment Armory and the Garden, in addition to the college basketball contests.

AAA To Screen Young People for Advertising AMERICAN ASSN. of Advertising Agencies has scheduled an examination to screen young people for the advertising business, with the first part of the test to be held June 7 and the second part June 14.

The examination is aimed especially at senior and graduate col- lege students and to young people with experience in some field of advertising. James H. S. Ellsworth, president of Kudner Agency, New York, and chairman of the AAAA committee in charge, announced.

Candidates, to be limited to 1500, will be tested in Boston, Philadel- phia, New York, Pittsburgh, Clevel- and, Minneapolis-St. Paul, Seattle, Portland, Ore., and Los Angeles. A fee of $25 will be charged each candidate to cover part of the cost of the examination.

MARTIN BLOCK, disc m. c. who shifts from New York to Holly- wood for KFWB after starting June 2, has enunciated three-point statement of sponsorship conditions.

They are: (1) No deodorant, cata- ract, perspiration or foot ail- ment accounts on premise that program is a table guest; (2) com- mercials are not to exceed 75 sec- onds in each 15 minute segment nor be until eight min- utes elapse in any given quarter- hour period; (3) Mr. Block re- serves the right to compose com- mercials with the sponsor able to reject but not change it.

'CHURCH OF AIR' BOARD TO MEET IN NEW YORK

ANNUAL LUNCHEON of the na- tional board of consultants of CBS' Church of the Air will be held May 27 at CBS headquarters in New York where plans for the 1947-48 season of religious broadcast- ing will be announced. Elinor Inman, CBS director of religious broadcasts, will report on the current year's broadcasting activities.

Dr. Stanley L. Stuber, director of public relations and chairman of the National Radio Committee, Northern Baptist Convention, will succeed Dr. Stanley B. Hazzard as Baptist representative. Dr. Hazzard, executive secretary of Affiliated Baptist City Societies of Greater New York, is retiring from the board.

Representing CBS at the meeting will be Edward R. Murrow, vice president and director of public af- fairs; Davidson Taylor, vice presi- dent and director of programs; Ly- man Bryson, counseling on public affairs; Robert Hudson, director of education; William Fineshriber, as- sistant director of broadcasts; Leon Levine, assistant director of ed- ucation; George Crandall, director of press information, and Miss In- man.

Middleton Leaves Wilder, Joins French & Preston

BEVERLEY M. MIDDLETON, asso- ciated with the Harry C. Wilder stations as assistant to Col. Harry C. Wilder, president of WSYR Syracuse, WTRY Troy and WELI New Haven, has resigned to join French & Preston Inc, New York, as radio director effective today. During the war Mr. Middleton served with the Armed Forces Radio Service and prior to that was associated with CBS in several capacities. He was sales manager as well as ac- count executive of the Spot Broad- casting Division.
IN NUMBERS: There are 494,700 people in Hartford County; 1,026,800 in WDRC's Primary Area.

IN INCOME: A 7-year study, 1939-1946, shows Hartford with almost double the nation's per capita Effective Buying Income.

IN RETAIL SALES: Hartford County rang up $500,722,000 . . . WDRC's Primary Area $949,927,000 in 1946.

IN RADIO HOMES: 97% of the families in WDRC's Primary Area have one or more radios.

IN VALUE: On WDRC, you completely and economically cover one of the country's best areas for advertising. WDRC has one low uniform rate for all advertisers: national, regional and local.

CONNECT IN CONNECTICUT
BY USING WDRC . . . .
BUS TRANSFERS are being used as ballots in novel "Queen for a Day" contest jointly sponsored by KTFS, MBS outlet at Texarkan- 
a, Tex., and the Texarkana Bus Co. Idea behind the contest is to gain new listeners for Mutual's program, "Queen for a Day," heard week days at 1 p.m. (CST), and good will for the bus com- 
pany and Texarkana merchants. Selection of a "queen for a day," who will receive an all-expense trip to Hollywood for 
four-day stay at one of the leading 
hotels and an appearance on 
Queen for a Day," will be made 
among women listeners to KTFS 
who are between the ages of 18 and 80. Contestant with the greatest 
number of votes by July 1 will be 
declared the queen.

In casting their ballots KTFS 
listeners write the names and 
addresses of their choice for 
queen on the back of bus transfers and deposit the ballot in the ballot box at KTFS studios or in a similar box in the store of one of the Texarka- 
na merchants who will pro- 
vide traveling bags, jewelry, lin- 
erie, perfumes and other items 
for the queen's trip to Hollywood.

Advertisement announcing the 
contest appeared in a Texarkana 
paper May 4 and stated that "starting tomorrow, Monday, May 5, every time you ride a Texar- 
kana bus you will be entitled to 
receive a transfer. Ask the 
driver for one. Then decide who 
you would like to have as your 
Queen for a Day."

Admiral Announces

NEW low-price policy and two 
technical developments have been announced by Admiral Corp., Chi- 
cago. Admiral's "miracle tone arm" 
utilizes special type of rubber to 
transform impulses of pickup into 
electronic impulses, reportedly 
eliminating need for crystals or 
tubes.

WTOP-Catholic U. Plan 
Summer Radio Workshop

WTOP Washington is conducting a 
Radio Writers Workshop June 
30-Aug. 9 with the cooperation of 
Catholic U. Hazel Kenyon Markel, 
WTOP director of community serv- 
ices and education, is to be director. 
Registration is limited to 10 stu- 
dents, based on the submission 
of a satisfactory radio script. Courses 
ofered are: Fundamentals, theory, 
writing and production. C. U. gives 
full credit for the course.

Faculty members and guest 
lecturers include: Lymon Bryson, CBS 
counselor on public affairs; Dick 
Linkrour, WTOP program mana- 
ger; Eric Seavy, director of CBS 
Washington news bureau; Walter 
Kerr, C. U. faculty member and 
playwright; Leo Brady, also C. U. 
faculty member and playwright.

Sylvania's Net for 1947

First Quarter $805,342

SYLVANIA ELECTRIC Products Inc., for the quarter ended March 
31, 1947, shows consolidated net 
income of $805,342 compared with 
a loss of $422,254 in the cor- 
sponding period of 1946, it was 
reported at the annual meeting of 
stockholders last week.

Earnings for the first quarter, 
after deducting dividends on the 
84 cumulative preferred stock, were 
equal to 70 cents a share on the 
1,000,000 shares of common stock 
outstanding.

Don G. Mitchell, president, told 
the stockholders that sales of radio 
receiving tubes in the March quar- 
ter were 250% ahead of the first 
quarter of 1941, the last pre-war 
comparable period, and that radio 
receiving sets were up 300% in 
that period.

200-Million Issue

AMERICAN TELEPHONE & 
TELEGRAPH Co., to raise funds 
for additions, extensions and im- 
provements to its plants and those 
of its subsidiary and associated 
companies, is planning a possible 
issue of $200,000,000 worth of 40- 
year debentures due June 1, 1947, 
it was announced last week. The 
new issue, which will be offered 
for sale through competitive bid-

ing, will be covered by a regis- 
tration statement now being pre- 
bared by the company for filing with Securities and Exchange Com- 
mission.

COLUMBIA RECORDS Inc., New York, has completed Mexican factory, 
Diocis Columbia de Mexico, Mexico City, and it is planning to be in full opera- 
ation and pressing records in fall. New plant will be erected by MANUEL 
HENNESSEY, who represents Columbia in Mexico.

Columbia has begun two-week series of broadcasts to all-listen- 
erto-distribution controversy shows to feature William Green, Phillip Murray, Sen. Rob-


CBS Shortwave Programs 
To Greece Are Launched

CBS Began daily shortwave 
broadcasts to Greece in the Greek 
language last week. Broadcasts 
were beamed overseas for the 
Office of International Information 
and Cultural Affairs of the State 
Dept., 3:30-3:45 p.m. each day, and 
rebroadcast in Greece over the 
Internal Government Radio Service. 
The programs, prepared under 
CBS supervision, are part of the network's shortwave news headquarters in 
New York, are announced by Paul 
Mylonas, Greek announcer.

The initial program presented 
Secretary of State George C. Mar- 
shall, Chairman of Arthur H. Van- 
derberg of the Senate Foreign Re- 
lations Committee and William 
Benton, assistant secretary of state 
for public affairs, with running 
translations in Greek provided by 
Mr. Mylonas.

WNBC New Haven, Conn., received 
a national testimonial from City 
College of New York, May 12, for the "most 
successful radio promotion, 
to the New Haven Ad Club, 
Hotel Vero.
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Always on the nose

—with split-second timing at 33.3 rpm

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

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

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

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

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FAIRCHILD CAMERA
AND INSTRUMENT CORPORATION
TV PROGRAM QUALITY POOR, INVENTOR FINDS

THE ONLY TELEVISION programs presented thus far which have been "worth their salt" dealt with news or sports events, John Hays Hammond Jr., noted inventor and a director and consulting engineer of Radio Corporation of America, comments in an article in the current issue of The American Magazine.

"Writing of 'Things I've Been Thinking About This Restless New World,' Mr. Hammond sees television as a medium which has potentialities of revolutionizing the entire field of communications, but says that thus far it has not had an opportunity "to live up to its great promise." "The entire approach," he says, "has been that of aping an existing medium."

The use of television, Mr. Hammond believes, calls for new thinking. He adds: "I visualize in the very near future, for example, shopping by television. The housewife will be able to sit in the living room of her home, and passing in front of her will be the complete line being offered that day by her favorite store."

After further comments Mr. Hammond concludes that "this could be the beginning of the end of bargain-basement savagery and make for a happier, more gentle world."

Pennsylvania Educational Network Plan
Unwise and Costly, Broadcaster Claims

EDITOR, BROADCASTING

Twenty or more states are now setting up state-wide educational radio networks. Pennsylvania also has a bill introduced in the legislature to establish a coordinated state-wide system of radio education broadcasting. This bill would appropriate over three quarters of a million dollars to effectuate the purposes of this act.

Some of the items which are provided in this bill will fill a great need. They are: establishment of training programs to promote education by radio; organization of "schools of the air"; maintenance of a transcription and script library and exchange service; and providing information pertinent to the development and utilization of education by radio.

However, in addition to this, the bill also provides for the Pennsylvania Dept. of Public Instruction to construct and operate a network of non-commercial radio stations as may be necessary for adequate state-wide coverage. Pennsylvania is a large state, and if I know anything about the cost of station construction and operation, there will be little, if any, of the appropriateness left for radio education.

Past Experience

For some years, and in various localities, I have exerted much effort and accomplishment in instituting and carrying on public schools in educational radio programs. I have met with some success, but it was not entirely gratifying. My failures were usually due to a lack of interest on the part of school officials. Sometimes they were due to a lack of funds to carry through the programs as planned. In no case was it ever due to a lack of broadcasting facilities. It has been my experience that commercial broadcasters are always willing to provide more radio time than is ever utilized by the schools.

The public school teachers in Pennsylvania as well as in most other states are grossly underpaid, and this condition is jeopardizing our entire public school system. Yet, despite the fact that funds cannot be provided for decent salaries for our teachers, this radio education bill would squander $775,000 for facilities which can be obtained, in most cases merely for the asking, from existing commercial stations and the many new stations which are cropping up all over the state. Furthermore, most of these stations would be too small to offer cooperation of trained and experienced personnel in producing programs for the schools.

In view of these facts, I think it would be much wiser for the state to establish a bureau or division of the Dept. of Public Instruction with the necessary funds and personnel to supervise education. Then, if it is learned that existing stations cannot meet the demands of the school authorities for broadcasting time and facilities, no complaint can be voiced if the state goes through with plans to construct and operate a state-wide network of radio stations.

Julian F. Skinnell
Operations Manager
WLBR Lebanon, Pa.
April 6, 1947

KRLN Construction

STUDIO-TRANSMITTER building now under construction for KRLN, new station at Canon City, Colo., is expected to be ready for occupancy in June, according to Raymond M. Becker, KRLN's co-owner and manager. Station, which will operate with 250 w daytime on 1400 kc, is licensed to Royal Gorge Broadcasters, Canon City. Firm is a partnership, including Mr. Becker, who has had 20 years' experience in radio station management, and Melvin B. Williams, radio engineer and operator for the past 16 years. Technical equipment has been assembled and is on the scene ready for installation, Mr. Becker states.

WMBL Building

WMBL Morehead City, N. C., new 1 kw station on 740 kc, is erecting a building between Morehead City and Beaufort, N. C., to house its transmitter, studios and offices. Western Electric equipment will be used. Antenna is a 275-ft. Blaw-Knox self-supporting tower. Owned and operated by the Carteret Broadcasting Co., WMBL is expected to be on the air by June 15. Grover C. Munden is president of the station, Paul Parker, formerly with WHIT New Bern, N. C., managing director.
Everywhere, when quality is important, AUDIODISCS are preferred over all other recording blanks combined.

This universal acceptance by recording engineers in radio, motion pictures, commercial recording studios, and in the production of phonograph records, is the natural result of the consistent high quality of these fine recording discs.

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

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

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

AUDIODEVICES, INC., 444 Madison Avenue, New York 22, N.Y.

Export Department: Rocke International Corp., 13 E. 40th Street, New York 16, N.Y.

Audiodiscs are manufactured in the U.S.A. under exclusive license from PYRAL, S.A.R.L., Paris.

KMA MAN ABROAD

Farm Editor Touring Famine Areas in Europe

FIRST-HAND reports on European agricultural conditions, as affected by UNRRA relief supplies, are being relayed daily to the American farmer and particularly listeners of KMA Shenandoah, Iowa, by Merrill J. Langfitt, station Farm Service Director.

Mr. Langfitt, accompanied by KMA reporters and engineers, sailed for Europe in February, at the invitation of UNRRA officials, to gather information on distribution of such relief supplies as livestock, grain and seed furnished by farmers of the corn belt area. Mr. Langfitt flew to Rome March 6 to cover the World Food Conference for his American radio audience, and nine days later was heard in a broadcast from Rome over the ABC network, as part of its regular Saturday feature, 'The American Farmer.'

KMA staff carried complete wire recording and camera equipment on the assignment, and hundreds of exclusive interviews and descriptions have been continuously air-expressed back to KMA for presentation to the Corn Belt listener two or three times daily.

Transcribed 'Tolerance' Spots Are Offered Free

ONE-MINUTE musical jingles titled "Little Songs on Big Subjects" which WNEV New York commissioned Hy Zaret and Lou Singer to write, have been transcribed for radio broadcast as public service spot announcements and are available to stations throughout the U. S. without charge, through the Institute for Democratic Education.

First performance of jingles was on WNEV's Make-Believe Ballroom program May 14.

The jingles, which were previewed at the 17th Annual Institute for Education by Radio at Ohio State University, deal with racial tolerance, education on democratic principles, and personal tolerance.

This is an advance series of WNEV's first series of anti-intolerance spots which, under the heading Keep Faith With America, were broadcast the latter part of 1946 and are currently on the schedule of 406 stations in the U. S. The Institute for Democratic Education, a non-profit organization under the directorship of Howard Le Sueur, and Boston Athenaeum which participated with WNEV in the first series of spots, will again distribute them to stations throughout the U. S. without cost. The jingles were arranged by Hy Zaret with music by Lou Singer, orchestrations by Roy Ross, vocals by the Jesters and production by Ted Cott.

WSIC AND FM ADJUNCT START SIMULTANEOUSLY

WSIC (1400 kc, 250 w) and WSIC-FM (96.5 mc) were launched simultaneously at Statesville, N. C., on May 3. The stations, housed in a modern building in the Forest Hills section of Statesville, are owned by Statesville Broadcasting Co., whose officers include Dr. James W. Davis, president; A. F. Sams, first vice president; L. A. Parks, second vice president, and Lynn Casler, secretary-treasurer.

Company was organized by Mr. 25 Statesville business and professional leaders.

WSIC is operating from 6 a.m. to midnight and has signed as an MBS affiliate. It is using AP wire service.

WSIC-FM, which uses REL equipment, is duplicating WSIC's programs. Its antenna is mounted atop the 300-ft. tower of WSIC.

Edward L. Galton, former editor of Statesville Daily Record and a Navy veteran of World War II, is managing the stations. Other staff members include: James Pons-ton, sports director; Mrs. Katherine Charles, sales manager; Al- merion Combs, news editor; Albert Watson, chief announcer; Mrs. Lynn Nesbit, announcer; Miss Nina Hostetter, continuity; Emory Webster, former U. of Tennessee football player, sports director; T. K. Abernathy, formerly with WBTL Richmond, chief engineer; Fred Ostwalt Jr., engineer; Eddy Galbreath, assistant.

YNSP

LA VOZ De Nicaragua, formerly the government station of Nicaragua, has been sold to Senor Juan Velazquez Frieto, who will continue as station manager, a post he has held for the past two years. Station, currently operating as WNSP, will shortly change call letters to YNSP and continue as NBC affiliate. It was announced by Per American Broadcasting Co., New York, which represents the station. It operates with 5000 w shortwave but will up its power to 10000 w shortwave and 3000 w medium wave in the near future.
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BROADCASTING • Telecasting
May 19, 1947 • Page 63
MAY 9 TO MAY 15

MAY 9 DECISIONS

BY THE COMMISSION

Ordered that further hearing before Commission in consideration of frequency assignments for new station 960 kc 1 kw D. and cond. to specify studio location.

WPXE Florence, S. C.—Granted mod. CP for approval of ant. to change type trans. and approval of trans. and studio locations.

WTIK Durham, N. C.—Granted license for increase in power to 1 kw and change type trans.

KXXL Great Falls, Mont.—Granted license for new station 1600 kc 250 w unln. CO.

