

BBC Critic Says His Say in Print

BRISTOL, England, June 15 (By Delayed Mail)—Howard Thomas, former British Broadcasting Corporation producer, Friday (9), published in *The Bristol Post* an attack on the corporation claiming that audience tabulations in the British Isles prove that BBC gives its listeners, not what they want in programs, but what it wants. Citing recent reports of the corporation's listener research department, he declared that fewer people are listening to the shows and fewer like them.

"Answering the criticism that fewer people are listening," he said, "the BBC has announced that its total audience has increased by 0.8 per cent. However, the BBC omits the fact that today's percentage is based on a smaller total audience. Last year that figure was 33,000,000. Three months ago it was 31,000,000, and today it is 30,000,000.

"In the United States," he continued, "the ratings are available for any responsible person to see. In Britain, details of the BBC's audience figures . . . are kept secret. I am revealing some of these figures because they reflect you and your listening and what the BBC thinks about you."

Thomas, who the newspaper calls "rather a critic of the corporation," went on to say that these figures, as well as the ones which show that only 45 per cent of the listeners were satisfied with the BBC's programing, prove that the audience gets what "the brains trust" thinks it should get.

The result of this, he felt, was to decrease the number of people who tune in their radios and a frustration of radio's function.

Station Mgr. Now Pic Actor

MEXICO CITY, July 8.—Bernardo Cristobal, manager of XEB here for several years, has quit to devote his full time to movie acting.

Cowles - Dolph Swap Sans Tax Okayed by Federal Experts

WASHINGTON, June 8.—Federal tax experts this week ruled that the even-up swap of WMT, the Cowles station in Cedar Rapids, Ia., and WOL, Bill Dolph's outlet here, is covered by Section 112-B-1 of the Internal Revenue Code and so is a tax-free operation. Section 112 deals with exchanges of like property with neither gain or loss for either party. Applications are now being filed for FCC approval of transfer of licences.

Understood there will probably be an exchange of specie on the sale of the physical equipment involved. This would occur after the license transferrals are approved. Basically, however, the deal is a straight swap, with the Cowles interests taking the short end of the deal to get into the Washington scene.

Trade regards WMT, which is basic CBS, as the more profitable operation, since WOL, altho basic Mutual, does not net as much. However, trade also recalls that Bill Dolph, talking for himself and his associates, has often said in the past that while they would never sell WOL they would be interested in a swap for a hinterland outlet doing twice or better the business of WOL. WMT is such an operation.

Liberal Operation

Cowles family, and in particular Gardner Cowles Jr., who heads Iowa Broadcasting Company, which owns and operates their radio interests, represent the progressive faction of the GOP and wanted the Capital outlet to go along with its recently acquired stations in Boston (WCOP) and Jersey City-New York (WHOM). Currently, the Cowles play a vital role in the Midwest via newspaper properties and exert a considerable influence thru their *Look* magazine.

By programing their stations, particularly those recently acquired in the East, along the same lines as their fac-

tually liberal newspapers and magazine, the Cowles group figures to do a prime public service job that needs the doing. It is no great secret that some in their group feel that radio is rapidly becoming as pompous and blind as some newspaper publishers.

Permanently Linked

WITH ex-FCC Commissioner T. A. M. Craven in charge of these new outlets and quartered in Washington, the New York, Boston and D. C. outlets will probably be linked by permanent lines. Idea figured to build and sell programs just as does any regional web.

Oddity in the entire set-up is that thru the acquisition of WOL and its Mutual network affiliation, the Cowles find themselves in practical business partnership with Colonel McCormick, of *The Chicago Tribune*, whose WGN is also a basic member of MBS. As has been noted before, Colonel McCormick and the Cowles are on the opposite ends of the Republican Party.

WBIG Gets 'Em Back on the Job

GREENSBORO, N. C., July 8.—WBIG, CBS outlet here, is putting its air know-how behind the drive to combat absenteeism in war plants with a campaign that has won commendation from the mayor's war production committee of Greensboro.

Three times a day, at 6:30 a.m., 1:15 p.m. and 6:30 p.m., WBIG broadcasts spot announcements telling workers of the three shifts going in textile plants here that they are due on the job shortly. The announcements are preceded

'Monte Cristo' and 'Think Hard' Newest Don Lee Programs

HOLLYWOOD, July 8.—Two new sponsored shows for the Don Lee web have been announced. *Count of Monte Cristo* tees off the middle of the month for Peralto Wines, over the Coast web. Due to law in Oregon which prohibits wine ads before 10 p. m. show will be transcribed for airing later than the regular 8-8:30 spot. Other newcomer is Reuben Gaines's ailer. *Think Hard Now* which is a memory song quizzer utilizing records. This show tees off July 14 for Knox products.

She Didn't Win But She Gets Musical Education

MILWAUKEE, July 8.—The *Milwaukee Journal*, owner of WTMJ, NBC outlet here and FM station, WMFM, has taken upon itself the sponsorship of the musical training of Soprano June Shielman, young singer discovered by Maurice Kipen, musical director of the *Journal's* stations, WTMJ and WMFM. One of the semi-finalists in the recent *Hour of Charm* contest to discover "The Voice of America," she will get a year's free voice training.

At the same time, Miss Shielman will appear each Thursday night on the WMFM concerts and occasionally on WTMJ.

by a news flash from overseas showing what American equipment has done to help win the war.

Follow-up on the spots are a series of five-minute dramatic skits once a week called *To Whom It May Concern*, dealing with war themes and the part played in war production.

Three times in a row—

WGN has won the top award in THE BILLBOARD'S Annual Radio Publicity Survey for each of the past three years.

We appreciate this recognition by the radio editors of the nation and pledge ourselves to a continuation of this service.

A CLEAR CHANNEL STATION

CHICAGO
50,000 WATTS



ILLINOIS
720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE
220 East 42nd Street
New York 17, N. Y.



PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.

