When in the course of human events, it becomes necessary for one people to assume... the separate and equal station to which the laws of nature and of nature's God entitle them...

The phrasers of the above quotation from The American Declaration of Independence might well have offered it as a prelude to a guide for broadcasting program directors. The laws of nature rule men's hearts and minds and really establish Hoopers. To tune broadcasting in harmony with those laws is to gain public acceptance.

It is an iron-bound creed at Fort Industry Company stations to tune broadcast schedules to the tempo of the communities which they serve.
SINCE 1938, News has reached Midwest American homes at 8:15 each morning from WLS. Day in, day out, 8:15 is News Time to WLS listeners; and so the 8:15 news is received as an "Old Friend." Likewise 12:30 and 6:00 P.M.

Helping to make the 8:15 and all WLS newscasts dependable as well as welcome friends are three great news services: Press Association, United Press, Transradio. Other factors are our close editorial alliance with Prairie Farmer, known for complete, accurate information since 1841; the long experience of News Editor Julian Bentley (broadcasting news since 1930) and Ervin Lewis, Associate Editor with WLS since 1938; and the overseas background of both Bentley and Lewis during this war (in the European Theater).

Because WLS programs—News, Barn Dance, Dinnerbell, Feature Foods, Little Brown Church, Farm News—are old friends to Midwest America, your advertising message on WLS is assured of a friendly reception; is met with the confidence old friends vest in one another; the believability that evokes immediate response. WLS programs—Old Friends to Midwest America—get results!

A John Blair man will explain how you can share this friendship with the people of the 3,551,541 Radio Homes in the WLS Major Coverage area. In city, town, and on farm, these people have a retail sales potential exceeding $7,000,000,000 a year.

*WLS began news broadcasting in 1930; has had a morning news period between 8 and 9 o'clock ever since.
New England’s **Best Sellers**

They are New England’s hometown stations — local enterprises which support and are supported by local business — have won acceptance in the areas they serve.

There is nothing like a hometown station with good network programs and a ready-made audience to provide a friendly approach and a means of making regular calls in New England homes.

A Yankee station gives you the direct penetration and saturation of the market — city and suburban trading zone coverage that takes in every neighborhood shopping area.

Yankee's 23 hometown stations, plus two FM stations, link together the innumerable communities, city and suburban, that add up to a total of 2,055,010 radio homes.

It's real "home delivered" circulation.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.
**BROADCASTING... at deadline**

**Upcoming**

July 10: Hearings before Senate subcommittee investigating relationship of foreign companies and persons to radio and other communications in U. S.

July 11: Board of Zoning Adjsut. public hearing. Bomberger TV application for Washington, D. C.

**Bulletins**

NEW YORK stations Friday were preparing to step up news coverage in event of a strike of newspaper and mail delivery unions at midnight Saturday, on which union was voting Friday. WNEW, which broadcasts five minutes of news an hour in cooperation with New York Daily News, planned to double that time and to broadcast comics and features Sunday. WEVD plans ready. Stations foresaw demands for time from local advertisers, particularly department stores and theatres.

**TERMED** by New York headquarters "strictly a Chicago proposition," the Amalgamated Clothing Workers (CIO) has secured an Illinois charter for the Amalgamated Broadcasting Assn. which will apply for either FM or AM frequencies, whichever is recommended by its engineers, Raymond M. Wilmette. Incorporators are Sidney Hillman, national chairman; PAC; Samuel Levin, chairman Illinois branch of PAC; and manager of the Chicago joint board, ACW; and Jacob Potofsky, general secretary-treasurer, CIO. Charter stipulates that ABA will operate as "educational, charitable, philanthropic activity."

**How Allocation Affects Applicants**

PROMISING all possible speed to revise regulations and standards for FM, television and facsimile in new allocations (see page 13) FCC Chairman Paul A. Porter late Friday issued statement suggesting procedure for broadcasters. FM applications now in preparation and using the 42-50 mc coverage chart in present standards will be accepted until Aug. 1.

"The Commission expects to confer soon with industry groups with the view to scheduling meeting sometime in July of all interested parties to formulate the industry's proposals for rules and standards," he said and suggested:

The 420 FM and 119 television applications now in pending files must remain there because of freeze policies. No standard, FM, television or facsimile applications will be finally acted on for 60 days after freeze policy change.

FCC staff will begin work immediately on applications in pending files.

TV and FM applicants who have supplied full engineering data with reference to old allocations need not make additional equipment changes. Commission staff will notify applicants of any needed information.

**Business Briefly**

PIPE SPOTS • Lord Davenport Pipes, London, with appointment of Raymond Spector Co., New York, as agency, has started participations in radio programs in New York (Arthur Godfrey on WABC, build six weekly); also San Francisco, Detroit and Los Angeles.

CUDAHY RENEWS • Cudahy Packing Co., Chicago (Old Dutch Cleanser), signs renewal of Tina & Tins on CBS, Mon-Fri. 1:45-2 p.m. (CWT) effective Aug. 6, 52 weeks. Agency, Grant Adv., Cadillac operations, and Raymond S. Pruitt, vice-president, secretary and general counsel of Avco. Mr. Shouse, who has been confined to his home with burstis in his arm, was flown to Washington.

**How Allocation Affects Applicants**

FM applications having complete engineering studies need not be recomputed to determine coverage in new band. Equipment changes require no engineering studies by applicant.

Any changes in areas resulting from frequency changes will be handled by FCC.

Chart showing coverage in new FM band will be available in few weeks; meantime coverage in new FM band may be computed by using the 105 mc chart in TV standards.

Incomplete FM applications now on file must be completed with coverage computed on basis of 105 mc chart or new FM chart when available.

FM applications filed for 42-50 mc band and found to include major errors, likely will have to be amended.

FM applications now need not specify particular channels in new band; frequencies will be selected by FCC but applicants will have opportunity to agree to such frequencies.

TV applications for particular channels should be prepared in accordance with methods now used in assigning TV frequencies by using specified charts. Chart for 300 mc now available at FCC.

**Closed Circuit**

MILLER FOR MILLER — Associate Justice Justin for Neville—could be NAB presidential succession. Justice Miller, of U. S. Court of Appeals for D. C. (handling radio cases) has been a leading prospect for NAB by Neville Miller, who retired in 1944 after six years, was first paid president. Justice Miller has been on high Federal bench since 1937.

THOUGH NAB President J. Harold Ryan has agreed to stay only a month beyond his original term, which ended June 30, he has extended lease on his Washington apartment until Sept. 1 (story on page 18).

INSURANCE business may get Capt. Harry C. Butcher, naval aide to Gen. Ike Eisenhower, back after three years overseas. Capt. Butcher may go on inactive duty, and is about to decide plans. He was CBS Washington vice-president more than a decade.

COL. AL WARNER, head of CBS Washington bureau before joining Army PRO three years ago, is most sought radio newsmen in capital. Exercising inactive status in autumn, he has overtures from CBS, American and Cowles. At Army he heads news bureau.

FLYING trips to Rio envisioned by broadcasters planning to attend Inter-American Radio Conference in September may be off. Nonbroadcast matters probably will dominate agenda and even these may not be important because of revisions expected in projected world telecommunications conference.

BUDGET BUREAU possibly is girding for long look at FCC, Interstate Commerce Com. (Continued on page 80)
Sailing...

Split-seconds count at the start . . . spinnaker up . . . drop the jib . . . turn to balooner . . . never a luff in the mainsail . . . a skipper's job is never ending.

And so in radio . . .

Program policies . . . commercial good taste . . . public service consciousness . . . are never-ending considerations of station management. Yes, these stations listed here are guided by management acutely aware of their audience-obligations . . . obligations that pay off for you, their advertisers.

-

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK * CHICAGO * LOS ANGELES
DETROIT * ST. LOUIS * SAN FRANCISCO

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
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<tr>
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<tr>
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<td>Worcester</td>
<td>MBS</td>
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THE TEXAS QUALITY AND YANKEE NETWORKS

July 2, 1945 * Page 5
For finest reports of World News . . .

For exciting coverage of New Orleans' big events . . .

Folks turn first to —

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts * Clear Channel * CBS Affiliate
Represented Nationally by The Katz Agency, Inc.
With a gain of 81.5% in its all-day average Hooperating for the two year period ending in January, WSIX now has the best daytime Hooper of any Nashville station! That's why you can slap your sales message straight down the fairway every time you tee off at WSIX! And here are some additional reasons: WSIX offers the top shows of both the AMERICAN and MUTUAL Networks... coverage—at a very low unit cost—of the booming, rich middle Tennessee market where there are over a million potential buyers for your product.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City

5000 WATTS
980 KILOCYCLES
Imagine 131 Top Jazzmen All in One Big Show

(Partial list):

Henry "Red" Allen
Billy Butversfield
Cozy Cole
Eddie Condon

"Wild Bill" Davison
Roy Eldridge
Bobby Hackett
Edmond Hall
Eddie Heywood
J. C. Higginbotham
Art Hodes
James P. Johnson

Miff Mole
Kenneth "Red" Norvo
Pee Wee Russell
"Muggsy" Spanier
Art Tatum
Jack Teagarden
Ben Webster
Lee Wiley
THE EXPERTS AGREE...

'A WORLD FEATURE

'...is genuine American art...
the real jazz...played by many of
the greatest jazz musicians living!'

We picked the top jazzmen from bands
all over the country... each a master of
the instrument he plays. We turned this
amazing all-star cast loose in front of the
microphone to pour out—each in his own
original way—the music they helped cre-
ate... music all America loves because it
springs from the very soul of America.

Result: A radio show that no advertiser
could have put on the air until now. Read
the enthusiastic notice on the opposite page
...and remember it comes from the very
inner sanctum of Jazzland.

"Jam Session" is a series of 156 pro-
grams, in 15-minute periods. It's available
in "Audi-Flex," World's flexible new
form with expertly-written scripts and
music recorded in bands on each disc.

"Jam Session" is just one of the eleven
new WORLD FEATURES now ready. Each
of these shows is jam-packed with exciting
entertainment: star-talent, brilliant writing
and direction, great creative showman-
ship. Each is priced to give you "A show
for your money!"

Ask your local station to audition these
programs and quote prices. If your station
doesn't have them, write direct to: World
Broadcasting System, Inc., 711 Fifth Ave-
uue, New York 22, N. Y.

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
Feature of the Week

Production scene, with (seated, l to r) Opden Miles, House Jameson, actors; Helen Hayes, star; George Lowther, director. Standing, Julian Noah, Larry Haines, actors. Sgt. Finke; Maj. Callahan; Sgt. Agger.

THROUGH the Voice of the Army, transcribed series devoted to recruitment of Army personnel, the Army Recruiting Service has obtained thousands of additional men and women.

The program was taken over in October, 1942, by the Recruiting Publicity Bureau, Col. LeRoy W. Yarbrough, Officer in Charge. New 815 stations broadcast it weekly.

All Voice of the Army programs are produced under the direct supervision of Major North Callahan, Executive officer of the Recruiting Publicity Bureau, and former newspaper and radio man. Presentations are based on the Army's current personnel needs.

The Voice programs are dramatic, showing the Army nurse at work. Three former radio writers are assigned to Voice of the Army: Sgt. Louis Pelletier, CBS; Sgt. Donald Agger, formerly an OWI writer, Sgt. Jacques Anson Finke, Foote, Cone & Belding. George Lowther is director. The cast is professional; the music recorded.

A theme song, "Voice of the Army," with words by Major Callahan and music by Norman Cloutier—the official song of the U.S. Army Recruiting Service—is used at the beginning and end. The show is produced in the NBC studios. The acting talent, studio, director, sound, pressings, masters, and announcer are paid for at regular Government rates. Although no Hooper rating is taken on the show, station response indicates that on a dollar-and-cents basis the Voice of the Army gives the Government a very high listener return.

Speed is the keynote of modern war and through the medium of this program the War Dept. has been able quickly to advertise its needs for volunteers.

Sellers of Sales

ONE OF the most experienced of the trade's timebuyers is Newman F. McEvoy, of Newell-Emmett Co., New York, who started with the agency when he finished college in 1928 and has since handled timebuying for a variety of very active radio advertisers.

Now chief timebuyer for Newell-Emmett, Newman recalls that his first agency assignment was on the Liggett & Myers Tobacco Co. account, back when Chesterfield was rocking the nation with its unprecedented poster showing a young woman asking her male companion to "Blow Some My Way." Newman, who went into the radio field about 1930, now controls radio timebuying for Liggett & Myers, which is still one of the agency's most active radio accounts.

For the Pepsi-Cola Co., Newman put the now-famous 15-second jingle on a number of U.S. stations, watched the tune catch on to the extent that it is now being used throughout the country, and has been aired more than 3,000,000 times—probably more than any other song.

Other agency radio advertisers include Kirkman & Son, division of Colgate-Palmolive-Peet Co., with Can You Top This on WOR New York; Beech-Nut Packing Co., New York, now on about 150 stations with spot announcements, and Loose-Wiles Biscuit Co., which has a news program on WTOP Washington.

A native of Waterbury, Conn., Newman attended Catholic U. in Washington. He now lives in Greenwich, Conn., where his leisure time is spent in swimming and sailing.
Once in a blue moon, there arises in radio a personality who really clicks with children. Such a one is Philadelphia's own genial, genuine "Colonel Bill"... William C. Galleher, Educational Director of KYW. He's responsible for the outstanding student-participation and student-audience programs which make this Westinghouse station the favorite in Philadelphia with youngsters from elementary to high-school ages.

"Colonel Bill"... a veteran of twelve years' service in Philadelphia broadcasting... has captured the imagination, won the confidence and affection of the thousands of school-age children in the metropolitan and suburban areas. His "Philadelphia Junior Town Meeting of the Air" is a model of its kind.

The programs over which Colonel Bill presides are not for sale. They are cited merely as a typical part of the KYW programming which is created specifically for children and students... a public service in educational areas unsurpassed by any station in the country.

The sincerity and geniality of "Colonel Bill" symbolize KYW and the place it holds in the affection and loyalty of Philadelphians.
Meet our Detroit Manager—

WILLIAM W. BRYAN!

Now that we have re-opened our Detroit Office, we felt sure you'd like to hear something about William W. Bryan, the man we selected to carry the bright torch of spot-broadcasting to the automotive and other industries in the Detroit area.

Well, Bill is a native of the Motor City, speaks English, American and Canadian, and has had ten years of successful advertising experience with Detroit's largest newspaper. Other details will be found up there beside his picture. For six months before the re-opening on May 15, Bill took an intensive course of training in our Chicago Office, and we're positive that you Detroit agencies and advertisers will quickly discover he's a genuine and worthy F & P Colonel.

Meanwhile, you advertisers and advertising agencies in all the rest of the nation now again have the benefit of our Detroit Office, whenever you want any kind of first-hand information from that area. Don't hesitate to call on us — in New York, Chicago, San Francisco, Hollywood, Atlanta — or Detroit!

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

EXCLUSIVE REPRESENTATIVES:

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

CHICAGO: 180 N. Michigan
NEW YORK: 444 Madison Ave.
DETROIT: 645 Griswold St.
SAN FRANCISCO: 757 Sutter
HOLLYWOOD: 6331 Hollywood
ATLANTA: 322 Palmer Bldg.

Franklin, 6373
Plaza 5-4130
Cadillac 1880
Sutter 4353
Hollywood 2151

Page 12 • July 2, 1945

BROADCASTING • Broadcast Advertising
FCC Allocates 88-106 mc Band to FM

Spectrum Below 25 mc Still Pending

By BILL BAILEY

(Text of Order on page 84)

BY UNANIMOUS decision the FCC last week allocated the 44-108 mc band, assigning FM to 88-106 mc as a permanent home. Only the spectrum below 25 mc, embracing the standard band, remains to be reallocated and is expected in the not too distant future.

Within a short time after the decision was announced at Commission headquarters at 11 a.m. Wednesday, threats of a sweeping Congressional investigation of the FCC were heard in Washington, but at the week's end opposition to the allocation had dwindled. Only two manufacturers had protested—Zenith Radio Corp., Chicago, and Freed Radio Corp., New York.

Sen. Burton K. Wheeler (D. Mont.), chairman of the Interstate Commerce Committee, told Broadcast-Casting that generally such matters as allocations of frequencies are technical in nature and that the Commission was charged under the Communications Act with full authority to allocate. "I don't know what Congress could do under the statute," he commented. "It's a technical matter as I see it."

Seven organizations representing broadcasters and manufacturers petitioned the Commission to allocate alternative No. 1, which would have placed FM in the 50-68 mc band. Following two days of last-minute oral argument, June 22-23, however, the FCC to a man concluded that if FM is to perform a long-range, interference-free service, the proper place for it is the higher portion of the 44-108 mc band.

Sets a Factor

One of the moving factors which prompted the FCC to allocate basically on the alternative no equipment was understood to have been refusal of manufacturers to state definitely that they would turn out sets with a 2:1 rejection ratio.

Under the final allocations FM will move from the 42-50 mc band to 88-106, which recalled that during hearings last fall virtually every FM witness was asked if he felt that FM would perform a good service. The FCC has assigned to the 106-108 mc band, with the provision that eventually that service would move upwards in the spectrum and the 5-mc band would be available for FM, making the final FM space, 88-108 mc, as proposed theoretically by the Commission early in the hearings. In the transition to the new band takes place, the Commission has assigned on a temporary basis the 42-44 mc band for present FM stations. Under proposed allocations.

(Continued on page 14)

FM-Noncommercial educational, 88-92 mc; commercial 92-106 mc; interim allocation for existing transmitters pending transition, 42-44 mc.

FACSIMILE—106-108 mc (facsimile eventually to move upwards, leaving 96-108 mc for FM).

TELEVISION—Channel 1, 44-50 mc; channels 2-4, 54-72 mc; channels 5-6, 76-88 mc.

NON-GOVERNMENT Fixed & Mobile Services—42-44 mc (when FM moves up); 72-76 mc.

UPHELD

Interdepartment Radio Advisory Committee, originally proposed that FM be moved "upstairs".

K. A. Norton, former FCC propagation expert now on leave with Army, who predicted F-2 Layer would interfere with nationwide FM service in 50 mc region; said FM could better serve at 100 mc.

Edward W. Allen Jr., FCC engineer, who predicted that Sporadic E in the present FM band would disrupt a nationwide service, but would be much less, higher up.

CBS, taking position that Sporadic E in present FM band is too severe to afford nationwide service, American Broadcasting Co., whose representatives urged adoption of third alternative because of FCC engineering data and assumptions regarding propagation.

Crosley Corp., who held that cost of manufacturing receivers in higher frequencies would be only about $4 more than in lower frequencies, contrary to higher estimates of others.

American Radio Relay League, who opposed adoption of No. 1 alternative because it put amateurs in the 44-48 mc band, whereas they could be of better service to industry as whole in higher spot.

International Assn. of Police Chiefs and kindred police organizations, through RTPB Panel 13, opposed alternative No. 1 on grounds that Sporadic E interferes with police communications in lower frequencies.

DENIED

Radio Technical Planning Board, majority of whose members urged adoption of No. 1 alternative.

FM Broadcasters Inc., whose Board urged adoption of first alternative on both propagation and economic grounds, contending moving FM upward would delay service unnecessarily.

Television Broadcasters Assn., whose Board urged adoption of alternative 1 as best place for 6-me television.

Pioneer FM manufacturers, 11 of whom alleged that if FM were moved upward, delays in getting standard would be detrimental to both manufacturers and the public.

Radio Manufacturers Assn., whose Board urged adoption of first alternative, holding that to move FM upward would delay manufacturers in designing and testing.

Maj. E. H. Armstrong, FM inventor and Columbia U. professor of electrical engineering, who attacked FCC propagation tables as inaccurate; charged K. A. Norton with a basic error in F-2 Layer computations and declared that Sporadic E interference was so minute in 60 mc region as to permit a 99.86% perfect service.

RCA-NBC, whose engineers held that overall considerations made No. 1 alternative best selection.

Zenith Radio Corp., whose president, Comdr. E. F. McDonald, wired Congress charging that FCC ignored industry in proposing FM in higher bands.

Decision Favored By Industry Majority

REACTION to the FCC's decision to allocate FM at 88-106 mc was varied last week, although the majority commenting—including some who had asked for the 50-68 mc band—were favorable.

Outstanding in post-allocations developments was disclosure by Maj. E. H. Armstrong, FM inventor, that under a new system, simultaneous transmissions on both present and new frequencies is possible. He filed application to operate his Alpine, N. J., station on both old and new frequencies.

Commissioner E. K. Jett, who was charged by his colleagues with coordinating allocations studies because of his long experience as an engineer, declared that while the 50-68 mc band was considered the best assignment for the present, over long range the FCC will be obliged to pick the higher band. He hinted that FM eventually may replace local and regional AM stations, indicating that America's future radio would be AM stations for urban and adjoining rural communities with clear-channel outlets serving remote areas. Statements follow:

E. K. JETT

FCC Commissioner

THE DECISION to allocate 88 to 108 mc (88-92 to educational FM, 92-106 to commercial FM, and 106-108 to facsimile broadcasting) was made as the result of the most thoroughgoing study of allocation problems ever undertaken by the Commission. Industry and Government alike cooperated by making available necessary information.

I am fully convinced that interference can be greatly minimized and the coverage of stations increased to a considerable extent by utilizing the band 88 to 108 mc. Accordingly, the new allocation should provide a superior FM service for more listeners, but those in rural areas who depend upon weak signals will benefit most. I base this on the following:

(1) No F2 interference; (2) only a negligible amount of Sporadic E interference; (3) tropospheric interference can be controlled by greater geographical spacing.

(Continued on page 76)
Armstrong Attacks Propagation Figures

In the final oral argument on allocating FM and six channels of 6-mc television below 108 mc, industry and Commission engineers remained at odds over propagation problems: the bands 44-108 mc, with six of the nation's foremost propagation experts still challenging that Government engineers erred in computing assumptions about F-2 Layer transmissions. Argument was held June 22-23, with Gov. Norman S. Case, whose term expired Saturday, presiding at the Friday session. [Broadcasting, June 25]

At the all-day oral argument June 23 the Commission heard 21 witnesses, 16 of whom appeared for FM and television. Of the 10 industry witnesses, 10 urged immediate adoption of the first alternative and the other 6 recommended the third alternative. List of witnesses in the order of their appearances follows:

William B. Lodge, director of general engineering, CBS New York; David B. Smith, director of research, Philco Corp., appearing as chairman of RTBP Panel 6 on television; Kenneth B. Warner, managing secretary, American Radio Relay League; Philip F. Siling, engineer in charge of frequency bureau, RCA; G. L. Beers, assistant director of engineering, RCA Victor division; Frank Walker, Associated Police Communications Officers, International Assn. of Chiefs of Police, appearing for Committee 2, RTBP Panel 13; Arthur Freed, vice-president, Freed Radio Corp.


