Every time a WHO newscaster goes on the air, he is fore-armed and prepared in a way that few other independent-station newscasters can boast.

(1) He has received his basic material from eight news wires, of three big news services (UP, INS, AP)—the largest news facility, either newspaper or radio, in Iowa.

(2) His material has been completely rewritten (for style and brevity) by a staff of ten professional news men and women under his direction.

(3) He has spent his entire working day in preparation for news only. And his voice means news only to his listening audience—he is NOT an "announcer".

To elaborate on No. 2, above—our news staff has 82 cumulative years in journalistic work—29 in newspaper, 35 in radio news, 18 in teaching. Their educational background includes eleven degrees—seven Bachelor of Arts, three Masters, and one B.S.E.

So what? So more Iowa people like WHO newscasts better than all other newscasts heard in the state, combined. That was proved in the 1944 Iowa Radio Audience Survey.

Want complete details about this reason why Iowa prefers WHO?
Portrait of a Typical Timebuyer...

This composite advertising executive does his fall buying with a weather eye on ratings. In Washington, he finds that WOL shows substantial share-of-audience increases during all three segments of the broadcasting day (Monday through Friday), ranging up to 60% increase in the 8:00 A.M.-12:00 noon period.*

He spends carefully, wisely... and is pleased to discover that WOL is Washington's most economical network station—that, in spite of higher Hoopers and overall improvements, WOL still costs 20% less than any other network station in Washington.

He's alert for news programs... and surmises (correctly) that the reason advertisers prefer WOL news is the comprehensive (often exclusive) coverage afforded by our Washington Radio News Bureau, complete with three overseas correspondents. Case-in-point: General Electric's sponsorship of two quarter-hour strips a day of WOL news, across the board.

Past performance and local advertisers' opinions count with him. He finds that 61 local advertisers are using WOL today, 78% on a renewal basis.

He weighs promotion and merchandising heavily... and has discovered that WOL, like all Cowles stations, is equipped and accustomed to follow through all the way on large-scale sales service—and has a file full of letters to prove it.

He has notes like this on his cuff: couple of tested shows still available on WOL, Washington's fastest-growing station. Better see Katz today.

*According to latest Hooper Station Listening Index available at deadline: May-June, compared with November-December 1944, when active Cowles management of WOL was just beginning.

BASIC MUTUAL
Washington, D.C.

A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

Represented nationally by
The Katz Agency, Inc.
ANNOUNCEMENT

Restrictions on the use of paper by all branches of the printing and publishing industries, except newspapers, were removed August 24th, according to the WPB.

BROADCASTING MAGAZINE, in turn, has immediately removed all advertising and circulation rationing.
Upcoming


Sept. 11-12: First meeting, new NAB Sales Managers Executive Committee, Waldorf Astoria, New York.

Sept. 19: Hearing before FCC, sale of WINS New York by Hearst Radio to Crosley Corp.


Bulletins

CBS, while not a manufacturer of commercial radio equipment, is developing two types of color video receivers in connection with its work in full-color broadcasting. Dr. Peter C. Goldmark, director of engineering research and development, revealed Aug. 28 in a talk on postwar television broadcast in the intermission of the CBS Symphony Concert. One set is small floor model with picture about 9 inches wide, the other a more expensive receiver with picture about 22 inches wide. Color television receivers will be only slightly more expensive than black-and-white, he predicted.

H. PRESTON PETERS, who has been with the Office of War Information as Outpost manager for the Far East for the last year, has resigned to resume his duties as president of Free & Peters.

BROADCAST mission traveling in Europe spent two days this week in Luxembourg, departed Friday morning for Hamburg after an inspection of Radio Luxembourg.

FENDRICH ON 25 STATIONS

H. L. FENDRICH, Inc. (LaFendrich, Chas. Denby cigars), Sept. 2 begins sponsorship of Smoke Dreams half-hour variety show, over 25 midwestern American stations, originating from Chicago, Sunday, 1 p.m. (CWT). Talent includes Virginia Speaker, Wayne VanDyne and quartet, with orchestra directed by Frank Worth. Show, which was sponsored by H. L. Fendrich on WLW Cincinnati for several years, will be produced by Norman Heyne, of Ruthrauff & Ryan, Chicago, agency.

U. S. STEEL SERIES

U. S. STEEL Corp., Pittsburgh (steel products), Sept. 9 begins sponsorship of Theatre Guild of the Air on WJZ New York and on 180 American stations, 10 p.m. Premiere production will be "Wings Over Europe", revival drama of the atomic bomb, written in 1928 by two English playwrights. Agency is BBDO, New York.

Business Briefly

VASELINE SPOTS • Chesbrough Mfg. Co., New York (Vaseline hair tonic), begins 82-week spot campaign throughout country first week of September. Agency, McCann-Erickson, New York.

NAMES AGENCY • Allied Molasses Co., Perth Amboy, N. J. (Mother's Pantry Brand honey, syrup, and molasses), has appointed Norman A. Mack & Co., New York, to handle advertising. Radio to be used.


BMB RESEARCH MEET

JOHN K. CHURCHILL, director of research, BMB, has called a joint meeting of the BMB technical research committee and the BMB board's own research committee for Wednesday (Aug. 29) at BMB headquarters in New York. A number of problems requiring technical consideration have arisen which should be cleared up before the BMB board meeting Sept. 11, Mr. Churchill said when asked the reason for a second research meeting in August.

AMERICAN TO FILM GAME

AMERICAN network will take motion pictures of the Esquire All-American Boys baseball game on Aug. 30 and will present them that evening on WABD New York, the following evening on WRGB Schenectady, and subsequently on WPAT Philadelphia. Adrian Samish, network's national program and production manager, will supervise TV filming.

OFF TO JAPAN

FREDERIC K. OPPEN, Lawrence Tighe, Norman Paige and Jack Hooley are on their way to Japan to cover the surrender for American, the first three going from Guam, Hooley from Manila.

BROOKS TO SOUTH AMERICA

WILLIAM F. BROOKS, NBC director of news and international relations dept., left Saturday for an extended trip through South America to appoint correspondents in capitals. He will visit Brazil, Uruguay, Argentina and Chile and arrange series of broadcasts by Ed Tomlinson, NBC's South American expert who is accompanying him.

TIME TO CHANGE

PRESIDENT TRUMAN announced Thursday that in his message to Congress Sept. 5 he will ask for repeal of war time [CLOSED CIRCUIT, Aug. 20]. It means country returns to standard time, with the East going daylight savings during summer months, throwing radio schedules into the usual semi-annual confusion.

Closed Circuit

<INSERT IMAGE>

SCRIPPS-Howard's writer, Roger Stuart, last week took up L'Affaire Charles Arthur Siepmann—in which he reported [BROADCASTING July 30] that the BBC specialist had been working at the FCC on an "internal assignment". Mr. Stuart had no more luck than Broadcasting in getting news about Mr. Siepmann's activities out of the Commission. Expect a follow-up by S-H newspapers.

DON'T expect many new receiving sets equipped with FM tuning. Set makers are realists. Warned by FCC not to put 42-50 mc FM band in new sets, only a few will ignore Commission threat to stop all transmission. When 88-108 mc FM is in operation, set makers will increase percentage of receivers with that band. Television will be added when there is enough TV service to justify it. Right now most plants are desperately rushing to beat reconstruction problems and get sets to dealers.

MAN WHO really sold FMBI on a watchful waiting policy regarding NAB is Wayne Coy, assistant to Eugene Meyer, owner of The Washington Post and WINX. Keep an eye on Mr. Coy. He's a brain.

THAT BROADCASTERS' mission to the Pacific, which was scheduled to embark about mid-September after return of the European contingent, will be delayed indefinitely—and may be cancelled altogether.

THE LETTER President Truman wrote Broadcasting (July 9) expressing his faith in American broadcasters has won plaudits from many citizens, as expressed in dozens of letters he has received. One of latest, from prominent broadcaster, warned that in Congress and even on FCC are some who would do away with the American system and he named names.

THE EXPERIENCE of armed services with wire recorder may be reflected in improved models. Though the military demanded emphasis on voice reproduction, experimenters are said to have achieved high fidelity at average running speeds—how high they aren't saying. Quantity output of high-fidelity wire recorders involves solving of many problems but these are yielding to laboratory research.

EDUCATORS seeking electronic equipment from war surplus stocks for proposed FM stations figure end of war and slashing of red tape at Surplus Property Board may speed up plans to equip schools and colleges with transmitters and perhaps set up educational network. Further encouragement came last week from signing of Wisconsin bill setting up State radio system. Two main worries remain—getting appropriations and finding suitable FM transmitters in military warehouses.
Fast water . . . dull sky . . . tapered line . . . sparse hackle . . . the angler’s dream. Then the rise . . . set hook . . . steady pressure and faultless netting of the speckled king. Many factors.

And so in radio . . .

Local programming . . . local news service . . . local public service . . . all of great importance. Yes, it’s stations such as these listed here that know their markets and their people . . . know their likes and dislikes . . . these are the same stations that do a sponsor job.

* * *

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

* * *

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

THE TEXAS QUALITY AND YANKEE NETWORKS

SPOT RADIO LIST:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>BLU</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>WHTD</td>
<td>Hartford, Conn.</td>
<td>BLU</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>BLU</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukie</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>CBS</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>BLU</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>BLU</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>BLU</td>
</tr>
<tr>
<td>KYOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>
TACOMA
Top Market in War ... and in Peacetime

Tacoma, with an average family income of over $5,000 per year — 20% above the national average — is among the dozen richest markets per capita in America. This is not mere “War Wealth” for its products are as acutely needed for peace. The lumber, plywood, door, furniture, flour, chemical and electro-metallurgical industries need no reconversion period, and have tremendous backlogs of unfilled orders, plus continuing demand which will produce high worker incomes for years to come.

