A lot of customers—102,165! That many folks sent ten cents for our 1947 Surprise Flower Garden seed packet. They live in all 48 states, but mostly in the WLS intensive coverage area—Illinois, Indiana, Wisconsin and Michigan.

We offered the Surprise Flower Garden for six weeks—on early morning programs, at noon, at night... and 102,165 listeners responded. Two simple facts stand out. The WLS market is big. The WLS market is responsive to what we say. A John Blair man can fill in the details with many similar stories of WLS results... for every kind of product, at any time of day.

A Clear Channel Station

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix · KTUC, Tucson · KSUN, Bisbee-Lowell-Douglas
WCOP builds big names in Greater Boston

The Boston Cowles Station specializes in "WCOPersonalities." Top talent, skilled programming and intensive promotion have made WCOP locally famous for known names. Take, for instance,

NELSON BRAGG, "the Mayor of Milo," who presides over two popular daily programs:

"CURBSTONE QUIZ"
Bragg brings the mike to the man in the street, with money prizes for good answers and plenty of laughs for listeners. 12:30 to 12:45 P.M. daily Monday through Friday.

"INVITATION TO STUDIO A"
There's a long line daily in the studio corridor, waiting for Bragg to begin Boston's best audience participation program. 4:30 to 5:00 P.M. daily Monday through Friday.

P. S. Nelson Bragg also keeps up with the smaller set — by reading the funnies to them every Sunday from 8:30 to 9:00 A.M. over WCOP.

MILDRED BAILEY is another WCOPersonality who wows women every week-day morning with helpful hints on foods, and fashions, and topics of interest to all women. She's famous for combining smart advice with a light touch that the ladies like. 8:30 to 8:45 A.M. daily Monday through Saturday.

WCOP Boston A COWLES STATION

1150 Kc. Rates and availabilities on these top personalities from any KATZ office

Boston's Exclusive ABC Basic Outlet
It’s an Old New England Custom... to Support Local Enterprise

Whether it’s a stage or radio presentation by local talent, you can be sure that there will be a large and loyal home-town audience.

By the same token, New England homeowners patronize their local merchants... buy locally featured and recommended products.

The Yankee Network home-town radio stations are part and parcel of this same community activity and acceptance. There are 24 Yankee home-town stations in key market areas throughout New England from Bangor to Bridgeport. (They are spotted on the map a Petry man will show you.)

These stations — with their diversity of local, regional and coast-to-coast programs — reach 89.4% of New England’s radio homes. They have the good-neighbor good will of consumers and retailers alike, to a degree not obtainable by any other method of radio contact.

It’s the kind of coverage that provides thorough penetration of every home-town shopping center. It’s made to order for your promotions to increase distribution, sales and profits in the entire New England Yankee area.

Acceptance is the Yankee Network’s Foundation

The Yankee Network, Inc.
Member of the Mutual Broadcasting System

The Yankee Network, Inc.
Member of the Mutual Broadcasting System
MONEY GIVEAWAYS and broadcasting of horse-racing results may come under scrutiny of Federal Trade Commission. FCC previously has made more than passing mention of such programming as contrary to public interest but has never assumed direct jurisdiction. FTC approach expected to be on grounds that such programs constitute unfair method of competition.

HOW MUCH will the hearings on the White Bill (S-1333) cost radio? Estimate of key radio executives is about one million dollars in money, services, etc., on a cost accountant's pad. Calculations are that each major entity, such as networks, NAB, FCC are expending roughly $100,000 in preparations and out-of-pocket expenses.

OPPOSITION to White Bill proposal for separation of FCC into two autonomous divisions of three members each expected to emanate from industry as well as FCC sources. One proposal likely to be advanced will be that FCC membership be increased from seven to nine; that each division (broadcast and common carrier) comprise four members, with chairman of entire Commission sitting on both divisions. As drawn, White Bill would reduce chairman virtually to nonpolicy status.

FORMER Secretary of State James F. Byrnes, recently retained by Motion Picture Producers Assn. as special counsel, was unable to accept an invitation to NAB President Justin Miller's Freedom of Expression conference (story page 11) but is expecting to rearrange other commitments so that he can "drop in" during afternoon session June 26.

INSTEAD of designating member of FCC's new Hearing Division as its chief (story on appointments page 14) some FCC sources think Commission will prefer, at least for present, to let Chairman elect or some other Commissioner handle these supervisory duties. Division is independent, responsible only to Commission, and chief's function would be almost purely administrative.

UNLESS PLANS go awry, two of FCC's newly appointed examiners will resign forthwith to become law department section chiefs. Edward F. Kenahan slated to become chief of important new and changed AM facilities section, to succeed Hugh B. Hutchinson, also named an examiner, and Walter E. Enesy may become chief of renewals and revocation section to succeed James D. Cunningham, newly appointed examiner. Another upcoming appointment will be chief of hearing section which post was resigned by Jack P. Bumle when he was named examiner.

QUICK to grasp any radio exploitation opportunity, United Artists Inc. which shortly will release through United Artists (Continued on page 106)

**BROADCASTING...at deadline**

**Closed Circuit**

**Upcoming**

June 17: Senate Subcommittee Hearings on White Bill (S-1333) begin.


June 27: RMA-FMA Liaison Committee, Statler Hotel, Washington.

(Other Upcomings Page 94)

**Bulletins**

**FCC Assigns New Frequencies for FM**

FCC Friday announced new frequency assignments for all FM licensees, permittees, and interim operators, and said it expected changeovers to be completed by Oct. 1.

At same time Commission said it would allow FM channel reservation plans to expire July 1, and waived "repetitious applications" rule so applicants who have received denials in competitive hearings may reapply for reserved channels without waiting full year as heretofore required. Waiver also will apply to hearing applicants denied in future.

New assignments (complete list to be carried in BROADCASTING, June 23), came coincident with adoption of new rules and standards and Class B general reallocation plan, setting up minimum 4-channel separation for stations in same areas, as proposed two months ago [BROADCASTING, April 14]. To minimize interference during changeovers to new assignments, stations must notify FCC before switching. In some metropolitan areas, uniform changeover date may have to be set.

Abandonment of reservation policy will free about 100 Class B channels for assignment in 76 areas. FCC said it would act on applications "as promptly as possible," and urged potential applicants for reserved frequencies, both A and B, to file by July 1. Class B channels have been reserved on basis of one out of every five allocated any area; among Class A's, four specific frequencies were set aside (Channels 297-300). Comr. C. J. Durr contended steps should be taken for further extension of withholding plan. Cities having additional Class B channels available with lifting of reservation plans were listed as follows:

Four channels: Los Angeles, New York.

Three channels: San Francisco, New York.

Two channels: Denver, Colo.; Washington, D. C.; Minneapolis, Minn.


FUND of $20,000 to promote National Radio Week, approved by RMA Board of Directors at Chicago RMA Advertising Committee announced huge promotional campaign.

APPLICATION to erect $3,000 structure at Williamsport, Pa., granted WRAK by Office of Housing Expediter on appeal to Facilities Review Committee, which reversed denial by regional board on ground it would have negligible effect on veterans housing program. WRAK holds CP for FM station.

**Business Briefly**

**GENERAL FOODS SHIFTS** General Foods July 10 changes television program and produces 9 a.m. on CBS New York, Thurs. 8-9:30 p.m. Author Meets the Critics advertising Maxwell House Coffee will replace Juvenile Jury for Gaines Dog Food. In AM field, Aldrich Family will be replaced by Grampus, dramatic sustainer, on NBC, Thurs. 8-9:30 p.m. from July 3-Oct. 24. Aldrich Family resumes Oct. 2.

**ALLIED ARTISTS ON VIDEO** Allied Artists will publicize August opening of new movie Black Gold with television program on WABD New York. Company enthusiastic about video promotion for It Happened on Fifth Avenue.


**LOOKING FOR NETWORK** TONI HOME PERMANENT WAVE Co., St. Paul, will sponsor Mel Thorne, singer, on quarter-hour radio program. Network and starting date not yet decided. Agency, Foote, Cone & Belding, New York.

**FCC Assigns New Frequencies for FM**

Contended steps should be taken for further extension of withholding plan.

Cities having additional Class B channels available with lifting of reservation plans were listed as follows:

Four channels: Los Angeles, New York.

Three channels: San Francisco, New York.

Two channels: Denver, Colo.; Washington, D. C.; Minneapolis, Minn.


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Here's another ex-G.I. with that loan to start a new business. . . . Whether it's a loan for business, construction or farming—sound financial activity has brought bank clearings in the Nashville market area to an all time high in 1947. . . . For the first quarter, clearings were up 20.5% over last year for a total of $749,984,643. Bank debits also were up 20.53%, setting a new record for the quarter. That's the strong Nashville market you can expect to back your sales effort. . . . And you can reach your share of the buyers through the large audience who listen regularly to WSIX.

5,000 WATTS  980 KC
AMERICAN  ·  MUTUAL

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy
Tests just completed by the U. S. Bureau of Mines reveal Aiken County, South Carolina, has ten million tons of kaolin with alumina content of 35 percent.

Aiken is nationally and internationally known as a resort center, but few people have appreciated the value of Aiken clay. It has been shipped as far away as Italy and Germany for ceramic use and now the government finds Aiken clay would be a chief source of aluminum in case of another war.

Just as the geologists of the Bureau of Mines have discovered the value of Aiken clay, the wise radio managers are discovering that WNTN (“Dynamite in Dixie”) is the station to buy to cover the Augusta-Aiken market.

WTNT has the listeners because it is the only station which brings the top-flight radio programs of NBC to the Augusta-Aiken area.

For the best radio buy in Augusta, schedule the NBC station—WTNT.
NOW WITH CBS WWVA
WHEELING, W. VA.
"THE BIGGEST SHOW IN TOWN"
50,000 "BIG TOP" WATTS
COVERING THE HEART OF THE STEEL AND COAL BELT OF THE NATION

JOHN BLAIR & COMPANY
NATIONAL REPRESENTATIVES
Feature of the Week

EVERYONE seems pleased, especially Mrs. Dorothy Meintzer, winner of the "Mrs. WDAY" contest. Participating in the special broadcast which announced the results were, l to r: Ken Kennedy, WDAY program manager, Mrs. Meintzer, her husband Wade, and Jack Dunn, WDAY station manager.

TWO FARGO, N. D. ladies are more than a little pleased that their home town station, WDAY, is celebrating its 25th anniversary. In fact, they're $8,000 wealthier between them.

The prizes, donated by WDAY advertisers in Fargo and Moorhead, Minn., were awarded to Mrs. Marie Wachal and Mrs. Dorothy M. Meintzer who won the two spectacular contests dreamed up by the station in honor of its Silver Anniversary.

In one contest, a citizen known only to two WDAY executives was to travel around the WDAY listening area with no clues as to his identity and the first person to recognize and challenge him as "Mr. WDAY" was to get $100 in cash and $4,000 in prizes.

The other contest involved naming a mythical "Mrs. WDAY" for which the station, at the same time each day, supplied one letter, but in the wrong sequence. Over 42,000 letters were received for this phase, said the station, before Mrs. Meintzer, an Irish war bride, sent the correct answer.

Sellers of Sales

IT is a well known fact that the Bulova Watch Co. spends more than three million dollars annually in spot radio but it is not equally well known that the lady behind the spot buying for the watch company is Patricia Fennell of the Blow Co., New York.

Miss Fennell, under the supervision of Terrence Clyne, account executive of the Bulova Watch Co., not only is responsible for buying radio spots for the company but she also helps prepare a market analysis to discover best buys for Bulova, and services the account in many other ways.

The attractive brunette with flashing blue eyes was born in Mount Kisco, N. Y., April 25, 1918. She attended the College of New Rochelle and majored in history and English, preparing to be a school teacher. But in the course of some of the practice teaching sessions Miss Fennell discovered that she really didn't want to teach at all.

As a result, in 1939 after she received her Bachelor of Arts degree, she took a job with Reader's Digest as a proof reader for six months, then worked as secretary to an attorney and in 1941 entered radio, joining CBS as a secretary to Arthur Hull Hayes, general manager of WCBS.

Two and a half years later Miss Fennell moved to McCann-Erickson as secretary to Ed Madden, then vice president. In 1944 she joined Blow Co. as secretary to a producer in the radio department. In a short time her abilities were recognized and she was appointed personnel manager of the company. She remained in that capacity until last March when she returned to the radio department as time buyer for Bulova.

The company, incidentally, uses 217 stations throughout the country, 52 times weekly.

Miss Fennell still lives in Mt. Kisco with her family. Her hobbies are swimming, boating and reading historical novels.
KWK plays the “melody of millions” in this rich trading area. A blend of music and drama, news and human interest is keyed to the interests of a vast and enthusiastic audience. Alert advertisers find that KWK is tuned to the beat of a responsive public it understands so well.
No. 13—Intimate Glimpses into the Lives of the Great Radio Sales Organization on Earth!

Snooping through the New York Office, our candid caricaturist happened upon the typical little scene above—Mr. Frank Fitzpatrick, signing a stack of complete, detailed and informative station reports about his calls of that day, about the kinds of availabilities you prefer, etc. All of us Colonels do that regularly—and the result of this good liaison is that you agencies and advertisers get from us and “our” stations exactly the type of cooperation you want, and when you want it.

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

LIAISON!

EXCLUSIVE REPRESENTATIVES:
ALBUQUERQUE KOB
BOSTON WCBM
BEAUMONT KDFM
BOISE KDSM
BUFFALO WGR
CHARLESTON, S. C. WESC
CINCINNATI WCKY
COLUMBIA, S. C. WIS
CORPUS CHRISTI KRIS
DAVENPORT WOC
DENVER WHO
DULUTH-SUPERIOR WOSM
FARGO WDAY
FT. WORTH-DALLAS WBAP
HOUSTON KXYZ
INDIANAPOLIS WISH
KANSAS CITY KMBC
LOUISVILLE WAVE
MINNEAPOLIS-ST. PAUL WTCH
NEW YORK WMCA
OMAHA WFB
PEORIA-TUSCALOOSA WMBD-WOZ
PORTLAND, ORE. KEX
RALEIGH WPTF
ROANOKE WDBJ
SAN DIEGO KSDJ
ST. LOUIS KSD
SEATTLE KIRO
SYRACUSE WBL
Solid Opposition to S-1333 as Written

Denny, Miller, Nets First Witnesses; Critics File

SOLID BROADCASTER opposition to the White Bill (S-1333) in its present form caused reverberations last week which reached into the quarters of Senate Republican leadership.

A Senate Interstate & Foreign Commerce subcommittee opens hearings tomorrow (June 17) on the proposed legislation while the Senate Policy Committee prepares for a secret session at which Sen. Wallace H. White Jr. (R-Ma.), author of the bill, will open discussion of his measure.

Republican leaders will have to decide, and on their decision advice Senator White, whether they wish to accept the burden of responsibility for legislation which might raise opposition ill-timed for an election year.

Policy Committee Chairman Robert A. Taft (R-Ohio) told Broadcasting that he had heard reports of strong objections to the White Bill, but added that Senator White would have to take the initiative in informing the policy committee about his measure. Senator Taft added that the complexity of the legislation, and the general lack of information among most Senators about it, prevented the policy committee from taking the initiative in dealing with the question.

Denny First Witness

Meanwhile, at the call of President Justin Miller, the NAB is meeting with industry members, including the networks, at its headquarters today to apportion testimony so there will be a minimum of repetition during the six or seven-day hearings. Morning, afternoon and possibly Saturday sessions are scheduled to provide time to expedite the hearings, which Chairman White seeks to end in six hearing days.

FCC Chairman Charles R. Denny will be the first witness. It has been predicted that Chairman Denny will oppose almost the entire measure and will be particularly critical of the separation of the Commission into two divisions. This has been described as unwieldy by FCC spokesmen. Another point on which he is expected to pounce is that this course would make a mere detail man of the chairman.

Frank Roberson, head of the legislative committee of the FCC Bar Association, is expected to be the next witness. Judge Roberson will probably confine his testimony to the procedural and appellate divisions of the bill which the bar long has advocated.

Third on the list of witnesses will be the NAB with President Miller presenting the case in chief for radio. Keynoting the attempt to modify the bill, he is expected to point out the need for an affirming measure which will assure radio complete freedom.

He will be assisted by A. D. Willard, executive vice president; Don Petty, general counsel; Robert K. Richards, public relations director; Harold Fair, program director, and Frank Pellegrin, director of broadcast advertising.

The brunt of the network opposition will be by the NAB with President Miller expected to be carried by NBC with President Niles Trammell as the key witness. While the other networks are in general critical, NBC has been most vehement in its position.

The networks take particular issue with the limitations contained in the bill which would prohibit one entity's ownership of stations in any single band which in the aggregate would render primary service to more than 25% of the total U.S. population. They are also expected to oppose option time features which provide that an affiliate may not give option to the network for more than two hours out of every three-hour segment of the broadcast day.

Similar opposition will be directed against requirements for the identification of news and commentary material. The general contention of the networks is that the White Bill stiffens restrictions already imposed. They contend that the restrictions inherent in the White Bill alone stand as a stop to television in its tracks.

NAB Witnesses

Radio leaders expected to testify under auspices of NAB include: J. Harold Ryan, vice president of Fort Industry Co., former NAB president and chairman of the legislative committee; Campbell Arroux, president of WTAG Norfolk; Harry Bannister, WWJ Detroit, who is expected to testify on the newspaper ownership aspects of the measure; Wiley P. Harris, general manager of WJQX Jackson, Miss.; Donald S. Elias, of WNNC Asheville; G. Richard Shafto, WIS Columbia, S. C., and Fred Weber, WDSU New Orleans.

Major E. H. Armstrong, FM inventor who has protested FCC allocations for FM, and Bill Bailey, executive director of FMA, are expected to be heard.

Late Appearances

Eleventh-hour appearances were filed by a series of non-broadcasting groups, and it was expected that prior to the opening gavel Tuesday additional notices would be filed. New appearances include:

Cooperative League, Murray Lincoln, president; Progressive Citizens of America (liberal group which includes Mrs. Franklin D. Roosevelt, Paul Porter and Leon Henderson on its board), possibly through Susan B. Anthony, director of radio; National Temperance & Prohibition Council, which recently supported the Capper Bill to bar advertising of intoxicants, through Rev. Sam Morris and Henry M. Johnson, of Louisville, chief counsel; American Council of Christian Churches, which contends the provisions for equality of time are too restricted, through William S. Bennett, attorney, and Carl McIntyre, president, and possibly several additional witnesses.

A list of all of the clauses of the broadcasters have called the committee, but Friday evening no individual appearances had been filed. Richard Hubbel, television consultant, has filed an appearance, and proposes to advocate longer licenses for video.

It is generally contended that provisions of the proposed bill for a uniform system of accounting might be a direct route to government regulation of radio as a common carrier on a utility basis. Many stations feel that this provision would impose upon the smallest entity in broadcasting a detailed bookkeeping system which would be beyond the means of the small station owner.

A unique situation was brought about by the hearings where both the broadcasters and their regulator, the FCC, will oppose practically the same measure.

(Continued on page 96)
Sturdy New England Is Good Market

Old Conservatism Fails to Conceal Firm Economy

BY SOL PAUL

NEW ENGLAND is conservatively optimistic.

The stability of the New England economy is behind this optimism. Over the past two decades a transition has been taking place in the six New England states. The area has lost ground in the nondurable goods industries, mostly textiles. On the other hand, there has been a pronounced growth in the service industries, recreation, transportation, communication, and clerical employment.

Thus two things of importance have happened to the New England economy: (1) This transition has meant an industry which is economically healthy; (2) The per capita income has increased over the years because the new industries have higher wage levels than those that decamped. Don't get the idea that there are no more textile mills in New England. The New Englanders still turn out several hundred million dollars of textiles a year. But as Dr. Alfred C. Neale, director of Research of the Federal Reserve Bank of Boston and a transplanted Californian, will tell you, there has been a 30% increase in gainful employment in the industries outside of the nondurable goods category.

New England Reaction

The reaction to economic cycles is less pronounced in New England than other parts of the country, according to Dr. Neale. The employment curve goes up less than the rest of the country. For example, employment is off 10% in the nation while it is off 8% in New England. The most important factor in the entire picture is the per capita earning which shows that New England is 27% higher than the rest of the country.

There is no immediate cause and effect relationship between the economic picture and radio billing. If a protracted slump should be experienced, the radio stations, of course, would feel the results. However, the radio billings, like the New England economy, are stable. A survey of New England agencies by Broadcasting points to an encouraging fall. Business seems to shape up something like this: Network business is off slightly with fall prospects good; National spot billing is firm; local business fluctuates according to the locality. In some cases it is up about 5%-10% in others it's off some 10%. The Boston agency executives and time buyers say that while billings are holding there is plenty of evidence that all advertising and radio in particular is now in the era of the "hard sell."

Questions Arise

One of Boston's best known agency executives who places a large amount of radio time throughout New England says that this is a period of self-questioning on the part of clients, unwillingness to make long term commitments. "Some of our clients who have been wedded to radio for many years now are questioning whether they should drop radio and use newspapers and other media. Others who have been traditional newspaper users are inquiring whether they can step up sales through the use of radio. We are in for a lot of reappraising, experimenting and intense competition."

William H. Eynon, vice president and radio director of the H. B. Humphrey Co., looks forward to increased billing. One of its accounts which is using a split network on ABC is planning to go full network. A new entry into radio is Monument Mills, Housatonic, Mass., manufacturer of bed spreads, using spot announcements on a dealer tie-in basis. This cooperative campaign has been very successful. Mr. Eynon is a supporter of this method of promotion and feels that radio could do a great deal more of it to the advantage of the dealer, the manufacturer, and to radio. The agency is introducing a new cat food called "Kitty-Snicker" produced by the National Packing Co., Boston. So pronounced has been the expansion of H. B. Humphrey in the national radio field that there is a possibility that radio may be transferred to the New York office, under the direction of Henry B. Humphrey Jr.

Use More Spots

Janet Gilbert, timebuyer of Harold Cabot & Co., Inc., reports that two of its regional accounts, Miller Hollis, manufacturer of Haviland chocolates, and H. P. Hood & Sons (dairy products), are expanding their expenditure for spot announcements.

The Boston and Maine Railroad which ran a jingle announcement on 18 stations from March through May has extended the time through June because of the success of the jingle.

Doremus & Co., which handles several financial accounts, anticipates no change in its radio schedules. The National Shamut Bank of Boston is retaining its news programs and weather forecast announcements.

The Savings Bank Life Insurance Council promotes savings bank life insurance and is using weather forecasts and participating announcements.

One of the most successful spot campaigns in New England is being handled by Paul Provanide, partner of the Hoag & Provanide Co., New York. The agency is using announcements on 17 Massachusetts stations promoting Massachusetts home grown products. The announcement has been extended to New York.

(Continued on page 102)

Wilson to Sponsor

WILSON Sporting Goods Co., Chicago, will sponsor All-Star football game August 22 at Soldier's Field between College All-Stars and Chicago Bears, pro football titleholders, over full MBS network of 430 stations. Broadcast will be carried from 9:30-12 p.m. with Harry Wiener doing the play-by-play.

Agency is Elwell and Thurber Associates, Chicago.

Resinol Campaign

RESINOL Chemical Co., Baltimore (ointment and soap), this week begins a spot campaign in the following markets for 20 weeks: KMA Shenandoah, Iowa, WIBW Topeka, Kan., WWL New Orleans and WSB Atlanta. Five announcements weekly will be heard on each station. The Resinol firm, which has not been using radio recently, will advertise its ointment with early morning dramatic spots. Agency is Redfield-Johnstone, New York.

Renews 'Blondie'

COLGATE-Palmolive-Peet, Jersey City, N. J. (Super Suds), has renewed Blondie, Sundays, 7:30-8 p.m. on CBS for 26 weeks effective July 6. The show will continue throughout the summer, making its eighth year on the air. William Esty & Co., New York, is the agency.

Shell Adds Two

SHELL Gasoline and Oil, New York, has added sponsorship of two newscasts to its current series of news and sportscasts on about 55 stations. The sports programs on WAKR Akron and WSIL, Carbondale, Ill., started on June 9. Contract placed through J. Walter Thompson Co., New York, will extend for 13 weeks.

Hope Replacement

VAN HEFLIN, stage and film star, will be featured in NBC Adventures of Philip Marlowe, mystery-adventure and 13 week summer replacement for the Bob Hope show starting June 17, Tues., 10:10-11:00. Based on stories of Raymond Chandler, adaptations will be written by Milton Geiger. Wendell Niles has announced assignments for the series. Producer is Elyne N. Bacon, handling Hollywood production for Foote, Cone & Belding, agency servicing account.

President Gets 14.6

PRESIDENT TRUMAN'S address to the Canadian Parliament on June 11 was heard by 7,116,000 U. S. adult listeners, according to a survey made for CBS by C. E. Hooper, New York. The Cooperating was 14.6, and the share of listening audience was 90.8.
House Group Gives FCC $6,040,000

Clumsiness Cited; Reduction Totals $1,260,000

FCC came off a comparative victor against economy-bent Congress last week, winning a recommendation for $6,040,000 of its record peace-time decline of $7,000,000 from the Independent Offices Subcommittee of the House Appropriations Committee almost entirely on the plea that the unprecedented work load placed upon the Commission by applicants for broadcast facilities.

Of all governmental agencies, only the FBI thus far has fared better than the FCC, which, if the subcommittee's recommendations carry, would get an appropriation for the 1948 fiscal year starting July 1 of $590,000,000 less than the current budget.

The Committee's report accompanying the hearings revealed that a substantial part of the cut was $476,000 more than a special telegraph investigation—a proposed inquiry into the affairs of Western Union.

The report criticized the Commission for "duplicating and triplication of effort within and between sections, lack of coordination, and clumsy and time-consuming procedures."

The remainder of the reduction—amounting to $785,000—occurred in the general classification of "salaries and expenses" and was justified by the Committee as "possible in view of the shortcomings" in FCC administration. The Commission's plea that additional funds are needed to catch up with the backlog of applications was met with a comment that: "The committee is of the opinion that with proper utilization of staff and facilities the Commission should soon catch up in large measure with the backlog of work and that it is highly improbable that the recent work load of new applications will continue through-out the fiscal year 1948 ..."

Funds for printing and binding were cut to $40,000 from $50,000, which represented, nonetheless, an increase of $15,000 over last year's budget.

Denny Presented Case

FCC Chairman Charles R. Denny case, it is revealed in the transcript before the subcommittee of the hearings on the application for a license by a new station in which the FCC stands to increase its personnel in both its broadcast legal and engineering work.

The FCC again fought efforts to pin the Commission down on regulation going beyond the scope of its authority, the record reveals that Mr. Denny was adroit in sidestepping the more controversial issues but he did agree that the Mayflower decision, barring editorializing on the air, should be reviewed.

Reminiscent of past committee inquiries into FCC appropriations was considerable delay in the passage of time for political broadcasting, the right of stations to censor political scripts and the abject sympathy of Chairman Denny for the plight of the Congressmen in quest of broadcast time and uncensored scripts. The record was interspersed with "off-the-record" discussions by Mr. Denny of what the going appeared to get particularly hot.

Mr. Denny, at one point, found himself in disagreement with his colleague, Comr. E. R. Jett, on the matter of political broadcasting. Mr. Jett insisted that station managers had the right to insist upon on script in advance, in view of possible libel actions against them, but Mr. Denny thought it was perfectly proper to ad lib.

Mr. Denny argued that stations had no right to demand a script. He also thought the right of some stations in charging double rate for political talks was "a deplorable practice and one that ought to be publicly condemned."

The budget recommendation was made after the committee, under the leadership of Chairman Richard B. Wigginsworth (R-Mass.) studied a mass of detailed information submitted by the Commission during hearings May 5 and 7. The hearings dealt at length with the following points:

1. Blue Book, legal basis, cost of preparation and administration, use;
2. Survey of the economic prospects of broadcasting;
3. Increased need for expanded legal staff, relationship between litigation and regulation;
4. FM, problems and prospects;
5. Ownership limitations;
6. Program control, re-examination of Mayflower decision next Fall;
7. Political broadcasts;
8. FCC monitoring activities.

The Blue Book was brought up repeatedly for discussion, with Chairman Denny emphatically denying the majority of industry objections to the Blue Book method of control of program content. He also termed some published reports of the high cost of preparation of this document as "ridiculous," claiming that the Blue Book cost only $13,850 to write, and $18,000 to administer on an annual basis.

Enunciation of Principles

Mr. Denny described the Blue Book as an enunciation of principles under which station operators seek licenses and renewals. Included in this enunciation was the principle that "a broadcaster should not be able to use the airwaves to advertise for commercial programs."

He added that the Commission, through the Blue Book, "leaves to the radio industry the primary responsibility for improving broadcast service."

He characterized the document as "one of the most worth while single projects the Commission has undertaken." The Blue Book, he said, is "a statement of Commission policy." He denied that the Blue Book or any other Commission regulation lays down any hard and fast rules for establishment of ratios between commercial and sustaining time. "We did not take the percentages of commercial as the outright answer to the thing, but we think where somebody runs a high percentage of commercial, that is a reason to run the red flag up and look at it as a matter for a public hearing," he continued.

He expressed confidence that if we take one of these Blue Books cases to court we will be sustained. But he failed to quote to the committee any section of law on which the Blue Book can be based. Authority for the Blue Book, he said, came from "the ordinary public interest, convenience and necessity, which is the general standard of the act."

"The whole history and interpretation of the act," he continued, "was to negate the view that some people take, that so long as the station stays on its frequency it ought to keep its license forever."

Over-All View

Relative to program regulation, Mr. Denny reiterated his belief that the Commission does not control the programs on a day-to-day basis but maintains an over-all review at the end of the license period. He denied that the programs are "violent criticism" within the industry of this policy declaring that such criticism comes from "one trade publication," with the industry" opposed, "sincerely."

(Continued on page 108)

Limit on Grants Opposed by Denny

Amounts to Regulation Of Income, He Tells House Committee

LIMITATION on the number of stations authorized in any area would mean abandonment of the competitive system in broadcasting, in the opinion of FCC Chairman Charles R. Denny. This is revealed in testimony released last Friday, coincident with the introduction of the Independent Offices Appropriations Bill which includes the FCC.

As asked by Chairman Wigglesworth (R-Mass.) of the sub-committee whether the wholesale licensing of stations would not result in "confusion and bitter competition" and ultimately "Government operation of radio or the liquidation of all smaller interests," Mr. Denny contended that the whole field of determining whether the licensees would be properly provided for "if you gave them $200,000 a year revenue or whether you gave them $100,000 a year or $50,000 a year."

Mr. Denny's explanation came after Chairman Wigginsworth had recited the comparison of a radio station in Washington as typical. He pointed out that before the war there were six standard stations in Washington of which four made substantial profits and one did not break even. Now, he pointed out, there are 13 AM stations authorized as well as 11 FM authorizations and four television authorizations. And said the same situation has been brought about throughout the country.

Potential Revenue

Mr. Wigginsworth added he had been advised that the potential advertising revenue does not exist to support such outlets.

To limit the number of outlets, Mr. Denny contended, would be tantamount to putting the FCC in the position of determining whether the licensees would be properly provided for "if you gave them $200,000 a year revenue or whether you gave them $100,000 a year or $50,000 a year."

"These people do not know it but they are asking that a federal agency regulate the business of regulating their income," he said.

"Also, in order to broadcast, A in Washington would have to be treated like broadcaster B and they would be required necessarily to account to the Commission on a uniform basis. Their salaries would have to be checked. Also the amount they pay the program ractor and the amount they pay themselves. Also the amount they charge up to entertainment, because unless the books were kept on the same basis, they could not be treated equally. That is what would be involved in abandoning the competitive system that Congress has prescribed in the statute."

I very strongly take the position that the bill should be abandoned. I am aware of this: in certain instances in the radio business as in any other competitive business, competition will take its toll. There will be stations that will

(Continued on page 109)
Television Faces Fight for Wavelengths

Reallocation Plans Are Numerous At Hearings

By RUFUS CRATER

FORERUNNER of what may be 'long, hard' frequency fight between television and several non-broadcast services developed last week in a two-day FCC-industry engineering conference. The conference, called by FCC to consider interference problems arising from the present plan of sharing television channels with other services, produced half a dozen informally presented reallocation plans, plus requests for additional spectrum space for virtually all the services involved.

Allen B. Du Mont Labs asked for 10 new video channels between 108-174 mc. Television Broadcasters Assn. said television needs an unspecified number of new channels above 108 mc. Zenith Radio Corp. suggested a spectrum space be acquired by moving most present allocations above 44 mc further upward, expanding finally into the 480-920 mc band now used for non-television services.

On the other hand some of the mobile service users and manufacturers, including National Bus Communications Inc. and Motorola (Galvin Mfg. Corp.), contended television must be prepared to give up at least one of its first six channels if peace is to be established in the 48-88 mc band. TV interests indicated they would make an all-out fight on any proposed curtailment or any changes of existing channels.

Hearing Would Be Necessary

A public hearing necessarily will precede any change in the present plan. With that thought in mind, however, was not indicated, FCC authorities said they might continue working with industry committees in search of a solution, at least for the immediate future, or that they might draw up a proposal and let it be threshed out in hearing.

It was almost unanimously agreed that the present plan of sharing video frequencies with other services will not work. There was also considerable feeling that television channels should be in one block, in lieu of the present split-band basis.

Extent of the problem was shown in testimony on the nature and degree of interference to television from other services and, in the adjacent and adjacent-channel interference, from television itself (see interference resume, this page).

Conversely, television causes interference to other services. That it is a major problem—though one which participants felt eventually would be solved—was also indicated in the request of FCC Chief Engineer George E. Sterling, who presided, for "even radical" suggestions looking toward a solution. Mr. Sterling pointed out that the "sharing plan" was adopted by FCC in 1945 on recommendation of RTPB Panel 2. Extensive tests, impossible then, have since produced results which "have not been encouraging," he declared. Besides the engineering difficulties in shar-
AFM Stations Too Costly, Union Finds

Petrillo Threatens To Enter Record Business

RADIO station operation by the AFM would be too expensive, especially since the union would have to use only live talent, President James Caesar Petrillo told the AFM's 50th annual convention in Detroit last week.

Defiantly challenging Congress to force musicians to make recordings, he said AFM may go into the recording business in direct competition with the 130 established companies. The convention gave AFM's executive board power to stop members from making recordings after contracts with major record companies expire Dec. 31.

In High Wage Bracket

In his annual report, President Petrillo, who was reelected without opposition, revealed employment figures showing radio musicians are one of the highest paid segments in the American economic scheme. In 1945, his figures show, the average radio musician received $4,267, and substantial increases in scale have occurred since that time.

Mr. Petrillo's survey showed that 369 stations employed a total of 2,932 musicians at a gross salary of $161,537. Of the 369 stations, 301 are network affiliates and 68 are independents.

Going into cost of operating a station, Petrillo said a detailed study was made with a view to applying for one or more FM licenses and CP's in the name of AFM or its locals. The survey showed that construction and operation of a 1,000-watt station for a year would be $71,320 and that the "bare minimum" cost of operating such a station for one year would be $33,580 while the average cost would be $65,400.

"Neither of these figures allow for any talent costs and provide only for a very small operation force," Mr. Petrillo said.

If the Federation were to enter into the broadcasting field it would have to maintain an above average standard and present programs of a very high caliber. It must be remembered that FM operation could only be interested in "live talent" and could not resort to the use of "canned music" as all other stations do.

"Therefore, our operation of such a station would apply the cost many times . . . and we would have to face an ever increasing budget with no assurance of what income could be had from the operation. It is of the opinion that this is entirely too expensive a project for our organization to undertake."

Referring to the recording royalty fund, Petrillo said, "We will go in the end of this year and ask for more money—if we negotiate at all. Next year we may be spending more than $2,000,000 from this fund."

He offered the suggestion that AFM go into the recording business itself after Joseph A. Padway, AFM general counsel and AFM executive board member, told the convention the Taft-Hartley labor bill "will definitely outlaw the AFM welfare fund (from revenue, and transcription parties) and kill it deader than a door-nail."

Not a Strike

Mr. Padway said that under the bill only employees of the firms contributing to the fund would be allowed to benefit from it and that these benefits would be limited to insurance, pensions, medical and unemployment benefits.

"If that is to be the case," President Petrillo said, "and under the law we cannot renew this agreement," he said, then the Aug. 1, 1942 letter (banning all recordings by AFM talent) might be the same letter we will send again.

"If we say we cannot make recording deals, then the AFM will have to go back to work. It will not be a strike. It has been my pleasure to keep up with the radio and recording people. This bill gives me some ideas on how to find my way into the radio business itself."

(One-minute ovation.)

"As long as they want to gyp us out of a quarter-cent, maybe they won't like it if we take it all. Let them find out from their corporate lawyers and their Senators how they can make a deal under this law that will be satisfactory to the AFM. If they don't want to give a quarter-cent, or five cents, then maybe they will get nothing. This will eliminate us from the profits of the corporations and not from the public, as charged."

The AFM head said present contracts expire Dec. 31 and offered the following resolution which was voted unanimously:

That at the termination of present recording and transcription contracts on Dec. 31, 1947, the international executive board be vested with full power to agree or not to agree to consummate new agreements if the international executive board at that time decides that further making of recordings of any kind by the Federation members in the interests of the Federation they may establish, or membership in the Federation may go from rendering services for any or all of the Federation, or the judgment of the board is advisable to do so."

Mr. Padway said the AFM would not be able to call off its men from recording jobs under the Taft bill but that they could quit assignments individually. In a general review of the bill he said the AFM would be able to take any action against a network without the risk of antitrust prosecution.

Gen. Sarnoff urged that the network executives keep the record companies informed of recording standards and criticisms of the 80-day injunction period which he said would enable a recording company to make enough pressings to last throughout long litigation. Such artists as Heifetz and Elman, who are self-employed, could not be required to belong to AFM, he said.

Mr. Padway warned that the bill would prevent AFM from demanding of a network that it stop servicing a local outlet in conflicts with the union, citing the Chattanooga case. (This is the hotly disputed "secondary boycott.")

President Petrillo, in his opening convention speech, criticized NAB for its role in "sponsoring" the bill. He condemned NAB for "refusing to cancel its 1943 convention at President Roosevelt's request" as a war measure, when AFM acceded to the plea.

In a news conference he voiced concern over the increasing use of recorded music on both networks and small independents, referring to "the unscrupulousness of some station operation lawyers and not from the public, as charged." the start of a "second era of real trouble." To the trend of using more "canned music" he said, "that's good for the public of music, but I don't think it's good for the public of recording talent." In fact, he said, "we are becoming a nation that is ready to gag itself on entertainment."

The convention was addressed by Cooper, the Attorney General, Taft, the author of the Taft-Hartley bill, Taft-Hartley specialists, and attorneys for other labor organizations, as well as the AFM's legal counsel.

(James Caesar Petrillo, AFM, told their 50th annual convention last week that radio station operation would be too expensive for the union, especially since they would have to use only live talent. He also hinted that AFM may go into the recording business if the Taft-Hartley bill is made law and the present welfare fund contract is outlawed.