The FCC proposes to allocate F-2 Layer transmission and that the confidential report of a two-day secret propagation meeting last March had been altered.

"The error was committed and it was admitted in the confidential report," declared Maj. Armstrong.

"There are not two depletions as Commissioner Denny suggested yesterday; there was one depletions only and one sentence was substituted for another which changed completely the meaning of the confidential report."

Sharp Exchanges

Saturday's session was punctuated by sharp exchanges between industry counsel and commissioners. Maj. Armstrong interrupted frequently and at one point Commissioner Denny remarked of the inventor's testimony: "I think it is the sort of analysis we have been wanting; and I think it will be extremely helpful. This is what the order called for, and this is what we are asking for."

Highlights of testimony presented by Saturday's witnesses follows:

Mr. Lodge expressed the opinion that the Commission's report of May 25 [BMG, May 29] was based upon "reasonable assumptions and that the conclusion is inescapable that FM service would be subject to damaging co-channel interference. Alternative No. 1 is finally chosen for FM broadcasting." He urged a prompt decision but "more important, a right decision", and asked the FCC (Continued on page 77)

Allocations (Continued from page 13)

The first channel will be 44-50 mc, the next three 54-72 mc with the amateurs taking the 50-54 mc allocation. Television's two remaining channels are from 76-88 mc. Non-Government fixed and mobile services are assigned to the 72-76 mc band.

In its report the Commission pointed out it is "under statutory duty to make available to all the people of the United States an efficient nationwide radio service. The Commission's duty is not fulfilled if its provision for FM service is such as to make it impossible for rural areas to enjoy satisfactory FM service." The report said that evidence presented indicated rural areas in the fringes of FM service areas would suffer most from interference in the 50-56 mc band.

From an engineering point of view, according to the FCC report, the third alternative was adopted with slight changes from the proposal of May 25. Non-Government fixed and mobile services have been moved from a proposed 104-108 mc to 72-76 mc and FM and television have been adjusted accordingly, the report explained. That change was made to provide television interests immediately with 13 channels.

The FCC report explained that every other service in the 44-108 mc band has space elsewhere in the spectrum, whereas FM is confined to the one band. For that reason the Commission gave primary consideration to FM.

Under the allocations the first 20 channels (each 200 kc wide) have been set aside for non-commercial educational stations and the remaining 70 for commercial FM. The FCC proposes to allocate the first 50 commercial channels as early as possible, reserving the latter 20 for "newcomers" and "intercomers." Whether those channels will be held in abeyance for potential FM broadcasters now in the service or whether part of the band will be allocated to subscription radio, as proposed by Subscription Radio Inc., subsidiary of Muzak Corp., the FCC didn't make known.

The FCC report made it plain that propagation was given foremost consideration in its deliberations, whereas economical factors were secondary. Pointing to Commission tabulations of predicted sporadic E interference, the report said, "For listeners buying FM receivers in reliance on a belief that FM is an interference-free service, these figures are extremely serious."
FCC Upsets NAB Code on Controversies

Sale of Time for Discussions Advised

By ROBERT K. RICHARDS

The FCC has made a controversial issue out of the "controversial issue" clause in the NAB Code by stating that broadcasters should not handle such programs according to the antirepresentational statement.

In a final order and decision in the "controversial issue" case of WHKC Columbus, dismissing the action on joint petition of the station and the UAW-CIO, appellant, the FCC June 26 stated its flat opinion that radio time should be sold for the discussion of controversial public issues.

The NAB Code says it should not be.

Joint Petition

The UAW-CIO on June 2, 1944, had filed charges with the Commission, protesting renewal of WHKC's license and alleging that the station's policy of refusing to accept advertisements in censoring scripts and in refusing to sell time "for programs which solicit memberships, discuss controversial subjects, race, religion and politics." At a hearing on the charges, WHKC stated that its policy was based upon the recommendation of the NAB Code. Later provisions are not to be sold for presentation of public controversial issues, with the exception of political broadcasts and the public forum type of program.

On Oct. 20, 1944, WHKC and UAW-CIO filed a joint petition seeking dismissal of the action, with the station asserting that in the future its policy in such matters would not be based upon the NAB Code recommendations, but that each request for time would be decided on its merits.

Ordering dismissal of the proceeding last week, the FCC stated in part: "The Commission...is of the opinion that the operation of any station under the extreme principles that no time shall be sold for the discussion of controversial public issues and that only charitable organizations and certain commercial interests may solicit memberships is inconsistent with the concept of public interest established by the Communications Act as the criterion of radio regulation."

In the same decision the FCC stated, noting that large demands for time are made on stations, asserted: "This fact, in no way impinges upon the duty of each station licensee to be sensitive to the problems of public concern in the community and to make sufficient time available, on a nondiscriminatory basis, for full discussion thereof..."

NAB spokesmen contend the Commission order contradicts itself in this instance, inasmuch as discrimination is self-evident in any system which prohibits the sale of time for such programs. The argument here is based on the assumption that the FCC cannot prevent a controversy from being made into a controversy; that an FCC order will not be able to afford the price of time in which to answer the other.

Test Case

The apparent ambiguity in the FCC order is that the FCC ruled that the NAB Code can only be resolved when, as and if a test case is made before the Commission. It was believed, however, that the FCC intended that the sole consideration of station management in accepting or rejecting for broadcast the parties to a controversial public issue should be determined on an individual basis. This would be implied by the FCC's acceptance of the joint petition to dismiss the proceedings on the tenet that the station would not be guided by the NAB Code in the future.

There was further evidence that the Commission itself felt no exact formula could be prescribed in its comment that "the single criterion of providing for providing on a nondiscriminatory basis, can be stated for application to all situations which may arise in the operation of all stations.

Rejection Firm

The Commission's firm rejection of the NAB Code's plan, nevertheless, was further evidence in this statement: "Competent management should be able to meet such problems in the public interest and not be forced in all conceivable cases to make the fact that it places an arduous task on management should not be made a reason for evading the issue by a strict rule against the sale of controversial programs of the type mentioned."

Many broadcasters saw in the opinion an encroachment by the FCC on programming operations, contrary to the letter of the Communications Act. There was voiced the belief, also, that such an opinion, if enforced, would make of broadcasting a common carrier. The law provides against this. The FCC order recognizes this: "Under Section 3(h) of the Act, broadcast stations are expressly declared not to be common carriers."

Program Aspects

None could deny that the FCC order was looking at the program side of radio. The body's opinion took cognizance of this in these words: "The present proceeding puts in issue the duties of a licensee, under the statutory mandate, to operate in the public interest, convenience and necessity, to maintain an overall program balance by providing time on a nondiscriminatory basis for discussion of controversial public issues and for the solicitation of memberships for non-profit organizations."

WHKC's new policy, as approved by the FCC, said that no time will be made available, primarily on a sustaining basis, but also on a commercial basis, for the full and free discussion of issues of public importance. I adds that "non-profit organizations will have the right to purchase time for the solicitation of memberships."

The station proposes, also, that it will reject time for public discussion in writing, showing reason for denial, and that it will censor scripts only "in accordance with the law."

ERNO RAEPE DI ES AT HOME IN N. Y.

ERNO RAPEE, 55, conductor of Radio City Music Hall Orchestra, and for more than ten years conductor of the weekly Music Hall on the Air on NBC, died June 26 of a heart ailment at his home in New York. A native of Budapest, Mr. R apee came to New York in 1912. Associated with S. L. (Roxy) Rothafel, he was musical director of several Roxy management, and in 1921 broadcast from Capitol Theater, a radio first.

After a foreign visit, in 1930 conducting leading symphony orchestras, became musical director for Warner Bros. and First National Pictures. In 1931 he returned to New York as general musical director of NBC. He joined the Music Hall in 1932, and in addition to Music Hall programs, conducted a radio series for General Motors and other symphony orchestras. From 1937, he was voted radio's most popular conductor.

He had taught navigation in Coast Guard classes since the war began.

NAB Delays Selecting New President

HAVING FAILED in its quest to find a new NAB president by the original July 1 deadline, the NAB Presidential Selection Committee during the next 30 days hopes to complete its assigned task even if the new trade association head is not able to assume the assignment at once.

Meanwhile, J. Harold Ryan, NAB interim president, has agreed to remain the titular head until Aug. 1, though he does plan to spend some time at his Fort Industry Co. headquarters in Toledo—-the post he left in 1941 to become the director of programming and charge of radio. He was drafted for the NAB presidency in April 1944. Two Net Prospects:

A meeting of the six-man committee scheduled for last Wednesday went by default when only two of the members were able to be present—Chairman T. A. M. Craven, Cowles Broadcasting Co., and G. Richard Shafto, WIS Columbus, S. C. J. Leonard Reinach, former director of stations and radio adviser to President Truman, was away on the presidential trip to the West Coast and the Middle West. Frank Stan ton, CBS vice-president & general manager, was confined to his home and the selection of the next president, while William B. Way, KYOO Tulsa and John J. Gillin Jr., WOW Omaha, were unable to obtain transportation East, according to Chairman Craven.

The two committee men, nevertheless, met with several prospective presidential appointees. No final determination was reached and none will be, Comdr. Craven asserted, until the full committee can get together. It is likely that an NAB Board meeting will be held during July, and the committee hopes it then will be prepared to make its final recommendations.

Chairman Craven insisted it was premature to name names as to possible appointees. A list of more than 10 names originally has been canvassed by the committee. These included some of the top men in public and industrial life—men such as Speaker Sam Rayburn, War Mobilization Director Vinson, Assistant Secretary of War John J. Mc Clcy, Court of Appeals Justice Justin Miller and Eric Johnston, president of the U. S. Chamber of Commerce, among others.

In most cases, the men were found not available for the NAB presidency, although it is understood one or two did not rule out the possibility of an ultimate arrangement.

The committee may still find it desirable to recommend designation of a three-man executive committee to control the association's affairs over the summer. If such an arrangement is decreed by the board, it was presumed that Mr. Ryan would serve as chairman of the committee, and as large a membership as possible.

Comdr. Craven, who heads the NAB in Washington, also might be prevailed upon to serve, it was thought, as the medium station representative. Another nearby director representing small stations would complete the group. The name of Clair M. McCollough, managing director of the Mason-Dixon Group, was mentioned.

Comdr. Craven said he would get the committee together at the earliest possible time—probably within the next week or 10 days.
UNCIO Coverage Set Pattern for Radio

Met Responsibility Well In Biggest Public Service Job

By DAVID GLICKMAN

HAVING established a new high in spot news coverage and chalking up the United Nations Conference on International Organisation at San Francisco, the broadcasting industry has rolled down its sleeves with knowledge of a job well done and much wiser too for that experience. The late President Roosevelt, was installed and used at final plenary session in War Memorial Opera House, J. Leonard Reinsch, Presidential radio advisor, on hand to smooth broadcast operational details was seated at the orchestra pit and had telephone connections with all network booths as well as those of the independents. Working with him and seated in the flush of the horseshoe circle of the opera house was Willett Kempton, deputy director of OWI radio bureau, on loan to the State Dept. In a similar capacity for the UNCIO duration, President Truman's speech was timed at 16:40. However, applause stretched it out to 22 minutes.

Heavy Coverage

Including newscasts, interviews, special events, meetings and plenary sessions, summarizing radio's public service job, it was revealed that local independents alone broadcast some 475 programs on their combined facilities in the Veterans' War Memorial Building and War Memorial Opera House during the nine weeks of the UNCIO. Regional tie-in made by KFQB Hollywood and KYA San Francisco upped that figure by 40, making a total of 475 special coverage broadcasts by those stations.

NBC Scores Beat

With the unexpected arrival of President Truman at Veterans' War Memorial Bldg. to witness the American delegations' charter signing, NBC scored a transcontinental network news beat. Bert Silen, NBC Western Division assistant news and special events manager, was on the air with newsgathering reports, operations being set up on a scant 10 minutes notice. With Steve Robertson, announcer, at the mike to give color and description of the event, NBC broadcast the quarter-hour proceeding.

Lorillard Asks Test of FTC Powers

CHARGES that the Federal Trade Commission exceeded its authority in reopening its case against the P. Lorillard Co. to take further testimony regarding Old Gold cigarette advertising were called "a lot of balderdash" last week by Richard M. Whiteley, FTC assistant chief counsel. The charges were made by Freeman J. Daniels, Lorillard counsel, at a hearing held Wednesday in Jersey City. N. J., before the Commission examiner, to receive evidence against the company. Appearing only to protest the validity of the FTC proceeding, Mr. Daniels said his client "cannot, and will not, give them any color or regularity by attending such hearings."

Seeks Test of Power

According to a news release issued by Perkins, Daniels & Perkins, New York, counsel for Lorillard, the company's action, "if carried through to its conclusion, would have the Supreme Court determine, once and for all, the powers of General Life to regiment advertising."

to Mr. Daniels, Mr. Whiteley replied that he doubted a stipulation could be accepted without it. However, in November 1944 a stipulation was submitted by the Commission, eliminating the statement, and was signed by the FTC chief counsel and approved by the Commission.

Inherent in FTC Act

Mr. Whiteley declared the statute creating the Federal Trade Commission gives the agency the power "to reopen at any time" any cases before the Commission "if the public interest shall so require."

He said that William T. Kelley, Commission chief counsel, has supported him all the way on the case. It is nothing unusual for complaint cases to be reopened. "It happens every day," he said. In the Lorillard case, he added, the attorneys negotiated a favorable stipulation and naturally don't want to lose it.

"I made a mistake when I approved the stipulation," Mr. Whiteley admitted. Once he discovered the mistake, he explained, he recommended the stipulation be rescinded.

He declared Mr. Daniels' refusal to participate in the hearings will not prevent the Commission from going ahead with the proceeding and taking testimony. The company's case will be given full opportunity to submit evidence. Should the Commission prove its allegations, a cease and desist order is probable.
Every radio advertiser knows that good announcers “pay off” to advertisers. Very few stations seem to realize that good announcers also pay off to stations themselves.

WHO has known it for years. So every Friday afternoon, WHO holds an Announcers’ Clinic. The entire group meets, and with B. J. Palmer’s famed book “Radio Salesmanship” as a basis, studies commercial copy to be used—then listens to and analyzes random specimen commercials which have been transcribed from each announcer’s schedule (without his knowledge) during the preceding week.

Has all this special emphasis on good announcers been a success? Iowans seem to think so. In the 1944 Iowa Radio Audience Survey, 14.0% of all Iowa families who mentioned WHO as Listened-To-Most gave “Best Announcers” as the reason for their preference!

WHO’s advertisers seem to think so, too! More than 88% of them renew their WHO schedules, year after year . . . How about letting us convince you that our better announcers can pay off for you?

+ WHO for Iowa PLUS +

Des Moines . . . 50,000 Watts
B. J. Palmer, President J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
WPB Eases
Million Receiving Sets
By End of Year
Possible

CARRYING out its policy of gradual reversion of industries whose facilities are still equipped for military needs, the War Production Board last Thursday relaxed its priorities regulations to permit transmitters and receivers to be produced. The policy was "unauthorized frequently," the statement said, "until cutbacks are substantially increased there wouldn't be very many."

As for receivers, Mr. Creutz thought there may be "a few drops" during the third quarter and estimated that by the end of the year there is a possibility, 1,000,000 receivers will be produced. These will probably be small AM sets for the most part, he said, which are conducive to quick assembly.

He pointed out, however, that a very important factor in the receiver situation is the OPA pricing policy. Transmitters will be produced if OPA permits sufficient margins to encourage production, he predicted, explaining that manufacturers feel they cannot make sets at a profit under present ceilings. OPA has held meetings recently with the industry and is now working on ceiling revisions.

Case, After 11 Years on FCC, Becomes Partner in Law Firm

NORMAN S. CASE, who retired Saturday as Federal Communications Commissioner after 11 years, effective today (July 2) becomes the partner in the law firm of Col. Frank Wosencraft, who opened an office last February after completing Army service [BROADCASTING, Feb. 26]. The firm is known as Case & Wosencraft.

Gov. Case announced his decision to enter private law practice in Washington, with Rhode Island connections, when he left the FCC Saturday. The firm, with offices at 900 Edmonds Bldg., 917 15th St., NW, in Washington (telephone National 3253), will handle general practice, with special emphasis on broadcasting and other forms of communications.

Several Offers

The retiring Commissioner, former Governor of Rhode Island, had several lucrative offers, when it became known that he would not return to the Commission for another 7-year term. Because of his wide knowledge of communications, and because of new fields in broadcasting, where he could best use his experience, Gov. Case decided to enter private practice. He was admitted to the Rhode Island Bar in 1911 and is a member of the practicing Bar before the U. S. circuit courts and Supreme Court.
Explorer

That's the U.S.S. Bear Modrec down in the Antarctic. She has nosed around Little America on innumerable explorations during the years.

If you've been reading these W-I-T-H ads you know that right about now we're going to make a crack about, "You don't have to explore around Baltimore if you want to find out what's the best radio buy in town."

For it's a fact that figures (from outside sources) prove that W-I-T-H produces the greatest number of listeners for each dollar spent.

If part of your job is setting up radio budgets, we'd be glad to have you look over the W-I-T-H facts. In a five-station town . . . in the country's sixth largest city . . . you might reasonably overlook the fact that an independent station is your big buy.

WITH
BALTIMORE, MD.

Tom Tinsley, President  Represented Nationally by Headley-Reed

BROADCASTING • Broadcast Advertising
Capital FM Outlet Is Bought by ‘Post’
Janosky & Bailey Sell Outlet For Sum of $75,000

THE Washington Post, expanding its broadcast operations, filed application with the FCC Saturday to purchase WXO, Washington FM outlet, from Janosky & Bailey, consulting engineers, for $75,000.

The station, which operates on 43,200 kc, is being purchased by WINX Broadcasting Co., radio subsidiary of the Post, it was announced by Eugene Meyer, WINX president, and editor and publisher of the newspaper. The station began operations in March 1939 on a temporary license and was granted a permanent license in November of that year. It is located at 1219 Wisconsin Ave.

Mr. Meyer announced also that Janosky & Bailey had been retained as consulting engineers in all Post broadcast operations, "possibly to include facsimile and television."

An experimental program, to be conducted in cooperation with an FM station now under construction in Baltimore and licensed to the Maryland Broadcasting Co. (WITH) will be undertaken when license transfer has been approved, Mr. Meyer said.

Mr. Meyer purchased WINX Washington, a 250 w independent outlet, for a record $50,000 in April 1944, from Lawrence L. Heller.

GE DEMONSTRATES NEW VIDEO RECEIVER

GENERAL ELECTRIC Co., large-screen television receiver, a projection-type model in which a five-inch cathode ray tube produces an image on a screen 16 by 22 inches, was given its first public showing Wednesday at new Junior Chamber of Commerce War Bond sales committee meeting at the Waldorf-Astoria, New York. Company's new radio-phonograph, incorporating a new electronic reproducing system, was also demonstrated.

Projection receiver, key model of the GE postwar video receiver line which will also include direct-viewing sets, operates on the same basic system as the RCA projection receiver [Broadcasting, March 19]. Image on the small tube is reflected from a parabolic mirror through a correcting lens to a flat mirror and thence to the double plastic screen. Pictures, as demonstrated by WNBTV, NBC's video station, were of a slightly bluish cast, but had brilliance and contrast.

Network Swap

MUTUAL and American swap outlets in Hartford Dec. 1, when American contract with WHTD ends and WHIT becomes American outlet. WHTD was purchased recently by Yankee Network, a major MBS stockholder.

GATHERED for television meeting of CBS executives and agency heads at Biltmore Hotel, Los Angeles, were (1 to r): Robert Van Norden of Brischel, Van Norden & Staff; Donald W. Thornburgh, CBS; A. Carmen Smith of Smith & Drum; Gilbert Seldes, CBS director of television programs; Robert Hixson of Hixson-Donnell Adv.; and John Christie, advertising manager, Citizen's National Bank.

KTUL 'Welcome Home Veteran' Contest Sells Million in Bonds

MORE THAN a million dollars worth of "E" bond sales in Tulsa have been credited to the "Welcome Home Veteran" contest originated by KTUL, CBS affiliate, and co-sponsored with the local Junior Chamber of Commerce.

Contest began May 14 and ended June 30, with KTUL staging a post-sign-off "Victory Watch" every night of final week. The "Victory Watch," an all-request musical jamboree, began at 11:00 p.m. and lasted till 3 a.m. A dollar was paid for each musical request that could not be filled. Numbers were played for pledges to buy "E" bonds. KTUL switchboard was flooded with calls.

The "Welcome Home Veteran" contest mushroomed from a KTUL newscaster's dream. Bill Bowers, 18, sprang the idea of presenting some Tulsa overseas veteran-man or woman—with a grand start in civilian life upon return from World War II, through a contest to push the sale of "E" bonds.

The winner will receive, as a grand prize: Newly constructed completely paid-for and furnished five-room house, with all utility bills paid for a year; a new Hudson car when it is available; oil, gasoline and service on the car for one year; year's supply of groceries and a complete wardrobe of civilian clothes.

There will be prizes, too; for 20 runners-up in contest. These prizes will cover a wide range of clothing and minor luxuries.

All prizes have been contributed by Tulsa merchants, building firms and business organizations—more than $18,000 worth. Each contribution is guaranteed by a contract.

Ram-rodding the contest was KTUL's public relations director L. A. Blust Jr., working with a committee from the Junior Chamber of Commerce. As result of Mr. Blust's work, he has been elected chairman of U. S. Jr. Chamber of Commerce War Bond sales committee, and advised that the "Welcome Home Veteran" contest will be patterned for future national Jaycee War Loan efforts.

There are more than 200 "candidates" in the contest, nominated by purchasers of "E" bonds. BalLOTS are issued as bonds and candidates are nominated by the purchaser writing the name of his favorite overseas veteran of World War II on ballot. The number of votes on each ballot is determined by the maturity value of the bond. A $25 bond is worth 25 votes, etc.

Only Tulsa overseas veterans are eligible and only bonds purchased by residents of Tulsa are counted.

PROGRAM CLINICS PLANNED BY CBS

PROGRAM managers of CBS will meet in New York next month for three-day "clinics" to discuss plans, procedures and techniques of programming and to talk over the interchange of programs and program ideas. At the same time of the first meeting in New York—July 11-13—a meeting will be held at KNX Los Angeles for CBS stations west of Denver.

AP Asks Rehearing

ASSOCIATED Press will petition the Supreme Court for a rehearing of the government monopoly suit against the news agency, the AP board notified the organization's members on Wednesday following meetings of the special committee in charge of the case and the board with counsel. Petition will be filed by Sept. 1, the communication said, stating that the Dept. of Justice has consented to an extension of time until that date. The mandate on order of the Supreme Court is therefore stayed until 20 days after court's decision on the petition.