KIRO is the only 50,000-watt station in this rich market ... it brings Columbia Programs to Tacoma, Seattle and a wide surrounding area of prosperous communities in the Pacific Northwest.
In radio—as in archery—the way to get best results is to score the most bullseyes. And WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending in January, is ready to send your sales message straight to the target. Here's why WSIX can do the job: (1) The best daytime Hooperating of any Nashville station. (2) Top shows of both AMERICAN and MUTUAL Networks. (3) A very low unit cost for excellent coverage. (4) In this rich Middle Tennessee market over a million potential buyers await your "arrow".

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Our recent post card survey on "Regular Listening to New York Radio Stations" showed 14.7% of the radio audience in our primary area listened regularly to WQXR after 6:00 PM on weekdays or a total of 441,000 homes.

For a double check, we compared our findings with a person to person survey conducted by The Pulse of New York among 2,100 radio homes. 60% non-telephone homes and 40% telephone homes, scientifically weighted by county population and economic distribution as follows:

- 6% A Incomes
- 24% B Incomes
- 40% C Incomes
- 30% D Incomes.

The Pulse interviewers asked, "How often do you listen to WQXR—frequently; occasionally; seldom; never."

According to "The Pulse" 14.6% of those interviewed said they listened "frequently" to WQXR... almost identical with the result obtained by the post card survey, which was 14.7%.

Well! That's not so bad after all.

Incidentally, if you don't have a copy of our original post card survey, we will be glad to send you one.

WQXR AND FM STATION WQXQ.

730 FIFTH AVENUE, NEW YORK 19, N.Y.

Mr. Seymour Berkson  
General Manager  
International News Service  
235 East 45th Street  
New York, N. Y.

Dear Mr. Berkson:

I wish to express my appreciation for the great work turned in by International News Service during the closing days of the war.

The "beat" scored by INS in fleshing the news that Japan had surrendered, followed by the sensational verification of William Hutchinson's disclosure earlier that General MacArthur had been chosen as Supreme Commander in Japan, made it possible for KOIL and KFOR to be well out in front of other stations in this area.

The flash the following day that gasoline and canned goods had been removed from the ration lists was so outstanding that we were able to flash it to our listeners well in advance of other stations not using International News Service.

Your Nebraska-Iowa Bureau Chief here, Craig Campbell, was on the job twenty-four hours a day during the height of the news breaks seeing to it that this Bureau continued its smooth job.

Your repeated accurate exclusives and scoops have more than justified the confidence we have in International News Service.

Your entire organization is to be congratulated on the alert manner in which the news report was handled.

Yours very truly,

Gordon Gray  
General Manager, KOIL-KFOR

GG: hrc
Feature of the Week

Eastern Iowa wholesale fruit dealers are disposing of 1945's excellent crop in spite of the canning sugar shortage by selling an educational program to homemakers through half-minute field broadcast and information supplied by recognized home economists and the extension service at Iowa State College. Along with the opinion of these authorities that sugar is necessary only for sweetening (not for preservation), the radio spots emphasized that commercially canned fruit will be scarce this winter.

Harvest of Sales

The wholesalers supplied growers with printed home-canning information and advised homemakers to ask their growers for tested canning recipes, calling for little or no sugar. After two weeks of broadcasting straight educational information about wholesale concentrates on unloading specific fruits. They began advertising bing cherries through taste-appeal copy. At the end of the bing cherry season, wholesalers discovered that they had sold at least 40,000 lugs—three times as many as in any previous year. When they advertised apricots on WMT, they sold them just as fast as they could get them. In fact, the demand exceeded their supply. And they expect similar results through the pear and peach seasons.

The 25-a-week spot announcement schedule, which was begun June 25, will continue through September 23. Sponsors are Lagomarcino-Grupe Co., Nash Finch Co., Witwer Grocer Co., Midwest Fruit Co., Western Grocer Co., and John Blaul's Sons Co. of Cedar Rapids; Hoxie Fruit Co., Waterloo; Guinta Brothers, Clinton and Dubuque; and Everett Chandler, Cedar Rapids fruit broker.

Sellers of Sales

Waiting for the Japanese surrender, which had a world on edge, didn't faze Harry Mason Smith as it did millions of others. He refused to become perturbed about anything— that is, except his golf score. As sales manager of WLW in Cincinnati, Harry holds down one of radio's top selling jobs, but this red-headed, freckle-faced smiling chap is an easy-going, take-it-in-stride fellow.

Harry's career was fortified with six years of study at Northwestern U., Evanston, Ill. He got out in an advertising field following World War II. His work was fascinating and he took it like the proverbial duck to water. For 10 years he was with the Hilmer V. Swenson Adv. Co., Chicago, becoming vice-president and director of sales.

Meanwhile, radio business spread out. Harry saw in this medium a great force for selling. But he stuck to the agency field, leaving Swenson to become vice-president of Henri, Hurst & McDonald, Chicago, in charge of sales. He played golf nearly every day and among his partners were some radio men. Conversations drifted to listener impressions.

In 1936 Harry was appointed sales manager of WBBM Chicago. This was a time when Jim Shouse, vice-president of the Crosley Corp, in charge of broadcasting, was looking for a sales service director, he chose Harry Mason Smith. In April 1940 Harry went to Cincinnati.

After two months at WLW, Harry was sent to New York to organize the WLW New York sales office, which took over the functions formerly performed by Transamerican Broadcasting & Television Corp. The following March when Robert E. Dunville was elected vice-president of the Crosley Corp. and general sales manager of the broadcast division, Harry was made WLW sales manager.

When World War II broke out Harry was a gunner's mate in the National Naval Volunteers. His unit was mustered into service and he was commissioned ensign. During the war he served aboard a tanker which carried oil from Mexican ports to destroyers in the North Sea.

Now another war is behind him and Harry Mason Smith looks to the brightest future in radio's 25 years. "In the distribution decade ahead, season, we anticipate sales volume that must materialize in order to achieve full employment not only of manpower but also of production and capital, advertising must again perform this function," he said.

"It will take the combined planning, ingenuity and genius of the broadcasting industry to provide the training and advertising to do the job. Broadcasting is ready to perform its job in the period ahead."
Royal Crown Bottling Company of Newark, Inc., bottlers of Royal Crown Cola,—"best by taste test", must have complete coverage in America's fourth largest market. So, in July, 1941, the Nehi Corporation bought six, 1-minute "spots" per week on WAAT. From that modest beginning, Royal Crown Cola, year after year, has been renewing and continuously using New Jersey's First Station. Yes, from 6 "spots" to 168 "spots" per week, because they know:

WAAT delivers more listeners per dollar in America's 4TH Largest Market * than any other station— including all 50,000 watters!

* Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the sixth in a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—including tubes and circuits.

RCA built the first all-electronic television transmitters and receivers—the first commercial television station—established the first television relay system—presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play; and was first to televise from an airplane.

RCA is, and will continue to be, the leader in practical, successful, commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

BUY MORE WAR BONDS

6. THE FIELD CAMERA

To provide the public with the greatest service from television, it was necessary to develop cameras that would operate satisfactorily under the wide variety of conditions encountered in the field. Increased sensitivity was essential because of the low light conditions that frequently exist. Portability and ruggedness were prime requirements. The RCA Field Camera, developed and manufactured before the war, was the first step in this direction. It has been used extensively for televising football and baseball games, boxing and wrestling matches, and many other interesting events. The heart of this camera is, of course, the Orthicon, a 100% RCA creation. RCA was the first to produce a camera using the Orthicon—conceded to be the most satisfactory pick-up tube for outside work. When manufacture is resumed, a new and improved field camera will be available. This RCA camera will bring “on-the-spot” telecasting of sports and news events within the reach of every television station.

The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Tom Manning ... HAS THE
KNOW HOW TO KNOW WHO

Tom (Red) Manning brings to WTAM all the "big shots" of the sports and entertainment world. It takes "know how" to know "who's who." Cleveland's first announcer ever to broadcast the Yankee and Giants baseball games by television; Cleveland's first and only winner of the Sporting News Golden Trophy. Tom is first in the "know how" of serving Cleveland fans... just as WTAM is Cleveland's first station in listening audience... day and night.

First in Cleveland
WTAM
50,000 watts
Represented by NBC SPOT SALES

Two City Slickers... Spike Jones
on Tom Manning's Program

TOM MANNING and Jewish War Veterans at Lincoln Memorial Statue Service

TOM MANNING and Jennie Erle Cox 1945 Maid of Cotton

BOB HOPE, BING CROSBY and TOM MANNING at 7th War Loan Golf Match
"Oops! Sorry, Miss Love—But that might have been a call from F & P!"

We hate to interrupt anyone when he's busy—and we certainly try to avoid it. But spot broadcasting is a fast business, and opportunities that are here today are almost always gone tomorrow! So, if you're not already especially familiar with radio, please remember this:

When one of our old Colonels calls you or calls on you pretty breathlessly, don't think he's trying to give you the rush act. That's not in our book. What we do try is to give you a shot at good things, when they break. In almost every case of that sort, these days, every minute counts. So thanks for your help in getting the word to you as fast as possible!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Extends FM Band for New England

Holding Channels, Nonduplication Ruled Out

REEDING the warnings of industriologists that its proposed allocations of FM would not permit good service in New England, the FCC proposes to reissue its FM Rules & Regulations, extend the FM band in the northeastern states from 106 to 108 mc and permit more stations in that thickly populated area.

Rules & Regulations will not be released for another three weeks or month, but the FCC issued a report late Friday covering its intentions. Instructions on procedure will be issued shortly to all applicants.

Developments are these:

(1) The northeastern section, to be known as Area I, will have 90 commercial FM channels instead of 70, as originally proposed, with addition of the 106-108 mc band. Area II, remainder of the country, will have 70 channels, with the 106-108 mc band assigned to facsimile. Proposals are compromise between high-powered stations (such as Yankee Network's 50 kw Mt. Washington outlet) and CBS single-market plan.

(2) Proposed rules governing metropolitan, rural and community stations revised, eliminating rural stations from Area I.

(3) FM stations will be licensed for unlimited time, with minimum of 6 hours daily required at outset.

(4) No rules or regulations concerning duplication of programs. Commissioner C. J. Durr dissented, holding that absence of a rule will favor AM operators who have made "big profits" and work hardship on newcomers who will have to build from scratch.