WCTB Roanoke Rapids, N. C.—Granted CP makes changes in vertical ant. and mount FM ant. on top of AM tower.

KPAX Pocatello, Aia.—Granted mod. CP for approval of ant. and trans. location.

KFAM St. Cloud, Minn.—Granted license to extend completion date.

KXCI Eureka, Calif.—Granted license to cover installation of new trans.

WNGC Norwich, Conn.—Granted CP install new trans.

WSAV Savannah, Ga.—Granted mod. CP to make changes in DA, in mount FM ant. on top of AM tower, and change trans. location.

WNEL St. Paul, Minn.—Granted mod. CP to change type trans., make changes in ground system, to specify station location, and to change trans. location.

WNCU Havre, N. M.—Granted CP for renewal, for period ending Aug. 31.

KEDP Oklahoma City.—Granted mod. CP for approval of ant. to change type trans., approval of trans. location, and to specify studio location.

KUSN San Diego, Calif.—Granted mod. CP for extension of completion date to 9-3-47.

WZYM Kalamazoo, Mich.—Granted CP for extension of completion date to 11-15-46.

WZPN Fort Smith, Ark.—Granted CP for change of type trans., to specify station location.

WRBC Jackson, Miss.— Granted CP to change type trans.

WDTZ Green Bay, Wis.—Granted CP for approval of ant., to change type (Continued on page 68)
MANUAL OF Electronic RECEIVING TUBES

It's new!

You need it!

UP-TO-DATE, COMPLETE! A PRACTICAL APPLICATION HANDBOOK FOR ENGINEERS AND CIRCUIT DESIGNERS!

APPROXIMATELY 700 LARGE PAGES of performance curves, ratings, outline drawings, basting diagrams, and extensive text-matter, make up G-E's new and comprehensive manual of electronic receiving tubes. Here is the whole broad picture of modern receiving-tube design and practice. You also receive from time to time new pages that help keep this manual constantly up-to-date.

MINIATURES, THE NEW FM-AM TUNING INDICATOR TUBE, OTHER LATE-DESIGN TYPES are discussed fully as to performance and applications. Many typical circuits are given in the manual, and fundamental tube-application principles are reviewed so as to make the book a useful and complete working guide.

EQUIPMENT MANUFACTURERS AND ELECTRONIC DESIGNERS will find the new G-E receiving-tube manual a volume that aids them daily. Broadcast station engineers, users of aviation and other communications equipment, large radio repair centers—these also need the manual as a reference work. Tabbed dividers and indexed page corners make it easy to locate information.

HANDBOMELY AND STRONGLY BOUND in a stiff leatherette cover, the manual will stand up under constant use. A special loose-leaf format simplifies keeping the contents up-to-the-minute. Order direct from Electronics Department, Building 267, General Electric Company, Schenectady 5, New York.

PLUS-VALUE INVESTMENT!
"Electronic Tubes, Receiving Types" comes to you for $5. This price includes service on new and revised pages through 1948, by which time the contents of the manual will be greatly increased. A second binder, free of charge, will be sent you later to accommodate the extra pages—the manual thus becoming a 2-volume edition... Beginning with the calendar year 1949, further service to keep the manual up-to-date will be available at only $1 a year.

ORDER TODAY "ELECTRONIC TUBES, RECEIVING TYPES" WITH SERVICE THROUGH 1948, ENCLOSING $5 IN PAYMENT, OR GIVING AUTHORITY ON YOUR COMPANY LETTERHEAD TO INVOICE YOU.
PAT COLEMAN has joined continuity staff of WPGY Minneapolis, and BILL CURTIS, formerly with WXYZ Detroit, has joined WDGY announcing staff.

PIERRE ANDRE, former announcer with WON Chicago, and recently with West Coast stations, has returned to WON announcing staff.

GEORGE J. KAPEL, formerly with KMJ Fresno, Calif., has joined WAJR Morgantown, W. Va., as program director.

PAUL LINCOLN SMITH, former announcer with EZRB Manila, P. I., has joined announcing staff of KLX Oakland, Calif.

BOB SHIELDS, formerly with WMMB Joliet, Ill., has joined announcing staff of WDHC Hartford, Conn.

ERNST SANTELL, member of NBC Central Division duplicating department, is the father of a girl, Carolyn Kay.

DEAN BOOTH, writer on NBC "Duffy's Tavern" is in Burbank (Calif.) hospital for treatment of a perforated ulcer.

RONALD ROSS, formerly with KFBO St. Louis and KMTR Hollywood, has joined WOWO Fort Wayne, Ind., as announcer.

WILLIAM E. SPARGROVE, formerly with NBC in New York, has joined ABC Hollywood as staff vacation relief announcer.

Hazel Kenyon MARKEL, director of education for WTOP Washington, has been named to national executive committee of Reserve Officers of Naval Service. She is the only woman on the committee.

MILTON GRANT, formerly with WARM Scranton, Pa., has joined announcing staff of WTOP Washington, as summer replacement.

KATHERINE KERRY, commentator of KQW San Francisco, has received "Oscar" fashion award from Manufacturers and Wholesalers Assn. of San Francisco, in recognition of outstanding support given the California appeal market in 1946.

BILLY McCORD, veteran of AAF and former announcer at WLW Cincinnati before war, has rejoined WLW announcing staff.

Doubly Trouble

IT HAPPENED TO ANNOUNCER Dick Mabry as he read a Veto announcement on WIBG Philadelphia, and then tried to follow up with station call letters. Listeners heard: "It's doubly safe—it's doubly effective.

In Like-Father-Like-Son tradition 11-year-old Derek Knell (r) is auditioned over WBT Charlotte microphone by his dad, Jack Knell, WBT's news and special events director. Knell family has stage background. News Director Knell first appeared on stage with his father at age of 11, came to radio 10 years ago via Little Women dramatization. Now his son is appearing with him on stage of Charlotte's Little Theatre.

Herrman Honored

BERNARD HERRMANN, CBS symphonic conductor, who has been selected for the 1947 design award offered by Lord & Taylor, New York, and the Peabody citation received by Invitation to Music program he conducts, has received the Henry Hadley citation from the National Assn. for American Composers and Conductors for his "usual programs over CBS, which adroitly avoid the cliche and offer to the radio listener an unusual and distinguished sampling of contemporary American compositions." The citation was accepted by James Fasset, director of serious music division for CBS, for Mr. Herrmann who is in Hollywood.

Radio Music Book

ANOTHER book in the Rinehart radio series, Broadcasting Music, by Ernest LaPrade, NBC director of music research, has been published by Rinehart & Co., New York ($2.50). The book shows the "entire process of broadcasting music, from the planning of programs to their production in the studio," including organization, equipment and techniques. Illustrations of scores, arrangements, microphone placement, orchestra and singer placement, etc., augment and clarify the text.

Western Electric 1126C prevents overmodulation

The Western Electric 1126C program operated level governing amplifier has an extremely short attack time.

That's why it so effectively eliminates results of overloading by peaking such as:

(1) "splat" or short interval adjacent channel interference due to instantaneous overmodulation of an AM transmitter;

(2) overshooting in FM transmission which may cause shorting of the guard band and also distortion in the receiver;

(3) instantaneous overload and consequent distortion of other transmission systems.

For full details on the popular 1126C, call your local Graybar Broadcast Representative, or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
INDUSTRY support for BROADCASTING's editorial stand on too many conventions (May 5 issue) is indicated in letters received to date from broadcasters.

"I have been proposing for years," writes Walter J. Damm, vice president in charge of radio for the Milwaukee Journal Co., operators of WTMJ and WMJ-FM, "that the broadcasting industry consider modifying its convention and meeting schedules after the newspapers. For years the ANPA has been the nucleus of a spring New York meeting of newspaper interests. In connection with this meeting, there is usually held the week before, in Washington, the editors' meeting, and the promotion managers' meeting is held a few days before in New York."

"Then," Mr. Damm continues, "the AP has its annual meeting and other interests, such as This Week magazine, also schedule their meetings, with the result that within a two-week period the executives of the newspaper industry are able to arrange their schedules in such a way that they can attend the important meetings of the year. It is true that the mechanical section of ANPA holds its own annual meeting, and so do the circulation managers. These two groups, however, are not composed of men in the executive group, with the result that these meetings have an entirely different attendance.

"In the broadcasting industry," says Mr. Damm, "we cover engineering, selling, programming, promotion and everything at our sessions with the result that if a station wanted really to get the full benefit it would have to send most of its staff to each of these meetings."

"It also seems to me that with the amount of duplication of subject matter the NAB might well consider disposing of the district and area meetings and the networks of their flea circuses."

"As far as the NAB is concerned, the district meeting elections could be held by mail in the same manner as the networks elect their SPAC members. Under such a plan the industry could have their annual business meeting to which the executives of the industry could plan to come and really attend to business. Then if there was need for an annual engineers' meeting and an annual sales managers' meeting, or a promotion managers' meeting, these could be arranged at different times of the year because they probably wouldn't be attended by the executives of the station anyway."

Much the same opinion is held by Ray E. Dady, vice president and station director of KWK St. Louis. "Convention-itis" expresses the same arguments that I have put forth, with much fuller tuley-pounding, to some of our people who spend what seems to me half of their productive years packing and unpacking bags and running off to seminars and conferences, panel discussions and meetings; state, city, regional, national and so on, ad infinitum."

Charles H. Stout, assistant chief engineer at WIBG Philadelphia, May 6 was presented Certificate of Appreciation by Chief of Naval Personnel on behalf of Navy Department in recognition of his fine work of "meritorious personal service during World War II."

CHECK for $3.138.87 is presented by John Esau, (I) vice president and general manager of KTUL Tulsa, to Mayor R. A. Bosch (r) of Woodward, Okla., after the KTUL-Woodward relief show in Tulsa. CBS quizmaster Bob Hawk (center) was guest star. Entire proceeds of the show went for relief of victims of last month's devastating Woodward tornado.

Intra-Video Corp. to Show Apartment Video System

INTRA-VIDEO Corp. of America, New York, will demonstrate its master antenna television system to apartment house owners and television engineers before the end of May, Sol Sagall, company's president, announced last week.

Calling this system "the complete practical solution to a problem which has been vexing television manufacturers, television engineers and reality owners in recent months," the announcement said that the demonstration will be arranged in an apartment house under typical reception conditions, with outlets in the company's head-quarter in mid-town New York. Receivers made by a number of manufacturers will be used in the demonstration, all hooked into the master antenna.

Leaders Back 'Broadcasting's' Stand On Too Many Conventions, Letters Show

"Baffle Us" Rates High on the Hilarity Parade

"Baffle Us," the new WIBG show heard Tuesdays and Thursdays, at 11:30 to 11:45 a.m., is fast attaining a pinnacle position on Hoosierdom's hilarity parade. This fun-packed fifteen minutes of music and merry-making has Jack and Paul stroking the strings and debonair Mike Dunn as encese. When these two solid senders fail to deliver the tunes requested by studio and stay-at-home audiences . . . then "Baffle Us" gives with the gifts. For its Tuesday and Thursday sponsor, this fast-paced program is pulling an ever-heavier mail response. And for the advertiser who is seeking an upwing in Indiana sales, a Monday-Wednesday-Friday edition will well be the answer. Ask your John Blair Man.

John Blair & Company • National Representatives

The Indianapolis News Station

May 19, 1947 • Page 67
Baltimore's Listening Habit

Mutual Broadcasting System

FREE & PETERS, Inc.

Getting ready to give 'em BOTH BARRELS!

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

5,000 Watts Daytime
1,000 Watts Nighttime

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

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

KPAC
Mutual Broadcasting System

FCC Actions (Continued from page 64)

Decisions Cont.: trans., approval of trans. location and to specify studio location.
KCOY Santa Maria, Calif.—Granted li-
cense for new station 1400 kc 250 w unl.; cond.
KWOY New York—Granted mod. CP for extension of completion date to 2-64-47.
KWTQ Barstow, Calif.—Granted mod. CP for extension of completion date to 7-19-47.
WPGC Washington, D. C.—Granted mod. CP for extension of completion date to 8-18-47.
WART New York—Granted mod. CP for extension of completion date to 6-15-47; Columbia Broadcasting System Inc., area of New York City—Granted CP for new experimental television relay station.

May 9 Applications . . .

ACCEPTED FOR FILING

Modification of CP
WBOF Desoto, Ill.—Mod. CP, as mod., which authorized installation of new trans. to make changes in ant. and mount FM ant. on top of AM tower and change trans. and studio location, for extension of completion date.
WIMS Michigan City, Ind.—Mod. CP which authorized new AM station to change type of trans. for approval of ant. and trans. location.
WOKX Silver Spring, Md.—License for CP, as mod., which authorized new AM station to make changes in ant. and mount trans. and studio location, for extension of completion date.

License for CP

KWJ Shreveport, La.—Mod. CP which authorized new AM station to change type of trans. for approval of ant. and trans. location and to specify studio location.
WRAB Atlantic City, N. J.—License to install new vertical ant. and mount FM ant. on AM tower.

FM—Unassigned

Trent Bestg. Corp., Trenton, N. J.—CP for new FM station to be specified.

FM—Accepted

 Granted petition for waiver of rules and accepted petition of WQCI to interconnect with WQCI in Boston, Mass.

LICENSES FOR NEW STATIONS

First 5,000 watt station to broadcast in Colorado Springs.

FCC Correction

IN REPORT of broadcast actions dated May 2 [BROADCASTING, May 12], rem referring to Duncan Bestg. Co., Portland, Me., should have shown frequency 1560 kc was granted instead of 1840 kc.

Instead of 250 w, etc.; amendment was accepted.

KDBG Bestg. Co., Fort Worth, Tex.—Commission on its own motion ordered that hearing be held between May 22 and May 24 at Fort Worth, be transferred to Washington, to be heard on that date.

Crescent Broadcast Corp., Shemesh, Pa.—Granted joint petition requesting continuance of consolidated FM hearing presently scheduled May 22 at Fort Worth, Pa., should have shown frequency 1560 kc was granted instead of 580 kc 5 kw unl. Amendment was accepted and application as amended was rescinded.

WDEL Wilmington, Del.—Granted joint petition requesting continuance of consolidated AM hearing presently scheduled May 22 at Fort Worth, Pa., should have shown frequency 1560 kc was granted instead of 580 kc 5 kw unl. Amendment was accepted and application as amended was rescinded.

Granted petition for extension of time within which to file reply brief to exceptions and supporting brief by KKYK Inc., San Jose, Calif., was accepted and amendment to time within which to file reply brief was extended to and including May 20.

Belato Bestra, Inc., Beloit, Wis.—Granted petition for continuance of hearing in re Docket 1944 and 1940 presently scheduled May 12 and continued same to May 27.

Belato Bestra, Inc., Beloit, Wis.—Granted petition for continuance of hearing in re Docket 1944 and 1940 presently scheduled May 12 at Detroit, Mo., should have shown frequency 1560 kc was granted instead of 580 kc 5 kw unl. Amendment was accepted and application as amended was rescinded.

Belato Bestra, Inc., Beloit, Wis.—Granted petition for continuance of hearing in re Docket 1944 and 1940 presently scheduled May 12 and continued same to May 27.

Belato Bestra, Inc., Beloit, Wis.— Granted petition for continuance of hearing in re Docket 1944 and 1940 presently scheduled May 12 and continued same to May 27.

Belato Bestra, Inc., Beloit, Wis.—Granted petition for continuance of hearing in re Docket 1944 and 1940 presently scheduled May 12 at Detroit, Mo., should have shown frequency 1560 kc was granted instead of 580 kc 5 kw unl. Amendment was accepted and application as amended was rescinded.

KGBB Tyler, Tex.—Commission on its own motion continued consolidated further hearing on its application at 1 presently scheduled May 12, to May 27.

Metropolitan Bestg. Corp., Belleville, Ill.—Denied petition for leave to amend application to show proposed findings in re applications in Dockets 2730 and 2731.

Bendis Aviation Corp.—Denied application for experimental Class 2 portable radio station for use in developing and testing automatic warning system for oil field pumping equipment.

(Continued on page 70)
Cross Country Telecast Relay Tests by BBC Are Reported

THE SUNDAY EMPIRE NEWS of London says that the BBC has launched a big experiment in television—an attempt to relay picture broadcasts long distances on a mass scale by means of a wireless beam instead of by cable relay.

The first station is already under construction in Berkshire, 70 miles west of London, the paper said, adding:

"From here pictures will leap from hilltop to hilltop across Great Britain—unless the gamble fails.

"Success will mean that Britain leads the world in television and captures trade which is certain to run into millions of pounds. In three years, possibly sooner, Britain is likely to be the only country in the world with a nationwide visual broadcasting system."

First leg of the test, the Empire News said, would be between London, headquarters of the BBC television service, and Bristol on the west coast. Engineers, it said, were optimistic.

BBC television, resumed last June after a wartime lapse, now is available only to persons living in a radius of 40 miles of the London broadcasting station.

Previous official announcements said that this limited service might be extended in the next year or two to the populous Birmingham area if and when cable relay could be effected.

British television firms are now manufacturing transmitters and receivers on the basis of 600 lines per picture, but this country will continue on the 405 line standard. The improved equipment is to fulfill heavy orders received from South American and European nations.

Lord Inman, who last December was appointed to a five-year term as chairman of the Board of Governors of the BBC, has offered his resignation. This followed his new appointment as Lord Privy Seal. No successor to Lord Inman has been announced.

Criticism of the BBC for allowing Henry Wallace to broadcast in April was voiced in the House of Lords.