Lt. Levy Succeeds Carr at Treasury

H. Quenten Cox, KGW, Also to Aid War Finance Division

Lt. DAVID LEVY (J.g.) USNR, is successor to Gene Carr as chief of Radio Section, Treasury War Finance Division. Lt. Levy becomes head of radio for Brush-Moore newspaper and radio organization in Ohio [Broadcasting, June 25]. H. Quenten Cox, assistant manager, of KGW, Portland, Aug. 1 becomes dollar-a-year special radio consultant to WFD.

Loaned by Navy

With Treasury since January on special assignment made possible by Adm. DeWitt Ramsey, head of Bureau of Aeronautics, Lt. Levy formerly was with Young & Rubicam and has directed We the People and similar shows. Lt. Levy will continue handling creative writing and programming of special shows such as radio appearances of Secretary Morgenthau, who made 15 different network appearances during the Seventh Loan. On two of these was m.c. for half-hour programs.

Mr. Cox, on leave from KGW, and Lt. Levy will remain through the end of the Eighth War Loan Drive in November or December. Treasury is looking for additional industry men to fill important posts with WFD Radio Section during the next campaign.

ARMY TO HANDLE ITS CASUALTY LISTS

THE Army on July 2 assumes preparation and distribution of Army casualty lists for newspapers and 700 radio stations. Since March 16, at the request of the Army and Navy, OWI has handled the lists, but recently was forced to curtail the work for lack of funds. Bureau decision that OWI could continue only if reimbursed by the services. OWI will continue to do Navy casualty listings, financed by the Navy.

Lists will be sent to the same addresses used by OWI, and the format will remain unchanged. The Army estimated a savings in publication up to 60% by using available facilities and War Dept. personnel.

Waltham Video Series

WALTHAM WATCH Co., New York, starts its first television series July 6 on WNBTV, NBC television station. Spot positions will be sold, and the shows will be shown twice each Friday. First 45 seconds will be devoted to a telecast filmed dramatization showing the value of correct time, and second 15 seconds will be devoted to aviation, travel, the mail, etc.

"Time Story" will then dissolve into 15 seconds of "live" time showing the face of a new style Waltham wrist watch. Agency is N. W. Ayer.
Mr. John D. Rockefeller, Jr., saw in the restored city of Williamsburg, Colonial capitol of Virginia, an opportunity for a great undertaking . . . , the purpose of which is "that the future may learn from the past". The happy result of his interest and financial aid . . . , exhaustive research in this country and abroad . . . , the city today resembles the eighteenth century Williamsburg, named in honor of King William III. Typical of the grandeur of the exhibition buildings of the Restoration is the Governor's Palace, scene of many gay festivities for the royal Governors and Virginia society of the period. In 1779, the seat of Virginia's government was moved from war-scarred Williamsburg (home of the College of William and Mary), to Father Byrd's city of Richmond, present capitol of the Commonwealth. And here WRVA unswervingly keys its activities to the glories of a proud state . . . , achieving, through a modern medium, a unique harmony between Yesteryear and Today.
Remember what a hit the 110A Program Amplifier made in 1937? Designed by Bell Labs engineers, it enabled stations to step up their signals 3 db, with no increase in carrier power—compressed excessive peaks of modulation—protected against over-modulation—suppressed monkey chatter.

In 1940, this pioneer limiter was followed by the Western Electric 1126A which provided even better overall transmission characteristics, 5 db increase, and complete freedom from over-modulation. Versatile in action, the 1126 type can be used as a volume limiter, peak limiter and line amplifier.

Such advanced designing will continue in the postwar field.
Services Train 500,000 Technicians

USES Aids Broadcasters To Find Experts in Electronics

By MARY ZURHORST

SINCE the start of conscription, over 500,000 men have been trained by the armed services as radio and radar technicians, operators and repairmen. They have studied in the country's finest electronics schools, most have learned their lessons under a barrage of gunfire, demanding perfection.

There are additional hundreds who have operated fulltime radio stations. Others have reported and recorded "special events" of battle which make home front reporting pale by comparison.

There is no need to "sell" these men. The radio industry already knows how well trained and how immediately useful were the 28,000 radio technicians Phileo absorbed in one big operation through the United States Employment Service. The ability of ex-servicemen—announcers, engineers, writers—stations all over the country are hiring is obvious.

So that radio may absorb more of these men, utilizing their training and experience to the utmost, Broadcasting has prepared this article with the cooperation of the War Dept., Navy Dept., Marine Corps, Coast Guard, Maritime Service, War Manpower Commission, and the USES.

Numbers Trained

The following figures approximate the available statistics on radio training in the services:

The Army Signal Corps has trained 145,000 men in radio operations, maintenance and repair. Nearly 17,000 are officers.

Army Air Forces personnel trained in radio numbers 143,000, including 4,000 officers.

The Navy radio schools have graduated 128,000, about 15,000 of whom are officers.

Marine Corps officers and enlisted men who have had radio training total 10,000, plus the approximately 1,700 who have finished courses with the Marine Corps Institute.

The Coast Guard lists 6,000 officers and enlisted men with radio training.

Maritime Service of the War Shipping Administration has graduated 5,000 officers and enlisted men.

Each of the five services gives rigid screens to select men for radio training. About one-fourth have had previous radio training, many of them former "hams."

Usualy the top grades are those selected for radar. The radar courses proceed from basic radio through advanced electronics, and require up to 56 weeks for completion.

The Signal Corps prepares men in all lines of communication from the regiment up through the armies. It offers a series of courses rather than a set curriculum, so that a man may proceed through a prescribed series and graduate a finished electronics engineer, or he may be trained thoroughly in one line of radio work for which there is a specific and immediate need. Length of courses varies from 6 to 56 weeks.

The Army Air Forces trains men for ground and air use of communications pertaining to aviation. Courses for radio operators—ground and airborne—require about 20 weeks. The same time is required for the mechanics or maintenance course. Radar mechanics' training takes 20 weeks, with time for basic radio additional.

The Army Ground Forces trains men from the regiment down to the individual soldier, working with smaller radio units used in communications posts, tanks, walkie-talkies, handie-talkies, etc. Length of courses varies.

The Navy has a one-year course for enlisted men in technical or material training, divided into three main parts: (1) pre-radio school; (2) elementary electricity and radio material; (3) advanced electricity and material. Officers go through a nine-month (or more) intensified course.

Preparation Course

Through these courses Navy men become radio technicians. There is also a preparation for radio operators which takes 20 weeks and includes basic radio, code, receiving and sending.

The Marine Corps divides its training into two terms—radio material and radio operators. Material men or field operators go to the Navy's pre-radio school then to the Marine Corps schools for higher courses and to learn application of the electronic theories to Marine Corps radio equipment.

Radio operators take a 16-week specialized course in sending and receiving international Morse code and information in use of field equipment. Top men go on to additional 12 weeks of training for high speed operators.

The Coast Guard has a 24-week course on how to operate communications equipment, assist in installation and repair and to enable men to make minor equipment repairs without supervision. This is accompanied by code sending and receiving, radio log keeping, communications security, radiotelephone procedure and fundamentals of electricity and radio.

In addition, there is a 16-week course given at Capitol Radio Engineering Institute (CREI) for more advanced students.

The Maritime Service offers a 20-week course, which, when successfully completed, qualifies the graduate to take the FCC radiotelegrapher 2nd Class examination. Subjects include: fundamentals of electricity, transmitters, detectors, spark and arc transmitters, transmitters, antennas, marine transmitters and others.

The Armed Forces Radio Service, a section of the Information and Education Division, Army Service Forces, maintains a training school in Los Angeles Headquarters. AFRS is participated in by Army, Navy, Marine Corps and Coast Guard personnel. It brings entertainment and information by radio to armed forces in every theater of war.

Many Courses

The AFRS school offers courses in announcing, scriptwriting, producing, programming and engineering.

There are 179 AFRS stations throughout the world, each with a staff averaging eight men. In addition, AFRS personnel operates 64 foreign government and commercial stations and 149 sound systems overseas.

More than 100 writers and producers do approximately 50 hours of weekly programs for exclusive broadcast to troops overseas, plus preparation and shortwaveing of 26 newscasts daily.

The Army and Marine Corps have men numbering into the hundreds throughout the world writing and announcing and doing servicemen interviews which are recorded and sent to stations all over the United States.

In addition, countless armed service bases within the continental U.S. are producing their own programs each week. Many of them are fed to local stations, others are broadcast over PA systems.

Hundreds of public relations officers both in this country and overseas are acting as liaison between the radio industry and the services, placing service personnel on the air, arranging for radio coverage of war operations, placing shows and recordings with the stations, and producing the numerous network series of the armed forces.

The United States Armed Forces (Continued on page 28)
WGNB Starts Campaign Promoting FM Listening

PLAN to increase the potential audience for FM broadcasts, known as “Share Your FM Receiver”, has been started by WGNB, FM outlet of WGN Chicago. Idea is for owners of FM sets to invite their neighbors into their homes to hear FM programs.

Promotion uses spot announcements, women's clubs, young people's organizations, music clubs, church groups and other social organizations for setting up listening groups. Also WGNB program booklet carries plans. One feature will be series illustrating how musical instruments gain through FM performance.

SUMMER replacement for Walter Winchell during August will be Dr. Frank Kingdon, news commentator, and Ray Henie, analyst, on Sunday 9-11 p.m. sponsored by Andrew Jergens Co., New York on American.

Pretested Commercials Prove Successful on 'Esso Reporter'

Standard Oil Completely Satisfied With Plan, Started Three Years Ago as Experiment

COMMERCIALS reach out into strange places, WCAU Philadelphia found last week. An inmate of the Eastern State Penitentiary wrote in to know if he could be called on the phone during the Vick's Tello Test program. He wanted a chance to earn the $200 prize, because being in prison for 17 years he is about to be released and needs the money for a fresh start.

From Tilton General Hospital, Fort Dix, N. J., came the request for the lyrics to the institutional song aired by the United Fruit Co. on the proper care of bananas. Correct title of the Calypso ditty—referred to as "You Don't Put Bananas in the Refrigerator"—is "Chiquita Banana".

AFTER three years of pretesting commercials for its Esso Reporter, Standard Oil Co. of N. J., last week announced "complete satisfaction" with the program's results.

"When we first started pretesting, it was just an experiment," said R. M. Gray, manager of the advertising and sales promotion department, Standard Oil. "Now, however, we have proved its effectiveness through our own figures on results."

Esso Reporter commercials get to the listeners, Mr. Gray said, basing his statement on the Niel-...
KLZ Enriches the Religious Life of the Denver Region

To a family high up in the Rocky Mountains, to a convalescent in a sanatorium, and to thousands of other persons in the Denver-Rocky Mountain region, KLZ is their church in the sky. Religion, as in any complete and balanced personality, is an important component of KLZ's programming. KLZ shuns all commercialism in its religious programming, shares its time with all creeds without cost.

In serving religion, education and the many other facets of community life and interest, KLZ demonstrates a realization of its basic obligation to the community. KLZ, consequently, has become a community landmark of public service.

Chapel at Fort Logan from which KLZ broadcast Sunday morning services during the month of February. Services originate at a different church each month, giving denominational representation by rotation. Each Sunday morning KLZ carries a studio-originated program, "Highlights to Happiness", for the Salvation Army and once a month the popular "Hymn Sing" originating in a local church. In addition to many special local religious broadcasts, KLZ carries the CBS Church of the Air, the Fisk University Choir and the Salt Lake City Tabernacle Choir each Sunday morning via CBS.
NEWS AND COMMENTARIES

have moved steadily upward in popularity nationally.
"News and Commentaries" now rank second in daytime
and third in evening time—in the latter time moving up from
sixth place in 1938-1939 among major program classifications
including drama, news and commentaries, variety, audience partici-
pation, popular music, familiar music and children's programs.

AND IN ST. LOUIS—

LISTENING HABITS HAVE CHANGED...

A right sense of timing in meeting new audience interests
is one of the key reasons why KXOK gained 29.7% in daytime
audience in 1944 versus 1943, as revealed by C. E. Hooper.
All other network stations in St. Louis registered an
average daytime loss. Gains in listeners and

KXOK

SAIN T L O U I S t, M I S S O U R I

Owned & Operated by the St. Louis Star-Times
630 KC • 5000 WATTS • FULL TIME • AMERICAN-BLUE NETWORK

Affiliated with KFRU, Columbia, Mo. Represented by John Blair & Company—Offices in New York • Chicago • St. Louis • Los Angeles • San Francisco

TOPFLIGHT NEWS FEATURES

* Walter Winchell
* Drew Pearson
* Raymond Gram Swing
* Dr. Bertram L. Hughes
* H. R. Wills
* John B. Kennedy
* Leland Stowe
* Gil Martyn
Durr Continues His Crusade Against Commercials on Air

CONTINUING his crusade against commercial broadcasting, FCC Commissioner Clifford J. Durr, speaking before the radio panel of the Independent Citizens' Committee of the Arts, Sciences & Professions at the Waldorf-Astoria, New York, June 23, pleaded for a "radio that is truly free — as free from economic domination and overweening greed as from Government censorship." He predicted FM would provide such a "free radio".

He compared the philosophy of radio expressed in 1925 by former President Hoover when he was Secretary of Commerce, that "the ether is a public medium and its use must be for public benefit," with that expressed by NAB President J. Harold Ryan in his New Year's statement that "one must consider balance sheets to measure the progress of radio".

Mr. Durr cited radio's employment statistics, as released by the FCC, asserting that radio employs few "artists, scientists and professional people" in comparison to salesmen. "Broadcasting today is of course a product of both the public medium philosophy and the balance sheet philosophy," he commented, then cited income figures.

He declared that the figures he cited didn't tell the "whole story," and added: "They only tell the story of those to whom we have entrusted the public's radio channels and whom we have charged with the responsibility of operating them in the public interest."

Commissioner Durr cited the Procter & Gamble Co. series [BROADCASTING, June 4, 11, 18] and dwelt at length on the quotation that "P&G has a policy never to offend a single listener." He cited a story from the New York Times of April 22 quoting the American Tobacco Co. president as saying:

"If I had my way, I'd save the world..."

Mr. Durr made it plain he wasn't complaining about any "individual program produced by advertisers or advertising agencies," but declared: "The problem of broadcasting, as I see it, is not what we hear over the air... the problem lies in what we do not hear. Censorship by overloading the air with programs which sell goods, to the exclusion of programs which do not, may be as effective as a complete denial of access to the air or censorship by the blue pencil. Never to offend anyone may be good salesmanship. But is it good radio?"

'Free Radio'

The problems of broadcasting are "far greater than the questions of whether the commercial shall come at the beginning, the middle or the end of the newscast, or at all three places, or what we should do about cowcatchers, hitch-hikers and singing commercials," said the Commissioner. "Which of the basic philosophies gains the ascendancy may well determine whether our children and our children's children will find their employment as artists, scientists, professional people, mechanics or farmers—or as soldiers or sailors."

Calling for a "free" and a "competitive" radio, Mr. Durr said: "Above all, let us have a radio which recognizes that the essence of democracy is the maximum participation by the people. His topic was "PM—New Market for Radio Talent."

Several resolutions were adopted by the panel following recommendations made in a paper prepared jointly by George Heller, executive secretary, New York chapter of AFRA, Peter Lyon, president, Radio Writers Guild, and Anton M. Leader, vice-president, Radio Directors Guild.

One requested a conference with network, agency and program executives to discuss plans for "gearing radio to the needs of the postwar world".

A second resolution proposed that to develop new talent and to help raise the national level of broadcasting, arrangements be made with local stations for skeleton teams of writers, directors, composers and performers to visit them and work with local talent in creating and developing local programming.

A third resolution suggested that the four networks put on weekly programs rebroadcasting the previous week's high spots.

Finally, the panel urged the broadcasting industry to continue its outstanding wartime service in the interest of home security and world peace and demanded the abolition of racial or religious discrimination, in both employment and programming.
MAY 1937
Chase and Sanborn launched a new variety program with such Hollywood celebrities as W. C. Fields and featuring the newly discovered team of Edgar Bergen and Charlie McCarthy. The first available Hooper rating was 12.5.

JULY 1937
Although novices in radio, Bergen and McCarthy caught on fast. The Chase and Sanborn rating was on the increase—甚至 during the summer months.

FEBRUARY 1938
Less than a year after going on NBC, Bergen and McCarthy received a rating of 41.2—one of the highest Hooper ratings ever given to any program.

CARD TRICKS ON THE RADIO?
In 1937 the idea of putting a ventriloquist and his dummy on the air seemed just as absurd to many people. Half the fun of such an act was in the watching. But Standard Brands, ever alert to the possibilities of the new, put the ventriloquist and his dummy on the air over NBC—the network built by new ideas.

* The result? On July 10, 1937, the restrained New York Times for the first time in its history devoted an editorial to a dummy, writing in part: "Although Charlie is apparently still in his teens, his little voice is aweary of the world. When he feels he is stumbling into an awkward situation his voice can make a disarming plea for sympathy; it drops away into a choking tone of self-pity, impossible to believe or resist. His laugh
is mocking and precocious. When he is in a wooing mood beyond his years his voice fairly coos with insincere rapture... Since Charlie's radio audience cannot see him, Mr. Bergen has had to concentrate on the tone of the simulated voice and the wit of his script. Both these things he has done with such skill and originality that Charlie has become the most real personality on the comic air waves of the season.”

- The new idea of Charlie McCarthy—a dummy on the air—backed by the skill and talent of Edgar Bergen, given NBC Network facilities and the great NBC audience, has resulted in one of the major paradoxes of the entertainment world—a wooden dummy who lives in the homes of millions of American families with an identity and character as real and full-blown as many national figures of flesh and blood.
RAYTHEON GRANTED RELAY NET PERMIT
RAYTHEON MFG. Co. has been granted FCC authority to erect five experimental relay stations between New York and Boston as first leg in a national microwave communications system. Stations are at New York, Bristol and Tolland, Conn., Webster and Waltham, Mass. Power will be 100 w. between 1,900 and 26,000 mc. New techniques for transmitting and relaying FM and video programs as well as other communications will be tested. An aeronautical safety system of traffic control is contemplated.

Raytheon will erect two experimental FM stations, W2XRA and W2XRY, 105 and 107 mc, on top of the Lincoln Bldg., New York, where it has offices. Company has on file applications for television and FM stations in Waltham, Mass., and Chicago, as well as a video station in New York.

Lohnes Injured
HORACE LOHINES, of the Washington law firm, Dow, Lohnes & Albertson, communications attorneys, received cuts and abrasions last Monday and two car-pool passengers were injured, one seriously, when a Capital Transit Co. bus crashed into the Lohnes car on Memorial bridge. Mr. Lohnes said the traffic line had stopped when the bus careened into the rear of his car, throwing both his passengers against the windshield and him against the steering wheel. He was on his way to his Washington office from his Virginia home.

Sgt. Sheldon Coons Jr.
Sgt. SHELDON E. COONS JR., 23, of the 8th Air Force was killed June 8 when his plane crashed near Llanbedr, Wales. He is the son of Sheldon E. Coons, consultant to RCA, New York, and other organizations. He enlisted in 1942 at the end of his sophomore year at the U. of North Carolina and had been overseas for 10 months in the 23rd Bombardment Group. He was on the first leg of a flight for a furlough in the U. S. when the accident occurred.

20th-Century Fox Asks New York TV
Wou ld Use Own Talent, Films in Programming Station
TWENTIETH CENTURY-FOX FILM Corp., New York, asked the FCC last week for permit to build a 20 kw television transmitter in New York, desiring to take an active part in development of the visual art along with large-screen theater and color TV. Film talent and films produced by affiliates will be used for programming, along with other live pickups. The firm already has license application pending for a TV station in Boston, along with an experimental station. None of its officers or principal stockholders have any broadcasting interest, the application indicates.

Cost of General Electric visual transmitter is estimated at $86,000, aural $64,000. Other costs include: antenna $18,000 (without tower); studio etc. $89,000; studio lighting, $6,000; frequency and modulation monitors $3,500; transmitter site $20,000; transmitter building $40,000; 500-foot tower $30,000; studio to transmitter, $18,000; portable transmitter $45,000. Monthly operating cost is estimated at $25,000. Transmitter site would be at Prospect Ave. near Eagle Rock Ave., West Orange, N. J., with 500-foot tower atop a hill. Studio and office space could be rented from Movietone News Inc., subsidiary.

Frequency asked is Channel No. 5 (72-78 mc) as proposed in re- allocation or as designated.

CBS ‘School’ Set
CBS on Oct. 1 moves American School of the Air from present 9:15-9:45 a.m. spot to 8-8:30 p.m. [BROADCASTING, June 25]. Decision to move program from school hour to late afternoon period was based on (1) network under arrangement can leave Arthur Godfrey program in morning spot and in its repeat broadcast 3:30-4 p.m., and (2) the School of the Air gives CBS a solid hour (5-6 p.m.) of programs aimed at young audiences.

D’Artega... another BIG reason why Associated Program Service offers

MOST Hours of the Best RADIO Music!

How big is big-time showmanship? Big enough, we’d say, to emphasize the difference between a juke box and a broadcasting studio—and between transcribed libraries. Compare the usual trio, quartet and small band groups with Associated’s BIG, brilliant units like D’Artega and his 25-piece orchestra. Compare, too, the incomparable quality of APS high fidelity vertical-cut recording and pure Vinylite discs. Write for complete facts today! Associated Program Service, 25 West 45th Street, New York 19.
More and more listeners in the Philadelphia area are tuning to Station WPEN for the regular and comprehensive news service broadcast direct from the news rooms of The Evening Bulletin, the largest evening newspaper in America.

These five-minute news broadcasts occur every hour on the hour from 7 A.M. to 12 P.M. on weekdays with special periods on Sundays. In addition, there are broadcasts from Bulletin war correspondents on the war fronts.

This is one of the many new listener services resulting from The Bulletin's ownership and management of WPEN.
WOR AND ARMY END DIFFERENCES
DAVE DRISCOLL, news and special events director of WOR New York and officers of the Army's Public Relations radio branch are friends again—after a brief but heated argument over whether broadcasters should be allowed to record from press conferences of returning Army generals.

On Sunday, June 24, WOR recorded interviews with Generals Devers, McNarney and Simpson. Made on a pool basis, with a public relations officer sitting in, the recordings were used by WOR and Mutual Sunday night—and by WOV WQXR Mutual Sunday. Cordings were used by Devers, McNarney and Simpson.

CAB News Letter
Cooperative Analysis of Broadcasting will issue a CAB News Letter "whenever and as often as newsworthy material is uncovered or developed by the CAB." Letters will be confidential to subscribers.