(5) FCC will not reserve 20 channels for "newcomers" as proposed. Commissioner Durr again dissented, contending that some reservation should be made for service men and women who may have to find all available channels when those who didn't fight.

(6) Multiple ownership rule (Sec. 336) to apply and FM ownership limited to 6 stations per owner. No rule regarding ownership of FM by AM operators.

(7) Network regulations will apply to FM.

(8) Sharing of antenna sites will be required under certain conditions.

(9) Rooster station applications will be considered on merits.

(10) Transmission of simplex facsimile will be permitted during hours not required for FM auroral broadcasting.

(11) Community stations will be allocated on upper end of band because of low power. Educational channels 88-92 mc, not affected. Rules governing educational stations to come later.

Following is text of the Commission report:

Commissioner Durr dissents:

Commissioner Durr dissents from the Commission's decision with respect to the 10 suggested rules and regulations concerning FM broadcasting which were set forth in the Commission's order of June 27, 1945 and which were the subject of recent hearings. In his view the substance of the Rules and Regulations is not justified by the evidence adduced at this time in that manufacturer, existent and prospective licensees, and applicants may have an immediate opportunity to make specific plans for the postwar development of FM broadcasting. The final draft of the Rules and Standards and based on the allocation of FM broadcasting, certain of these plans will not be issued within the immediate future.

Part 1

The allocation plan which was set forth in Item 10 in the order of June 27 will be discussed first.

Any allocation plan for FM broadcasting is complicated by the fact that in the eastern part of the United States (hereinafter defined with more particularity as Area I) there is a heavy concentration of population. The demand for facilities in this portion of the country is therefore greater than in the remainder of the country and testimony at the hearing clearly indicated that the 70 channels allocated to FM broadcasting should not rank the demands which can reasonably be expected in the remainder of the country. Accordingly, the Commission has concluded that the two megacycles between 106 and 108 megacycles, which had been initially reserved for facsimile but which the Commission indicated would eventually be used by FM should be immediately assigned to FM. The Commission has found the reservation that as between facsimile and FM there is much greater present need for the use of these frequencies by FM than by facsimile.

This does not mean that no provision is being made for facsimile. In the first instance the 10 megacycles between 106 and 400 mc are available for facsimile broadcasting. Secondly, even as to the two megacycles between 106 and 108 mc the Commission intends for the present to utilize the frequencies in this band for FM broadcasting only in Area I. In the remainder of the country the proposal will not be assigned to FM at the present time and can be used for facsimile broadcasting. Finally, the Hearing examiner in which the Commission, if it should adopt expressly simplex operation of facsimile on any station during 6 hours per day and also permit the use of the remaining conditions from the experimental basis the multiplex transmission of the same signal and assigned broadcast programs.

The channels which are available for FM broadcasting in Area I will be assigned to Community stations and 60 to Metropolitan.

(Continued on page 78)

Seven Offers Are Received for WOW

SEVEN offers to sell or lease WOW Omaha were received and opened Thursday by Woodruff of the World Life Insurance Society. A committee named by D. E. Bradshaw, chairman of board, is considering the offers which were asked after the recent U. S. Supreme Court ruling BROADCASTING, June 25 reversing a ruling by the Nebraska Supreme Court. Effect of ruling has been to put license up to the FCC.

The seven bids follow:

George F. Kline, Lincoln, would form corporation to buy WOW for $180,000, or $15,000 paid 10 years for $17,500 monthly or 86% of normal after taxes.

Omaha Post No. 1, American Legion, lease with option to buy for $2,600,000 at annual rental of $105,500 plus 50% of net after $1,500,000 is paid, then title would pass.

Radio Station WOW Inc., present lessee, lease for 15 to 25 years at annual rental of $140,000 or $5,500,000 over 25-year period, title remaining with Society.

A. H. Fuch, theatre operator, and D. Ralph Branden, both of Des Moines, form corporation to lease for 15 years at annual rental of $103,388.12 plus 10% appraised value of fixed assets, with option to buy after two years for $9,952,992.

World Publishing Co., owner of Omaha World-Herald and Mutual, would sell, for $10,000,000, or $2,000,000 paid 15 years for total rental of $900,000 with option to buy for $500,000 at end of lease period.

J. M. Harding & Associates (W. J. Cathey, W. D. Hovenstine, W. H. Storz, Paul Gallagher), Omaha, lease 15 years $1,800,000 payable $126,000 a year, Society retaining title but if it proposes to sell during lease $500,000 and $100,000 for right to purchase at any bona fide price offered by a third party.

Two Kinds of FM

SOME broadcasters felt the FCC's new proposal for allocation of FM will be discriminatory. One spokesman, after studying the Commission's report, commented that it "sets up two kinds of broadcasting—one for the East and another for the rest of the country".

Solution lies, he contends, in the fact that FM broadcasting will not be approved by the Commission, in making more channels available. While that report was not final, any protest from broadcasters likely will not be considered, since FCC statement was premised on Rules & Regulations now being formulated.

Plane Relays Planned In '35

A RADIO relay broadcasting system using planes flying in the stratosphere as transmitters was conceived by Nils E. Lindenblad, research engineer of RCA Labs, in 1935 and a patent on the invention has been pending since application was filed Jan. 7, 1942.

Westinghouse Electric Corp., in cooperation with Glenn L. Martin Co., early this month announced the development of Stratovision, an airborne transmitter system [BROADCASTING, Aug. 6, 10]. A broad application has been filed at the Patent Office by Westinghouse in which its claims are stated generally. Research is continuing and may naturally disclose material affecting present claims, in which case they will be enlarged or amended as required. Westinghouse and Martin will cooperate until November 1945.

The proposal in the Lindenblad patent application would station planes 400 to 600 miles apart. A single transmitter on the ground would transmit the signals to the stratospheric stations which would then pass the signals from one to the other. Each airplane relay station would be provided with broadcasting equipment to radiate the signals earthward.
Millions of Sets Will Boost Radio Audience

Set Makers Race To Get Product On Market
By J. FRANK BEATTY

RADIO manufacturers, racing to get receiving sets on the market, will add 3 1/2 to 4 million sets-in-use to the present 55,000,000 total by the end of the year.

Once production ceilings down to normal, they will produce 2 to 3 million sets every quarter.

These figures are based on a round-up of factories by Broadcasting, showing that many plants have already assembly lines in operation. Others are reconverting furiously. Some still are wrestling with early production problems and can't promise action for some weeks.

Receiving sets should appear on retailers' floors in September. By October they should appear in quantity, with buyers having a wide choice of models and brands.

Third of Normal by Holidays

Several manufacturers promise a third of a normal year's production by the holidays. Some will reach normal production in two or three months. Most are setting up for huge production—10,000 sets a day planned in one case.

Effect of all this production on broadcasting industry will be not only to bring quick and sharp increase in sets-in-use total, but also provide public with improved listening conditions.

Policies of set makers on FM vary. Several plan to include both present and upper FM bands in their sets, but effect of the letter sent to RMA by FCC Chairman Paul Porter (see story, page 18) was just sinking in last week. This letter warns against putting two FM bands in new receivers.

The picture of a weekend was this: Small percentage of early production will include upper FM band. Makers are eager to get into showrooms at earliest possible moment and can attain volume by concentrating on straight AM receivers. Later in autumn they will increase percentage of FM-equipped receivers. When FM stations in upper band begin to take the air, percentage of FM sets will rise sharply.

Television is getting scant consideration in the scramble to reconver and get production lines operating. Consensus is that television receivers will be made when there are enough television stations to create public demand for TV sets. Though most receivers will be low-priced table models they will be superior to 1942 sets in same price range. Lessons learned in war production will be utilized for peacetime sets. Military tolerances in radar, for example, were extremely fine and new production will benefit by improved practices and components.

Advertising Committee (Set Division) of Radio Mfrs. Assn., met last Wednesday at Edgewater Beach Hotel, Chicago. Merchandising and exploitation problems were discussed, along with distribution policies.

The RMA group also went into plans for joint observation with the NAB of the 25th anniversary of radio. Plans for a symbolic statuette were reviewed and changes suggested.

FOR SEVERAL years radio's total of sets-in-use has been slipping due to wartime ban on production and to battery shortage. Now sets are starting to come off a few production lines. By October stores will have plenty. Set makers, though, are harrassed by reconversion problems. Here is nationwide round-up by BROADCASTING of what they are doing since WPB gave them green light.

Impetus to radio receiver production came last Monday when WPB revoked L-265, order specifying limitations on production of sets and components. Action was taken as part of sweeping WPB revocation of production controls. It gave the green light to receiving sets and components manufacturers. Also revoked last week was WPB control over use of surplus electronic products. To date the war surplus stocks released by the military have not been an important battery.

Most manufacturers have huge backlogs of orders. Switch from military to civilian production is simple in comparison with many industries, since receivers contain condensers, resistors, tubes and other components similar to the parts used in military equipment.

One of knottiest problems centers around cabinets. Scarcity of wood, plastics and finishes is serious in many plants. Until these shortages are solved, production will be concentrated in table model field, prices probably ranging from $20 to $50. Here plastics are satisfactory and public has been educated to the use of such materials. Some plants plan to produce console models in plastic but expect to switch to wood when it's available. Fancy combination models will be provided dealers for display.

Pricing Tough

Pricing problem is tough. OPA was caught short by sudden end of Pacific war but is being pressured to act quickly. Situation is difficult since component manufacturers, for example, make some 4,000 items. One proposed solution is for OPA to fix profit for items by departmentalizing—tubes, so much profit, etc.

John W. Snyder, director, Office of War Mobilization & Reconversion, met with RMA officials Thursday. He told OPA that WPB is holding up the reconversion to set production. OPA action was promised on component pricing by the middle of this week, probably on a departmentalized basis.

Many new manufacturers are entering the set field, having been active in electronics during the war. Total number of makers before war was about 50, but at least 100 are entering the postwar set market.

Effect of the WPB action revoking L-265 was to start set manufacturers on a grand rush to get sets into retail channels as quickly as possible. WPB explained the move was taken to remove any barriers to quick reconversion and speed employment of war workers out of jobs because of cutbacks.