The Earl of Listowel, replying for the government, said the BBC had full license to pick its own speakers and that there would be danger in requiring the BBC to ask approval of all prospective controversial broadcasts.

Prepares Index

COMPREHENSIVE and detailed index of the FCC Rules and Regulations, Parts I, II and III, is being published in loose leaf form by C. Braswell Collins, attorney and director of Broadcast Service Bureau, new firm established at 1212 New York Ave., N. W., Washington. To be available June 1, the index has been in preparation about four months and will include some 100 pages.

Price will be $10. Broadcast Service Bureau has been formed to offer full service and information relating to proceedings before the FCC. An index of the Standards of Good Engineering Practice is in preparation.

Mr. Collins formerly had been associated with John F. Clogg, Washington radio attorney.

KULa Debuts

KULA Honolulu, went on the air May 14 with 10 kw on 690 kc. Floral keis were dropped from planes all over the islands in celebration of the opening and a native dance contest featuring the "KULA Hula" was held on opening night. KULA is affiliated with ABC.

WNLC New Studies

NEW STUDIOS of WNLC and WNLC-FM New London, Conn., have been completed and are now ready for use. Thames Broadcasting Corp., stations license, has announced that studios will open for public inspection May 22 and 23.

ABOUT SPEECH INPUT EQUIPMENT AVAILABILITY—

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

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

GATES RADIO COMPANY

QUINCY, ILLINOIS, U. S. A.
May 12 Applications . . .

ACCEPTED FOR FILING

LIENCY FOR CP

WOBP Anderson, Ala.—License to cover CP as mod., which authorized new standard station for extension of completion date.

Modification of CP

KVXJ-FM Oakland, Calif.—Mod. CP which authorized new FM station for extension of completion date.

Modification of CP

WYVM-FM Fort Smith, Ark.—Mod. CP which authorized new FM station for extension of completion date.

Modification of CP

WYPT-FM Youngstown, Ohio—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYOC-FM Oxnard, Calif.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYTA-FM Denver, Colo.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WUXF-FM Ventnor, N.J.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYFB-FM Hollywood, Calif.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYMA-FM Madison, Wis.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYWT-FM Hartford, Conn.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYXO-FM Portland, Ore.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYXO-FM Portland, Ore.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYAC-FM Atlanta, Ga.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYBA-FM Louisville, Ky.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYRI-FM Rochester, N.Y.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYUS-FM Austin, Tex.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYVE-FM Binghamton, N.Y.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHU-FM Havana, Tenn.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYKI-FM Kalamazoo, Mich.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYJX-FM Jacksonville, Fla.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYJO-FM Jackson, Miss.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYIL-FM Indianapolis, Ind.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYGH-FM Port Chester, N.Y.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.

Assignment of License

WYHC-FM Huntington, W. Va.—License to cover CP as mod., which authorized new FM station for extension of completion date.
APPLICATION DISMISSED
AM—490 kc

AM—1280 kc
Paul Kirtzman, Lamarsford, Pa.—CP new standard station 1520 kc 250 w D. DISMISSED: Request of applicant.

WPRP Ponce, P. R.—CP install new vertical ant. and trans. to change trans. location. DISMISSED: Request of attorney.

AM—490 kc
WOPI Bristol, Tenn.—CP change frequency from 1490 to 250 kc, increase 250 w to 600 w, install new trans. and DA-N. DISMISSED: Request of attorney.

May 14 Decisions . . .

DOCKET CASE ACTIONS

Commission announced adoption of proposed decision looking toward grant of application of Norfolk Bstg. Corp. for new station in Norfolk, Va., 1250 kc 250 w D, cond. and denial of application of Tidewater Bstg. Corp. for new station 1250 kc 100 w untl. in Norfolk. (Comr. Hyde voted to grant Tidewater application and to deny Norfolk Bstg. Corp. application; Comr. Durr voted to deny both applications.)

Commission announced order denying petition of Bstg. Co. and Texas Star Bstg. Corp. (KSTT), requesting that their applications be severed from consolidated proceeding which they are now part, and granted; said applications were severed and granted as follows: Texas Star Bstg. Co., to change frequency of KTHT Houston, Tex., from 1230 to 790 kc, power from 250 w to 1 kw N & kw-L, cond.; and Veteran Ready Radio Co., for new station at Houston 1230 kc 250 w untl.

Commission announced adoption of proposed decision looking toward grant of following applications for Class B FM stations in Boston area subject to assignment of specific channels at later date. Power given in ERP; antenna height above average terrain:

- Columbia Bstg. System—25 kw; ant. 496 ft. (BPH-75; Dct. 6024).
- Marshfield Radio Co., Inc.—20 kw; ant. 600 ft. (BPH-145; Dct. 25691).
- The Yankee Network Inc.—19.5 kw; ant. 510 ft. (BPH-54; Dct. 6692).
- Unity Bstg. Corp. of Massachusetts—20 kw; ant. 50 ft.; cond. 300 ft.; ant. 225 ft.; cond. 300 ft.; cond. 300 ft.; cond. 300 ft.; cond.
- Templeton Radio Mfg. Corp.—50 kw; ant. 400 ft.; cond.
- Massachusetts Bstg. Co.—20 kw; ant. 200 ft.; cond.
- Harvey Radio Labs Inc.—20 kw; ant. 600 ft.; cond.

At the same time Commission proposed to deny application of The Northern Corp. Another applicant, Bayshore Mfg. Co., withdrew its application.


May 14 Applications . . .

ACCEPTED FOR FILING

AM—490 kc
Albert B. Purvis, station manager, of City, Ken.—CP new standard station 890 kc 1 kw D.

AM—890 kc
The Daily News Bstg. Co., Boston, Mass.—CP new standard station 880 kc 1 kw D.

AM—1490 kc

AM—1190 kc
People’s Bstg. Co., Minneapolis—CP new standard station 1190 kc 1 kw D.

KAMO Hennibuck, Mo.—Mod. CP which authorized change in frequency. Increase power, install new trans. and DA-ON and change trans. location, to change trans. location.

AM—1170 kc
Paula Valley Bstg. Co., Paula Valley, Okla.—CP new standard station 1470 kc 250 w D.

AM—1490 kc
Electronic Enterprises Inc., San Juan, P. R.—CP new standard station 1600 kc 250 w untl.

AM—1140 kc

AM—1450 kc
Levi Service Corp., St. Louis, Mo.—CP new standard station 1450 kc 250 w untl.

AM—1030 kc
Langlade Bstg. Co., Inc., Antigo, Wis.—CP new standard station 1050 kc 250 w D.

WCHS Portland, Me.—Renewal auxiliary license.

ACCEPTED FOR FILING

AM—1150 kc
News-Journal Corp., Daytona Beach, Fla.—CP new standard station 1150 kc 1 kw D.

AM—1340 kc
Capital City Bstg. Corp., Marrianna, Fla.—CP new standard station 1340 kc 250 w untl. AMENDED to change name of applicant from Capital City Bstg. Corp. to John H. Philip.

AM—490 kc
Georgia-Alabama Bstg. Corp., Columbus, Ga.—CP new standard station 600 kc 1 kw D.

FM—89.3 mc
Commander Industries, Oak Park, Ill.—CP new FM station (class A) on frequency to be assigned by FCC. AMENDED to change frequency from “to be assigned by FCC” to channel 262.8 mc.

(Continued on page 77)
GOING TO DOGS
RCA Victor Makes 20,000
Copies of Trademark

RCA’s advertising is literally “going to the dogs.” Nipper, RCA’s famous trademark dog which listens for “his master’s voice,” will soon have a brood of 20,000 pups scattered around the country in Victor Record stores.

When commercial production was fully resumed after the war, RCA decided to rejuvenate its famous dog, hiring sculptor Carl Halslhammer to create a new Nipper. After visiting the leading fox terrier kennels and deciding on one to carve and chiseling, Mr. Halshammer produced a new all-American model, and Old King Cole displays in Canton, O., produced them in papier mache. Starting this month, over 50 freight cars of silent pups will be on their way to retail stores.

succeeding in radio. Award will be made on basis of student’s performance during "KVOO High School Day." Annual feature in which students in speech arts at Tulsa Central High School take over operation and management of KVOO on one day. Scholarship will be for U. of Tulsa.

New Horizons
COORDINATING campaign centers on 11th anniversary of "Modern Home Promotion" program on WOWO Fort Wayne, Ind., station is mailing four-page folder: "Four Essentials Toward Better Living" to all agencies and to food accounts and wholesale grocers in area. Folder presents ideas on how to use station's new kitchen headquarters, from which "Four Essentials" folders are mailed. WOWO audience maps also are featured on back cover of folder.

WFL Spring Brochure
BRIGHTLY colored brochure in spring motif has been prepared by WFL. Philadelphia "It’s Spring," brochure features information and pictures about four WFL programs for gazette, sports, music and news. Covers of brochure present drawing of bird and fishing tips in one nest and another. "Four elected programs," all hatched and ready to bring high flying sales success to you.

Car Cards
TWO-COLOR car cards are being used in buoys of Fitch, Ave. Co., New York, WPLA, advertising the station’s programs. Cards are headed, "No Matter What, Wait Until You Tune in WNEW, 1130 On Your Dial."

WLIB New York, effective May 1, added one hour and a half to its broadcasting time, signing off at 8:45 p.m., instead of 7:15 p.m.

Atlanta's Most Modern Station
WBGW
Atlanta's Only 24 Hour Station

Studies and General Offices
Georgian Terrace Hotel


General Broadcasting Company

Page 72

May 19, 1947
Recommended LOUDSPEAKER EQUIPMENT for typical broadcasting stations

ALTEC LANSING

The monitoring speakers you choose today may decide your place in broadcasting circles for the next ten years. Your choice is as important as that! These Altec Lansing speakers, which we recommend for specific locations in your station, will not only keep you ahead of competition today, but prepare you for the technical advancements to come. You can't "do better" than Altec Lansing loudspeaker equipment.

Model 604 Duplex

Recommended for CONTROL ROOM AND OWNER'S OFFICE

The people who carry the responsibility for a station's reputation must have a speaker of Duplex caliber for critical listening. This famous two-way multi-cellular Duplex is unequalled by any speaker at any price.

Model 603 Dia-Cone

Recommended for RECEPTION AND AUDIENCE VIEWING ROOM

In less critical locations, this 15-inch Dia-Cone provides superior performance at lower-than-planned investment. The multi-cellular construction makes possible wide angle coverage for large audiences.

Model 600 Dia-Cone

Recommended for AUXILIARY SPEAKER IN MISCELLANEOUS LOCATIONS

A small scale edition of the Altec Lansing quality you find in more expensive models, both the 600 and 603 incorporate the Dia-Cone principle of driving separate high and low frequency diaphragms from a single 3" voice coil of edgewise wound aluminum ribbon.

See your dealer or write us for further information.

ALTEC LANSING CORPORATION
1161 N. Vine St., Hollywood 38, Calif.
250 W. 57th St., N.Y. 19, N.Y.

CABINETRY: This distinctive mahogany floor cabinet is ideal for owner's office and reception room. We recommend it for its impressive appearance. Wall and utility cabinets are also available.
Scripts of 'Eternal Light' Are Issued in Book Form

COLLECTION of 26 scripts, written by Morton Wishengrad for priested Light by Radio for the past two years and has also been honored by the National Conference of Christians and Jews, the American Asn. of Schools and Colleges and the Women's National Radio Committee. Broadcasts are directed by Frank Papp of NBC and Milton Krentz of the seminary.

WWBC New York, in special recorded station break campaign is promoting "The Author Meets The Critics," program beginning May 15, 5:30-6 p.m., sponsored by Book of the Month Club. Campaign presents famous names in literary world.

WILLIAM F. MUELLER, advertising manager of the H. F. Reitnauer Jewelers Co., New York, has been named vice president and general manager of company's subsidiary, Dr. Swet's Boot Beer Co., New York. MUELLER, assistant advertising manager, has been appointed advertising manager to succeed Mr. Mueller:

GENERAL PETROLEUM Corp., Los Angeles (Mobilgas), in early June starts campaign designed to spotlight dealers in West as "The Answer Man" for touring motorists this summer. Agency: West-Marquis Inc., Los Angeles.

PA. PITTS PARTNERS, Puerto Rico (civic organization), has appointed W. Earl Noyes to handle promotion for city clean up campaign. Radio is being used.

HAROLD P. McGRAH, assistant sales manager of Post Cereal Division of General Foods Corp., New York, has been appointed sales and advertising manager of Canned Veggie Foods Division.


BRUCKMANN BREWING Co., Cincinnati, has appointed Dinerman & Co., that city, to handle advertising. Radio will be used.

BLUHILL FOODS Inc., Santa Ana, Calif. (cheese, Indian Grill salad dressing), has appointed Glasser-Dalkey Inc., Los Angeles, to handle national advertising.

N. J. SPEDDING Co., Hollywood (cosmetics, perfumes), has appointed Shewalter & Singer Inc., Los Angeles, to handle national advertising.

PROCTOR & GAMBLE, Toronto (Drift), has started ten-minute telecast program "Take It Easy" five days weekly on a number of Canadian stations. Agency: Dinner-Pingala-Sample (Canada), Toronto.

THOMAS J. Lipton Ltd., Toronto (tea), has started spot announcements on a number of Canadian stations. Agency: Ruthrauff & Ryan, Toronto.

WESCO WATERPAINTS (Canada) Ltd., Montreal, has appointed Walsh Adv., Montreal, to handle advertising. Present radio campaign is being handled.

JOHN A. HUSH, president of Brown Shoe Co., St. Louis, May 5 was honored at a banquet in celebration of his 15th anniversary with company.

WWDTSports

FULL SCHEDULE of sports telecasts is planned by WWDT Detroit, the automobile capital's first video station and owned by the Detroit News.

Starting the first week in June Ty Tyson, WWJ Detroit sports editor, will give play-by-play accounts of two Tigers baseball games each week for the Goebel Brewing Co. [BROADCASTING, May 12]. WWDT's crews will also cover the midget auto races held twice weekly at the Motor City Speedway. WWJ's Paul Williams will handle the commentary.

At Detroit's Olympia Stadium WWDT cameras will record hockey games, basketball, boxing and the circus. Arrangements are being made to televise U. of Michigan football games next fall. Mr. Tyson will do the regular WWJ broadcast of the games and the WWDT telecast description.

Listeners Prefer 'Natural Music,' RCA Tests Show

A SUBSTANTIAL majority of listeners prefer natural music in daytime stations and overtones, although surveys have indicated that music reproduced by loudspeakers is more acceptable to the public when its tonal range is restricted, Dr. Harry F. Olson, section head of the Acoustics Research Laboratory of RCA Labs, Princeton, N. J., told the Acoustical Society of America at its meeting May 9 in the Hotel Pennsylvania, New York City.

Dr. Olson based his conclusions on tests on more than 1000 persons of various ages and vocations. In making the tests, Dr. Olson said, a small orchestra was placed in a room built to simulate acoustic conditions in an average size living room.

SALES of Columbia Pacific Network are up 113% for first quarter of 1947 over comparable period last year, according to Donald W. Thorneburgh, network western division vice president.

Network Accounts

New Business


A. P. of L. Entertainment Division, New York (politi
cals), May 11 started for 6 weeks, variety show on 43 Don Lee Pacific stations, Sun., 10:30-11 a.m., and is sponsored by California Products Co. Agency: Purman Fein & Co., Inc., New York.

Renewal Accounts

GENERAL MILLS Inc., Minneapolis, June 2 for 2 weeks renews "Hymns of All Churches" and "Betty Crocker Magazine of the Air" on ABC Mon.-Fri. 9:25-10:45 a.m. Both programs are broadcast simultaneously by ABC with "Betty Crocker" originating from New York and "Hymns of All Churches," originating from Chicago, fed to ABC stations in other areas.


Network Changes

NOXZEMA, CREEMAC Co., of Canada, Toronto (Noxzema), May 31 cancels "Mayor of the Town" on 25 Dominion network stations, Sat. 8:30-9:30 p.m. Agency: Ruthrauff & Ryan, New York.

BRUSH MAGNETIC RIBBON RECORDER

ONE HALF HOUR CONTINUOUS RECORDING

ONLY $229.50

COMPLETE REEL OF TAPE—EACH $2.50

SONOCRAFT CO., Inc.
45 West 45th St., New York 19, N. Y.
BRYANT 9-8997
Rexall Drug Co., Heavy Radio User, Continues Ad Campaign

REXALL DRUG Co., Los Angeles, which last year spent more than a million and a half dollars in national radio, will continue its long-range advertising campaign, it became known last week following a release of the company's report for 1946.

The national advertising campaign was undertaken as a result of a country-wide survey conducted three years ago by Rexall Drug, which proved that while a great many people knew the name "Rexall," relatively few knew that the name stood for a complete line of drug products.

The same survey also pointed out that nearly one-quarter of the nation's drug store customers were accustomed to trading in Rexall store, but not necessarily buying Rexall products. Thus the company's objective was to build a strong consumer acceptance of Rexall products.

The company decided to concentrate the initial power of its national coordinated advertising in radio and national magazines. It was in April a year ago that the company started sponsorship of the Jimmy Durante-Garry Moore Show on CBS through its advertising agency, N. W. Ayer & Son.

Through that program, Rexall estimates it has reached more than 12,000,000 listeners each week for 39 weeks and 5,000,000 a week during the summer.

Independent Rexall druggists have been given further advertising support by radio spot announcements made available to them along with sales promotion service and merchandising plans.

A $1,000,000 local advertising and promotion campaign will herald the August opening of the "world's largest" Rexall drug store at Beverly and La Cienega Bvds., Hollywood. This campaign will most likely use local radio.