Sarnoff Urges Anti-Recessio Steps

Asks to Insure Bright Future

ECONOMIES in production and selling, and improvement of product, must be effected by the radio manufacturing industry to meet an economic readjustment already under way, Brig. Gen. David Sarnoff, RCA president, Thursday night told the banquet of the Radio Manufacturers Assn., gathered in Chicago June 10-12 for its 25th Annual Convention.

"As long as our industry continues to foster research and create new products and services for the public, we need not fear for its future," he said, pointing out that radio by its very nature is in the vanguard of science.

New Markets

Television alone will enable the industry to set new records, he added, foreseeing ultimate fusion of sound broadcast and television, with the 36,000,000 radio homes finding new pleasures in "listening and attending events by television."

Gen. Sarnoff said the industry is on the threshold of "three new dimensions—radio, television and industrial electronics—while the older markets for standard broadcast receivers and combination instruments are still fer- rite and the phonograph records are in greater demand today than ever before."

Anticipating a bright future for FM, he said technical and economic conditions which retarded FM's growth during the war in the early postwar period have been removed. "The measure of its success will be determined largely by the quality and variety of the programs transmitted over FM stations," he said. "I believe the fullest benefits to the public and the larger opportunities for sales will come only when programs now broadcast by standard stations and networks are permitted to be sent simultaneously over FM stations. Let us hope that present-day restrictions, which forbid this, may soon be removed."

He underlined the notions about television. Gen. Sarnoff said the "medium will not reach the homes over wires "but definitely will be broadcast through the air and the airwaves will be the "look-out" for new commercial broadcasting stations and networks. The future of television, he said, is "the listener." He noted that the 50,000 television receivers are in service, with some 50 transmitters now in production. He predicted television would develop an art form of its own in the future. He told the group to suppose that television will ever supplant the theatre. He suggested it might revolutionize the trade structure of the movie industry, however.

Sees Relay Growth

Gen. Sarnoff said coaxial cables on networks now in most cities and a number of cities and others are being extended. Eventually these microwave channels will reach out further to connect additional communities in television network service, especially in the cities not reached by coaxial cables."

The radio business is back to (Continued on page 88)
Arney Lauds CAB for Freedom Fight

Canadians Elect Board Members at Jasper Convention

By James Montagnes

CONGRATULATING Canadian Assn. of Broadcasters on its valiant fight for principles of free radio, C. E. Arney, NAB secretary-treasurer, said U. S. broadcasters also are presenting a united front to fight for the American system of radio and freedom of speech. Mr. Arney addressed the CAB convention held June 9-12 at Jasper Park Lodge, Alta., speaking for Justin Miller, NAB president, who was unable to attend.

Broadcasters would do a better job if left to their own devices instead of being controlled by distant Government commissions, he said.

Directors elected at the concluding CAB session were A. M. Cairns, CFC Calgary; H. O. Murphy, CFC Hamilton; G. H. Hackett, CJCA Edmonton; G. R. A. Rice, CFRN Edmonton; K. S. Rogers, CFNY Charlottetown; G. H. Hackett, CFRB Toronto; K. D. Sobie, CHML Hamilton; R. Snegelove; CFOS Owen Sound, Ont.; Phil Lalone, CKC Montreal; J. N. Thivierge, CHRC Quebec.

At the Thursday morning session the convention endorsed union recognition wherever possible. A resolution was passed that stations continue to identify themselves as independent community stations when giving call letters. Deficit current operations was reported at a closed session, with increased assessment discussed.

FM Briefs

FM and research featured the Wednesday morning session. George Chandler, CJOR Vancouver, urged stations to place briefs for 20 kw FM stations as soon as possible. He felt that the CAB would want to extend the July 1 time limit for applications to other than present AM station owners. Also on the FM panel were Mr. Snegelove, Mr. Neil and Henry Dawson, CAB.

How broadcasters can supplement BBM and rating reports with further research was discussed by station owners, agency executives and advertisers. On the panel were F. H. Elphicke, CKWX Vancouver, Walter Elliott, Elliott-Haynes Research; Morris Rosenfeld, MacLaren Advertising; Bill Guild, CJOC Lethbridge. Broadcasters were urged to increase research in their own markets.

Luncheon meeting was dedicated to BMI Canada, with Bob Burton, BMI counsel and Canadian general manager, asking broadcasters to demonstrate their organizational talent, thus helping international relations by giving Canadian composers chance to let the world hear Canadian music through BMI distribution.

Canadian broadcasters and Canadian Chambers of Commerce are expected to work closely together on a series of free enterprise programs.

Plans for setting up advisory community radio councils on NAB pattern and testing legality of BMI-required schemes of performance reports featured opening day's session. Lively discussions on place and date of next annual meeting, work of planning committee which has prepared proposals to Parliamentary Radio Committee, performing rights new fee schedules, new operations of BMI Canada Ltd., and plans for further promotion of reporting role of independent commercial stations highlighted Monday sessions.

About two hundred Canadian broadcasters and numerous American guests met under sunny conditions in Rocky Mountain resort of Jasper. Though many Eastern Canadian broadcasters were absent due to sittings of Parliamentary Radio Committee at Ottawa, convention went on record endorsing actions of planning committee.

Opening convention, last Monday, Mr. Rogers, NFCY Charlottetown, urged broadcasters to strengthen and maintain cohesion and continuance of campaign started this year. He pointed out results may not be visible for three to four years owing to necessary action of Parliament to enact legislation.

"Canadian broadcasters are playing part in restoration of freedoms taken away during war, others move our moves closely," said Mr. Rogers.

Broadcasters plan to make recent Community Radio Week an annual event. Good results were reported. Female newspaper commission coverage on Parliamentary brief was reported, with independent stations getting more newspaper space in past week than in previous ten years. Broadcasters were told that CAB has adequate material available to refute all unfavorable publicity, little of which had cropped up to date. A half hour transmitted program of questions and answers is being prepared for use of member stations.

Report on Agreement

Report was made that new five year agreement has been signed by CAB with Composers Authors Publishers Assoc. of Canada and BMI Canada Ltd., which comes up for approval by Canadian Copyright Appeal Board at Ottawa July 7.

Heated discussions took place in afternoon session on promise and proof of performance forms required by CBC, with CBC Station Relations Supervisor George Young on hand to answer questions and hear opinions from independent stations. Broadcasters de-

Method to Augment BMB Proposed

Engineering Data Idea Offered by Research Committee

PROPOSAL that BMI augment its periodic nationwide postcard surveys with interim engineering data indicative of station coverage is expected to be advanced at the meeting of the organization's Research Committee, schedule for tomorrow (June 17) at BMI headquarters in New York.

Plan would provide new stations, which have begun operations since the first BMI survey was made in March, 1946, with a means of supplying standardized data on their coverage to advertisers and agencies without waiting for the completion and publication of the next nationwide postcard survey. It would in no sense replace the basic data on listening obtained from listeners themselves, but would enable stations to supply interim information on a uniform basis.

It will be argued that if there is no such industry standard the buyers of radio time will get from these stations coverage data collected in a wide variety of ways, the very thing BMI was set up to stop. Obviously, the proponents of the plan state, the stations cannot wait to make presentations until the next BMI study has been completed, which would be the fall of 1948 at the earliest and, if the NAB proposal for nationwide postcard survey is adopted, the fall of 1949. Method would probably be along the lines of the engineering studies made by Mutual which believes them to have produced evidence of satisfactory reception that could not have been obtained from the "half-millivolt line" studies of prewar days.

Series of Meetings

Research Committee is only one of a series of BMI committee sessions to be held during the week, including the Advertising Industry Relations Committee on Thursday, culminating with the BMB Board meeting on Friday, when an answer to the NAB proposal of a year's postponement will be made. The preliminary committee sessions began last Tuesday when the finance committee met to review the organization's financial history, including a detailed analysis of the revenue and expenditures in connection with conducting, tabulating and publishing the 1946 survey, and to consider possible methods of long term financing. For this latter task they figured on the effect of a year's postponement on the pledges for the second study already received from more than 400 BMI groups which had joined on Wednesday by a special NAB liaison committee.

No final overall plan was arrived at, but the combined committees did agree informally on a number of factors which they feel should be included in any long term financing system which may be adopted. These conclusions are being written up and sent to the individual members of the committee for their approval, after which they will be presented to the board for official action. Meeting was described as completely amicable and cooperative.

Present at the two-day meeting were all members of the BMI Finance Committee, Roger W. Clipp, WFIL Philadelphia, chairman; Robert Compton, WTIC New Haven, Lowrey Crites, General Mills. NAB Representatives at the Wednesday session were Paul Morency, WTIC Hartford, and G. Richard Shafter, WIS Columbia, S. C.
WHO SERVES FAMILIES IN 229 COUNTIES IN 9 STATES [674,400]

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.

BROADCASTING • Telecasting

WHO SERVES FAMILIES IN 526 COUNTIES IN 18 STATES [814,670]

for IOWA PLUS

DES MOINES 50,000 WATTS

FREE & PETERS, INC., National Representatives

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However, FCC Is Told Large Scope Still Years Away

NETWORK TELEVISION on a relatively limited regional scale may lie in operation by next summer if not this year, while networks are still years away.

That was the consensus last Monday after an all-day engineering conference conducted by FCC to find out how broadcasters and common carriers on "the immediate situation." Gravest doubts were expressed concerning the willingness and ability of broadcasters to pay the rates proposed by AT&T for video use of its coaxial cable [BROADCASTING, June 9]. AT&T spokesmen said the rates would be the same for its projected radio relay service.

M. K. Toeppen, engineer and statistician appearing for Raytheon Mfg. Co., estimated $1 to $1.5 billion in television time sales might be needed to pay the AT&T rates and other video costs. This would be three to four times the estimated AM time sales in 1946. He said Raytheon would offer no rates for television common carrier service "until we see that it will work." The in the wake of the strong opposition to AT&T's projected rate plan—which calls for $40 per circuit mile per month for eight hours' daily use of a channel—it appeared likely that several firms would seek to establish their own intercity microwave relay systems.

When FCC Chief Engineer George E. Sterling, who presided, asked for a show of hands of broadcasters interested in "getting together" in the operation of intercity relays, some 15 or 20 went up out of the group of approximately 75 station and common carrier representatives.

But FCC in its proposed allocations has indicated that it regards intercity relaying as a common carrier function, and its final decision on the question won't be made until after the International Telecommunications Conference now in progress at Atlantic City. It was thought possible, however, the FCC might permit broadcasters to operate their own relay systems on an interim basis at least until adequate common carrier facilities are available.

J. K. McDowell, appearing for Western Union, said his company put its faith in radio relay rather than coaxial cables, and outlined a proposed radio system linking major points from Los Angeles to New York.

Renomination of Wakefield Is Referred to Subcommittee

INVESTIGATION of FCC Comr. Ray C. Wakefield's party status was taken up last Thursday by a subcommittee of the Senate Interstate & Foreign Commerce Committee to study his renomination to a seven-year term beginning July 1.

Sen. Wallace H. White Jr. (R-Me.), chairman of the full committee, told reporters that questions had been raised within the committee regarding "whether Mr. Wakefield is a good enough Republican to receive a Republican appointment." He said some Democrats also questioned the reap designation. Personally, he said, the challenge is "too general an indictment to satisfy me."

The subcommittee is headed by Sen. Clyde M. Reed (R-Kan.), whose colleagues are Sen. Senators Edward M. H. Johnson (R-Ola.) and Tom Stewart (D-Tenn.).

Senator Reed said he planned to call Mr. Wakefield and other witnesses at public hearings later. No date was given for a hearing.

The reappointment of the term starting July 1, was sent to the Senate late last month by President Truman [BROADCASTING, May 26].

He pointed out that Western Union has been operating a New York-Philadelphia relay for some time and will soon have a connecting New York, Pittsburgh and Washington. Western Union, he said, will be able to offer "any times the three times that AT&T will offer rates," but pointed out that major considerations include availability of equipment, completing arrangements with broadcasters, and securing the FCC's approval.

Philo and Du Mont, along with Raytheon, particularly questioned the practicability of operating under AT&T's proposed rates.

C. A. Priest, manager of General Electric's Electric's division at Syracuse, revealed that GE has a one-way microwave relay circuit ready for commercial video operation between New York and Schenectady, and, with FCC approval, will extend it "at least to Syracuse." GE's WRGB Schenectady has applied for commercial use of the circuit to relay New York programs to the Troy-Albany-Schenectady area.

The New York-Schenectady circuit, he said, operates in the 1750-2100 mc band and uses a relay at Beacon Mountain, 15 miles from New York; one 55 miles further at Round Top Mountain; one 29 miles distant at Helderberg and, a final one 14 miles from Schenectady. System can operate; the circuit uses separate carriers for sound and pictures but will be converted to carry both on a single channel. Equipment similar to that in use in New York area will be offered by GE.

Dr. T. T. Goldsmith, director of research of Allen B. Du Mont Labs, said the company preferred to use common carriers if the rates and services were satisfactory. Both he and Allen B. Du Mont, president, expressed serious doubts whether the AT&T rates would be possible.

Dr. Goldsmith indicated interest in a relay link tying in eight affiliates from New York to Washington, providing two-way service each of the stations. He suggested a rate of $5 per hour per station on the basis of a minimum 28-hour rate. This rate, which he (Continued on page 97)

MBS Elects Weiss As Board Chairman

STREIBERT, Poppele and James Advanced by Network

LEWIS ALLEN WEISS, MBS vice chairman as well as Don Lee vice president and general manager, was elected chairman of the MBS board at its annual meeting in Chicago Thursday. Mr. Weiss succeeds Alfred J. McCooker, who resigned effective June 1 [BROADCASTING, March 3] as chairman of the board of Bamberger Broadcasting Service, operating WOR New York.

Mr. McCooker has been MBS board chairman since 1934 when MBS was organized as a four-station metropolitan hookup. Mr. Weiss has been an officer and director of MBS for some years.

Theodore C. Streibert, president of WOR and MBS board member, was named vice chairman to succeed Mr. Weiss. Jack R. Poppele, WOR vice president, was elected to the board vacancy left by resignation of Mr. Mbs.

Others Elected

E. P. H. James, MBS director of advertising, promotion and research, was elected to a vice presidency.

Edgar Kohak was reelected MBS president and director, with James E. Wallen reelected treasurer and controller, and E. M. Antrim secretary.

Other board members reelected for another term include Willet H. Browning, WOR network; Edward Antrim and Chesser Campbell, WGN Chicago; J. E. Campeau, CKLW Detroit; H. K. Carpenter, WJZX Sweden; Benjamin Mombel Jr., WPIL Philadelphia; John Shep-3d and Linus Travers, Yankee Network.

KFWB Sells 33 Segments Of Martin Block Series

KFWB Hollywood announced last week it had sold 33 quarter-hour segments, who minimum weekly total of 48 within its two hours of Martin Block Presents. The record program, six days weekly, started June 2.

Five advertisers are using segments six weekly: Flott Food Products, Los Angeles (canned foods); Liggett & Myers Tobacco Co., New York (Chesterfields); Kaiser-Frazer, Los Angeles (automobiles); Patriotic Stevens Model School, Los Angeles; and William H. Wise & Co., New York (books).

Mr. Cowan, Los Angeles (dentists), is using three 15-minute segments weekly.

Page 18 • June 16, 1947
There's a famous proprietary firm that needed a sales boost in Richmond. As a matter of fact, they needed a real shot in the arm.

They decided W-L-E-E was the way to start. They bought a half hour a week over our sales-producing station six months ago.

Latest report: "If sales continue at the present rate... we'll sell twice as much this year as compared with last year."

And this drug outfit has had no other advertising in Richmond.

It's another W-L-E-E sales success story.

To shake well in Richmond... use W-L-E-E!

W-L-E-E
Mutual ... in Richmond

TOM TINSLEY, Director
IRVIN G. ABELLOFF, Gen. Mgr.

Represented by Headley-Rred
June 16, 1947  •  Page 19
Managers Also Say Sponsors Unenthused About Availabilities

A TOTAL of 52% of station managers find local live talent unavailable and 48% find that sponsors refuse to buy local talent which can be obtained.

There were among the conclusions reached in Broadcasting's fifth poll of station managers (seven in the TRENDS series being conducted by Audience Surveys Inc.). The poll was designed to examine the problems encountered by station managers in their recruiting and use of local live talent. A representative cross-section of the managers of commercial AM stations was polled in May and asked to indicate: (1) what general problems they encountered in the use of local live talent; (2) how many of these types of local live talent they had used within the past year; (3) how this talent was recruited.

The results of the survey follow:

General Talent Problems

"Some of the general problems in the use of local live talent are listed, in Table I. In your operation are you faced with any of these problems?"

More than half of the managers indicated that local live talent is unavailable (see Table I). Although the poll did not attempt to evaluate the quality of the available talent, many managers qualified their answers by adding: "Good" talent is not available locally. Approximately half of the managers emphasized sponsor resistance to local live talent programs as one of their major difficulties. One-third said the station managers surveyed complained of the high cost of local shows!

About a quarter of the managers lacked the necessary supervisory personnel to develop talent. The same number pointed to poor audience reaction to these programs. Only one respondent in six considered union difficulties to be a major problem, while only one station manager in twenty reported that time was not available.

Although this was not a "write-in" type of question, many managers did add their own comments. Those mentioned most frequently were: (a) Competition from networks, (b) rise in popularity of record shows. As one manager put it: "A sponsor won't put money into local talent, when he can get Sinatra or Crosby at no extra cost."

Talent for Commercials

"Please indicate the type of local live talent (other than staff announcer) your station has used within the last year."

For Sustaining Programs

TABLE I

| Talent Type | % of Total %
|-------------|------------
| Talent not available | 25% |
| Too expensive | 18 |
| Lack of supervisory personnel to develop talent | 18 |
| Poor audience reaction | 15 |
| Union difficulties | 13 |
| Time not available | 8 |
| No answer | 6 |
| Other | 5 |

* Percentages add to more than 100% because some respondents indicated more than one talent problem.

TABLE II

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year."

For Commercial Programs

TABLE III

"Please indicate the type of local live talent (other than staff announcers) your station has used within the last year."

For Sustaining Programs

TABLE IV

"How do you recruit your local live talent?"

Audition whenever necessary... 11%
Contact with schools (drama, vocal, etc.)... 39
Program personnel maintain regular talent search... 40
Contact with theatres (little theatre group, etc.)... 31
Ask that recording be sent in... 24
Have regular audition schedule... 22
Contact with other places of entertainment... 21
Contact with booking agencies... 4
Exchange of talent between local stations... 1

* Percentages add to more than 100% because most respondents indicated more than one method of recruiting local live talent.

Tests of Stratovision to Resume B-29 Aloft for Checkup As New Equipment Is Prepared

By J. FRANK BEATTY

FIRST flight tests of the B-29 bomber to be used in the second phase of stratovision development have been conducted by Westinghouse Electric Corp. and the Glenn L. Martin Co.

Westinghouse is proceeding "full speed ahead and loaded with optimism" in its work on stratovision—projected method of covering the nation with complete AM, FM and television relay service from a fleet of high-flying air planes. When complete equipment has been installed in the B-29 the company will resume flight tests, probably in late autumn unless unexpected engineering hurdles interfere.

Recent announcement of coaxial cable television rates, described last week by witnesses at the FCC's television network hearing as unexpectedly high and a threat to video networks, will not affect the stratovision experiments. Westinghouse officials explain they are still studying the recent action. Mr. Nobles was able to prove that a plane can pick up signals from distant sources and receive commercial programs (see Table II); 46% reported the use of hillbilly singers. Approximately one-third of the panel reported using disc jockeys, popular music vocalists, hillbilly bands, news commentators, and home economists for commercial programs during the past year. Less than 10% of the managers reported that they had classical singers or orchestras. Only one station out of every twenty polled reported using local comedians for commercial programs.

Talent for Sustainers

"Please indicate the type of local live talent (other than staff announcer) your station has used within the last year (For commercial shows)."

More than half of the managers reported using sportscasters for broadcast them in receivable strength on the 100 and 500 mc bands to points 250 miles away.

Equipment to be used in Phase II tests is now being manufactured. Transmitters, receivers and gear for receivers is specially designed to do the particular job and to fit the "package" — pressurized bomb bay of the B-29.

In this phase Westinghouse hopes to show that steady rebroadcasts of good quality can be provided over an area over 400 miles in diameter.

Then to top it off, the company plans to rebroadcast television programs of receivable quality in both sight and sound.

Though much of the initial planning and engineering for the next phase has been completed, Westinghouse is now expected to pay the usual penalties of the pioneer during the laborious process of testing and installing new equipment in the plane.

Many of the handicaps encountered in the first phase will not hold in future experiments. The bomber will fly at the 30,000-foot stratovision level in rugged weather. In Phase I the small bomber

(Continued on page 98)
TAP THE RICH FARM MARKETS

SERVED BY

Lee STATIONS

kglo  WTAD

Mason City, Iowa  Quincy, Illinois
1300 k.c., 5,000 watts  930 k.c., 1,000 watts

FOR "WHY" AND "HOW" . . SEE OTHER SIDE . .
FAIR and WANNER

R'ATHER

FAIRMYSTO TO CONTINUE

COMMUNITIES IN FARM AREAS ALSO PROSPER

QUINCY, ILLINOIS: Reports revealed this week indicate that:

Yes, sir, they're making hay while the sun shines down on the farm...for American farmers are feeding the world! And right in the heart of the Corn Belt— America's richest farming district—are Stations KGLO and WTAD, delivering two of the nation's richest farm markets.

And no, sir, you don't have to listen in on the telephone to know farmers in the Lee Station Area are going to town buying more than ever before...equipping their farms with new machinery, their homes with the latest improvements, buying everything from work clothes to fence posts, animal feeds to barn paint.

Hour by hour, Lee Stations beam the programs farmers want to hear...news of the world...vital weather reports...stock markets...and entertainment designed by rural preference. With an established, faithful audience Lee Stations are reminding farmers where to buy what they want. Harvest your crop of profits with

134,000 FAMILIES SERVED BY LEE STATIONS HAVE OVER A QUARTER OF A BILLION DOLLARS TO SPEND!

DOMINANT STATIONS IN THESE MARKETS

**kglo** MASON CITY, IOWA 1300 K.C., 5000 WATTS
CRS AFFILIATE

**WTAD** QUINCY, ILLINOIS 930 K.C., 1,000 WATTS
CRS AFFILIATE

**Coverage** — 29 rich counties in Iowa and Minnesota. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota. Audience produces more corn, hogs, grain-fed cattle, oats, eggs, poultry, and cash farm income than any other area of equal dimensions in United States.

**Coverage** — 34 Mississippi Valley counties in Illinois, Missouri, and Iowa...almost equal division between urban and farm listeners. Cities include Quincy, Illinois; Hannibal, Missouri; and Keokuk, Iowa—core of productive Illinois-Missouri-Iowa agricultural region.

F. C. EIGHMEY, General Manager

GET FREE COPY. New MARKET ANALYSIS OF LEE STATIONS...

This new market analysis is available in limited quantities. Send your request to Walter J. Rothschild, National Sales Manager, WTAD, Quincy, Illinois or Call WEED & COMPANY in New York, Chicago, Detroit, Boston, Atlanta, Hollywood, San Francisco.

**THEME**
Industry Divided on Acceptance of BMB

Approval in N. Y.; Chicago, West Less Certain

Tom McDermott, radio business manager, N. W. Ayer & Son, New York: "We feel the BMB survey is extremely useful because for the first time a straight comparative basis is available. We discovered, however, that it cannot be used as an in-depth formula. For we feel that it doesn't measure the audience that an independent station can acquire in broadcasting high spot sporting features such as baseball and football. We sincerely hope that the industry will continue using the survey.

Lillian Selb, timebuyer, Foote Cone & Belding: "I believe in it. I do think it has definite possibilities. The universal measurement is desirable. It is extremely useful because of the way the book is set up with the detail breakdown which is not available anywhere else."

Helen Harwig, timebuyer, Ruthrauff & Ryan: "It comes quite frequently. I like it very much. It think it clearly explains how well a station's coverage is received in the counties."

Reggie Schuebel, timebuyer, Duane Jones Co. "Excellent. And use it constantly. I still feel that it is the only uniform yardstick. It's the best thing that has happened to all of us."

E. J. Wilson, director of research, CBS: "Our seven years of experience with the measurement technique employed by BMB makes us confident that the industry will find the new audience figures extremely useful. Agencies, advertisers and stations now have for the first time meaningful radio circulation data on a common sense basis."

Charles Stark, vice-president and general manager, WMCA New York, "BMB points the way to an authoritative measurement of radio audience circulation. As a continuing study this survey should give the industry a single yardstick of radio listenership."

Henry Clohessy, timebuyer, Comstock Adv. Inc.: "BMB is a wonderful idea. We'll back it up to the hilt."

Chicago

While many Chicago advertising agencies have yet to receive their BMB area reports, those who have reported that they approve of the reservations both the method and the results obtained.

Chief among their objections are BMB's limitation on listening—only a six hour period and the fact that the results obtained.

Chiefl among their objections are BMB's limitation on listening—one week or more—and fail to indicate whether listening was based on daytime or evening programs.

However, all agreed that BMB was "at least" a start in the right direction and that the study should be continued in 1948. Those interviewed by the Chicago office of Broadcasting had these things to say about the campaign:

Margaret Wiley, timebuyer, J. Walter Thompson Co.: "I found the BMB reports very interesting, especially those which concerned the smaller stations where more Hooper ratings are available. As a matter of fact, we have been doing some research and are just completing a report on a group of stations in the same market who have no particular affiliations. Up until now we had no area picture of measuring listener habits. The lowest count we ever did would depend on the county itself. That is, in a county where, say, 80 or 90% listen to a particular station, we would not go below that figure."

"Handy for Reference"

William L. Weddell, radio director, Leo Burnett Co. Inc.: "I think the BMB reports are very handy for reference and statistical purposes. They are definitely a step in the right direction. We seldom use them ourselves; being familiar with most of the stations we buy time on. I think they are of more use in researching campaigns rather than network shows."

(Continued on page 80)

Mutual Will Continue BMB Support

MBS President Asserts Faith in Industry Organization

By EDGAR KOBAK

PRESIDENT OF MUTUAL BROADCASTING SYSTEM

WITH ALL the latest discussion about the date of the next BMB survey, I think it is high time we all made a distinction in our minds between the BMB as an organization and any particular "BMB survey" as a function of that organization.

Regardless of when the next nationwide survey is to be made, it seems to us self-evident that the BMB as an organization must be continued and supported by all concerned. This means that all radio stations and networks should do everything in their power to help the BMB to meet the needs of the industry. At the same time all advertising agencies and radio advertisers should give the BMB staff an unqualified support of their thinking and guidance.

There is evidently quite a difference of opinion as to whether any kind of survey, sponsored by BMB, should be made on an annual basis, every two years, or every three years. I am not prepared to make any statement as to what the entire field for a survey should be, but broadcasting is a fast-moving business. The 1946 survey is largely out of date because of the tremendously large volume of changes and improvements which have not only been authorized by the FCC, but are already so largely in effect since the first BMB job was done.

Mutual Coverage

The Mutual Broadcasting System has always been interested in the BMB 1946 survey was made. More new ones are on the way. Those Mutual stations which were measured by BMB can, of course, make good use of their figures, but the network as a whole is only about two-thirds covered by the 1946 report.

Therefore, it will be clear to everyone, and it may be support which Mutual gives to BMB at the present time must be based on our hopes for BMB's future, rather than on the usability to us, as a network, of what has already been done. Since no BMB figures on our 127 plus new stations will be available for several years, we must provide other coverage figures for these stations. We must meet the demands of our advertisers and agencies for up-to-date information, and BMB is not at present in a position to supply it. Perhaps out of our necessity, and our answer to it, will come something of value to the whole industry. In order to obtain the necessary guidance for the great broadcasting task which has occurred in the last year or two, we turned to a greatly improved engineering formula.

We needed evidence of where listeners were receiving Mutual programs satisfactorily and this could not be obtained by the old-

(Continued on page 81)
25th Anniversary

First Broadcast—June 8th, 1922
Sets in Use—Baltimore: 2,560
THE STATION LISTENERS BUILT WFBR

WFBR TODAY—BALTIMORE
RADIO MARKET HOMES: 405,270
Child Listeners Recall Product Names

'Lone Ranger' Most Popular, Kansas Survey Shows

EIGHTY-SEVEN percent of boys and 75.9% of girls correctly recall the product advertised on the Lone Ranger program (Cheerios for General Mills), first-ranking favorite among children, according to an analysis of radio habits of students in the fourth to ninth grades published by the U. of Wichita.

The analysis shows children of this age group in Sedgwick County, Kansas, an industrialized area, are avid radio listeners. It is based on a questionnaire answered by 4,665 children March 9-15 under supervision of principals and teachers, and was submitted to the university committee on graduate studies by Philip Joe Mohr, candidate for the degree of master of arts.

In analyzing commercial effectiveness of sponsored programs, the survey showed that children identified products advertised on popular programs more accurately than those advertised on unpopular programs, based on actual program listeners. Thus the Lone Ranger, most popular with children, had the highest percentage of product remembrance while Jimmy Allen, ranked 41st, had a 17.5% recollection rating among boys and 8.5% among girls.

Boys recalled these more accurately than girls, and urban children seem less capable than village or farm children of identifying products.

Ability of the broadcast medium to impress these commercial messages was put to one of the stiffest tests in research history when youngsters were asked to recall the product advertised on Jack Armstrong (Wheaties for General Mills) though the program had not been heard locally for 18 months.

Over 50% of boys in Sedgwick County who had heard the program before it left the air, the 18 months ago correctly named Wheaties. Over 25% of girls named Wheaties. Only 2% of boys named the wrong product with 47.5% answering "didn't know." Of the girls, 2.5% named the wrong product, and 71.8% answered "didn't know."

In the case of the Dick Tracy program, sustaining for four months at the time of the survey, 37.9% of boys and 44% of girls correctly identified the sponsor as Steffen's Dairy Foods.

Serials Preferred

In analyzing choice of programs, children's serials were preferred by 36.7% of boys and 19.8% of girls, followed by non-mystery dramas, crime and mystery dramas, comedians, quiz programs, popular music, Variety, adult serials, miscellaneous music, serious music, talk shows, spot news, newscasts (local) and commentators (network).

Children's serials showed a consistent decline in popularity as pupils advance from fourth to ninth grade. Of the other, non-mystery dramas, crime and mystery dramas, and comedians show a reverse trend. Popular music also shows a significant rise as pupils advance through the grades.

Most popular programs are:

<table>
<thead>
<tr>
<th></th>
<th>Percentage of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>Girls</td>
</tr>
<tr>
<td>The Lone Ranger, ABC</td>
<td>22.9%</td>
</tr>
<tr>
<td>The Boys' Show, ABC</td>
<td>20.2%</td>
</tr>
<tr>
<td>Lux Radio Theatre, CBS</td>
<td>15.3</td>
</tr>
<tr>
<td>The Honeymooners, CBS</td>
<td>14.9</td>
</tr>
<tr>
<td>The Bob Hope Show, NBC</td>
<td>14.9</td>
</tr>
<tr>
<td>The Jack Benny Show, CBS</td>
<td>11.1</td>
</tr>
<tr>
<td>The Art Linkletter Show, NBC</td>
<td>11.1</td>
</tr>
<tr>
<td>The Captain Midnight, MBS</td>
<td>9.7</td>
</tr>
<tr>
<td>The Flipper McCall &amp; Molly, NBC</td>
<td>7.9</td>
</tr>
<tr>
<td>The Inner Sanctum, CBS</td>
<td>6.6</td>
</tr>
<tr>
<td>The Burns &amp; Allen Show, CBS</td>
<td>6.6</td>
</tr>
<tr>
<td>The Dave Garroway Show, NBC</td>
<td>6.3</td>
</tr>
<tr>
<td>The Bob Hope Show, ABC</td>
<td>3.5</td>
</tr>
</tbody>
</table>

The survey notes that no local programs are found in the first 50 favorites. Boys respond to a greater degree than girls to radio commercial offers, it was found, with village children reporting a higher percentage of response than urban or farm children. The older the listener, based on educational attainment, the less was the response to prize or gift offers. Forty-nine percent of boys and 33.7% of girls reported they had sent in required materials for gift or prize offers. This average was down 1/4% during a six-month period as compared to 1 1/2 times for girls.

Breakdown of response to offers was as follows:

<table>
<thead>
<tr>
<th>Offer Type</th>
<th>Percentage of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>Girls</td>
</tr>
<tr>
<td>Prize</td>
<td>33.7%</td>
</tr>
<tr>
<td>Gift</td>
<td>34.1%</td>
</tr>
<tr>
<td>Both</td>
<td>34.1%</td>
</tr>
<tr>
<td>None</td>
<td>37.7%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Types of offers were: Boxtops and money, 73.3% for boys, 76.3% for girls; boxtops only, 17.8% for boys, 26.3% for girls; labels only, 14.5% for boys, 11.0% for girls; label and money, 8.0% for boys, 7.4% for girls; money only, 5.1% for boys, 4.1% for girls.

Listening Hours

Nearly half of the children were found to listen to at least one broadcast before going to school in the morning. Peak listening of village children occurs from 8-9:30 a.m. Farm children listen in greater numbers between 6:30 and 8:30 a.m. Highest urban listening ranged between 7 and 8:30 a.m. Sharp decline in listening was noted after 8:30 a.m. as school hours approached.

In the evening 90.1% of urban boys and 90.4% of urban girls listen; 87.7% of village boys and 84.5% of village girls; 82.4% of farm boys and 80.6% of farm girls.

The heaviest listening occurs from 4:30 to 9:30 p.m. More boys than girls listen during most half-hour periods. A drop occurs from 6:30 p.m. just as in the case of adults. Percentage of children listening on weekday evenings, based on educational attainment, are shown in Table 1.

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage of Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boys</td>
<td>Girls</td>
</tr>
<tr>
<td>6-7 p.m.</td>
<td>23.2%</td>
</tr>
<tr>
<td>8-9 p.m.</td>
<td>20.8%</td>
</tr>
<tr>
<td>9-10 p.m.</td>
<td>13.5%</td>
</tr>
<tr>
<td>10-11 p.m.</td>
<td>11.3%</td>
</tr>
<tr>
<td>11-12 p.m.</td>
<td>10.7%</td>
</tr>
</tbody>
</table>

More than 64% of boys listen on Saturday, compared to 84.4% of girls, with 70.8% of boys listening on Sunday compared to 80.1% of girls. Five favorite Saturday programs for the study showed were Zane Grey, "Let's Pretend," CBS, 34.4%; Your Hit Parade, CBS, 13.9%; Grand Central Station, CBS, 13.1%; Archie Andrews, NBC, 11.1%; True Adventures of Superman, ABC, 9.2%; Gangbusters, ABC, 7.6%; Smilin' Ed McConnell, NBC, 7.6%; Adventures Club, CBS, 7.4%; Roy Rogers, NBC, 6.5%; Stars Over Hollywood, CBS, 6.5%;

Favorite Sunday programs are Blondie, CBS, 47.6%; Adventures of Smokey, CBS, 12.5% Crime Doctor, CBS, 11.2%; Gene Autry, CBS, 10.5%; Take It or Leave It, CBS, 9.7%; Jack Benny, NBC, 8.7%; House of Mystery, MBS, 6.5%; Adventures of Ozzy & Harriett, CBS, 6.4%; Charlie McCarthy, NBC, 6.9%; Countercy, ABC, 4.9%

The report cites comic books and the theatre as competing with both the radio and the textbook for a child's attention outside of school.

EVENINGS IN THEME

Seattle Station to Group

Types of Programs

INAUGURATING a new type of program policy, KEVR Seattle (which will become KING on July 15), operating as an independent with 10 kw on 1000 kw, plans to devote entire evenings to programs of a different kind than those heard on normal evenings.

Martin Deane Wickett, who has just taken over as KEVR program director [BROADCASTING, June 9], announces that the station will not follow the practice of stripping, as many stations do, but in stead will present programs following the same mood 7-11 p.m. Tuesday evening, for example, will be devoted to serious music and Saturday evening dance music. Station's plans also call for programs modeling mystery, semi-classical music, drama, and Scandinavian music (one fourth of area's residents are of Scandinavian descent) on other evenings to complement existing network shows.

The daytime program structure (10 a.m.-5 p.m.), Mr. Wickett announced last week by Sam H. Bethwell, director of KTBB and former city manager of Fort Worth.

Named as general manager of new station was M. E. Danbom, former part owner and manager of KGKR Tyler, Texas. Mr. Danbom has been active in broadcasting since 1932, except for 3 1/2 years spent in the Army's Signal Corps, in which he served as a captain with the 195th Signal Engineering Agency in Philadelphia.

KTBB is owned by Blackstone Broadcasting Co., whose officers and principal stockholders are also principal owners of Tyron's two daily newspapers. Stan Williams will be in the lobby of the Blackstone Hotel, and Western Electric equipment will be used throughout.
Night and Day... Day and Night
WDAF's the Buy in Kansas City!

BMB AUDIENCE FIGURES on following pages sensationa-
tionally reaffirm WDAF's long-time dominance of the
potent Kansas City market. First in listeners—first in
programming—first in prestige—first in rate economy
through low cost per listener!

OWNED AND OPERATED BY THE KANSAS CITY STAR COMPANY

KANSAS CITY
5000 Watts - Full Time - 610 Kilocycles - Basic N.B.C.

NATIONAL REPRESENTATIVE EDWARD PETRY & CO.