Melvin E. Karns, director of the WPB Radio & Radar Division, predicted the industry could produce 3 1/2 to 4 million home receivers by end of 1945. Terminated contracts cover 80% of total contracts outstanding last month. Some military production continues, with new procurement and existing contracts taking care of needs. Special priorities will be granted, if necessary, and general WPB controls will be retained where necessary.

Military deliveries have exceeded $200,000,000 a month for several months, said Mr. Karns. This is far above WPB production plans for the war, he said, the $200,000,000 is equivalent to $50,000,000 worth of civilian end equipment. Monthly production of end equipment in 1941 was $23,000,000. Sufficient component capacity for all civilian needs is available, Mr. Karns said.

Some of the sets in question will remain in short supply for some time, he added, and substitutes must be employed. Among such items are tin, crude rubber, certain kinds of lumber, paper and paperboard, certain textiles and chemicals, and some finishes. Many of these should become easier after a short period.

Electronics Research Supply Agency, which has supplied components to industry and development laboratories during the war, will cease operation about Sept. 30.

Radio & Radar Division will continue to aid industry in breaking bottlenecks and in handling problems but priorities assistance will be granted only in rare cases of unusual hardship. Manufacturers were urged not to vandalize tube lines and to stockpile parts. When crush production is on, they are expected to manufacture parts to meet war emergencies.

Here is rundown of what set manufacturers are doing:

ADMIRAL RADIO Corp.—Production on postwar sets began a month ago with dealers promised 5,000 sets per day by October, 10,000 by January. Seymour Mintz, advertising manager, said biggest selling point will be new five-second changing cycle on record changer, open to operation 35%. Line will concentrate on table models, with AM-FM, console-phonographs coming later. Tele will be secondary, but will offer new RCA Philco and Willard sets. Designs will continue period styles, but plastic will be principal cabinet

(Continued on page 72)
Soviets Reject Radio, Press Equality

News Freedom in USSR Is Denied to Radio Correspondents

IS A RADIO correspondent entitled to as free access to the news as a newspaper correspondent is? The United States thinks so. Russia does not.

That much was revealed by Secretary of State Byrnes in a press conference in Paris on Tuesday. Mr. Byrnes said that the use of the word "radio" synonymous with "press" in the free press platform adopted at the Potdam Conference was approved [COUNCIL, Aug. 20].

Soviet Interpretation

The Soviets take the view that radio is a state institution, and that entrance of radio correspondents into the USSR or its satellites will entail freedom of access to news would be tantamount to admitting on that basis a government institution from another land.

Byrnes was asked if the Soviet newspaper correspondents, on the other hand, would be given free access. At least, such is Mr. Byrnes' understanding. He acknowledged that four newspaper correspondents had not been permitted to enter the USSR since the Potdam Conference—halted by the USSR at Budapest.

He has asked the Allied Control Commission to investigate this matter, and is calling it to the attention of the Russians. He believes that the correspondents will be passed as soon as Budapest authorities are apprised of the Potdam free press agreement.

Mr. Byrnes did not answer directly at the press conference a question as to whether radio correspondent to the disposition which could be made should one of these four be a radio correspondent. He felt that this would be a good time for some radio correspondent to try his luck at gaining free access on a par with the press, and he suggested that such a venture might offer a test case.

President Truman's sentiments about radio's status in the world of news are well known. They were stated in a letter published by Time, July 25, 1945, and then to radio as "a medium that by its very nature must remain as free as the press."

This was written on the eve of his departure for Potsdam. That it was fresh in his mind is evident in the conference announcement. At Potsdam, the American delegation was understood to have been first to introduce the free radio issue when the free press planks was under discussion.

At such meetings, by terms of agreements among the Allied Nations, a subject is dropped when one party objects. Russia objected and remained adamant. Although Great Britain took a view of broadcasting different from that taken by S. U. S. representatives, it was understood she was willing to go along with President Truman and Mr. Byrnes.

Possibly the Russian attitude may be explained when the Soviets are given a fuller explanation of the system under which American broadcasting operates. It is observed by some that they now permit American radio correspondents to speak from within the USSR.

The press provisions adopted at Potsdam were composed in the close of the last year. It is understood that time did not permit full enough discussion to dissuade the Russians.
FM Will Move to 88-108 mc by Christmas

Furor Caused by Porter Letter To Cosgrove

By BILL BAILEY

FM will be in its new home (88-108 mc) by Christmas day, or shortly thereafter.

That's the prediction of FCC officials, based on information from both set and transmitter manufacturers.

Set manufacturers, transmitter makers and broadcasters alike literally “hit the ceiling” last week when the Commission released a letter written Aug. 17 by Chairman Paul A. Porter to R. C. Cosgrove, Radio Mfrs. Assn. president, threatening to terminate FM in the old band (42-50 mc) immediately if manufacturers fail to turn out new sets with two FM bands.

FCC's Threat

Mr. Porter’s letter, signed “by direction of the Commission”, said it was the Commission’s desire to permit simultaneous operation in both the old and new FM bands “as long as it is necessary” but added: “If new receivers are manufactured to cover the old band, the Commission might very well take the position that it was necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over to FM’s new and permanent home should not be delayed.” That sentence caused a furor among manufacturers. Several had two-band sets in the making. Their decision to cover both bands was taken, it was understood, because the FCC in earlier releases failed to estimate a date for termination of interim operation and for the changeover.

The Commission is informed by transmitter manufacturers that 10 kw transmitters will be immediately available for the new band,” wrote Chairman Porter. That brought vigorous denials from transmitter manufacturers, who told Broadcasting that 250w, 1 kw and 3 kw transmitters probably would be ready by Jan. 1 with the more portable model—10 kw and 50 kw transmitters won’t be ready for a year or more.

“Boh,” replied a high Commission official, who asked that he be not identified. “I have letters on my desk from some of the large manufacturers assuring me that transmitters capable of 10 kw radiated power will be ready before the first of the year. Converters will be out long before and there’s no reason why FM stations operating in the present band can’t be moved up to give the public a Christmas present of programs in the new FM band.”

Manufacturers polled by Broadcasting were more pessimistic, however. Prof. E. H. Armstrong, FM inventor, said he had the money, tower and antenna ready for his own two-band trans- mission, but so far he hasn’t had anything like an offer for immediate installation.

No Commitments

No spokesman would commit himself to a flat statement of date for FM transmitters, but all pledged the fastest possible action. Because of the abrupt end of the war, they still have rejuvenation problems to iron out.

General Electric plans to fill FM is expected to move to its new home (88-108 mc) by Christmas. That developed after FCC threatened to terminate all FM transmissions in old band (42-50 mc) if set manufacturers failed to make transmitters.

With transmitters available in immediate future, FCC soon will require present FM broadcasters to move to higher band.

standing orders with 250w transmitters, adding step-up units as rapidly as possible until specified power is attained.

Radio Engineering Labs. will have converters for delivery well in advance of new transmitters.

REL also anticipates its transmitters will be first on the market, since its development efforts are exclusive manufacture of FM equipment.

RCA will turn out FM transmitters at its Camden plant as first civilian product, since there are no reconversion problems. Men are now looking for needed materials for FM transmitters and experiments their delivery, RCA said. Firm will produce transmitters and receivers only for the new band, in accordance with the Porter dictum. A promise of transmitters “in quantity” six months after engineering standards are announced. Standards are expected this week.

Western Electric wouldn’t date but like others promised to push all steam ahead. Federal Tele- & Radio Corp. is pressing for equi-

Developments moved rapidly last week, following release on Tuesdays of the Porter letter to Mr. Cosgrove. Some manufacturers reportedly told the FCC they were going ahead anyhow—the FCC had already business dictating what kind of sets they should make.

Such a dictatorial stand by the Commission, they asserted, wouldn’t punish manufacturers—as appa rently intended, but would penalize the public; (2) and pioneers broadcasters who hadn’t a chance to convert to new frequencies.

Mr. Porter told Broadcasting that should manufacturers turn out two-band receivers, the Coj mission would carry out its three and order present FM transmitters off the air to “protect the public from using extra money for tv band sets.

By weekend the Commission wasn’t so sure it would have in mind a threat to “put an end to all FM transmissions in the old band.”

Turn events was taking care of the termination by natural force aft War Production Board revoked Order L-265 (see story page 1).

The transition to the new F band depends upon two factors (1) how soon sets are in the han of the public; (2) when transmitters are available.

WPB estimates that 35-4 million sets will be out by Christmas. He wouldn’t say how many but manufacturers indicated number would be small.

(Continued on page 70)

RTPB Votes 20-11 Favoring AM Band Extension to 530 kc

EXTENSION of the standard broadcast band to 530 kc has been recommended by Panel 4, Radio Technical Planning Board, by a 20-11 vote. The panel defeated, 16-15, a proposal to recommend that the FCC extend the AM band still further to 520 kc.

The panel was unanimous in its support of the FCC’s proposal to extend the standard band to 530 kc [BROADCASTING, May 28]. Final allocations below 25 mc still are to be announced.

Poll on AM

Following oral argument on proposed allocations below 25 mc, Panel 4 canvassed its members by mail ballot on extension of the AM band to 520 kc. During allocations hearings last fall Howard S. Frazer, Panel 4 chairman, testified that various members of his panel favored extension of the band, some to 520 kc, some to 530 and others to 540 kc.

The mail ballot, results of which were disclosed last week, showed 31 votes in favor of the Commission’s proposal to include the 540-kc channel in the AM band. There was no dissent.

FCC Foreign Broadcast Intelligence Will Be Demobilized Before Oct. 1

DEMOBILIZATION of the FCC Foreign Broadcast Intelligence Service employing 300 persons will take place before Oct. 14, it was heard last week.