WISN Asks TV
Licensee of WISN Milwaukee, Hearst Radio Inc., which also operates WBAL Baltimore, WCBE Pittsburgh and WINS New York, has filed application with the FCC for a commercial video outlet in Milwaukee on Channel 4, 78-84 mc.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

KTHS ....... Hot Springs, Ark.
KFMB ....... San Diego, Calif.
KWKH ....... Shreveport, La.
WCPO ....... Cincinnati, Ohio
WTJS ....... Jackson, Tenn.
WNOX ....... Knoxville, Tenn.
WMC ....... Memphis, Tenn.
KTBC ....... Austin, Texas
KRIC ....... Beaumont, Texas
KWBU ....... Corpus Christi, Texas
KRLD ....... Dallas, Texas
WCHS ....... Charleston, W. Va.
WBLK ....... Clarksburg, W. Va.
WSAZ ....... Huntington, W. Va.
WPAR ....... Parkersburg, W. Va.

TWIN FALLS • IDAHO

BROADCASTING • Broadcast Advertising

TREASURY REVEALS $75,000 SALARIES
SEVERAL radio executives appear in a partial Treasury Dept. list of persons who earned $75,000 or more in 1943 for personal services to corporations. Another list will follow. Payments to those affiliated with the radio industry, include:

D'Arcy, Inc., RCA, $100,000 salary, $729 other compensation; R. C. Cosgrove, Crosley Corp., $50,000 bonus, $40,000 salary, total $90,000; Paul W. Kesten, CBS, $84,999; L. H. Rose, $111,968; the late W. E. Macfarlane, $103,692; C. M. Campbell $81,275, all Tribune Co., Chicago; Joseph Pulitzer, Pulitzer Pub. Co., $100,000 salary, $115,580 commission, $50,000 bonus, total $265,580; A. L. Lee, D'Arcy Adv. Co., $149,847; W. S. Gifford, AT&T, $206,250 salary, $4,100 other, total $210,360; C. P. Cooper, AT&T, $99,999 salary, $1,300 other; George W. Hill, American Tobacco Co., $120,000 salary, $137,275 bonus, total $257,275; Philip W. Lennen, Lennen & Mitchell, $75,999 salary, $3,233 bonus, total $79,232; F. E. Ryan, Ruthrauff & Ryan, $100,000; Raymond Rubican, Young & Rubican, $92,500; Harry L. Bing, Paramount Pictures, $94,444; Bob Hope, Paramount, $244,583; Don F. Ameche, Twentieth Century-Fox, $247,666; Jack Benny, Warner Bros., $137,500.

NBC Co-ops' Score
APPROXIMATELY 70% of NBC's affiliated stations now have sold one or more of the network's cooperative programs, according to E. B. Lyford, NBC station relations. Two NBC stations have five different cooperative programs sold, four have sponsors for four of the shows, 20 have sold three a week, 26 two a week and 52 other stations at least one—a total of 104 out of 125 NBC affiliations. All programs are news or commentary.

A radio station is known by the Companies it keeps

The Hub
Henry C. Lytton & Co.
uses the New WJJD exclusively

★ Trust a retailer to know a good buy!
The Hub, famous Chicagoland retailers for over 58 years, elects the new WJJD exclusively to radio its sales message to America's second largest market. And how it pays! To see one show, 514 youngsters shanghaied their parents into the Hub's "Campus Shop" attracted by Al Hattis, the Hub's "Kid Commentator." That's selling the WJJD way... 20,000 watts of potent SELLING POWER... delivered into the largest coverage area offered by any Chicago station... regardless of power.
Veatch Manager of D. C. RCA Frequency Bureau

JAMES P. VEATCH, formerly in charge of the treaty section of FCC's international division, has been named manager of the Washington office of the RCA Frequency Bureau. Mr. Veatch will handle frequency allocations and station licenses for RCA.

Mr. Veatch was with the Colorado Public Service Co., and then went with KFEL Denver as chief engineer. He joined the FCC in 1940, in charge of defense operations at Grand Island, Neb., and a year later, went to Washington with the Commission.

Bilgewater Network

OF, FOR AND BY the crew of a Coast Guard transport, the “Bilgewater Network” is turning out programs of the like of which we will never hear in these United States. Featuring a vast pocket edition of the Ink Spots, singing “commercials”, dramatic skits like the Lone Stranger, and news, the station starts on the PA at 6:00 every morning. The news is gleaned in the small hours from the radio in the radio shack, and delivered by one who calls himself “the poor man's Pearson & Allen.” Studio “A” is the Army Transportation Office quarters.

Voluntary Transfers Are Granted Three Stations

CONSENT has been granted by the FCC to voluntary assignment of license of KSBO Lawton, Okla., from Ed Bass, who wishes to enter another business, and R. H. Drewry to a new partnership composed of Mr. Drewry and other local businessmen. Mr. Ross received $85,000 for his half-interest. Mr. Drewry is now 53.5% owner.

FCC also has granted the voluntary transfer of control of KOIL Omaha and KFOR Lincoln, Neb., from Charles T. Stuart and Capt. James Stuart to Stuart Investment Co., a family holding company in which the two transfers are major stockholders. Transaction involves issuance of 2,550 shares new common stock to the Stuart brothers, who purchased the stations last year for $850,000 [Broadcasting, April 24, 1944].

WHAT A DAY

Bonds Were Sold, Too, During

Larry Smith's Trek

SO MANY bonds were sold when Larry Smith, (right), NBC commentator, toured Idaho that Gov. Charles C. Gosssett (left), presented him with a commission as Colonel in the National Guard, State of Idaho. Larry made four speeches a day on his tour.

As guest of KIDO Boise, and Falk Mercantile Co., he found an impromptu aide in Cpl. Clare Haywald, picked up by the roadside. The delighted corporal recognized Larry as his favorite commentator. Cpl. Haywald had a date with a Falk employee; was guest of honor at a lunch; introduced to leading Northwesterners; taken to dinner for well-known Boise folk; given chair of honor on platform before meeting attended by 2,500.

ASF Series

ARMY SERVICE Forces Radio Production Unit is working on a new series for CBS, tentatively titled First Stop U.S.A. It will deal with redeployment of troops. Time has not yet been set. Latest ASF program Monday, June 25, 10:10-10:30 p.m., Tokyo Calling.

CBS Totals Programs

CBS in 1944 broadcast 30,218 programs, broken down as follows: music, 8,910; drama, 8,214; news and sports, 8,192; variety and comedy, 2,400; talks and discussions, 2,602.

FOUR TVA LAKES ARE LOCATED WITHIN 25 MILES

OF KNOXVILLE with a Total Shore Line of 3000 MILES.

Lakes, mountains and seashore attract tourists. Knoxville offers lakes and mountains in abundance. It's estimated every tourist spends $10.00 per day in this area which means another big post-war source of income.

Reach this productive market through WBIR, affiliated with the American Broadcasting Company. WBIR offers coverage that counts, reaches 90% of the buying power of the Knoxville area. Specify WBIR and be assured sales effectiveness at low cost.

Knoxville Tennessee

WBIR
A NUNN STATION

JOHN P. HART, Mgr.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

Page 34 • July 2, 1945
On March 10, 1876, Alexander Graham Bell transmitted the human voice by electricity for the first time in history. His sole audience, a laboratory assistant, working in a nearby room heard those first telephoned words: "Mr. Watson, come here, I want you."

Interestingly enough, Bell's telephone experiment became the parent of radio broadcasting of today. Through this miraculous medium, the human voice is now carried to a worldwide audience.

If you are using this miraculous medium to carry your sales message to Baltimore, you'll want a "party line." Therefore WCBM is your station. Listening to WCBM has become a habit in Baltimore, and when your "commercial" says: "Mr. Customer, come here, I want you," a highly profitable percentage of the Baltimore market will respond.
Restrictions are off! No Priorities needed now to buy Radio Towers. We can make immediate deliveries on Wincharger Vertical Radiators or antenna towers that will give you

★ LOW INITIAL COST
★ STRONG EFFICIENT COVERAGE
★ ATTRACTIVE APPEARANCE
★ LOW MAINTENANCE

Wincharger towers come complete with lighting equipment and anchors. They are easy and economical to install...And we can arrange to have your tower completely installed quickly and efficiently by experienced erection crews. Write or wire for complete information.
IKTUL-Tulsa

Gives Oklahoma its Mightiest Boost in the Mighty 7th with the
"WELCOME HOME VETERAN" "E" WAR BOND CONTEST

The Lucky "G.I." Wins—
★ A Brand New FURNISHED Home
★ All Utilities Paid for one year
★ All insurance Paid up for one year
★ A Brand New Automobile
★ Gasoline and Oil for One Year
★ A Years Supply of Food
★ A Complete Personal Wardrobe
Many Valuable Prizes for 20 Other Returning G. I.'s will be Awarded.

Thanks—To the Tulsa Jr. Chamber of Commerce for the Manpower, and to Tulsa’s Merchants, Manufacturers, Labor Unions, Utility Companies, Grocery Stores, and Automobile Dealers for their generous donations.
THANKS to Tulsan’s for their purchase of "E" Bonds and the votes cast for their serviceman.

Gratefully,

John Esau
General Manager

Columbia Network
Represented Nationally by FREE & PETERS, INC.

Artist's sketch of Home for lucky "G.I."
Men of Science behind RCA Laboratories

We take this opportunity to "remember" men behind RCA—research men, engineers and associates... whose genius and teamwork gave the world electronic television, magic brain radio receivers, magic eye tuning, electron tubes for all purposes, full range recording, radar equipment—before the war began!

These men have created and improved electronic equipment for the Allied Armed Forces.

PIONEERS IN PROGRESS
When conditions permit, all their present and past experience will be concentrated on developing new and finer RCA products... large-screen home television... Super-FM radio receivers, completely new automatic electronic phonographs and even better records... new electron tubes... the best in FM and AM sound transmitters. These men will indeed contribute to your enjoyment of peacetime living.

RADIO CORPORATION OF AMERICA

PRINCETON, N. J.  ROCKY POINT, N. Y.  RIVERHEAD, N. Y.  NEW YORK, N. Y.  CAMDEN, N. J.  HARRISON, N. J.
LANCASTER, PENN.  INDIANAPOLIS, IND.  BLOOMINGTON, IND.  HOLLYWOOD, CAL.  MONTICELLO, IND.
McClatchy Pension Plan Wins Treasury Approval

AN EMPLOYEES retirement plan instituted last November by the McClatchy radio and newspaper interests, providing pensions at the age of either 65 or 55, has been approved by the Treasury Dept., Eleanor McClatchy, president, announced. The plan has received 100% participation by employees of KFBK Sacramento, KJY Fresno, KGW Stockton, KERN Bakersfield and KOH Reno.

Employees' contributions, handled on a payroll deduction basis, amount to 2% on the first $200 of monthly earnings and 3% on everything above this figure. The company pays the balance and cost of all credit for past service. Provision is made for return of contributions, with 2% compound interest, in event an employee leaves before 15 years or in case of death.

FOLLOWING annual sales meeting of W. F. McLaughlin & Co. participants paid a visit to firm's WMAQ Chicago Supper Interlude. Meeting with Joe Englehardt (r), director of the company's orchestra, are (1 to r) - Rudi Neubauer, NBC account executive; Donald Carry, McLaughlin sales manager; George Bogart, account executive of Sherman K. Ellis, Chicago, agency handling the account, McLaughlin's Manor House Coffee.

New Studios of WROX To Have July Opening

NEW STUDIOS of WROX Clarksdale, Miss., are nearing completion, according to David M. Segal, station manager. Facilities are located at the WROX Bldg., formerly the Hogson Bldg., on Delta Ave. The project is under supervision of Bob McRaney, general manager of the Mid-South Network, with which WROX is affiliated.

Formal dedication will take place sometime in July, with Mutual and Mid-South officials present. The public will be invited to inspect the studios and offices. Class "A" network lines have been made available for Mutual programs.

NBC Ten Year Club

ONE-THIRD of the NBC central division employees are now members of the NBC Chicago Ten Year Club, as the induction of four new members June 13 brought total club membership to 94 out of a possible 290. New members are Everett Mitchell, central division director of agriculture, William Dripps, NBC director of agriculture, Arthur Pearson, purchasing agent, and Harry Maule, central division field engineer.

Bracken Files Suit

EDDIE BRACKEN, star of NBC The Eddie Bracken Story, filed suit in Los Angeles Superior Court against Music Corp. of America on June 22 asking judgment on five points. Court action followed MCA complaint filed with Screen Actors Guild arbitration committee after Bracken reportedly dismissed MCA as his agent and repudiated their proprietary interest in the radio package. His suit in part asks that MCA be permanently enjoined from asserting or claiming any right or interest in the show. Standard Brands Inc. sponsored the series for 17-week period starting Feb. 1.

SOCONY-VACUUM Oil Co., New York, effective July 2 for eight weeks replaces "Informative Please" on NBC, Monday 9:30-10 p.m., with "Rise Stevens Show," featuring Miss Stevens, Metropolitan Opera soprano, and orchestra with guest conductors. Socony agency is Compton Adv., New York.

For complete listings of BMI Licensed titles recorded by the Hoosier Hot Shots and other famous artists consult your BMI DISC DATA or write for this special service.
At 6:45 p.m., every single watt (and WHN has 50,000 of them) is jammed full of mirth-filled hilarity when BOB HOWARD entertains! BOB HOWARD, wizard of the keyboard, whizzes away the blues with his gay, zany, quarter hour of piano gymnastics and effervescent song styles.

BOB HOWARD, a favorite in New York, is a natural for getting RESULTS with his pre-tested format... in a market embracing 15 million people. A program with a "one man" talent cost. Call or wire today.

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by Rambeau
WBAL means in
business Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Great Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Radio's Beat: The World

WITH PAPER rationing looking up as the war presses on successfully, the space peddlers are at it again. They've concocted a new line, according to hinterland reports. They're selling radio short on the news end.

As we get the story: "Radio didn't cut much ice as a news medium before the dogs of war began rampaging Europe. It won't amount to anything after the war is over. People will then rely entirely upon their newspapers."

Maybe some of the advertisers now sponsoring news (or their agencies) will fall for that sort of poppycock. It's our guess most of them won't tumble.

"Every audience survey finds that the public places more and more reliance upon radio news. The public, moreover, has confidence in the news it hears."

Certainly, news interest is keenest when big things are happening. More newspapers are sold. More people listen.

When the Japs finally quit or are forced to surrender, and the peace terms are written, there won't be so many foreign headlines. Then much of the domestic news, played down because of space and time limitations, will hit the news periods and the front pages. Don't forget: too, that the spectacular strides made by transportation and communications in these war years have shrunk the map appreciably.

All the world is radio's best now and henceforth. We imagine there'll be newspapers as long as people read. And there'll be news by radio as long as people listen.

FM—Green Light Ahead

RADIO'S ultimate aural broadcast service—FM—is permanently assigned. By unanimous vote, the FCC has pegged the new broadcast service for operation in the 88-106 mc band, the No. 3 alternative, slightly modified.

The choice will bring to an end the FCC's head the wrath of those broadcasters, manufacturers and engineers who espoused the No. 1 alternative of 50-68 mc. The Commission based its decision entirely upon technical considerations. Available information as to propagation in the respective bands led it to the conclusion that the higher sector was best suited for FM's permanent haven. It had the economic arguments before it. There can be no question, in our view, as to the good faith of the decision.

FCC apple-polishing hasn't been our habit. In recent weeks we've along with others have exhorted the FCC to act, and act promptly, on the evidence before it. The paramount consideration was that a decision be reached, so that all concerned would be able to design and tool up for peacetime production. Work couldn't be undertaken until the allocation was settled.

The FCC has reached a decision. It came only four days after final arguments were heard. The Commission previously had concluded that FM should have first claim on the most desirable portion of the available band 42-108 mc because it felt that this medium would become a permanent broadcast service. Television, on the other hand, the Commission concluded, would find its ultimate home in the "upstairs" portion of the high frequency spectrum, although "suitors" allocations should stand for some years.

Only time will prove the wisdom of the allocation. Certainly the FCC can justify its unanimous decision on the meagre data available. The Commission concluded that there are no bands that are entirely free of interference, and that FM, wherever it might be placed would be no Utopia.

One of the knottiest of the problems with which the FCC had to grapple was that of delay in introducing a 100 mc service as against one in the 50 mc band. Originally, it was contended that a confectionary lag of two years might be entailed to design receivers and transmitters and related equipment. That estimate was reduced to about four months at the final arguments.

We say still at war. No materials yet are available for the construction of new stations. Manufacturers can now pitch in on their designs. There will be a 60-day interim period anyway between the time the equipment freezes are thawed and the applications processed by the FCC. Thus, it may be late next fall at the earliest before things can get underway. Even if things break fast, there would be few if any new stations in operation before the first of the year. That's the FCC's reasoning.

The FCC has acted, and with celerity. We hope there will be a minimum of quibbling. American inventive genius, notably in radio and electronics, has never failed to cope with any problem encountered. The 100 mc band can and will be harnessed for FM. It's up to the engineers and the manufacturers and the broadcasters to pitch in on the job, now that the technical rules of the game are written.

Slogan For All

We note that KOIN in Portland, under the intelligent direction of its well known head, Chuck Myers, has concluded its second Institute for the Study of Radio.

In the KOIN brochure, given to all registrants at the Institute, there appears this Foreword:

"We define public service as the successful communication of local and national ideals (economic, social and cultural), according to the peculiar needs of each station's listening audience. It is demonstrated in function, free from bias, or selfish interest, and indispensable from every phase of station operation."

This might well be a shining slogan for all stations, regardless of their locations. By conducting such educational institutes, KOIN and other stations, such as KMBC Kansas City, are bringing to educators themselves a better understanding of free American broadcasting. Educational institutes of study with a keener appreciation of radio's contribution to our cultural life, and with more sharply defined ideas of how our kind of radio can be utilized in our kind of an educational world.

FOR a man who entered radio through the "back door" by way of the CBS accounting office, Mefford Runyon has done all right for himself—and for CBS.

Network vice-president and director before he entered the Navy in 1942, he was named executive vice-president of Columbia Recording Corp., CBS subsidiary upon his retirement from active duty as commander on May 30. He assumed his new office July 1.

Runyon has had more unrelated careers than CBS has affiliates. He was born in Stilton, N. J., in 1897. In the midst of his sophomore year in chemistry at Rutgers he was called into the Army. By August 1917, he found himself attached unit overseas, in the thick of action in France.

When he was released from the Army he returned to Rutgers for more chemistry—only to get a job with a wholesale hardware company in 1920. They needed an accountant and even though he had never studied the mysteries of the ledger, Mefford Runyon had a natural bent and took the job, studying all the books he could find while he was doing the accounting.

He was so good at it that Price Waterhouse, one of the country's top accounting firms, hired him a few months later to take over an assignment straightening out the financial troubles of a few banks in Colombia, South America. He and another man went there and found it a wonderful experience."I traveled by mule pack to some of the more inaccessible towns back up in the mountains," he recalls. "I took us about six days to get to one spot. But it was really a lot of fun."

With the Columbia banks' books in order, Mr. Runyon came back to join the Benson Rolling Mills as general manager. From there he became manager of the Bridgeport Brass Co.'s New York office. Then he went on to a consulting engineering firm as treasurer.

He was a partner in the Scaar Transport Service when Mr. Runyon called him back to do a job they especially wanted him to handle. CBS had hired the firm to do its books. Columbia executives liked the way he worked, and on the lookout for good men around which to build up their organization this was in 1931—they asked him to stay on as their own accountant.

He stayed. Then he became successively comptroller, treasurer, vice-president and director. He bought KWKX WEBK WMKX among others and bought WKRC for CBS. He also was highly instrumental in introducing

(Continued on page 58)
"Intelligently... Unselfishly... Successfully"

THREE words used by H. V. Kaltenborn to describe a WMCA program series when he, Norman Corwin and Raymond Gram Swing unanimously singled out WMCA as the only station in the country to receive the Edward L. Bernays $1,000 award.

"New World A-Coming," heard on Sunday at 3:03 to 3:30 p.m., is the program which, in their opinion, did "most to further democracy in America during the last year."

The Bernays award is latest in a long list of laurels that have come to WMCA. Laurels of which these are just a few.

PAGE ONE AWARD
OF THE NEWSPAPER GUILD OF NEW YORK
"For alert and constructive public service."

OHIO STATE UNIVERSITY INSTITUTE
FOR EDUCATION BY RADIO
Fifth successive year WMCA has achieved first honors in the public discussion category.

NATIONAL CONFERENCE OF CHRISTIANS AND JEWS
"For contributions to national unity... understanding and harmony among all groups of the American people."

VARIETY SHOWMANAGEMENT AWARD
"For fostering racial good will and understanding."

WRITER'S WAR BOARD—TOP RATING
"For outstanding public service in the war effort."

wmca NEW YORK
America's Leading Independent Station
WPRO
It brings
RESULTS!
Careful weeding of a gar-
den brings rewards in pro-
duce. Careful attention to
the nearly two million listen-
gers of WLAW is rewarded
with increased sales.
WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 KC.
Annual Retail Sales
Approximately $450,000,000
within the
WLAW 5 mv/m Contour
NATIONAL REPRESENTATIVES:
WEED & CO.

MANAGEMENT

JOHN COWLES, chairman of the board
of Cowles Broadcasting Co. (KRVN
WNAK WOL WEM WCOOP) and the
Cowles newspaper and magazine inter-
ests, has been elected a director of the
General Electric Co. and International
General Electric Co. He is also a direc-
tor of General Mills Inc., a major radio
account.

GEO WILLIAMS, commercial manager of
KPRO Riverside, Cal., has been pro-
moted to station manager, according

to an announcement by W. L. Glessen,
president of Broadcasting Corp. of
America, station li-
censee. A graduate
of the Missouri U.
School of Journal-
ism, Mr. Williams
for 14 years was
with the JANESVILLE
(Wis.) Gazette and
Wclo Janesville.
Mr. Glessen is retir-
ing from KPRO.
Canadian Production
CANADA may be making radio
receivers before year end. Cana-
adian production according to
the Toronto Financial Post, Canada is
expected to withold any action
until the U.S. amends its present
order prohibiting manufacture of
civilian radios.

ROY H. THOMSON, owner of CKGB
Timmins, CJKL Kirkland Lake, and
CFCH North Bay, Ont., and National
Broadcast Sales, Toronto, sailed for
Germany at the end of June to gather broadcast ma-
terial.

ED KOBEL, Mutual president (above),
welcomes KQV Pittsburgh to the net-
work at special luncheon in Pitts-
burgh at William Penn Hotel attended
by several hundred business and civic
representatives. Mr. Kobel was speaker.

CLAIR CHAMBERS, manager of CJKL
Kirkland Lake, Ont., has been elected
president of the Kirkland Lake Lions
Club.

KEITH S. MCMURRAY, vice-president of
Mid South Network stations, WCBI
WELO WROX, has been named presi-
dent of the Columbus (Ohio) Travel-
er Club.