TURN HERE
for the sweetest radio story ever told!
NIGHTTIME COVERAGE of the KANSAS CITY Market Area

(Nighttime Coverage Map)

• NIGHT BMB PER CENT PENETRATION

<table>
<thead>
<tr>
<th>Counties</th>
<th>43</th>
<th>64</th>
<th>76</th>
<th>84</th>
<th>98</th>
<th>116</th>
<th>130</th>
<th>152</th>
<th>191</th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio Families</td>
<td>384,000</td>
<td>464,770</td>
<td>522,440</td>
<td>540,940</td>
<td>572,430</td>
<td>601,670</td>
<td>613,610</td>
<td>629,560</td>
<td>649,650</td>
</tr>
</tbody>
</table>

649,650 Radio Families - 191 Counties - 4,347,080 Population

BMB Audience Reprints Available on Request

THE SWEETEST PART OF THE STORY!
## W D A F Broadcasting Rates

### CLASS A TIME—6 P. M. TO 10:30 P. M.

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>13 Times</th>
<th>26 Times</th>
<th>52 Times</th>
<th>104 Times</th>
<th>312 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$266.00</td>
<td>$226.00</td>
<td>$200.00</td>
<td>$173.00</td>
<td>$147.00</td>
<td>$133.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>147.00</td>
<td>125.00</td>
<td>110.00</td>
<td>95.00</td>
<td>81.00</td>
<td>73.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>132.00</td>
<td>112.00</td>
<td>99.00</td>
<td>85.00</td>
<td>72.00</td>
<td>66.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>60.00</td>
<td>51.00</td>
<td>45.00</td>
<td>39.00</td>
<td>33.00</td>
<td>30.00</td>
</tr>
</tbody>
</table>

### CLASS B TIME—12 NOON TO 1 P. M.—5 P. M. TO 6 P. M.—SUNDAY NOON TO 6 P. M.

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>13 Times</th>
<th>26 Times</th>
<th>52 Times</th>
<th>104 Times</th>
<th>312 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$178.00</td>
<td>$151.00</td>
<td>$133.00</td>
<td>$116.00</td>
<td>$98.00</td>
<td>$89.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>98.00</td>
<td>83.00</td>
<td>73.00</td>
<td>64.00</td>
<td>54.00</td>
<td>45.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>87.00</td>
<td>75.00</td>
<td>66.00</td>
<td>57.00</td>
<td>48.00</td>
<td>44.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>39.00</td>
<td>33.00</td>
<td>30.00</td>
<td>25.00</td>
<td>21.00</td>
<td>20.00</td>
</tr>
</tbody>
</table>

### CLASS C TIME—6 A. M. TO 12 NOON—1 P. M. TO 5 P. M. WEEKDAYS—10:30 P. M. TO 12 M.

<table>
<thead>
<tr>
<th></th>
<th>1 Time</th>
<th>13 Times</th>
<th>26 Times</th>
<th>52 Times</th>
<th>104 Times</th>
<th>312 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>HALF HOUR</td>
<td>$133.00</td>
<td>$113.00</td>
<td>$100.00</td>
<td>$87.00</td>
<td>$74.00</td>
<td>$67.00</td>
</tr>
<tr>
<td>QUARTER HOUR</td>
<td>73.00</td>
<td>63.00</td>
<td>55.00</td>
<td>48.00</td>
<td>41.00</td>
<td>37.00</td>
</tr>
<tr>
<td>ONE MINUTE</td>
<td>66.00</td>
<td>56.00</td>
<td>49.00</td>
<td>42.00</td>
<td>36.00</td>
<td>33.00</td>
</tr>
<tr>
<td>30 WORDS</td>
<td>30.00</td>
<td>25.00</td>
<td>22.00</td>
<td>19.00</td>
<td>16.00</td>
<td>15.00</td>
</tr>
</tbody>
</table>

*Floating Position (Time Not Guaranteed), Allowed on Class C Announcements Only, Earns 25 Percent Discount on Above Rates.*
Mr. Loomis, with Walter J. Rothschuld continuing in charge of national sales with offices at Quincy, Leo W. Born, technical director, and H. B. Hook, public relations director, will continue in the same capacities.

The individual stations will continue to be run as before with H. O. Orht managing KGLO, and George Arnold Jr., assistant to the president, and William T. Burghart, local sales manager, handling things at WTAD.

Plans are progressing rapidly for FM operations at both places, according to Mr. Loomis.

RADIO CONTRIBUTIONS TO EDISON FUND URGED

LETTERS and booklets urging members of the radio industry to contribute towards the $2,590,000 goal of the Thomas Alva Edison Foundation were sent out last week by Edgar Kobak, president of MBS and chairman of the broadcasting division of the drive.

Pointing out that few industries have a greater debt to Mr. Edison than radio, Mr. Kobak urges each broadcaster to make his contribution "commensurate with the legacy left us by Mr. Edison."

The purpose of the fund, says the letter, should appeal to "all individuals and organizations interested in the development of research and the stimulation of education." Radio's share of the total is $125,000.

New Hilo Outlet Will Be Fourth in Aloha Network

ALOHA NETWORK, new Hawaiian chain, will expand to four stations when a new outlet to be operated in Hilo by Big Island Broadcasting Co. [BROADCASTING, May 28] goes on the air.

KHON Honolulu, recently granted increase from 250 w to 5 kw full-time, is the network's key station. Present hook-up also includes KMY on the island of Maui and KTOH on the island of Kauai. The islands are roughly 100 miles apart.

Aloha Network is affiliated with the Mutual and Don Lee networks.

Intense Promotional Tie-ins Aided Joske's Radio Impact

TWO-Ply department store campaign based on consistency and intensity, developed during the radio retailing concept conducted by Joske's of Texas, was responsible for much of the success attained by the San Antonio store in achieving sales records and demonstrating the sales power of broadcasting.

Techniques used by the store, largest in the Southwest, are reviewed in a promotion report soon to be published by the NAB Dept. of Broadcast Advertising. The report comprises Chapter V of the complete Joske's report.

Fivelfold Benefits

Integrated promotion produced direct results, the chapter indicates. The methods used pioneered new ground in department store selling and merchandising, bringing fivefold benefits listed by NAB as follows:

- the area of advertising influence was widened,
- a stronger impact was delivered on the total customer potential,
- the effectiveness of all media advertising was heightened,
- store traffic and volume of business increased,
- the ratio of advertising costs to sales was lowered.

A daily schedule emphasizing program data, plus time and station information, in all visual publicity planned inside and outside the store, was followed by the store's radio director working with the advertising and promotion manager.

Joske's promoted its broadcast programs in San Antonio newspapers through especially written and scheduled display advertising designed to increase the appeal that radio made for specific merchandising. San Antonio radio stations contributed bonus promotion by devoting a substantial amount of their own newspaper advertising to the Joske programs.

The displays included attractive layouts, illustrations, pictures, informational tune-in reminders and other features. All were carefully timed to coincide with the broadcast hour and the buying habits of customers. The programs carried reciprocal tie-ins which reminded listeners to check local paper advertising for prices and illustrations on air-advertised items which were also featured in the displays.

News stories were distributed by Joske's including feature articles, program news and pictorial coverage of national known individuals who visited the store.

Some of the Joske's radio-program advertising was directed to the foreign language press. Other media included local publications such as high school papers and trade papers.

House organs helped keep employees familiar with radio campaigns. These included The Joske Jabberwocky and a temporary Joske Day of Joske's published during a brief newspaper strike. Program logs in newspapers, mailing lists, envelope inserts, monthly statements, wrapping supplies, merchandise tags were used in the coordinated promotion campaign.

Window displays, signs, posters, standards, marquee announcements, truck daches, car cards, taxi panels and other eye-stoppers and traffic directors acted as silent salesmen in the radio promotion in addition to their information and reminder functions.

Interior exhibits were arranged in the store; remote broadcasts were picked up from store windows; goodwill and friendly public relations were energized and established by personalities on specific radio programs. Public address systems, movie trailers and other promotion avenues are recommended for use by retailers as a result of lessons learned in the Joske's study.

Special programs were developed to attract and hold the teen-age market, with extensive promotion adding to their impact.

The new chapter on the Joske's clinic results includes many types of promotional techniques used by department stores all over the nation.

SO. BEND LINK READY IN JULY, WBKB SAYS

CAPT. WILLIAM EDDY, director of WBKB, Chicago television station, has predicted that construction of station's relay link to Michigan City and South Bend, Ind., making possible televising of Notre Dame football games this fall, [BROADCASTING May 19] probably will be completed next month.

Capt. Eddy disclosed that new 1850-mc equipment arrived last week and is being installed in the 125-ft. experimental tower at Michigan City to record reception phenomena. The new triple tower is nearing completion.

Reinald Werrenrath Jr., station special events director, has been confering with civic committees from South Bend and Michigan City to plan a special program commemorating first use of link.

Building of TV Station Is Commenced by WBAL

WORK WAS BEGUN last week on WBAL Baltimore's new television transmitter building, and the station anticipates it will be broadcast experimental programs in October.

Situated 385 feet above sea level in the northwest section of Baltimore on the building's 400-foot tower will provide what the station terms "an ideal antenna height for transmitting television programs to Baltimore and its environs."

The station plans two months of experimentation before actual broadcasts are originated from the television studios located at WBAL's new headquarters at 2610 N. Charles St. and scheduled for completion about August 1.

KWBW-FM Makes Debut

KWBW-FM, Hutchinson, Kan., made its formal debut June 15, broadcasting from 3 to 9 p.m. daily on 85.7 mc. Owned and operated by William Wyse who also owns KWBW, 250-w. NBC affiliate, KWBW-FM is the first FM station in Central Kansas to operate commercially.

June 16, 1947 * Page 31
Jamaica Appearance of Video Caravan Called Huge Success

THE FIVE-DAY STAND of the RCA-Allied Stores Television Caravan at Jamaica, Long Island, June 3-7 was hailed last week as an outstanding success. An estimated 50,000 persons crowded the Gertz Department Store to watch the demonstrations, which brought an "inordinate increase" in the demand for RCA video sets, according to Harold Marahan, Gertz advertising and sales promotion director.

The Jamaica appearance was the third scheduled stop in a list of 22 on the caravan's itinerary and the only one in the New York metropolitan area. Officials of both RCA and the Allied Stores said the response at Jamaica was even more gratifying than the receptions at Reading and Easton, Pa., which at the time were considered highly satisfactory.

In the Gertz demonstrations video shows were piped by direct wire from specially-built studios on the fourth floor of the department store to strategically dispensed "telestations" in the store windows, the radio and television department and elsewhere. Products of 11 national advertisers were demonstrated, including: Westinghouse, U. S. Rubber, Sherwin-Williams, Presto cookers, Pic magazine, Kerosene, House Beautiful, Hoover vacuum cleaners, Hickok bolde; Charm magazine and BVD underwear.

The set demonstrated was the new RCA Victor 6114TV model, which combines video with FM, AM, shortwave and Victrola phonograph. Ten shows were presented during the week together with a daily audience participation program.

Newsman Entertained

The evening of June 6 was devoted to a dinner and special showing of newsman and manufacturers' representatives. This group was addressed by Earl Puckett, president of Allied Stores Corp., who declared: "Television will soon be one of the most powerful factors in the movement of merchandise in retailing... (it) is the greatest opportunity and challenge confronting the promotion-minded retailer today..."

This view was echoed by Max Gertz, vice president of the store, who said: "... Television is more than an advertising medium. It actually makes sales. Retailers who do not study this marvelous new medium and take advantage of what they learn may be at a competitive disadvantage within a few years or even months."

Following its appearance in Jamaica the Television Caravan moved to Boston, where demonstrations were given at Jordan Marsh, New England's biggest department store, June 10-14 [Broadcasting, June 9]. This week the caravan will be at Dey Bros. in Syracuse, N. Y., June 18-21.

Congress Broadcasts

THE QUESTION of whether or not sessions of Congress should be broadcast is discussed by Jack H. Pollock in the July Pageant which came out June 11. In his article, "Let's Put Congress on the Air," Mr. Pollock discloses that a personal survey of a representative cross section of 70 legislators brought the following response: In favor, 61%; opposed, 33%; undecided, 6%.

David Resigns

DR. HENRY DAVID, former BBC adviser on American affairs, and before that BBC research director in New York, has resigned. He is currently engaged in historical studies during a leave from Queens College, Flushing, L. I., where he is professor of history.
"... thank you for the swell service and fine cooperation which you have extended me during the past year," writes R. A. Moss, of Campbell-Ewald's Media Department.

Plus service for the country's leading radio stations and advertising agencies has won for Weed and Company a reputation for remaining consistently "On Target."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • ATLANTA • HOLLYWOOD
WPEN Sold to Sun Ray Drug
For $800,000 by "Bulletin"

SALE OF WPEN Philadelphia by the Philadelphia Bulletin to Sun Ray Drug Co., Eastern Seaboard chain operating 150 stores, for $800,000 was announced last week. This opens the way for formal transfer to the Bulletin of the 50,000-watt WCAU. Applications for the transfers will be filed simultaneously with the FCC on or before June 27.

Sun Ray Drug, headed by the three Sylk brothers, acquires in addition to the 5000-watt WPEN the FM facilities authorized for WCAU. The Bulletin retains the FM facilities it has held with the call WPEN-FM, as well as the television construction permit of the William Penn Broadcasting Co. The procedure devised to retain the Bulletin radio properties at the same location.

The Bulletin acquired WCAU, subject to customary FCC approval, in the transaction of last February whereby it purchased the publishing and radio interests of J. David Stern, which included the Camden newspapers and the Philadelphia Record, along with WCAU. The $820,000 purchase price for WCAU, it is understood, is between $2,800,000 and $3,000,000 excluding a guaranteed cash account of $500,000. This net figure is almost identical with the price paid by Mr. Stern for WCAU the year before.

Present Management Continues
Management of WCAU will continue under the direction of Dr. Leon Levy, president and co-founder of the company. G. Bennett Larson, WPEN manager, is expected to remain with the Bulletin organization but in the immediate future probably will devote most of his energies to development of the newspaper's new television properties.

The $800,000 price for WPEN compares with the $620,000 the Evening Bulletin paid for it in May 1944. Since then, however, the Bulletin has spent considerable money in improvements.

It was no surprise that television rights did not go along with the purchase. WPEN had made a television application prior to the Bulletin's acquisition of WCAU but the application was transferred to WCAU.

In announcing the sale, the Bulletin said: The Evening Bulletin announced today that it has entered into a contract for the sale of the ownership of Station WPEN and WPEN-FM to the Sun Ray Drug Company of Philadelphia for a price of $800,000. The transaction was negotiated by Albert M. Greenfield & Co., representing the Evening Bulletin. The sale, of course, has been made subject to the approval of the Federal Communications Commission.

In announcing the sale of the station to the Sun Ray Drug Company, Richard W. Slocum, general manager of the Bulletin, stated:

When the Evening Bulletin acquired the assets of the Philadelphia Record following suspension of the publication of the Record, it also acquired, subject to approval of the Federal Communications Commission, Station WCAU, the 50,000-watt Philadelphia outlet of the Columbia Broadcasting System and Philadelphia's leading radio station. Consequently, it was necessary for the Bulletin to divest itself of ownership of Station WPEN which it acquired several years ago.

Albert J. Sylk, executive vice president of the Sun Ray Drug Company, made the following statement in conjunction with the acquisition of the station by his company:

We intend to follow the same policies established by The Evening Bulletin in the operation of Station WPEN. Since we have been radio advertisers for many years, we believe that we will bring a new slant and approach to the station. One thing is certain, we will devote many of our programs to the interests of public service. We intend to make WPEN a station that will make Philadelphia and all of its citizens conscious of the greatness of this great city. We feel quite certain with this policy by people of this city will appreciate our endeavor.

The Sun Ray Drug Company, of which Harry Sylk is president and William H. Sylk and Albert J. Sylk are executive vice presidents, operates 150 stores throughout the Eastern Seaboard.

Negotiations for the purchase were carried on for Sun Ray by Albert J. Sylk, and for the Bulletin by Mr. Slocum. It is known that the Sylks became interested in the station through Philip Klein, head of the advertising agency of that name, who has been associated with the Sylks in many community projects and who is an old friend.

Tours Station
After announcement of the sale, Albert J. Sylk made a tour of the station with Mr. Larson. It is expected Mr. Sylk would head the station, which will be set up as a subsidiary of the drug chain, with shareholders of Sun Ray becoming shareholders of the station.

Mr. Sylk, among his many activities, has been a past president of Golden Slipper Square Club, member of the board of Federation of Jewish Charities, vice-chairman of the Finance Council of National Jewish Welfare Board, and last October he was elected president of the National League of Masonic Clubs. His brother, William H., has been an active chairman of the Allied Jewish Appeal, president of the Philadelphia Zionist Organization and a Republican candidate for Congress.

Steel for the fast-growing industries of the far west is now produced in the west. The gigantic $200,000,000 Geneva Steel plant, forty miles from Salt Lake City, brings new importance and vitality to Utah as a producing and consuming market.

Steel, however, is just one of the basic resources that give Utah people a yearly buying income of $3,666 per family.

In planning your sales campaigns in this high-income market, remember KDYL is the station most Utahns listen to most.

KTBC Transfer
KTBC Austin, Tex., 5 kw on 590 kc, last week filed application with FCC for assignment of license from Claudia T. Johnson, sole owner, to Texas Broadcasting Corp., owned 99.5% by Mrs. Johnson, president. No money is involved in the transaction. Other officers listed for the new firm are Paul Bolton, vice president, and Sam Plyler, secretary-treasurer.

U.S.T.E.E. FOR THE GROWING WEST
Steel for the fast-growing industries of the far west is now produced in the west. The gigantic $200,000,000 Geneva Steel plant, forty miles from Salt Lake City, brings new importance and vitality to Utah as a producing and consuming market.

Steel, however, is just one of the basic resources that give Utah people a yearly buying income of $3,666 per family.

In planning your sales campaigns in this high-income market, remember KDYL is the station most Utahns listen to most.
$9.20 worth of Air Power

It's just a piece of paper... an airline ticket from New York to Boston. It entitles one passenger to time-saving, convenient flight between these two cities.

But it is something more...

It is $9.20 worth of air power. For it is sustaining its share of our nation's great air transport fleet, one of the strongest arms of national defense.

If the government had to establish and maintain at public expense the equivalent of this nation's air transport system, the tax bill would be enormous.

But the air travelers of the nation, in the good old U.S. way, are helping do the job themselves...and all the while getting value received for every dollar...in transportation unequaled anywhere in the world.

You get there quickly, comfortably and economically when you go by scheduled Airline. Fares as well as express and freight tariffs are now lower than before the war. Air Mail is only 5¢. So, travel, mail and ship—by air! Call the nearest Airlines office or your travel agent for reservations. This advertisement is sponsored by the nation’s scheduled Airlines and leading aviation manufacturers.

THE SCHEDULED AIRLINES OF THE UNITED STATES
Air Travel Strengthens America
Conditional FM Grants Given to Ten, Including Firm 25% Owned by Bricker

CONDITIONAL grants for 10 new FM stations, nine Class B and one Class A, were issued last week by FCC. One of the Class B grantees, The McPherson Broadcasting Co., McPherson, Kans., was in lieu of a previous Class A authorization. Channel 251 (98.1 mc) was allocated to McPherson. Of the grantees, six have standard station interests.

EIpner A. Benson, ex-Governor of Minnesota and former U.S. Senator, received a Class B grant for St. Paul. Another Class B grantee, Capital Radio, Inc., Columbus, Ohio, includes Sen. John W. Bricker (R-Ohio), as vice president and a quarter owner.

At the same action the Commission issued construction permits for nine Class B outlets and one Class A station. FCC also granted 14 Class B permits in lieu of previous conditions.

A new noncommercial educational FM station on 91.5 mc with 12.5 kw was granted to the St. Louis Board of Education. Antenna height of 370 feet was specified.

An authorization for a Class B station at Grand Rapids, Mich., was vacated at the request of the applicant, Lear, Inc., manufacturer of aircraft radio equipment and cabinets. Application of Telemusic Inc., Hartford, Conn., for a Class A outlet was dismissed because of failure to prosecute. Action is designated in Sec. 1381 of Rules. The Class A conditional grantee:

Rome, Ga.—Rome Radio Bestg., Co. Licenses by WRRG.

The Class B conditional grantees:


Columbus, Ohio—People Bestg., Co. License by WRFD Worthington and WTRAN Columbus.

Columbus, Ohio—Capital Radio Inc., President: John W. Bricker, manager and chairman of the board of trustees of Ohio State Univ. 25%.; Sen. John W. Bricker (R-Ohio). Former Governor of Ohio, 25%.; Edward J. Davis, attorney.) Former Governor of Ohio, 16.6%.; National manager, United Press for feature distribution. CO. Forty Dodge, Iran.—West Bestg., Co. License by KPRD-AM, Evansville, Ind.


Down Falls, D.—Mid-Continental Bestg., licensees of KELO.
Now

THOUSANDS MORE LISTEN, EVERY DAY, TO WFAA

TWO FREQUENCIES
TWO NETWORKS
TWO AUDIENCES

- This month we celebrate our Silver Anniversary. For twenty-five years WFAA has consistently brought the best in entertainment, education and enlightenment to its audience of millions throughout the Great Southwest.

Now, with expanded facilities on an additional frequency, 570 kilocycles, the familiar WFAA call letters which have characterized this fine service for a quarter of a century are becoming familiar to thousands more every day.

50 KW
NBC
820 KC
HALF TIME ON EACH FREQUENCY

5 KW
ABC
570 KC

DALLAS, TEXAS

REPRESENTED NATIONALLY BY
EDWARD PETRY & COMPANY, Inc.
YOU CAN FASCINATE THE OUTSIDE AUDIENCE

on the Pacific Coast, too!

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

Ulysses snubbed his outside audience and sailed to disaster. Don’t turn your back on that lush outside audience. Put your show on Don Lee, the only network that covers both halves of the Pacific Coast audience like a rug . . . since only Don Lee reaches the outside audience (the exclusive Don Lee market where half of the Coast’s 12,633,200 people spend approximately half of the $11,602,980,000 in retail sales annually).

**ONLY DON LEE** offers 42 stations (twice as many as Network “A”; over 3 times as many as Network “B” or “C”) to do the job of inside and outside coverage.

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

What a reception you get in the outside audience with Don Lee—the only network with enough facilities to reach both the inside and outside markets on the Pacific Coast!

The Nation’s Greatest Regional Network
THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
SYDNEY GAYNOR, General Sales Manager
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
How KSD-TV Does It

THE St. Louis Post Dispatch

thinks the public should know
more about the "systematic
confusion that surrounds the
complex business of getting a
telecast on the air," so the
newspaper devoted two full
pages of photos and explana-
tions to television production in
its issue of Sunday, May
23. The pictures, taken at the
studios of KSD-TV in St.
Louis, show the problems in-
volved and techniques used in
producing a show.

Swallow Made Makelim
Manager on West Coast

JOHN W. SWALLOW, for past
three years Hollywood manager
of Kenyon & Eckhardt, Inc., has been
appointed West Coast manager
of Makelim Assoc.

He is headquartered in Holy-
wood. Hal R. Makelim, agency
president, announced the ap-
pointment.

Well known in West Coast ad-
vertising and radio, Mr. Swallow
was for ten years associated with NBC as
Hollywood manager and later as
Western division program director
before going to Kenyon & Eck-
hardt. In early days of radio he
managed several southern Cali-
ifornia stations and also helped or-
ganize and managed KFAC Los
Angeles.

Mr. Swallow will continue his
outside interests. Besides being
president of Television Enterpris-
es Inc., Hollywood, he is vice-
president of Oji Broadcasting Co.
operators of KVVC, new 1-kw Ven-
tura, Calif., station on 1590 kc
now under construction. He is also
consultant of KYOK San
Diego.

FMA BOARD WILL MEET
JUNE 26 IN CAPITAL

MEETING of the FM Assn. Board
of Directors will be held June 26
at the Statler Hotel, Washing-
ton, to review operations of the
association and future projects. Pre-
siding will be Roy Hofheinz, KOPY
Houston, FMA president.

Board members will stay over
for the June 27 meeting of the
RMA-FMA Liaison Committee.

Topics coming before the board
include plans for future regional
meetings and an industrywide con-
vention. If a fall convention is ap-
proved, future regional meetings
may be put off until next year.

Should a spring convention be fa-
vored, additional regional meetings
may be held this year. It will be
the first board meeting since FMA
was organized last Jan. 10.

At the RMA-FMA liaison meet-
ing FMA will make a presentation
showing how the association and
its stations are promoting FM;
how stations are converting to full-
time operation and to separate pro-
gramming, and how they are aid-
ing in sale of FM receivers.

Kate Smith Claims
Censorship by CBS

Star is Shifting to Mutual; CBS
Explains Its Stand

KATE SMITH, who is switching her
daily program of commentary and
news from CBS to MBS on a co-op
basis beginning June 23, said Wed-
nesday in Chicago that she w7
severing relations with CBS be-
cause of "restrictions and censor-
ship" imposed upon her program
and because Mutual had offered her
a possible maximum of some 400
outlets.

"You don't have freedom of speech on Columbia," Miss Smith
declared. "Every day it's 'delete this'
or 'cut out that'. Why they
wouldn't even let me talk about
Lucy Luciano when he slipped out
to Cuba, even though I was only
using what was being carried by
the news services and news wires."

She stated also that her choice
was Mutual because she is "inter-
ested in talking to the greatest
number of people. . . I know I can
reach more listeners through Mu-
tual.

Miss Smith, in Chicago to re-
ceive one of two American Brother-
hood 1947 Arts and Sciences cita-
tions awarded by The National
Conference of Christians and Jews
for "contributions to better human
relations and welfare," also dis-
closed that she will commence a
disc show of her own sometime in
the near future, devoted solely to
CBS people.

She emphasized that she was op-
ted to use of other people's records
without compensation. She was es-
pecially opposed, she said, to use of
her records on programs spon-
sored by liquor or cigarette firms,
saying that she neither drinks nor
smokes.

CBS' Answer

New York headquarters of CBS
stated last Tuesday night that the
reason Miss Smith left the net-
work was because her sponsor,
General Foods Corp., did not re-
new her contract. CBS said also
that Miss Smith's news comments
were subject to review by its news
room in the same manner as were
other such programs carried on the
network, chiefly because a station
was exclusively responsible for
whatever was said over its facili-
ties.

The network added that while it
respected Miss Smith's talent as
a popular singer, it had been forced
to exercise final judgment when
she entered the field of news dis-
semination.

General Foods Corp. has sched-
uled Wendy Warfield, through Ben-
ton & Bowles, New York, as the re-
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THE Conditioned AUDIENCE

There are five million folks in reach of our 50 KW clear-channel signal, who have learned to believe what they hear on WSM. During the last 21 years, they have come to know that what they hear on this station, they can believe. This is why WSM, by itself, can deliver a market which otherwise would take an elaborate combination of media to cover.

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

WSM NASHVILLE
Full Measure
LEROY MILLER, m. c., of an early morning record show at WFL Philadelphia, has discovered a yardstick which will really measure a radio audience. He offered a free yardstick to listeners on behalf of sponsor, Reinhart Inc., venetian blinds. In one week, 3,082 mail requests came in. The sponsor then pleaded: "Please stop talking about yardsticks. Give me a chance to answer the mail."

Suit Settled
FRANK SINATRA will pay Lee Mortimer, New York columnist, $9,000 for bruises incurred by latter as result of scuffle with singer in Hollywood night club recently. Suit was dropped as result of settlement arrived at in Los Angeles on June 8.

One FM, Nine AM Transfers Are Given Approval by FCC
APPROVAL to transfers of nine AM stations and one FM outlet was given last week by FCC. Considerations involved in five cases total $312,060.

The Milwaukee Journal Co., licensee of WTMJ and WTMJ-FM Milwaukee, was given consent to purchase of WSAU Wausau, Wis., 250-w CBS affiliate on 1400 kc, for $200,000 from Northern Broadcasting Co. The approval is conditional in that the Journal Co. must surrender either its own FM construction permit for Wausau or the FM CP it acquires from Northern Broadcasting in the transaction. Northern Broadcasting has operated WSAU for 10 years and is composed of: William E. Walker, 52.5%; E. W. Walker, 0.5%, and Donald R. Burt, 47%. William E. Walker is half-owner of WMAM, Marinette, Wis.

KXOX Sweetwater, Tex., was granted transfer of affirmative control from Mittie Agnes McBeath and Lolita McBeath to J. S. McBeath for $200,000. Transfer results from divorce of J. S. McBeath, half-owner, and Mittie Agnes McBeath who, with her daughter Lolita, has held other half interest. KXOX assignment is 1240 kc, 250 w. Melvin H. Purvis, with Commission approval, acquires 60% interest of M. F. Schnibben in WOLS Florence, S. C. Sale price is $40,000. Mr. Purvis becomes sole owner of the station. Mr. Schnibben, who originally financed firm and has been holding part of the Purvis stock as security until paid for from dividends, is retiring because of poor health. Before the war Mr. Purvis had been general manager of WOLS, assigned 1230 kc with 250 w.

FCC approved equalization of ownership in KSLL Salem, Ore., a station whereby Paul McElwaine, secretary-treasurer and majority stockholder, sells 26 shares for $11,960 to Glen E. McCormick, president and general manager. Each now holds 50%. KSLL operates with 1 kw on 1390 kc.

Consent also was given to assignment of license of WGCC Gulfport, Miss., to new partnership of present owners with exception of James O. Jones, deceased. Mr. Jones' estate receives consideration of $100 for his one-third interest. Remaining partners are Hugh O. and William E. Jones. WGCC operates on 1240 kc with 250 w.

Baton Rouge Approval
Similarly approval was granted for involuntary transfer of control of WJBO and WBRL (FM), Baton Rouge, La., from estate of Charles F. Manship Jr. to the testamentary executrix, the deceased's widow, Leora D. Manship. Switch involves 959 of 100 shares. There is no money consideration. WJBO is assigned 5 kw on 1150 kc; WBRL 96.1 mc, 51 kw effective radiated power.

FCC consented to relinquishment of control of WHYN Holyoke, Mass., by Minnie Dwight, 66% owner, through gift of 150 shares (25%) to her son, William Dwight, president and 0.3% owner. Other interests continue the same. Assignment of WHYN is 250 w on 1400 kc.

WFRP Savannah, Ga., was granted assignment of license to new corporation in which the owners, Frank L. Pedcock Sr., and James M. Wilder, plus Station Manager Edward N. Palen are officers and stockholders. Purpose, according to application, is to strengthen the organization and to secure Mr. Palen's services. Composition of new firm: Mr. Pedcock, president and 50.5%; Mr. Wilder, vice president, 24.75%; and Mr. Palen, secretary-treasurer, 24.45%. WFRP facilities are 1230 kc, 250 w.

FCC also approved assignment of license of KBOL Boulder, Col., from J. Herbert Hollister, sole owner, to Boulder Radio KBOL Inc., new firm of which Mr. Hollister is president and 98% owner. KBOL operates on 1490 kc with 250 w.

To Attend SAC Meet
DEEMS TAYLOR, ASCAP president, sailed aboard the Queen Elizabeth last week to attend the National Confederation of Societies of Authors and Composers to be held in London June 23 through 28. Mr. Taylor was accompanied by Mrs. Taylor and will be joined later by other ASCAP executives and representatives.

SUPER SALESMAN!

- Eddie Chase calls himself a "disc jockey", but that's one of the most modest claims ever made north of the border. Eddie's "Make Believe Ballroom" in ten years has sold everything from automobiles to potato chips... in quantities that has earned him the justifiable title of The Detroit Area's Top Salesman. » » » His smooth knack of weaving a sales punch throughout a carefully picked musical program is a tried-and-terrific formula... for sponsors and listeners alike. "Make Believe Ballroom" over CKLW is more than just a disc show... it's a daily and Sunday institution in America's Second Market. » » » Why not get yourself a share of Eddie Chase, while there's still time?

EUGENE CHASE, Emcee of the "Make Believe Ballroom"—one of the most listenable and produce-able shows in radio.

CKLW in the Detroit Area, it's...
J. E. Campeau, Managing Director—Mutual System
Here is KFYR's Daytime BMB Map

AUDIENCE BY DECILES

<table>
<thead>
<tr>
<th>% BMB Penetration</th>
<th>Number of U.S. Counties</th>
<th>U.S. Daytime Audience (Families)</th>
<th>Number of Canadian Cross Subscriptions</th>
<th>Canadian Daytime Audience (Families)</th>
<th>Total Audience (Families)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100%</td>
<td>53</td>
<td>82,570</td>
<td></td>
<td>82,570</td>
<td></td>
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<tr>
<td>80-90%</td>
<td>73</td>
<td>108,640</td>
<td></td>
<td>108,640</td>
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<tr>
<td>70-80%</td>
<td>83</td>
<td>126,870</td>
<td></td>
<td>126,870</td>
<td></td>
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<tr>
<td>60-70%</td>
<td>88</td>
<td>131,910</td>
<td>5</td>
<td>132,315</td>
<td>108,640</td>
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<tr>
<td>50-60%</td>
<td>99</td>
<td>141,460</td>
<td>25</td>
<td>141,660</td>
<td>21,680</td>
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<tr>
<td>40-50%</td>
<td>111</td>
<td>152,050</td>
<td>32</td>
<td>152,325</td>
<td>21,680</td>
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<tr>
<td>30-40%</td>
<td>121</td>
<td>158,820</td>
<td>38</td>
<td>159,100</td>
<td>41,620</td>
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<tr>
<td>20-30%</td>
<td>133</td>
<td>169,680</td>
<td>43</td>
<td>170,010</td>
<td>63,240</td>
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<tr>
<td>10-20%</td>
<td>160</td>
<td>181,270</td>
<td>51</td>
<td>181,780</td>
<td>114,480</td>
</tr>
</tbody>
</table>

KFYR Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

Represented Nationally by JOHN BLAIR & COMPANY

KFYR NBC AFFILIATE
Bismarck, North Dakota

550 KHz
2000 Watts
HOW WWL PUBLIC SERVICE helps sell your merchandise

To promote a worthy cause ... to be present at great events ... to laugh and to learn—

Folks turn first to WWL - New Orleans

It takes listener confidence to sell over the airways. How do you win “listener confidence”?

By providing the best technical facilities—the best programs—and by maintaining the most alert interest in the welfare of the communities you serve.

For 25 years, WWL has served the people of the Deep South. Today it is the only New Orleans station adequately staffed and equipped to conceive... write... and produce complete shows—for charity promotion as well as commercially sponsored programs.

WWL has won the confidence of the people through its outstanding work in charity drives... in herd and crop improvement programs... and in furthering the general welfare of the entire area it serves.

It is only natural that the people’s faith in WWL is reflected by their faith in products and services advertised on WWL.

Today—“listener confidence” built by WWL’s public service helps make it your greatest selling power in the new South.

People buy because they believe in products advertised on WWL

HAPPINESS FOR THOSE IN NEED. Youngsters enjoy themselves at the WWL Christmas party for orphans and dependent children.
WWL SPARKS CHARITY DRIVES. Members of "Dawnbusters"—WWL's early morning show—visit fire stations to help boost famine relief collections.

INTERNATIONAL AFFAIRS ARE DISCUSSED by prominent North and South Americans on programs designed to promote Pan-American cooperation.

THE PEOPLE'S OWN SHOW. WWL, only New Orleans station producing audience participation programs, draws thousands weekly to these shows.

WWL BROADCAST THE GIGANTIC BENEFIT SHOW which brought in $58,993.76 for Texas City relief. New Orleans' contributions topped those of any city in the U. S. A.

 Folks turn first to...

WWL--the greatest selling power in the south's greatest city

NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

50,000 WATTS—CLEAR CHANNEL
CBS AFFILIATE
REPRESENTED NATIONALLY
BY THE KATZ AGENCY, INC.

June 16, 1947 • Page 45
Satisfaction is the Key to Lingo Progress

"On the Air—In Time!"

"... after 6 weeks of operation, we are more than satisfied with Lingo performance. Thanks for really splendid cooperation—without your help, it would have been impossible to get on the air—in time..."

—Richard K. Blackburn
General Manager
Station WTMT
Hartford, Conn.

LINGO
Vertical Tubular Steel Radiators

PERFORMANCE Counts Most—and
Costs Less with Lingo—plus these
6 “Extras” at No Extra Cost
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.

John E. Lingo & Son, Inc.
Est. 1897
Camden, N. J.

Powell Seeks Sale Of KGGF Holdings
Seaton Newspaper Group Will Buy for $400,000

BECAUSE of plans to retire, Hugh J. Powell, 70-year-old owner of KGGF Coffeyville, Kan., last week filed application with FCC for consent to sale of that station to The Midwest Broadcasting Co. Inc., owned by newspaper-radio interests. Consideration is $400,000.


KGGF is assigned 1 kw on 690 kc and has pending an application for increase to 5 kw on that channel.

Sale interest in the station was acquired by Mr. Powell in 1938. He and Stanley Platt had secured KGGF in 1930 from Dr. D. L. Connell.

Sales contract calls for $80,000 cash before filing of application and remaining $220,000 in cash or notes upon approval. Deal is valid until May 1948.

Midwest Broadcasting stated that it would form a station advisory council and effect certain programming changes to give more agricultural sustaining time, widen rural service and give time to civic and educational organizations in addition to school systems.

Mr. Powell is represented by Loucks & Scharfeld and Midwest Broadcasting by Dow, Lohnes & Albertson, Washington radio law firms.

REL Demonstrates New 10-kw FM Transmitter

A NEW 10-kw FM transmitter known as the Quadriline was demonstrated to representatives of the radio industry by its inventors and builders, Radio Engineering Laboratories Inc., June 6 at the firm’s headquarters in Long Island City, N. Y. The new model, according to REL spokesmen, makes possible achievement of high power transmission without resort to present costly methods of transmitter “block building.”

In principle, the spokesmen say, Quadriline achieves its direct output of 10 kw by use of four internal anode tetrode tubes arranged in a new circuit which departs entirely from conventional methods of producing FM transmitting power.

Now running at full power with a practical antenna gain, the

QUADRILINE

CONTRACT while station is still under construction seemingly strikes this quartet as a pleasure. Hugh E. Barnes, general manager of Kresge-Newark (seated l), arranges for his store to sponsor Junior Town Meeting on the television station now being erected by Bremer Broadcasting Corp., which already operates WAAT (AM) and WAAW (FM) Newark. In photo, besides Mr. Barnes, are Irving R. Rosenhaus (seated r), president of the Bremer firm; (standing) Edmund S. Lennon (l), WAAT account executive, and Robert J. Powderly, sales promotion director, Kresge-Newark.

STORE FIRST TO SIGN TV CONTRACT AT WAAT
KRESGE-NEWARK, department store, is the first sponsor to sign a television contract with WAAT Newark, station officials report. The contract, which was signed by Hugh E. Barnes, store’s general manager, and Irving Rosenhaus, president of Bremer Broadcasting Corp., provides for the televising of the educational series, Junior Town Meeting, which has been broadcast by WAAT in cooperation with North Jersey secondary schools since the fall of 1945.

In addition to Junior Town Meeting, Kresge-Newark sponsors Your American Music, heard Mon.-Wed.-Fri. 8:05 a.m. The store’s radio activities are under the supervision of Robert J. Powderly, sales promotion manager, who also supervises the television programs. Representing WAAT in the series are Robert M. MacDougall, director of educational activities, and Walter S. Lennon, account executive.

Quadripline, its inventors claim, is capable of delivering 50 kw of effective radiated power even on the high band. REL says a substantial number of Quadriline transmitters will be delivered before the end of this year.

Broadcasting • Telecasting
WIRE IN INDIANAPOLIS...

where retail sales last year were over $475 million* ... which but definitely makes the Hoosier Capitol a number one market. Station WIRE, in addition to covering this local market, covers a total of 58 Indiana counties in its primary and secondary listening areas. We’d be glad to send additional market data and a map of WIRE coverage. Write to WIRE, Indianapolis, or to John E. Pearson Company, national representatives.

* Sales Management Survey estimates
Cooks and Gourmets

Short order cooks, or chefs who prepare the rarest items in our scheme of things.

Perhaps the grace of living of the old days has passed into the limbo of the almost forgotten. 'Tis true that about the last of the practiced gourmets is the group called "Les Amis," and I for one hear of them seldom—to be exact only when they produce their annual banquet and from what I've read of this repast it is a super colossal production.

The last one that I read about took place at the Waldorf and the friends of the famed departed chef did very well indeed for themselves. There was Terrapin from Maryland, imported channel sole, partridges from France, the true Peach Melba (Escocier), and other rarest dishes.

These gentlemen when they dine carry out all the traditions of the great gourmets. Their napkins are tucked under their chins and with each course there is the appreciation of the proper wine.

A gourmet, as defined by Webster, is a "connoisseur in eating and drinking; an epicure" and certainly "Les Amis" are all of that. Their discrimination is in the food and the wines that must necessarily extend beyond the viands in front of them on the table. Their appreciation reaches to the chef who prepared the dish, the place in which the food was cooked and its cleanliness, the proper chilling of the wine. In essence, all elements must combine to titillate the palate of these gastronomes.