FCC Chairperson Paul A. Porter has notified other Government departments using FBIS services that the department will cease to function unless otherwise ordered by Congress. Under the 1946 fiscal year appropriations bill, national defense activities, including FBIS, must terminate 60 days after hos-

provide Daily Digests

The FBIS, target of the House Select Committee to Investigate the FCC, has been providing daily digests of foreign broadcasts for other Government agencies, princi-
Two sets of fans, as shown in this photograph, force air through the test section of a wind tunnel at Moffett Field, California. They develop a gale of 600 miles per hour... speed almost equal to a bullet.

It's far from being the largest test chamber... but it has the highest velocity for a tunnel of this size.

Not the largest, it says... but man, how it produces! And we're using this story because there's a parallel in it for radio station W-I-T-H in Baltimore.

We're not the biggest either. But this successful independent produces more listeners-per-dollar-spent than any other station in town.

It will pay you to take a look at the facts. Remember... it's W-I-T-H, the independent in Baltimore.
INCORRECTED PROFIT FOR CBS PREDICTED

CBS, whose earnings have been lowered during the last six years because of excess profits taxes, ranging between $2.64 and $2.95 a share annually during the last six years, "probably will be able to earn substantially more than $5 a share" after the war, according to a booklet, "Profit Possibilities in Advertising Shares," issued by W. E. Hutton & Co., New York brokerage firm.


Analysis of CBS earnings since 1935 shows a high of $4.41 per share in 1936. Earnings for 1944 were $2.72 per share, but "given a 40 per cent cut, instead of a 65 per cent rate (approximate deduction) in 1944, the company would have earned $4.50." Assuming the repeal of the excess profits tax and a tax rate of around 40 per cent, CBS earnings will probably exceed $5 a share, the booklet states, "because (a) it probably will sell more, much more advertising time, (b) it may obtain moderately higher rates from advertisers, and (c) the company's phonograph record, producing subsidiary, which has had a negligible excess profits tax exemption, probably will become an important contributor to earnings."

"CBS is in a very strong financial position with net working capital at the end of 1944 at $12,530,000, compared with $7,770,000 at the end of 1941."

Renews Replacement

F. W. FITCH Co., Des Moines, will expand Dick Powell's "Bandywagon" Mysterics to the full NBC network Sept. 27. Originally a summer replacement for the Sunday Bandwagon program, the mystery series clicked so well both sponsor and agency decided to renew. Show will be aired from Hollywood Thursday 8:30-9 p.m. EWT, 9:30-10 p.m. CET, for West Coast. As in previous years Fitch will continue its regular Bandwagon on NBC. Agency is L. W. Ramsey & Co., Davenport, Iowa.

LEYDORF TO RIO

G. FRITZ LEYDORF, radio research consultant of the Crosley Corp. broadcasting division, left last Wednesday for Rio de Janeiro to attend the Third Inter-American Radio Conference starting Sept. 3. Mr. Leydorf was at the first such meeting in 1937 at Havana but did not go to the second one at Santiago in 1940.


NOW IT'S OUR TURN TO TALK

"Red" Bauer of WINN Answers Complainrs With Industry Side of Question

TAKING advantage of the opportunity when offered the "guest" spot as columnist in the Louisville Courier-Journal radio column, G. F. "Red" Bauer, WINN sales manager and newscaster, got a few gripes off his chest about people and radio.

First on his list of people to talk back to is the man who gripes about commercials. "Does he think that we, in the business, aren't trying our level best, seven days and nights a week, to improve radio commercials? Radio is a big business and we've got a big investment to protect. . . If it weren't for the commercials—and the advertisers—who pay for them—the finest broadcasting system in the world wouldn't exist."

Next he takes up the radio advertiser who "doesn't like spot announcements between programs, because he believes the time they consume is stolen from the program period he pays for." Although Mr. Bauer says he believes programs are a sound investment, if there were no spot announcements, the price on the programs would soar.

Number three is the listener who writes anonymous letters. "It's always the anonymous letter that expresses such unflattering sentiments." In the words of Mr. Bauer, they express "ignorance and cowardice." And they far outweigh the complimentary letters, he says.

His fourth gripe is the prospective radio advertiser who uses his own likes or dislikes to evaluate a program's worth. These people, he says, by virtue of their position are甸e the average listener, and therefore are not good judges of what will appeal to the majority. He feels that people in radio who are worth their salt know more about what sort of program of advertisements should have than the advertiser. Mr. Bauer suggests to the prospective radio advertiser: "Talk to nobody about the purchase of radio advertising unless you are confident the man you talk to knows his business. . . Then follow the man's advice."

HAMS TO USE WERS BAND TEMPORARILY

AMATEURS in good standing may operate in the 112-115.5 mc band, which has been used by the War Emergency Radio Service (Broadcasting, Aug. 20). WERS will be terminated on Nov. 16. In the meantime amateurs may use the band. Amateurs were taken off the air when the Japanese attacked Pearl Harbor.

Wisconsin FM Project

BILL authorizing a State FM non-commercial educational radio network system in Wisconsin became law Aug. 18 when it was signed by Gov. Walter Goodland. Appropriation of $162,000 for construction of FM broadcast system is provided and a State Radio Council is created to take charge of the project.

Wunderlich Appointed

NORMAN WUNDERLICH, manager of communications and electronic division, Galvin Manufacturing Corp., Chicago, has been appointed sales director of radio equipment and allied products of Federal Telephone and Radio Corp., Newark. Mr. Wunderlich is responsible for the Wunderlich tube, the first dual purpose tube.
The regular dissemination of news by radio stations is commonplace today, but 18 years ago the establishment of a full-time news department by WKY was an innovation.

The moment WKY came under the wing of its present management with a quarter-century newspaper background, news was given major emphasis ... news of the world, the nation, the community ... news of the weather ... news of interest and value to farmers.

WKY not only sensed a major obligation to use its facilities to keep listeners informed but accepted the responsibility of doing a characteristically thorough job of it, setting up a news department with a full-time staff of experienced newsmen. With full wire service of the Associated Press and its affiliation with The Daily Oklahoman and Oklahoma City Times, WKY began giving, and still gives, Oklahoma its most complete, authentic and timely news service.

Even during wartime when electrifying news from across the seas furnished leads for virtually every newscast, WKY's tailor-made news programs, every one especially written and prepared for local broadcast, covered the local scene, let listeners know what was happening in their own communities. When local news again becomes uppermost, Oklahoma listeners will know which station will be doing the best job.

In addition to general news, WKY has long recognized the utility of radio in the dissemination of such vital and useful news as weather, stock and market reports. For this information, of incalculable value to farmers and business men, but dull to the average listener, WKY goes direct to headquarters; the weather bureau, a broker's ticker and the stockyards.

News of the farm, of food, of style and dozens of other things in which people are always interested are a part of WKY's broad program of keeping listeners informed.

WKY will always cherish and protect its reputation among Oklahoma listeners which 18 years of emphasis on news have given it.
Co-op Sales Boosted by Network Aid

American Sales Staff Cooperates With Local Men

By BRUCE ROBERTSON

THE OTHER DAY Stanley C. Florsheim, director of American's cooperative program department, called the manager of one of the network's affiliate stations to let him know that a co-op salesman would be passing through his city and if the manager liked he'd stop over for a few days to call on some of the station's prospects for co-op shows with the station's salesman. "He started to hem and haw," Mr. Florsheim said, "and I couldn't figure out why. Then it came to me that he was trying to find out what the catch was, what it was going to cost him. When I told him that it was strictly a no-charge proposition and just part of American's service to our stations he couldn't say yes fast enough. So our man-

AMERICAN Network is doing nicely with its co-op selling plan. Like most good ideas, it's simple. The network makes its co-op salesman available to affiliates. Backed by experience of local sponsors in other cities, these network salesmen help stations sell new prospects and help the present sponsors with their merchandising.

stopped off and before he left Bauxhage had another sponsor."

To this plan of helping the stations sell their own time—and of course American's co-op shows—Mr. Florsheim gives much of the credit to the fact that his department's billings in the first week in July were two-and-a-half times the total for the same week a year ago. "Better than that," he said, "they were well ahead of the first week in June. And August is going to be even better than July. The curve is up. We've licked the summer slump."

Announced early in July, the idea of placing the network's co-op salesman at stations disposal had been thoroughly tested in advance. Barney Cragston, co-op sales manager, and his associates, Larry Surles and Frank O'Connell, made calls with local station salesmen in more than a dozen cities, where station managers reported many traceable co-op sales and sponsors were grateful for the merchandising help they had received.

"Our men aren't equipped to do

NORTHERN National Bank of Minneapolis, a Swing sponsor, advertizes his program on its billboards. Small insert at upper left of this sign mentions Swing and gives program time.

pressure selling," Mr. Florsheim said, "but they can give advertisers the benefit of their experience in many cities and towns. And they can pass along merchandising ideas used by simi-lar advertisers in other cities."

Local promotion given by many sponsors to the co-op programs is another major factor in their success, Mr. Florsheim believes. He cited Gimbel Brothers, who bought Rebound and Swing to increase the prestige of the men's departments of their Philadelphia and Milwaukee stores. Blowups of Swing were in the store windows; newspaper ads carried his picture with the line "brought you exclusively in Philadelphia (Milwaukee) by Gimbel's"; merchandise stuffers plugged the broadcasts.

Promotion

Another Swing sponsor, Northwestern National Bank of Minneapolis, advertises the program on its billboards, on newspaper radio pages, by enclosures in its monthly statements, by postage meter on its envelopes, with five-foot blowups in window and lobby displays and with counter cards in the main bank and all its branches.

"Merchandising like that," Mr. Florsheim declared, "helps build the program and so helps it to do a better job for the sponsor. And when our salesmen can pass along examples like those to other advertisers in other cities, they are benefited also. And we and the stations benefit too," he added, "because advertisers in many cities no longer have to wholeheartedly on a campaign wouldn't dream of dropping it for the summer."

Local advertisers are encouraged to discuss their problems with him and his staff, Mr. Florsheim said, adding that his department frequently benefits as much as the clients. For instance, when Neusteter's, Denver women's specialty shop, assumed sponsorship of Constance Bennett in that city, the store's head, Ed Neusteter, and his advertising manager, E. K. Shelton, called on Mr. Florsheim in New York to discuss promotion.