Sylvania Contract
SOME 7,000 employees of Sylvania Electric Products Inc. will receive a wage increase of 11 1/2% an hour retroactive to May 6, 1947, as the result of collective bargaining just concluded between the company and the United Electrical Radio and Machine Workers of America (UE-CIO).
Only ZBM Covers Bermuda

TRANSCRIPTS RELEASED FOR NAVAL RESERVE WEEK

TO PROMOTE U. S. Naval Reserve Week, May 18-25, the Navy, in cooperation with the NAB, has sent out a series of transmissions and announcements to all NAB stations and has made them available to other stations on request. One series is a double-faced 16-inch disc containing 15-second and one-minute announcements on the Navy Reserve, plus a folder with background material.

The Navy has also sent out four 15-minute Navy Band transmissions in addition to a series of 13 15-minute dramatizations, "In the Highest Tradition." Latter are dramatized highlights of the deeds of Navy and Marine Corps enlistment men who were Navy Medal winners. Participation of stations has been endorsed by the Advertiser Council, and all were recorded with professional help under the supervision of Comdr. Harrison Holton, USN, chief of the Radio and Television Section, Navy Public Information.

WNLC Covers IMMRA


Boston FM

(Continued from page 26)

ized by International Ladies Garment Workers Union, an AFL affiliate, which through similar organizations has FM grants for Los Angeles, St. Louis, and Chattanooga, and a proposed grant for New York.

Templette Radio Mfg. Corp., manufacturer of radio and television receivers, is the only one of the AM affiliated stations which does not propose substantial AM-FM program duplication, at least at first. To promote FM, the company plans to allocate much of its set production to the Boston area.

Harvey Radio Labs, manufacturers of radio transmitting and electronic equipment, is like WHDH, licensee of a development FM station. The company said its proposed commercial station could go on the air "almost immediately" with a 750-w power, operating from studios in its Cambridge plant. Main studios would be built later in Boston.

Cowles Broadcasting Co., which controls WCOO, would acquire its third FM outlet under the proposal. The Cowles interests have already FM grants for Washington and Des Moines.

PROGRAMS

Only ZBM Covers Bermuda

NATIONAL REPRESENTATIVE

JOHN BLAIR \ HORACE STOVIN

Canada

SAN DIEGO FM (Exclusive in San Diego) - KFMB

KFMB is San Diego's exclusive ABC station. Follow- ers of ABC top flight shows depend on KFMB for primary reception. They listen. We sell. You profit.

KFMB - BASIC AMERICAN NETWORK

Page 76 • May 19, 1947

BROADCASTING • TELECASTING
APPLICATION RETURNED
License for CP
Emporia Bratz, Co., Inc. area of Em-
poria, Kan., for new FM station.

AM—1450 kc.

WSBA north of York, Pa.—CP change
from 590 to 1640 kc, 1 kw to 5 kw.

AM—1490 kc.

Kahuku Bratz, Corp., Kahuku, Oa.—CP
new standard station 1250 kc 250 w. D.

AM—1490 kc.

Kahuku Bratz, Corp., Kahuku, Oa.—new
FM station 880 kc 250 w.

FM—880 kc.

Oroville Mercury Co., Oroville, Calif.—
new standard station 1340 kc 250 w.

SSA—1340 kc.

KSJO San Jose, Cal.—Request for special
service authorization 1650 kc 250 w.

May 15 Decisions . .

By A BOARD
Radio Station KRMD, Shreveport, La. —
Conditionally granted new FM station.

AM—1450 kc.

KXJO San Jose, Cal.—Request for special
service authorization 1650 kc 250 w.

May 15 Applications . .

ACCEPTED FOR FILING
Modification of CP
WKRG—FM Mobile, Ala.—Mod. CP, as
mod., which authorized new FM station
for extension of completion date.

KERA—FM Fresno, Calif.—Mod. CP
which authorized new FM station for
extension of completion date.

WLRI—New Haven, Conn.—Mod. CP
which authorized increase in power and
change in D.A. for extension of completion
date.

WRLD—FM Columbus, Ga.—Mod. CP,
as mod., which authorized new FM station
for extension of completion date.

AM—1490 kc.

Deland Bratz, Co., Deland, Fla.—CP new
station 1460 kc 1 kw, one week.

FM—1460 kc.

Nonpareil Bratz, Co., Council Bluffs,
lowa—CP new (class B) FM station 102.1
kc., Channel 171 and ERP 371.9 kw.

AM—1490 kc.

FM—87.3 mc.

Ensexual Bratz, Co., Inc., Lafayette,
La.—CP new (class B) FM station 97.3 mc.
Channel 171 and ERP 142.2 kw.

AM—1490 kc.

FM—107.3 mc.

KBOA Kemmer, Mo.—Mod. CP which
authorized new standard station to change
studio location.

KROA KCMO, Kansas City, Mo. —
Mod. CP which authorized new standard
station to change studio location.

Transfer of Control
WJLK 1150 kc., Silver Spring, Md.—
Involuntary transfer of control from J. Lile Kin-
month, deceased, to Melvin Rarson Kin-
month and Ashbury Park National Bank
and Trust Co. (900 sh. common stock).

Modification of CP
WBro—FM Albany, N. Y.—Mod. CP
which authorized changes in station
trans., site, make changes in ant.
and change commitment and completion
dates.

FM—Unassigned
WJR—Rec., Detroit, Mich.—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.

WFBC—Rec., Cincinnati, Ohio—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.

WFBS—Rec., Birmingham, Ala.—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.

WFBS—Rec., Birmingham, Ala.—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.

WFBS—Rec., Birmingham, Ala.—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.

WFBS—Rec., Birmingham, Ala.—Mod. CP
which authorized new standard station to
change type of station for extension of
completion dates.

AM—1490 kc.
FCC Actions (Continued from page 77)

Applications Cont.: 

authorized installation of new vertical air

ant. to mount FM ant. on AM tower. change

trans. location and for extension of com-

pletion date.

License for CP

WSSB Scranton, Pa.—License to cover CP, as mod., which authorized new stand-

ard station and to specify studio location and

authority to determine operating power by direct measurement of ant. power.

With Lewisburg, Tenn.—License to cov-

er CP, as mod., which authorized new stand-

ard station and authority to deter-

mine operating power by direct measurement of ant. power.

Modification of CP

WAIM Anderson, S. C.—Mod. CP which

authorized installation of new vertical ant. 

to mount FM ant. on top of AM tower for extension of commencement and completion date.

License for CP

KATL Houston, Tex.—License to cover CP, as mod., which authorized new stand-

ard station and authority to determine 

operating power by direct measurement of ant. power.

Modification of CP

KSTP Minneapolis, Minn.—Mod. CP which 

authorized installation of new vertical ant. and

studio locations, to change type trans.

License Renewal

The Yankee Network Inc., Mt. Wash-

ington, N. H.—License renewal remote 
pickup station WEAK.

APPLICATIONS RETURNED

Assignment of CP

KGRI Henderson, Tex.—Voluntary as-

ignment of CP Henderson Best. Corp.

RETURNED MAY 17, 1945.

FM—Unassigned


—CP new (class B) FM station on fre-

quency to be assigned by FCC, ERP 20 

kw and ant. height above average terra-

rain 490 ft.

FCC Box Score

FCC BOX SCORE of ac-

tions as of last week stands as follows:

License to cover CP

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

Modification of CP

KSTP Minneapolis, Minn.—Mod. CP which authorized installation of new vertical ant. and to mount FM ant. on top of AM tower for extension of commencement and completion date.

License for CP

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

Modification of CP

KSTP Minneapolis, Minn.—Mod. CP which authorized installation of new vertical ant. and to mount FM ant. on top of AM tower for extension of commencement and completion date.

License for CP

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

FM—Unassigned


—CP new (class B) FM station on fre-

quency to be assigned by FCC, ERP 20 

kw and ant. height above average terra-

rain 490 ft.

Applications Dismissed

Assignment of License

WNOC Bayside, Conn.—Voluntary assign-

ment of license to R. H. Perkins d/b/a

Norwich Best. Co.

Modification of License

KSTP Pool, Minn.—Mod. License for tem-

orary use of Minneapolis studio as 

main studio for KSTP FM.

Assignment of License

WQAT Utica, N. Y.—Voluntary assign-

ment of license to J. Eric Willamsa d/b/a

Central Best. Co.

Seminole Best. Co., Seminole, Okla.—

CP new standard station 1560 kc 250 w D.

Hearings Before FCC . . .

May 8 Further Hearing

KMAC San Antonio, Tex.—License re-

newal and for CP 630 kc 1 kw unl.

May 8 Further Hearing

The A. S. Abell Co., Baltimore—CP

550 kc 1 kw

WKEU Reading, Pa.—CP 850 kc 1 kw

DA unl.

May 8 Further Hearing

WQIC Lawrence, Ky.—CP 790 kc 1 kw

N 5 kw—D.A. unl.

Intervenor: WMC Memphis, Tenn.

Affiliated with the HONOLULU ADVERTISER – Represented by the KATZ AGENCY, INC.
Labor

(Continued from page 15)

chance for getting support to override.


The Senate bill was passed last Tuesday by 68-24, more than enough to override any veto. "Switch-over" votes included at least five Democrats and a possible five Republicans, depending on what kind of a bill comes out of conference. A switch of ten votes would sustain a veto. It was conceded, however, that there is less likelihood that the Senate will override a veto if the present Senate bill gets through the conference.

There was no doubt that the House had strength enough to override a veto, almost no matter what the conditions may be accompanying the veto. The House labor bill was passed by a majority of 308-107. It is expected that at least two weeks will be needed before a compromise agreement can be reached.

BMB NETWORK SURVEY SHOWS NBC IN FRONT

The size of each network's audience is indicated in a summary of the results of BMB survey No. 1, which last week was circulated to clients of the bureau.

The results, as of March 1946, show NBC leading in both nighttime and daytime audiences as follows: Nighttime—NBC, 33,127,940; CBS, 27,888,770; ABC, 22,056,690; MBS, 19,161,830; daytime—NBC, 25,261,730; CBS, 23,581,730; ABC, 21,557,990, and MBS, 19,160,260.

Why switch local shows for time change? Let's allocate the 1st, 2nd and 4th quarter hour of every hour to the network. The 3rd quarter hour belongs to the affiliate. Then, no matter what.

Let's have uniform local time all year 'round

changes are made in network time, local shows remain constant. Network programs flow around your time. And, regardless of time zone, you can assure local accounts their favorite spot the year 'round. Let's try it!

The Art Mosby Stations

KGTG - KVOA

Great Falls Missoula Anaconda Butte

5000 Watts 5 KW

Represented by Weed & Company

Differences Between House & Senate Labor Bills

Following is a tabulation of outstanding differences between House and Senate labor bills which conferences must compromise:

**House Bill**

**Senate Bill**

**Industry-Wide Bargaining**

Banned on a national or industry-wide scale.

Permitted, but unions are prevented from entering into industry-wide negotiations.

**Strikes**

Jurisdictional strikes, secondary boycotts, featherbedding practices declared illegal and employers may obtain injunctions against such strikes. Unions subject to violations. Strikes endangering "public health or safety" may be enjoined by Attorney General for as long as 90 days. Workers free to strike after "cooling off" period if no agreement is reached.

Jurisdictional strikes and secondary boycotts are made unfair labor practices so that NLMB may obtain injunctions. Such practices make violations subject to suit for damages. National emergency strikes can be enjoined by Attorney General for 72 days while Board of Inquiry makes findings of fact. Board has no power to enjoin decision or make recommendation.

**Closed Shop**

Substantially identical provisions.

**NATIONAL LABOR RELATIONS BOARD**

Abolished to be replaced by "Labor-Management Relations Board." Prohibition of jurisdictional investigation would be given to "Administrator of National Labor Relations Act."

NLMB expanded to seven members.

**WELFARE FUNDS**

Employers forbidden to contribute to any welfare fund controlled by any employee or majority of union members. Strikes to gain employer contributions to such funds.

Welfare funds permitted if employer and unions cooperate and administer on equal footing.

**Mass Picketing**

Penalties on mass picketing and strikes violence.

No provisions.

**Political Activities**

No provisions.

**Bill of Rights** for Unions:

Details definitions of union's "fair practices" toward union members.

**Wnoc, Wgat Division**

Dissolution of the two-man partnership owning Wnoc Norwich, Conn., and Wgat Utica, N. Y., whereby each partner assumes full ownership of a station, was tendered to FCC last week in applications for approval of license assignments. Norwich Broadcasting Co., Wnoc licensee, and Central Broadcasting Co., Wgat licensee, are both equally owned by H. Ross Perkins and J. Eric Williams. Mr. Williams, now residing in Utica, takes over Wgat while Mr. Perkins, operating Wnoc, assumes full ownership of that station. Wgat operates with 250 w daytime on 1100 kc, and is an ABC affiliate. Wnoc is assigned 250 w fulltime on 1400 kc.

**What's Biff waPaw**

"Outback" in the traditional Indian greeting and in red, necktie question that WHB® likes for the answers. HOW do we make sales to the Memphis territory? The Memphis listeners ad average daily listening to the WHB programs.

MORMON HEADQUARTERS

May 19, 1947
Four Proposed TV Grants Are Adopted, Filling Quota for the New York Area

ALL SEVEN television channels currently allocated to the New York area were filled last week as FCC made final its proposed grants to ABC, WOR, and the Daily News for New York stations and to WAAT Newark for one there [BROADCASTING, April 21].

The final decision on New York FM cases apparently will be delayed, although the proposed decisions on both FM and TV were issued simultaneously. No exceptions were filed in the television proceeding, which involved six applicants for four channels (WLIE New York withdrew after the hearing, and WEVD New York's was denied). In the FM case, however, involving 17 applicants for five available channels, some of those given proposed denials have been granted additional time in which to submit exceptions and at least one, Metropolitan Broadcasting Service, New York, has asked that a final decision on its application be deferred until after July 1, when the four "reserved" channels are due to become available.

The American Jewish Congress, which sought to disqualify the Daily News on grounds of racial bias in its newspaper columns, also has requested additional time in which to file a protest in the FM case. The Commission majority, with Comr. C. J. Durr dissenting and Comrs. Paul A. Walker and E. M. Webster not participating, over-ruled consideration of the AJC charges. FCC has not yet issued a separate opinion on its treatment of the Congress' contentions, and AJC claims it cannot reply until the opinion is released.

Although it sought and failed to have its charges considered in the television as well as the FM case, the Congress did not submit any protest against the proposed television decision.

In the final television decision Commissioner Durr contended, as he did in the proposed decision, that the AJC charges should be considered adversely to the Daily News. He favored a grant to WEVD.

The channel assignments were unchanged from those proposed in the first decision: ABC, Channel 7; WOR, 9; Daily News, 11, and WAAT, 13. New York stations already in operation are WCBS-TV, WNBC, and WABD.

FCC's Summer Actions to Be Routine Rather Than Policy-Making, Is Report

EMPHASIS in FCC's actions this summer will be more on routine matters and less on controversial or policy-making questions. This was the forecast last week by Commission authorities, based on plans of three of the seven Commissioners to be in almost constant attendance at the International Telecommunications Conference in Atlantic City. The conferences started last Thursday and are scheduled to continue throughout the summer.

Chairman Charles R. Denny is chairman of the U. S. delegation to the International Radio Conference and is expected to spend most of this time there, commuting to Washington by air or train whenever necessary. Comr. E. M. Webster is due to be at Atlantic City almost constantly, and Comr. E. J. Kett is expected to be there except for one or two days a week.

Function As 'Board'

Until the return of Comr. Paul A. Walker, who suffered a broken blood vessel in a leg last March and has not yet returned to his desk, the three remaining Commissioners may function as a "board," their actions subject to later approval by a majority of the Commission.

Although no marked upset in the number of Commission meetings is expected, authorities feel that the members remaining in Washington will prefer to let action on problems of a policy nature wait until the full Commission can be convened.

Derby Hooper

HOOPERATING of 19.0 for the CBS broadcast of the Kentucky Derby May 3, 4:30-5 p.m. represented the largest audience in the history of horse race broadcasts, the network reported. Special program was sponsored by Gillette Safety Razor Co.

$60,000 Sale of Boulder City Bcstg. Co. Reported

SALE of Boulder City Broadcasting Co., licensee of KBNE Boulder City, Nev., for $60,000, subject to FCC approval, has been announced. The proposed buyers are three coequal partners, T. B. Hinkle, general manager of KAVR Havre, Mont., M. O. Larsen, Havre merchant, and Edward J. Jensen, manager of KBIO Burley, Idaho.

Transaction is being handled by Blackburn-Hamilton Co. KBNE is a 250-watt fulltime MBS affiliate on 1450 kc. Boulder City Broadcasting also has a construction permit for KELN Ely, Nev., and is an applicant for a new station at Las Vegas, Nev.

BRACKEN IS ELEVATED BY WESTERN ELECTRIC

STANLEY BRACKEN, former vice president in charge of manufacture of the Western Electric Co., New York, has been elected executive vice president of the company, succeeding William F. Hosford, who resigns effective May 31 after nearly 47 years of service with Western Electric. H. C. Beal, former engineer of manufacture, has been elected director and vice president to succeed Mr. Bracken. F. J. Feely, who continues as manager of Western Electric's Buffalo shops and electronics center, in addition, becomes engineer of manufacture.

Mr. Hosford joined Western Electric Co. in 1900 as a jack assembler in the firm's Chicago shop. In 1926 he was made engineer of manufacture with headquarters in New York, and in 1928 was elected a director and vice president.