We all know that one good cook prepares a dish one way and another does it a little different and they both usually come up with something pretty good. But, of course, a skilled chef certainly has a great advantage over the novice who, up to now, has specialized in short orders.

I don't know how many of the time buyers in the radio world are gourmets of radiofare. I haven't the least idea how many of them are simply locators of good places to eat by the roadside or a la Duncan Hines. Perhaps they're all gourmets, for their object would seem to be to buy the station in the given town that will produce the best prepared food for their clients. If this isn't done carefully I would think they would have a pretty slim chance of holding onto their business. In other words, I assume that even the man or woman buying for an agency chooses carefully when they buy time on a radio station.

Over at KAT I don't believe we could be classified as great chefs, experienced, yes, and therefore, we well can place ourselves in the younger category. Good cooks in the radio line some short order cooks who can write up the best kind of spot announcements. We've some other people who serve them pretty well by simply planning our spots in a manner that's appealing. For the air is the table upon which radio food must be served. We also have some chefs that know how to prepare with great delicacy fine programs that any gourmet would recognize immediately as one beyond the efforts of a normal short order man.

These men and women are available to serve both the gourmets of radio or the locators of a good roadside place to eat. We would prefer you to come into our catering department that specializes in viands. However, if you want to try the short order counter we can quickly dish up whatever you desire.

Those of you who are seeking good radio food give us a ring, let us submit to you our best effort on the short order side. Those of you "Les Amis" who are looking for that particular delicate flavor needed to produce the desired effect on the gourmets you serve, drop us a note. It takes mo time to prepare a winner meal. If you have an RSVP on the bottom of your note the chef who has been assigned to do your dinner will answer with a suggested programme that should fit into your scheme of radio dining.

Oh yes, we are versatile over at WAT. We are cooks and we are chefs. Either department will be happy to serve you. We don't think we can be captive, as once described a meal, a "chapsody in mimion," but we do believe we can prepare a good steady bill-of-fare for the roadside eater and we know likewise we can continue to please the most exacting of gourmets. We don't have to tarry in a la Maryland, we haven't any French flavors around, but if you want a good South Florida radio meal fixed up with all the trimmings, Okay, Brother, come get it!

Frank Katzentine

WAT

Soap Sellers Can Sell U. S.

Benton Impressed by Skill of Sponsors in Bringing Message to Listeners

The man who launched Amos 'n Andy as a great radio sales vehicle for Pepsodent toothpaste back in 1929 was a pioneer in radio advertising. In the next few years he gathered radio "firsts," including the Maxwell House Showboat, and Fred Allen's Town Hall.

That man was William Benton, presently sitting in the uncomfortable chair of Assistant Secretary of State in charge of the Office of International Information & Cultural Affairs. He is still an advertising man, but his job now is advertising America, and the man who ad- mit it's a thankless job.

In the 20-odd months that Mr. Benton has been putting out the Voice of America he has been accused by the Assistant Secretaray of attempting to establish an American BBC, give radio to Government and in general sabotage radio free enterprise.

For that reason Broadcasting has asked the controversial Mr. Benton what he thinks of American radio. In a way, his approach is almost as fresh as a man from Mars since only about a week ago he sat down to listen to a commercial program for the first time in ten years.

The first thing that struck him as he listened was the Phil Harris show was the "virtuosity" and with this advertising is woven into the "warp and weft of the shows."

"My overwhelming impression said Mr. Benton, "is what has been learned from the standpoint of the sponsor."

And he indicated some impatience with the men who "write codes and write rules and say only three minutes of every half-hour should be commercial." If there were 50% of the Benton show that was twisted into selling the sponsor's products I'd be amazed. The average listener doesn't know it. The sponsor knows it. The key executives in the networks are largely salesmen and if they know it they are blind to it and don't care. On the part of the script writers it was not onlyconscious, it was done with skill."

"And there is no skill in producing motion pictures," he continued, "that compares with the skill I heard in those shows, weaving the sales story into commercial sponsorship and hammering your audience emotionally."

The comments were not made as criticism, but out of admiration for the ingenuity of script writers who have discovered that sound from a studio can be effectively used in building up an illusion that produces almost visual impressions.

And he is not loathe to admit that it was his experience with Amos 'n Andy and Showboat which proved that a radio man could take a "dog," and in one year's time boost sales up to 125%, that convinced him the Voice of America could be operated.

Not that Mr. Benton is planning to use jingles and sound effects to assialt the ears of the world, but if you can sell soap, it's a cinch to sell America.

4 Stations Are Added By Associated Program

Associated Program Services has added four FM outlets to its list of subscribers during April and May 1947, Richard S. Testut, general manager of the firm, has announced.


Predicts 400,000 Video Sets in U. S. by Dec. 25

A PREDICTION that there will be 400,000 television sets in the U. S. by Dec. 25 has been made last week by Eugene Thomas, sales manager of the Bamberger Broadcasting Service, in an address at the Sales Executive Club of Dayton, Ohio.

Mr. Thomas said that advertising returns from television would be three to ten times greater than from standard radio broadcasting, but the cost of programming, as directed in the firm's radio and periodical advertising may be dangerous.
NOW
5000 WATTS
Day and Night

FOR N. 20 YEARS, thousands of families have tuned to WRBL for News, Entertainment and Community Leadership. This loyal audience, built up thru the years, is now expanded into a considerably wider circle of radio homes—ready-made, "tailored-to-listen" WRBL audience. With new, greater power—WRBL offers the key to low-cost selling in the Columbus Georgia market.
SINGER JOAN EDWARDS
SUING TOBACCO FIRM

JOAN EDWARDS, former vocalist on Hit Parade, formerly on CBS and now on NBC, has filed a $75,000 damage suit against the sponsor of the program, American Tobacco Co. (Lucky Strike cigarettes), and its agency, Foote, Cone & Belding, for allegedly discontinuing her contract and for alleged damage to her professional reputation.

In the suit, filed by the law firm of Daru, Vischi and Winter, Miss Edwards asserted that in September 1946, when company requested her consent to move the broadcast from New York to Hollywood, she had promised that there would be no change in format of the program until the following January and that she would receive $250 a week for at least one year from October 1946, in addition to $500 weekly salary, to cover expenses in moving out to the Coast.

Miss Edwards also said that after she had moved to the Coast on Nov. 30, 1946, she was notified that effective Jan. 19, 1947, her employment on the show was terminated.

Suit is not expected to come to trial until sometime next fall.

Foster Kept Off WOR

STATING that “it is against our policy to sell time to a political party except during an election campaign,” WOR New York on June 10 refused to carry the speech broadcast on MBS by William Z. Foster for which the Communist Party bought time on the network. Mr. Foster was heard on other MBS stations at 10:15 p.m.

To Offer Bankhead

WILLIAM MORRIS Agency, New York, has built a radio package show for Tallulah Bankhead. It will be called Life With Tallulah and will be offered for sale at a cost of under $10,000 a week, if it was understood.

LAROCHENOW AGENCY
PRESIDENT, TREASURER

Mr. LaRoche Mr. Ellis
CHESTER J. LaROCHE, who joined LaRoche & Ellis Inc., New York, early in 1946 as chairman of the board, acting in an advisory capacity, has been elected president and treasurer of the agency following his acquisition of the principal stock interest.

Sherman K. Ellis, founder of the firm and for many years its president and treasurer, has been elected senior consultant and a director of the agency. With this change Mr. Ellis will put into effect a long-range plan which lessens his managerial duties and will concentrate his efforts on consultative and new business activities.

Before his association with the agency Mr. LaRoche was vice chairman of the board of ABC, and before that he was with Young & Rubicam, as president and chairman of the board and one of the two principal stockholders. He also was first chairman of the War Advertising Council.

Mr. Ellis formed Fletcher & Ellis Inc. in 1932, which later became Sherman K. Ellis Inc. and then LaRoche & Ellis Inc.

E. Royal Added to Staff
Of Advertising Council

EDWARD ROYAL, formerly a partner in Royal & Deguzman, has joined the Advertising Council as a campaign executive. His first assignment is as assistant manager of the “American Economic System” campaign, a project scheduled to teach the average citizen “the economic facts of life.”

This is the national advertising program developed by the council in conjunction with the joint committee of the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

The economic system campaign of the council is now in the hands of the following three agencies: Young & Rubicam, J. Walter Thompson Co., and Batten, Barton, Durstine & Osborn.

Democrats Move

DEMOCRATIC National Committee headquarters, located in the Mayflower Hotel, Washington, D. C., since Jan. 1, 1941, are to be moved Sept. 1 to the Ring Bldg., 1200 18th St. N. W., in the capital. Gael Sullivan, committee’s executive director, has announced.
ONE OF AMERICA'S FINEST!

With its new 5,000 watts power and beamed signal, KQV delivers a daytime audience, (in the five milivolt area) five times as great as previously. Nighttime audience is up over 60% too. The new transmitter site and directional antenna were chosen after careful consideration and engineering analysis to include, within the five milivolt area . . . the most thickly populated areas of the greater Pittsburgh district. This means a stronger signal in this area than any other Pittsburgh station. The outstanding local and Mutual Network programs make KQV, "Pittsburgh's Aggressive Station," a real radio buy.

★ Increased power means daytime audience up 500% in the five Mv/m district.
★ Blanketing 1-1/3 million people in Pittsburgh's rich industrial area.
★ Low cost-per-family coverage within Allegheny County.
★ Advertisers are assured of a responsive audience.

KQV

★ 1410 ON YOUR DIAL

Basic Mutual Affiliate

NATIONAL REPRESENTATIVES . . . WEED & CO.
Over 200 FM Broadcasters
Here's why...

RCA FM transmitters are designed for transmitter engineers who know transmitters.
RCA FM transmitters provide a professional performance that comes only through building more broadcast equipment than any other manufacturer.
RCA FM transmitters are backed by a long-standing reputation for making reliable broadcast equipment... FM, AM, TV.

RCA FM transmitters have Grounded-Grid circuits for true circuit stability at vhf.
RCA FM transmitters use Direct-FM exciters that reduce distortion and noise... use fewer tubes.
RCA FM transmitters enable you to go to higher power with only minor equipment modification.

RCA FM transmitters are unit-built... are easy to move and inexpensive to install.
RCA FM transmitters use RCA-pioneered vertical chassis design and are completely accessible.
RCA FM transmitters can be tuned in minutes... even by inexperienced personnel.

For complete information on RCA FM transmitters, write RCA, Broadcast Section, Dept. 19-F, Camden, N. J.
Fulton Lewis, jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00–4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

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.

** Radio Export Report **

PALESTINE imported 26,257 radio receivers in the first nine months of 1946, according to a report to the Dept. of Commerce by the U.S. Consul. Imports into Mozambique in 1946 totaled 139 receivers, according to the consul in that country. Radio exports to the countries are reviewed by the Industrial Reference Service of the Department.

WGAR First and WJW Second

In Cleveland Press 1947 Poll

CLEVELAND'S CBS outlet, WGAR, was the victor in the 1947 poll conducted among stations in Ohio's largest city by the Cleveland Press, collecting a total of 59 points and replacing last year's champion, WJW, the ABC outlet, which finished with 81%. In third place with 53 points was WTAM, the NBC station.

Readers of the Press gave WJW six first place awards and WGAR 5¼, but WGAR collected enough additional votes in the second, third and fourth place brackets to carry off first honors.

Commenting on the outcome of the contest, Stanley Anderson, radio columnist for the Press, noted a trend toward discriminating dialing in readers' fondness for Ohio Story (WTAM), Afternoon Concert (WGAR), Fairytale Theatre (WGAR), Serenade for Smoothies (WGAR) and Do You Remember (WTAM).

Adjudged the best program was WTAM's Ohio Story, followed by Clambake (WJW), Range Riders (WGAR), This Is Goodnight (WJW) and Harmony Ranch (WGAR), in that order.

Under the heading of public service Ohio Story also ranked first. City Club (WGAR) was second, SOhio News (WTAM) third, baseball (WGAR) fourth, and Western Reserve U. Roundtable (WGAR) fourth.

Other Winners

Winners in the various other classifications were:


PROBE OF AUSTRALIA'S RADIO SYSTEM ORDERED

INQUIRY into the business methods of the Australian Broadcasting Commission has been ordered by the Australian Cabinet following lengthy discussion of financial losses suffered by the commonwealth's national broadcasting system, the Courier-Mail of Brisbane reports.

Meantime, Prime Minister Chifley announced that the Australian government would pay from consolidated revenue the ABC's estimated deficiency of £70,000 for 1946-47, or the actual operating loss up to June 30, 1947. This announcement followed a proposal that the ABC's losses be financed by an increase in the listeners' license fee.

The Cabinet, the Courier-Mail reported, has deferred any decision on the future control of Australian stations pending a report from the investigating committee. On this committee are the director-general of information, E. G. Bonney, who is chiefly responsible for short-wave radio in Australia; R. E. Bennett, representative of the Treasury, and A. A. Fitzgerald, an accountant associated with the States Grants Commission.

Radio stations operated by the Australian Broadcasting Commission are non-commercial and are located in the provincial capital cities and in farming and industrial districts. There are two stations in each capital city, one broadcasting variety — musical shows and light music—and the other orchestral concerts. They also broadcast portions of the meetings of Parliament. Their presentation is much like that of BBC.
a billion dollars

... all for fun

Each summer, some 3,000,000 people (round numbers) spend about $1,000,000,000 (which is a lot of round numbers) on New England vacations.

Vacation trade is big business in New England. But it's only one of the businesses that are swelling New England's purchasing power. And of all day-to-day necessities purchased in New England, 75% come from outside sources.

Some go boating on Nantucket Sound, close to Martha's Vineyard. Some paint pictures on Cape Cod, close to Boston. Some go mountain-climbing far up in Maine, New Hampshire, and Vermont, close to heaven.

Wherever they go, chances are they'll hear WBZ, as do more than 80% of year-round residents throughout the six New England States. (We're told that night-time listeners pick up WBZ's signal even in Kokomo or Kansas City.)

Smart advertisers are cornering their share of this rich and ready market by telling their story on WBZ...the medium with the coverage and the following that can't be equalled in the New England community.

WBZ
BOSTON
WBZA
SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA - WOWO - KEX - KYW - WBZ - WBZA

National Representatives, NBC Spot Sales—Except for KEX - For KEX, Free & Peters
"is everybody happy?"

"For here we have a public entertainer scaling even greater heights . . . TED LEWIS like any other quality merchandise, seems to improve in value with the passing of time . . . his showmanship is invincible."

Abel Greene

CHARTOC-COLMAN PRODUCTIONS 360 N. MICHIGAN AVENUE, CHICAGO 1, ILLINOIS

OTHER SHOWS ♦ Franklyn MacCormack's Book of Memories ♦ Love Letters with Franklyn MacCormack ♦ The Tex Ritter Show ♦ The Jack Brickhouse Inside Story ♦ In the Cameo Room ♦ Hoeddy Pardner with Rex Allen
Here's the biggest news in radio! He's here at last! The high-hatted tragedian of song... TED LEWIS, the most beloved musical personality of all time... in his own half-hour variety show... the most spectacular radio program ever transcribed!

The fabulous TED LEWIS... making you smile through your tears in a show of sheer enchantment... In a program of musical magic... appealing to everybody, young or old. For TED LEWIS is an ageless performer... the very spirit of youthfulness that makes a sucker out of the calendar!

Here is one program where age levels, income levels, tastes and the whole works... are practically non-existent. TED LEWIS is Everybody's boy. If the product you have in mind is bought and used by people... this show will sell them!

TED LEWIS with a great eighteen piece orchestra, big name vocalists, a supporting cast of top talent... Showmanship and the top music from today's hit parade skilfully blended with the songs from the nostalgic past. "THE TED LEWIS SHOW" HAS EVERYTHING!

Don't let any grass grow under your feet if you're interested in this show. Which is headed for top rating! Play safe by writing for information about an audition record now... or better still, TELEGRAPH!
Editorial

Timely and Timeless

EVERYBODY talks about freedom of expression, but little has been done about it tangibly. To try and move in that direction is the conference called here for June 26 of top level representatives of the mass media. The group meets with President Truman. They have a singleness of purpose—to evolve a joint policy to safeguarding free expression in America.

It is appropriate for NAB President Justin Miller to take leadership in this urgent project. Radio is on the firing line. It is the first line of defense of all for freedom of radio's freedom goes, all freedoms inevitably will follow in time.

We applaud Judge Miller's zeal in initiating this timely conference. There is nothing more basic and fundamental to our nation. The task is to keep what the founding fathers decreed we should have 170 years ago.

Talent Hunt

ONE OF THE most persistent criticisms of radio is its alleged failure to develop new talent, its supposed willingness to take artists already established in the theatre, concert, opera or motion picture fields and put them before the microphone without making any effort to find and train the young artists who might become tomorrow's radio stars.

The critics point to the fact that the stars and programs with today's top Hoopers are too largely the same ones who occupied the top-of-the-list positions five and ten years ago. With these critics ask, why radio do for talent when these stars die or retire? What, they ask again, is radio doing now to insure that it will have stars of equal audience drawing power five, ten or twenty years hence?

Recognizing Broadcast Valley in its fifth annual poll of station managers (page 20) asked how local live talent was recruited. Results showed that many means and much ingenuity are being used in the search. A total of 71% of all managers indicated that they were using auditions when necessary; 59% are capitalizing on their contacts with school; 40% conduct regular talent searches while others use recordings, contact little theatre groups and other all of entertainment. Comparatively few of the managers, about 4%, get talent from booking agencies.

An attempt to answer critics was sponsored a few weeks ago by the Radio Executives Club of New York which conducted a new talent contest. The four winners, just starting on radio careers, were found by the judges to possess talent which seemed to point to stardom.

There are some things in radio which can be done properly only in the major talent centers, such as New York and Hollywood, but those are mainly the program ideas which require experienced artists to put them over. Oliver's new talent search is not one of those. It is the sort of thing that should be done by broadcasters in every community.

The REC deserves a pat on the back for focusing attention on the problem. It behooves radio to do everything in its power to bring promising young people forward. It is possible that there will always be new talent to climb the rating heights when the oldtimers falter.

Free or Forgotten

THIS WEEK hearings get under way on the White Bill (S-1333) to amend the Communications Act of 1934. Where it will go, if anywhere, depends upon whether promises will be kept or broken. As now written, the bill does not please those who live by radio or those who regulate radio.

The need for remedial legislation is generally accepted. Neither the FCC nor the broadcasters would ever agree upon the identical bill, or upon the identical national policy.

The White Bill must serve as the legislative vehicle. That means that broadcasters must attack it in certain particulars. So will the FCC. Perhaps that is what Senator White wants, in the hope of getting reasonable legislation.

What guideposts exist for legislation? We must turn to the major political parties. President Truman is the spokesman for the Democratic party. On July 3, 1945, in a letter to Broadcasting, he called for a radio "as free as the press." He espoused "regulation by natural forces of competition" rather than "rigid Governmental regulation." He advocated "a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitations of facilities."

Senator White is a Republican—the majority leader of the Senate. What does his party stand in the last election year, the Republican convention adopted a "free radio" plank in its platform. It reads: "The principles of a free press and free speech, as established by the Constitution, should apply to the radio. Federal regulation of radio is necessary in view of the natural limitations of wave lengths, but this gives no excuse for censorship. We oppose the use of licensing to establish arbitrary law which should be revocable only when, after public hearing, due cause for cancellation is shown."

Thus are the polls cast, then, of the two major political parties. They are identical on the main theme—that radio should be maintained "as free as the press."

Does the White Bill achieve that goal? Does it meet the minimum requirement of the radio plank in the platform of his party? Is the FCC functioning under such a mandate from the Chief Executive or from the Congress?

The answers are obviously yes.

So both parties call for a radio "as free as the press." That is radio's cue—it asks simply for that which has been promised and pledged. Such a radio cannot be servile, or prostituted, or not a radio which feels it must delicately balance commercial programs against sustaining, or throw open its books, or be told what it can or cannot broadcast.

The White Bill is complicated. Its author contends it will achieve many things which broadcasters long have sought. But the legislative experts argue that it falls far short, and in some respects confuses an already muddled regulatory chaos.

The outcome of the hearings on the White Bill will determine whether a radio "as free as the press" is a mandate from the major parties in our Democracy or a will 'o the wisp.

ALWAYS in character, Jimmy Petrillo has asked for and received from his membership in convention at Detroit authority to halt all radio recording by his musicians whenever contracts expire Dec. 31. That would be his retaliation against the Taft-Hartley Bill, now awaiting Presidential action, and the "dive jockey" trend. We can't conceive of any musician members of any labor organization of an independent musicians' union, or maybe even one under CIO auspices.

Our Respect To—

RICHARD ALFRED BOREL

THOUGH DICK BOREL has been in radio since 1933, he says he learned more about the medium in the three and a half years he was in the Army than in all the time spent at WBNS Columbus, where he is station manager.

In his Army years, 1942-46, he became a radio listener, and consequently developed the listener's perspective. When he returned to WBNS last year his immediate idea was to design a program schedule that would more than ever serve the community, provide an outlet for new local talent and at the same time present a high grade of radio entertainment. His sincerity and ability are carrying his plans through to success.

Mr. Borel began his business career in the credit department of the Ohio National Bank, Columbus, and from there went to WBNS as business manager. Two years later, in 1936, he became general station manager. During his career with WBNS he has watched the staff grow from 13 to 84.

Vitaly interested in FM, he believes it is the superior method of broadcasting and one which may eventually replace the present system. He substantiates this belief by pointing to the increasing development of the WBNS sister station, WEML, pioneering FM station in Ohio. With a gradual change from AM to FM, looking five years, Mr. Borel foresees little conflict between the two systems.

Following through on his public service ideals, Mr. Borel takes an active part in civic affairs around Columbus. He is a member of the board of directors of the Columbus Boychoir School, a member of the board of trustees of the Columbus Academy, a trustee of the Veterans' Memorial Building Committee of Franklin County, and a member of the board of directors of the Society for Preservation of Barbershop Quartet Singing in America.

Besides liking to sing in barbershop quartets, his musical talents find other outlets, especially in playing the trumpet. He is an accomplished trumpet player, and spends every available minute playing new musical instruments as well as listening to them.

Dramatics is another hobby. He took part in many plays and productions at Ohio State U., where he was enrolled in the College of Commerce. He was president of the Scarlet Mask dramatic group and a member of the Strollers, Sphinx, Beta Gamma Sigma, Sigma Alpha Epsilon, and Phi Beta Kappa.

He now belongs to the Columbus Athletic Club and the University Club, and is a member of the CBS Affiliate Board, District 6.

(Continued on page 60)
BRIDAL VEIL, OREGON

May 12, 1947

Radio Station KOIN
Portland, Oregon

Gentlemen:

We want to thank the staff members of KOIN for your cooperation in helping us find our lost daughter, Gene, on Sunday, May 11.

She was seen passing a house on S. E. 72nd Ave. just as the announcement from your station came over the air at 7:30, and so we owe your station an especial vote of thanks.

The cooperation that we received from all the radio stations when we made our request to broadcast was amazing and we cannot find words to adequately express our appreciation. The power of radio is a marvelous thing.

Thank you very much for your kindness and cooperation.

Sincerely,

Mr. and Mrs. Ralph McCredie

KOIN
PORTLAND OREGON
AVERY-KNODEL, Inc., National Representative
On Sixth Anniversary of Radio Programas de Mexico, employs with more than five years of service who received gold rings from RPM directors included (1 to r): Herman Henschel, charge of advertising department; Rosa Cantu Lara de Lavin; cashier; Horacio Nino Medina, accountant and assistant manager; Clemente Serna Martinez, vice president and general manager; Ernesto R. Chapa, secretary, and Antonio E. Outiegers, assistant manager. Radio Programas de Mexico was founded in 1941 by Emilio Azarraga. Senor Azarraga has been attending the International Telecommunications Conference in Atlantic City.

Beville Heads RRC
Hugh M. Beville, Jr., NBC director of research, was elected president of the Radio Research Council at a meeting held last week in New York. The retiring president is Wilson J. Main, research director of Rutherfurd & Ryan, New York. Also noted at the meeting were Edward Evans, NBC director of research, vice president, and Dr. Herta Herzog, director of radio research, McCann-Erickson, New York, secretary-treasurer.

Broadcasters Form Assn. in Louisiana
James E. Gordon, WNOE, Elected President; Board Chosen
Broadcasters of Louisiana formed a state organization called the Louisiana Assn. of Broadcasters at an all-day session June 3 at International House, New Orleans, and elected James E. Gordon, general manager of WNOE New Orleans, president. Roy Babdie, WJBO Baton Rouge, was chosen vice president and Fred Weber, of WDSU New Orleans, secretary-treasurer. The three officers also are members of the board. New association also elected to the board are: E. F. Visher, WLO, New Orleans; T. D. Lanford, KRD, Shreveport, B. Hillman Bailey Jr, KSIG, Crowley, and George Thomas, KVLO Lafayette.

LeGate Speaks
Guest speaker was James M. LeGate, general manager of WIOD Miami and past president of the Florida Assn. of Broadcasters. Attending the meeting, besides the officers and board members already mentioned, were:


J. C. Liner Sr., KMLB Monroe, and C. L. McDonald, KWOJ Marathon, who were unable to attend, wired their approval of the formation of the association.

CLAYTON J. RODDY, sales manager of WLOB Claremont, N. H. has been named station manager. He will continue to handle sales in addition to new duties.

PURNELL R. GOULD, general manager of KMS San Diego, has resigned the position. He has not announced his future plans.

JAMES P. O'BRIEN, sales executive with WHB Q, has been appointed as the station's assistant director of sales.

JAMES D. HOUSE, president of Crosley Broadcasting Co. and WLW Cincinnati, has been elected president and board chairman of Cincinnati Chapter of Fortenbrook.

JOSEPH M. BRYAN, president of Jefferson Standard Broadcasting Co. and Charles H. GUTMANN, vice president of that firm and general manager of WSB and WOF, have received invitations from President Truman to be in Washington June 16-20 for the President's Highway Safety Conference. Both Mr. Bryan and Mr. Cuthbert are members of board of governors of Joplin, Missouri State Committee for Traffic Safety Inc.

PALMER K. LEIBERMAN, captain in USA and president of WGN New York, has been awarded the Legion of Merit for outstanding services rendered while in charge of procurement and distribution of electronic equipment while serving in Bureau of Ships of Navy Dept. in Washington, D. C.

J. S. WASSER, general manager of KYQ Phoenix, has been appointed chairman of Committee of Broadcasters.

JOHN F. FETZER, managing director of WKZQ Kalamazoo, WJEF Grand Rapids, Mich., has been elected to board of directors of Kalamazoo Chamber of Commerce.

Club Meet
INTERNATIONAL RADIO CLUB, an organization of some 500 station members for the promotion of closer relationships between communities, will hold its first post-war convention in Miami Beach, Fla., and Havana, Cuba, July 10-21. Club will convene in Miami Beach for four days of "pre-convention" events before leaving for Havana to be guests of the Cuban National Tourist Commission for five days. Highlight of the convention will be the ninth annual Radio Queen Coronation to be held July 19 at Havana's Hotel Nacional. Twenty-five radio queens selected by stations throughout the Southeastern states will compete in the finals in Havana for the selection of the 1947 Radio Queen.

Hull Heads AIEE
BLAKE D. HULL, chief engineer, Southwestern Bell Telephone Co., St. Louis, was elected president of the American Institute of Electrical Engineers for the year beginning Aug. 1, 1947, at the annual meeting of the institute held in Montreal on June 11. Other officers elected were: G. W. Bower, Haddonfield, N. J.; P. H. Berry, 3rd, New York, N. Y.; E. M. Ellesed, Omaha, Nebr.; D. I. Cone, San Francisco, and D. G. Geiger, Toronto, vice presidents; W. L. Everitt, Urbana, III., A. C. Montefelt, East Pittsburgh, Pa., and Elgin B. Robertson, Dallas, directors, and W. I. Slichter, New York, treasurer.
The jewelled point, with 87° included angle, correct radius and fine polish, cuts a silent shiny groove for many hours. When dulled or chipped, these points may be resharpened several times. Each resharpened Audiopoint is disc-tested to insure perfect performance. For this service return points through your dealer.

**Sapphire Recording audiopoints**

**Designed for the professional - Guaranteed to do a professional job**

**With These Three Outstanding Features**

- INDIVIDUALLY DISC-TESTED ON A RECORDING MACHINE.
- EXPERTLY DESIGNED TO INSURE PROPER THREAD THROW.
- A PRODUCT OF THE MANUFACTURER OF AUDIODISCS - AMERICA'S LEADING PROFESSIONAL RECORDING BLANKS.

Professional recording engineers know, from years of experience, that Sapphire Recording Audiopoints offer the ultimate in recording styli. Made by skilled craftsmen to most exacting specifications and individually tested in our laboratories, these Audiopoints are of consistent fine quality.

A good recording stylus requires a perfectly matched playback point. The Sapphire Audiopoint for playback fills this need completely. In materials, workmanship and design, it is the finest playback point obtainable. (Should not be used on shellac pressings.)

These Audiopoints are protectively packaged in handy cellophane covered cards—cards that are ideally suited for returning points to be resharpened.

**OTHER POPULAR AUDIOPOINTS**, that complete a full line of recording and playback styli, are: Stellite Recording Audiopoint, a favorite with many professional and non-professional recordists; Diamond-Lapped Steel Audiopoint, a recording stylus particularly adapted for non-professional recordists; Playback Steel Audiopoints, the most practical playback points for general use. One hundred per cent shadowgraphed.

Although they are the finest styli available, Audiopoints are reasonably priced. Compare them, both in performance and price, with any other Styli on the market. See your Audiodiscs and Audiopoints distributor or write

**AUDIO DEVICES, INC.**
**444 Madison Ave.,**
**New York 22, N.Y.**
Radio Writing Newcomers Given Advice
By NBC Production Man in New Volume

ProFESSIONAL RADIO WriTing BY

albert R. Crews. Houghton Mifflin Co.,

Boston ($4.00), 442 pages.

NEWCOMERS to the field of radio
writing should receive some
valuable guidance and information
from Albert Crews' latest book,
which explains the special require-
ments of writing for radio and
tells the aspiring writer what to
do and how to do it.

Giving advice and instruction is
no new endeavor for the author,
who was in the teaching field long
before he entered and achieved suc-
cess in the commercial radio field.
After his graduation from DePauw
U, in 1929, Mr. Crews taught jour-
nalism and did newspaper work
for awhile before attending North-
western U. for graduate work in
speech and drama. He became head
of Northwestern's new department
of radio in the School of Speech
in 1936, and remained in that ca-
pacity until 1943, when he became
a production director for NBC. He
has written several full-length
stage plays, many dramatic radio
programs and a previous book,
Radio Production Directing.

Writers, according to the author,
are sometimes put into three class-
ifications: (1) The one who writes
purely for the sake of eating.
"This type," says Mr. Crews, "does
unsupervised work which fails
to furnish him the stimulation he
needs to do something better." (2)
Propagandists or crusaders. They,
according to the author, are con-
cerned with writing, not as an end
in itself, but as a means of pro-
moting some idea to which they
have dedicated themselves. Nearly
all radio speakers, exclusive of
commentators, come into this catego-
ry, declares Mr. Crews. (3) Fi-
\nally, there is the observer-re-
porter-interpreter group, which, in
the opinion of the author, "rep-
resents the highest ideals and at-
tainments of the profession."
Which of these categories you fall
under doesn't matter, says Mr.
Crews, so long as you are doing
the best job of which you are capa-
ble within your field.

"The writer's job is threefold," says
the NBC production director.
First, he must have something to
say it effectively, and third, he must find an audience.
Without any one of these, he adds, good writing does
not fulfill its greatest promise.
Emphasizing that the writer's life
is demanding like a doctor's, he
says, "The writer can never en-
tirely divorce himself from his
work. It will color his social life,
his philosophy, his religion, his
friendships, even his relations with
his own family."

How to Get Start

Advising beginners how to break
into the field, Mr. Crews points out
that there are several roads into
the business: (1) Getting into the
continuity department or any job
in a local station. (2) Writing sus-
taining programs for local civic
groups or community organiza-
tions and thus breaking into the
station. (3) Working for an ad-
vertising agency. (4) Freelanc-
ing. From this final group, says
the author, comes the bulk of radio
writing aired every day. Freelanc-
ing may be the best approach, he
says, if the writer has a small
stake, and is willing to gamble a
certain amount of time in getting
started.

Then, to help the beginner make
up his mind, the author lists what
he considers the advantages and
disadvantages of the profession.
In the final analysis, though, Mr.
Crews encourages the entry of
young blood, for as he says in
winding up his preface, "There has
never been a time in the history of
the world when interpreters of the
current scene who are honest, sane,
courageous, and clear-seeing, were
so badly needed. And there has
never been a time when writers
who could meet that challenge have
had available such a satisfactory
medium in which to work."

MBS News Spots

Arthur Gaeth, MBS commen-
tator, effective June 23 switches
from his Mon. through Fri. 10-
10:15 a.m. news program to the
MBS 11-11:15 p.m. All The News
program. Effective June 23 the
Mutual morning news periods
will be as follows: 8 a.m. the Edi-
tor's Diary news review with Hen-
ye La Cossitt; at 10 a.m., Cecil
Brown delivers his digest of world-
wide news; at 11 a.m., Victor H.
Ludibahr presents food news notes.

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YOU MAY BE ABLE TO SWIM 413 FEET UNDER WATER*

But... 
You'll be sunk in Western Michigan without WKZO-WJEF!

There's an "undertow" (a radio fading condition) in Western Michigan that "drowns" broadcasts originating outside the area. Even 50,000-watt outside stations are unable to get around this condition. The unavoidable result is that the local listeners tune in their "home" stations that come through loud and clear.

Their first choice is the WKZO-WJEF combination in Grand Rapids-Kalamazoo. The most recent Hooper Report is proof of the overwhelming popularity of this CBS combination in Western Michigan. It proves conclusively that no matter which audience you're interested in; morning, afternoon or evening; your message is heard by far more people when you use WKZO-WJEF. No other station or, for that matter, no other network has anywhere near the total audience.

We will be glad to send you this interesting report, or you can ask Avery-Knodel for the full particulars.

* John Howard did it in 2 minutes and 35 seconds in Chicago in 1938.

WKZO
First in Kalamazoo
And Greater Western Michigan
(CBS)

WJEF
First in Grand Rapids
And Kent County
(CBS)

Fetzer Both Owned and Operated By Broadcasting Company

Avery-Knodel, Inc., Exclusive National Representatives

Broadcasting • Telecasting

June 16, 1947 • Page 63
PAULA dios, Hollywood, department building recently has months MARTIN WORK, erasers on DEUTSCH supervisor. WILLIAM R. TYLER, former creative head of Doherty, Clifford & Shesfield former creative group head of Foote, Cone & Belding, both of New York, has joined Chicago office of Dance-Fitzgerald-Sample, as a copy supervisor.


DEUTSCH & SHEA, New York, next month will release "Report of Radio and General Magazine Advertising Activity," which will include information on number of media offering concrete merchandising assistance, quantity and form of (merchandising assistance) available, services charged to advertisers and minimum contract requirements, if any.

MARTIN WORK, production supervisor of Young & Rubicam, Hollywood, June 23 takes over production of five-weekly ABC "What's 'oin' Ladies," thus canceling his plans to spend next two months in New York home office.

BISCHER, VAN NORDEN & STAFF has broken ground for new building recently completed at 1133 Crenshaw Blvd.

PAULA FOX, formerly in foreign film department of Paramount Pictures, London, has joined public relations and publicity department of J. M. Mathews, Detroit.


D. C. HIGHT, vice president and director of McCann-Erickson, Detroit, has resigned to become president of Tracor Distributors Inc., Los Angeles (Ford tractor, farm implement).

ALBERT S. WHITE, former copy chief of McCann-Erickson, Los Angeles, has joined Mogge-Privett Inc., that city, as vice president in charge of creative activities.

ELLIOTT V. ROGERT, former account executive of Davis & Co., Los Angeles, has joined Glasser-Asay Inc., that city, in similar capacity.

ERIC BELLINGALL, former copy chief of The Blow Co., San Francisco, has shifted to copy department of Honig-Cooper Co., that city.

LOWELL SMITH, former account executive of The Tullia Co., Hollywood, has joined Harry J. Wendland Adv., Los Angeles, in similar capacity.

THOMAS K. BUNDE, former account executive of Conners Co., Hollywood, has joined John Whitehead & Assoc., Los Angeles, in similar capacity.

JAMES F. REESE and LORAIN ENGEL have joined KFAX Patrick Co., Glendale, Calif., as account executives.


GEORGE DUFFY and E. SMITH of Young & Rubicam Inc, New York merchant trồng, will arrive in Hollywood late in June to confer with distributors and dealers on new fall merchandising plans for Borden Co.

GORDON F. BAIRD, who has been with McCann-Erickson, Inc., New York since December 1946, has been elected a vice president of that agency.

SIGRID HEDIN, formerly with Compton Adv., New York, has joined the executive staff of Dorland Inc., New York.

THOMAS R. BROWN, former assistant to publisher and treasurer of Compton Adv., New York, has joined Gutenberg & Co., New York, as director of promotion-publicity for KFAB Omaha, resigns July 1 to establish own advertising agency. Former E. Roll Co., June City National Bank Bldg., Omaha, Mr. Roll has been with KFAB since 1943 and was director of promotion-publicity for KFAB, KFBR and KFOR where the stations were under one ownership. In 1947 KFAB began operation under separate ownership, he continued with that station.

GARRISON HUGHES has been assigned Hollywood producer of Compton Adv. Inc. on CBS "Guiding Light" daytime serial revived by Irna Phillips. Procter & Gamble Co. is sponsor.

ANN STELL, assistant production manager of Beidel Adv., New York, has been appointed to head buyer on promotion department.


THOMAS B. KIELY, formerly with Chicago branch of Associated Products Inc., has joined Chicago Tribune, New York, as assistant manager of Ad Sales.

JONE blank Elk Co., Chicago, has moved offices from 43 E. Ohio St. to 120 W. Wabash Ave.

C. J. KILLEN, former radio copy chief of Pedlar & Ryan, New York, has joined Compton Adv., New York, as an executive with Dora Fitzgerald-Sample, as a copywriter.

DONALD F. PHILP, veteran in Canadian broadcasting, is now branch manager of Albert Jarvis Ltd., Toronto, as vice president.

CLAARA PURDON, formerly with Cath-Sundin Advertising, Inc., New York, has joined Green-Brodie Adv., New York. WILLIAM E. GARRISON has been named client contact in public relations department of Gray & Rogers, Philadelphia.

R. RICKER, former commercial manager of WBNY, Buffalo, has joined Buckner-Craig Adv., that city, as partner and head of radio production and promotion. Firm is now known as Buckner, Craig and Webster Adv.

STREET & FINNEY, New York, June 1 resigned the account of McCormick & Co., Baltimore.

Mr. Farr will manage new station. Jack Riaska, formerly of CIA San Francisco and prior to that on staff of KLO Ogden, Utah, is production manager of KEEN Chief engineer is John S. Stevens, formerly of KGEI San Francisco, shortwave station.