Our Respects to
(Continued from page 44)
the use of theaters as broadcasting
studios to be used with an audience,
and bought many now used by CBS.
Mefford Runyon has the demo-
ocratic idea of how a network
should “run” its O & O’s. “After
they get on a firm basis, let them
run themselves,” he believes. “It
makes for less confusion, more free-
dom, and better feeling all around.”
The system he set up as the net-
work was being formed is still in
operation, and the feeling seems
to remain good “all around”.

In 1942, the urge to take part in
the war overcame his personal am-
bitions, and he picked the Navy
because “I liked the type work
Harry Butcher (another CBS v-p,
now a captain, as Naval aide to
Gen. Eisenhower) was doing at the
time in Naval communications.”
Unlike most in his position who
joined the service, Mr. Runyon
went to Naval training school and
did push-ups with the boys. Then
after communications school train-
ing, he was commissioned a lieu-
tenant commander and assigned to
the Bureau of Ships, electronics
division, at the Navy Dept. He
returned to inactive status May 30,
and July 1 takes over his new CBS
post as executive vice-president of
the Columbia Recording Corp.

Married in 1922, he has two boys,
H. Mefford, 20, in Navy submarine
service, and John L., 14. They have
a home in Darien, Conn., and some
day he and his wife Janet hope to
have that ranch out west they have
been dreaming about.

Running is one career he hasn’t
tried yet.

WTHT Joins American
WTHT Hartford, Conn., Joins
American Dec. 1, 1945, as a result
of negotiations just concluded be-
 tween C. Glover De Laney, man-
ger of WTHT, and Keith Kiggins,
vice-president in charge of stations
for American. WTHT is now affi-
liated with MBS and owned and
operated by the Hartford Times.
Station operates with 650 w on
1230 kc.

ARTHUR M. TOLCHIN, for eight years
with the sales department for WBN
New York, has been named assistant
director of sales succeeding IRA M.
HERBERT, to WNEW New York as di-
rector of national sales.

JAMES MURRAY, sales manager of
EQV Pittsburgh, has been named a
charter member of the Pittsburgh
Church of Christ’s American Market-
eters Inc.

BOB EVANS, commercial manager of
WUPW Tupelo, Miss., has been named
president of the Tupelo Travelers
Club.

ED CUNNINGHAM, NBC Chicago na-
tional account, sales traffic manager,
replaces DICK TILLERSTEAD [BROAD-
CASTING, June 11], as account execu-
tive in the spot sales department.

ROBERT GARDNER, salesman of WMT
Cedar Rapids, Iowa, is the father of a
girl.

FRED REID, new to radio, to KTMB
Shreveport, La., as account execu-
tive. AMELIA O. JACOBI has been add-
ed as traffic manager.

Sgt. E. M. LEONARD, former salesman
at WBFL Syracuse for 3 years stationed
with the Sixth Ferry Command at Long
Beach, Cali., has been released from
service.

MAJ. WARD INGRIM, ex-sales manager
for WLAM Broadcasting System of
San Francisco, has reported to Wash-
ington AAF as manager or temporary
duty prior to assignment as radio public
relations officer for the AAF in the
Pacific.

WHIL Sheboygan, Wis., has appointed
Radio Adv. Co., New York, as national
representative. WHIL, 1000 w day, 500
w night on 1320 kc. which joined Ameri-
can June 15.

JOSEPH HERSHEY McGILLYVA, Inc,
New York, has been named exclusive
national representative for WILM Wil-
minglon, Del.

Commercial

This is
ROCKFORD

CITY OF ROCKFORD STATISTICS, 1944
SOURCE: CHAMBER OF COMMERCE
Metropolitan Population
111,000
Retail Sales
$85,975,098
Bank Clearings
$122,845,034
Bank Deposits 12/31/44
$90,470,450
FROM “SALES MANAGEMENT” SURVEY OF BUYING POWER:
Food Sales
$20,621,000
Drug Sales
3,093,000
Wholesale Sales
43,542,000
Effective Buying Income
137,244,000

WPRO
THE ONLY STATION THAT WILL DO A JOB IN ROCKFORD, ILLINOIS
Check with HEADLEY-REED
Affiliated With the
AMERICAN BROADCASTING COMPANY

BROADCASTING • Advertising

3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO
The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 34,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

The Chicago station most people listen to most

670 ON YOUR DIAL
WALTER JOHNSON, now retired to his farm, returned after two years as captain with the Marines in Pe- ral, has been appointed program direc- tor of WHC Champaign-Urbana, where he has been producer. In the region, the national talent service, a large producer for the regional network, PAT CAMPBELL, executive assistant to the regional manager, who has temporarily been handling pro- duction assignments, will also be on the executive duties that include direction of station relations.

ALMA KITCHEN, WJZ New York, is new president of the Assoc. of Women Directors of the National Association of Broadcasters, succeeding RUTH CHILTON, WCAU Philadelphia. Other officers are: first vice-presidents, Mrs. BROWN, WCBS Chicago; MILDRED BAILEY, WCOO Boston; ELIZABETH BART, WMCM Chicago; GWENDOLYN PFEIFFER, KENVYwood and DOROTHY LEWIS, NAB New York. The management is JANE DALTON, WSPA Spartanburg, and treasurer is BARIANGA BATES, WOW Omaha.

JAMES LAFLOR, page six editor of NRC Hollywood, has joined WJZ Globe, Ark, as director.

JACK (Red) EDWARDS, program man-ager of WCA Hollywood, has been ap- pointed Western division program manager for American Broadcasting Co. He succeeds LEO TYNQ, who has been re-assigned to network's eastern division sales promotion research staff.

LT. COL. GORDON HITTENMARK, for- mer early morning announcer with WMAL Washington, D.C., has been appointed network's western division program manager. He is in charge of station sales promotion research staff.

JOHN COLE, chief of the continuity and former director of "Vox Pop" program, has returned to Washington after duty in the Pacific as a combat correspondent. He is on tempo- rary duty awaiting assignment to a naval district office.

BOB BAYNE has been added to WBLB Muncie, Ind., as head of public events department, newly added public service department to the community and various organiza-
tions.

STAN ROBERTS, formerly with WBBI-AM and WLW-FM, has been named DIARY-AM, the continuing and former director of "Vox Pop" program, has returned to Washington after duty in the Pacific as a combat correspondent. He is on temporary duty awaiting assignment to a naval district office.

BOB HEROLD, announcer with WCAL Boston, Pa., has been appointed network's Western division program manager. He is in charge of station sales promotion research staff.

BOB MOORE, graduate of the WEK-AM Institute, has been named program manager of WHER Portland, N. H.

JIM PARSONS is new member of the production staff of WLS Chicago.

MARTHA ANN HEATH is new member of the announcing and production staff of WCBF Columbus, Mass.

DAVE LEE is new announcer with WICK Cincinnati.

BILL MOWER has returned to announc- ing staff of KIRO Seattle after absence of a year in which he recorded programs for AFBS, OWI and OIAA in Hollywood.

ROBERT ELLIS, formerly with KFMB San Diego, to KFMB Riverside, Calif., as announcer. EDWARD HESS McLEAN, announcer with the Navy, to KFBO as production man and head of talent bureau.

BILL BANNER, announcer, from WOPR Dallas, Tex., to WSNA Spartanburg, S. C.

NAT MARTIN, from WCHV Charlotte- ville, is new announcer and music director of WOPR Dallas, Tex. Al (Pippy) NeDONAL rejoins the WOPR announcing staff, also augmented by TRACY COLE, from WKRT Kingsport, Tenn.

NAT HECKLER, announcer, from the Army. He is new announcer with WHYN Holyoke, Mass.

SIDNEY SMITH, announcer, to WNOX Knoxville from KOMA Oklahoma City.

The latest Hooper listening index (February and March, 1945) shows WOC 'way out in front. For example, WOC's morning audience exceeds the combined audiences of all other stations heard, with 56.4! A FIRST CHOICE of NEWSPAPERS

The Evening Star

The News

The Washington Post
This is Mrs. Smith...
One of the 1,045,717 Housewives in the WGY Community*

Mrs. Smith shops in one of the 18 busy industrial cities of over 25,000 population, or in one of the additional 79 thriving cities and towns arranged network fashion over eastern and central New York and western New England.

Brought together to form the WGY Community*, these cities and towns provide one of America's leading markets. Mrs. Smith and her neighboring housewives purchase over \( \frac{1}{3} \) billion dollars worth of food, clothing, and other family needs at retail stores—products they hear about over WGY...

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 cities of over 10,000 population, and 40 incorporated towns and villages of over 5000 population.
Ever hear of a mystery with 260 solutions?
As a rule, a mystery can have just one solution. So Mutual breaks the rule.

Being the network that takes its showmanship seriously, we now dramatize mysteries that can have as many as 260 solutions apiece. Add new story-telling techniques and nationwide listener-participation and gripping, original whodunit material, and you have “Calling All Detectives”. It keeps people on the edge of their chairs every Saturday night from 9:30-10 EWT.

It works like this. Sparkling dramatization carries the story up to the point where all the clues and suspects are clearly revealed. Then local announcers telephone to a listener in every market on the hookup to ask for the answer, while the rest of the audience eavesdrops on the phone call. Each station rejoins the network for the dramatic windup, and a final cut-in presents a prize to the neighborhood criminologist who came up with the right solution to the mystery.

To the listener, “Calling All Detectives” more than meets the universal yen to be a sleuth—it makes every family a part of the program and airs the name of somebody in every community on the line. That, gentlemen, is businesslike showmanship, with no false whiskers.

To a sponsor, this new show offers a local solution to every conceivable marketing problem. There’s no better time for a shot of sales-adrenalin than when the customers are poised to cheer the local Hawkshaw. (If you distribute through franchised, one-outlet dealers, you can take special advantage of the program’s unique operation.) Here, at your nearest Mutual office, is showmanship ready to work for you...

MORE MUTUAL SHOWS DESIGNED TO SOLVE YOUR PROBLEMS

Queen for a Day ... how to make any woman happy
Arch Oboler’s Plays . original tops in radio drama
Between Us Girls . mere man faces glamor ensemble
Leave It to Mike ... a son of the sod to rely upon

Executives who’d like to hear these and other new MBS programs at any given hour will be promptly provided with recordings on request.

Mutual Broadcasting System

WHERE SHOWMANSHIP MEANS BUSINESS
HOLLYWOOD CHICAGO

Your WHBQ or Rambeau catalog for the week ending June 28, 1943.

Between 8:7 and a 6:00 show Wire or Call WHBQ or Rambeau

News

LAS MAWHINNEY, editor-in-chief of WHBQ Hollywood, has been appointed news and special events director for Don Lee Broadcasting System, Hollywood.

IRVING WAUGH, announcer-sportscaster for WSM Nashville, has left for the Pacific to do recordings of southern troops.

ROBERT WAGONER, released from the Army after three years service, has joined the WHBQ Hollywood news staff.

JOHN FREDERICK BECK, with UP New York since release from service, has joined CBS Hollywood news bureau as assistant to CLINT JONES, bureau director. He previously had been a news editor of KNX Hollywood bureau.

CLEZE ROBERTS, foreign correspondent of American Broadcasting Co. now on European duty who was wounded in the First Philippine Islands landing, has been awarded the two bronze star Philippine Liberation Ribbon.

GEORGE (Red) FABER, news editor in NBC central division, has married MARGE KNODEL of central division traffic department.

DOUGLAS BLAUFARB, chief deputy of English department of ASSN, London, and former head of the news division of WQXR New York, is the father of a girl, Isabel, born June 24 in London.

WILLIAM F. BROOKS, news and special events director of NBC, spoke on "Radio News" before the June 23 meeting of the Advertising Club of Syracuse. The meeting was a two-way broadcast conversation between Mr. Brooks and STANLEY RICHARDSON, NBC London representative, in which Mr. Richardson answered questions on the British advertising situation.

WILLIAM J. DUNN, CBS Pacific correspondent for 1/2 years now on vacation in the U. S., is to rejoin Gen. MacArthur's headquarters in a few weeks.

MEMBERS of the Assn. of Radio News Analysts were entertained in Washington by President Truman. (L to r) Quincy Howe, Maj. George Fielding Elliot, Johannes Steel, secretary, Bill Henry, Max Hill, George H. Combs, William Hillman, H. V. Kaltenborn, Bob Trout, Ernest Lindley.

HOWARD G. MAYER & ASSOC., national public relations firm, in a merger move, has taken over operation of Hollywood and Chicago offices of Tom Piddale Inc. Mr. Mayer will direct Hollywood activities as well as those of the Chicago organization bearing his name.

JOHANNE STEEL, WHBQ New York commentator, has been appointed foreign editor for Reader's Digest magazine, in addition to his present post as associate editor of Head and Pacts magazines.

CLIFTON UTELY, NBC news analyst, was awarded honorary Doctor of Laws Degree at the 96th commencement exercises at Lawrence College in Appleton, Wis., in recognition of the "high standards in accuracy and impartiality he has attained as a news commentator."

Leonard Joy, musical director of Decca Records Inc., New York, has been transferred to West Coast office as recording manager for Decca and World Broadcasting System Inc. Michael Conner, former free-lance producer, has been appointed to head Decca and WBS recordings in Chicago.

CRUSE CRAWFORD Distributing Co., Birmingham, has been appointed by Stewart-Warner Corp. to distribute postwar radios in 53 Alabama counties.

LEAR Inc., Piqua, Ohio, has appointed BERT CAYGILL as factory representative in southern California, southern Nevada, Arizona and Hawaii, with headquarters at Los Angeles.

AFRA members in an overwhelming vote by mail favored referendum cancelation of annual convention to save time with unnecessary travel request. Cancellation automatically means maintaining present AFRA national officials for another year. Officials, however, expect to participate in regional conferences this fall. Elected to national AFRA board which serves for a three year term starting Sept. 1945 are: QUENTIN REYNOLDS, KENNETH ROBERTS, MINERVA PIOUS, MYRON McCORMICK, ALAN RUDGE, PHILIP HER- NANDEZ, NED WEAVER, CLAYTON COLLYER.

STOP WATCHES

Now Available from Stock

GALLET • GALCO • SECURITY TIMERS

Send for catalog showing complete line suitable for radio work No Priority Necessary

M. J. STILLMAN CO., INC.
116 S. Michigan Ave.
Chicago 3, Ill.

Shake hands with

WFPG

ATLANTIC CITY, N. J.

Eddie Kohn, genial manager of WFPG, New Jersey's ONLY Blue Network Outlet will be glad to give you a friendly tip on the voluminous amount of ALL YEAR AROUND business to be obtained from the Seashore Area.

For further details on WFPG — write EDDIE KOHN, ATLANTIC CITY, N. J.

For further details on other Friendly Group Stations, write JOHN LAU, - WSTV, Atlantic City, N. J.

"THE FRIENDLY GROUP," STEUBENVILLE, OHIO

WSTV WFPG WJPA WKNY

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.,
Ladies and gentlemen...

NOW TRANSCRIBED for local and regional sponsorship

13 YEARS COAST-TO-COAST • 9 YEARS FOR ONE SPONSOR

"Orchids to the Easy Aces' program"... WALTER WINCHELL
"Your program tonight best writing I've heard in years"... EDDIE CANTOR
"A Radio institution"... NEWSWEEK MAGAZINE
"Goodie Ace is America's greatest wit"... FRED ALLEN
"The best entertainment I've ever heard on the air"... ANNE HUMMERT

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

NEW YORK 2436 READING ROAD CINCINNATI, OHIO HOLLYWOOD

BROADCASTING • Broadcast Advertising

July 2, 1945 • Page 3
A W. MARTINEZ, former publicity and promotion executive at the University of Pennsylvania, has been named manager of the school's new advertising department.

RUTH CAIN FERRALL, for eight years advertising and promotion staff member of ABC's Chicago office, is now copywriter for Ralph H. Jones Co., Cincinnati.

ALVIN KABAKER, former active duty as Publicity Director for the Navy in World War II, has been appointed manager of Public Relations for the Finger-Sample, Chicago office.

MRS. R. F. S. S. Los Angeles office,EF BOROW, resigned. ROBERT NEVILLE, formerly with Douglas Aircraft Co., has been added to BBDO Los Angeles copy and contact staff.

WILLIAM J. CALDWELL, copywriter, has rejoined McCann-Erickson after six-month leave of absence with the AAF. Flying 84 bombing missions in the Pacific before being wounded, he was awarded citations for executive and decorations.


M. L. G. BOYD, Hollywood producer of "Albers Homemakers' Hour," has been transferred to Burbank.

Ralph H. Jones Co., Cincinnati, is enlarging office quarters at present location on 21st floor of Carew Tower Bldg.

C. R. BAKER, released from the Canadian Army in which he has served since 1942, has returned to executive pool of P. A. Agency, Toronto.

JOSEPH W. BROWN, former advertising manager of the American Can Co., has joined Ward Wheelock Co., Philadelphia, sales promotion staff.

FRANCESLEE E. BURMELLE, for seven years in charge of the contract department of National Export Ad. Service, has joined McCann-Erickson, New York, as assistant to director of foreign media.

JOHN L. CALLAHAN, former assistant director of advertising and promotion of Best Foods Inc., New York, has joined contact staff of Young & Rubicam, New York.

DIANA BOURON, for 20 months overseas with OWI, returns to Hollywood office of Ward Wheelock Co. as director of radio.

PAUL J. HEROLD, former manager of the Boston office of Albert Frankel, New York, has been named manager of the new advertising department of Albert Frankel-Gunther Law, New York.

CHARLES FLEMING, former manager of the Boston office of Albert Frankel, has been named manager of the new advertising department of Albert Frankel-Gunther Law, New York.

ALICE NELSON, former assistant publicity director of Merchandise Mart, Chicago, has joined E. L. Ventura, Chicago, as head of new publicity department.

MARIA KAPP, assistant editor of the New York Times, has joined Earle Ludgin & Co., New York, as account executive.

JACK MEHAN, Hollywood producer for Fox and B.P. Blding on NBC "Rosy Carmichael Show," has resigned to free lance.

Bristol American Red Cross, has joined the contract department of D'Arcy Adv. Co., New York, as account executive.

RUTH FARRELL, former publicity manager for the American Red Cross, has joined the contract department of D'Arcy Adv. Co., New York, as account executive.

HOMESTEAD, exclusive audience schedule in the rest of Kentucky. Not if you're being heard in WAVE's Louisville Trading Area—where people earn and spend more money than in the rest of Kentucky combined. The drift around Louisville is toward even more prosperity! Want some of it?
HE'S THE FAVORITE'S FAVORITE... and Michigan's Favorite Host!

It's Not "WHAT" He Sells ...But "HOW" He Sells!

Ask National Sponsors such as: THE GREAT ATLANTIC & PACIFIC TEA CO., CANADA DRY GINGERALE (SPUR), GRIFFIN ALL-WHITE and AIR-WICK.

They have found out—along with many local and regional advertisers ... how effective and unique his selling method really is ...

That's EDDIE CHASE With "MAKE BELIEVE BALLROOM" MONDAY THRU FRIDAY, 2:00 to 3:00 P.M.

WXYZ Detroit, Mich.

Time Now Available

To have Eddie Chase spin your sales records up to a new high level—Get In Touch With:

KING-TRENDELE BROADCASTING CORP
1700 Stroh Bldg.
Detroit 26, Mich.

or PAUL H. RAYMER COMPANY
New York Chicago Detroit
Los Angeles San Francisco
ON THE OCCASION of his election as chairman of the CBS Affiliates Advisory Board, I. R. Lounsberry, exec. v-p of WKBW Buffalo (7), receives congratulations from Paul W. Kesten, CBS exec. v-p.

WALTER E. MOSS, 62, general business manager of International News Service since 1941, died June 22 of a heart attack at his New York home. Mr. Moss entered the press association field as secretary to Roy Howard, head of United Press, and in 1917 joined INS as salesman. He later became assistant sales manager of King Features Syndicate, parent organization of the news wire, and on May 1, 1944, when INS decided to enter the radio field, he was appointed sales manager in charge of radio, a post he retained until 1941, when he became business manager. Surviving are his widow and brother.

Walter E. Moss

A. DALLAS AMARILLO

As New Mexico's Major Market

* KGGM *

1260 KC. - 1000 Watts Full Time - Columbia Affiliate

POPULATION 73,327

14% of Total State Population

BUYING POWER ** $90,265

27% of Total State Income

RETAIL SALES ** $40,580

224% of Total State Retail Sales

* Source: U.S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts)

In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

Represented nationally by

TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

Kesten, manager of Walgreen's, is McConnell, the widow of vice-president of the American Newspaper Publishers Association and a daughter of Paul Lounsberry, who was appointed sales manager of Walgreen's Chicago.

MAVI. GORDON S. CULVER, released active duty with the AAAP, has been named to the newly-created position of vice-president in charge of retail operations and merchandising for United Drug Co., Boston. Before beginning active military duty in 1941, Major Culver was merchandise manager of Walgreen Co., Chicago.

KNOX MFG. Co., New York (High Boot polish), sponsor of "Polishing Off the News" on WRAP New York, is planning active radio campaign this fall. Programs and spot announcements will be included. Agency is Eitel Mogul Co., New York.

RENEE PRODUCTS of Chicago, new company, has appointed Reikin Irving & Assoc., Chicago, to handle advertising of Renee Pink. Firm began quarter-hour participation show on Monday thru Friday 9 a.m. and starts on WGOY KSAN July 2. Contracts are for 12 weeks.

Neumode Hosery Co., Chicago, resumed sponsorship June 25 of "The World Traveler" over WGN Chicago, Monday thru Friday 5:15-7:30 p.m. Contract for 33 weeks was placed thru George H. Hartman Co., Chicago.

VAN BRODE MILLING Co., Clinton, Mass., has appointed Hal A. Saltman Assoc., New York, to handle its advertising campaign. Radio is being considered.

BENJAMIN WATCH CO., New York, is sponsoring "CBS World News" on eight stations of CBS Pacific Network, 8:35-9 p.m. Tuesday - Wednesday - Thursday. Program is departure for company which has used only spot announcements and time signals. Young & Rubicam, New York, has account.

M. A. JORDON & CULVER, released from active duty with the AAF, has been elected to the newly-created position of vice-president in charge of retail operations and merchandising for United Drug Co., Boston. Before beginning active military duty in 1941, Major Culver was merchandise manager of Walgreen Co., Chicago.

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“Supervisory control helps put the finger on trouble”

C. W. Burtis, Chief Engineer
WPEN, Philadelphia

This statement by Mr. Burtis, on the value of well-designed supervisory control, brings into sharp focus the extra dependability featured in all Westinghouse transmitters. For Westinghouse transmitters have more supervisory control than any other type manufactured today.