At that time, Mr. Florsheim said, Miss Bennett each day described her costume or accessories as filler material in her broadcast for those stations which did not have sponsors for the program. At the sug-

(Continued on page 22)
A radio station is known by the Companies it keeps

BASEBALL Sells for Walgreen Drug Stores and Old Gold Cigarettes on the New WJJD

* Walgreen Drug Stores have been sponsoring baseball broadcasts on WJJD now for 7 years. Old Gold Cigarettes for 2. Pretty good testimony that the New WJJD’S exclusive White Sox broadcasts have produced results where results count. Experience proves that dollar for dollar the New WJJD rates as a best buy in Chicago. With 20,000 watts of SELLING POWER, the New WJJD signal booms out into a coverage area containing 3,234,059 radio homes—spread over a greater coverage area than any other Chicago Station, regardless of power.

SPECIAL: The New WJJD’s post-baseball programming will open up a few choice availabilities in key afternoon time. They’re bound to go fast. Better get your reservations in early.

20,000 WATTS OF SELLING POWER

THE NEW WJJD

A Marshall Field STATION REPRESENTED NATIONALLY BY PAUL H. RAYMER
Music hath its charms

Even as markets have their charms

Even as sales have their charms

Even as low costs have their charms!

Put them all together—Music, Markets, Sales, Low Costs and Profits—and you have the Ace Charm—a WWVA Campaign

Ask a John Blair Man

Basic Affiliate

AMERICAN BROADCASTING COMPANY

Add V-J Day Coverage

Recorders Valuable

PRESAGING special events coverage of future, several stations used wire and film recorders for interviews with military personnel celebrating, put them on air later. Florence Warner of WOL, Washington, with film recorder, got postwar statement from WFB Chairman, Ermie J. Statler Hotel, and Hugh Butler, acting British Ambassador. WHOM New York used film recorder to pick up motorist reaction at filling stations when gas rationing ended. WIND Chicago went to Douglas Aircraft plant with wire recorder to get workmen comments.

* * *

Governor on WIBC

WIBC Indianapolis received victory speeches by Gov. Gates of Indiana and Mayor Tyndall of Indianapolis few minutes after broadcasting surrender news; also interviewed wounded veterans at Billings General Hospital, and did pickups from street and union station. Among WIBC's victory week broadcasts was interview with Dr. Charles W. Hires, director, Dept. of Physics, Indiana U. and his associate, Prof. I. W. Schwartz, who talked of atom bomb in layman's language. Norm Perry Jr., special events chief, conducted the program.

* * *

'Postwar' on WFA

WFA White Plains, N. Y., did a "Postwar Prospects" broadcast 10 minutes after flashing surrender news. During the day Tuesday (Aug. 14) Frank A. Seitz, station managing director, had special transcription made with top Westchester county officials speaking. Confusion attending interpretation of President Truman's two-day holiday brought spot announcements from Roosevelt, General Electric, Eastern Aircraft, Burroughs & Welome, J. H. Evans & Sons, Anaconda Wire & Cable Co. and Pinst National Food Stores, ex-

riage of Mr. Neusteter this description is now in the main part of Miss Bennett's broadcast and American each day notifies her sponsors in advance what articles she is going to talk about so they can promote that merchandise in their window and counter displays and their newspaper advertising. "Conducting Neusteter says today that ..." is an effective sales help.

When Burton A. Gallup of Meigs & Co., Bridgeport men's store sponsoring Kiens' News Corner, was in New York, American took a Gal-

even as profits have their charms!

Co-op Sales

(Continued from page 22)

spection of Mr. Neusteter this description is now in the main part of Miss Bennett's broadcast and American each day notifies her sponsors in advance what articles she is going to talk about so they can promote that merchandise in their window and counter displays and their newspaper advertising. "Conducting Neusteter says today that ..." is an effective sales help.

When Burton A. Gallup of Meigs & Co., Bridgeport men's store sponsoring Kiens' News Corner, was in New York, American took a Gal-

Summary of Miss Bennett's broadcast and American each day notifies her sponsors in advance what articles she is going to talk about so they can promote that merchandise in their window and counter displays and their newspaper advertising. "Conducting Neusteter says today that ..." is an effective sales help.

When Burton A. Gallup of Meigs & Co., Bridgeport men's store sponsoring Kiens' News Corner, was in New York, American took a Gal-

Co-op Sales

(Continued from page 22)

Put them all together—Music, Markets, Sales, Low Costs and Profits—and you have the Ace Charm—a WWVA Campaign

Ask a John Blair Man

Basic Affiliate

AMERICAN BROADCASTING COMPANY

Add V-J Day Coverage

Recorders Valuable

PRESAGING special events coverage of future, several stations used wire and film recorders for interviews with military personnel celebrating, put them on air later. Florence Warner of WOL, Washington, with film recorder, got postwar statement from WFB Chairman, Ermie J. Statler Hotel, and Hugh Butler, acting British Ambassador. WHOM New York used film recorder to pick up motorist reaction at filling stations when gas rationing ended. WIND Chicago went to Douglas Aircraft plant with wire recorder to get workmen comments.

* * *

Governor on WIBC

WIBC Indianapolis received victory speeches by Gov. Gates of Indiana and Mayor Tyndall of Indianapolis few minutes after broadcasting surrender news; also interviewed wounded veterans at Billings General Hospital, and did pickups from street and union station. Among WIBC's victory week broadcasts was interview with Dr. Charles W. Hires, director, Dept. of Physics, Indiana U. and his associate, Prof. I. W. Schwartz, who talked of atom bomb in layman's language. Norm Perry Jr., special events chief, conducted the program.

* * *

'Postwar' on WFA

WFA White Plains, N. Y., did a "Postwar Prospects" broadcast 10 minutes after flashing surrender news. During the day Tuesday (Aug. 14) Frank A. Seitz, station managing director, had special transcription made with top Westchester county officials speaking. Confusion attending interpretation of President Truman's two-day holiday brought spot announcements from Roosevelt, General Electric, Eastern Aircraft, Burroughs & Welome, J. H. Evans & Sons, Anaconda Wire & Cable Co. and Pinst National Food Stores, ex-

Co-op Sales

(Continued from page 22)

PlACING to employes how long they might stay away from work.

Cycled to Work

PAUL WHITK, news editor of WKNR Youngstown, Ohio, cycled to work on the morning following surrender. WKNR's staff of 12 employees, including Paul White, CBK news editor, pedaled 10 miles to the station at 5 a.m. Aug. 14 astride his son's bicycle when first word of surrender was aired by Donnel.

WIOD Forum

WIOD Miami was ready with a forum on postwar prospects when surrender came. Participating were government, city and civic leaders. Station also used mobile unit for crowd color and interviews with Bill Ost, discharged veteran, handling bike. Protestant minister, Catholic priest and Jewish rabbi participated in special transcription, aired during Tuesday evening. Special messages from commanding officers of Army and Navy units in Miami area were brought on the air.

WPAF Feedings

WHP Harrisburg, Pa., fearful that the tendency to "let down" following surrender might tie up vital military, transportation and communications traffic urged listeners in special programs and in spots on regularly scheduled periods to go back to work after celebrating. Special programs were effective.

WAAT Dance

WAAT Newark, N. J., opened its terrace room in Mosque Theater building to USO for victory dance on Wednesday night, Aug. 15. Servicemen, wives and sweethearts were invited by spots on air. Half-hour of the show was broad-

All Commercialists Out

K/FAS Pasadena, Cal., cancelled all commercials, scheduled three street pick-ups and devoted entire schedule to victory, resuming normal programming Wednesday morning.

K/FW News Marathon


WAGA Plays Host

WAGA Atlanta sponsored huge street dance night of victory, broadcasting music by local dance and military bands and interviews with victorious returning men and women on regular schedule for three hours. Atlanta's damage by boisterous whoopee-makers was held to a mini-

Chinese Filers Heard

K/KOK St. Louis cancelled all commercials at surrender news, played special programs, one from Chungking restaurant, Chee 00 Chinese, and celebrated. Pickups from mayor's office, theaters, traveling buses and streets were aired.

War Mothers Talk

K/DY Salt Lake City featured interviews with five mothers of 16 sons in service, one of them the mother of seven. All are neighbors. Special pick-

Canadian Stations

PRIVATE stations and CBS networks carried special programs, with CBC Trans-Canada and Dominion networks offering from Toronto. Prime Minister Attlee's victory message was aired from London to Canada and United States. President Truman's statement released in Wash-

among the World's Better Radio Stations

WWVA

50,000 WATTS

WHEELING, WEST VA.

BROADCASTING • Broadcast Advertising
EVERY Network Show on WOW has a Hooperating higher than the national average—but WOW also does a terrific job on National Spot Programs. Witness the “Skippy Hollywood Theatre” rating of 18.6, and Hamm’s Beer “Preferred Melodies”, a local production, three times a week, early evening, has a rating of 17.9—the “Nebraska-Iowa Quiz”, for Listerine, Sunday afternoon, rates 14.1—while the McKesson Robbins “Noonday Forum”, 12:45 across the board carries a rating of 11.7. Note Hooperatings Fall-Winter, 1944-45.

The above is substantial evidence that WOW has a predominating hold on the listeners in the Omaha trade territory. Write for availabilities or phone the nearest John Blair office.
**Guestorial**

**WILL STATIONS LOSE THEIR IDENTITY?**

By LESLIE L. KENNON, Assistant to General Manager of KWTO

NETWORK and transcribed programs have worked to the advantage of radio stations. However, regional stations are losing a part of their individual identity by scheduling an overdose of them.

Listeners recognize a regional station by what they have been accustomed to listening to over an extended length of time. It has been a practice in the past for stations to give over a goodly portion of their schedule to live talent shows, service features such as farm forums, weather forecasts, market reports and regional sports. Most of them have built their success on this pattern.

I suggest that we have gradually slipped away from local programming that fits the tempo of our own community and, in many instances, have found disfavor with many of our listeners when transcriptions and network have been substituted.

**Overall Job**

Those who have maintained a large and versatile talent staff now are finding little use for them because of the desire on the part of the advertiser to do an overall job by the use of the above method...