Technicians include Lee Johnson and James Deach, formerly of United Airlines and KBEI Red Bluff, Calif., respectively. Thomas Duggan, formerly of KIST Santa Barbara, has been made senior announcer. Trula Hart, formerly of KIDO Boise and KPO, is in charge of women's programs. Announcers include Palmer Lee, Edward Marion and Robert Rexroad. Dora S. Long is office manager.

Comedy Agency

THE FIRST comedy agency, for comedians and comedy writers, has been opened by the National Laugh Week Foundation at its office, 347 Madison Ave., New York. The Foundation, which conducts a free gagwriters' institute for ex-GIs, and publishes the trade journal, *Humor Business*, will feature a collaborators' exchange for comics and gagwriters. It also will sponsor a theatre for comedy to showcase comedians and writers.

Floyd Farr Will Manage New Outlet at San Jose

FLOYD FARR, formerly assistant program manager of KPO San Francisco, has been made general manager of KEEN, new KFAB San Jose, Calif., station on 1370 kc which plans to start operation June 21. Station licensee is United Broadcasting Co. George Snell, also formerly of KPO, has been appointed program manager of new station.

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FRANCIS W. HATCH, vice president of Batten, Barton, Durstine & Osborn Inc., Boston, has made his debut as a balladeer on Yankee Kitchen over WNAC and Yankee Network. He plays his own accompaniment to ballads dealing with Maine traditions.
WPIT CVERS OVER 80 COUNTIES IN 5 STATES, SERVING OVER 9,000,000 PEOPLE

JOHN J. LAUX   Managing Director

WPIT MORNING TO NIGHT
BOULEVARD of the ALLIES & SMITHFIELD ST.
TELEPHONE GRant 0794
PITTSBURGH, PA.
1000 WATTS

JOHN L. MCGILLIVRA, INC.
Los Angeles * Chicago * New York

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1½ MILLION LISTENERS
ADDED, WINS ESTIMATES

WHEN WINS New York officially
increased its power to 50 kw
during an hour-long program on June
15, station estimated one and a
half million new listeners in Long
Island and Connecticut were added
to its regular audience.

The dedicatory program, pro-
duced by Jerry Danzig, WINS pro-
gram director, was heard 1-2 p.m.
preceding the New York Yankees’
baseball game and originated from
the Guild Theatre, New York. The
show featured Jerry Colonna, Mon-
ica Lewis, Mel Torme, Tommy
Handley from England, Warren
Austin, Larry Cart, the orchestra
under direction of Irving Lamdan,
and other stars.

Mel Allen and Red Benson were
m.c.s of the program. James D.
Shouse, president of Croley
Broadcasting Corp. spoke. The
program was directed by Russ
Armbruster and written by Jim
Parsons and Irwin Lewis.

Under the new program increase
there will be no corresponding in-
crease in WINS time rates, Will-
ard Schroeder, station manager,
announced.

DU MONT AIRING SERIES
OF PACKAGE SHOWS

PAUL BELANGER, television
producer-director, and James Mc-
Naughton, scenic designer, both
formerly on the video staff of CBS,
have made an arrangement with
WABD New York for the produc-
tion of package video programs
for exclusive telecasting on this
Du Mont station. First of these
programs was telecast June 9,
8:30-9:45 p.m., sponsored by Al-
lied Artists and advertising the
new motion picture, “It Happened
On Fifth Avenue,” which opened
June 10.

WABD public relations are now
being handled by Evelyn Lawson,
formerly in similar posts with
United Features Syndicate and King
Features. During the war Miss Lawson
was engaged in pub-
lic relations work for the U. S.
Navy.

John Shepard III, (l), receives
scroll from Earle Cleme on behalf
of Yankee Network station man-
ager.

YANKEE NETWORK affiliate sta-
tions paid tribute to their board
chairman, John Shepard III, by
presenting him with a scroll fol-
lowing a Yankee affiliate meeting
June 4 at Boston’s Algonquin Club.
Earle Cleme, station manager, WHAI Greenfield, Mass.,
represented the 23 station managers in
making the presentation. Text of
the scroll is as follows:

“To John Shepard Jrd. We, the un-
designed affiliates and station man-
gers of the Yankee Network, are
firmly convinced that no amount of artistry
employed for the purpose of embellish-
ment could improve upon our simple
serenity in thinking of you.

Therefore, let it be for you re-
corded from us; that we are grateful for
this, the Yankee Free association, that we
are proud of your achievements, that we
are mindful of our good fortune to have you as our leader, and finally,
that we join in the universal thought
concerning you—which is that you are
one inspired with the spirit of the pioneer
who has gained the respect of
your fellow-man by honesty, integrity
and fair play.”

Flight Instruction Firm
Campaign Includes Radio
NATIONAL Flight System, Los
Angeles (packaged flight instruc-
tion), has appointed John White-
head & Assoc., that city, to handle
$100,000 advertising campaign, ac-
cording to Robert Pike, NFS presid-
ent. Radio will be used, agency
reports.

Six distributors franchised by
parent organization also have re-
tained Whitehead agency to han-
dle advertising, including Pacific
Pilots Pian, Los Angeles, San
Diego, San Francisco; Tri-County
Flight Agency, Fresno, already us-
ing local thrice-weekly program on
KJM; Orange County Agency,
to utilise weekly program on
KVOE Santa Ana; Kern County
Flight agency.

Cunningham Promoted
TERRY P. CUNNINGHAM, sales
manager for the Home Radio Divi-
sion of Colonial Radio Corp., a
Sylvania Electric Products Inc.
subsidiary, has been appointed ad-
vertising manager of the Radio
Tube, Electronics and International
Divisions of Sylvania.

Commercial

BOB BINGHAM, former general man-
ger of WINZ Miami Beach, Fla., has
joined WBT, Charlotte, N. C., as
head of department of sales service.
During the war Mr. Bingham served as
director of all English and foreign
language broadcasts of the overseas
branch of OWI.

DON MEIER, with WKBE Chicago tele-
vision station, has been named sales
manager, taking over part of work
previously handled by RONALD WEN-
RATH, Jr., who will devote full
time to directing special events.

ALEX KEENE, general manager of Tay-
lor-Howe-Snowden Radio Sales, station
representative, has moved his offices
from Amarillo, Tex., to the Tower
Petroleum Bldg., Dallas.

WAYNE A. SPRAGUE Jr., formerly with
Mid-Continent Airlines in Tulsa, Okla.,
has joined sales staff of KSO Des
Moines. He will work with local ac-
counts.

DALLAS G. HALL, formerly with Fox
West Coast Agency, Angeles the-
atre operator, has been appointed audi-
er of Sun Country Network, Phoenix,
Ariz.

TAYLOR - HOWE - SNOWDEN RADIO
SALES has been named as representa-
tive for WTTN Augusta, Ga.

B. W. RANDA has been named manager
of Atlanta office of Reed & Co., sta-
ion representative.

MERVYN HEDRICK, commercial man-
ger of KBFO San Francisco, has been
appointed a member of radio depart-
mental committee of San Francisco
Ad Club.

WALTER A. COOKE Inc., New York office
has moved to larger quarters effective
immediately. The station representa-
tive’s firm is now located at 551 Fifth
Ave. Telephone: Murray Hill 2-7270.

EUROPEAN RADIO CORPORATION, ing-
director of WIBX Nashville, has been
chosen a director of Nashville Coopera-
tive Club.

WCKY Cincinnati, July 1 severa
relations with WIBJ & Bro, station
representative and will open its own
offices in Chicago and New York.

BILL FOLLIUS, member of commercial
department of KFEL Denver, and
former Army correspondent, has been
awarded Gold Medal of Honor of the
Order of Orange-Nassau with swords
by the Netherlands Government, "for
serving the Dutch people their first free,
outside news service after the German
occupation."

Weather Report

REPORT on long range weather
forecasting to be given by Un-
der Secretary of Agriculture Nor-
is E. Dodd on the CBS Country
Journal program, Saturday, June
21. Although slanted to rural field,
report is said to be of interest to
broadcasters as well.
PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Stop 'Wow'!

—with a positive drive at 33.3 and 78 rpm

Remember this: When a listener becomes dissatisfied with the quality of your programs, he simply twists a dial. And in doing so, he also tunes out his pocketbook. So why jeopardize what is probably your best source of revenue—your recorded programs?

Professional recording and playback should be, and can be, 'WOW'-free. How? With the time-tested Fairchild direct-from-the-center turntable drive, shown above. It eliminates all variations in turntable speed. Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all critical moving parts.

Further aid to 'WOW'-free performance is provided by a perfectly balanced turntable with extra weight in the rim and a turntable clutch that permits smooth starting, stopping and shifting from 33.3 to 78 rpm in operation.

Fairchild's 'WOW'-free performance is available on professional Transcription Turntables, Studio Recorders and Portable Recorders. For complete information—and prompt delivery—address: 88-06 Van Wyck Blvd., Jamaica 1, New York.
Nobody ever says "please pass the chicken" when they're talking of WGY's Chanticleer... He's strictly NOT of the roaster variety.

WGY's Chanticleer is the original early bird who covers more territory than any other early riser in the Great Northeast (central and eastern New York and western New England). During the past 18 months "Chanticleer" has pulled over 54,194 letters from listeners... an average of 3000 per month... more than any other single show on WGY.

Appealing to urban as well as rural listeners, Chanticleer is broadcast Monday through Saturday from 6:30 - 7:00 a.m. Primarily it catches farm folk and factory workers who are up preparing for the day's work.

A low-cost participation show with a long record of successful selling, "Chanticleer" offers big results for your advertising dollar.

For complete details call your nearest NBC Spot Sales office or WGY.

50,000 WATTS - NBC AFFILIATE WGY SCHENECTADY, NEW YORK

REPRESENTED NATIONALLY BY NBC SPOT SALES
North Carolina’s Favorite Farmer!

HERBERT C. ELWES, former merchantile manager in RCA Theatre Equipment Section, RCA, Camden, N. J., has been appointed manager of corporate retail sound sales in the RCA Engineering Products Dept.

L. E. SEPTER, assistant sales manager of Westinghouse Home Radio Div., Baltimore, is in Los Angeles to discuss the market with Westinghouse distributors in that area. He is scheduled to visit San Francisco, Seattle, Tacoma, Kansas City and Chicago.

STANDARD ADVERTISING REGISTER, New York, has completed its 22nd annual accountional, agency and media information on 13,260 national and sectional advertisers classified by lines of business.

JAWER TELEVISION PRODUCTIONS has opened a complete television program production and consultation service for advertisers, agencies and stations. Offices are located at 515-16 Real Estate Trust Bldg., Philadelphia. ROBERT L. JAWER is executive director of firm.

REPRESENTATIVES of New York’s outstanding contribution to farmers in North Carolina.

Harvey Dinkins’ hayfield favored comments in his “News and Views” on the Piedmont Farm Program, broadcast daily over WSJS, exerts a powerful influence on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwest Virginia, another reason why WSJS sells the Piedmont!

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC Affiliate
Represented by:
HEADLEY-REED COMPANY

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Allied Arts

HARVEY DINKINS

Who was recently awarded the DISTINGUISHED SERVICE CITATION FOR 1946 by the North Carolina Farm Bureau Federation for his outstanding contribution to farmers in North Carolina.

Harvey Dinkins’ hayfield favored comments in his “News and Views” on the Piedmont Farm Program, broadcast daily over WSJS, exerts a powerful influence on thousands of farm families throughout the rich Piedmont area of North Carolina and Southwest Virginia, another reason why WSJS sells the Piedmont!

RCA’s exhibit at the Milan International Fair, which was to open July 14 at Milan, Italy, is giving Europe its first look at American television in action, according to Mr. Fred L. Segal, RCA vice president and managing director of the RCA International Division. Mobile video pickup units, studio equipment and receivers have been sent to Italy for the event, in addition to FM transmitters, sound and theatre equipment, shipboard communication units, air navigation aids, marine radar apparatus, the RCA electron microscope, etc.

“Appropriately, these television and other great advances in the field of radio and electronics will be displayed at Milan during the celebration there of the 50th anniversary of the invention of the radio by Marconi,” Mr. Brunet said. In a later phase of the celebration, Dr. V. K. Zworykin, vice president and technical consultant of the RCA Laboratories Division, will deliver a paper on television before the Academy of Science in Rome. Dr. Zworykin’s video contributions include development of the all-electronic television system, invention of the iconoscope or video camera “eye” and development of the kinescope or receiver picture tube.

G. A. Biondo, president of Tel- onda International Corp., RCA distributor in Italy, is making arrangements for the RCA exhibit. Michael J. Ranalli, television sales manager of the RCA International Division, will have charge of the video demonstration, to include pickups of major events at the fair and the showing of American films. Richard Hooper, manager of shows and promotion for RCA, had originally been slated to take the equipment to Milan and superintend its installation and use there, but pressure of home duties forced him to forego the trip.

The RCA exhibit at Milan will also give the first European demonstration of American FM broadcasting equipment, using a relatively inexpensive, low-power type of transmitter designed to suit continental operations, Mr. Brunet said.

Engineers Elect

DEL NESTOR and Gil Wyland, technicians of KMPC and KJH Hollywood, have been elected president and vice president, respectively, of newly formed Hollywood Broadcast, Television & Recording Engineers Local 45, IBEW. Homer Obuchon, KGFI and Vincent Parsons, KNX were made financial secretary and treasurer, respectively, of the new local. Roy Tindall is business manager. Elected board members were D. A. Simmons, KFBD; Joe Dean, Don Lee Television; Leonard McNamara, International Recording Artists Studio; John Hook, KNX; Cliff Thorsness, CBS sound effects. Morrie Theilan KNX and Mal Mobley, Jr. KNM, tied for sixth place, necessitating future run-off vote.

Noise Suppressor

A NEW DEVICE known as the “Dynamic Noise Suppressor” is said by WJR-Detroit, which recently installed it, to eliminate 95% of record surface noise without destroying the brilliance of recorded music. As a result, engineers can now play an exceptionally noisy recording and still have it acceptable to the listener, according to WJR’s chief audio engineer, Freddy Friendenthal. The device was developed by Herman Scott, president of Technology Instrument Corp.

New RCA Locator

A NEW PORTABLE device, designed to locate tiny leaks in vacuum systems or enclosures which were formerly impossible to locate except with elaborate leak detection equipment, has been announced by the Tube Department of RCA. The new RCA leak locator weighs 25 pounds and is designed for either laboratory or factory use. It accurately locates small leaks in glass and metal vacuum systems such as those employed in manufacture of all types of electron tubes, vacuum flasks and lamps, according to RCA.
Broadcasters keep on buying more and more of these popular Western Electric Cardioids. That's because they deliver quality performance, are attractive in appearance, and offer six pick-up patterns... omni-directional, bi-directional, true cardioid and three modified cardioid patterns... which enable you to master most any pick-up assignment in AM, FM, or Television broadcasting. For all-around quality of pick-up—there's nothing better than a 639B Cardioid. For full information, get in touch with your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.

Western Electric

639B CARDIOID

Performance... Appearance...

Versatility

These six pick-up patterns are available with the 639B Microphone.
UN'S CHARTER SIGNING TO GET BIG RADIO PLAY

ELABORATE preparations have been made by the U. S. Radio Liaison Office to commemorate the second anniversary of the signing of the United Nations charter on June 26.

All stations and networks have been sent kits containing a 16-inch wide poster which will serve as the background for two-minute talks by Charles Boyer, Edward G. Robinson, Lionel Barrymore, David Niven, Ethel Barrymore, Loretta Young and Robert Montgomery and a three-minute message from Trygve Lie, UN secretary-general.

Through the Advertising Council, 86 different network programs have been pledged to allot time to the UN campaign. The Radio Liaison Office has asked broadcasters to spot their UN messages if possible at 12 noon on the 26th, the time of the ceremony. Stamford stations were asked to make a special effort to clear the time, since the charter was signed in that city.

Letters pledging cooperation have been received by the UN from: NAB President Justin Miller and from Frank Stanton, Edgar Kobak, Mark Woods and Niles Trammell, presidents of the four major networks.

WTMA Launches Its FM Affiliate at Charleston

WTMA, NBC outlet in Charleston, S. C., launched its FM affiliate, WTMA-FM, on June 2, offering seven hours of AM programs, some of them aired simultaneously through regular AM channels. The FM station is operating temporarily with 1 1/2 kw with 86.1 mc, but plans to increase its strength to 10 kw with a radiated power of 49 kw when equipment becomes available, Robert E. Bradham, station's manager, announced. The present program schedule is 11 a.m.-1 p.m. and 4-9 p.m.

Participating in a special broadcast inaugurating the FM outlet were Charleston's mayor, E. Edward Weinman Jr., and Congressman L. Mendel Rivers.

First interview on WTMA-FM featured Miss Dorothy Thomas, queen of the 1947 Charleston Azalea Festival, who spent last week sightseeing and being entertained in Washington, D. C. She was interviewed by Miss Alicia Rhet, director of women's programs for WTMA and WTMA-FM.

Inexperienced Television Actors Offered Training

TELEVISION training for young, inexperienced video actors, and for others with backgrounds in radio or stage or films will be offered by the Television Workshop of New York July 7-Aug. 9.

Classes for youngsters, ages 10 to 17, will be held twice weekly, 10 a.m.-12 noon on Mondays, Wednesdays and Fridays with rehearsals sessions on Tuesdays and Thursdays at the same hours.

Irwin Shane, executive director of the Workshop, also announced an eight-week course between July 7 and Aug. 9 for 25 "apprentice" trainees. Applications for the training should be made to the Television Workshop, 11 W. 42nd St., New York.

NOW 5000 WATTS

DOING A DOUBLE JOB IN THE MAGIC VALLEY

TWIN FALLS - IDAHO

NEED & CO., Representatives

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BROADCASTING • Telecasting
Du Mont's development of the Acorn Package means you can start television broadcasting for just about half the equipment cost you expected. Smaller investment. Smaller operating cost. What's more, you are not limiting future developments by starting on this minimum basis, because you can build onto the Acorn Package as easily as a child builds with blocks. Just add more units as needed. Here is the kind of development that comes logically from Du Mont's 15 years of television "know-how"... from building more television stations than any other company. A development that saves you money right from the start and helps you avoid costly mistakes. Call, phone or write for full information about the Du Mont Acorn Package.
RALPH H. KLEIN, formerly head of public relations department at WBBK-BF, has been appointed program director. MINA BROOKS has joined the public relations department.

GARY LESTERS, former announcer and record m.c. with WRNSN Washington, D.C., has joined WBBK-BF in a similar capacity. Mr. Lester and his wife, ensemble, are featured on mornings with "Sweethearts of Rhythm" show.

TONY DONALD, newspaper and record m.c. at WAPX Montgomery, Ala., has been appointed chief announcer.

GREG GREGORY, chief announcer at KSVP Arteis, N. M., has been appointed program director at KNDE-AM, N. M., formerly with WTHY Hartford, Conn., and KNPP Minneapolis, Minn., has joined station's announcing staff. BILL ANGEL and BOB CUMMINGS also have joined announcing staff at KSVP.

ROSE MILLER, announcer at WVTC Hartford, and BETTY CRAG, formerly of WBAI Brooklyn, N. Y., have joined announcing staff at KNDE-AM.

BOB FRERE, who appeared on WMAN Mansfield, Ohio, in winter series of "Music For You" programs as vocalist, has joined station's staff as summer relief announcer.

GORDON KIRBY, former production manager for WHLS Port Huron, Mich., and announcer at WJW Detroit has joined YVFR Grand Rapids, as program director.

DAY STALISHAN, former record m.c. at weekly events announcing at WBBK-BF St. Petersburg, Fla., has joined WDAE Tampa, in a similar capacity.

BOBBY BRENN, former child singer and prodigy who appeared on Eddie Canis radio broadcasts, June 13 will begin series on WENN New York, Sat. 8:35-7:30 p.m., announced by WENN orchestra and direction of Joel Heron.

GARY SPOLOMB, director of public information programs at KGW San Francisco, has been appointed to program Citizens' Committee for observance of second anniversary of signing of United Nations Charter at San Francisco, June 28.

IREN J. GABRIEL, secretary to SIR KATZ, WNN New York program director, has announced her engagement to Joel H. H. Shiffmandl. Marriage is to be Aug. 16.

JACQUES KLEIN, night manager at WNN New York, and Bernice Brown have announced their marriage.

EURL DOWDING, organist, has joined KFOX Long Beach, Calif., with a three-week engagement recital.

CALO O. MALLOCH, former newswriter with New York Times, WMBD, and previously assistant continuity and production director at WBBK-BF Muskogon, Mich., has joined WPJN-FM Fort Wayne as program manager.

STEVE JARRETT, formerly of WBBK Erie, has joined announcing staff of WPRE Philadelphia.

DR. MAX JORDAN, director of religious programs for NBC and war correspondent of National Catholic Welfare Conference, will be given 1947 "Signum Fidei" medal of Lassalle College, Philadelphia, awarded yearly to person "who has done the most to foster Christian principles."

HUGH WALLACE, formerly in radio production on West Coast and for past five years personnel officer in Army, has joined production department of CNKW New Westminster, B. C.

KELLY RAND, staff commentator with WNW New Orleans, and Eliza Hale were married June 1.

TOM DURAND, staff announcer at WTTM Trenton, N. J., has taken leave of absence with Morrisville Summer Theatre presentation of Howard Lindsay's "Tom's House."" GEORGE ROSENB, farm and ranch director of KTHK Houston, and EARL MCMURRAY, m.c. of early morning show on KTHK were presented by Houston Lone Star Farmer degree at state FHA convention at Stephenville, June 5.

HUGH SIMMONS, has been named chief announcer at KWSU Pullman, Wash, WALT EDDY has been appointed director of station's continuity department.

ROBERT C. CHRISTOL, assistant program director, has joined WBBK-BF Springfield, Ohio, and VIVIAN ROBERTS, formerly of WIZE, were married May 21. Both are continuing at WIZE.

Revere

IT'S HAPPENING in reverse at WCOP Boston—instead of band leader turning disc m.c.—disc M.C. BILLick is turning band leader. Mr. Hickok, who is heard on WCOP since 2:30 p.m. and 6:30-7:30 p.m., now, in ad-

dition to his record shows, has organized a 12-piece band and is playing at Ocean View, Revere Beach, Mass.

BOB HOPE and JERRY COLONNA, NBC comedians, have received the 18th Annual United Award of Slipper Square Club Philadelphia, for their contribu-
tion to morale building for armed forces overseas during the war.

SANGSTON HETTLE, with sales department of Chicago office of WOY New York, is the father of a girl, Janet.

RAY BUFFUM has been signed to write NBC "That Galley" signature series starring Barry Sullivan, and summer replacement for "Fitch Bandwagon."

AGNES MOOREHEAD, costar of CBS "Mayor of the Town," has received honorary Doctor of Literature from Muskingum College, Ohio, her alma mater.

EDGAR BERGEN, star of NBC "Charlie McCarthy Show," has been signed for a featured role of Norwegian undertaker in ROKO film "I Remember Mama." It will be the first time he has appeared in a film without Charlie McCarthy.


LARRY LAING, announcer at CRKG Tim-

politics Need Not Use Makeup in Video—Royal

JOHN F. ROYAL, NBC vice presi-

dent in charge of television, said last week that reports from Holly-

wood that the networks would have to "go in for makeup touches" in order to appear at their best before television cameras were "completely erroneous and misleading."

Mr. Royal said further: "Tele-

vision has long since passed the stage where elaborate makeup is required of performers. In our special equipment we use the image orthicon camera renders makeup completely unnecessary, and if makeup were applied to the faces of political candidates they would be made to look ludicrous, not improved."

Among American political lead-

ers who have been televised by NBC are President Truman, Gov-

eror Dewey and many others.

Atlanta's Most Modern Station

WBGE

Atlanta's Only 24 Hour Station

Study and General Offices

Georgian Terrace Hotel


Broadcasting Company

Boston's Most Modern Station

WBGE

Boston's Only 24 Hour Station

studios and General Offices

Georgian Terrace Hotel
NEW RING-SEAL POWER TUBES
FOR FM AND TELEVISION

-110 to 220 mc frequency at max ratings
-1.5 to 6.4 kw typical Class C output

GENERAL ELECTRIC'S great 1947 series of ring-seal power tubes spells more efficient performance to those who build—or use—FM and television transmitters. Modern as tomorrow's telecast, these v-h-f tubes need minimum neutralization...are directly designed for grounded-grid circuits...meet in every way the new requirements of new station equipment going into service. Ring-seal design—a G-E development—makes it possible to plug in a tube quickly, so that time off the air is cut to seconds. Firm terminal contacts with wide surface areas are another ring-seal advantage—moreover, all contacts are silver-plated to reduce r-f losses. An important aid to dependability and long life is the use, throughout the tube, of strong, enduring fernico metal-to-glass seals.

Your nearest G-E electronics office will be glad to give you prices and full information, as well as arrange for you to secure circuit application advice when desired. Or write direct to Electronics Department, General Electric Company, Schenectady 5, N. Y.

G. E.'s MANUAL OF TRANSMITTING TUBES IS YOUR MOST COMPLETE, UP-TO-THE-MINUTE GUIDE!

Profusely illustrated—packed with performance and application data. Comes to you for $2. Also, for an annual service charge of $1 new and revised pages will be sent you regularly as issued. Order direct from General Electric Company, enclosing payment, or giving authority on your company letterhead to invoice you.

OVER 600 LARGE PAGES $2.00

GENERAL ELECTRIC
FIRST AND GREATEST NAME IN ELECTRONICS
Voice of Freedom Group Denies Action on WLBI

THE VOICE of Freedom Committee, New York, last week denied that it was preparing a petition to the FCC to turn down the application of WLBI New York for full-time operation, despite reports to that effect. The committee said that actually WLBI was the only station that accepted the broadcast of Johannes Steel on June 7, which was sponsored by the committee.

The station, in turn, said it would accept Voice of Freedom messages as regular advertising if the committee wanted to sponsor a program in the future. It was also reported that a program featuring commentators who have had network differences, to be titled "Parade of the Missing Commentators," is being considered for sponsorship by the Voice of Freedom Committee.

Low-Price Console

ELECTRONIC LABORATORIES Inc., Indianapolis, has started production of a new 10-tube radio phonograph console that will sell for less than $100, according to an announcement by the company last week. Company pointed out that new merchandise will be available at a low price because it makes almost every radio part, including cabinets.

BATAAN STORY

WGN Broadcasts Death March

-Details Censored Earlier-

WHAT WAS CLAIMED to be the first detailed presentation of what happened on the Bataan death march was aired by WGN Chicago June 9 on the final program of its centennial series, "On Special Assignment."

According to the Chicago Tribune, on whose articles the series has been based, Col. William E. Dyess, one of the survivors of the march, originally had offered to let 74 associated newspapers, including the Tribune, tell his story of Japanese atrocities, but, the Tribune alleges, Col. Dyess was thwarted during the course of an interview with a Tribune reporter by the Secretary of War.

Col. Dyess was killed in a plane crash, after which Walter Trotman, of Tribune's Washington bureau, reportedly showed story to a U.S. senator who declared he would read it in the Senate. Story was released when Army officials finally relented.

Bryson Goes to Europe

As UNESCO Consultant

LYMAN BRYSON, CBS counselor of public affairs has sailed for Paris to serve as special consultant at the United Nations Educational, Scientific and Cultural Organization, regarding uses of educational and mass media for international understanding. Mr. Bryson, who will remain in Europe for three months, was invited by Julian Huxley, director general of UNESCO.

Mr. Bryson concluded his special CBS series, "Time for Reason—About Radio," with the June 8 broadcast, Sundays, 1:30 to 1:45 p.m., on which John Crosby, writer of the New York Herald-Tribune syndicated newspaper column "Radio In Review," was his guest. While Mr. Bryson is in Europe the "Time for Reason" program is originating there.

The Actors Theatre, operating at Provincetown Playhouse, New York, has been organized by Lyman H. Minn, WGN New York staff announcer, to give radio actors and directors opportunity to do theatre work and continue their network commitments.

CHARLES ASHLEY, former rewrite man of Boston Traveler, has been named director of new broadcasts for WEEI Boston. He will have complete supervision of all station's new broadcasts.

FRED M. WHITING Jr., former Army correspondent, and newspaperman, has joined news and special events department of NBC Central Division as temporary news editor.

FLO MILLER, former assistant time seller at WLW Cincinnati, has joined WPFD Worthington, Ohio, as farm program director.

LOWELL THOMAS, NBC news commentator on his June 1 broadcast, was presented a certificate of appreciation of his work as a member of Radio Committee of Veterans Hospital Programs. Presentation was made by JAMES BUCKLEY, chairman of executive committee of Philco Corp., and member of advisory board of Veterans Hospital Programs.

JOE HOLAND, sportscaster at WSBT South Bend, Ind., and former Notre Dame football player, has been elected national president of U. of Notre Dame Alumni Monogram Club.

REV. A. ROBERT ANDERSON, Methodist minister at Steubenville, Ohio and amateur commentator on WQRD that city, received the 1947 Fellowship Award from Religious Radio Committee of Churches for outstanding work in field of church-radio relationships.

GEORGE SERVE, commentator on KRKC Lewiston, Idaho, has been cited in resolution by State legislators for "fair and able reports, and his impartial observations of the proceedings of this session."

WAYNE OSBOBNE, sports announcer at WIND Chicago, has been signed by Wilson Sporting Goods Co., that city, to accompany showing of its new film, "Swing King," an instructional baseball film being offered to appliance dealers in Chicago area.

RAYMOND HATTON, a sports broadcaster at CKDS Kingston, Ont., is the father of a girl.

JAMES HURLBUT, CBS correspondent, returned to New York last week after 30,000-mile tour of U.S. bases in Pacific. He brought him 25 hours of wire and tape recordings to be con-
What is
A DOLLAR'S WORTH OF LISTENERS?

Possible Audience \[ \text{Time Cost} \] = \text{Listeners per Dollar}

ON CFRB THE ANSWER IS...
2,795 radio homes after 7 p.m.
3,475 “ “ between 6-7 p.m.
5,195 “ “ at other times
... for every dollar!

You get your dollar's worth on CFRB ... and more! Figures apart, the advertisers who, year after year, have stayed with CFRB give you the final answer ... they stay because they get results!

That's the picture: on CFRB, you reach more radio homes ... more prospects for your product ... than on any other Toronto station.

TORONTO

REPRESENTATIVES:
UNITED STATES
Adam J. Young, Jr. Incorporated
CANADA
All-Canada Radio Facilities Limited

Has the Ear of Ontario!
Hagman is Named To WLOL Position

Had Resigned Post With ABC To Return to Twin Cities

APPOINTMENT of C. T. (Swan- nee) Hagman as executive vice president and sales manager of WLOL Minneapolis has been announced by Norman Boogaerts, president and general manager of the station. Mr. Hagman had resigned earlier this year as general manager of the ABC Central Division [BROADCASTING, March 17], after reported dissatisfaction with living conditions for his family and himself in Chicago. Prior to his assumption of the ABC post, Mr. Hagman had been associated with WTCN Minneapolis, since 1934. He was vice president and general manager when he left that station [BROADCASTING, July 1, 1945].

While in the Twin Cities, Mr. Hagman had served as chairman of the local war bond drive, on the board of directors of the Better Business Bureau, as chairman of the NAB state sales manager committee and on the NAB state public relations committee.

WWJ-TV's FIRST WEEK SUCCESS—12 SPONSORS

WWJ-TV, television station of the Detroit News, which went on the air June 3 [BROADCASTING, June 9], had an even dozen sponsors during its opening week, with most of them staying on a regular schedule basis. Station operates Tues-Sat., 2-5:30 p.m. and 7-9:30 p.m.

Dedicated show opening day was followed by the telecast of a home game of the Detroit Tigers baseball club, sponsored by the Goebel Brewing Co. Heading WWJ- TV's sponsor list is the J. L. Hudson Co., department store, which purchased a block of time in 1945 on an "if and when a television comes to Detroit" basis.


During the entire week, the station maintained an open house suite at the Book-Cadillac Hotel with five large television sets on display, to attract clients, potential clients and the press that video will look like in the home.

"Thin Man" Replacement

DURING the summer hiatus of General Foods' "Adventures of the Thin Man on CBS, Fridays, 8:30-8:55 p.m., the Robert Q. Lewis Show is being heard in that period, June 13 through July 25. The Lewis show, formerly heard on CBS Saturdays, 7:30-7:45 p.m., will be replaced by "Waitin' for Clayton" on June 14 and beginning June 21 through Aug. 16. The Clayton show will be aired on Saturdays, 7:30-8 p.m.

Network Accounts

Renewal Accounts


BORDEN Co., Toronto (milk products), Sept. 30 renews "Canadian Cavalcade" on 20 Trans-Canada network stations, Tues. 8:30-9 p.m. Agency: Young & Rubicam, Toronto.

NORTHERN ELECTRIC Co., Montreal (electric appliances, radios), Oct. 6 to March 28, 1948, renews "Northern Electric Hour" on 20 Trans-Canada network stations, Mon. 8:30-9 p.m. Agency: Harry E. Post Agencies, Toronto.

BURNS Co. Ltd., Vancouver (meatpackers), July 1 extends "Burns Chuckwagon" to 23 cities on 15 western Dominion network stations, Tues. 10:30-11 p.m. Account may expand to eastern Canada with local promotion in fall. Agency: Stewart-Lovick & MacPherson, Vancouver.

Net Changes

GULF OIL Co., New York, June 24 switches "We The People" on CBS from Sun. 10:30-11 p.m. to Sat. 8-9 p.m. Agency: Young & Rubicam, New York.

CAMERON SOUTHERN Co., New York, Oct. 11 for 26 weeks renews Jack Carter show on 29 Dominion network stations, Sat. 5-5:30 p.m. Agency: Cockfield, Brown & Co., Toronto.
WDIA, SIXTH MEMPHIS STATION, IS LAUNCHED

WDIA, sixth station in Memphis, went on air June 6, operating on 730 kc with 250 w daytime.

Representatives of Bluff City Broadcasting Co., the licensee, are E. R. (E Bert) Ferguson and John R. Pepper. Mr. Ferguson is general manager of the station and Mr. Pepper takes an active interest. Mr. Ferguson has been manager of WDSG Detroit, Tenn., and WPJE Greenville, Miss., formerly owned by Mr. Pepper.

Commercial manager of the new station is Lou Zlotky, formerly with WMPS and WWHM Memphis. Gene Allen Carr, former program director of WHBQ Memphis, is program director. Chief Engineer Frank Edwards, former chief engineer of WHBQ, was engaged in experimental radio work at the Army's Wright Field, Ohio, Laboratory during the war. Christine Cooper, continuity chief, was formerly with WMPS.

Station has a 380-ft. antenna, located about two miles from the studio at 415 Union Ave. Gates equipment is used throughout.

Operating as an independent, station will emphasize special events and music. As a promotion stunt, WDI has circulated 10,000 pennies with the station's call letters and frequency pasted on.

WMPS on afternoon of June 6 aired special quarter-hour show to welcome WDIA to the Memphis radio fold. Program reviewed history of the new station and featured interviews with several of the WDIA executives and staff members.

Sixth station to take the air in Memphis, WDIA, is housed in this modern structure.

Philco Salaries

JOHN BALLANTYNE, president of Philco Corp., last year received $65,000 salary and $10,200 profits, according to a report filed by the company with the Securities and Exchange Commission, Philadelphia. Report also revealed that William Balderson, executive vice president, received $6,357 plus $7,100, and that James H. Carmine, vice president in charge of merchandising, received $49,876, plus $9,800.

Kelly Joins S-C

WILLIAM J. KELLY, former eastern district manager of McGraw Electric Co., has joined the Stromberg-Carlson radio sales division as district merchandiser, where he will cover the metropolitan area and the eastern seaboard as far south as Virginia.
BMB Acceptance
(Continued from page 28)

Their value lies chiefly, I think, in connection with the small, rural stations or certain merchandising areas.

“As for the ‘once-a-week’ listening basis, I don’t think that means too much in the realm of media value. That could be improved upon. Other factors that might be included are whether listeners catch daytime, afternoon or evening programs; whether they listen to one particular station occasionally, and what station they listen to most. But, as I say, the BMB area reports are a good start on the basis of evaluating listener intensity.”

Hollie Shively, timebuyer, Ruthrauff & Ryan: “This is the first time we have had reports on the same basis for a majority of stations. The ‘once-a-week’ listening basis should be increased, and BMB reports should be made yearly.”

Russell W. Tolg, radio director, BDDO: “We found the BMB reports very helpful. They are particularly bad in places where no stations were represented in that an adequate appraisal of other stations was difficult. The BMB map shows instances of where 10% of the families in certain territories listen to one station. Of course, the product being merchandised enters into the picture. If it is such that it can be merchandised in that section, then the 10% is O.K. But that’s a thin percentage, and we don’t think that’s very good. We would prefer a larger percentage, say 25%.”

“In that connection, the ‘once-a-week’ basis now used is not particularly ideal. It is merely a ‘potential.’ For something like spot announcement campaigns or chain breaks, a basis of from three to five times-a-week would be better. That would be not merely a ‘potential’ but actual. The reason is obvious: people do not tune in commercials to hear them.”

Very Valuable
Kay Kennelly, timebuyer, Arthur Meyerhoff & Co.: “The BMB reports were very valuable, though I haven’t had a chance to use them yet. I think they’re valuable because they go into the density of station coverage pretty well. The biggest fault I find with the reports is that they don’t list the network affiliations of the stations. As for the lowest county coverage we would use, that would depend on the account itself, the nature of the product, and other factors. In some cases we might use 75%, in others 60% and even as low as 25% if we thought the purpose could be served in doing so.”

Ralph Cushing, timebuyer, Presba, Fellers & Presba: “We’ve received station reports from different areas so far, but that’s all.”

Genevieve Lempert, timebuyer, Foote, Cone & Belding: “We have used 62 2/3% coverage in city or county as a basis for station choice. So far, frankly, it is too early to say just how we are going to use BMB reports. We think there are a lot of possibilities, but it will take time to work out problems that will arise in its use.”

West Coast

Charles Chaplin, radio director, Brisacher, Van Norden & Staff, Los Angeles: “BMB area reports have been a decided aid on comparative breakdowns between stations in different cities. However, it is unwise to place undue dependence upon them since the manner of sampling is too broad in definition of a regular listener.”

Dave Taylor, manager of Pacific Coast Radio, Foote, Cone & Belding, Hollywood: “Use Hooper for what Hooper is for and use BMB for what BMB is intended. In a recent study made for one of our clients BMB proved extremely useful as an extra form of measurement in deciding upon stations to be used.”

Robert Thurmond, media director of J. Walter Thompson Co., Los Angeles: “It is still too early to evaluate BMB in total but it should prove extremely valuable in station comparisons as well as in other types of comparisons now possible.”

Harry W. Witt, assistant general manager of CBS Western Division: “We find many advertisers and agencies interested in our BMB figures. I think we can refine these figures as we are processing maps showing various levels of intensity.”

Howard Tullis, president of The Tullis Co., Hollywood: “BMB reports are extremely valuable because they provide us with more complete information on distant markets than we are familiar with firsthand. We know of no other course for comparable information.”

Typical of unidentified comment was the remark of a San Francisco station buyer who felt that BMB ‘is stacked against the smaller stations.’ Another from that vicinity said that there is ‘some value in the use of BMB in comparison with similar stations but all perspective disappears when applied to smaller stations.’