Indicator lamps, for example, tell at a glance which circuit has been overloaded, even though the transmitter has returned to the air. "De-ion" circuit breakers supply full overload and undervoltage protection, automatically reduce outage time. Controls reset automatically. Circuit checkup is simplified.

This dependability and efficiency in Westinghouse transmitters are products of on-the-job knowledge gained in 25 years of building and operating radio stations. Your nearest Westinghouse office can give you all the facts on Westinghouse transmitters . . . 5, 10 and 50 kw, AM, and 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

★ “Without a doubt, supervisory control is one of the more worth-while additions to the indication devices on a transmitter. It definitely helps put the finger on any trouble that develops by approximating the sphere of that trouble.”

(Signed) C. W. Burtis
KELA KAST.

KVNU

KHJ

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FRONTIER

five weekly.

Aug.

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His

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WROK

BROADCASTING

MASONIC DRUG

Wildcats.

PURITY DRUG Co.,

“Art Baker’s Notebook”

and night spot schedule

has account.

KESSLER, assistant

in addition sponsors nightly quarter-hour racing results on KGFJ as well as daily transcribed spot schedule on KFAC KFVD KRKD KMTR KGFJ. Contracts are for 13 weeks. Smith, Bull & McCreevy Adv., Hollywood, has account.

SANTA FE VINTAGE Co.,

Los Angeles (Santa Fe Supreme Wines), out of radio for three years, on June 25 started quarter-hour “American Sports Round-Up” four-weekly on KROA Hollywood. Contract is for 13 weeks. Firm in addition uses day and night spot schedule on KMPC KJZ KJW KKW XEMO KFBR KJMI KWG KERN KHO KLO KOVO KGBK KYUS KID KTVK KQWR KWKJ KELA KAST. Placement is thru Dean Simmons Adv., Hollywood.

PRESENT for first of two special NBC-WNBT television showings of reception accorded Gen. Eisenhauser in Washington are these three executives.


AMERICAN SCHOOLS, Chicago (home correspondence course), adding to West Coast schedule on July 1 started three-weekly quarter-hour program of recorded music on KSD Portland. Firm in addition uses similar type programs on KFQJ KFVD KQV KEO KFAC. Carl R. Culp Adv., Los Angeles, has account.

EDWARD I. FESSLER, former assistant advertising manager of Benrus Watch Co., New York, has been appointed advertising and sales promotion manager of Pierce Watch Co., New York.

WILDROOT Co., Buffalo, has signed for quarter-hour program on WOL Fort Wayne, Ind., Mon.-Wed.-Fri. 6:30 p.m., featuring Slim Bryant and his Georgia Wildcats. Contract is for 13 weeks.

PURITY DRUG Co., Passaic, N. J., has named Korn & Co., Philadelphia, to represent for Nucoparin. Radio will be used.

W. B. McLAUGHLIN & Co., Chicago Senior House organist, has started sponsorship of 10 to 15 transcribed spots weekly for 52 weeks thru Sherman K. Ellis & Co. Chicago, on following stations: WDRB WINS WIBA WTAQ WIZO WDEF WOC WOWO WCBS WBBK WMBD WDAH.

HARBOUR-LONGMIRE, Oklahoma City (turf), has started sponsorship of “Easy Aces” Mon. thru Fri. 3 p.m. on KOMA Oklahoma City. Firm was recently bought by Spiegel Inc., Chicago.

MILES & Co., Bridgeport, Conn., (specialty shop), has signed for local sponsorship on WNAB Bridgeport of American co-op series featuring Walter Kessel. Contract is for 13 weeks. Franklin Simon & Co., Bridgeport (wearing apparel), on Aug. 1 for 52 weeks sponsors Constance for 13 American co-op series five-weekly on WNAB.

LANGENDORF United Bakers, San Francisco (bakery products), adding to southern California spot schedule, has started 16 announcements weekly on KMPC Hollywood. Contract is for 52 weeks. Agency is Pacific Coast Adv., Los Angeles.
He is one of the many bulls in North Dakota. His immediate family, and even relatives twice-removed, number close to two million. This particular bull lives in the southeastern part of the state, near Jamestown. He has made a name for himself, because he is one of the most important industries in this part of North Dakota.

Naturally, the buying and selling of Mr. Bull is of ever-increasing importance in a state that ranks as one of the largest suppliers of beef in America. Last year’s annual market value of beef in North Dakota was $61,137,600. Therefore Mr. Bull can be credited with placing money in people’s pockets. People with money in their pockets are able to buy things. And radio is one of the most effective ways to sell things.

For example the regular-listening area of KSJB Jamestown, is made up of 29 counties. Of the 79,168 families who live within this 29 county coverage, 71,092 have radios.*

*1940 U.S. Census, projected by NAB Research Bureau

**Represented by North Central Broadcasting System, Inc.**

Radio Men Staff Pacific Stations
Ex-Industry Names Serving With New AFRS Outlets


Capt. Wythrop M. Orr is executive officer for the Jungle Network AFRS in Manila. He was wire producer for CBS and NBC, New York and Chicago, and for WLS Chicago before entering service. Another, Lt. G. Terry Ross, who was an NBC sound technician, is with the Army Transport Service in the Pacific.


Technician for WVTM in the Philippines, Corp. George Hayward, is a former technician with WABC New York.

Corp. Tol Ware (Avery), program director of WVTF in Dutch New Guinea, was announcer-producer with KSFO, KPO San Francisco and WFAP, KRLD Dallas. A one-time announcer with WNEW, New York, WRC Washington, WSB Roanoke and WARE Winston-Salem, Pfc. Roger Forster Von Roth now announces with WVTF New Guinea.

Pfc. Wain Hatter, writer-announcer with WAFS, was formerly with KGB San Diego, Pvt. Phil Gross, sportscaster for WVTF, did sports broadcasts for KSL Salt Lake City and KOA Denver before entering the Army.

Training Ground
A TRAINING GROUND to teach college journalism instructors the principles of radio news-writing has been established at WTIC Hartford under a plan conceived by the Radio News Committee of the NAB in conjunction with the American Asn. of Schools and Departments of Journalism. Interested universities may send their instructors to WTIC for a 10-week to three months internship to prepare them for the establishment of special courses in radio journalism.

Double Trouble
NO FRICTION if diction is good at WFBP Syracuse. But comes trouble, it is smothered.

Cause? Executive secretaries are Miss Nill and Miss Hill, sales department has Mr. Wylie and Mr. Riley, control room boasts Mr. Howell and Mr. Kowell. Confusing, hmmm?

WHILE on duty at a teletype switchboard during the small hours of the morning of June 4 in Weisbaden, Germany, Cpl. Simon Goldman, on leave as manager of WJTN Jamestown, N. Y., received an unexpected touch of home.

As he describes it in a letter, "One of the GI's from the teletype section came in and informed us that he would provide a bit of radio entertainment to make the night go faster. With the usual GI ingenuity, he somehow hooked our telephone setup into a radio circuit in another part of the building so that programs came over our inter-telephone system and still didn't interfere with calls.

Familiar Voice
"At 4 a.m. like a bolt from the Blue (Network), I heard a familiar voice and the opening of a program from my own WJTN! I grabbed the receiver and placed it next to my ear (it had been hanging so that my partner and I could both listen). I tied the thing around my neck so that I could hear everything for the next 15 minutes while I was working. It sure was a grand feeling—hearing those WJTN voices, plus the live music which you had lined up for the show. It was a swell program and everyone did a super job.

The program was WJTN's contribution to the Let's Go To Town series arranged by the NAB and the Army Service Forces.

MP's Like Bob Trout
CBS Newsman Robert Trout is "No. One News Commentator of 1945" to M.P.'s at the Parris Island, S. C., Marine Corps base. In a letter to Mr. Trout last week, they told him: "Your job in reporting the death of our great President was a great one. And we can't forget the job you did on the victory in Europe. We're just a bunch of Leather Heads down here who talk about going to China, some from Saipan, a few from Tarawa, and a very few from Iwo Jima. But we can listen to a man for five minutes and tell if he's a good Joe. Bob, we all think you're on the ball. Keep up the good work."
Japan knows the magical efficiency of Detrola-built mine detectors and other electronic devices. With the eclipse of the Rising Sun, Detrola will manufacture distinctive radio and television receivers... sturdy record changers... all of unparalleled value.

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION
DETROIT 9, MICHIGAN
Services Train
(Continued from page 32)
Institute, (USAFI) is the Army-Navy school under the direction of the Information and Education Division, ASF and the Educational Services Section, Bureau of Personnel, Navy. Located at Madison, Wis., it maintains branches around the globe, with students of all services attending classes or taking courses by correspondence in every war theater.

Enlisted men and officers are eligible for enrollment. Courses in electronics include: measuring instruments and batteries, radio for beginners, basic radio code, radio communication (in two parts), electrical engineering, radio writing, radio broadcasting and radio engineering. The latter three are courses offered by colleges and universities.

The Marine Corps Institute, with headquarters at the Marine Barracks, Washington, is open to all Marines, officers and enlisted personnel. Correspondence courses are offered with the same basic plan as USAFI. College and university courses are handled through USAFI for Marine Corps personnel.

Radio and allied courses are: general radio, sound technician, elementary electrical engineering, practical radio servicing, radio operating. The courses in practical radio servicing, radio operating and sound technique of the Marine Corps Institute include principles of FM, facsimile and television.

Both USAFI and Marine Corps Institute keep their courses fluid, with many of the textbooks in looseleaf form to keep up with the latest electronics developments.

How to Contact Servicemen
The Marine Corps Institute, reports that study of radio is one of the most rapidly growing subjects offered, especially that of radio repairing. The majority of men applying for radio courses are in communications work in the service.

There is no time limit as most of the men start a course, go into action, return and resume their studies. However, there are inspiring records of men who have started courses a few days after they have secured a beachhead at Saipan, Tarawa or Iwo Jima. Men in hospitals are the most active students.

The United States Employment Service has established a highly commendable record of successful placements of returning servicemen in the radio industry. USES offices throughout the country have lists of veterans desiring employment, complete with their service records, skills and training.

Of great help in translating the servicemen's war job into terms of industry placement are two books prepared by the War Manpower Commission, Special Aids for Placing Military Personnel in Civilian Jobs—for the Army, and Special Aids for Placing Navy Personnel in

Guide Veterans
A PERMANENT Veteran's Guidance in Advertising Committee has been formed by the Advertising Club of New York, under chairman of Capt. H. Gordon Smith to assist veterans familiar with advertising to find a job and to inform others as to the potentialities in the field of advertising, marketing and selling.

CIVILIAN JOBS—for the Navy. Both may be obtained from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Army aid costs $1, the Navy 20 cents. These books list the service job and its qualifications, related civilian occupations, training required, physical activities of the civilian job entails, and its working conditions.

Wilson Assigned
WILLIAM R. (Bob) WILSON, Chief Specialist, Navy, has been assigned to the Radio Unit of the Special Services Division, Navy Bureau of Personnel. In radio since 1935, when he joined WLBC Munici-

RACETRACK FIRST
WHAS Broadcasts From Back of Galloping Runner—

WHAS announcer coaches jockey.

FROM the back of a racehorse galloping in a work-out around the track at Churchill Downs, a jockey with a portable transmitter made another "first" in broadcasting history recently on WHAS Louisville.

Bad weather conditions obscured the broadcast but WHAS technicians and producers got a good enough idea of the problems and enough experience to say that the experiment "should lead to an interesting show about Derby Day next year". They were quite satisfied with their "first" stunt even though the pouring rain deadened mostly of the sound and the lightening killed most of the voice. A special permit was obtained from the FCC for the portable transmitter.
A Good Situation* Made† Better...

Footnotes to a Campaign*

*SITUATION... In January 1944, WEAF was the high Hooper-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. Topping ten other rated stations, Hooper's check showed an average rating of 3.8%, representing 17% of the available audience.

†MADE... WEAF took steps to improve this rating. Four first quality shows were put in the hour—Don Hollenbeck, Serenade to America, Bill Stern, and Lowell Thomas. An intensive advertising campaign in the metropolitan newspapers was followed by vigorous and continuous promotion.

*BETTER... In April 1945, WEAF was still the top-rated station in New York during the 6:00 to 7:00 P.M. hour, Monday through Friday. The WEAF average rate jumped from 3.8 to 5.7, an increase of 50%. This rating means that WEAF is now getting more than 25% of the available listening audience—that one out of every four set users at that hour is tuned to 660.

*FOOTNOTE TO A FOOTNOTE... The heart of this 6:00 to 7:00 hour—the twenty-five minute "Serenade to America" program, is available for sponsorship. The high quality of this musical program, plus its steadily increasing popularity, make it one of the outstanding bargains of the day.
In the Ark-La-Tex area, KWKH—with its 50,000 watts—is the No. 1 Medium, with full coverage and SELLING POWER in this prosperous market.

KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.

I CAN ALWAYS GET MY FAVORITE BRAND OF ENTERTAINMENT ON W-J-W

Yes, every day, more and more people are making WJW entertainment their favorite brand. A skillful blend of sales-building local shows and the best ABC (Blue) Network programs has helped WJW make more consistent gains than any other Cleveland station, morning, afternoon and evening! This right combination for listeners makes WJW the Cleveland-area's fastest growing station.

FCC Allocations Order Text

Full text of the FCC order allocating the 44-108 hertz band follows:

On May 25, 1945, the Commission made public its final report of allocations above 25,000 kilocycles, except for the region of the spectrum from 44 to 106 megacycles. With respect to this region, the Commission proposed three alternative allocations for AM, FM, television, facsimile, non-government fixed and mobile services, and the amateur service. In its report, the Commission stated that the final decision among the three alternatives could be made with a great deal of information if more factual data were available. The Commission also pointed out that a program of experimentation during the summer months designed to collect further data was possible, since the War Production Board had assured the Commission that the radio industry would not resume production of AM, FM, television receivers and transmitters in 1945 or even in the first part of 1946 unless Japan capitulated, and that the War Production Board would give the Commission advance notice of any event in the change in its production orders.

However, in view of the fact that the War Production Board subsequently advised the Commission that the manufacture of AM, FM, and television transmitters and receivers might commence at an earlier date than was originally indicated to the Commission, and that it would probably not be possible for the War Production Board to give 90 days' advance notice to the Commission before production was resumed, the Commission on June 5, 1945, ordered a further argument and hearing in order that a final decision might be reached at the earliest possible date. Such a hearing was held on June 21 and 22, 1945, marking the culmination of an extensive program of hearings and oral arguments which began in September, 1944.

Primary Concern

As the Commission noted in its report of May 25, 1945, its primary concern in making allocations between 44 and 106 megacycles is that FM station assignments be made in such a way as to prevent FM stations from interfering with AM stations. The Commission, moreover, is of the opinion that an efficient nationwide radio service must be available to all the people of the United States; and it is in their interest to prevent interference to AM stations by FM stations. Accordingly, the Commission has placed in the 44-106 megacycle region the stations whose assignments are to be made. The Commission has determined that FM stations are superior to AM stations in the transmission of sound and that they are therefore the most desirable service to be provided in this part of the spectrum.

There are three alternative allocations for FM stations which are under consideration by the Commission. These allocations are:

1. A new allocation which would be made to FM stations in the 44-106 megacycle region. This allocation would be based on the assumption that AM stations are not going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

2. An allocation which would be made to FM stations in the 44-106 megacycle region and to AM stations in the 44-106 megacycle region. This allocation would be based on the assumption that AM stations are going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

3. An allocation which would be made to FM stations in the 44-106 megacycle region and to AM stations in the 44-106 megacycle region. This allocation would be based on the assumption that AM stations are not going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

The primary objection to the alternative No. 3 is that it is not possible to make an allocation which would be made to FM stations in the 44-106 megacycle region. The primary objection to the alternative No. 2 is that it is not possible to make an allocation which would be made to AM stations in the 44-106 megacycle region. The primary objection to the alternative No. 1 is that it is not possible to make an allocation which would be made to FM stations in the 44-106 megacycle region.

If the Commission selects alternative No. 3, it will be necessary for the Commission to decide what allocation should be made to FM stations in the 44-106 megacycle region. The Commission has already determined that FM stations are superior to AM stations in the transmission of sound and that they are therefore the most desirable service to be provided in this part of the spectrum.

If the Commission selects alternative No. 2, it will be necessary for the Commission to decide what allocation should be made to AM stations in the 44-106 megacycle region. The Commission has already determined that AM stations are not going to be assigned in this part of the spectrum.

If the Commission selects alternative No. 1, it will be necessary for the Commission to decide what allocation should be made to FM stations in the 44-106 megacycle region. The Commission has already determined that FM stations are superior to AM stations in the transmission of sound and that they are therefore the most desirable service to be provided in this part of the spectrum.

There are three alternative proposals for FM stations in the 44-106 megacycle region which are under consideration by the Commission. These proposals are:

1. A proposal which would be made to FM stations in the 44-106 megacycle region. This proposal would be based on the assumption that AM stations are not going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

2. A proposal which would be made to FM stations in the 44-106 megacycle region and to AM stations in the 44-106 megacycle region. This proposal would be based on the assumption that AM stations are going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

3. A proposal which would be made to FM stations in the 44-106 megacycle region and to AM stations in the 44-106 megacycle region. This proposal would be based on the assumption that AM stations are not going to be assigned in this part of the spectrum and that FM stations will be assigned exclusively in this region.

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If the Commission selects proposal No. 3, it will be necessary for the Commission to decide what proposal should be made to FM stations in the 44-106 megacycle region. The Commission has already determined that FM stations are superior to AM stations in the transmission of sound and that they are therefore the most desirable service to be provided in this part of the spectrum.

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If the Commission selects proposal No. 1, it will be necessary for the Commission to decide what proposal should be made to FM stations in the 44-106 megacycle region. The Commission has already determined that FM stations are superior to AM stations in the transmission of sound and that they are therefore the most desirable service to be provided in this part of the spectrum.
Radio Directors Guild Joins AFL

Becomes Independent Union Under AFL International

REAL DIRECTORS Guild—up to now an independent organization composed of radio directors and producers in networks and stations—tonight (Monday) becomes affiliated with the AFL.

AFL officials in New York at week's end said that the Guild is to report to the National Capital & Planning Commission, considering petition of Bamberger Broadcasting System of New York (WOR) to operate from a residential area in Washington. Hearing was held Thursday.

An advisory body, the Commission will meet back to the Board of Zoning Adjustment with recommendation. The Washington Zoning Commission recently amended its regulations to permit up to 300-foot TV towers in residential areas [BROADCASTING, June 4]. The board will hold public hearing July 11.

Bamberger proposes to erect a transmitter at 38th & Fessenden West, across from the Reno Park Reservoir. Highest location in Washington, the site is in a residential area. It would cover all of Washington and serve a rural area 50 miles distant by using 800 watts.

Commission members were deeply interested in the presentation of Harry S. Wender, Bamberger counsel, and George C. Davis, consulting engineer. It is hoped that the site be bought from the District of Columbia. Building would be of Georgian style, on a plot of more than 10,000 square feet. It is built for 300-foot TV towers in residential areas [BROADCASTING, May 21].

Washingtonians Discuss Zoning With TBA in N.Y.

FOURTEEN Washingtonians were in New York last week as guests of the Television Broadcasters' Assn., which was out to convince them that television transmission towers will not be a menace to the northwest Washington residential district. Most of the visitors were presidents of citizens' associations. They saw television broadcasts at NBC's studios, and at WABD-Dumont, where they saw three video shows produced by WABD, American and WMAL Washington.


Drug Firm Spots

POPULAR Home Products Inc., New York, recently formed, which plans to acquire control of nationally-advertised drug products, will start an extensive spot radio campaign in September with the idea of getting a network program by January 1946, according to Ray mond H. Spector, head of the new agency. Capitalized at one million dollars firm has bought three well-known products.

July 2, 1945 • Page 65


PRECEDENT for zoning of television transmitters in cities will be set by the National Capital & Planning Commission, considering petition of Bamberger Broadcasting System of New York (WOR) to operate from a residential area in Washington. Hearing was held Thursday.

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July 2, 1945 • Page 65
Letter to the Editor

EDITOR, Broadcasting:

I noticed with pleasure your article on page 20 of the May 14 issue regarding WGL's new ad rate card. Your editor's note seems somewhat complimentary and I am enclosing a copy of our rate card No. 9 which went into effect Feb. 1, 1945, which I think you will find very similar in pretty nearly every instance to the rate card of WGL.

I have felt for some time that the majority of the rate cards published are pretty complicated, or else worked out with discounts so that it was necessary to use penny and fractions, which I believe is unnecessary. I also believe that the rates as we now have them are very simple to remember, and the discounts are easily figured.

I heartily endorse uniform rates, and at least uniform discounts, as it seems that the client who earns a 20% frequency discount on one station should be entitled to a similar discount on all others, even though the rate and value may differ.

KEITH FIELD,
Commercial Manager
WHEB, Portsmouth, N. H.
June 20, 1945

WHEB TRANSMITTERS and receivers built in Norway under the noses of the Germans were one of the most important weapons of the underground. Through information received and sent by them, it was possible to coordinate the Norwegian Home Front underground movement.

Pioneer FM Station in the Kansas City Area

ASK FOR RATE CARD 3

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director

Music Camp on WWNC

WWNC Asheville, N. C., is presenting a series of six weekly half-hour programs from the Pennsylvania Music School Camp at Brevard, N. C. Programs will feature student music groups and soloists.

Hypnotist on MBS

MUTUAL, hoping to surpass radio successes of ventriloquist Edgar Bergen and mind-reader Dunninger, is to start series of weekly broadcasts featuring Ralph Slater, hypnotist.

WHIB Vet Program

WHIB New York started a new weekly quarter-hour veterans aid program titled, "The Veterans' Report" conducted by a discharged soldier, Trong Matthews.

Safety Series

CITY PARKS and playgrounds will be featured in a new series of safety broadcasts to be presented by WQL Fort Wayne, Ind. Each weekly show will originate from a different park.

WBAP Hospital Program

SUNDAY afternoon forum of servicemen at McGloshen General Hospital, Temple, Tex., is presented by WBAP Fort Worth. Patients answer questions on rehabilitation and assistance civilians can offer.

ALAN YOUNG, star of "The Alan Young Show" on American, Tuesday 8:30-9 p.m., has signed a 10-week renewal contract effective next October with the sponsors, Bristol-Meyers Co., New York. Agency is Deherty-Clifford & Shenefield, New York.

IT'LL BE OK WITH ROANOKE!

When whistles blow and bells ring on V-J Day many a war-town will face the problems of total reconversion and mass job-changing.

Those won't be our worries! Roanoke is fortunate in being able to do war-work-ten loads of it—without having had to re-tool. The three big industries here are railroad, rayon mill and steel production. Each can swing immediately into active work with hardly the loss of a day.