The first consideration should be for our listeners. That is the advertiser's first consideration also. We cannot have a wide and varied schedule if we cannot provide a well rounded one, and this oftentimes means sacrifice of revenue. A morning and afternoon diet of transcribed shows or network regardless of national or regional rating, will not accomplish the best results for the station or for the client. It is our job to protect ourselves, and thereby protect the advertiser, by keeping our own individual identity in our community.

**Howard Elected**

LOUIS HOWARD, owner of WHIT New Bern and WJNC Jacksonville, N. C., has been elected president of the Tobacco Network succeeding Fred Fletcher, general manager of WRAL Raleigh. Billy Hodges, general manager of WGTI, Greenville, was elected vice-president; Harry Bright, general manager of WGBR Goldsboro, reelected secretary; Allen Wannamaker, general manager WGMT Wilson, reelected treasurer. Eugene P. Weil continues as general sales manager for the network.

**Stewart Warner Report**

A PROFIT of $1,200,000 was listed for the first six months of 1945, ending June 30, in the unaudited semi-annual report mailed to stockholders by Stewart Warner Corp., Chicago. Sum of $400,000 was set aside for postwar improvements, with the balance equal to 68 cents per share of capital stock.

**Office to Close**

HOLLYWOOD radio section of Office of Inter-American Affairs is to close Sept. & Move follows budget slash of $1,300,000. Employees of Hollywood division have been offered jobs with merged Washington and New York OIAA operations in New York, it was said.
Mark up another jackpot for the WNA-X “Sunday Get-Together.” Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. Cost, $75 a broadcast or $525 total. Sold, more than $10,000 in merchandise . . . including 451 raincoats at $2 each; 1221 pairs of Army shoes at $4 each; and 222 Army pup tents at $20 each. Advertising Cost, less than \( \frac{1}{2} \) of 1 percent.

That's hitting the jackpot, in anybody's language . . . and the reason that the WNA-X “Sunday Get-Together” hits the jackpot, continuously, is the fact that it speaks the language of some five million folks in the states of Minnesota, Iowa, Nebraska, North and South Dakota.

The “Sunday Get-Together” is just part of the WNA-X plan to give folks in this five-state market what they like to hear most . . . nice, lively entertainment plus outstanding newscasts. It's the kind of programming that helps your advertising dollars hit the jackpot every time.

Represented Nationally by the Katz Agency

WNAX

A Cowles Station
Sioux City • Yankton

When they hear commercials on WNAX
They Buy!
KXOA Now Operating
On Regular License

KXOA Sacramento, Calif., which had been operating under program test since May 20, at the beginning of the month received its regular license. A basic affiliate of Mutual Don Lee network, the station is owned and managed by Lincoln Dellar, former vice-president and general manager of Associated Broadcasters Inc., San Francisco.

Department heads of KXOA, announced by Mr. Dellar, are Morton Sidley, sales manager, formerly of KSPO San Francisco; H. Neil Black, chief engineer, previously with NBC; Earl Russell Jr., program operations manager, from KFBK Sacramento.

A subscriber to Associated Program Service and United Press, KXOA has completed contracts for license agreements with ASCAP, BMI and SESAC. From its inception the station has carried the full commercial Mutual West Coast schedule and has a night hourly rate of 80. John Blair & Co. is national representative.

Transcriptions Again Prepared for Europe

WORLD WIDE Broadcasting Foundation of Boston soon will resume sending foreign-language transcriptions to Europe for broadcast on the Continent, according to George E. Caraker, lecturer, writer and member of World Wide's New York staff.

The new World Wide recordings, based on such subjects as rehabilitation and public health, will go to Europe via diplomatic pouch. Mr. Caraker said. Requests for the transcriptions have been received from the Netherlands and other countries are expected to ask for the special programs in the near future.

Now in its 10th year, the Foundation expects to resume foreign broadcasts from its powerful Boston station WRLI as soon as the Government relaxes its wartime control of the outlet.

One of the wartime activities of World Wide has been the transcribing and distributing to stations of a program called Beyond Victory. Mr. Caraker, pointing out that the program is two years old, cited letters from military officials, soldiers and civilians throughout the nation as proof of the program's enthusiastic reception. Beyond Victory, featuring guest experts on each program, has dealt with such topics as "Forms of World Organization", "Living Conditions in the Postwar World" and "Messages from United Nations' Leaders".

Beyond Victory is now beamed to overseas military and civilian posts by the OWI and broadcast transcribed on a large number of U.S. stations.

World Wide is now preparing a special series on the United Nations Charter, which will be broadcast as part of Beyond Victory.

McGuineas Sees Jobs
For Hundreds With FM

AVAILABILITY of hundreds of positions for writers, dramatists, announcers, actors and musicians has been forecast by William McGuineas, commercial manager of WGNB, WGN Chicago's FM outlet.

According to Mr. McGuineas, "at the present time there are approximately 900 radio stations in the United States, but there will probably be between 2,000 and 3,000 stations after the war." Each of these new stations will have its own local programs, so that radio personnel will be needed in cities and towns all over the country.

New jobs in radio may not be available on a large scale for another year or two, Mr. McGuineas points out, but adds that now is the time for young people with radio ambitions to prepare for the future, by enrolling in accredited school and college radio courses, and by studying broadcasting trends.

Philco Dividend

A DIVIDEND of 20c per share of common stock payable Sept. 12 to stockholders of record Aug. 28 has been declared by Philco Corp. Previous dividend was for same amount paid June 12.
HONORS ENOUGH

FOR ALL 4 NETWORKS

On J-S Day, Tuesday, August 14

On Japanese-Surrender Day, August 14, that day which climaxxed all the climaxes of World War II—the C. E. Hooper staff worked round-the-clock in 32 cities—in a searching measurement of radio listening.

Never was the place which broadcasting plays in American life more sweepingly revealed. Listening leaped from peak to peak throughout the day—often at levels which doubled ordinary war-time tune-in. Conservative projection indicates that 30,000,000 American homes turned to their radios that day for the first authentic news of final victory.

There is no room in radio for smugness—but no broadcaster can read without pride the record which this timely and intensive study writes. The results, released exclusively by CBS, contain honors enough for everyone. If, in the process, they explode certain myths, that's all to the good...

SEE NEXT TWO PAGES
HONORS FOR CBS

1. The CBS share of audience held to a higher level throughout the day (never averaging below 20% in any clock hour) than that of any other network. Network X dropped to 16%, Network Y to 12, Network Z to 10.

2. CBS led the field during 9 half hours in the morning, afternoon and evening—and led its nearest rival through 10 half hour periods.

3. The CBS lead grew at one point to 135% more audience than the next highest network—an appreciably larger lead than we yielded to any other network, at any point.

4. Working uphill against traditional Tuesday night listening habits, CBS increased its regular share of total Tuesday night audience by 17%—while its nearest competitor lost 26%.

HONORS FOR NETWORK X

1. Network X nosed out CBS on average ratings for all periods combined by a narrow 1 point lead—thanks largely to that lucky Tuesday evening.

2. Network X hit a peak of 44% of total audience during one period (higher than the CBS peak of 38%)—offsetting its 16% low.

3. Network X dropped behind CBS twice during the evening, but rallied strongly and led CBS at the finish line by a score of 33 to 30, in percent of total audience.

4. Network X crossed the finish line with more than twice as large an audience as either Network Y or Z. (So, of course, did CBS.)
HONORS FOR NETWORK Y

1. Network Y, which lives less by words than by deeds, turned the tables on Network Z. Network Y’s average rating of 6.2 was almost 15% higher than its nearest rival’s 5.4.

2. Network Y, in a wonderful half-hour at 8:30 a.m. swept the field! It led CBS by 50% and led its traditional competitor, Network Z, by nearly 200%!

3. Although Network Y dropped to only half the audience of CBS during the evening, it averaged \( \frac{3}{5} \) as large an audience as either CBS or Network X during the daytime.

4. While Network Y in certain periods had only 10% of the total audience, still that was \( \frac{1}{3} \) more than the low ebb of its rival’s audience (7.3).

HONORS FOR NETWORK Z

We promised honors enough for everyone, and we meant it. There aren’t as many, of course, at the bottom of the list as at the top. But still enough to go around...

1. Network Z proved there is room for a fourth network by coralling a loyal slice of the audience from morning to night.

2. Although Network Z dropped, in share of audience, from 17.5% in the morning to 16.8% in the afternoon and down to 12.1% in the evening, it averaged 14.6% for the whole day.

3. Moreover, Network Z proved it could average 87% as high as its nearest rival—and 53% as high as CBS—and that’s nothing to hide under a bushel.
TOTAL TUNE-IN AND SHARE OF AUDIENCE
On Japanese-Surrender Day—August 14, 1945—Hooper (32 Cities)