‘Misunderstood’
One San Francisco agency radio director expressed belief that “BMB is being opposed because it is misunderstood. By itself it has no value, but in combination with other indices points up useful information.”

Another San Francisco agency executive said: “There is no one research determinant which provides an absolute answer by itself. So with BMB. In combination with market data and Hooper material a clearer focus is possible.”

Assuming continuance of BMB, most agency and industry representatives queried on the West Coast expressed need for greater promotional effort to gain widespread acceptance of measurement.

Yankee News Letter

YANKEE NEWS LETTER started during the war to bring Yankee Network station news from home and then suspended for 16 months when servicemen returned, was resumed on June 2 by the network, but this time as an official, permanent house organ.

Founded by Linus Travers, executive vice president and general manager of the network, the publication is edited by Martha B. Johnson, with staff work by Hazel Waltz and Joe Corey.

The School of Radio Technique

NEW YORK • CHICAGO

America’s Oldest School Devoted Exclusively to Radio Broadcasting

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

Send for free booklet B. Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.

CHICAGO 4, ILL.: 228 S. Wabash Ave.
THANKS for order for major share of $300,000 worth of television equipment WGN Chicago is purchasing for its video station, WGNA, scheduled to start about Jan. 1, is received by Carl J. Meyers (1), WGN engineering director, from Stephan Pogges (2), district representative of General Electric's Transmitter Division, and G. S. Peterson, central district manager, GE Electronics Division.

Kobak on BMB
(Continued from page 28)

fashioned "half-millivolt" methods. We had to go out and find just what the receiving sets were able to receive, after overcoming local noise, interference, static, and similar obstacles that affect radio listening.

BMB Interested
BMB is quite interested in these studies of ours, and we are, of course, making available to them all the information and knowledge we collect as a result. I believe it is quite possible that the Mutual engineering studies may show the way to a valuable expansion of BMB activities, especially along the lines of obtaining information which is unobtainable by annual or biannual listener surveys. In any case, we are still supporting BMB and intend to do our best to help it along.

As I understand it, the Broadcast Measurement Bureau was formed to ensure thorough-going measurement of the medium of broadcasting from the standpoint of its "advertising dimensions." It was not formed with the idea of making program ratings, or listenership studies as applied to individual programs, but it was formed to establish the facts about the radio audience, its location, and its overall listening habits as applied to stations and networks. So far as I know, BMB was not formed to promote any particular type of survey or research, and certainly was not formed to promote the interests of any one kind of radio station or network. It was supposed to be representative of all phases of the medium, working in cooperation with the buyers of time and their agencies.

The need for such an organization existed for so many years that now we have BMB it seems inconceivable to me that anybody seriously interested in the business of broadcasting should be in doubt as to whether BMB should be encouraged or developed or improved or perpetuated. Since the 1946 survey has its inevitable shortcomings, our job is to make the next one better—not to junk BMB as an organization. Even if the next survey is also imperfect, I see it as our job to try for still better achievements the time after that.

Can't Be Perfect
No organization with a job as big as that assigned to BMB can be expected to be perfect from the outset. It has to go through a period of growth and development. I think BMB has made a wonderful start, but I am not one of those who would whitewash everything it has done by giving it a rosy endorsement of a general nature. I would simply say that great progress has been made, that we have learned about some of the faults and shortcomings of the particular method of research which was used, and that a concerted effort is right now underway to get to the bottom of these shortcomings and to eliminate them from the next job.

At the time Mutual joined the industry in sponsoring BMB, it was fully realized that such a survey could not be expected to measure the coverage and circulation of a network which was growing at the rate of 100 stations per year. But we supported, and Mutual will continue to support BMB, because we believe in an industry-wide measurement bureau representing both buyers and sellers of time, and because we believe that BMB—if properly supported by all concerned—will eventually develop measurements and techniques to present the complete, up-to-date facts about station and network audiences. We are confident that such measurements will prove out and fully support our claims for the tremendous improvements made by Mutual in the past couple of years.

$100 Facsimile Recorder
Announced by Alden Co.
A LOW PRICED facsimile recorder retailing for $100 was announced last week by the Alden Products Co., Brockton, Mass. The recorder is not designed to reproduce a complete newspaper in the home but will print a small program on sheets slightly more than four inches wide, the company said.

Previous quotation by other companies for facsimile sets and recorders ranged from $675 to $1200. The Alden recorder is the result of a joint research project by several New England firms interested in producing popularly priced facsimile equipment having a wider sales range than that hitherto offered.
June 6 Decisions...

BY COMMISSIONER DURB

WTOD Toledo, Ohio—Granted motion to accept late appearance in re application.

KANS Wichita, Kan.—Granted petition for leave to amend its application to specify DA-D instead of nondirectional.

Lexington-Bestco, Inc., Lexington, Ky.—Denied petition for leave to amend its application to specify 1419 kc with 500 w D instead of 1395 kc 1 kw D. Amendment was accepted and application removed from hearing docket.

Sky Bestco, Service, Kansas City—Commission, on its own motion, removed from hearing docket application.

Southern Illinois Bestco, Inc., Centralia, Ill.—Denied petition to dismiss without prejudice application.

KFJF Klamath Falls, Ore.—Granted petition for leave to intervene in hearing on application of KRFK.

KVOO Provo, Utah—Granted petition for leave to intervene in hearing on application of Public Bestco, Service Inc.; exception noted by counsel for applicant.

Express Pub., Co., San Antonio, Texas—Denied petition requesting dismissal without prejudice of its application.

Washing Valley Bestco, Youngtown, Ohio—Granted petition filed as it requests leave to amend application to add to application further engineering study regarding interference cond. Inso far as petitioner requests removal from docket, it is denied. Granted petition requesting leave to add to application statement regarding applicant’s willingness to accept grant subject to limitations received from certain other applications.

The Voice of Fallen, Fallen, Nev.—Dismissed petition seeking reconsideration of Commission action on March 27, granting without hearing application of Reno Newspapers Inc. to set aside said grant and designate application for consolidated hearing with petitioner’s application.

Daily News Television Co., Philadelphia, Pa.—Denied petition requesting Commission to designate early hearing date in re its application and that of Pennsylvania Bestco, Inc.

KIAN Bestco, Inc., Opelousas, La.—Denied petition for leave to amend its application to show revised DA array, etc. Amendment was accepted and application as amended removed from hearing docket.

WJOL Juliet, Ill.—Denied petition for leave to amend application to change name from WJOL to WJOL-Bestco, Inc. WDEI, Inc., Wilmington, Del., et al.—Granted joint petition requesting continuance of consolidated hearing presently scheduled June 9 and continued same to June 23.

WKME Dearborn, Mich.—Denied petition for leave to amend its application to show revised DA array, etc. Amendment was accepted; record was ordered reopened, and further hearing scheduled July 15 in Washington.


Cumberland Pub., Co., Pikesville, Ky.—Granted petition to accept late appearance in re its application.

Woodward Bestco, Co., Detroit—Granted petition for continuation of hearing presently scheduled June 11 on its application, continued same to July 8.

Telecaster Bestco, Corp., Norfolk, Va.—Granted petition for extension of time in which to file exceptions to Commission decision and extended time to June 18.

WDUK Durham, N. C.—Denied petition for leave to amend its application to specify 200 kc 1 kw D instead of 1270 kc 1 kw-D 500 w. Amendment was accepted and application as amended removed from hearing docket.

WUXA Wilkes-Barre, Pa.—Denied petition requesting enforcement of hearing in re application of WUXA.

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

June 9 Applications...

ACCEPTED FOR FILING

Modification of CP

WALA-FM Mobile, Ala.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

Allen B. Funk, Lima, Ohio, Area of Washington, D.C.—License to cover CP which authorized new FM radio broadcast station WYBR.

Modification of CP

KGSN Greater Cleveland, Calif.—Mod. CP which authorized new standard station, to change type and to specify studio location.

AM—1300 kw

Glory Bestco, Inc., Gloray, Calif.—CP new standard station 1290 kc 1 kw D. FM—Unassigned.

Redlands Bestco, Co., Redlands Calif.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 280 w.

Modification of CP

KIRS-FM San Francisco—Mod. CP which authorized new FM station, for extension of completion date.

WRLC-FM Toonces, Ga.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WXZ-A Canton, Ill.—Mod. CP, as mod., which authorized new standard station, to change calls and to specify studio location.

WQDI Quincy, Ill.—Mod. CP which authorized new FM station, for extension of completion date.

WCTW New Castle, Ind.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion date.

WAPD Paducah, Ky.—Mod. CP which authorized installation of new vertical ant. and to change trans. location, to new trans.

WIZ-FM Detroit—Mod. CP, as mod., which authorized new commercial television station, for extension of completion date.

KSTP-FM St. Paul, Minn.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion date.

AM—1500 kw

Geer W. Roberts, Farmington, Mo.—CP new standard station 1200 kc 1 kw D. AM-REDUX to change frequency from 1200 to 1350 kc and change trans. trans.

Modification of CP

The St. Louis U., St. Louis, Mo.—Mod. CP which authorized new exp. television station WICX, for extension of commencement and completion date.

WDLJ, Inc., New Castle, Ind.—Mod. CP which authorized installation of new vertical ant. and to change trans. location, to new trans.

Transfer of Control

KBNE Boulder City, Nev.—Voided and vacated transfer of control of licensee corporation from WSSB, Inc., Dallas, Texas, 100%, to J. C. Manix, J. C. R. A., T. A., S. A. Webb and C. A. Savignac, Edward J. Jansen, Melvin Larson and Truman B. Hinkle (500 shares of capital stock-100%). Includes KBNA.


(Continued on page 84)
Decline in Sunspots

HIGHEST sunspot number in over a century occurred in May, according to the National Bureau of Standards, seriously impairing communications, but the peak of the cycle appears to have passed. The Bureau anticipates continued decrease in sunspot number this month.

910 kcpower from 260 w to 1 k w D and change type trans.

Modification of CP

KNGC Amarillo, Tex. — Mod. CP, as mod., which authorized change in frequency, increase power, change type trans. to increase AM-1510 k.

WCOU Lewiston, Me. — install new vertical antenna and mount FM antenna on AM tower, to change trans. and tower, and to extend vertical antenna 80 ft. in height, for extension of completion date.

Modification of CP

KWGI South Bend, Ind. — Mod. CP as mod., which authorized new FM station, for exclusion of completion date.

KSYI Shelby, N. D. — CP which authorized new standard station, to change type trans., for approval of ant. and trans. location to specify studio location. AMENDED to make change in ant. and to modify FM station.

FM—Unassigned

Harold B. Ogilvy, Springfield, N. J. — CP new standard station, for extension of completion date.

Modification of CP

KNBY Kenmore, N. Y. — CP which authorized new standard station, to change type trans., for approval of ant. and trans. location and to specify studio location. AMENDED to make changes in ant. and trans.

FM—Unassigned

Northeastern Broadcasting Co., Apollo, Pa. — CP new standard station 890 w 250 w D. AMENDED to change frequency from 890 to 810 kc.

License for CP

KBYW Corpus Christi, Tex. — Extension of special service authorization to operate on 1500 kc 30 w with directional antenna during hours from local sunrise at Boston to local sunset at Corpus Christi for period not to exceed six months from June 15, 1948.

Modification of CP

KELO-Davenport, Iowa. — Mod. CP, as mod., which authorized new standard station, to change type trans., and for approval of ant. and trans. location and to specify studio location.

Modification of CP

WILX Milwaukew, Wis. — Mod. CP as mod., which authorized new standard station, for extension of completion date.

FM—Unassigned

Springtime City Bert, Co., Clearwater, Fla. — CP new FM station (Class A) on frequency to be assigned by FCC. ER P 600 and ant. height above average terrain 262.5 ft.

FM—Unassigned

Idaho Radio Corp., Idaho Falls, Idaho — CP new FM station (Class III) on frequency Channel 210, 101.9 mc, and ERP 85 kw.

Modification of CP

KFWJ-FM FL. — Mod. CP, which authorized new standard station, for extension of completion date.

License Renewal

Applications for renewal of standard

NEBRASKA RESOURCES UNIT MEASURE PASSED SUPPORTED by the Nebraska Broadcasters Assn., at their annual meeting last month, to establish a “Division of Nebraska Resources” passed the Nebraska unicameral Legislature on June 4 and was signed by Gov. Val Petersen.

The bill puts the new division under the State Dept. of Agriculture, with a $25,000 appropriation to finance collaboration with agricultural and industrial groups in devising ways to assist new industries and to make better use of existing facilities and resources. Measure was explained to listeners by member stations of NBA.

In addition to the designation of Harry Peck as president of NBA, [BROADCASTING, June 9], other officers elected at the annual meeting included:

L. L. Hilliard, president and general manager of KORJ Scottsbluff, as vice president; and Robert Thomas, assistant manager of WJAG Norfolk, as secretary-treasurer. Mr. Thomas replaced his father, Art Thomas, WJAG manager, who died recently, performing the duties as secretary-treasurer since 1934. J. D. Gillin, Jr., president and general manager of WOW Omaha, as NAB representative (re-elected).

John Alexander, manager of KODY North Platte, and W. H. Bichler, manager of KMMJ Grand Island, as new directors.

A Nebraska Radio Promotion Committee was formed with Harry Burke, manager of KFAB Omaha, as chairman and composed of Bill Martin, KMMJ commercial manager; Bill Baldwin, owner of KORN Fremont; Lyle DeMoss, WOW program director, and John Alexander, KODY.

North Platte was selected as meeting place for 1948.
NEW TRANSMITTER building will be completed about mid-July by KSON, San Diego's new 24 hours a day station which will operate on 1240 kw with 250 w. KSON expects to go on the air about August 1, according to C. Frederic Rabell, general and sales manager, and formerly vice president and general manager, WNCA Asheville, N. C. Licensee is the Studebaker Broadcasting Co., comprising Dr. John Ward Studebaker, U. S. Commissioner of Education, and his son, John Gordon Studebaker, executive director of KSON.

KWBR-FM Oakland, Calif.—Same to 10-24-47.

WWST Wooster, Ohio—Same to 10-18-47.

June 10 Applications

ACCEPTED FOR FILING

License for CP

WAPX Montgomery, Ala.—License to cover CP, as mod., which authorized new standard station, specify studio location and to specify type and trans. power to determine operating power by direct measurement of ant. power.

AM—960

Cosmopolitan Bstg. Co., Los Angeles

KWBR-FM Oakland, Calif.—Same to 10-24-47.

WWST Wooster, Ohio—Same to 10-18-47.

June 10 Applications

ACCEPTED FOR FILING

License for CP

WAPX Montgomery, Ala.—License to cover CP, as mod., which authorized new standard station, specify studio location and to specify type and trans. power to determine operating power by direct measurement of ant. power.

AM—960

Cosmopolitan Bstg. Co., Los Angeles
SHORTAGE OF CALLS IS SLIGHTLY EASED

GOOD NUMBER of calls are still available in both the W and K categories, it has been learned at FCC, although the remaining combinations are "pretty well picked over."

FCC said W and K calls, which have been reserved by the Army, are continuing to be released in exchange for A calls. It is hoped in the future that some A calls will presently assigned ships may be swapped with the Army for W's and K's. Some of these latter designations however, would have to be given the ships.

Commission explained background to issuance of the call KTOP for new standard station at Topkea, Kan., assigned Collins-Wingate Broadcasting Co. The call was also sold by Monterrey Broadcasting Co., Santa Cruz, Calif., licensee of WKAR, which asked call KRUZ, and by Messilla Valley Broadcasting Co., Las Cruces, N. M., licensee, which asked KRUZ as alternate. FCC awarded KTOP to Topkea in light of its first-come-first-serve policy, and "the particular appropriateness of the letters KTOP for the Topkea station."

Since May 29, 1946, FCC has had to receive call reservations only from permissive. Since then requests for changes in calls previously reserved have been not honored. The previous reservations, however, are still valid, FCC said.

**Educational FM Grant**

GRANT for a noncommercial educational FM station has been issued by FCC to Michigan State College, East Lansing, 5-kw daytime noncommercial AM station. FCC said the College plans to cooperate with the proposed statewide FM network in Michigan and would offer its FM listeners a "varied program including symphony music, dramatic shows, forum discussions and scientific lectures." The station was assigned 90.9 mc (Channel 215) with 1.2 kw power and antenna height of 320 feet.

FCC Actions (Continued from page 85)

**Applications Cont.**

AM-1410 kc
KATE Albert Lea, Minn.—CP to issue special permit, and change trans. and station locations.
AMENDED to change trans. location.
License for CP
KDMO Carthage, Mo.—License to cover 950 kc, mod., which assigned new standard station and authority to determine operating power by direct measurement of ant. power.
Modification of CP
KKBO Mexico, Mo.—CP which authorized new standard station, to change trans. and studio locations for extensions of comparison dates to 180 days after grant.
AM-1600 kc
Public Best, Service of Charlotte Inc., Charlotte, N. C.—CP new standard station 760 kc, 1 kw, AMENDED to change frequency from 960 to 1600 kc.
AM-1900 kc
WAGB Harrisburg, Pa.—License to cover 1750 kc, mod., which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.
Modification of CP
KLV Minot, N. D.—Mod. CP which authorized new standard station, to make changes in trans. equipment.
AM-1100 kc
The Master Best Corp., Rio Piedras, P. R.—CP new standard station 1140 kc, 500 w 1 kw d un.
Modification of CP
WROL Knoxville, Tenn.—Mod. CP which authorized increase in power; changes in trans. equipment and DA, to make changes in DA.
AM-1900 kc
KLUP Galveston, Tex.—CP to mount FM ant. on top of AM tower.
AM-1900 kc
KCAZ Phoenix, Ariz.—License to determine operating power by direct measurement of power.
Modification of CP
WKMK-FM Wheeling, W. Va.—CP which authorized new standard station, to change trans. equipment and DA, to make changes in DA.
License Renewal
WJNO Qualia, Al.—License renewal standard station.
AM-1340 kc
Northern Radio Co., Havre, Mont.—CP new standard station 1400 kc, 50 w un.
DELETED June 5.

(Continued on page 89)
THE GATES
250-WATT (A. M.)
Customaire

costs a little more...

worth a lot more!

What Other Transmitter Has These

7 DISTINCTIVE EXTRAS?

1. Complete automatic constant voltage regulation for entire transmitter.
2. Dual oscillator-buffer "slide-in" units. Two of everything; crystals, ovens, osc. tube and components, buffer tube and components, metering and controls; means double reliability at the heart of the transmitter.
3. High voltage—low current for P. A. and modulators. Two thousand volts on R. F. Amplifier and 2150 volts on modulators. Less carrier shift, low temperature rise and an excess of modulator reserve power.
4. Semi-pressure-type cabinet—forced air ventilation—insect and dust free.
5. Seven large 4½" meters for easy reading in major circuits. Ten meters in all.
6. 100% parts accessibility. Three front doors, full size back door and sides removable. No hidden parts.
7. Maximum 40 degree centigrade temperature rise all components, more iron and heavier wire in all transformers.

Write today for complete bulletin on this extraordinary Transmitter.

GATES RADIO CO.
QUINCY, ILLINOIS, U. S. A.

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT AND ALLIED PRODUCTS
Member of Parliamentary Committee Labels CAB’s ‘Suggestion’ as ‘Fascism’

CHARGES OF fascism featured questioning of Canadian Association of Broadcasters by members of the Canadian Parliamentary Radio Committee at Ottawa on June 4 and 5. Parliamentary Radio Committee chairman, Ralph Maybank, stated that he thought independent tribunal suggested by CAB in their brief, smacked of fascism. Jos. Sedgwick, CAB counsel, replied that the CAB proposal was for an independent impartial tribunal appointed by Parliament.

“I don’t think it (fascism) could be fairly applied to any board that sits in public, acts judicially and is subject to appeal,” Sedgwick replied. “I think that is the most democratic of all.”

Mr. Sedgwick pointed out CAB’s 89 member stations felt that Canadian Broadcasting Corp. should not have the powers of expropriation, its present wide power of radio regulations, its authority to forbid formation of private networks and its power to make recommendations as to licensing, CAB should not be deprived of any power whatever which is relative to its own operation, he stated.

The judicial tribunal proposed by CAB would enable any private individual as well as station to go before it, and its decision could be appealed to the Supreme Court of Canada. Asked if independent stations were given authority to form network, if only major market stations would be on network, Mr. Sedgwick replied that independent tribunal could add such stations in remote sections as were necessary for public necessity.

Free Speech

Questioning also dealt with free speech on the air, which CAB in their brief pointed out was only afforded by “grace not by right, and stated that this should be by right, as with newspapers. He said the CAB felt that it should not be necessary for a person going on the air to first submit his speech or talk.

A. D. Dunton, CBC chairman of board of governors, said that first of CAB advertisements on CAB’s brief presented false charges. He said it was not true that “it is impossible (for a private station) to make a major move of any sort without approval of the government of the day” and that the government’s CBC can cancel broadcasting licenses without cause and without hearing.” (CAB had pointed out these facts out of the Canadian Broadcasting Act in its brief.)

CAB counsel was asked how much CAB was spending on its advertising campaign in daily newspapers. Mr. Sedgwick replied about $22,000, the only advertising CAB has done in ten years. A committee member pointed out that this sum was little more than

the $22,000 reported earlier being spent by CBC Toronto station CJB on its current promotion campaign to increase listeners and obtain more commercial revenue. CAB members were questioned, mainly through Counsel. Sedgwick in three sessions of committee will be further questioned on their proposal for revision of radio broadcasting legislation.

Attending sessions were Harry Sedgwick, CFBR Toronto and CAB chairman of directors; Harry Dawson, Doug Scott, Jim Allard of CAB voice; Wm. Sifton, CHNS Halifax; Malcolm Neil, CFBR Frederick; Phil Lalonde, CAC Montreal; Narcisse Thivierge, CHRC Quebec; Raymond Benoit, CKCH Hull; J. Thivierge, CHEF Granby; Frank Ryan, CFRB Ottawa; Gordon Archibald, CHOV Pembroke; Ralph Snelgrove, CFOS Owen Sound; Jack Beale, CFCO Chatanooga; H. H. Sedgwick, CBC; Ted Cranston and Roy Hoff, CKEY Toronto; Ken Soble, CHML Hamilton; Wm. Burgoyne, CKTB St. Catharines; Roy Hoff, CKWS Kingston; Wm. Cranston and R. Potts, CKOC Hamilton; George Chandler, CJOK Vancouver; M. Porter, CFBC Calgary; Clifford Sifton, CKRC Winnipeg; Sam Ross, CKWX Vancouver; and Arthur Berthiaume, CHLP Montreal.

H. V. Kaltenborn Leaves July 28 on Global Trip

H. V. KALTENBORN, NBC commentator, leaves July 28 on a seven-week fact-finding trip around the world, his first global trip since the end of the war.

Replacing Mr. Kaltenborn on his new program heard on NBC Mon., Tues., Wed., Thurs., Fri., 7:45-8 p.m., will be Richard Harkness in Washington, Henry Cassidy in New York and Clifton Utley in Chicago. Mr. Cassidy, NBC’s European news director now in Paris, will return to the U. S. especially for his series of broadcasts.

CAB Map

CANADIAN Assn. of Broadcasters has issued a map of Canada showing the location of all its 89 member stations. Across the top of the map are also listed all CAB member stations by provinces. Map is available from CAB office, Victory Bldg., Toronto.

CFFB’s Status Uncertain, Parliament Group Told

STATUS of CFFB Toronto, is still uncertain, Harry Sedgwick, CFFB president, told the Parliamentary Radio Committee at Ottawa on June 4. He said the cost of changing to another frequency from present 860 kc would be about $300,000.

CBC has suggested four frequencies, and had thought 1010 kc would be satisfactory. This frequency is occupied by 5-kw CBC station CJBC Toronto, which is to be moved to 860 kc with 50 kw. CFFB pointed out that 1010 kc could not be used by 10-kw station in view of CBC opening 50-kw station in Alberta on that frequency and a New York station occupying 1010 kc.

Dr. Frigon, CBC general manager, said that “theoretically CFFB could build to 50 kw on 1010 kc, but in practice it would have to limit its power to protect other stations.” He said CFFB has until July 1 to file its choice for a substitute frequency.

Installs Video Sets

WALTER READE THEATRES, motion picture theatre chain in New York and New Jersey, is installing Du Mont television receivers in all of its theatres. Move follows, “overwhelming audience approval” of the chain’s first installation at the Park Avenue Theatre in New York, according to Walter Reade, president, who said that this, plus the “subsequent letters of praise, have made us positive that the public will want to see first class television reception in all places of public assemblage.”

MANAGERS of two Seattle stations and the commercial manager of a third participated in panel discussion on “How to Buy and Use Radio Time” at meeting of Seattle’s Advertising and Sales Club May 27. Speakers included (seated 1 to r): Ray Baker, commercial manager, KOMO; J. O. (Arch) Morton, manager of KJR; Loren B. Stone, manager of KIRO, Joe Haddad, program director, and Merrill Agency, moderator (standing r) is shown receiving gavel from Beale McCulloch, president of club.

BROADCASTING • Telecasting
FCC Actions (Continued from page 86)

June 11 Decisions . . .
BY COMMISSION EN BANC

FM Conditional Grants

Announced authorization of conditional grants for one Class A and nine Class B FM stations, subject to form and location and to specify studio location as same as trans. location.

AM-1293 kc

KANA Anchorage, Mont.—CP change frequency from 1250 to 950 kc, increase power from 250 w to 1 kw d; install new trans. and DA-EN and change trans. location.

License for CP

WJLB Columbus, Pac.—License to cover AM, as mod., authorized new FM station.

Modification of CP

WDTS Southern Pines, N. C.—Mod. CP frequency to new AM station for approval of ant. and trans. location and to specify studio location.

AM-1290 kc

Western Oklahoma Beetz. Co., Clinton, Okla.—Grant new FM station, as mod., which authorized new FM station, for extension of completion date.

AM-1280 kc

And

Friday, June 11, 1948

FIRST NOTICE

Continued from page 91

License for CP

DeNoapa Beetz. Co., Demopolis, Ala.—Grant new CP station 1400 kc 250 w un; engineering cond.

AM-1460 kc

North Mississippi Beetz. Co., Kirkville, Miss.—Grant new CP station 1450 kc 250 w un; engineering cond.

AM-1410 kc

Stuttgart Beetz. Co., Stuttgart, Ark.—Grant new CP station 1245 kc 250 w un; engineering cond.

AM-1400 kc

And

Saturday, June 12, 1948

Appalachicola Beetz. Corp., Bristol, Va.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 55.8 kc.

Modification of CP

WBIZ Eau Claire, Wisc.—CP which authorized new AM station, for approval of ant. and trans. location and to specify studio location.

AM-1350 kc

APPLICATION RETURNED

Appalachicola Beetz. Corp., Bristol, Va.—CP new FM station (Class B) on frequency to be assigned by FCC and ERP 55.8 kc.

Modification of CP

WBIZ Eau Claire, Wisc.—CP which authorized new AM station, for approval of ant. and trans. location and to specify studio location.

AM-1350 kc

APPLICATION RETURNED

Kennett Beetz. Co., St. Louis, Mo.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 1520 kc. Program permit application not submitted. Question 16(c) not answered.

License Renewal

Applications are pending for standard broadcast license filed by WAGF WCBM and WNBW WJBC WJIB WJMG WMFD.

TENDERED FOR FILING

Hub City Beetz. Co., Hattiesburg, Miss.—CP new AM station 1220 kc 250 w un; (Continued from the Report of Commission's action for February 1, 1948, thereof.)

AM-1230 kc


June 12 Decisions . . .
BY COMMISSION EN BANC

AM-1440 kc


AM-1410 kc

LaPorte County Beetz. Co., La Porte, Ind.—Grant new CP station 1450 kc 260 w un; engineering cond.

AM-1400 kc

Sky-Port Beetz. Corp., Front Royal, Va.—Grant new CP station 1450 kc 250 w un; engineering cond.

AM-1370 kc

DeLand Beetz. Co., Deland, Fla.—Grant new CP station 1490 kc 260 w un; engineering cond. and provided 1490 kc has been assigned by WTMC which has CP to move to 1290 kc.

Hearing Designated

Interlake Beetz. Corp., Renton, Wash.—Designated for hearing application for new station 1250 kc 250 w and made WTQX Green Bay, Wis. party to proceeding.

AM-1360 kc

The Windham Beetz. Corp., Willimantic, Conn.—Designated for hearing application for new station 1250 kc 250 w and made WNHC New Haven party to proceeding.

AM-1350 kc

WGLN Glen Falls, N. Y.—Designated for hearing application for new station 1290 kc 250 w and made WJNY New York party to proceeding.

AM-1340 kc

The Tower Realty Co., Cumberland, Md.—Designated for hearing application for new station 1490 kc 250 w un and made WARD Johnstown, Pa. party to proceeding.

AM-1330 kc

License Renewal

KJBT Seattle, Wash.—Designated for renewal of license for main and aux. trans. for period ending March 1, 1949.

AM-1320 kc

License Renewal

KJOQ Reno, Nev.—Designated for renewal of license for period ending May 31, 1949.

AM-1310 kc

License Renewal

NMGW New York.—Grant renewal of license for period ending May 1, 1949.

AM-1300 kc

License Renewal

KJBR Portland, Oreg.—Designated for renewal of license for main and aux. trans. for period ending June 1, 1949.

AM-1290 kc

License Renewal

KJBC Fort Wayne, Ind.—Grant renewal of license for period ending May 1, 1949.

AM-1280 kc

License Renewal

KJBE Oklahoma City.—Designated for renewal of license for main and aux. trans. for period ending June 1, 1949.

AM-1270 kc

License Renewal

KJBR Portland, Oreg.—Designated for renewal of license for period ending May 1, 1949.

AM-1260 kc

License Renewal

KJOQ Reno, Nev.—Designated for renewal of license for period ending May 31, 1949.

AM-1250 kc

License Renewal

KJRT New York.—Designated for renewal of license for period ending May 1, 1949.

AM-1240 kc

License Renewal

KWJX San Francisco.—Designated for renewal of license for main and aux. trans. for period ending May 1, 1949.

AM-1230 kc

License Renewal

KJBT Seattle, Wash.—Designated for renewal of license for main and aux. trans. for period ending March 1, 1949.

AM-1220 kc

License Renewal

KJOQ Reno, Nev.—Designated for renewal of license for period ending May 31, 1949.

AM-1210 kc

License Renewal

KWJX San Francisco.—Designated for renewal of license for main and aux. trans. for period ending May 1, 1949.

AM-1200 kc

License Renewal

KJBT Seattle, Wash.—Designated for renewal of license for main and aux. trans. for period ending March 1, 1949.

AM-1190 kc

License Renewal

KJOQ Reno, Nev.—Designated for renewal of license for period ending May 31, 1949.
FCC Actions
(Continued from page 89)

Harry Willard Linder and Max H. Levin for operation facilities.

Standard Station Middletown, N. C. — Designates Roy C. Kelley, Meshuggan, Mich., as designated representative for application for new station 1600 kc 250 w unl. and
orders that WGBR Goldsboro, N. C., be made party to proceeding.

KBC Baton Rouge, La., and Roy C. Kelley, Meshuggan, Mich. — Designated for hearing in consolidated proceeding on application of N-K Beo, Co. with application of Roy C. Kelley both seeking new station 1600 kc 250 w unl.

BY THE COMMISSION

Adopted Order 150-D, amending 150-L and supplementing Orders 150-M and 150-N, which relate to frequency bands and approved types of emissions available to amateur radio service. See story this issue.

June 12 Applications...

ACCEPTED FOR FILING

Modification of CP
KAGH Pasadena, Calif.—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WRLR Baton Rouge, La.—Mod. CP which authorized changes in new FM station for extension of completion date.

The Four States Broadcast, Inc., Hagerstown, Md.—CP new standard station 1000 kc 1 kw D. AMENDED to change frequency from 1000 to 880 kc, change trans.


The Wave Publications, Vermont, Cali.

IN EASTERN NORTH CAROLINA
YOUR ABC’S ARE...

WRRF ・ WRRZ
5000 WATTS 920 KC
1000 WATTS 880 KC
WASHINGTON, N. C.
CLINTON, N. C.

Eastern North Carolina is the "as good as gold" market, where last year's bright leaf tobacco crop alone sold for $245,459,006. This rich 31-county market is the primary daytime listening area of WRRF and WRRZ.

In addition to reaching the 972,353 persons living in 49 preselected areas, there is a large daytime audience in the secondary area. For speed results in that area, use WRRF, Washington, N. C., and WRRZ, Clinton, N. C.

TAR HEEL BROADCASTING SYSTEM, INC.
Wireless National Radio Representatives
FISHER & CO.

Charge for Radio Schedule Listings Miami Newspapers

MIAMI’S TWO NEWSPAPERS, the Herald and the Daily News, in a major policy change, have decided to charge stations for tabulated listings of programs. For those stations which do not pay the charges, the papers announced that they would continue free listings—but in agate (smallest) type as text matter at the bottom of the radio columns.

In making the announcement, the papers and Herald explained editorially on the radio page that whereas only a few stations have operated in Miami for many years the FCC has licensed WAM, seven FM and one television station in Greater Miami and that more applications are pending. Therefore, said the Herald, a nominal service charge will hereafter be made to stations for the following reasons:

(1) To accommodate the mushrooming growth of stations, (2) to continue the Herald’s high standard of service, public service, to be fair to readers and other advertisers during this period of restricted newpaper print.

Previous Policy

Up till now, the Herald and News carried only the listings of the four network stations in the area, but under the new policy condensed listings of two local independents—WINZ and WBAY—have been added. Shortly after the announce
tment the Miami Beach Sun-Tropics decided to follow suit and run pro
gams of all stations in tabulated form.

Miami’s two newspaper-owned stations, WQAM and WIOD, owned by the Herald and News respectively, accepted the charge and took paid space. The other four, WGBS WINZ WKAT WBAY refused to pay and thus had their programs printed in solid matter below the columns.

WBAY reported that in its case, it was offered the same listings as WIOD and WQAM for $84 per week.

SUPPORT of 15 Los Angeles area sta

tions has been guaranteed to leaders of community’s projected $2,000,000 Memorial Cancer Hospital. Through Southern California Broadcasters Assn., all stations will develop integrated series of spot announcements, public service programs, and special events to stimulate interest in fund-raising drive during 50 day period starting June 23.

INTERMOUNTAIN NETWORK’S president, George C. Hatch (second from 1), smiles approvingly as arrangements are completed for presentation beginning Sept. 29 over 17 stations of IMN of new Tommy Dorsey recorded show [BROADCASTING, June 2]. Series will be heard five days a week for 2 weeks. With Mr. Hatch are (1 to r., standing), J. W. Knodel, vice president of Avery-Knodel Inc., station and network representatives, Lynn L. Meyer, vice president and sales manager of IMN, and (seated) A. D. MacMorran, representative of Louis G. Cowan Inc., transcription company handling Dorsey series.

PHILADELPHIA ARENA WILL HOUSE WFIL-TV
THE PHILADELPHIA ARENA, 46th and Market, was bought by Triangle Publications Inc. last week for an expanded program of sporting events and other enter
tainment features which have been held there, and also to house the television studio and offices of WFIL-TV.

Peter A. Tyrrell, the Arena’s general manager, will continue as president and general manager. Kenneth W. Stowman, WFIL di
rector of television will be vice president of the corporation and Roger W. Clipp, WFIL general manager will be secretary-treasurer.

Walter H. Annenberg is presi
dent of Triangle Publications.

Sisson Brothers, Welden Co.,
now celebrating its 105th anniversary as one of Bing
hamton’s leading department stores, has continuously sponsored the 12 noon and 8 a.m. NEWS WITH CHARLES HOBART ever since WINR went on the air last August. They also average 24 announcements a week.

When in Rome, Do as the Romans Do . . .

PUT YOUR MONEY ON THE WINR "WINR"
BINGHAMTON, N. Y.
HEADLEY-REED, National Representatives

Page 90 • June 16, 1947
Politz Wins AMA Leadership Award

Tenth Annual Convention Held in New York Last Week

ALFRED POLITZ, president of Alfred Politz Research Inc., New York, won the top award for outstanding leadership in marketing at the Tenth Annual Convention of the American Marketing Assn. at the Hotel Pierre in New York June 11. The awards are given annually by the New York chapter of the AMA for leadership in marketing anywhere in the U.S. and abroad.

Mr. Politz was cited "... for developing in various studies more scientific standards and better techniques in marketing research." As consultant to Edward Petry & Co. he made a notable study of the effect of commercials on radio audiences, which was sponsored by Petry [BROADCASTING, July 1, 1946].

Other citations were presented to: Wroe Alderson, president of Alderson and Sessions Inc., Philadelphia, "for analyzing scientifically operating costs and other major problems of retail grocery stores"; Neil H. Borden, professor of advertising, Harvard U. graduate school of business administration, Boston, "... for making a comprehensive analysis and clarification of the newspaper's place as a medium in national advertising"; Philip G. Corby, associate director of market research, Physiological Corp., New York, "... for applying practical area sampling methods to measure the national market qualitatively in relation to a magazine's market"; Richard D. Crip, sales analyst, S. C. Johnson & Co., Racine Wis., "... for demonstrating a practical scientific approach to the reduction of distribution costs"; Cornelius DuBois, market research director, Time Inc., New York, "... for advancing the science of magazine research through leadership in the field of 'mag tech';" Dr. Raymond Franzen, statistical consultant, New York, "... for developing a reliable method of national sampling to compute market data by local areas"; F. B. Jones, manager sales and market research, Equitable Gas Co., Pittsburgh, Pa., "... for applying scientific principles to a long range forecasting of civic and social factors in a specific community market"; Dr. Robert J. McFall market research consultant, Haworth, N. J., "... for developing a new and better guide to sales in America's multi-billion dollar farm market."

Presented by Butler

The awards were presented by Ralph Starr Butler, vice president of General Foods and "advertising's man of the year." Congratulatory messages to the AMA were received from President Truman and Governor Dewey of New York. The address of welcome was delivered by New York's Mayor O'Dwyer.

Speakers at the second day's session on June 12 included Lemuel Boulware, General Electric vice president, and Don Francisco, J. Walter Thompson Co. vice president.

Francisco Talk

Speaking on "Advertising ... Key to Continuing Production and Employment," Mr. Francisco observed ... "In 1929 the average radio set cost $135 and a few thousand people could amass their friends with a voice from the air. Today the average set sells for $34 and 60,000,000 sets are in use. The price of television sets will undoubtedly show the same trend downward as more and more homes are persuaded to buy. . . ."

Edgar Kobak, MBS president, was scheduled to speak June 13 on "Putting Marketing Research to Work ... but to what usable end?" Don Mitchell, president of Sylvania Electric Products Inc., spoke at the opening day's luncheon session on "The Job Ahead for the AMA Convention ended on Friday, June 13.

APPLICANT REPORTED SEEKING DEMO'S AID

INDIANA DEMOCRATIC National Committee man Frank McHale appealed to the Democratic National Committee last week for help in pulling an appeal from an FCC denial for a new station in the Hoosier state.

According to Democratic sources, the denial was based on an alleged probable interference with Cuban stations which FCC said would occur if the requested 10,000 w power were granted. [Editor's Note: This issue appears most with dropping of applications by Universal. See story on this page.]