When peace comes—and it still may be soon—you'll want to be known by these people of Southwest Virginia whose present prosperity will continue. Why not meet them now? Only one station—WDBJ—satisfactorily covers all their 118,921 day-time living homes. A Class B quarter-hour, once, only $30. For further information ask us or Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

BROADCASTING • Broadcast Advertising
From 1915 to 1929 the name Honig-Cooper stood for an organization that set a new pace in sales thinking and advertising showmanship. It became, in time, the largest independent advertising agency in the West. Since 1929 this same organization has functioned as Erwin, Wasey & Company of the Pacific Coast—following an alliance with the Eastern company of the same name.

On July 1st the old and respected name of Honig-Cooper returns to advertising. It is a change in name only. There is no change in ownership; no change in policy or personnel, no change in service—here in the West or in the East.

For three decades it has been our privilege to help many advertisers on the Pacific Coast to achieve regional and national leadership in their field. Our success reflects their success. Our growth far exceeds the expansion of total advertising volume as measured by Printers' Ink records. Today, in volume of business, in number of accounts and personnel, we stand at the highest point in our company's history.

Honig-Cooper Company thus offers Pacific Coast advertisers a Western-National agency with facilities comparable to that of any national advertising agency, plus on-the-ground counsel of able, seasoned principals. These include: In San Francisco—S. R. Hutton, president; H. E. Krieger, secretary-treasurer; Louis Honig and Heber Smith, vice presidents; Fred Clauser, art director. In Los Angeles—H. A. Stebbins, vice president. In Seattle—Warren E. Kraft, vice president.

Honig-Cooper Clients

Adrian, Inc., Beverly Hills
Aircon Manufacturing Corp.
(Burbank Division), Burbank
Altec Lansing Corp., Hollywood
American Metal Bearing Co., Los Angeles
Baco Products Company, Los Angeles
Bar & Lumber Company, Santa Ana
Bimini Income Properties, Los Angeles
Black Manufacturing Co., Seattle
Bobrick Manufacturing Corp., Los Angeles
Brown & Haley, Tacoma
California Redwood Association, San Francisco
Canadian Pacific Railway, Pacific Coast
Centralia Flouring Mills Co., Seattle
Chiksan Tool Company, Bremerton
Church Grape Juice Company, Kennewick

Clayton Manufacturing Co. (Valve Div.), Alhambra
Chlorine Chemical Co., Oakland
Crescent Manufacturing Company, Seattle
Duart Manufacturing Co., Ltd., San Francisco
Dutch Boy Paints (Western States), San Francisco
The Flour Corporation, Ltd., Los Angeles
D. Ghirardelli Company, San Francisco
Hemphill & McKillop, Seattle
Dr. Hise Shoes, Los Angeles
Holsum Bread, San Francisco
Interstate Aircraft and Engineering Corp., El Segundo
Lawyers & Realtors Title Ins. Co., Seattle
Lesnan Lights, Inc., Los Angeles
Leslie Salt Co., San Francisco
Lubricating Gasoline Corp., Ltd., Los Angeles
Hotel Mark Hopkins, San Francisco
Pacific American Fisheries, Bellingham
Pioneer Sand & Gravel Co., Seattle
Platers Peanuts and Peanut Oil (Western States), San Francisco
Polar Frosted Foods, Seattle
Refrigeration Engineering, Inc., Los Angeles
San Francisco Milk Industry, San Francisco
Santa Fe Cigars, Los Angeles
Schalk Chemical Company, Los Angeles
Seattle Gas Company, Seattle

Honig-Cooper Advertising

Formerly Erwin, Wasey & Company of the Pacific Coast

San Francisco - Los Angeles - Seattle - New York - Chicago

Shipment's Company, Seattle
Stekley's Soap, San Francisco
Summerbell Roof Structures, Los Angeles
Treesweet Products Co., Santa Ana
The Garden Products Co., San Francisco
United Motor Courts, Inc., Houston
Warman Steel Casting Co., Vernon
Washington Mutual Savings Bank, Seattle
Wine Growers Guild, Lodi
Yami Yogurt Products, Inc., Beverly Hills
Allocations

(Continued from page 64)

state that their postwar receivers would meet these standards. With the upper -frequency receivers, an even greater number of hours of reproduction can be anticipated. The issue, accordingly, is whether the broadcasting of higher frequencies will be from an extended band of receivers which FM will enjoy at the higher frequencies is to be sacrificed by reason of their considerations.

Objections Raised

Various objections to assigning the higher frequencies to FM have been raised; in this connection, it has been alleged that tropospheric interference may be worse in the vicinity of 100 megacycles than in the vicinity of 50 megacycles. The Commission, in its report of May 25, 1945, specifically pointed out that there would be some difference in the tropospheric situation, but this difference would be only slight and that higher frequencies could be eliminated by gradually increasing the geographical separation between stations. This evidence was not controverted at the oral argument on June 22 and 23, 1945, and Dr. Bevan, one of the propagation experts chiefly relied upon by persons favoring alternative No. 1, testified that tropospheric effects change slowly and that they would not be greatly different throughout the range of frequencies under consideration (T 5893).

1. The point has also been made that equipment for use in the vicinity of 100 megacycles will cost more than equipment for use in the vicinity of 50 megacycles. This will no doubt be true at least to a certain extent, but it seems equally clear that competition will reduce the differential substantially and that the benefit to the public resulting from an interference-free service will more than outweigh the slight increase in initial cost for service in the 100 megacycle region.

Validity of Argument

At the earlier hearings, some contended that FM might be delayed for two years or even longer if FM were assigned to the higher frequencies. At the time of the oral argument, June 22-23, 1945, the estimates of delay were reduced to six months, may well be that competition will markedly reduce even this four-month estimate. Moreover, this report makes it possible for manufacturers to begin at once to plan their production for the higher frequencies. Under alternative No. 1, the Commission has not yet authorized commercial construction of AM, FM, or television equipment for civilian use, and some months may still elapse before power and materials needed for such construction to begin if so, the planning and design of equipment for the higher frequencies can be completed before commercial production of any AM, FM, and television equipment is authorized.

Notwithstanding, the Commission, in its report of the entire band of 50 to 76 megacycles has been designated for television and FM use. This allocation does not include any new stations for television. The Commission has not yet made any decision regarding the allocation of television stations.

Alternative Three

For the foregoing reasons and upon the basis of the data set forth in Section 3 of the report of May 25, 1945, the Commission is submitting alternative No. 1 as follows:

Freg Band Proposed Allocation

42-44 Non-Government Fixed and Mobile
44-50 Television—Channel No. 1
50-54 Amateur
54-60 Television—Channel No. 2
60-66 Television—Channel No. 3
66-72 Television—Channel No. 4
72-78 Non-Government Fixed and Mobile
78-82 Television—Channel No. 5
82-88 Television—Channel No. 6
88-92 Non-commercial educational
92-106 FM
106-118 Facsimile

This allocation is essentially the allocation proposed as alternative No. 3 of the earlier report, except that the non-government fixed and mobile services have been moved to the 104-108 megacycle television band. This allocation is believed to provide a sufficient number of channels for television and FM use.

The Commission, in its report of May 25, 1945, has designated the entire band of 50 to 76 megacycles for television and FM use. This allocation does not include any new stations for television. The Commission has not yet made any decision regarding the allocation of television stations.
“Hearing Myself As Others Hear Me Is Mighty Important”

"...and a PRESTO Recorder Helps Me Do It!"

“Yes, Sir, I frequently run off a recording of my voice on a PRESTO recorder," says Jerry Lawrence, popular announcer and director of the AIR THEATRE program at WMCA. “Then, by playing it back, I am able to keep tab on my technique—to find out if any change in delivery might improve it. Accurate reproduction is of course essential, and that's why I prefer a PRESTO recorder...it always produces cuts of good fidelity and clarity.”

Many of America's major broadcasting companies rely on PRESTO sound recording and transcription equipment to keep their stations operating at peak efficiency. In schools and colleges, and in the training of sales, industrial and military personnel, you’ll find PRESTO equipment widely used to give dramatic significance to sound, and increase the effectiveness of the spoken word. PRESTO equipment is rugged, dependable and easily operated, because every unit is made in strict accordance with PRESTO'S high standards. Write for complete information.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO RECORDING CORPORATION
242 West 55th Street, New York 19, N.Y.
Walter P. Downs Ltd., in Canada
Name Change

EFFECTIVE July 1, Erwin Wasey & Co., Pacific Coast agency resumes use of former name Honig-Cooper Co. Adv. Change is in name only.

5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

IN BOSTON IT'S

850 on Your Radio Dial

IN PITTSBURGH—considering cost—then coverage—YOU'LL BUY KQV

Page 70 • July 2, 1945

Statements

(Continued from page 18)

among stations operating on the same channel; (4) shadows, while slightly worse at the higher frequencies, can be eliminated or minimized by utilizing sufficient power and antenna gain; (5) no dis-thermy harmonics fall within the 88-108 band; (6) less atmospheric, industrial, and automobile ignition noise, and (7) greater protection against interference, particularly in rural areas, to receivers which may not meet the expected rejection ratio of two to one between desired and undesired signals.

Long Range Aspects

Obviously, were it not for the long range permanent aspects of FM broadcasting the lower band would have been the best choice at this time. It is believed, however, that FM will develop rapidly and may, in time, replace local and regional standard band stations. It was, therefore, of the utmost importance that the allocation be based primarily on engineering considerations. While I agree with Dr. Dellinger's statement that no radio frequencies are free from transmission vagaries, it is, nevertheless, my firm conviction that the record upon which the decision was made favors the higher frequencies in the range between 42 and 108 mc. Now that the rule has been made by unanimous decision of the Commission, I sincerely hope that industry will get down to the task of designing and producing equipment as soon as war conditions permit.

In this connection it should be borne in mind that the freeze on materials and manpower which was adopted by the Commission on Jan. 16, 1945, is still in effect.

MAJ. E. H. ARMSTRONG

Inventor of FM

I HAVE two statements to make regarding the decision of the FCC to move FM to the 100 mc band. One of these statements deals with the immediate practical situation facing the broadcaster and the prospective broadcaster. I will make that one now. The other statement will deal with matters of a more fundamental and non-technical nature and will be made in due course when facts can be assembled and presented in an orderly fashion.

The case of immediate importance to the broadcaster is whether FM can go ahead on the new band and provide a better service than AM. The answer is, of course, that it can. The original FM work was on 110 and 117 mc and it was on this band that the superiority of FM over AM was demonstrated to the men who became FM's pioneer broadcasters.

FM will start going forward immediately that licenses are issued for the 400 or more applications on file. The Commission can now show its faith in its statement that the same or greater coverage will be obtained in the new band by processing the applications as filed immediately. There is no necessity for further burdening the applicants with useless red tape and recalculation of meaningless service range figures. If action is taken promptly, then in spite of the handicap imposed by the shift in the band, FM will be the major factor in postwar employment.

Anticipating the possibility of this decision by the FCC, there has been designed a device which will enable the stations now on the air to emit simultaneously the old and the new frequency during the period of interim operation. Details of this will be made available shortly by one of the pioneer FM transmitter manufacturers.

Alpine will start dual operation as soon as materials, manpower and a license are available. Application has been made today to the Commission for the frequency in the new band corresponding to Alpine's position in the old one. The second statement above referred to will be made in due course.

NILES TRAMPELL

President,

National Broadcasting Co.

It was the opinion of NBC that the interests of all concerned would be served best by having the Commission adopt its allocation plan No. 1. We so recommended. The Commission has adopted alternative plan number three with modifications which make immediately available for television 13 channels below 300 mc. We commend the Commission for coming to an early and speedy determination of such an intricate problem and for the opportunity it gives for the establishment of a competitive television service below 300 mc.

With the allocations so promptly settled by the Commission, it gives all branches of the industry, including broadcasting and manufacturers, ample opportunity to establish new services in the immediate postwar period and thereby do its share in creating employment for returning veterans.

Every resource of NBC will be utilized to give the public, at the earliest possible period, all the enjoyment and benefits which science offers in the field of television, as well as frequency modulation.

ARTHUR FREED

Vice-President, General Manager, Freed Radio Corp.

AS CONFERENCE chairman of the pioneer FM radio manufactur-

(Continued on page 74)
DuMONT—FOR THE TOOLS OF TELEVISION

Simplified precision control is the design keynote of all DuMont Television Broadcasting Equipment. Typical of this bull’s-eye concentration on basic essentials is the DuMont Transmitter Control Console. All meters and controls of the Video-Audio Transmitter are combined with the station monitor (formerly a separate unit) to achieve a new standard in safety, easy visibility and centralized operation. Operators can be quickly trained to attend it.

DuMont has equipped more television stations than any other company. Week-in, week-out, these stations are demonstrating the high pickup and transmitting quality and efficiency, the extreme flexibility, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont has pioneered the profit pattern for peacetime commercial television... is setting the pace in television broadcasting equipment design. Climb aboard the television bandwagon today by using the DuMont Equipment Reservation Plan to insure early peacetime delivery of your broadcasting equipment and training of your station personnel. Ride with the leader!
KEYNOTE of meeting called last Friday by Gov. Smith by Earl Shell in Port-
land, Ore., to emphasize importance of
radio touring, also responsibility has been
working with other interests to promote
expansion of the tourist trade, National
promotion, with radio as prime me-
dium, was assured at meeting attended
city supervisor and representatives
from chambers of commerce, railroads
and airlines, the press, tourist hosts and
others.

EDGAR W. ADAMS, former general pat-ent attorney of Bell Telephone Lab,
has been named general patent attor-
ney of Western Electric Co., succeeding
H. W. WOODWARD who becomes con-
vention current attorney for W-E Co. M.
R. McKENNEY, patent attorney for Bell
and its subsidiaries, replaces Mr. Adams
as general attorney

STOBERM-CARLSON Co. plans to
begin limited production of home radio
when WBZ removes present restrictions
and when materials and labor are avail-
able, expected in the fourth quarter of
this year.

CHARLES FURTH, transmitter engine of
WPEN Philadelphia, is the father of

RCA TUBE DIVISION, to include all
electronic tube activities of the com-
pany, has been organized with L. W.
TEAGARDEN, former manager of com-
mercial activities of the RCA tube and
equipment department, as director and
manager. To coordinate manufacturing
and sales phases of RCA's tube and tube
production equipment, division will
soon move headquarters from Camden
to Harrison, N. J.

FOREST L. BISHOP, formerly with
WPAN Manchester, N. H., and KBON
J. STONE are now on the control room
staff of WEEI Boston.

ED CLINKENBEARD, KLS Denver en-
gineer, is new Colorado State roller
skating champion. He has been skating
for only 3½ years.

LEWIS S. SMITH, released from the
Navy, has joined KTMS Santa Barbara,
Cal., engineering staff.

MAX J. SCHINKE, formerly of Stewart-
White Lighting Corp., has joined Lemoore
Chicago, as service manager for all prod-
ucts. He has been with the company's
service committee of Radio Mfrs. Assn.

LT. COMDR. THOMAS E. HALE, former
RCA broadcasting engineer enlisted in
service, is now with the Registered
Publication issuing Office, Philadelphia Navy
Yard.

WESTERN ELECTRIC Corp., Sunbury,
Pa., will begin production of home radio
units, which will accommodate manpower
and materials restrictions. Reconstruction to cost about a million dollars.

KXOK Card
KXOK, American outlet in St. Louis, has issued rate
card No. 4, effective June 15, as two color promotion piece.
Initial copy reads: "Alert Advertisers Use KXOK".

KSD Broadside
BROADSIDE suitable for window or
wall display and promoting the Phillips
Petroleum Co. news programs on KST.
St. Louis, has been distributed by the
station to Phillips dealers along with
letter from George M. Burbach, KSB
general manager, announcing another
Phillips newscast.

WOR Sign
WOR New York expects approximately
47,000 people daily to see its new
outdoor advertising sign which goes on
display July 4 on the side of the May-
fair Theater in New York. One of the
city's largest signs, it is to be 4,000 feet
square with letters 40 feet high, saying
"Listen to WOR- Mutual—Tune to 710."

WEES Chain Breaks
Since February WEES, St. Louis has aired
four daily "chain breaks"—"WEES—In-
ternational Airline of the Future"-as
part of a program to stock policy
in the development of the bolt. folder
also has been issued describing Boston
postwar aviation and similar plans.

WBZ Contest
WBZ, WOR's promotion director,
has completed a contest in which 12,500 dog
was awarded the writer of a letter showing
the greatest need for such a dog. Spe-
cial program was arranged for presenta-
tion.

Reprint of Cartoon
REPRINT of full size cartoon in May
21 issue of BROADCASTING is by
WIBN Tepuka, Kan., as promotion card
station. Cartoon was take-off on
WIBN promotion enterprise.

Bracelet Charms
BETHYNN Mon. Co. has converted
tube of its hearing aid case and
glass tubes about an inch long, into
charm basers for a watch chain or
charm bracelet.

KBN Magazine
MONTHLY news photo magazine is now
being published by KBN Omaha for
listeners as well as representatives of the media. Current available includes

24 years of profitable
peach fuzz

Each year over 3 million bushels...10% of all the peaches produced in the whole South...picked in Spar-
tanburg County alone!
THE DAILY PAPER by Radio...

To the homes of America, Finch Facsimile will mean printed and illustrated news, and other published matter, received by radio...

News articles as well as bulletins, news photos, cartoons, comics, feature stories, editorials, crossword puzzles, box scores, stock market reports, women's pages...

And attractive, detailed, pictured department store and other local advertising, as well as illustrated national ads, with all information set down in writing for study, reference and action!

The speed of transmission will exceed average reading speed—and the potential life of these broadcasts on paper will equal that of newspapers, magazines or books.

Here is a broad, fertile new field, rich in promise for broadcasters. Watch the developments of the Finch laboratories—first in facsimile. Finch Telecommunications, Inc., Passaic, N. J. New York Office, 10 East 40th Street.
Statements

(Continued from page 70)

er group, I speak for them when I say that we are keenly disappoint-
ed at the decision of the Commis-
sion and greatly disturbed that the FCC would wholly disregard alter-
native plan No. 1 as supported by the
wealth of technical and eco-

nomic evidence submitted by an
overwhelming majority of the lead-
ing radio manufacturers, as well as by the major engineering au-

thorities of the industry.

A serious threat to the future of
the entire radio industry, we believe that this decision—completely dis-
regarding as it does the sound rea-
sons advanced by industry spokes-
men for adopting alternative No. 1
will result in widespread unem-

ployments at a time when the in-
dustry is mobilizing its plans and
resources for reconversion from
war production to civilian radio
production. This decision, there-
over, represents a great injury to
the future progress of FM as an
accepted public service and con-
venience.

It definitely favors the manufac-
turers of standard broadcast re-
ceivers and discriminates at this
time against the FM manufactur-
ers. Finally, the decision must de-
prise the public, for some time, of
the recognized advantages of FM
as an information and entertain-
ment medium.

* * *

FMBI BOARD

NOW THAT the FCC has an-
nounced final FM allocations we
feel confident that the Commission
will immediately process the more
than 400 applications now before it
in order that applicants may be
able to proceed with their postwar
FM plans.

As applicants must know under
what rules and regulations FM will
operate before they can complete
their plans we hope the Commis-
sion will announce such rules and regu-
lations at the earliest possible date,
thus taking the final step in mak-
ing it possible for FM to take up
a large part of the postwar employ-
ment problems.

* * *

COMDR. E. F. MCDONALD Jr.
President, Zenith Radio Corp.

THE FCC's decision to move FM
upstairs to the unproven and un-
desirable 100-mc area was made
against the recommendation of the
entire radio manufacturing indus-
try, against a 24 to 1 vote by the
Radio Technical Planning Board [Editor's Note—Dr. C. B. Jolliffe,
RTPB Panel 2 chairman, testified at one argument the vote was
19-4]; and against the overwhelm-
ing preponderance of technical

theatency gathered by FCC at the
hearings it held on the subject.

This decision will delay FM and
thereby contribute to unemployment
in the reconversion period. It will
obscure FM receivers now owned by
the public, and because of more
complicated construction and high-
er manufacturing costs will cost
the public millions of unnecessary
dollars for new receivers.

I do not know the Commission's
decision for this decision because in
my opinion nobody should be
happy about it except possibly the
radio chains who, by the delays in
FM, will for a larger period retain
their own monopoly of broad-
casting.

* * *

WILLIAM J. HALLIGAN
President, Hallcrafters

FROM THE standpoint of public
interest the new allocations offer
a promise of the finest radio service
ever known. The danger of long
interference, which would have been
a major source of annoy ance to postwar FM listeners
had the old band been retained, has
been eliminated by this far-sighted
move. By taking this action the
Commission has paved the way for
a tremendous increase in the num-
ber of FM stations, now that FM
broadcasting is established on fre-
quency capability it will have room
to expand.

Since 1940 Hallcrafters has
manufactured AM-FM receivers
capable of covering both the new
and old frequencies. However, in
view of the great advantage of the
higher frequencies to the public,
the company has consistently sup-
ported the FCC's proposed action.

At public hearings held by the FCC
in March, Cyrus T. Read, director of
sales engineering for Hallcraft-

ers, pointed out that this would
probably be the last opportunity to
establish such an interference-free
service.

The company further assisted in
overcoming objections to the change
of frequencies by developing sim-
ple, inexpensive converters which
will enable prewar FM sets to re-
ceive stations in the new FM band.

* * *

TELEVISION BROADCASTERS ASSN.
Board of Directors

THE BOARD believes that the
Commission's decision will permit
the television industry to provide

NEW DIRECTIONS...

New directions in radio will be charted by Hallicrafters

The radio amateur has distinguished himself outstandingly in the service of his country in time of war. One of the most interesting and valuable contributions the ham has been able to make is in the ranks of the RID—Radio Intelligence Division of the Federal Communications Commission. RID polices the airways, tracks down illegal radio stations, traps enemy spies. About 70% of the big RID staff are licensed amateur radio operators. Above you see a sketch of a typical ham in employment of RID taking bearings on a radio signal.

For dependable continuous reception, selectivity and stability on a great range of frequencies, the amateur who must be sure of results, picks Hallicrafters equipment. Hallicrafters sets have been developed in the great testing grounds of amateur radio. When the time comes Hallicrafters will be ready with a full line of HF, VHF, and UHF communications equipment, designed specifically for the exacting amateur—and for all others who need the best and the latest combined in the "radio man's radio."

---

This is the famous Model SX-28A communications receiver. 15 tubes, including rectifier. Covers all frequencies from 550 kHz to 42 MHz continuous in six bands including standard broadcast band.

BUY A WAR BOND TODAY!
"EXPERIMENTAL PAY URGED FOR VIDEO"

GREAT revival of activity in television following the end of the war with Japan is expected to bring about the formation of an Equity Assn., in a report present-
ed by Paul Dulsell, executive secre-
tary, before the 32nd annual meet-
ing of the Assn. held recently in New York.