30 CBC Outlets to Carry 'Whistler' Mystery Show

IN WHAT is believed to be a new policy on the part of CBC, 30 stations on the Dominion network will carry The Whistler. West Coast originated CBS mystery program (Wed., 9-9:30 p.m., CDST) sponsored by Household Finance, effective June 25. The move, announced by Shaw-LaVally Inc., Chicago, Household's advertising agency, will give CBC its first American mystery program. Contract is for 52 weeks. Meanwhile, Philco's sponsorship of the Bing Crosby ABC program on CBC will end June 18.

Joins Raymer Co.

PEYTON C. AUXFORD, formerly of CBS, has been appointed director of research and promotion for Paul H. Raymer Co., station representatives. Mr. Auxford, who will make his headquarters in New York, joined CBS in October 1945, as assistant director of promotion for Radio Sales, the spot broadcasting division of CBS, and later was assistant director of advertising and promotion for CBS stations.
CHINESE HAND TRICK is demonstrated by retiring and newly-elected officers of the American Television Society at annual elections meeting in New York May 8 [BROADCASTING, May 12]. Shown (l to r) are: Don McClure, N. W. Ayer & Son Inc., president; Bert Taylor Jr., DuMont Television, vice president; George Shupert, Television Productions Inc., retiring president.

WBAB-FM Claims 'First' In South Jersey Vicinity

FIRST FM broadcasts to emanate from the South Jersey area were staged by Atlantic City Radio Station WBAB-FM on the eve of the International Radio Conference May 15 (see separate story page 20). Albert J. Feyl, president of the Atlantic Press-Union Publishing Co., owns and operates WBAB, made initial broadcast.

Station operates on 100.7 mc frequency, designated as Channel 264, under an FCC grant. Current schedule of operation for broadcasting is from 3 to 6 p.m. and from 7 to 10 p.m. Mondays through Saturdays and from noon to 2 p.m. and 3 to 7 p.m. on Sundays. Mr. Feyl, in making his initial broadcast Wednesday night, stated that he hoped Conference participants will visit his station.

WBAB is using a 3 kw transmitter, manufactured by the Federal Telephone & Radio Corp. The transmitter building is located on Absecon Boulevard and Beach Thoroughfare. Federal Telephone and radio antennas and radio console, together with two high-fidelity Fairchild-Federal turntables, comprise WBAB-FM installation.

WORL Requests Re-hearing On Denial of License Renewal

WORL, Boston, its license renewal application denied [BROADCASTING, April 28], asked FCC last week for re-hearing, contending the Commission's 2 to 1 decision was unjustified and invalid.

The station claimed that re-argument, if not re-hearing, is justified in view of changes that have occurred in FCC membership and staff, and because of FCC's reliance upon the Supreme Court's WOKO Albany decision for precedent.

It was pointed out that the WOKO decision had not been handed down when the WORL oral argument was held in January 1946. The station contended it should be allowed to show how its case differs from WOKO's.

WORL claimed that less than a majority of the Commission voted to deny its application, that only three of the Commissioners who voted had participated in oral argument, and that FCC's staff members who took part in the hearing had since resigned.

Why Oral Argument?

"Of what value to an applicant is an oral argument if its case be finally decided by one or more Commissioners who have not participated in the argument?" WORL asked.

It contended that "the legality of administrative action of such drastic nature as the denial of renewal of license of an established radio station on grounds of character qualifications is questionable when concurred in by less than a majority of the licensing agency."

The denial was on grounds of concealment of ownership. The station, a 1 kw daytime outlet on 950 kc, is owned by Harold A. LaFount (100% of preferred stock and 40% of common), general manager of the Arde Bulova stations and former Radio Commissioner, and Sanford H. Cohen (40% of common) and George Cohen (20%). The Commission claimed that the principals misrepresented stock ownership in "over 17 reports and applications" filed during a six-year period starting in 1937.

WORL asserted that changes in ownership, revealed to the Commission when they were actually completed, and insisted that the record contains no substantial evidence to show willful misrepresentation of facts.

It requested re-hearing or re-argument as an alternative to reconsideration and grant of its renewal application.

Contrasting with the WOKO decision, the Boston station declared that its case involved no willful concealment; that FCC admitted to finding no "clear motive" for the purported deception; that Mr. LaFount and the Cohens' interests in WORL were not known to the Commission from the time they took title to their respective shares, and that the present WORL owners have never received dividends on their stock.

The station declared:

The decision completely ignores the evidence on the high standing of WORL in the community and the high caliber of its program service, while choosing to attack the quality and fitness of its principals without basis in fact or in the record. It is in violation of the Administrative Procedure Act in that the record of the hearing should have been deleted.

WORL said that "since [the station owners'] character has here-tofore not been in issue, a re-hearing is required for the purpose of presenting evidence" on this point.

In denying the station's renewal application, FCC dismissed as most compelling application for sale to Bitter Broadcasting Corp. for $200,000 and invited other applications for WORL's facilities until June 1. WORL said this action was arbitrary, capricious and violated the Communications Act, declaring that FCC's only alternatives were to grant the sales application or set it for hearing.

Two applications for WORL's facilities are pending, filed before the decision was issued. They were filed by Pilgrim Broadcasting Co., a group of 22 business and professional men, and Beacon Broadcasting Co.

FCC's decision to delete WORL, giving it until Aug. 31 to terminate its affairs, was adopted on vote of Chairman Charles R. Denny and Commissioners Ray C. Wakefield and Clifford J. Durr. The dissent was by Comr. E. K. Jett. Comrs. Rosel H. Hyde, Paul A. Walker and E. M. Webster did not participate.

An appeal to the courts is anticipated if re-hearing is denied. Its petition was filed by John P. Southmayd of the Washington law firm of Fisher, Wayland, Duvall & Southmayd, WORL counsel.

It's a good thing, Jesse James ain't round these days or I'd be headin' to words Charles- ton. B a n k c e l e b r a t i o n s f o r "p a r t y t h e f i r s t t h r e e m o n t h s o f 1 9 4 7 6 t o t a l u p $ 8 m i l l i o n d o l l a r s — $ 2 m i l l i o n m o r e t h a n t h e s a m e p e r i o d last year. I'm not much on Auras but when it comes to dollar bills, I reckon that's a lot of them. But like I've always thought, all along, we not only have coal, oil, gas and the largest chemical plants in the world, but there's also G O L D I N T H E S K I L L S H I L L S!"
Daytimers Cite Expense If Litigation Stops Operations

TWO DAYTIME STATIONS on WSM Nashville's clear channel proposed last week that WSM be required to post $100,000 bonds if it succeeds in getting a stay order stopping the effectiveness of their grants.

The stations—WSVS Crewe, Va., and WJSW Altoona, Pa.—are operating. WSM contends they are causing interference to its own operation, has taken an appeal to the U. S. Court of Appeals for the District of Columbia, and has asked the court for a stay order until the appeals have been decided [BROADCASTING, May 12].

If WSM loses the appeals, the bonds requested by WSVS and WJSW would be used to make up financial losses suffered by the stations during their time off the air.

Both stations contended no stay order should be granted, insisting in lengthy briefs that FCC was within its rights in issuing the daytime grants, that WSM has failed to show what or how much interference it allegedly receives, and that to compel them to shut down would suffer heavy financial losses if required to go off the air until litigation is completed.

Both submitted affidavits of George C. Davis, Washington radio consulting engineer, outlining actual measurements which they said revealed that neither WSVS nor WJSW is causing objectionable interference as alleged by WSM.

Regarding daytime skywave—a major factor of WSM's appeal since FCC Standards do not recognize its existence—Mr. Davis noted his measurements, made May 9-9, revealed no daytime skywave interference "of any consequence whatsoever."

June 2 Hearing

The question of daytime skywave in general is to be considered by FCC in a hearing called for June 2, looking toward formulation of appropriate rules and standards [BROADCASTING, May 12]. In the meantime, the Commission is withholding action on pending applications for daytime or limited-time use of Class 1-A or 1-B channels.

This fact was called to the court's attention last week by WSM in an additional statement in its petition for a stay order. WSM said the Commission “probably will withhold action on WSVS and WJSW's applications for regular licenses, pending the daytime skywave hearing, but that a stay order is necessary to get them off the air.

Similar "additional statements" were filed by WGN Chicago and WJR Detroit in connection with their requests for stay orders against daytime applications to WJSW in Richmond (720 kc, 1 kw) and Southeastern Broadcasting Co. at Clanton, Ala. (760 kc, 600 w). The Richmond and Clanton stations have not begun operation.

Activities Outlined

J. S. Woods, vice president of WJSW, said in an affidavit that his station started broadcasting Feb. 23 on 650 kc with 250 w. He said it has spent $32,000 on construction; that it has advertising commitments covering a period of a year and totaling more than $100,000; that its advertising business totaled $3,000 in May and will reach $10,000 in June; that net profits before taxes totaled $4,000 in May and are expected to be at least $5,000 a month in the future. He said WJSW has continuing expenses of at least $950 a month in addition to $250 for its staff of 1, and that it has an affiliation contract with MBS and a contract to broadcast the 1947 and 1948 games of the Pittsburgh National Baseball Club.

"At no time," he said, "has WJSW received, or even heard of, any complaint of any kind or character from anyone with respect to interference to signals received from WSM."

William L. Willis, general manager and secretary of WYSW, asserted that the station had been on the air since April 4 on 650 kc with 1 kw. He said WJSW has time contracts totaling $55,000 which are being fulfilled at the rate of $5,000 a month; has spent $25,000 on construction and owes $12,700 more; has continuing expenses (for rent, telephone lines, maintenance personnel, and contracts for news and transcription services, etc.) totaling $884 a month, and enjoys a staff of 16.

In asking for the stay orders, WSM has pointed out that a similar order was issued by the same court stopping effectiveness of a daytime grant to Patrick Joseph Stanton at Philadelphia on WCKY's 1590-ka 1-B channel [BROADCASTING, April 28]. Both WSVS and WJSW contended that their own cases differed from the WCKY-Stanton proceeding—that Mr. Stanton had not completed construction, that WCKY submitted data outlining the extent of interference alleged, and that the Stanton grant was for 1 kw and 250 w for WSVS and WJSW respectively.

The brief for WSVS, an intervenor in the WSM appeal, was prepared by the Washington law firm of Welch & Mott. WJSW, not an intervenor, submitted its arguments in a "motion to accept and consider opposition to petition for stay order." The motion and accompanying brief were prepared by Dwight E. Rorer of the Washington firm of Dow, Lohnes & Albertson. WSM's petition, and also those of WJR and WGN, was handled by Kelley E. Griffith of the Washington office of Kirkland, Fleming, Green, Martin & Ellis.

Waterman Renews

L. E. WATERMAN Co., New York, effective Sept. 13 for 52 weeks, renews sponsorship of Gang Busters on ABC, Saturdays, 9-9:30 p. m. Agency is Charles Dallas Reach New York.

WSM Bond Asked in 650 kc Dispute

WINS $9,000

A PRETTY, YOUNG stenographer left the studios of WSM Nashville last week richer by $9,000 in prizes. For the best entry completing the sentence "like Spic and Span because . . . " in 25 words or less, Miss Evelyn Mayfield won the grand prize of a $5,000 prefabricated house and $4,000 cash. A pickup from WSM on "Procter and Gamble's Life Can Be Beautiful" show featured an interview between Miss Mayfield and David Cobb, WSM announcer.

Stanton at Philadelphia on WCKY's 1530-ka 1-B channel [BROADCASTING, April 28]. Both WSVS and WJSW contended that their own cases differed from the WCKY-Stanton proceeding—that Mr. Stanton had not completed construction, that WCKY submitted data outlining the extent of interference alleged, and that the Stanton grant was for 1 kw and 250 w for WSVS and WJSW respectively.

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CCBS Engineers Preparing Skywave Transmissions Data

ENGINEERS of 11 member stations of the Clear Channel Broadcasting Service met in Washington last week to plan the CCBS presentation for FCC's June 2 hearing on daytime skywave transmissions.

The group met with John H. DeWitt Jr., CCBS engineering supervisor who is expected to lead the organization's presentation; Victor A. Sholis, CCBS director, and Reed T. Rollo and Russell Eagan of the Washington office of Kirkland, Fleming, Green, Martin & Ellis. Rollo and Eagan represented Louis G. Caldwell, CCBS counsel, who is recuperating from a recent illness.

Mr. Sholis said CCBS, which had petitioned for a continuance of the clear channel hearings from June 2 to mid-October because of Mr. Caldwell's illness, plans no similar request in connection with the skywave hearings, but warned that the latter would be largely technical, and that the legal phases would be handled by Messrs. Rollo and Eagan.

The question of daytime skywave, which is not recognized under FCC's present rules and standards, has been one of the main grounds on which clear channel stations have fought the granting of daytime outlets on their frequencies. They have persistently argued that they receive daytime skywave interference from daytime clear-channel grants, and CCBS petitioned earlier for a year's investigation of the subject.

It was thought that at least some of the CCBS members would make individual presentations at the hearing, in addition to that of Mr. DeWitt.

Those present at the conference were William Alberts, WLW Cincinnati; George Reynolds, WSM Nashville; A. W. Shropshire, WBZ Atlantic City; Morris Pierce, WJR Detroit; Carl Meyers and Joseph Turner, WGN Chicago; Charlie Jeffers, WOAI San Antonio; J. D. Houghton, WFL, New Orleans; O. E. Hargett, WDRA Pittsburgh; Paul Loyet, WQI Des Moines; Thomas Bowes, WLS Chicago; Orin Townson, WHAS Louisville; George Lewis, WCAU Philadelphia.

Outlook Brightens For Unified Census

OUTLOOK FOR a unified census which would include re-establishment of a manufacturing census discontinued in 1939 was improved last week despite a House action Wednesday which cut the current appropriation from $11,500,000 to $5,000,000.

Rep. Harold C. Hagen (R-Minn.), author of a House bill to authorize the unified census said he had received a favorable vote within a month. After that, he told BROADCASTING, a deficiency appropriation might be passed to insure the new census going into effect.

Sparkling the drive for the census was Sen. Albert W. Hawkes (R-N.H.), author of an identical bill which passed the Senate on May 6. It was learned that Senator Hawkes has consulted with Senate Appropriation Committee leaders in the hope that the upper chamber may restore the House cut.

The committee has received nationwide support from manufacturers and distributors who are particularly anxious to see the census go into effect since there has been no complete census of manufacturers, mining, distribution or the service trades since 1939.

He maintains that the unified census would actually effect a saving to the government of more than a million dollars, since under provisions of his bill, all business census would be completely coordinated.

NOW IS THE TIME...

For all wise time-buyers to check on the new radio picture in Worcester, New England's third largest city.

WNEB

Worcester's only independent station, is in second place for share of audience against 4 networks rated.

For High Rating and Low Rates, It's

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Park Square Bldg., Boston

Baha'i

The Coming of World Religion

1.

THE STORY OF THE Baha'i FAITH is the great spiritual drama of our day.

In this drama the struggles of a tormented society acquire meaning and purpose, so that the human heart can find a way out of the wilderness of unfaith which the world has become.

Wars of nations, suspicions of races, schemes of classes, claims of creeds—all enact their roles as contestants summoned to hear verdict pronounced by a higher Power.

The Baha'i story is the story of the coming of that higher Power and the nature of the world era. He has established by a new revelation of truth to man.

Baha'i literature free on request

BAHA'I PUBLIC RELATIONS
236 Sheridan Road Wilmette, Illinois

May 19, 1947 • Page 83
Radio Called Liquor Trade Servant

Medium Blasted by Dry Leaders Testifying On Capper Bill

RADIO was singled out last week as a "brazen servant" of the liquor industry. The charges were made in the course of testimony by some 30 representatives of various "dry" organizations in favor of S. 265, a bill by Sen. Arthur Capper (R-Kan.) to ban liquor advertisements in interstate commerce.

Opposed to the legislation were about 14 representatives of national advertisers, labor unions and railroads. But they were outnumbered by the "drys"—about 400 strong—who applauded their spokespersons vigorously at times that Sen. Clyde M. Reed (R-Kan.), chairman of the Interstate & Foreign Commerce subcommittee hearing the testimony, had to use his gavel to restore order.

One of the most dramatic arguments against the Capper bill came from a former "dry" leader, Mrs. Charles J. Schroeder, former national president of the Women's Moderation Union. She opposed passage of the bill as "a step toward national prohibition."

"There are no new arguments the drys can produce today," she said, "that would warrant this Congress to adopt S. 265 and cripple the alcoholic beverage industry and its allied trades, which are adding millions of dollars to our taxes and to our Treasury, as well as providing good jobs for returned GI's and other men and women."

To "dry" spokesmen that the liquor industry is contributing to the delinquency of children she replied: "Do not blame a legitimate industry for the negligence of parents in the upbringing of their children, any more than you would blame the manufacturing of automobiles because a large number of people are killed each year through motor vehicle accidents."

Cites 'Hidden Teeth'
The Capper bill, which would "prohibit the transportation in interstate commerce of advertisements of alcoholic beverages," she said, contained hidden teeth that would be tantamount to another prohibition act.

The bill has been introduced in every Congress since the 73rd, but this was the first time it had been accorded a hearing—a victory for the "drys" and for Senator Capper. Observers who were inclined to treat the hearing lightly were warned by committee sources not to "laugh it off," since there is unusual pressure on the Senate this year for passage of the measure.

They indicated there was some chance of a favorable committee report, which in turn could point to a possible 30 senators from some 15 states where there is either state-wide prohibition or local op-

tion prohibition who might vote for it.