Mr. McHale wrote to Director Gael Sullivan saying he would be willing to scale down his power to 5,000 w and change his frequency and had so notified the Commission.

Meanwhile, a story in the Evansville, Ind., Press quoted a letter from Democratic State Chairman Pleas Greenlee asking help for McHale. The Press quoted the letter as follows: "Frank McHale and other good Democrats are interested in this and we will help him get some favorable publicity for our party. As things now stand, we are practically at the mercy of the Republican and independent and the only thing will be to denounce an independent press?" I have found the most of them Republican, parading under the banner of independent."

The story was somewhat confused by a denial by the Democratic National Committee that Mr. Sullivan had ever received such a letter from the Indiana State Chairman.

Sale of WISH to McKinney And Associates Announced

SALE OF WISH Indianapolis to Frank H. McKinney and associates for a stripped price of approximately $500,000 was announced last week by C. Bruce McConnell, WISH president and principal owner.

Mr. McKinney is president and owns approximately 35% of the purchasing company, Universal Broadcasting Co., which applied for a new station at Indianapolis but lost a proposed decision to Syndicate Theatres Inc., Columbus, both companies were 1130 kw at 1130 kc, Universal with 10 kw full-time and Syndicate Theatres with 500 w daytime only. FCC proposed to grant the Columbus application since it has no stations while Indianapolis has five [BROADCASTING, April 21].

Mr. McKinney's associates include ABC Vice President Robert H. Hinckley (25%); and Frank H. McHale (10%), with whom he is associated in ownership of AM grantee companies at Terre Haute and Ft. Wayne, a proposed grantee at Evansville, and an FM grantee at Terre Haute, George C. and Wilda Gene Hacht, who are identified with ownership of KALL Salt Lake City and KULA Honolulu, along with Mr. Hinckley, have 10% each. Remaining interests are held by Edward P. Fillion, Chester L. Robinson, David M. Lewis, and William E. Cooper, Indianapolis business and professional men.

WISH, an ABC affiliate, operates on 1310 kw with 5 kw day and 1 kw night. An application for FCC consent to the transfer will be filed shortly. Universal also plans to ask the Commission to dismiss its 1130-ke application, leaving the way open for a final grant to the Columbus applicant.

Mr. McKinney said the new owners plan with Mr. Hinckley, have some of their own ideas on public service programming into the WISH program structure, but that no change is contemplated in personnel or basic operating policy.

Mr. McConnell expressed pleasure that the purchasers have had long experience in Indianapolis civic and business life and consequently are in position to continue public service programming and public service standards of WISH.
Rep. S. Watt Arnould Is Listed Among Grantees

CONSTRUCTION PERMITS for 10 daytime and seven full-time new standard stations were granted last week by the FCC. This brings to 1,761 the total number of AM stations authorized, including 1,239 licensed and 522 holding C.P.s. 678 applications currently are pending.

S. Watt Arnould (R-Mo.), with his wife and son is half-owner of North Missouri Broadcasting Co., which received grant for full-time use of 1450 kc 250 w.

Of the grantees, 11 include individuals having previous radio associations. J. G. Long, Texas broadcaster, received authorization to operate a 1 kw. station on 920 kc at Texas City, while another permittee, Top of Texas Broadcasting Co., recipient of 1 kw. daytime facilities on 1010 kc, with Mr. Amariello, includes operators of KSEL, Lubbock, Tex.

The fulltime grants:

KROB Clinton, Iowa—Frontiero a-Sky-Park Broadcasting Corp., 1450 kc 250 w. Principals: Howard F. Minter, attorneys; president, Warren S. Bell, studio and recording technician at WCL, Washington D.C., president; Howard A. Duncan, in general charge of the staff as associate business, treasurer; James A. Payne, executive secretary of Front Roy Chambers of Commerce, secretary. There are 37 additional stockholders including Herbert Lee Wilson, consulting radio engineer, and Gail E. Boggs, radio receiver design engineer. No single stockholder has more than 3% interest.


Kirkville, Mo.—North Missouri Broadcasting Co., 1450 kc 250 w. Partnership: Samuel A. Burks, former administrative officer with War Production Board, general manager and 30%; Rep. S. W. Arnold (R-Mo.), 20%; Mrs. E. H. Arnold, 10%; and son of M. Arnold, manager of family owned Arnold Lumber Co., 10%.


Newport, Ore.—Yaqulina Radio Inc., 1230 kc 250 w. Principals: Walter A. Gardner, operator-announcer at KOOO Colorado City, Ore.; Carl Schindler Sr., vice president 30%; and O. R. Shaffer, KOOO, secretary-treasurer 20%.

The daytime only authorizations:
Marquette, Mich.—Gordon H. Brozek, 1370 kc 15 kw. Applicant has been a manager of WDMJ Marquette and WDBC Escanabua.

LaPorte, Ind.—LaPorte County Broadcasting Co., 1540 kc 250 w. Principals: Isabel S. Rumley, director and 15% owner LaPorte Hotel Co., 20%; Hoyt H. Scott, chief deputy sheriff, LaPorte County, 20%; and Edward Youn, dentist, 45%.

Alexandria, Minn.—Kline Jr., 1570 kc 1 kw. Applicant is vice president and general manager of Weaver Bros., Alexandria, radio and construction loans and management firm.

North Platte, Neb.—Northwestern Broadcasting Service Inc. 990 kc 1 kw. Principals: Loretta L. Fair, owner; Arnold N. Davis, West Bros. Dept. Store, president and 4.5%; Harlan G. Ott, vice president 0.4%; (now deceased) Marcus A. Brouard, secretary-treasurer, and Whitaker, Kaplan, Lee, and Whitney Home Appliances, Abbeville, director 22%. Remaining interest held by stockholdings.

Waterloo, Iowa—Black Hawk Broadcasting Company, 1450 kc 1 kw. Principals: Ralph McElroy, formerly with WMT Cedar Rapids, president and 18.8%; Donald M. Graham, dry goods business, vice-president, 3.6%; Jackson McCoy, editor Waterloo Daily Courier, 3.6%; E. Rosenthal, food products business, treasurer 3.6%; Glen B. Bear, attorney, secretary. Remaining stock held by 10 other individuals.

Goodland, Kan.—Goodland Broadcasting Co., 1450 kc 1 kw. Principals: James E. Blair, Army veteran formerly of local business in Burlington, Co., and who will be general manager.

Amarillo, Tex.—Top of Texas Broadcasting Co., 1010 kc 1 kw. Partnership: Hoyt House, vice president and 30% owner, KSEL, Lubbock, Tex., 30%; Robert O. Houck, secretary, and 30% owner KSEL, 30%; Walter G. Russell, attorney, president and 30% KSEL, 30%; and W. J. Dickerson, ex-manager of KTMM Tunica, N. Y., 10%.

Texas City, Tex.—Texas City Broadcasting Service, 850 kc, 1 kw. Owner, J. O. Long, part owner and managing director of KBOX Bay City, owner KVIR Victoria and KSAM Huntsville.


Homestead, Pa.—Steel City Broadcasting Corp., 850 kc, 250 w. Principals: Harry Kutz, in advertising and promotion field, Samuel M. Shayer, song writer and producer, Irwin D. Marks, accountant and Jerry Marks. Each is co-owner of applicant. Applicant was granted permission for reconsideration and grant of its application.

All of the authorizations contained engineering conditions excepting Sidney H. Tinley Jr.

Argument by Court Heard On Interference Hearings

RIGHT of broadcast licensees to be heard by the FCC on possibility of interference from applicants was argued Wednesday and Thursday before the U. S. Court of Appeals of the District of Columbia.

The court heard reargument, on its own initiative, of the WJR Detroit appeal from thenonhearing grant of a 1 kw D 760 kc daytime to Coastal Plains Broadcasting Co., Tarboro, N. C. (WCPS), and the appeal of WCKY Cincinnati from a similar grant on 1530 kc to Patrick Joseph Stanton, of WDAS Philadelphia, for a 10 kw daytime station in that city.

In addition the court heard argument on WJR's appeal from a grant of 600 w 760 kc daytime to Southeastern Broadcasting Co., Clanton, Ala.

Opening the proceedings, Justice Harold M. Stephens read a long statement, which he said was generally derived from statements by applicants, raising questions which worried the court after the original hearing.

In substance, the court was interested in hearing further argument on two basic questions: (1) whether the operations complained of by WJR and WCXY cause objectionable interference? If so, does the public interest require that the FCC grant such a station? (2) Justice Stephens throughout the two-day hearing kept reminding Max Goldman, chief of the FCC Litigation Section, that Commission counsel insisted on periodic evaluation of the correctness of its decision rather than whether it should grant a hearing. Justice Bennett Camp Clark asked if the North American treaty is violated by the decisions. Others sitting were Justices Henry W. Edgerton, Wilbur K. Minton and E. J. B. Prettyman.

Kelly E. Griffith, counsel for WJR, said that the WJR service area in upper and lower Michigan was curtailed by the Tarboro signal. He submitted a chart showing the station's audience against both the Tarboro and Philadelphia grants. The Tarboro station, WCPS, has a special temporary authorization from the FCC to operate on 570 kc.

Mr. Griffith said the FCC, until recently, had been liberal in granting hearings. He contended the interminable service had been an inherent part of the license.

Frequent questions from the bench dealt with the rights granted licensees, with Justice Stephens several times asserting that the license is at least a limited property right. The court asked for

(Continued on page 105)
DISTRIBUTION OF THE SAMPLE

<table>
<thead>
<tr>
<th>BY NETWORK AFFILIATION*</th>
<th>BY AREA</th>
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</thead>
<tbody>
<tr>
<td>% of all Stations† Sample†</td>
<td>% of all Stations† Sample†</td>
</tr>
<tr>
<td>ABC</td>
<td>Pacific 11.9% 12.0%</td>
</tr>
<tr>
<td>CBS</td>
<td>Mountain 7.6 6.5</td>
</tr>
<tr>
<td>MBS</td>
<td>W. North 6.5 6.4</td>
</tr>
<tr>
<td>NBC</td>
<td>Central 10.6 9.0</td>
</tr>
<tr>
<td>Independents</td>
<td>S. South 9.5 9.0</td>
</tr>
</tbody>
</table>

*Some stations are affiliated with more than one network.
†Base = all commercial AM stations in operation Sept. 1, 1946.
‡Base = 200 panel respondents selected to meet sample requirements from a net return of 233 ballots.

<table>
<thead>
<tr>
<th>Population by City Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 2,500</td>
<td>5.0</td>
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<tr>
<td>2,500-5,000</td>
<td>5.2</td>
</tr>
<tr>
<td>5,000-10,000</td>
<td>6.1</td>
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<td>10,000-50,000</td>
<td>7.5</td>
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<tr>
<td>50,000-100,000</td>
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<td>100,000-250,000</td>
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<tr>
<td>250,000-500,000</td>
<td>24.2</td>
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<tr>
<td>500,000-1,000,000</td>
<td>29.5</td>
</tr>
<tr>
<td>Over 1,000,000</td>
<td>39.0</td>
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</table>

When '60 BMI It's Years
Another BMI "Pin Up" Hit—Published by E. B. Marks

When '60 BMI It's Years
Another BMI "Pin Up" Hit—Published by E. B. Marks

Tales of the Tape: Where (Geographically) Most Contact with Talent Occurred

Recruiting Local Talent

"How do you recruit your local live talent?"

The most usual method of recruiting local live talent was "auditioning when necessary," a method employed by three out of every four stations in the panel (see Table IV). More than half of the managers lean heavily on stations in their home city as a source of local talent and vocal needs. Contact with theatre groups, and recording requests also came in for their share of mentions. Two out of every five stations maintain continuing talent searches, many conducting weekly talent scouting programs for this purpose.

Only 4% of the stations maintain contact with booking agencies, and only 1% exchange talent with other stations.

The panel was also asked to indicate where (geographically) most of their local talent came from; how they judged the effectiveness of their local live talent; and how long they carry new talent before evaluating it. The answers to these questions will be released in the June 23rd issue of Broadcasting.

Editorial Comment Praises New CBS Show

FAVORABLE COMMENT was forthcoming last week from several New York columnists for CBS Views the Press, new 15 minute weekly program which criticizes New York City newspapers, magazines, and press associations (WCBM Sat. 6:15 p.m.).

Jack Gould, New York Times radio columnist, who had received a panning on the broadcast for pulling a prize boner, took the ribbing good-naturedly saying, "Editors, columnists and reporters hereafter will have to bash in the critical spotlight which their trade so often requires that they focus on others. For many, if not most, it will be a new experience." The program, said Mr. Gould, "would seem a healthy and provocative development for the press and radio alike."

From the Herald-Tribune's John Crosby came praise and admiration. "It took courage to put it on the air," said Mr. Crosby, "and the first program showed evidence of both zeal and discretion." After summarizing the program's content, Mr. Crosby concludes, "It's a bold experiment and I hope it's picked up in other cities."

A roundup of the opinions of New York City newspapers by Editor and Publisher found the News and Sun critical, and the Herald-Tribune, Post and PM highly favorable.

Firm Changes Name

CRITERION Radio Productions, Inc., New York, has changed its name to Corday-Roberts in order to avoid confusion with a Chicago firm bearing a similar corporate identity. The New York radio producing organization is headed by Ted Corday, director, and Wilfred S. Roberts, producer.
Private Industry Voice' Costs Asked

Senator Ball Requests CBS and NBC Estimates

CBS AND NBC have been requested by Sen. Joseph H. Ball (R-Minn.) to submit estimates on the cost of operation of the Voice of America by private industry, it was learned last Friday.

NBC, it was understood, refused to submit an estimate, although CBS volunteered a figure. Representatives of the two networks were scheduled to meet with Sen. Ball in a secret session on Friday to discuss the matter.

Earlier, Sen. Ball had expressed dissatisfaction with testimony presented by the two networks during an Appropriation Subcommittee hearing on the State Dept. budget for the Office of Information and Cultural Affairs which operates the Voice of America.

The senator told Edmund A. Chester, director of shortwave broadcasting for CBS, and William F. Brooks, vice president of NBC in charge of the International Division, that he wanted shortwave broadcasting taken out of the State Dept. entirely so that it could be run by industry.

Meanwhile, in the House, Rep. Karl E. Mundt (R-S.D.) was muster votes to pass a measure which would authorize the Voice of America and other OIC activities. The OIC budget had been stricken from the State Dept. budget on grounds that this legislation did not exist. If passed—Rep. Mundt expressed confidence that it would be—the Senate, now working on the State Dept. budget, will be able to restore the OIC funds without a two-thirds vote.

Sen. Ball's insistence, however, on figures for the cost of industry operation of American shortwave programs—left some doubt as to Senate plans for the future of the Voice of America. Earlier in the week Secretary of State George C. Marshall urged the committee to vote funds on at least a temporary basis—or until Congress can make up its mind to accept or reject a plan for a permanent shortwave broadcasting foundation.

Iowa Broadcasters Serve in Disaster

RADIO APPEALS for river-worthy power boats to aid in emergency flood rescue missions played a major role in saving the lives of many families marooned the weekend of June 6-7-8 by the most disastrous Des Moines River valley flood in history, WHO KSO and KRNT, in Des Moines, and KXEL Waterloo took the lead in initiating pleas for heavier, more powerful river craft as cascading river currents began capsizing smaller rowboats and motorboats as fast as they could be put in the water.

In addition to their aid in bringing more power boats to the flood zone and in giving extensive news coverage, Iowa stations relayed appeals from the mayor of Ottumwa, hardest hit city, and from Navy and Coast Guard officials for food, water, blankets, milk cans for holding sterilized water, hospital supplies and other badly needed relief items.

With Ottumwa's only radio station, KBIZ, forced off the air by a city-wide power failure, other stations stepped into the breach and did the same kind of thorough disaster relief and news coverage job for which radio has won so many plaudits in the past.

WHO Des Moines, for example, presented a total of 11 direct and tape-recorded broadcasts from Ottumwa during the two-day peak of flood damage there, besides giving NBC two feeds on flood conditions.

Crest of the record-breaking flood reached Ottumwa during the night of June 7 and WHO News Manager Otto Weber was on his feet all night helping in relief work and relaying last-minute bulletins to Des Moines.

Earlier on June 6 WHO had dispatched one of its other newsmen, Jim Charlton, to Eddyville, another Iowa community hard hit by flood waters. Mr. Charlton phoned back a description of the town's 1,600 residents being evacuated, and then made his way out just before the last road was closed by high waters.

Members of the WHO news staff remaining in Des Moines and working under direction of M. L. Nelson handled an unbroken series of phone calls for two days and nights, including emergency bulletins and a cascade of offers of help for Ottumwa, the station reports.

WHO announced establishment of the WHO Flood Relief Fund, and said that three days after the fund was set up it was estimated listeners would contribute not less than $35,000.

From another Des Moines station, KRNT, come similar reports of a KRNT crew consisting of Charles D. Miller, program director, Charles McCuen, newsman, and Buford Cannon, engineer, arriving in Ottumwa at 11 p.m. on the night of June 6. All night Mr. Miller and Mr. McCuen toured the flood area under the guidance of a Navy rescue crew, KRNT reports. Just before dawn Mr. McCuen returned to a hotel lobby where he wrote his initial news reports on a portable typewriter by candlelight. At 7:15 a.m. on June 7, KRNT put Newsman McCuen's story on the air.

KRNT central studios were located at the city hall in the stricken city, where the Cowles station originated every news period, plus extended broadcasts. During this period KRNT live reports at 6:30, 8:30 and 11:30 a.m. and 12:30, 5:30 and 6:30 p.m. were supplemented by old theater accounts. These were picked up by Program Director Miller from Ottumwa's Jefferson St. viaduct and other points along the river's edge. Station reports that none of its Ottumwa crew slept for two days and nights.

MGM'S LEO PACKS 'EM IN—WBNS HELPS HIM DO IT

Leo has been roaring about his box office hits over WBNS for seven years.

ASK JOHN BLAIR
In Columbus, Ohio, It's

WBNS

165,550 WBNS FAMILIES IN CENTRAL OHIO

BROADCASTING • Telecasting

Page 94 • June 16, 1947
Quick End to NAPA Royalty Bill Seen

Hearings to End Today; NAB, BMI Oppose Copyright Plan

WINDUP of the current attempt by the National Association of Performing Artists to cut its membership in on record royalties will be made today at the conclusion of hearings before a House Judiciary subcommittee in the face of what one Congressman declared was "the committee's conviction that musicians and other entertainment people are among the best paid of all workers."

The subcommittee on Patents, Trademarks and Copyrights has given almost three weeks to hearing of pros and cons on two bills which would introduce a "revolutionary concept of copyrights" into the entertainment and broadcasting industry. The legislation, H. R. 1269 and 1270, was introduced by Rep. Hugh D. Scott Jnr. (R-Pa.) and backed by NAPA.

The latter bill would give performing artists the privilege of copyrighting their arrangements and variations on standard works of music or any other recorded material.

Unconstitutional, Saya PETTY NAB, through its chief counsel Don Petty, maintained last Monday that the bill was unconstitutional. "It has never been thought that the execution or rendition or performance of a musical composition or a dramatic work, whether skilled or unskilled, whether artistic or inartistic, could be the subject of property," Mr. Petty told the committee.

He pointed out, and the committee nodded assent, that performers now control the use and compensation as do other skilled persons by contract. This, he maintained, is ample protection for their skills and recompense for whatever contributions they make in presenting variations upon standard works.

Mr. Petty declared that in many cases the engineers who "mix" orchestral music contribute as much if not more to the "style" of popular music as the band leaders themselves. By the same token, he continued, it would be an insult to give them a share in the royalties from recordings.

One Congressman, who withheld his name, told BROADCASTING that an examination of the present copyright laws proved only one thing—"that the law is already complex and involved and more than anything needs rewriting and simplification. This proposed legislation would only make intolerable a copyright set-up which is already grievously tangled."

BMI Opposition

Broadcast Music Inc., also opposed H. R. 1270 on grounds that it "is unintelligible in form, would create serious difficulties in the determination of its meaning and effect and would be likely to create the gravest injustices to authors of musical, literary and other works."

This legislation has been introduced 11 times but has never before gained a hearing. It was thought likely that since the Judiciary Committee has not shown much enthusiasm for the proposal and since it bears the burden of about 80% of all legislation introduced in the 80th Congress, hearings were granted primarily to settle the issue beyond recall.

The fate of H. R. 1269 was less certain, although the bill was as vigorously opposed as its companion. The bill would withdraw the licensing exemption formerly granted to operators of "juke boxes" in establishments where no admission is charged.

Sidney Levine, speaking for operators of coin-operated record players, declared that operators are already facing lean years because of the high costs involved in the acquisition and maintenance of the elaborate automatic phonographs. He declared that H. R. 1269 would only drain off the small margin of profit now available to the operators.

Two members of a special labor subcommittee investigating James Caesar Petrillo and the AFM were present at the hearings [CLOSED CIRCUIT, June 2]. Chairman Carroll D. Kearns (R-Pa.) sat through a whole morning's hearings, apparently listening for any clue which might reveal AFM backing of the copyright legislation. Rep. Richard M. Nixon (R-Calif.) also sat in on several of the hearings. They would not comment on their findings.

CRAVEN WOL MANAGER ON PERMANENT BASIS APPOINTMENT of Commander T. A. M. Craven as general manager of WOL Washington, was announced last week by Gardner Cowles, president of Cowles Broadcasting Co., which owns WOL. Comdr. Craven has been acting temporary manager of the station since Merle Jones' resignation several weeks ago [BROADCASTING, Comdr. Craven May 19].

An American, Craven became a Cowles vice president in July 1944, and for seven years previous to that was a FCC Commissioner. In September 1944, he was made executive housing and technical advisor of all the Cowles stations—WOL, WHOM New York, KRNT Des Moines and WNAV Yankton, S. D.

Continuing in their current positions will be William Murdock, commercial manager; Roy Passman, program director; Albert Warner, news and Robert H. Tren, office manager.

Hams' Day

U. S. "HAMS" were to make exhaustive tests of their self-powered portable equipment last June (June 14) in observance of 11th Annual Field Day of their national association, the American Radio Relay League [BROADCASTING, June 24, 1946]. This year's objective, according to ARRL Communications Manager F. E. Handy, "is to give every operator the opportunity to become experienced in copying code messages and relaying in conditions under adverse conditions."

WARM to Discuss Pay

WALTER C. MOSER, commissioner of the U. S. Conciliation Service, will meet June 18 with officials of WARM Scranton and William Lamey, international vice president of American Communications Association (CIO), Broadcast Local 1, in stalemater over engineers' pay rate. Union is seeking a scale of from $42 to $78, which it maintains is being paid by comparable stations in the area. Examining contract calls for a $60 top minimum.

TOO MUCH RESPONSE

New Orleans Better Business Bureau Cancels WDSU Show

MOST SPONSORS would be happy to have more listener response, but the Better Business Bureau of New Orleans had to cancel its weekly show over WDSU because of too much response.

The program exposed swindle cases from the files of the BBB and after eight weeks of the series the bureau was so flooded with calls from people wishing to report swindle complaints it could handle no more.

BBB Manager Jim Barr wrote the station regretfully cancelling the show and expressing the hope that it might be resumed after the Bureau had a chance to catch up on current cases.

CBS Cancels Plan

CBS DROPPED its original plan to televise the "Fashion Fair" at Madison Square Garden, New York, last week after the International Alliance of Theatrical Stage Employees demanded that the network hire four stand-by stagehands. L. W. Lowman, CBS vice president in charge of television, stated that the network did not want to establish the precedent of employing stand-bys in television, and decided to abandon altogether televising the affair.
White Bill

(Continued from page 11)

measure as they are written. Also preparing to seek a hearing was the Radio Correspondents Assn, which last week met with Senator White to seek information on how the bill would affect the working radio correspondent.

The correspondents' group was headed by Bill Henry, its president, and commentator for CBS. Others included Albert Warner, MBS, William McAndrew, NBC, Pete Tully, Yankee Network and Eimer Davis, ABC.

The correspondents asked Senator White to explain to them what was behind the bill, but the Senator replied that he "did not want to be put on the spot" before the hearings started. He did, however, say that he would not "stand or fall" on the bill as it is now written.

The correspondents are most concerned with those sections of the bill which require all news and commentary material to be identified. They have applied for time before the committee, and will be represented by Mr. Henry.

White Concerned

Senator White, meanwhile, has not been able to conceal his concern over the controversy raised. He has indicated that the bill as it is now written is by no means final—that the final draft should be the child of the hearings so that if there is anything like unanimous objection to one or more provisions they will be altered as the majority of broadcasters indicate.

Sources close to Senator White indicated that the option time features of the bill were rewritten from the old White-Wheeler bill because during the hearings on the earlier measure in 1943 there was no emphatic objection.

Senator White is said also to feel that most all networks oppose the option time clause. He maintains that affiliates have complained that under the present system of more and more stations the networks have the power to write "louger" contracts, whereas under the option time clauses, the affiliates may gain some bargaining power.

Howell Calls Meeting

Meanwhile, on the House side, Chairman Evan Howell (R-III) of the Radio subcommittee of the Interstate & Foreign Commerce Committee called an executive meeting of his group on Friday to discuss their treatment of the White Bill. The Committee will observe the Senate Committee proceedings before taking action.

Under consideration was a plan to introduce an entirely new communication measure next session—based somewhat on the experience of the Senate Committee.

The one section of the bill which may not receive serious criticism from industry is that which is concerned with the rights of licensees before the Commission and the Courts. The FCC on the other hand, may object to this section on the grounds that it is not necessary, that Commission regulations are sufficient to guarantee fair appeal treatment to licensees and applicants.

Would Take Issue

If the point arises, Senator White is expected to take issue with the Commission because he is said to feel that the FCC has not always exhausted all possibilities in the present law for full judicial appeal from contested orders. He feels that procedural matters should not be left to the Commission's discretion, to vary from one administration to the next.

The hearings get off to their early start over strenuous objections from almost the entire industry. Judge Miller made strong representations to Senator White for a delay on grounds that not sufficient time was permitted for preparation.

An 11th hour attempt at postponement failed last Monday after Niles Trammell, NBC, and Frank Mullen, executive vice president, conferred with Senator White. They were followed by Mark Woods, president of ABC, Robert H. Hinckley, vice president and Washington director, and Robert D. Swezy, vice president and general manager of Mutual. CBS did not participate in the informal discussions.

White Adamant

Senator White remained adamant, it was reported, holding that the subcommittee had already made its plait for hearings. He also was said to feel that the extended hearings on the old White-Wheeler bill, from which much of the present proposal is derived, should provide much testimony which will not be necessary to repeat.

Although the hearings are scheduled for only six days, Senator White indicated that additional time will be allowed if needed.

Mr. Woods pointed out that ABC had not appeared in the 1943 White-Wheeler Bill hearings since at that time it was the Blue Network of NBC. Senator White, it is understood, regarded that as an extenuating circumstance but nevertheless felt that adequate time to prepare for the proceedings was available and that each network and entity should be prepared to put on the best case possible.

EXCELSIOR CITY

Advertisement Age

The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

Excess Insurance Covering
LIBEL and SLANDER

We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.

EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

ABC

Where "Dun and Bradstreet" meet Keiper and Crosby

"THE VOICE OF THE PALM BEACHES"

WWGO Page 96 • June 16, 1947

REP. FRED A. HARTLEY Jr. (R-N.J.), co-sponsor of Taft-Hartley labor bill (extreme r.), was interviewed by Bill Shadel, CBS newsmen (second from r.), on telecast of Gulf Oil news show June 5 at 8 p.m. (EDT), aired by WCBS-TV New York from the studios of WMAL, Washington ABC outlet owned by The Evening Star (BROADCASTING, June 9). The experimental arrangement involving two major networks and said to be the first instance of sponsored news telecasting was so well received that a second pickup from the nation's capital, provided by WMAL, was telecast last Thursday. With Representative Hartley and Bill Shadel are (1 to r.): Dan Hunter, WMAL chief engineer; Kenneth Berkeley, WMAL general manager, and Ed Scoville, CBS special events director, Washington.

News Strip on Don Lee

SOLD TO TWO SPONSORS

TENTH regional sales in nine weeks was completed by Don Lee Broadcasting System with announcement last week of return of Frank Hemmingsway News to 43 of its stations starting Aug. 4 (4:15-4:30 p.m. PST), sponsored by Los Angeles Soap Co. and Folger Coffee.

As result of the ten sales, weekly billing of $19,000 has been added. Soap and coffee sponsors will split weekly newscasts in the same manner in which they already share sponsorship of early morning news on Don Lee stations. Both contracts are for 52 weeks.

Sports and Music

THREE-HOUR Sunday sports and music program is new feature on WPSN Philadelphia. Station has sent out letters to all country clubs, yacht clubs, sandlot ball teams and athletic clubs to promote their sports events in to station's sports desk. Latest scores are put out as received. Other community sports news also is aired.

BROADCASTING • Telecasting
COAXIAL CABLE and radio relay routes, under construction and planned by AT&T for 1947-51 are shown in this map, presented by the company to FCC and television broadcasters at the intercity network conference held in Washington, D. C., last week. Thus far about 4,000 route miles of cable are in the ground; the going rate of installation is almost 3,000 sheath miles per year. Extent of demand for lines may alter date of completion in some cases; generally, AT&T officials said they did not plan to meet demand for video facilities before it arises.

**TV Networks**

(Continued from page 18)

felt could be cut as low as $2 per hour if the relays were used by several network groups, was based on a cost of $311,000 for the facilities, including five intermediate towers and the terminal equipment.

The eight cities he suggested linking in this system were New York, Trenton, Philadelphia, Reading, Lancaster, Wilmington, Baltimore, and Washington. It was pointed out that stations are now operating in New York, Philadelphia, and Washington, and that one is due to go on the air in Baltimore later this year.

David B. Smith, Philco vice president in charge of engineering, attacked the AT&T rate proposal as “out of the question”.

“Nobody has a God-given right to this monopoly,” Mr. Smith declared. He insisted that there are several ways of relaying programs between cities and that all of them should be tried.

The networks offered no definite information on their own video network plans, but gave no indication that they would break away from the practice of using common carriers for intercity connections. CBS, NBC and ABC all said they certainly would operate video networks, and NBC and ABC specifically indicated that their policy involves use of common carriers. Mutual was not represented.

H. H. Nance of AT&T's Long Lines Dept. estimated that 11,000 miles of coaxial cable will have been completed by the end of 1949 (see map this page). All existing video authorizations except Albuquerque, he pointed out, are on or near these routes or those proposed for radio relay. He said terminal equipment will be added at Baltimore and Philadelphia (along the present New York-Washington link) to permit either reception or transmission at those points, in the time for the football season this fall.

George W. Gilman of Bell Telephone Labs reviewed plans for the company's New York-Chicago radio relay route, slated to be installed by the latter part of 1949. Mr. Gilman said this system will use a form of band pass filter structure which can divide the 3700-4200 mc band into as many as six two-way broad band channels along any one route.

He referred to Bell Labs studies of coaxial systems for video bands at least 7 mc wide and said “still wider bands are possible if they are required.” As yet, he said, it is too early to predict what bands of frequencies may be carried over the New York-Chicago radio relay system, but added that “it should be at least as great as that provided by the coaxial cable and may perhaps be greater.”

He said studies made in connection with the company's New York-Boston microwave system now nearing completion, “have given us confidence that the basic principles of design are sound and that by further refinement in detail a system can be produced which will be capable of operating over a distance of at least 1,000 miles while meeting the increasingly severe requirements” of performance, reliability, and flexibility of system operation.

AT&T had planned no affirmative presentation on rates but R. P. Judy, rate engineer, was prepared when Chairman Sterling raised the question. Mr. Judy termed the proposed television rates “consistent” with conditions in the early stages of network operations and said they will be reviewed from time to time.

Under questioning, he said he hoped the rates represent the “top limit” but that much would depend upon the extent to which the cables are used by broadcasters. It is possible, he said, that the rates may be lowered at some later date.

Because of the scarcity of circuits now available, Mr. Judy said he assumed a sharing arrangement would be worked out among those wanting service now. Later, however, Mr. Nance indicated under questioning by Dr. Du Mont that the “first man in line” might be allowed use of any available channel on a regular eight-hours-a-day basis.
The LARGEST station in the LARGEST city in WEST VIRGINIA

HUNTINGTON, W. VA.

represented by THE BRANHAM COMPANY

5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

WILK To Take Air About July 1 as MBS Affiliate

NORTH WILKESBORO, N. C., will have its first station about July 1 when WILK takes the air on 1450 kc with 250 w and MBS affiliation.

The Carolina-Northwest Broadcasting Co., licensee of WILK, is headed by Major Edney Ridge, president of the North Carolina Broadcasting Co., which operates the WBIG Greensboro, N. C., and former publisher of the Greensboro Record and member of the board of directors of the Greensboro News and the Greensboro Daily News and The Record. Other officers include Hadley Hayes of North Wilkesboro, vice president and Miss Alice more of Greensboro, secretary-treasurer.

Hal Roach Appoints

HAL ROACH has appointed Buchan & Co., New York, to handle the advertising campaign for his new hit, the comedy, "The Hal Roach Comedy Carnival." The picture is scheduled for fall release by United Artists. Radio will be used.

Petrillo (Continued from page 15)

continues more and more name band leaders will disband their organizations to take advantage of what is developing into one of the biggest box-office attractions in the history of radio under the name of "Whitman and Tommy Dorsey and Their Big Band," named after its leaders, Al Jolson and Tommy Dorsey as two who reportedly have signed for an annual guarantee of $200,000.

Concern Over Video

expressing concern over television, he said, "As I understand television it is going to be something we have to learn to live with. They will probably end up with an ability to put it into reels with sound tracks and deliver the reel to radio stations. One band or orchestra could serve maybe 600 radio stations."

"But I don't think the radio and television people will want to trap us on this deal. They just do not know yet where television is going and how far it will expand. It is still up in the air."

AFM plans for a survey to determine music types preferred by the public will have been dropped, he said, since the study would cost $25,000 and still be inconclusive.

He reported on an AFM analysis of network time for the full year of 1946, during which 6,206 hours of broadcasting time for each key station were logged 8 a.m. to 1 a.m. daily.

Under the heading of live music MNB was found to devote 40.8% of its time; CBS 38.7%; ABC 36.6%; MBS 22.8%. Live sketches and news: NBC 67.2%; CBS 58.3%; ABC 58.4%; MBS 65%. Conversation: CBS 1.5%; MBS 1.7%; ABC 2.6%; MBS 10.5%. Recorded records: NBC 0.5%; CBS 1.3%; ABC 0.4%; MBS 1.7%.
CAB

(Continued from page 16)

cided to have a new board of directors check with NAB Washington on experience of American broadcasters. John Gillin, WOW Omaha, outlined activities of NAB in forming local advisory radio councils.

New board directors is to investi-gate possible places for its first annual meeting with Eastern Canada location favored.

Broadcasters and agency executives aired their problems on the morning of second day of convention when panel on postwar radio selling was held. Douglas Scott, CAB advertising director, presented detailed analysis of why radio is the best advertising medium. NAB film, "Why Radio Sells," drew applause and gave Canadian broadcasters new insight into public acceptance of radio.

The panel’s four experts presented views on radio selling and how agency and station can work closer together. Panel consisted of Wis McQuillin, Cockfield Brown Co., Toronto; Guy E. Herbert, All-Canada Radio Facilities, Toronto; Phl LaLonde, CKAC Montreal; Bill Guild, CJGC Lethbridge.

Mr. McQuillin pointed out that agency is liaison between advertiser and station and is interested in selling more goods and in efficient use of medium. Mr. Herbert stated that station representatives want radio used throughout Canada, that they spend more than half of their time selling small market stations.

Outlines Poromotion Ideas

Mr. LaLonde described promotion ideas of CKAC and Mr. Guild pointed out smaller market stations are closer to consumers.

Questions aired at the panel dealt largely with availability of local time requests by national advertisers through local dealers, and merchandising promotion problems. Taking part in discussion were American Radio guests Ben Pollette, Compton Advertising; Mary Dunlavy, Pedlar and Ryan; Adam Young and George Kerr, Benton and Bowles.

“We have to fight for free radio in the United States and Canada now.” Mr. Gillin of WOW, Tuesday luncheon speaker, declared. “CAB and NAB must work together and must fight now. An international committee of American, Canadian and Mexican broadcasters should be formed to watch the fight on program control on the continent. We are fast losing the right to free speech on the radio.”

Tuesday afternoon session was devoted to presentation of the Bureau of Broadcast Measurement by Lou Phenn, president, and Adrian Head, vice president. BBM growth was reviewed with slides, new developments were noted, and uses of radio analyzed. Broadcasters questioned BBM officers and a panel of experts consisting of Walter Elliott, Elliott-Haynes surveys; Horace Stovin and Mr. Gillin.

Suggestions were presented for aiding small market stations in remote areas. Several Canadian stations are members of BBM, as are 58 agencies, 43 advertisers and nine station representatives.

New directors, elected at annual BBM meeting for three-year terms are: C. R. Vint, Colgate-Palmolive-Peet; Frank Mills, Spitzer and Mills; Bill Cranston, CKOC Hamilton, Ont.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinentportion)

Our Editorial Policy

Appalls Mr. Komow

EDITOR, BROADCASTING:

I have been meaning to write to you for some time now . . .

Frankly, gentlemen, your editorial policy appalls me. I realize of course, that BROADCASTING Magazine is meant for the broadcasters themselves—those people who own and operate radio and television stations throughout the United States. I cannot, however, believe that the great majority of these people are the egocentric, selfish, self-centered and short-sighted persons which you represent them as being. I cannot believe that the majority of broadcasters are opposed to forward-looking policies as your narrow-minded and reactionary editorial views would indicate. Perhaps the attitudes presented are those of the owners and operators of BROADCASTING Magazine—I have no doubt they are. But if those views are also held by the majority of broadcasters, which fact I doubt, then free-enterprise in radio is just as much a misnomer as calling our little-lamented friend, Herr Hitler, a benefactor . . .

VICTOR H. KOMOW, 2027 8th St., Brooklyn, N. Y.

June 4.

Suggestions to Writers

Of New Radio Law

EDITOR, BROADCASTING:

During my recent stay in Washington, I discussed the writing of a new radio law with Senator Wal-

lace H. White, Jr., and Representa-
tive Charles A. Wvolterton. I have submitted to them the following suggestion . . .

Any citizen of the United States should be permitted to ascertain, without cost to himself, whether or not, in the opinion of the FCC, he qualifies in owning and operating a standard broadcasting, FM, or television station. While the Commission makes no charge for filing, an applicant, at present, finds it necessary to engage the services of an attorney, an attorney, and an engineer, at great expense, to determine whether he is even eligible to apply for a broadcasting channel. A simplified preliminary form, with such items as location of the proposed station, the approximate number of occupants to be served by it, and the applicants’ qualifications to operate such a station in the public interest, should be all that is necessary to determine the applicants’ eligibility for a broadcasting license. Upon favorable action by the Commission, he should then be required to submit a complete form, similar to the present FCC form No. 301. Denial of the preliminary application should not preclude the right of the applicant to file the complete form.