Mr. Dulsell reported, "the television companies are enlarging their staffs and increasing the number of tele-
vision engineers who will receive experimental pay, as a result of new developments in the industry."

"Our next move," he said, "will be to ask for a meeting of the Joint Television Committee on which AFRA, the Screen Actors Guild and Chorus Equity are also represented, and to which the Amer-
ican Federation of Variety Artists and American Guild of Musical Artists should also be added, and present to this Joint Committee our find-
ings and recommendations.

"One of the most important recommendations of Equity's Television Committee is that any scales of pay or conditions of work which might be imposed should be known as 'experimental' whether for sponsored or sustaining pro-
grams. We want these men to be free to meet changed conditions when television is estab-
lished on a commercial basis."

"To Seek AM CP"

SAVANNAH VALLEY Broadcasting Co., Augusta, Ga., new firm formed by Sgt. George G. Weiss, preparatory and entertainment manager, with WAGC Augusta, and several local businessmen, will petition the FCC for local commercial facilities upon lifting of WBF construction freeze. Assignment not determined.

"The association must be officially termin-
ated."

"The association must be officially termin-
ated."

"To me it means more to have the ex-
pressed respect and affection of my colleagues and those associated with me—the members of the staff —than any other recommendation that could come from any work of the years." Gov. Case said he had doubts that he should stay after 11 years, but was persuaded to and "decided I would be willing to remain if they wanted me to."

"I do want you all to know that whatever I may do hereafter there will always be a warm place in my heart, for the Commission, and the membership of the staff . . . without whom and without whose efficient and loyal service no Commission can be successful. I have enjoyed the work."

Of William H. Wills, former Governor of Vermont, who has been named by President Tru-
man to succeed Gov. Case, the re-
porting Commissioner said: "I be-
lieve from all of you the same type of loyal and efficient service which you have given me for the man who will succeed me in this position on the Commission. My in-
formation is that he is a fine, honest, and able citizen, with a long record of public service."

"Actions of the FCC"

**JUNE 22 TO JUNE 29 INCLUSIVE**

**Decisions . . . . JUNE 26**

WITF Jamestown, N. Y.—Granted li-
ence renewal for period ending 7-1-46.

KFBC Cheyenne, Wyo.—Same.

WABC New York.—Same.

WMC Memphis—Granted license re-
newal for period ending 7-1-46.

WJJD Chicago—Granted license re-
newal for period ending 7-1-46.

KTLU Tulsa—Granted license re-
newal for period ending 11-1-46.

WJMN Richmond—Pending renewal for period ending 7-1-46.

KJBS Santa Fe—Pending renewal for period ending 7-1-46.

**Applications . . . . JUNE 22**

1946 kHz WNLW, 4480 kHz, New Josh., Conn. -CP new station, unlimited, syn-
chronized with WNLW.

NEW-1400 kHz Fayette, Mo., Mon-
vil, Mo., 30 W, unlimited, syn-
chronized with WKLC.

**MISS RAYMOND GETS ADVERTISING AWARDS**

The JOSEPHINE SNAPP Award for outstanding contribution to ad-
vertising made by a woman in the United States during 1944, was presented June 20 to Harriet E. Raymond, assis-
tant advertising manager of the Celanese Corp. of America, in charge of plas-
tics and chemicals, by the Women's Advertising Club of Chicago.

The Miss Raymond Club of Chicago Award is a mem-
orial to a former organization president and this is the ninth annual presentation. Charles Rack,

President of Pentapod Integra-
tion, Lever Bros., made the present-
ation of this, and four other awards.

**Warner to WAAB**

WILLIAM B. WARNER, for more than a dozen years sales manager of WAAB Boston and the former Colonial Network, has come out of voluntary retirement to join WHDH Boston as sales manager. He serves under Ralph Matheson, president and general manager of the independent outlet. Mr. Warner left WAAB in 1942 when the station was moved from Boston to Worcester in June 1942 and the Colonial Net-
work dissolved. During the past three years he has lived on his Massachusetts farm. He has also served as chairman of the NAB Sales Mgrs. Committee for Dist. 1.

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Engineers
(Continued from page 14)
assign the third alternative.
Chairman Porter referred to public correspondence charging at the networks wanted to stifle it. Mr. Lodge said such a charge is "absolutely not true". Mr. Lodge said he considered only the place for FM in his recommendation and that he had not considered the "pros and cons of aversion". (CBS proposes high-definition television above 400 mc).

Mr. Smith, who said he appeared the "Commission's witness at its request", voted on RTPB Channel 2 for immediate adoption of alternative No. 1 but he pointed out there are other factors equally important.

Mr. Warner urged adoption of alternative 3, which would place natures higher in the spectrum than the other two of the Commission's proposals; (2) it has been indicated in evidence by the majority of qualified propagation experts to the Commission that the 48 to 68 mc range is satisfactory for FM; (3) the industry has not been able to find any excep-

Mr. Siling said he voted for the alternative after conferences with RCA engineers, who concluded that interference as shown in tape of the Commission in its May 5 report represent "the worst case only every 80 years".

Mr. Beers testified that RCA had transmitters designated up to 100 kc which could go into production as soon as materials and manpower available, but he estimated it would take six to nine months to get production on receivers for alternative 1 and "four months longer" for alternative 3.

Mr. Walker, opposing alternative No. 1 for police services, de-

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Help Wanted

First class engineer wanted for 250-watt Indiana station. Permanent job for right man. State full particulars, experience and salary expected. Box 819, BROADCASTING.

Wanted—First class license holder—transmitter and/or radio. Rocky Mountain location. State education and experience. Box 861, BROADCASTING.

500 watt CBS station in thriving southern market has opening for commercial announcer with experience on thousand watt Mountain station. Veteran preferred, salary according to license. Reply, First letter, Box 733, BROADCASTING.

Salesman—For sale on staff sales of independent station in midwest market of three cities. Excellent salesmen’s commissions past year ranged from $400 to $800. To applicant must prove ability and integrity and have achieved a record of clean aggressiveness and service to accounts. Box 808, BROADCASTING.

Commercial manager—Strong regional independent manager wanted for one of largest market areas between New York and Chicago. Highest salary. Only top notch man with proven record will be considered. Send complete resume, attractive salary and commission basis. This position pays according to experience and future potential, but don’t apply unless you are willing to earn at a rate that can pay your way. Box 813, BROADCASTING.

Wanted—Announcer—Great Lakes area station wants experienced staff announcer. Part-time permanency to right man. Working conditions ideal. Good starting salary. Will opportune for final audition. Write giving complete details, including voice. Send 10 rpm card. Box 818, BROADCASTING.

Wanted—Experienced staff man. 50 hours weekly. Starting salary dependent upon qualifications. Minimum $50.00 weekly! Must have experience on stations and controls. Send voice audition and complete details to A. B. Gooslin, Chicago Michigan.

Need a man with first class license who can announce. MBF affiliate. Call, wire or write selling to Duane L. Watts, General Manager, KMBF, Hastings, Nebr.

Wanted—Announcer wanted—Greet Lakes area station wants experienced staff announcer. Full-time permanency to right man. Working conditions ideal. Good starting salary. Will opportune for final audition. Write giving complete details, including voice. Send 10 rpm card. Box 818, BROADCASTING.

Help wanted—Combination operator and announcer with any class license capable of doing good newscasting for this newspaper sponsored radio station. 80 hour week, salary according to license. RCA starting salary levels for QCA. FCA and RCA-AM newscaster, preferably in full voice range, area slated for great post-war development. Excellent benefit and present salary KJRF, Miles City, Montana.

Wanted—One control operator and one transmitter operator with first class license. Must have experience and present salary WOCB, Waterloo, Iowa.

Help wanted—Combination operator—announcer with any class license capable of doing good newscasting for this newspaper sponsored radio station. 80 hour week, salary according to license. RCA starting salary levels for QCA. FCA and RCA-AM newscaster, preferably in full voice range, area slated for great post-war development. Excellent benefit and present salary KJRF, Miles City, Montana.

Situations Wanted

Announcer with years of experience seeks permanent berth as program director. Large station, chief announcer. Could make modest investment. Have national and local experience. Reply, Box 784, BROADCASTING.

Capable announcer available now until permanent job obtained. Prefer Mountain Station. Box 806, BROADCASTING.

Wanted—Three engineers holding first class license for medium market opening in midwest. Opportunity for advancement. Merely competent man ion will obtain one. Permanent position if you are good. Reply, 700 Central Broadcasting System, Inc., 360 Washington Ave., Chicago, Ill.

Wanted—First class engineer. For basic 'American Broadcasting Company' station now planning expansion. Wonderful opportunity for right man. Give full particulars and references expected. WTOL, Toledo.

Woman traffic director,annonce, full particulars, references. WLAC, Nashville, Tenn.

WYB, Rutland, Vermont, wants man with first class license. Good pay, 45 hour week. Permanent. Send description and picture. Must be over thirty years of age. Reply, Southern Vermont, Rutland, Vt.

Need experienced, permanent staff announcer from midwest to join seven man staff at WCKO, Peoria. Pays $260. Rush along a voice transcription and letter to KSEO-KELO, Sioux Falls, S. D.

Wanted—Combination engineer announcer holding first class license. Good opportunity. Write or wire immediately explaining qualifications and experience. Reply to Jonas Weiland, WPTC, Nashville, N. C.

Don’t answer this ad unless you are willing to live in a small town and work an interesting job. Large citizens-owned licensed station in NCC affiliate in Helena, Montana, needs capable announcer who can also write good copy. Permanent position. Refer or better required. The chap we want probably has a good idea of himself. We need a man of high caliber who knows how to think and work alone. Will investigate us quite thoroughly before joining us and feel that joining us is a real advancement. Salary depends upon qualifications.

Wanted—General all around announcer who has good personality on the air who wants permanent berth with fast grown six year old station. Continuity writer desired, too. Station WOLA, Florence, S. C.

WGCN, Gulfport, Mississippi, has opening for announcer-engineer. Reply Box 817, BROADCASTING.

Leading New England stations offer top opportunity to qualified announcers experienced in every phase of the business. One opening with Boston station. Excellent personal references to Winn Bettinson, WHEB, Portsmouth, N. H.

Wanted—Good announcer holding first class license. Excellent working conditions in western network station. $65.00 weekly. Box 822, BROADCASTING.

Engineer, Experienced, 5 kva RCA equipped midwestern station. Must have car. Permanent. State draft status, previous experience, e.g., references and salary expected. Box 823, BROADCASTING.

Control operator. Experienced, metropolitan market station. No license required. Give full details about yourself and salary desired. Box 824, BROADCASTING.

Wanted—Engineer—Announcer, studios, transmitters and record pools. First class license. Top pay. Box 709, BROADCASTING.

Announcer with years of experience seeks permanent berth as program director. Chief announcer, chief announcer. Could make modest investment. Have national and local experience. Reply, Box 784, BROADCASTING.

Capable announcer available now until permanent job obtained. Prefer Mountain Station. Box 806, BROADCASTING.

Youthful, progressive, now chief engineer. 250 watt desires more secure future. Fully equipped small market station. Boss, reliable, wants to settle down. Will go where there is opportunity. Can MC morning shows, second announcing if desired. Box 791, BROADCASTING.

Thoroughly experienced salesman with excellent record, now in 4 station market of half million population. Statesman or commercial manager with background of large, well known local station. Box 805, BROADCASTING.

Chief engineer—Six years pre-war experience. Available. Young engineer, manufacturing basis only. Active overseas war work references. Box 807, BROADCASTING.

Washington correspondent to represent radio stations on part time basis, 20 experience. Reply, Box 809, BROADCASTING.

staff announcer, Experience as commentator, script and ad, lb, four years. Journalist, lecturer, publicist. AB, BS degrees. Discharged. U. S. Navy. Box 811, BROADCASTING.

Announcement. Dependable all around man. Married. Experience ranges from 25 to 19 year job. Permanent. Box 812, BROADCASTING.

Announcer—Network quality, 2 years’ experience, 20 week. Now employed by midwest station. Good experience. Good prospects for permanent position with aggressive station. Defers to knowledge of his position. Box 814, BROADCASTING.

Operator—First class, fourteen months experience, desires permanent position with good future. Box 813, BROADCASTING.

Who has opening for gal anxious to go into broadcasting? Interested all phases. Capable, reliable. Experienced one year in radio. Willing to learn all filing, clerical, and music and meet the public. Box 815, BROADCASTING.

Available immediately—First class engineer. Willing to travel if station desires. Experienced announcer. Also girl with permit, two years experience. Box 816, BROADCASTING.

Young lady with very creative mind desires position in midwest station. Talents include: announcing, writing, producing, programming, promotion, panel work. Six years’ experience.8ate salary, particulars. Available August 1. Box 819, BROADCASTING.

Experienced script-producer, also owns original copy, experimental copy, all phases. Capable on 250,000 and 500,000 watts and network. Graduate NTU Radio-Television-Ec-c-serviceman. Box 819, BROADCASTING.

Engineer-chief or transmitter with opportunity on powerhouse station. Goodismet, capable, reliable, 18 years radio, best references. Box 820, BROADCASTING.

For Sale

For Sale—Twelve UH wall speakers. One General Radio Derivation Meter, type 840, sixteen used RCA tubes two RCA pickups with arms, type 4211-2. Box 800, BROADCASTING.

Engineer—chief or transmitter with opportunity on powerhouse station. Good ismet, capable, reliable, 18 years radio, best references. Box 820, BROADCASTING.

1900 watt W. E. amplifier, good condition. Wire Box 818, BROADCASTING.

New Presto 6 N recording table. Has 112 inch octagonal platform, spiraling gear, time scale, 1C cutter head. $534.00. Box 821, BROADCASTING.

For Sale—Turntable set, tubes for 250, 750, 1000 watts, microphone, hair wire and cable, loud speakers, 250 watt transmitter. Presto playback, ad many other good items. Write for complete list and prices. Sam Collins, 9213 Wilkins, Palm Beach, Fla.


Miscellaneous

Capital and services to invest in own station. Radio background and experience. Box 827, BROADCASTING.

WANTED AT ONCE

Assistant manager-accountant, man or women capable assuming full charge of office personnel, auditing, etc. Positions like this do not open often. Real opportunity for right person looking for permanency and security with job that carries prestige and authority. Must be thoroughly experienced in all phases of business, and of broadcasting. Good salary to right person. Write or wire all details about yourself and experience including salary expected to Jack Gross, KFMB, San Diego, California.
FOY GIVES FULL EREAGE TO STORM

YUCATAN hurricane that the Florida Coast at 100 miles hour, was covered by Florida stations for three days be- it, and by some stations r after it arrived. Typical of service was that given by OY St. Augustine, which was mended not only by listeners also by the U. S. Weather Bu- n.

On Saturday night, June 23, when Weather Bureau flashed the m warning, J. Allen Brown, OY general manager, arranged all-night operation. From 9 p.m. the station broadcast weather etas at every station break. bullets were delivered in a berately calm manner, to quell false rumors and excitement; usually accompany such situa-

Plambeck Returns
HERB PLAMBECK, war correpondent for WHO Des Moines, has returned from four months in the European Theatre of Operations, flying from Scot- land to the Iowa capital in 26 hours. The first correspondent to cross the Rhine, Mr. Plambeck covered the fighting fronts in Bel- guim, Holland and Germany through V-E Day. It was his second assignment to the ETO. Another WHO correspondent, Jack Shelley, who returned from Europe last March, has been accredited to the Navy and is preparing to leave for the Pacific. A third WHO corre-spondent, Maj. Frank Miles, returns soon from the ETO.

We're looking for men to operate our new branch offices.

Mr. Plambeck

ENGINEERS
Prominent midwestern manufacturer of radio transmitting equip- ment is looking for two graduate engineers for work development in AM and FM transmitters. Starting salary good and future for advancement excellent.

BOX 763, BROADCASTING

Pawl Godley Co.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

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GEOEGE C. DAVIS
Consulting Radio Engineer
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CONSULTING RADIO ENGINEERS
Earle Bldg. * NATIONAL 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
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Washington, D. C.

GEOE GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

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and Associates
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NATIONAL 7161

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Raymond M. Wilmotte
CONSULTING RADIO ENGINEER
PAUL A. de MARS
ASSOCIATE
1469 Church St., N.W., Washington 8, D. C.
Decatur 1234

J. D. Woodward & Associates
Manufacturers of Radio Transmitters and Industrial Electronic Equipment
Baltimore, Maryland
Water & Frederick Sts., Saratoga 8535

Lohnes & Culver
CONSULTING RADIO ENGINEERS
Munsey Bldg. * District 8218
Washington 4, D. C.

May, Bond & Rothrock
CONSULTING RADIO ENGINEERS
* * *
Natl' Press Bldg. Wash. 4, D. C.
District 7362 * Globe 5880

WortonHIngh C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D.C.
1319 F STREET N. W. DISTRICT 4127

Holey & Hillegas
CONSULTING RADIO ENGINEERS
1146 Briarcliff PI., N.E.
Atlanta, Ga. ATwood 3328

"FIRMAGE'S RENEWING AS USUAL" writes ARCH MASDEN—KOVO

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

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MORE 80 KILOWATT HOURS PER DOLLAR WITH
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One of the largest selections of sound effects in existence. MAJOR RECORDS. Realistic and Complete.

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BEST OF BOTH WORLDS
A Selection of the world's best radio programs, including Jazz, Country, Western, and many others. Available at the lowest prices.

CHARLES MICHELSON
67 W. 44th St., New York, N.Y.
FIBBER FIRST, WINCHELL NEXT IN LATEST HOOPER

FIBBER McGEE & MOLLY head programs in June 30 Hooper report on evening net shows. Walter Winchell is second, Radio Threater third. Following were: Screen Guild, Mr. District Attorney, Man Called X, We the People at War, Kay Kyser (first half-hour), Take It or Leave It, Abbott & Costello, Joan Davis-Jack Haley, Eddie Cantor, Thanks to the Yanks, Bill Stern, Bing Crosby (substitute star) tied for 15th place with Drew Pearson. Average sets-in-use were 20.0, compared to 25.7 in last report (June 15) and 22.0 a year ago. Average rating, 6.0, compares with 5.0 in last report, 6.2 a year ago. Average available audience, 73.9, compares with 76.6 in last report, 73.6 a year ago. Total number of weekly sponsored hours (network evening) was 74%. 

FOREIGN PATENTS HEARING

INVESTIGATION into relationship of foreign interests to radio and other communications in U. S. opens July 10 before subcommittee of the Senate Interstate Commerce Committee under S. Rep. 68. Sen. J. Healthcare (R-Ind.) and Wheeler (D-Mont.) [Broadcasting, April 16]. Room 357, Senate Office Bldg. has been reserved. Chairman Wheeler named as subcommittee Sens. Briggs (D-Mo.), chairman; Myers (D-Pa.) and Capehart. Lt. Ed Cooper, on inactive Navy duty as special aide to Sen. Wheeler in international communications, will coordinate probe.

READY FOR TRUMAN

NETWORKS were prepared to carry a broadcast at 12:30 p.m. today (July 3) by President Truman from the Senate floor, seldom scene of radio pickups. Dope late Friday was that President would not permit his remarks to be broadcast. Occasion is presentation of world security pact to Senate. If broadcast, mike setup would be same as that used in House when Gen. Eisenhower addressed joint session of Congress, each net two unlabelled mikes in front of President.

WNLC SATELLITE

NEW STATION at Norwich, Conn., to synchronize on 1450 kc with WNLC New London, Conn., is requested by WNLC licensee, Thames Broadcasting Corp., in application filed with FCC. Satellite would operate 299 w.un. 

EDUCATORS GROUP NAMED

FIRST step to advance proposed setup of educational FM stations built from war surplus electronic material was taken Friday when: John W. Schmitt, Jr., U. S. Commissioner of Education, named a committee to lay groundwork. Committee will meet July 16-17 in Washington. Members are: Dr. R. R. Lowdermilk, radio education specialist, Office of Educational chairman; Dr. Kenen, mon, W.S.U., I. of, Ia., Paul R. Haessler, Newark, I. Prof. W. O. Leff., U. of Tenn.; James Ebel, W.F., I. Of Dr. Charles E. Palmer, Dover, Of; Prof. W. H. Randall, M. T.; and Dr. H. Dillingham Texas A. & M. (See story on p. 65.)

AMERICAN NAMES BARRY

CHARLES E. BARRY, national director program operations of American Broadcasting Co., has been named Washington representative of American in charge of activities in t Capitol, Robert E. Kintner, American vice president announced. Kenneth Berkeley, now Washington manager for American and head of WMAL Washington, will continue in his present capacity. Mr. Barry will represent the company in dealing with Government agencies. Mr. Berkeley will continue to supervise the American program operations from WMA.
This campaign
launched world's largest
"ALMA MATER"

Starting in 1891, International Correspondence Schools offered, through advertising, a new educational opportunity to all those whom circumstance prevented from enjoying the benefits of the world's finest educational system. This supplementary vocational training enabled hundreds of thousands to learn while they worked, to improve their earning capacity, and thus to raise their living standards. With increased knowledge and income has come increased wants, and a direct influence on the progress of all those industries making better things for better living.

Advertising Must Help Re-educate America!

After Victory, America's prosperity will demand a re-education of our people on a scale never before undertaken. Much of the responsibility for the success of this undertaking will rest on the shoulders of advertising.

For the decade after Victory will be the Distribution Decade. To maintain a "safe" level of employment, we as a Nation will have to consume 40% more industrial production than in any previous year. And since production itself will present no problems (there will be manpower, machinery, materials and money a-plenty!) the key to our entire economic future will be Distribution. We'll need a faster flow of goods to consumers—a more economical method of distributing the fruits of industry—a sounder education for buying!

In alert agencies all over America, advertising men are perfecting plans for the Distribution Decade. Nor are we idle. Here at The Nation's Station we are gathering much factual material that will help your clients speed distribution throughout the great 4-State Market that is WLW-land!
Practical television began when television became all-electronic—from pickup tube to viewing tube. All-electronic television began with the first camera tube—the RCA Iconoscope.

The desirable possibility of replacing mechanical scanners with an all-electronic system was recognized very early. However, a practical all-electronic television pickup device required a tube capable of two functions.

Zworykin, Associate Director of RCA Laboratories, was the first electron tube to fulfill these requirements. By utilizing the now famous "light-storage" principle, in which energy is stored up between successive scannings, the Iconoscope made electronic television a reality.

RCA tube engineers have only one objective—creating and building better tubes. In television camera-tubes, RCA offers such outstanding types as the RCA-1848 and 1850-A Iconoscopes. Now, and in the future, look to RCA for the best in television camera tubes.

When you buy tubes, specify RCA. There is an RCA broadcast specialist available when you need him. Call him for prompt delivery and efficient service.

The Fountainhead of Modern Tube Development is RCA