Dry testimony was marshallled by Methodist Bishop Wilbur E. Harmonator of Denver, who led off with a denunciation of liquor and the liquor industry. He characterized the liquor business as "sordid, shameless, scrofulous, rather than glad, noble and fine as the 'da's' try to tell us."

Bitterest tirade against radio came from Baptist Minister Sam Morris of San Antonio, who for 12 years has been conducting "Voices of Temperance over KEXP KEXAW XERA XELO and XEG, Mexican border stations. He accused the networks of "blanketing" areas where the sale of beer and wine is illegal with "audacious" and "lurid appeals" which he called "misrepresentation and deceit at their worst."

He charged CBS, through its affiliates, WKRC WHAS and WLAC, had "outraged public sentiment" by "bargaining" into dry counties with beer and wine advertising. He said Columbia's Alcohol and You series was an "odious example of the 'free time' hoax perpetrated by radio stations and networks pretending to present the

Senator Capper testifying Monday controverted liquor discussion in the public interest.

"Mississippi is more than oratory to make his point. He held up a series of maps with white and black patches to show how radio "outrageously flouts" the will of the voters in dry areas.

CBS, he declared, is the "chief derelict" primarily because it does not fairly present the "other side" to its listeners. Alcohol and You, he continued, was only a "buffer to offset just and right claims..."

Other witnesses who testified against the bill included Isaac W. Digges, representing the Asso. of

(Continued on page 82)

Newspaper Radio Listings Inadequate, 'Boston Herald' Readers Agree in Poll

THAT NEWSPAPERS do not give radio programs adequate coverage was the overwhelming opinion of Boston Herald readers polled this month by Rudolph Elie Jr., the paper's radio editor.

Vote was taken through Mr. Elie's column, "Answers for Radio." Total of 1,377 Herald readers voted "no" to the question, "Do newspaper give radio programs adequate coverage?"; only 179 voted "yes."

Serene disregard of C. E. Hooper, et al., with the individuality for which Bostonians are noted, other respondents in the Herald poll voted the Bob Hope Show as the worst national program, followed by Phil Harris and Abbott and Costello. Their favorite national radio show by a comfortable margin was Fred Allen, with Information Please and the Telephone Hour following.

Boston Herald readers also gave Fred Allen the nod as the most consistently entertaining program with Edgar Bergen Show runner-up. Questioned by mail about their attitude toward commercials, 927 respondents said they ignored them; less than half said they "don't mind" them, and 245 that they "detest" sponsor's messages.

A substantial majority said they would like to hear more good music, plays, and comedy shows, in that order. WBZ Boston was the local station listened to most consistently, according to the Herald poll, followed by WEEI, WHDH and WBMS, in that order.

A detailed breakdown follows:

DO NEWSPAPERS GIVE RADIO PROGRAMS ADEQUATE COVERAGE?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Answer</th>
<th>Percentage</th>
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<td>489</td>
<td>0</td>
<td>100%</td>
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WORST PROGRAM (NATIONAL)

<table>
<thead>
<tr>
<th>Program</th>
<th>Votes</th>
</tr>
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<tbody>
<tr>
<td>Bob Hope</td>
<td>233</td>
</tr>
<tr>
<td>Phil Harris</td>
<td>194</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>184</td>
</tr>
<tr>
<td>Truth or Consequences</td>
<td>109</td>
</tr>
<tr>
<td>Queen for a Day</td>
<td>95</td>
</tr>
<tr>
<td>It Pays to be Ignorant</td>
<td>94</td>
</tr>
<tr>
<td>People Are Funny</td>
<td>43</td>
</tr>
<tr>
<td>Other</td>
<td>340</td>
</tr>
</tbody>
</table>

CONSISTENTLY ENTERTAINING

<table>
<thead>
<tr>
<th>Program</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fred Allen</td>
<td>280</td>
</tr>
<tr>
<td>Edgar Bergen</td>
<td>286</td>
</tr>
<tr>
<td>Phil McGee and Molly</td>
<td>196</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>103</td>
</tr>
<tr>
<td>Amos and Andy</td>
<td>60</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>41</td>
</tr>
<tr>
<td>Other</td>
<td>197</td>
</tr>
</tbody>
</table>

MOST OVER-RATED

<table>
<thead>
<tr>
<th>Program</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope</td>
<td>133</td>
</tr>
<tr>
<td>Jack Benny</td>
<td>119</td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>116</td>
</tr>
<tr>
<td>Fred Allen</td>
<td>146</td>
</tr>
<tr>
<td>Phil Harris</td>
<td>55</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>55</td>
</tr>
<tr>
<td>Kate Smith</td>
<td>20</td>
</tr>
<tr>
<td>Other</td>
<td>258</td>
</tr>
</tbody>
</table>

No Choice | 1201
ent one is better than some we might get!"

"New laws are NOT needed. Clarification of limitations of FCC authority in law is needed; and laws are made largely by court decision. With a new law we wouldn't know where we were for years."

"New law needed to clarify."

"New law needed that will state in definite terms the authority and power of the FCC."

With 80% of the panel indicating their opinions that new legislation is needed, the next question which asked in detail many (not all) of the factors which should be considered in a new law becomes highly significant. The specific listed on the ballot divide roughly into three general areas: programming, business, and procedural and general policies. The replies to the question are shown for each category.

In the general area of programming policies, a majority of broadcasters in the panel feel that a new law should provide for authorization of editorialization on the air (77%); for the identification of commentators to distinguish them from straight news programs (64%); and for the definition of "public interest" or "public service" programs (61%). (See Table II.)

Less than one-third of the respondents favor any provision to eliminate racing result programs, while better than half of them say that this should not be included in any new law.

Three-quarters of the panel or better were against each of the other "programming" items, with the largest negative vote cast against any provision which would establish a required ratio of local against wire news in news broadcasts (92%).

Of the eight "business" provisions, only two were favored by a majority. 73% of the panel want to see provisions in a new law for rules governing multiple station ownership in the same area (duopoly), and 59% favor limitation of the number of stations one licensee may own. A majority of the panel were against provisions for all of the other "business" items, with particular emphasis on any price-fixing formula for station sales prices (90% of the panel were against such a provision). (See Table III.)

In the third category, covering procedures and general radio policy, a majority of the respondents were in favor of nine of the 12 items. Most sought by the broadcasters is legislation to clearly specify rules governing granting of temporary licenses (87%); separation of the FCC into broadcast and common carrier divisions (85%); specific rules for granting hearing requests (88%); rules for day-

<table>
<thead>
<tr>
<th>DISTRIBUTION OF THE SAMPLE</th>
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</table>

The panel for the ballot was assembled in conformity with the rigid standards adhered to in all TRENDS surveys to guarantee its representativeness. In order to underscore that the results reflect the opinions of a cross-section of broadcasters on this important subject, the details of the sample on all four control factors are shown in Table I—by area, network affiliation, base rate and city size. In each table the first column is the actual distribution of all commercial AM stations in operation Sept. 1, 1946; the second column shows the actual distribution of the 202 cases in the panel.

<table>
<thead>
<tr>
<th>TABLE 1</th>
</tr>
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<tbody>
<tr>
<td>BY NETWORK AFFILIATION*</td>
</tr>
<tr>
<td>% of all Stations (1) Sample (2)</td>
</tr>
<tr>
<td>ABC</td>
</tr>
<tr>
<td>CBS</td>
</tr>
<tr>
<td>MBS</td>
</tr>
<tr>
<td>NBC</td>
</tr>
<tr>
<td>Independent</td>
</tr>
</tbody>
</table>

* Some stations are affiliated with more than one network.

<table>
<thead>
<tr>
<th>BY CITY SIZE</th>
</tr>
</thead>
</table>

Population of Home City
50,000 & over | 10.7% | 9.5%
250,000-500,000 | 9.3 | 8.5
100,000-250,000 | 12.7 | 14.7
50,000-100,000 | 14.7 | 14.4
25,000-50,000 | 14.9 | 14.4
10,000-25,000 | 24.2 | 25.4
1000-10,000 | 10.3 | 9.6
2500-5000 | 2.1 | 2.0
Under 2500 | 1.2 | 2.0

(1) Base—All commercial AM stations in operation Sept. 1, 1946.
(2) Base—200 panel respondents, selected to meet sample requirements from a net return of 246 ballots mailed, for a return of 70.3%.

<table>
<thead>
<tr>
<th>HOUSE VOTES DOWN BILL FOR EXCLUSIVITY OF AP LEGISLATION</th>
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</thead>
</table>

This measure [BROADCASTING, May 5] was introduced in the House by Rep. Noah M. Mason (R.-Ill.) as a result of the Supreme Court ruling last summer, prohibiting the AP from keeping its service exclusive for picked member papers. The full committee was clean either "hard" or "soft" was put out a report with a recommendation for House action. Opponents of the legislation claimed its passage would open the door to greater concentration of monopoly power in the newspaper business, and possibly set a precedent by which other industries might find loopholes in the Anti-Trust laws.

<table>
<thead>
<tr>
<th>The School of Radio Technique</th>
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</thead>
</table>

NEW YORK • CHICAGO
America’s Oldest School Devised Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network professionals. Moderate rates.
Send for free booklet B. Approved for G.I. Training.

Oscar Rose's

RADIO BROADCASTING AND TELEVISION

An Annotated Bibliography Cluthbound $1.25 Postpaid
Outlines the contents of nearly 1000 books and pamphlets under many headings. Tells what has been written and where to find it.

H. W. WILSON COMPANY
970 University Ave., N. Y. 52

WITH THE MARKETING NEWS

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

May 19, 1947 • Page 85
NAB Group Will Conduct Proposal for Major Ad Project

INDUSTRYWIDE campaign to promote broadcast advertising as an effective means of selling goods was projected Thursday at the opening session of a two-day meeting of the NAB Sales Managers Executive Committee. The campaign idea will be studied by a special subcommittee to be named by Odel S. Ramsland, KDAL-Duluth. The committee met at the Ambassador Hotel, Atlantic City.

The promotion project developed during discussion of a report submitted by the Sales Promotion Subcommittee, of which Hugh Higgins, NAB Assistant Director of Broadcast Advertising, is acting secretary. Benefits from the industry-wide retail promotion campaign in the early 40's, which led to offer by Joskes of Texas to conduct a one-year retail radio clinic, were cited.

Four Industry Figures Given British Citation

Mr. Kirby (r) receives the O.B.E. from Lord Inverchapel.

TWO INDUSTRY figures were among those receiving the Order of the British Empire, presented by Lord Inverchapel, British Ambassador to the U.S., May 9 in Washington. Edward M. Kirby, public relations counselor, and formerly in charge of the Radio Branch of the War Department Bureau of Public Relations, won the O.B.E. for his contributions to the team work established between British and American reporters during the war.

John S. Hayes, WQXR New York station manager, ex-head of American Forces Network, received the award for his part in the Allied Expeditionary Forces Program which provided radio coverage to Allied troops in Europe.

Thomas H. A. Lewis, vice president in charge of radio and manager of Hollywood operations for Young & Rubicam, was presented with the O.B.E. in Hollywood May 12. Mr. Lewis was head of Armed Forces Radio Service during the war. Lord C. Sigmond, chief engineer of KMPC Hollywood, and ex-radio officer in charge of ETO, was given the O.B.E. at the same time.

CP Is Deleted

DELETION of construction permit for new standard station on 1340 kc, 250 w, fulltime, at Redding, Calif., was authorized last week by FCC upon petition by the applicant, Wonderland Broadcasting Co. Ltd. Call letters KWOB were also deleted.

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

WESLEY I. DUMM, President
Represented by Universal Radio Sales
Trammell
(Continued from page 18)

ning similar sessions with stations. Mr. Trammell indicated in his letter to Mr. Benninger that while various meetings with affiliates, coupled with the advisory committee sessions, provided an adequate means of discussing solving common problems, "if the majority of our affiliated stations accept your invitation and wish to form an organization such as that con-
templated by your committee, we, in the spirit of our democratic way of doing things, will abide by their decision."

Possible revisions of commercial practices introduced at NBC sta-
tion meetings in the early spring were said by NBC officials to have been projected to stimulate review of present standards.

Limited Intentions

Because of the limited intentions behind the network presentation, NBC authorities were reportedly surprised when the discussion was interpreted by some affiliates as constituting an enunciation of network policy.

The network's station break pro-
posals called for reduction of chain-
break announcements to one per hour and the elimination of double spotting. NBC sources pointed out that this and other suggestions had been proposed in relation to a larger subject of discussion — a sweeping review of the whole rate structure now prevailing in radio.

Affiliates were reportedly told that the reduction of chain breaks would not necessarily connote a re-
duction of revenue, providing chain-break rates were revised. Network officials thought it pos-
sible that rates could be substan-
tially raised, particularly for chan-
breaks at desirable hours, thus equalizing income despite the les-
ening of the number of such an-
nouncements.

The NBC presentation in which these issues figured was intended to open discussion on the broad subject of reviewing present radio practices in the light of responsible criticism and was based on a seven-
month study of radio practices by Ken R. Dyke, NBC vice president in charge of broadcast standards and practices, it was said. Mr. Dyke was quoted as having concluded that "there was a big area of le-
gitimate criticism which requires consideration by the industry and does not call for brushing off."

Deficiencies Cited

The major deficiencies of pres-
ent broadcasting practices as re-
vealed in research demanded cor-
rective action, Mr. Dyke was said
to have told the affiliates. As an effort to arouse the interest of sta-
tions in seeking cures for radio's ills, Mr. Dyke proposed a number of specific suggestions which, he said, might, were intended only to arouse discussion.

Mr. Dyke was said to have re-

PBRAVING A FEW WORDS coast
to coast over WOL-Mutual is a
Jackass Penguin at the Wash-
ington Zoo, one of several brought back from the South Pole by Admiral Byrd. Macon Reed Jr. (r.), WOL Washington reporter, is making with the wire recording equipment. Other characters in soup and fish are unidentified.

Petrillo
(Continued from page 18)
treasury the committee feels that some public cliche should be kept of the uses of the fund.

The committee also seeks to de-
termine the extent of AFM inter-
ference with the development of FM, television and the exchange of music between nations. Mr. Nixon particularly pointed to the recent Montreal Mus-
ic Festival as an illustration of the restrictive effect AFM tends to exert on cultural growth and exchange.

It was said that more than 5,000 children of the United States and Canada met in Montreal for the Festival. The Montreal AFM local demanded standby musicians when Festival Director Dr. Irvin Cooper proposed recording parts of the Festival. Dr. Cooper's refusal to meet AFM demands resulted in his resignation from the union and a subsequent "trial" by AFM.

Public clamor resulted, however, in an FM shift which brought eventual cooperation from the union, and use of the "welfare fund" to pay standby musicians. Both Mr. Kearns and Mr. Nixon were in Montreal at the time, and made a full investigation of the affair, Mr. Nixon said might have had a serious effect on Canadian-American relations. Third member of the group preparing the AFM investigation is Rep. Graham A. Barden (D-N.C.).

WKBW Buffalo Sale
Nears Culmination

Churchill Tabernacle Subsidiary
Gets Outlet for $375,000

SALE OF WKBW Buffalo, which has figured in extended controversy and litigation, by the Buffalo Broadcasting Corp. to Broadcasting Foundation Inc., subsidiary of the Churchill Tabernacle, was virtually consummated last week.

James Lawrence Fly, former FCC chairman and counsel for Broadcasting Foundation Inc., said the deal awaited only the signature of the Buffalo Broadcasting Corp. on a contract the terms of which had already been negotiated.

Mr. Fly said the station was sold for $375,000, plus other considera-
tions, including the dropping of pending litigation and the payment of any court costs or FCC fees in-
curred by the sale.

The contract was expected to be signed before the end of the week, Mr. Fly said.

FCC Objected

Churchill Tabernacle was the original owner of WKBW, having built the station in 1926. In 1928 the Tabernacle leased the station to an operating firm, but three years later the FCC objected to this arrangement, and the station was sold to Buffalo Broadcasting Corp. Under terms of this sale, the Tabernacle reserved the sole use of 17 1/2 hours of broadcast time on Sundays in a contractual agree-
ment extending to the year 2027.

This contract was the basis for subsequent FCC hearings and a U. S. District Court of Appeals for the District of Columbia decision [BROADCASTING, Feb. 3].

It was shortly after an FCC de-
cision (which was appealed to the U. S. court) ordering the Buffalo Broadcasting Corp. to terminate its time agreement with the Taber-
nacle that Broadcasting Foundation Inc. filed application to the Com-
mission for WKBW's facilities, 1520 kc, 50 kw. Churchill filed suit against Buffalo Broadcasting Corp. in New York Supreme Court, charging breach of contract.

Program Exchange
(Continued from page 18)

popularity. He continues in active direction of WHB.

Mr. Parks opened the William Morris Agency radio department in Chicago 12 years ago. In 1938 he went to Gardner Advertising Agency, St. Louis, handling radio, and in 1940 organized the Chicago radio department for General Amusement. There he sold Quiz Kids to Alka-Seltzer and Arch Oboler to Procter & Gamble. He started his own business in 1941. He represents Quiz Kids and main-
tains his home in Hollywood.
**Classified Advertisements**

**Painful in Advance**—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blank box number. One inch ads, acceptable, 12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

---

**Help Wanted**

**Wanted**—Experienced announcer and sales manager for new station under construction. AM News Radio, WNC, Bloomington, Ind. Requires at least 1 year of experience in AM station management. Salary open. Reply Box 462, BROADCASTING.

**Wanted**—Chief Engineer for new AM FM station in central Ohio. Must have experience in FM and AM radio engineering. Salary $12,000 plus benefits. Reply Box 463, BROADCASTING.