For more equitable service to all communities, I would suggest the decentralization of the Commission, by giving the various field offices the power and personnel necessary to cope with the problems arising in their respective areas. I believe the Washington offices of the Commission should contain only the personnel necessary to correlate the applications forwarded to them by the field offices. The Commission should provide the field offices with adequate legal staff to process the legal phases of applications forwarded by them, and engineering staffs to act upon engineering problems within their respective areas.

Many problems concerning programs, arise in the radio broadcasting, which differ widely from those of other mediums of mass communication. I believe that the appointment of local Boards of Review, composed of civic, religious, and educational groups, who would study these problems, and submit their findings and recommendations to the Commission for action, would be of great value.

Wm. ODESKY, Acme Radio & Sound Laboratories, 3528-3530 City Terrace Dr., Los Angeles, Calif.

June 2.

Col. Keith Rogers, CPCY Charlottetown, and president of CAB (left) with Michael Barkway, Canadian representative of British Broadcasting Corp., at dinner.

CanADIAN BROADCASTERS at Jasper: Left to right—Phil LaLonde, CKAC Montreal; Miss Margaret Rea, manager CCFV Port Alberni (only woman station manager in Canada); Bill Rea, CKNW New Westmin-

ister; J. Carter, CKLW Vancouver-Detroit; Ralph Parker, CFFA Port Arthur; Jerry Quinney, CPAR Film Fion, Man.; Jack Beardall, CFPO Chatham, Ont.
HELP WANTED

Experienced announcer, $275 monthly, 40 hours week on $10.00 40 hour week with fee. Send disc, recent photo and three personal references. Key station in major metropolitan city desires experienced young announcer. Send resume, references and application to Box 149, BROADCASTING.

HELP WANTED

Salmon for complete transcription catalog for new station. Fully experienced operator required. Piano and voice talent a must. Payable in major eastern city. Send full information, including salary expected to WWII, Box 610, BROADCASTING.

Help Wanted (Cont’d)

Situations Wanted (Cont’d)

Producer, program director, announcer, with "know how" and "know when". Early morning show 6:00-8:00, 5 night show from 8:00 to 9:00. Must have experience in program management for at least three years, preferably in large market. Discuss production facilities and equipment requirements. Send references, photos and salary requirements to Box 610, BROADCASTING.

Situations Wanted (Cont’d)

radio manager wanted for program director's position. Play-by-play baseball. Must have experience in program management for at least 5 years of similar experience. Must be able. Good salary and excellent working conditions. Send photographs and salary requirements to Box 63, BROADCASTING.

Situations Wanted (Cont’d)

Announcer, writer, producer, experienced, age 22, veteran, desires position as program director for program director's position. Prefer small market. Prefer weekly sports. Salary negotiable. Send resume and references to Box 64, BROADCASTING.

Situations Wanted (Cont’d)

Manager, 17 years personal experience in all phases of broadcasting, sales, management, studio and control room. Desires to develop small station. Ideas, Vernon, Nebraska. Box 64, BROADCASTING.

Situations Wanted (Cont’d)

Excellent organizer, administrator, Log- istician. Well known in eastern metropolitan market. Desires position of program director. Live in Chicago area. Send references, including three years solid newscasting, University graduate, steady, responsible. Write for details to Box 629, BROADCASTING.

Situations Wanted (Cont’d)

Radio show work. Four years actual timebuying experience in all phases. Offers permanent experience, publicity and mail order. Engineering and sales. To buy, sell, plan and research. Will work in any area. Good salary. Age 33, female. Can make appointment Chicago June 20, New York August. Box 622, BROADCASTING.

Situations Wanted (Cont’d)


Situations Wanted (Cont’d)

Announcer—Experienced, versatile ad lib talent. Experienced as program director. Position available, write Box 624, BROADCASTING.

Situations Wanted (Cont’d)

Veteran, graduate radio school, with experience as disc jockey and copy writer. Excellent contact, strong in promotion and copy writing. Will work for any station anywhere. Box 645, BROADCASTING.

Situations Wanted (Cont’d)

Writer-announcer. Can write first class commercials. Has written over 2000 commercials. Box 649, BROADCASTING.

Situations Wanted (Cont’d)

Program engineer. Position of chief engineer preferred position in connection with construction, installation, direction of engineering. Opportunity open to college graduate plus talent. Disc, photo and references to Box 651, BROADCASTING.

Situations Wanted (Cont’d)

Writer-announcer-6 years experience desiring position as sales manager with ambitions of future ownership of a station. Family man who wants a pay check. Experience is wide, college training, general management skills. Write Box 654, BROADCASTING.

Situations Wanted (Cont’d)

Editor, Radio production man. Complete commercial, sales, program, announcing, publicity, showmanship, etc. Letter follows. Box 659, BROADCASTING.

Situations Wanted (Cont’d)

Ten years experienced announcer wants job as program director. At present time program director with small southern station. Prefers position with good educational background, good working conditions and like special events. News also appreciated. Box 660, BROADCASTING.
Situations Wanted (Cont'd)

Ever heard of news shows with personality? Experienced script, newswriter with varied regional background, wants to leave 50 kw midwestern outlet for New York or California. College grad, 2nd or 3rd grad experience. Box 658, BROADCASTING.

Anouncer-disk jockey, veteran, 34, un- married, several months experience. Experienced radio announcer. Box 659, BROADCASTING.

Anouncer, veteran, 23, married, one child. Desires position in progressive New England station. Experienced in all types of announcing, wants to travel. Finest references, available in large supply. Box 660, BROADCASTING.

Announcer, veteran, graduate Radio City School. Can be employed by eastern or western stations on request. Box 661, BROADCASTING.

Graduate, College of Journalism, 30, married, one child. Experienced reporter and editor, desires position in New England or New York station. Box 662, BROADCASTING.

Anouncer, veteran, graduate leading announcers' school. Seeking first commercial opportunity to prove self. Bill Greenfield, 2721 Barker Avenue, Chicago, III.

Anouncer, experienced, wants position in air. Excellent references. Will move anywhere. Box 663, BROADCASTING.

Anouncer, vet., single. Graduate of large midwest college, with 8 years experience. Enjoys travel, desirable any location. Box 664, BROADCASTING.

Anouncer, college background, grad leading school, Radio City, vet, single. Travel anywhere. Box 665, BROADCASTING.


Anouncer, veteran. Graduate leading school, Radio City School. Seeking first commercial opportunity to prove self. Bill Greenfield, 2721 Barker Avenue, Chicago, III.

Anouncer, veteran, graduate college. Excellent references. Will move anywhere. Box 668, BROADCASTING.

Situations Wanted (Cont'd)

Agency timebuyer available with network and large New England market. Proven record of successful spot and network campaigns. Fieldman, equal to your specifications, will make all sales. Box 669, BROADCASTING.

Chief engineer. Twenty years in broadcast, with all modern facilities, will prove self. Bill Greenfield, 123 W. 55th St., New York, 741. Mail or telephone.

Chief Engineer. Twenty years experience in broadcasting. Desires position with major western outlet. Box 670, BROADCASTING.

Client seeking chief engineer in Midwest. Ideal for young engineer looking for job with growth. Box 671, BROADCASTING.

Situations Wanted (Cont'd)

For Sale

Northern California 250 watt station for sale at the right price. Located in one of the most beautiful and productive minor markets. Ideal living conditions. Price $75,000.00 to the right buyer. Write Blackburn-Hamilton Co., Radio Station Brokers, Washington, D.C. James W. Blackburn, 1211 New Hampshire Ave., National 3690, San Francisco, Calif. Ray V. Hamilton, 335 Montgom- ery St., San Francisco 673.

Radio Station in small. City, excellent facilities; 1000 watt, 660 meter. Price: $50,000.00. Box 667, BROADCASTING.

For Sale

Radio Station in small city, 1000 w power, 660 meter. Price: $50,000.00. Box 667, BROADCASTING.


Wanted (Cont'd)

Competent engineers, writers and announcers to travel anywhere. Finest references, available in large supply. Box 660, BROADCASTING.

Wanted (Cont'd)

An energetic, ambitious man, who likes to "take to "take". Box 672, BROADCASTING.

PARTNER WANTED

Looking for an energetic, ambitious man, who likes to "take to" "take". Box 672, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, college background, grad leading school, Radio City. vet, single. Travel anywhere. Box 673, BROADCASTING.


Anouncer—script writer. Grad leading radio station. N.Y. Desires all phases of studio operation. Replies need not be limited to broadcast field. Minimum background of 4 years, maximum seventeen years. All have first class references. Box 662, BROADCASTING.


Situations Wanted (Cont'd)

Anouncer, professional, wants opportunities in any phase of radio. Box 680, BROADCASTING.

Anouncer, professional, desires all phases of broadcasting. Box 681, BROADCASTING.

Anouncer—Talking Dial. Desires interest in AM radio station within 150 miles of San Francisco. Must be willing to go station with aggressive staff. All replies to J. R. Drake, Radio City, San Francisco, Calif.

Wanted to Buy

Wanted—Good 4 kw 300-A transmitter FCC approved. Box 654, BROADCASTING.

Wanted—Commercial or other interest in AM radio station within 150 miles of San Francisco. Must be willing to go station with aggressive staff. All replies to J. R. Drake, Radio City, San Francisco, Calif.

Situations Wanted (Cont'd)

Confidential—Several stations are looking for good men right now-managers, program managers, sales managers, advertising managers, etc. Give us a call, you’ll be pleased. We are assembling abilities as service personnel for the future. We are diversified and desirous. Furnish full information, full consideration. We have the needs and the ability to meet them. Box 682, BROADCASTING.

Confidential—Several stations are looking for good men right now—managers, program managers, sales managers, advertising managers, etc. Give us a call, you’ll be pleased. We are assembling abilities as service personnel for the future. We are diversified and desirous. Furnish full information, full consideration. We have the needs and the ability to meet them. Box 683, BROADCASTING.

Confidential—Several stations are looking for good men right now—managers, program managers, sales managers, advertising managers, etc. Give us a call, you’ll be pleased. We are assembling abilities as service personnel for the future. We are diversified and desirous. Furnish full information, full consideration. We have the needs and the ability to meet them. Box 684, BROADCASTING.
FCC Adopts 30 kc Separation Rule

Less Liberal Than Earlier Proposal Offered by Commission

A CHANNEL SEPARATION rule permitting assignment of AM stations only 30 kc apart in adjacent cities within certain engineering limitations—but not permitting it in the same cities—was announced by FCC last Tuesday.

The rule, which is effective July 17, is a liberalization of existing policy against assignments less than 30 kc apart in the same general area, but is regarded as perhaps slightly more restrictive than the 30-ka rule as FCC first proposed it [Broadcasting, Dec. 30].

The Commission said it would "consider on a case-by-case basis" applications for fewer separation in the same general area, but that this is "a liberal rule" as compared with what FCC said it meant by "within the same general area." The rule is based on the notion that "no station will be licensed for operation with less than 40-ka separation from another station, if the area enclosed by the 25-millivolt per-meter groundwave contours of the two stations overlaps."

Operation on 20 or 10-ka separation will not be permitted if the 25-millivolt groundwave contour of one station crosses or is within the 2-millivolt contour of the other.

In a report accompanying the order, FCC reviewed evidence presented at the hearing on the proposal, which showed that a number of engineers sought to establish the feasibility of 30-ka separation for stations so long as there is no overlapping of their 200-millivolt contours [Broadcasting, March 10].

Since each station is required to lay down a 25-millivolt signal in the business district of the city in which it has main studios, the new rule effectively precludes less than 40-ka separation for stations in the same city. With properly chosen antenna sites, however, 30-ka separation will be possible in adjacent cities.

The Commission's report, stressing the need for further studies, declared the problems presented herein have been the subject of study for a long period of time. The Commission intends to continue such studies. The special study established for the purpose of this hearing upon which testimony was adduced is not concerned with the problems of non-selective of adjacent receivers and of external cross-modulation with adjacent stations. The review of evidence conducted for sufficient length of time to determine the interference caused by standard broadcast band to permit con- clusions concerning the feasibility of this separation may not be drawn with complete confidence.

In addition, the Commission is of the opinion that a study should be undertaken of the many new types of radio receivers that are in use at the end of hostilities in 1945 so that the Commission may be in a position to determine the characteristics of these receivers.

On the basis of the evidence adduced at the hearing, the Commission also concluded that there is no warrant for relaxing the standards beyond the point set forth in the proposed rules. Otherwise, the danger exists that severe deterioration of service may result to many listeners. The Commission intends to continue its studies in the matter and will reopen the matter for further hearings when new data have been collected.

The new plan, amending the AM Engineering Standards, will follow the "Minimums" table after Table IV, Sec. 1 of the Standards. The text:

From the above, it is apparent that talk stations on channels 10 and 20 kilocycles apart may be operated on a 30-ka separation in terms of permissible ratios herein set forth. The separation of 20 kilocycles is not therefore a feasible one for stations with the same general urban coverage and therefore, the 20-ka separation will be in- censed for operation with less than 30 kilocycles. An area enclosed by the 25-ma groundwave contour of one station will overlap the area enclosed by the 25-ma groundwave contour of the other.

New England

(Continued from page 18)

Announcements promote surplus farm produce. In this way the market price is held firm and at the same time the consumer benefits by a saving due to market conditions.

"It's a success story," says Mr. Provanide, "for spot radio, this is it. The announcements do an amazing job; they move products instantaneously. The farmers are happy about fall placement, it holds the price and prevents a break in the market. The consumers like it, and it's an outstanding example of how such a medium can be combined with a commercial medium."

The agency is also placing announcements for the Massachusetts Steamship Co. promoting the trips to Nantucket and Martha's Vineyard. These continue from the first of June until September.

The latest entry into the competitive soap battle, Soapine, is planning heavily concentrated schedules in radio for fall placement through the Henry A. Loudon Adv. Agency. The product has been pushed up into the top sales bracket by heavy use of spot announcements, some of which are in the 250-millivolt range.

The parent company, Beach Soap Co., Inc., headed by an ex-Lever executive, Gordon R. Fulton, as well as the Kendall Manufacturing Co., Chicago, which is under the direction of Louis K. Wolff is located at Lawrence, Mass.

Over at Cambridge, the executives of Lever Bros. say that although their radio schedules have undergone readjustment, the overall expenditure in radio is about the same as last year, and no cut- back is anticipated for fall.

The New England stations have no illusions about the future. They, too, realize that business is going to be a lot tougher to get. From this standpoint, however, they are in a geographically advantageous position because of the large amount of advertising to regional business. The "grass roots" stations as well as the major markets benefit from this situation.

That New England radio is not standing still is emphasized by Linux Travers, executive vice president and general manager of the Yankee Network:

"I believe the business of radio in New England begins to take on a changing pattern of approach to its listeners, the market itself seems to be experiencing a similar adjustment economically."

Income Diversified

"The buying power of New Englanders is somewhat affected by loss of employment in shoes, textiles and other lines. But the overall income is so diversified that the area still maintains its high level as compared with other sections in the country. Reputable experts attribute this to the growth of the service and recreational categories in the New England economy."

"With nearly 97% of its homes radio-equipped, the New England broadcasters, old and new, still have a fertile market ready to respond to carefully planned radio campaigns."

"During the period of transition, the Yankee Network is developing the motion picture and automotive fields, and is talking with the television studios. We are engaged in our seventh area-wide promotion of an RKO picture, The Long Night, which we think is one of the greatest radio campaigns ever staged in New England."

Facts are facts and reality is reality. And we in Boston and New England are fortified with such facts and such reality on the credit side of the ledger that with conviction and ‘action’ we can put the professional pessimists and the cynical crepe-hangers to shame.
with the Commission's present policies except on one thing,"—station editorializing.

On this latter question he revealed that widespread industry opposition to the Mayflower decision has resulted in a Commission decision to subject the whole matter to re-examination in the fall.

He did not by any degree indicate a change of his previously stated position in regard to the Mayflower decision but on the contrary declared that since "some licensees, through their suggestion of station representatives, are engaging in what amounts to editorial policy," the overall policy ought to be reviewed.

He refused, however, to answer a direct question on whether he thought that the station should be permitted to editorialize, explaining that he did not want to "shoot from the hip" in view of the pending review next fall.

He added that the question of station editorializing may be somewhat different today from what it was before the war. "Today we have twice as many stations as we had before the war," he explained, "and editorializing now might be a good thing; whereas, when we only had 600 stations back in 1938, it would not be. I do not know what we will think on that. I will find out that one to make up my mind on it. I want to keep my mind open until we do have a hearing in the fall, because I think it is a very important thing.

Exchange With Wigglesworth

During an exchange between Chairman Wigglesworth and the FCC Chairman, Mr. Denny, protesting the "shabby" practice of some stations in representing the FCC as a kind of spy on broadcast operations, the Chairman declared heatedly that the Commission operates its monitoring service only for technical surveillance.

Chairman Wigglesworth shot back that there is "little evidence to refute" this contention.

He made a lengthy justification of the Commission's statistical and publications service, declaring that it is necessary to be able to evaluate the future economic possibilities of the broadcasting industry. He said that it is becoming necessary to have the statistical analysis made as to what the prospects are, what is the possible source of advertising revenue, when we do get to the danger point in the business-and the stations can a particular town support, etc.

This, he said, is the major task of the Economic Analysis division. He added, however, that the basic statistics and studies put out by FCC are "very widely used by the industry and by the Commission—everybody in the field." Thus, he continued, much basic material is distributed to the industry.

He explained to the Committee what he called the "urgent project" of trying to work up a broad "appraisal of the economic situation facing the broadcasting industry."

He explained that the Commission is concerned over this "because we have a feeling that as a result of the wartime freeze, more people are coming into the competitive business than ordinarily would, and we feel that some of them may be coming in with their eyes not fully open."

Collateral with the economic survey was a question being made of the production of FM receivers. Commissioner Jett told the Committee that from the standpoint of future success of FM broadcasting it will be important to know just how many receivers are being made.

Encouraging FM

"The Commission feels that FM is the final word in the broadcast service available in the present state of development of the art," he declared, "and we hope that stations can encourage the development of FM, because we think that means improved broadcast service for the people."

"Therefore," he concluded, "our economists are keeping in close touch with the manufacturers to learn how many receivers are produced and to try to encourage production of receivers."

Percentage-wise, the requested increase in funds for the FCC is broken down as follows: engineering dept. 15.25; accounting dept. 18.9; law dept. 34.8; secretary's office 11.52; and for the other units 1.11.

In attempting to explain the Commission's request for a greatly enlarged legal staff,—percentage-wise, it represents 20% increase of the entire FCC budget, about 34%—Mr. Denny pleaded a relationship between regulatory activities and litigation.

For the legal department alone $772,240 was requested—an increase from $665,675 for the current fiscal year. The Commission's responsibility for regulation is increased by Mr. Denny. Part of this increase, he added, is due to the recently expanded volume of applications in the broadcasting division, and a great deal to the want of new services—some in the purely technical field—such as diathermy, radar, and new safety devices—and some of them purely common carrier in character.

Members of the subcommittee include besides the Chairman: John Phillips (R-Calif.); Charles R. Robertson (R-N. D.); Frederic R. Courter (R-Iowa); H. H. Thomas (D-Tex.); Joe Hendricks (D-Fla.); George W. Andrews (D-Ala.).

SMALL MARKET GROUP TO MEET JUNE 19-20

METHODS by which small stations may utilize BMB reports to obtain local and national business will be discussed by the NAB Small Market Stations Executives Committee at a meeting to be held June 19-20 at NAB headquarters in Washington. In charge will be Wayne W. Cribb, KHMO Hannibal, Mo., chairman. J. Allen Brown, NAB assistant director of broadcasting advertising, is in charge of small station development activities.

Hugh Feltis, BMB president, is slated to address the two-day session, explaining current status of BMB's activities and explaining how to make full use of the reports. Don Petty, NAB general counsel, is to report on status of the White Bill and explain its provisions.

Topics on the agenda include program emphasis as against announcements, purported shortage of national representatives for new network, some complicated activities of station executives, news broadcasts and commercial religious programs.

Carter to Discontinue One of Its ABC Shows

Carter Products, New York, which currently sponsors two programs, "Jimmie Fidler," Sundays, 9:30-9:45 p.m., and "Police Woman," 9:45-10 p.m., on ABC, will drop the latter show after the June 29 broadcast. The "Police Woman" show is handled by Ted Bates Inc., New York.

The Jimmie Fidler program, handled through Sullivan, Stauffer, Colwell & Bayes, New York, has been renewed until next fall. The agency had been negotiating with the network in an attempt to maintain the 9:30-9:45 p.m. Sunday period. A spokesman for the agency told RCA two weeks ago, however, that Carter Products had not definitely decided on its fall plans.

F&P Suing WCKY

SUIT was filed last week in Cincinnati district court by Free and Peters Inc., national sales representatives, against WCKY Cincinnati, owned by L. B. Wilson, for cancellation of contract in disregard of agreement for air time and station agreements contained therein. Station in May had notified firm it was severing relations with them effective July 1. Report is that WCKY will open offices in Chicago and New York.

KXYZ Installs

A NEW disc transcribing system, designed around the Presto 8-D recording lathe and 88 Type cutting amplifiers and employing both orthocoustic cutting curves, has been installed by KXYZ Houston, Tex. The new system, according to the station, will materially assist in promoting flexibility.

Three New Record Shows Include Smith on WOR

THREE more record programs on New York stations were announced last week, featuring Kate Smith and Bee Kalmus, singers, and Norman Brokeshire, veteran network announcer.

Kate Smith begins her turntable chores on WOR New York, Mondays through Fridays, 12:45-1 p.m. on July 7, and will play only her own transcriptions. Ted Collins, formerly WOR's disk jockey, will open the Smith shows, will help Miss Smith give background stories, anecdotes and other information on the records played.

Bee Kalmus, nightclub and vaudeville singer, began a record show on WHN New York, seven times weekly, on June 12, 1-2 a.m. Effective June 29, Norman Brokeshire begins a program featuring commentaries on light topics of the day and recorded musical selections on WNBC New York, Mondays, Wednesdays and Fridays, 12:30-12:55 p.m., and Tuesdays and Thursdays, 12:30-12:46 p.m.

Capitol Celebrates

CAPITOL RADIO Engineering Institute celebrates its 20th anniversary this Thursday (June 19) with a banquet at Washington's Hotel Mayflower. The occasion will also mark the school's recognition by the Engineers' Council for Professional Development for offering the first course of its kind in practical radio-electronics engineering on the council's list of institutes.

1920-1940: The Radio Industry

TREMBLING in his Ears: The first radio receiver was a wooden box with a loudspeaker, delicate head-phones and a battery. The operator had to adjust a "volume control" knob for volume, and another for tuning. He cleaned his hearing by placing a metal whisker inside the box.

Madonna: "When radio began," said Berta Riddle, "the female voice was never on the air. If a woman was heard, she must be near the microphone."

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In addition, five vice presidents were elected or re-elected. They are: Ray E. Carlson, vice president, Tungsol Lamp Works, Inc., Newark, N. J., and W. J. Barkley, executive vice president, Radio Corp., Cedar Rapids, Iowa, both newly elected. Three vice presidents re-elected were, Paul V. Galvin, president, Motorola, Inc.; J. Kahn, president of Standard Transformer Corp., and Allen Shoup, president of Sound Ine.

Mr. Geddes was re-elected executive vice president, and Judge John W. Van Allen, Buffalo, N. Y., was re-elected general counsel. Also re-elected, this time for his 13th term, was Leslie F. Muter, president of Muter Co., Chicago, as treasurer.

**Television**

**Continued from page 12**

62.1-68.1 mc: 671.7-73 mc: 72.1-78.1 mc: 77.1-83.1 mc.

Zellon B. Audritich, representing police communications officers, proposed elimination of all television Channel 1, with frequencies in that area to be used by fixed, mobile and amateur services, plus a 52-54 mc “buffer.” J. D. Reid, Crosley Broadcasting Corp. research manager, suggested an amendment of this plan to provide for Channel 1 at 46-62 mc.

Would Eliminate No. 1

D. E. Noble of Motorola, member of RTBP Panel 13, said Channel 1 might be eliminated, the amateur band moved slightly below Channel 2, and the remainder of Channel 1 used by mobile services.

Meantime, Mr. Plummer revealed that FCC has considered the possibility of giving television “a 10-fold or even a 100-fold” increase in power as a way of minimizing its problems of interference from other services. One problem in that solution, is that smaller cities might not be able to support such a power. But he assured the group that any industry request for blanket power increases would not get a sympathetic audience.

It was emphasized that the interference between services in the 44-88 mc and adjacent bands—police, taxicab, fire, bus and truck, railroad yard, forestry, rural telephone etc., as well as television—operates both ways. With the instances of interference already noted, it was feared in many quarters that as the various services expand, the problem in all of the services would become worse.

Instances of long-range reception in both TV and FM, where most of the stations are operating with only “interim” power, led several participants to express fear that elimination of the interim power would greatly increase when the stations reach their fully authorized powers.

**ROBERT M. LAFOLLETTE JR.**

(1), chairman of the board and president of the Milwaukee Broadcasting Co., operator of WEMP, goes over plans for station’s new transmitter location with WEMP Manager Hugh K. Boice. Mr. LaFollette was recently awarded the Collier’s (magazine) award for the legislator who contributed most to national government during 1946 [BROADCASTING, June 9].

Co-channel limitations imposed by WABD New York on WTTG Washington, and vice versa, were noted by Dr. T. T. Goldsmith Jr., Du Mont director of research. He said on a flight in a receiver-equipped plane from New York to Washington, the WTTG image did not begin to get really clear until the plane was within 20 miles of Washington. Reception of WNBW Washington and Camden, N. J., also was reported.

Prof. Edwin H. Armstrong, inventor of FM, presented letters attesting long-distance FM reception in the high band. He said this type of transmission reaches its height during the summer, hitting a peak in September, and urged extended observations over a substantial period of time.

Dr. Allen B. Du Mont said “tricky effects” were less prevalent on the high FM band than on the low, and that he had received very few complaints on reports of interference from transmissions in television.

**FM, Video Space Needs**

J. E. Brown of Zenith contended both FM and TV need additional space but urged that FCC be “most careful” in order not to impede “the reallocation that I think is coming.” Referring to reports of interfering television in long distances, due to tropospheric or other factors, he asked: “What are these stations going to do when they get to full power?”

The growth of the mobile services—police, taxicab, bus and truck communications systems, etc.—was seen as posing a particular threat to television under the present allocations. It was pointed out that a taxicab, for example, may disturb reception of television in houses along its route, and that a 250-watt transmitter will black out TV reception up to 35 miles distant.

G. L. Beers of RCA Victor Divi-
Those Questions Are Answered by FCC
In Report Filed With House Budgeteers

ANTICIPATING the type of interrogation it would get from Chairman Richard B. Wigglesworth, (R-Mass.), of the Subcommittee on Independent Offices of the House Appropriations Committee, the FCC was armed for a hearing when the hearings were called May 6 on its 1946 appropriation. The record was released Friday coincident with introduction of the appropriations measure.

Placed in testimony was a record of all transfer cases during the fiscal year—a tabulation Mr. Wigglesworth has requested for the last decade, heretofore as a minority member of the subcommittee. With the Republican organization of the House this session, he automatically became the subcommittee chairman.

In addition to such obvious questions as those pertaining to the Blue Book, maintenance of its Economic Division, salary of the present peace-time budget request, and the like, Chairman Charles R. Denny entered the hearing with full information on all renewals and particularly those associated with Arde Bulova’s station interests. Mr. Wigglesworth always has made the watch manufacturer his pet target, and he wanted to know in detail about WOV and WNEW New York, Bulova stations now on temporary licenses pending sale of WOV under the duopoly regulations, barring ownership of more than one station in the same market. He extacted from Chairman Denny the unusual commitment that he (Wigglesworth) would be advised “before final action is taken on WNEW, and the WOV matter.” Applications for transfer of WOV are pending before the FCC.

Also drawn into the questioning was the status of WORL, Boston, ordered for deletion by the FCC on the ground of “concealed ownership.” Harold A. Lafount, former Radio Commission member, and manager of the Bulova radio station WORL, along with Sanford and George Cohen, New York attorneys for Bulova. Mr. Wigglesworth asked if the decision had any effect upon the status of these attorneys as members of the FCC Bar, and Mr. Denny said the question was “whether we also want to disbar them in addition to taking their license away from them.”

Mr. Wigglesworth went after the Bulova operations tooth and nail, asking about checks made with the Internal Revenue Bureau and the Customs Bureau on watch importations. Both Chairman Denny and Commissioner Hyde argued the FCC’s interests did not go beyond qualifications to engage in broadcasting, and that thus far nothing had been found that disqualified Bulova operation.

Other renewal cases pending also were covered in the FCC’s presentation. The record was one of the most voluminous adduced in a FCC budget hearing.

Paul Spearman, appearing for WCKY in its appeal from the Philadelphia daytime grant, said the station desires protection in its 8,700 microvolt-per-meter area, 87 times the minimum figure. He claimed 750,000 persons normally served could not be able to hear the station in the early morning and late evening if the Philadelphia application is granted.

Mr. Spearman said failure to protect frequencies opens the U. S. to a charge by other countries that it is not making maximum use of them. He reviewed treaty and statutory provisions on interference, and told the court that an FCC witness at the daytime sky-wave hearing had conceded the existence of daytime interference.

Thursday Sessions

At the Thursday session Mr. Spearman contended that since WCKY faces interference from the Philadelphia, possible it is entitled to a hearing.

Mr. Goldman contended that the engineering standards do not recognize daytime interference, drawing from fundamentals the statement that the court was confused over interpretation of the rules on interference.

George O. Sutton, Stanton counsel, contended WCKY has no right to a rehearing unless it shows modification of license or adverse effects under FCC rules. He said the due process clause applies only when the applicant shows he has been deprived of his right to a hearing. Justice Stephens commented that the FCC invites in those who may be affected by an application, and then refuses to hear them.

Robert T. Barton Jr., counsel for WFFV Richmond, (Va. (Radio Virginia Inc.), holding a CP for 720 ke 1 kw daytime WGN Chicago, 60 kw station on the frequency, was not entitled to a hearing on interference charges. Mr. Griffith appeared for WGN, the argument covering ground similar to that in the WJR appeal.
At Deadline

7 CLASS B CONDITIONALs IN FCC FM GRANTS

FM ACTIONS by FCC Friday included seven Class B conditional grants, one of which was in lieu of previous Class A grant, and issuance of 24 construction permits for Class B facilities.

The conditional grants:
- Durkee Best Co., Keokuk, la; WBIM Inc. (WBIM), Jackson, Mich. (in lieu of Class A grant); WKEJ (WKEJ), New Cumberland, Pa.; WAZL (WAZL), Reidsville, N. C.; Hazleton Best, Scranton, Pa.; WDEL Inc., West Chester, Pa.; Clinton, Ohio; Radio Anthracite (WISHL Napakoe), Shamokin, Pa.

The CPs issued (power is effective radiated power, antenna height is above average terrain):
- WSPR Inc. (WSPR), Springfield, Mass., 14 kw; Springfield Best Co., Springfield, Mass., 14 kw; 865 ft.; Regional Best Co. (WAGE), Chicopee, Mass., 3 kw; 965 ft.; WABC (WABC), San Diego, Calif.; 48 kw; 845 ft.; Balboa Radio Corp., (KBXY) made at Escondido, Calif., 1 kw; Liberty Best Co. (WAGA), Atlanta, 20 kw; 500 ft.; Atlanta Journal Co. (WAGA), Atlanta, 50 kw; 550 ft.; General Best Co. (WGBE), Atlanta, 20 kw; 350 ft.; WDEL Inc. (WDEL), Wilmington, Del., 13 kw; 500 ft. (Com. Durr voted against grant for WDEL Inc., because of possibility of second grant for the same station); Liberty Best Co., Wilmington, Del., 20 kw; 500 ft.; The Outlet Co. (WOB), Wilkes-Barre, Pa., 5 kw; 150 ft.; Century & Weigh Best Co. (WFPO), Providence, R.I., 20 kw; 100 ft.; WRB (WRB), & Pawtucket Best Co. (WFCI), Pawtucket, R.I., 19.5 kw; 505 ft.; Colonial Best Co., Providence, R.I., 15 kw; 505 ft.; Channel 19, Inc., Wilkes-Barre, Pa., 25 kw; 500 ft.; XM (XM), Springfield, Mass., 1 kw; 150 ft.; New York Best Co., 1 kw; 150 ft.

FCC ordered WFBM Indianapolis application to be heard pending further investigation of program policy. Coms. Denny, jet and Webster voted to grant. Likewise Providence Journal Co. (WJIC), Application Denny, R. L., retained in hearing docket pending FCC consideration of resolution of House of Representatives of Rhode Island and Providence Plantations requesting further hearing.

FLETCHER CRITICIZES NAB BOARD POLICY ON BMB

NAB board recommendation that BMB second survey be postponed "is extremely arbitrary" and "not representing best interests of majority of stations in association," Fred Fletcher, manager, WRAL Raleigh, wrote Justin Miller, NAB president.

Not one word of criticism regarding next survey was added in the discussion. The award of licenses for stations to be added to the current schedule was "subject of heated argument," according to Miller. "We asked for a copy of the market study." Fletcher said.

CALIF. MERGER FAVORABLE

CONSOLIDATION of two broadcast associations in California expected following June 12 meeting of Southern Committee. Southern committee, headed by William Beaton, KWWK Pasadena and including board of directors, met with northern group, with principle of one association approved. Southern group will vote on plan, provided that Southern group merger is voted, two groups still will act separately on regional problems.

PROPOSED GRANTS GIVEN TWO AM APPLICANTS

GRANTS for two new AM stations proposed, and proposed grants for two others made final, in FCC decisions Friday. Proposed grants: Clarence E. Faulk Jr. trading as Ruston Broadcasting Co., proposed for 1,400 kw at Ruston, La., and Radio Co., proposed for WJAM, Jackson, Miss., at Jackson, Miss., are proposed in four grants.

In final decision on two Grenada, Miss. applications for 1400 kw with 250 kw, FCC reversed proposed decision [BROADCASTING, April 14], and gave grant to Robin Weaver instead of Birney Ives Jr. (WBCE WMOX WELO). In other final decision, W. Albert Lee, hotel owner, received grant for 610 kw with 5 kw, DA night, at Houston; rival application of KHTN Inc., headed by Director Robert T. Bartley of N AB FM Dept., given denial [BROADCASTING, April 14].

MEANTIME, WNOE New Orleans application to move from 1480 kw with 250 kw to 1000 kw with 10 kw, AM, New Orleans, is being made. Immediate effort understood to be for 

NATIONAL AIRLINES SPOTS

NATIONAL AIRLINES, New York, June 9 and 10 began 13-week spot campaign on 17 Eastern Seaboard stations. One-minute transcriptions heard daily on each station. Airline, which has not used radio extensively, reported it recognizes as substantial medium and if this campaign is successful will expand its air coverage.


CLOSED CIRCUIT

(Continued from page 4)

Body and Soul starring John Garfield and Lilli Palmer, is developing therein programs utilizing disc jockeys and specialty spots. Song by same title is used as general theme.

NORTH AMERICAN nations will likely meet in Canada next January to revise Havana Treaty, according to informed CBC sources.

MOVE being made by daytime stations to establish Daytime Petitioners Assn. as permanent organization which would redouble efforts of committee both on Canadian and Mexican clear channels and ultimately on U. S. clears. Immediate effort understood to be to prepare for next NARBA preparatory sessions in November. Howard Hayes, WPIC Alexandria, Va. (Washington suburb) is spearheading effort.

SIGNIFICANT trend in questions from bench noted at U. S. Appellate Court's hearing of group of appeals from FCC nonhearing day- time stations in area of operation and fleeting matters. Justices asked FCC counsel dozens of times to explain why hearings weren't granted, but couldn't get Commission lawyer to explain. Appellate bench couldn't understand why FCC should hide in mists, when stations claimed injury to property rights and merely wanted chance to offer argument.

BROADCASTING • Telecasting
The word "rock" means many things to many people—a diamond, Gibraltar, Alcatraz, or ordinary stone. But to we 500-odd WLW employees it means only one thing: "Rock" is the familiar nickname for R. J. Rockwell, Vice-President in Charge of Engineering for the Crosley Broadcasting Corporation.

A remarkable gentleman, this Rockwell. Lurking behind that huge Sherlock Holmes pipe is, we're convinced, one of the smartest engineers in the radio profession. But that pipe also conceals a frustrated musician who's never been wholly convinced that he should stick to his slip-stick and laboratory and forget his violins and the concert halls.

The combination of these two talents—one remarkable and the other questionable—has produced a very likeable, human individual . . . certainly not the double-dome which his engineering accomplishments indicate.

He owned the first radio station west of the Mississippi, WNAL. He designed the square type RCA condenser mike widely used by networks for years. He holds more than a dozen patents on important radio devices—has several more coming up.

As a consulting engineer, "Rock" designed and installed KTHS, Hot Springs, and KLRA, Little Rock. He joined the Crosley factory in 1929 and transferred to the broadcasting division in 1936. In 1940 he designed and constructed WLWO, the first of this country's high-power international broadcast stations. In 1944 he completed the design and installation of the famous "Voice of America" plant at Bethany, Ohio, containing three 200,000-watt transmitters—the largest international broadcast installation.

His present duties involve the supervision of the Mason plant—WLW, WLWK, WLWO and WEXAL; the Bethany plant—WLWL, WLWR and WLWS; WLWA (FM) and W8XCT, experimental television; 14 auxiliary stations; the design and construction of all equipment used by these stations, as well as WINC, New York, and the direction of the Broadcast Engineering Laboratory. In other words, he has the considerable responsibility of achieving and maintaining the technical perfection which has always been the goal of Crosley stations.

Naturally, even though "Rock" is a remarkable gent, he doesn't handle it all by himself. He has scores of capable assistants—98 in all—including J. M. McDonald, Phil Konkle, Floyd Lantzer, Bill Alberts, J. R. Duncan, etc. Even so, you'd think "Rock" would have enough to keep him busy. He does, but still finds time to torture his violin.

our chief engineer is a Frustrated Musician

R. J. Rockwell, Vice-President in Charge of Engineering, Crosley Broadcasting Corporation. Fellow, Institute of Radio Engineers; Member, American Institute of Electrical Engineers, Acoustical Society of America and Engineers Club of Cincinnati. Committee Chairman, Radio Technical Planning Board. Registered Professional Engineer, State of Ohio. Eighteen years with Crosley.
Radiograms "Via RCA" to and from overseas points now are processed by automatic machines which speed your messages through such gateway cities as New York, London, San Francisco and Manila, without delay.

This advanced technique in international radio-telegraphy is the result of wartime research and development. It gives to private messages the same speed, accuracy and dependability which were attained through its use by the U. S. Army Communications Service during the war.

RCA Laboratories—one of the world's foremost centers of radio and electronic research—is continually pioneering and advancing every phase of radio communications in service to the Nation and the public.

When you buy an RCA Victor radio or television receiver, Victrola radio-phonograph, or phonograph record, you get, thanks to RCA research and engineering, one of the finest products of its kind science has achieved.

RCA Communications, "Package Sets" contain an automatic sending and receiving unit for a foreign gateway city. Messages, in tape form, received through these machines, are ready for immediate transmission to any part of the world. At terminal points the messages appear in print, ready for quick delivery.