**Wanted**—Sales Manager for new AM FM station in southern California. Must have experience in sales and management. Excellent opportunity for growth. Salary $15,000 plus commission. Reply Box 464, BROADCASTING.

**Wanted**—Engineer for new AM FM station in the western United States. Must have experience in AM and FM engineering. Salary $15,000 plus benefits. Reply Box 465, BROADCASTING.

---

**Help Wanted**

**Manager**—Experienced Manager for new AM FM station in the southeastern United States. Must have experience in AM and FM operations. Salary $18,000 plus benefits. Reply Box 466, BROADCASTING.

**Manager**—Experienced Manager for new AM FM station in the midwestern United States. Must have experience in AM and FM operations. Salary $18,000 plus benefits. Reply Box 467, BROADCASTING.

---

**FOR RENT**

**2 Ultra-Modern Transcription Studios**

(with control rooms and recording room, all on ground floor and fully air-conditioned. Acoustically perfect. 5600 sq. ft. in area. Ideal for recording music and television shows. Located in a quiet neighborhood. App. $200 per month. Box 468, BROADCASTING.

---

**EVERYBODY NEEDS DUNCAN'S**

**Radio—Electronics DICTIONARY**

Absolutely indispensable to all members of the industry. Send $1.50 Radio Electronics, Box B 15 Park Row, N. Y. N. Y.

---

**FOR SALE**

**John Todd—Radio Station Manager**

5 years experience, nearly 15 years of experience with network affiliated radio station. At 47, able general manager of both radio stations, handling sales, promotions, and advertising. Well known in the industry. Box 469, BROADCASTING.

---

**TIS A PRIVILEGE TO LIVE IN COLORADO**—We have two radio stations, one on a mountain top and another in a valley. Ask about the minimum wage and benefits. Reply Box 470, BROADCASTING.

---

**Television**

**Jack Todd, Manager, Boulder Radio kXOJ, Boulder, Colorado.**

---

**Help Wanted (Cont'd)**

Wanted: Engineer first class license, good salary, pleasant working conditions. Write or phone Ward A. Coleman, General Manager, WENC, Whitehall, North Carolina.

Topnotch program director needed. 5 years big market network stations experience. Salary $25,000. Reply Box 471, BROADCASTING.

Situations Wanted

Time salesman—ten years radio. Exceptional sales record. Box 472, BROADCASTING.

Situations Wanted

Wanted, announcer, experienced in regional, daytime operation, English station. Salary plus commission on dollars. Reply Box 473, BROADCASTING.

Wanted, announcer, experienced in regional, daytime operation, English station. Salary plus commission on dollars. Reply Box 474, BROADCASTING.

Announcer required for new AM station in the northeastern United States. Must have experience in AM station management. Salary $15,000 plus benefits. Reply Box 475, BROADCASTING.

Announcer required for new AM station in the northeastern United States. Must have experience in AM station management. Salary $15,000 plus benefits. Reply Box 476, BROADCASTING.

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Announcer required for new AM station in the northeastern United States. Must have experience in AM station management. Salary $15,000 plus benefits. Reply Box 483, BROADCASTING.

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Announcer required for new AM station in the northeastern United States. Must have experience in AM station management. Salary $15,000 plus benefits. Reply Box 499, BROADCASTING.

Announcer required for new AM station in the northeastern United States. Must have experience in AM station management. Salary $15,000 plus benefits. Reply Box 500, BROADCASTING.
Situations Wanted


Station manager—Sixteen years experience both network and independent station. Desires station manager position. Will guarantee total production and sales. Desires a good market with a lot of personnel. Box 434, BROADCASTING.

Announcer—continuity writer, residing in present position, desires straight announce-ment. Desires steady and interesting work. Will travel. Dweller, 1197 Forrest Avenue, Memphis 7, Tenn.

Experienced announcer—operator desires change of a city. Wishes to work for a station that will give him all around experience. Will handle all spots. Will work with any kind of talent. Pack, 172/18.

Radio announcer—Desires change of a city. Improved voice, has been heard in New York and Chicago. Can prove. Box 572, BROADCASTING.

Announcer—Four years experience with major network. Desires opportunity with large independent station. Will travel. Box 443, BROADCASTING.


Program director available. Background includes 15 years experience in the field. Mingling from local to regional and clear channel operations. Excellent references. Box 443, BROADCASTING.

Attention California stations—Can you use seven years wide varied production experience in talent, sound and music? Desires a position in a station where creativity and individuality are encouraged. Has credits on records, will work on radio. Box 444, BROADCASTING.

Have done major league exhibition play, play-play-play. Desires all around experience on station. Good, correct, on the spot. Box 445, BROADCASTING.


Radio writer, producer. Has been in broadcasting for several years. Desires position in a station. Box 447, BROADCASTING.

Positions wanted. Announcer and radio writers. Trained men and women experienced in radio production, writing and public relations available in major radio cities. Express written personal applications. Box 3338, Sixteenth St., N.W., Washington 10, D. C.

Minor leagues. A combined pitcher, player and basketball coach desires radio position. Has played Class C baseball and basketball at college level. Has handled baseball team for several years. Desires position with station in the West. Box 448, BROADCASTING.

Announcer—Dependable, young, single. Desires position in the West or Midwest. Desires immediate position. Box 449, BROADCASTING.

CONSTRUCTION ENGINEER

Experienced man to supervise construction project of an independent station. Construction begins in two months. Will travel from 250 to 1,000 kw, change of frequency, erection of tower, installation of phasing equipment and complete 8 kw FM facilities. Employment to start immediately. Desires complete personal information and qualifications in first letter.

W B O C
Radio Park, Salisbury, Md.

FCC Approves Four More FM Outlets Conditionally, Increasing Total to 777

INITIAL AUTHORIZATIONS of FM stations rose to 777 last week as FCC conditionally granted four more FM outlets—one Class A and three Class B. Class C permits were awarded two stations and new Class Cs in lieu of previous conditions were granted seven Class B stations.

Commissioner Tom McLaughlin also granted request of Herald and Globe Assn, Rutland, Vt., to vacate its conditional grant for a new Class B outlet and the application was dismissed without prejudice. Herald and Globe Assn. publishes daily Rutland Herald.

Seton Hall College, South Orange, N. J., was granted CP for new non-commercial educational station on frequency to be assigned with 250 w power.

Class A conditional grantees—Glenola Falls, N. Y., Warren Broadcasting Corp, Principles: Sales agency, retail hardware and plumbing business. At present this station is owned by John Leo Spain, owner Glenola Falls general insurance agency. J. Clarence Herity, attorney. Each has one quarter ownership.

Class B conditional grantees—Shreveport, La.—Radio Station KMID, license KMID. Fort Arthur, Tex.—Fort Arthur College, license KPAC. Tacoma, Wash.—The Tribune Pub. Co., publisher daily News-Tribune.

Following were authorized CPs, conditions for new stations—1) AC unit, radiated power; antenna height is height above average terrain; channel to be assigned after final proceedings in Docket 6768; AM affiliations are in parentheses: McClatchy Broadcasting Co. (KERN), Bakersfield, Calif.—Class B, 83 kw, 295 ft; The Voice of the Orange Empire Inc. Ltd. (KVOS), Santa Ana, Calif.—Class A, 1 kw, 180 ft.

CPs were issued the following in lieu of previous conditions: WWG-W-FM, Washington, D. C.—Class B, 11 kw, 491 ft; KFVS-FM Cape Girardeau, Mo.—Class B, 1 kw, 289 ft; KOST Kansas City, Mo.—Class B, 230 kw, 1435 ft; KWOD St. Louis—Class B, 318 kw, 500 ft; KOPF-FM Shawnee, Okla.—Class B, 1 kw, 290 ft; KEPF-FM Lincoln, Neb.—Class B, 11 kw, 390 ft; WBBG-FM Houston, Tex.—Class B, 27 kw, 320 ft.

Legislative

Mill

H. R. 1270 and 1269—To amend the Cabrera Act to permit performing artists to share royalties from recordings. Introduced Jan. 23 by Rep. Hugh D. Scott Jr. (R-Pa.). Hearings scheduled before Judiciary Committee May 23.


H. R. 3311—State Justice-Commerce-Judiciary appropriation bill passed by House May 15, $31,000,000 for State Dept. information and cultural affairs activities stricken. Appropriation for census cut from $11,500,000 to $4,500,000. Bill goes to Senate.

S. 1126—Senate Labor bill passed May 13 by vote of 68-24 and sent to joint conference with House on bill it passed (H. R. 3020).


CONSTRUCTION ENGINEER

Experienced man to supervise construction project of an independent station. Construction begins in two months. Will travel from 250 to 1,000 kw, change of frequency, erection of tower, installation of phasing equipment and complete 8 kw FM facilities. Employment to start immediately. Desires complete personal information and qualifications in first letter.

W B O C
Radio Park, Salisbury, Md.

May 19, 1947 • Page 89
State Dept.  
(Continued from page 20)

ing, but pointed to the Foundation plan as evidence to the contrary — that the State Dept. was trying to put itself out of the broadcasting business.

During the discussion of the part private licensees might take in independent operation of the "Voice of America," Mr. Acheson quoted RCA President David Sarnoff as saying that if every cent of the networks' profits were devoted to international broadcasting, it would be "barely enough to do the necessary job.

Commerce Secretary W. Averill Harriman was called upon to testify on his experience as former Ambassador to Russia. He told the committee that even as Commerce Secretary he was impelled to lend his vigorous support to the program. He declared that with "our world trade in excess of $20,000,000, it is necessary to have America understood that this is the moment."

he declared, the program is completely justified, "and that aspect is of secondary importance."

Cities Soviet Interest

He asserted that the Russian people are "avidly interested in news about America," and this interest is accentuated by news hours brought to them by their controlled radio and press. This very lack of news, he continued, is to a large degree responsible for the widespread circulation given to what is available through the "Voice of America."

"If we are going to do this program in terms of radio," he concluded, "we must have to do it right, otherwise we will be pennywise and pound foolish. . . . I don't see how we can carry on without the program and I can't state too forcibly that this is an essential part of our foreign policy. Without it, our reputation can only suffer."

Our present Ambassador to Russia, W. Bedell Smith, in Washington for consultation, also lent his enthusiastic support to the program. He said the "Voice of America" is constantly improving, and took some credit for the improvement as one of the Voice's most "brutal critics."

He had extraordinary praise for Russian "cultural standards." He said that as far as radio was concerned, the Soviets have "adopted the highest standards in the world," and indicated that one of his problems was keeping up with these standards on its broadcasts.

He cited need for technical improvement in the "Voice of America's" signal as justification for a State Dept. request for $6,000,000 to build additional relay stations in Latin America.

He declared that effectiveness of the "Voice of America" is just beginning to be felt, adding "at this time we can't afford to remain silent . . . we can't expect to do

NEWLY ELECTED directors of NAB Districts 11-9 (rear, 1 and 7) John F. Meagher, KYSM Mankato, Minn., and Charles C. Caley, executive director, WMIB Port Huron, with incumbent NAB officials (front, 1 to r): C. Bruce McConnell, WISH Indianapolis, District 8 director; Judge Justin Miller, NAB president; Leslie Johnson, WHBF Rock Island, III., retiring District 9 director. Ed Hayek, KATE Albert Lea, Minn., former District 11 director, was unable to attend because of ill health.

Telecommunications  
(Continued from page 20)

pected to be ratified at the Friday session.

The proposed new main committees are Allocations, Frequency Listing, and General Technical Regulations — all previously subcommittees. The Technical Coordinating Committee, the major committee which has been over the three subcommittees, has had its functions clearly defined by the heads of the delegations. It is in effect a "court of appeals" which will coordinate and smooth out conflicts or differences of the proposed three new main committees. However, it cannot change the substance of their determinations.

At the first plenary session on Friday it was expected further that U.S. Delegation Chairman Denny, as representative of the host nation, would be named president of the conference according to custom. Other permanent officers also were to be named. The plenary gathering was to consider other conference and committee pattern proposals and to vote inclusion of non-UN affiliated nations of World War II origin. One important question to be dealt with early in the conference will be that of establishing a permanent Central Frequency Registration Bureau.

Russian and Spanish, languages in addition to the traditional English and French, were decided as official languages of the conference on a floor in both committee and plenary sessions. The simultaneous radio translating system employed by the United Nations has been instituted. The conference system was tested at a demonstration Tuesday night by Gerald C. Gross, Secretary-General of the Radio Conference and ITU Vice President, who has fully established in advance the machinery of the conference secretariat, composed of many assistants from the International Telecommunications Union, so that radio language difficulties will be at a minimum.

All documents of the conference are to be in French and English. Exceptions may be special requests for Russian and Spanish versions of vital committee papers.

During June, weeks will be spent by visiting delegations for inspection of the important eastern U.S. laboratories and manufacturing plants in the communications industry.

NBC Names Wallace

GEORGE H. WALLACE, former acting manager of NBC sales promotion, has been appointed manager of the network's sales promotion division of NBC's advertising and promotion department. With NBC since 1940, Mr. Wallace served with the U.S. Army during the war. At one time he was a service manager for the Connecticut Mutual Life Insurance Co., and before that was an accountant for five years with Niagara Hudson Power Co.

WHDF Moves

WHDF Calumet, Mich., 250 w on 1400 kc, last week was authorized by FCC to install new vertical radiator and to move transmitter and studio from Calumet to Houghton, Mich. A Mutual affiliate, station is owned by Upper Michigan Broadcasting Co.
RADIO ADVISORY COMMITTEE to the State Dept. yesterday (May 18) came out in vigorous support of the “Voice of America” —now threatened with complete extinction by the fiscal 1942 budget. The RAC report, written by representatives of the radio, publishing and advertising industries, declared that funds for international broadcasting are inadequate to do the job required by the national interest, and should be expanded if our nation is to avoid a serious setback in the development of its proper relations with the rest of the world.

The report was written after discussions with David Sarnoff, president of RCA; William Paley, chairman of the board of CBS; James Lawrence Fly, former FCC chairman, and others. The committee attributes its success to Associated Broadcasters, Inc., the State Department, the RAC's executive director, and the RAC chairman.

The committee also expressed the hope that until such time as the Congress establishes an International Broadcasting Foundation or a similar permanent shortwave broadcasting organization, the State Dept. will be able to continue the RAC in force.

NAB Commitees

THREE new members of NAB District committees were named last week as follows: Sydney Gaynor, KJH Los Angeles, to sales committee; District 16; G. S. Wasserman, KQ Pittsburgh, to employe relations group, District 3; J. Gorman Walsh WDEL Wilmington, to program committee, District 3.

Program Plans Set Meeting; Wilkinson

PROGRAM PLANS for the organizational meeting of Region No. 2 of FM Assn. at Cincinnati Wednesday, May 26, are nearly completed. Advance registrations indicate a larger number of FCC members than anticipated, according to David G. Taft, manager of WCTS Cincinnati, and co-chairman of the session.

One of the principal speakers will be Vernon L. Wilkinson, FCC assistant general counsel in charge of broadcasting. Mr. Wilkinson will present the latest developments of the FCC toward FM generally.

C. M. Jansky Jr., of Jansky & Bailey, and Everett L. Dillard, president of Commercial Radio Equipment Co., operators of FM stations WASH Washington and KOZY Kansas City, are to address the meeting on the technical and public relations phases in operation of regional FM networks.

Both Mr. Jansky and Mr. Dillard are members of the board of directors of FMA and widely known in the FM field. Mr. Jansky served as chairman of the technical planning board set up by the radio industry at the suggestion of the FCC to study allocations and was in charge of the FM section.

Ira A. Hirschman, New York, president of the Metropolitan Television Corp., which operates FM station WABE in New York, will speak on programming of FM stations and give suggestions on how they should be promoted in their localities. Mr. Hirschman formerly was vice president of Bloomberg-dale's, New York department store.

“Naturally it's FM,” a technicolor movie just produced by the General Electric Co., will be shown. The film had its premiere at the organizational meeting of Region No. 1 of FMA at Albany, N. Y., April 23.

Roy Hofheinz, president of the Texas Star Broadcasting Co., which operates FM station KOPY at Houston, will have a prominent place on the program. He is president of FMA.

Progress Report

J. N. (Bill) Bailey, executive director of FMA, will discuss progress the association is making in “selling” the public on FM and also will outline latest developments in set production.

The set problem will be discussed by Ted Leitzel, public relations director of Zenith Corp. A discussion of “FM—The Advertising Medium” will be conducted by a group of broadcasters, among whom will be E. J. Hodel, mackey, W. Y., president of WCFC; J. Weddell, Fremont, Ohio, manager of WFRO and Paul Reed Alliance, Ohio, manager of WFAH-FM.

Paul Wagner, manager of WCSS, Columbus, Ind., will be co-chairman of the meeting with Mr. Taft.

KTHT Is Authorized Assignment Move

Veteran Applicants Are Granted Facilities Thus Vacated

ORDER was adopted by FCC last week granting a petition of KTHT Houston, Tex., and Veteran's Broadcasting Co., Houston AM applicant, for severance from present consolidations and grants of the facilities of their application. KTHT is authorized to change assignment from 250 w on 1230 kc to 790 kc, 1 kw night and 5 kw to local sunset.

Veteran Broadcasting receives facilities vacated by KTHT.

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'The Voice of America' IS Supported By Radio Advisory Committee

KJR Grand Slam

EIGHT GOVERNORS of western states gathered in Seattle this month to preside at the Interior Dept. budget cuts and air their views over KJR Seattle in a round table discussion. Participating were A. V. Robins, Idaho; Sam C. Ford Mont; Earl Warren, Calif.; Mon C. Wallgren, Wash.; Lester C. Hunt, Wyo.; Herbert M. Maw, Utah; William A. Knous, Colo.; Earl Snell, Ore.
Democrats, Too, Weighing TV Potential for 1948 Convention

WITH AN EYE on the GOP, whose choice of Philadelphia for its 1948 national convention admittedly was influenced by that city's television facilities, Democratic party bigwigs made preliminary plans last week for video coverage of their convention.

Jack Redding, Washington publicity director for the Democratic National Committee, told Broadcasting he has received a letter on the subject of convention plans from J. R. Poppele, president of Television Broadcasters, who has agreed to meet Mr. Poppele to discuss arrangements for television coverage. Mr. Redding pointed out that by the time the Democrats hold their convention—14 months hence—use of coaxial cable may broaden considerably the scope of television transmission and in turn widen the party's choice of convention cities.

Offers TBA Cooperation

Mr. Poppele also wrote Robert Hannagan, chairman of the Democratic National Committee, offering cooperation of the TBA. He emphasized that if the convention is held in New York, Philadelphia or Baltimore video coverage can be piped to those cities and to Washington by coaxial cable and from New York to Schenectady by radio relay. Mr. Poppele's letter added that in Chicago, St. Louis, Los Angeles and other cities the convention could be televised locally.

Television was one of the strongest talking points of the Philadelphia delegation at the Kansas City meeting of the Republican party leaders last month, when the Quaker City was chosen for the GOP convention.

Much of the Philadelphia video pitch was set by Paul Mowrey, national television director of ABC, who attended the meeting with the Philadelphia delegation through arrangements made by Roger Clipp, general manager of WFL, ABC outlet in Philadelphia. Mr. Mowrey predicted that by convention time television will have assured a beam a sight-and-sound report of convention happenings as they occur into homes in 13 states.

Television stations in the East, are now operating in New York, Schenectady, Philadelphia and Washington. Construction permits have been granted for stations in Baltimore, Boston, Waltham, Kentucky, Buffalo, Johnstown, Pa., and Providence. Mr. Mowrey estimated that between 15 and 20 stations will be operating in the Boston to Washington area by June 1948. By applying a 50-mile radius to each anticipated station in accordance with the video rule of thumb measurement for station coverage, Mr. Mowrey estimated that the convention scenes could be received in at least part of each of the following states: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and West Virginia, as well as the District of Columbia.

Two Pickup Methods

Convention video pickups will be transmitted to the individual stations in two ways, Mr. Mowrey said, via AT&T's coaxial cable, which now connects New York and Washington, and by the radio relay system which the Bell System is installing between New York and Boston.

In addition to the Eastern network television coverage, video motion picture crews could photograph the convention highlights and fly the films to stations in other parts of the country for telecasting.

Plans for the television setup at the convention hall have not been completed and the space available may be limited, but Mr. Mowrey's proposal to the Philadelphia people was that space be allotted for each television station or network independently, so that all stations might be able to show the competitive coverage situation of press and radio would be duplicated and pooled telecasts avoided.

1940 Convention Televised

The GOP 1948 convention will be the second one to be televised. In 1940, when the Republicans selected Wendell Willkie as their candidate, also in Philadelphia, television cameras covered the action. Pictures were piped to New York and broadcast there by WNB, NBC video station. The number of sets then in use was too small to have any effect on that year's election. But it will be different in 1948 when television sets in use will be measured in the hundreds of thousands and viewers in the millions.

Television can also serve the convention not by making its proceedings visible and audible to many Philadelphians and visitors who could not be accommodated in the city's Convention Hall but by extending their adjoining building, Exhibition Hall, could take care of an additional 25,000 people, who could watch the convention on large-screen receivers.

KFI Slaps NBC

NBC, which cut off its comedians who violated its rules, faces the prospect of a fade-out itself by KFI Los Angeles, in protest of KFI's rules. KFI announced at the end of a network broadcast of The Big Story last Wednesday night: "The preceding item was not anticipated by this station. It is KFI's policy that no crime program will be broadcast over this station before 9:00 p.m., and we make every effort to prevent a recurrence. Murder and crime are not for the children's audience..."
Program Managers' Uneasy Role Cited

Menser Speaks During NBC Meeting With Affiliates

PROGRAM MANAGERS have the hottest seats in radio, according to Clarence L. Menser, NBC vice president in charge of operations. Speaking before the opening session of a three-day conference of program and production managers in New York on Wednesday, Mr. Menser told reporters that the selection of talent and the "innumerable other facts of radio." 

Station help in uncovering new talent was urged by Thomas C. McCray, NBC national program manager. Speaking of the dangers of telecasting, As Usual, Is Out," Mr. McCray told the conference, "I don't believe that the creative genius of this country has reached the point where there are no new ideas for radio. We must continue to experiment in the field of writing, production and all of the other elements which go to make up a show. It is not a big budget which insures the success of a radio program, but the judicious and showmanlike expenditure of whatever amount is at hand."

The rest of the day's agenda centered around a discussion of the development of local programming, with talks by Linnes Nelson of J. Walter Thompson Co., James V. McConnell, manager of NBC Spot Sales, and James M. Gaines, manager, WNBC New York.

A dinner meeting Wednesday evening featured Brig. Gen. Ken R. Dyke, NBC vice president and director of broadcast standards and practices, who commented on the current criticism of radio.

On Thursday, speakers and subjects were:

"Live Programming on a Local Station," Jack Warfield, program manager, WSM Nashville, and Robert Rate, program manager, WJSJ Winston-Salem.


"Record Programs and Disc M.C.'s," Bill Rothrum, program manager, WLS Chicago, and Bob Smith, WNBC artist.

"My Friends Say I Have a Beautiful Voice," Patrick Keely, NBC supervising announcer.

"Network and Local News," William F. Brooks, NBC vice president in charge of news and special relations, Francis McCull, manager of news, NBC news and special events, and Al Ginz, program manager, WOR New York.

"Are You in the Television Picture?" John F. Royal, NBC vice president in charge of television.

INTERESTED READERS (1 to r): Jack Stapp, program director of WSM, Kendall Foster, William Esty & Co. executive, Minnie Pearl, comediene on Prince Albert network, and Harry Stone, vice president and general manager of WSM look at the George Scullin article, "Sweet Corn Is Popping" which will appear in Piz magazine, June issue.

BMB

(Continued from page 15) new code, and then turned the document back to a special subcommittee for refinement in language and detail.

This committee, it was learned at the weekend, would be unable to perform its job in time for the board meeting. Subcommittees of Jack Warfield, undated, of broadcasting standards and practices, chairman; Roger Clipp, WFIL Philadelphia; C. T. Lucy, WRVA Richmond. Mr. Sweezy is executive member.

Mr. Sweezy is to imitate the board to make an interim report. While the board will be unable to take final action, under authority vested by a new by-law adopted last October, brisk discussion is expected when the report is presented.

The principles of the new code have been laid down in detailed fashion by the special committee. They run the gamut of broadcasting practices and programming and are understood to include means for enforcement [Closed Circuit, May 12]. This right to enforce code provisions was included in the by-law amendment adopted at Chicago.

Both programming and commercial aspects of children's, educational, religious, political, mystery and controversial issues involve operating problems that are expected to stir lively board discussion. The idea of imposing any form of penalty has met with opposition and the board membership, reflecting divergent industry segments, can be expected to give the idea a thorough going-over.

Final Action in June

The committee's document is understood to approach the standard of a problem from a point in contrast to the idealistic statements in the old Standards of Practice, which in turn were the remains of the original code adopted in 1939. Its provisions are described as "fairly stringent."

Final action on the code by the full committee is anticipated in mid-June. It then will be submitted to the board for action. Next board meeting likely will be held in connection with the Atlantic City convention in September.

Board discussion of network membership status will involve proposed revision of the by-laws. Proposed to place the networks in the associate membership status without board membership is understood to be included in suggested revisions of the by-laws.

Report on these revisions is to be submitted to the board by the By-Laws Committee, of which J. Harold Ryan, Fort Industry Stations, is a member. Mr. Ryan is a board member for large stations. Meeting of this committee is slated Tuesday.

By-laws changes are based on the fact that the present set has accumulated amendments over a period of years until it is a cumbersome document.

Inequities in the classification of stations for dues have been noted and a number of new classifications have been proposed. One set of classes is said to list stations by income up to a figure of several million dollars, for which a maximum rate would be paid.

If the by-laws are amended to permit networks to belong as associate, a fixed network class could be adopted. Any changes in by-laws must be approved by the membership. This can be done either by referendum under an amendment adopted last October, or at a membership meeting.

Board Fixes Fees

The board, however, has authority to fix fees for the various rate classifications. Should it desire to change networks from associate to associate status, it could take the action subject to ratification by referendum or at the Atlantic City convention. Rates from $5,000 to $7,500 per year have been proposed, in contrast to the aggregate of about $90,000 now paid by NBC, CBS and MBS. ABC is expected to fulfill its intent to join the association if the associate membership plan is adopted.

The NAB Finance Committee, of which Clair R. McCollough, WGAL Lancaster, Pa., is chairman, is scheduled to meet Tuesday.

The board will hear reports from the various departments. Among several scheduled topics are employment problems; BMI and copyright problems; status of labor and other legislation; regulatory problems, including industry pressure for FCC revision of the Mayflower doctrine; report of a special committee examining AAR.

Membership of the association has reached a record total of 1,286, of which 1,071 are AM, 78 FM, 2 video, 9 network, 132 associate.

Harold Hough, WBAP Fort Worth, elected to the board last October, is not expected at the Tuesday meeting because of illness. Ed Hayek, KATE Albert Lea, Minn., resigned at the District 11 meeting in Chicago May 8. Elected to Mr. Hayek's place was John F. Meagher, KYSM Mankato, Minn. Mr. Meagher will not be eligible to sit as a board member until the Atlantic City meeting unless admitted by special board action.

WM. S. HEDGES ELECTED HEAD OF NEW YORK REC

WILLIAM S. HEDGES, NBC vice president in charge of planning and development, was elected president of the Radio Executives Club of New York at last Thursday's luncheon meeting at the Hotel Roosevelt, New York, final REC conclude this season.

Other new officers elected were: Regina Scheubel, radio director, Dunn Jones Co., vice president; Louise Spalding, in charge of recordings at J. Walter Thompson Co., Atlanta; Ralph N. Weil, general manager, WOV New York, treasurer.

Mr. Hedges

BEGINNING of fifth year of Esso Reporter on WSJS Winston-Salem, N. C., is appropriately observed by (1 to r): R. M. Gray, manager, advertising, sk agri-firm; Mike Froelich, program manager, Standard Oil Co. of New Jersey, program sponsor; Sterling B. Beeson, Headley-Reed Co., New York, WSJS representative; Curt Peterson, radio director, Marschalk & Pratt, New York, Standard Oil agency, and R. H. Crum, Standard Oil sales promotion department.
CLEAR-CHANNEL HEARINGS TO RESUME JUNE 12

RESUMPTION of clear-channel sessions, which will determine which clears will be broken down, if any, postponed from June 2 to July 7 [BROADCASTING, May 12] in order released by FCC Friday afternoon (earlier story page 29), but further extension may yet be made.

Postponement order, dated May 9, was partial grant of Clear Channel Broadcasting Service's request for continuance to "not earlier than Oct. 15" because of illness of Louis G. Caldwell, CBBS counsel. CBBS has made new plea for further extension, and FCC authorities think some compromise date between July 7 and Oct. 15 may be reached if CBBS request is not granted in full.

FCC feels clear-channel decision needed in time for start of NARBA technical conference, now slated Nov. 1 in Havana. Final evidence expected to take two or three weeks. Time then must be allowed for preparation of briefs, followed by oral argument, and it's estimated up to two months may then be needed to assimilate evidence and start writing decision. Whether U. S. will be asked to request postponement of Nov. 1 Havana conference, or whether it may be postponed otherwise, may be pertinent factor in decision on clear-channel resumption date, observers felt. Hearings started in January 1946; last session was Aug. 5.

GUILD N. Y. CONTRACT; SWEETS ELECTED PRESIDENT

RADIO DIRECTORS GUILD, New York, negotiated contracts ending Oct. 31, 1947 for local directors at WNBC, WCBS, WMCA, New York. WNBC contract provides $10 weekly increase retroactive to Nov. 15, 1946, five-day, 40-hour week, time-and-a-half overtime, three weeks' vacation; $50 weekly starting minimum. WNBC agrees to give union written reasons for dismissals. WCBS contract for local directors includes 20% increase effective Jan. 1, 1947. RDG signed contract for network video directors providing increases from 10% to 50%. Third renewal contract with 11% weekly hike retroactive to Nov. 1, 1946 approved for CBS affiliate directors. WMCA directors' contract includes $20 weekly increase, $50 starting minimum retroactive to Jan. 1, 1947. All contracts are for Guild shop.

William Sweet elected president of RDG. Others elected for one-year term: Joseph Mansfield, vice president; Mitchell Grayson, treasurer; Perry Lafferty, secretary; Tom Bennett, Larry Harding, Leo Hurwitz, Frank Papp, Carl Eastman, Roger Bower, council members.

COWAN SIGNS TOMMY DORSEY

TOMMY DORSEY, noted band leader, to jockey discs by transcription under terms of contract with Louis G. Cowan Inc., guaranteeing his $1,500,000 for five years and $8,000,000 for ten. Shows will run hour across the board, with Mr. Dorsey picking discs and supplying between-records transcribed comments. Guest stars to be used. bulldog, also available for live spots on stations carrying transcribed series as the tour country with band. Fifteen Cowan salesmen will promote program series, firm announced.

MARSHALL TO PROBE "VOICE"; L. A. AD CLUB HITS SILENCING

SECRETARY OF STATE George C. Marshall will investigate Congressional charges that Assistant Secretary of State Benton mishandled "Voice of America" administration, he indicated to House of Foreign Affairs subcommittee Friday (earlier story page 20).

On basis of present information he is satisfied Mr. Benton was doing effective job, Secretary Marshall said. He told subcommittee that Mundt bill authorizing "Voice" is unnecessary expedient for getting world recognition of "American generosity." Rep. John M. Elston (R. N. Y.) bitter "Voice" opponent, scheduled to climax hearings Saturday.

Hollywood Ad Club, seeking support of national FM stations organization, adopted resolution protesting proposed cancellation of "Voice" broadcasts, urging immediate action forestalling such "calamity" which would leave the field open to aggressive powers. "... Copies mailed to all advertising clubs.

Government broadcasting was debated on ABC America's Town Meeting of the Air Thursday night and variously described as leading the U. S. to war, or "the only weapon by which the truth is transmitted abroad.

SMITH LEAVING WWSW; SCHLOSS NAMED BY BLOCK

O. M. (Pete) Schloss has resigned from ABC's station relations department to become director of radio for Pittsburgh Post Gazette and Toledo Blade, according to Paul Block Jr., and William Block, co-publishers of the newspapers. The Blocks also own and operate WWSS and WMOT Pittsburgh, AM and FM, respectively.

Mr. Schloss fills vacancy created by resignation of Frank R. Smith, WWSS president and general manager, to develop own operation. Mr. Smith is applicant for AM station in Beaver Falls, Pa.

After leaving Harvard in 1936, Mr. Schloss worked for McCann-Erickson, New York, as spacebuyer and later as director of timebuying and station relations. Joining Blue Network (now ABC) as station relations representative in 1942. He will assume new duties early in June.

GROUP NAMED TO STUDY ALL-OUT RADIO SALES DRIVE

SPECIAL subcommittee named Friday to probe NAB idea of industry sales promotion campaign (early story page 86). Membership appointed by Odin S. Ramelson, KDLU Duluth, chairman of NAB Sales Managers Executive Committee, consists of Arthur Hull Hayes, WCBS New York, chairman; H. Preston Peters, Free & Peters; J. Robert Gulick, WGAL Lancaster, Pa.; Louis Read, WWL New Orleans.

Appointment made at meeting of committee in Atlantic City.

PHILCO Corp., Philadelphia, announced record first-quarter sales of $50,187,000, topping previous record of $49,132,000 for last quarter of 1946, according to President John Ballantine. Increasing competition appearing, he said, with "sellers market definitely over."
Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets v-e-r-y unhappy with me").

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony—but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by Variety: "...they think nothing of cancelling an hour of choice commercial time to air a public service show". (Please, Variety..."think nothing"? You shoulda asked our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW Special Broadcast Services is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone—figured at the greatest possible discounts and not including the cost of dramatic talent, production, music, etc.—would have amounted to $1,134,210.69.
Every home game—day or night—played by the New York Giants, Yankees and Brooklyn Dodgers will be seen over television this season!

Owning a television receiver in the New York area will be like having a season pass for all three ball clubs. And in other cities, preparations for the future telecasting of baseball are being made.

When more than one home game is on the air, baseball fans can switch from one to the other—see the most exciting moments of each through television!

Those who own RCA Victor television receivers will enjoy brighter, clearer, steadier pictures through the RCA Victor Eye-Witness picture synchronizer that "locks" the receiver in tune with the sending station. For television at its finest, you'll want the receiver that bears the most famous name in television today—RCA Victor.

When you buy an RCA Victor television receiver or radio, or Victrola radio-phonograph, or a phonograph record or a radio tube, you know you are getting one of the finest products of its kind science has achieved. "Victrola" T.M. Reg. U.S. Pat. Off.

Radio Corporation of America, RCA Building, Radio City, New York 20. Listen to the RCA Victor Show, Sundays, 2:00 P.M., Eastern Daylight Saving Time, over NBC.