<table>
<thead>
<tr>
<th>32 Cities—EWT</th>
<th>Sets On</th>
<th>CBS Share</th>
<th>X Share</th>
<th>Y Share</th>
<th>Z Share</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Morning</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00-8:30</td>
<td>42.3</td>
<td>24.2</td>
<td>31.8</td>
<td>23.8</td>
<td>7.3</td>
</tr>
<tr>
<td>8:30-9:00</td>
<td>40.8</td>
<td>20.3</td>
<td>30.1</td>
<td>23.8</td>
<td>11.8</td>
</tr>
<tr>
<td>9:00-9:30</td>
<td>45.1</td>
<td>30.5</td>
<td>30.7</td>
<td>28.3</td>
<td>11.8</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>41.5</td>
<td>28.9</td>
<td>30.7</td>
<td>14.9</td>
<td>14.9</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>40.1</td>
<td>29.8</td>
<td>20.9</td>
<td>14.7</td>
<td>16.4</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>38.1</td>
<td>31.8</td>
<td>33.0</td>
<td>18.3</td>
<td>16.4</td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>37.7</td>
<td>24.4</td>
<td>28.1</td>
<td>29.9</td>
<td>21.5</td>
</tr>
<tr>
<td>11:30-12:00</td>
<td>38.5</td>
<td>24.5</td>
<td>18.7</td>
<td>32.1</td>
<td>21.5</td>
</tr>
<tr>
<td>Average to Noon</td>
<td>40.5</td>
<td>26.7</td>
<td>26.9</td>
<td>29.9</td>
<td>19.2</td>
</tr>
<tr>
<td><strong>Afternoon</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00-12:30</td>
<td>37.3</td>
<td>35.4</td>
<td>15.7</td>
<td>18.3</td>
<td>18.0</td>
</tr>
<tr>
<td>12:30-1:00</td>
<td>39.0</td>
<td>38.4</td>
<td>16.3</td>
<td>20.4</td>
<td>14.4</td>
</tr>
<tr>
<td>1:00-1:30</td>
<td>33.8</td>
<td>34.9</td>
<td>19.2</td>
<td>18.2</td>
<td>14.7</td>
</tr>
<tr>
<td>1:30-2:00</td>
<td>30.9</td>
<td>30.2</td>
<td>24.8</td>
<td>19.1</td>
<td>14.1</td>
</tr>
<tr>
<td>2:00-2:30</td>
<td>30.2</td>
<td>28.4</td>
<td>25.6</td>
<td>16.8</td>
<td>15.2</td>
</tr>
<tr>
<td>2:30-3:00</td>
<td>26.8</td>
<td>24.3</td>
<td>28.1</td>
<td>16.6</td>
<td>14.0</td>
</tr>
<tr>
<td>3:00-3:30</td>
<td>28.1</td>
<td>18.5</td>
<td>27.0</td>
<td>19.7</td>
<td>16.3</td>
</tr>
<tr>
<td>3:30-4:00</td>
<td>26.2</td>
<td>23.4</td>
<td>33.2</td>
<td>16.0</td>
<td>10.2</td>
</tr>
<tr>
<td>4:00-4:30</td>
<td>27.0</td>
<td>23.0</td>
<td>32.3</td>
<td>17.1</td>
<td>13.8</td>
</tr>
<tr>
<td>4:30-5:00</td>
<td>29.7</td>
<td>22.1</td>
<td>43.5</td>
<td>12.4</td>
<td>10.0</td>
</tr>
<tr>
<td>5:00-5:30</td>
<td>29.7</td>
<td>18.2</td>
<td>41.3</td>
<td>10.6</td>
<td>15.2</td>
</tr>
<tr>
<td>5:30-6:00</td>
<td>31.6</td>
<td>21.9</td>
<td>31.0</td>
<td>16.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Average to 6 p.m.</td>
<td>34.6</td>
<td>27.2</td>
<td>27.5</td>
<td>17.9</td>
<td>15.9</td>
</tr>
<tr>
<td><strong>Evening</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00-6:30</td>
<td>41.5</td>
<td>31.8</td>
<td>31.1</td>
<td>15.2</td>
<td>9.5</td>
</tr>
<tr>
<td>6:30-7:00</td>
<td>46.0</td>
<td>27.6</td>
<td>35.8</td>
<td>14.2</td>
<td>11.4</td>
</tr>
<tr>
<td>7:00-7:30</td>
<td>63.1</td>
<td>25.8</td>
<td>44.2</td>
<td>10.9</td>
<td>10.9</td>
</tr>
<tr>
<td>7:30-8:00</td>
<td>53.2</td>
<td>25.2</td>
<td>43.4</td>
<td>12.4</td>
<td>12.4</td>
</tr>
<tr>
<td>8:00-8:30</td>
<td>44.9</td>
<td>36.2</td>
<td>30.9</td>
<td>11.0</td>
<td>12.8</td>
</tr>
<tr>
<td>8:30-9:00</td>
<td>36.5</td>
<td>31.5</td>
<td>34.5</td>
<td>14.8</td>
<td>11.1</td>
</tr>
<tr>
<td>9:00-9:30</td>
<td>33.8</td>
<td>24.0</td>
<td>33.0</td>
<td>24.6</td>
<td>11.9</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>30.8</td>
<td>26.1</td>
<td>31.2</td>
<td>17.0</td>
<td>14.6</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>30.9</td>
<td>30.2</td>
<td>33.2</td>
<td>12.6</td>
<td>14.2</td>
</tr>
<tr>
<td>Average to 10:30 p.m.</td>
<td>37.1</td>
<td>27.5</td>
<td>30.4</td>
<td>16.7</td>
<td>14.6</td>
</tr>
</tbody>
</table>

THE COLUMBIA BROADCASTING SYSTEM
ON THE SERVICE FRONT

Miniature Film Recorders Will Be In Production Soon

FIRST of the new "pint-sized" film recorders are now ready to roll off the assembly lines of the Frederick Hart & Co. plant, Poughkeepsie (formerly Amertype Recordgraph Corp.). Seen as a "first aid kit" for stations in special events coverage, recorders weigh but 25 to 30 pounds, can be operated easily by one man and are self-powered.

Sets, developed by the Hart Co., were designed by Lt. Marvin F. Royston, engineer of the Navy Radio Services Section, and former NBC and American engineer. In handling radio coverage of the Normandy invasion for the Navy and setting up Navy stations at Pearl Harbor and Guam with Lt. Comdr. J. Harrison Hartley, Lt. Royston saw the need for improvement over the film recorders in use, loaned by the Navy to net correspondents.

Complete equipment weighed 150 pounds, including a separate power supply and required a team of two to operate. New 25-pound model is a complete unit, with recorder, power and playback included. It can be strapped to the chest with the microphone attached to a head band.

Recording time on the 30-foot film is 15 minutes, with but five seconds required for changing film. Film width is 8 millimeters. The lead-acid storage battery is non-spilling and is the source of power.

Originally designed for the coverage of invasion of Japan, the set is easily adaptable for peacetime commercial station use. It will be offered to the commercial market but no price has been set on it as yet.

- - -

Howell Transferred

WAYNE HOWELL, formerly with WLAC Nashville, has been transferred from the Paris studios of American Forces Network to the Berlin studios.

- - -

XNEW New Studios

FIRST anniversary of XNEW Kunming, China, was celebrated by the opening of new studios. Station was started by one man, 1st Lt. A. C. F. A. Nunn, of WMBR Jackson ville and was run by him in his "spare time" for almost half a year. AFRS annexed the station in October, and in February, M/Sgt. Steve Kravchuk, formerly with RCA in Camden, boosted the station to 1000 w from its 300 w power. In late winter, Lt. Roberts was given the o.k. to start a staff. Members now are: Lt. Roberts; Capt. John R. McKee, who had had radio managing experience; Sgt. David Brooks, former announcer with WFCI Providence, R. I.; Cpl. Bruce MacDonald, former news editor of WJW Cleveland. Their new studios were built by hand—by the station's staff.

XNEW is on the air 18 hours a day.

- - -

Jameson Heads Announcers

SGT. KEITH JAMESON, former WMAL Washington announcer, has been named chief announcer for the American Forces Network in the United Kingdom.

- - -

Nelson in Los Angeles

CAPT. HARMON O. NELSON, after 21 months' service in the Pacific, has reported to American Forces Radio Service, Los Angeles, on temporary duty. He has been officer-in-charge of the Jungle Network, now Far Eastern Network, working with Lt. Col. Ted Sherwood who was assigned to AFRS Los Angeles during July. Capt. Nelson played an important part in development of radio as a means of transmitting information necessary to island-invading troops before the operations. Prior to entering the Army, he was producer with Young & Rubicam, N. Y.

- - -

WELL-SEASONED script goes down the hatch of Fred Macpherson of KTAR Phoenix who said last June that he'd eat his script if Japan surrendered before the end of this year. The commentator suffered no ill effects.

Sgt. Lesser to Hollywood

SGT. GILBERT R. LESSER, vice-president on leave from the Emil Mogul Co., New York, who has been consultant in Washington to the Surgeon General on the use of broadcasting for reconditioning of wounded servicemen, is now attached to the Armed Forces Radio Service, Hollywood. He is planning (Continued on page 80)
Service Front
(Continued from page 28)
production of transcribed radio programs for hospitals and hospital ships throughout the world. Programs are transcribed in Hollywood and then distributed to all parts of the world.

Kurlan Shifted
LT. ARTHUR KURLAN has been shifted from Washington, to Hollywood to be officer in charge of Navy Radio Production Unit. He was formerly a writer with Campbell Playhouse. Lt. Kurlan also is officer in charge of the newly formed West Coast radio branch.

Los Angeles AFRS

WITH ARMY decision to release men over 38, six Armed Forces Radio Service staff members in Los Angeles have been discharged. Included with their former affiliations are: Cpl. Bill Morrow, writer on NBC Jack Benny Show; Sgt. Ed Merrill, account executive of Young & Rubicam; Pfc. Urban Lyne, NBC Hollywood studio and field engineer; Sgt. Earl Lawrence, NBC instrumentalist and musical arranger; Sgt. Marvin Flibber, writer on NBC Chase & Sanborn Show and other network programs; Cpl. David N. Tamkin, film music arranger.

Other recently discharged staff members are Melvin Angle, director of news and special events of the former California Radio System; T/Sgt. William Voeller, executive assistant to Adolph Zukor; Sgt. Bill Card, NBC assistant program director; M/Sgt. Michel Ferriere, musical conductor of KFI-KECA; Sgt. John Rider, radio director of the Blow Co., and now with OWI overseas; Pvt. Robert Lee, Young & Rubicam Inc. writer-producer.

Most Armed Service Programs Are Terminated by War's End

Discharge of Personnel Complicates Production, Some Shows to Be Continued by Networks

THE SUDDEN impact of the war's end is spelling fits to scores of network programs produced by the armed services. Many will run to the end of series time, with some still hanging fire pending negotiations with networks.

Added to the fact that the war is over, and its story told, is the situation that many of the service men in charge of the productions have the required points and are going back to civilian radio jobs.

The Army Hour is among those undecided about continuation. At present, decision depends on NBC. Col. E. M. Kirby, who heads the Radio Branch, War Dept. BPR, responsible for the show, is now in Europe conducting the tour of broadcasters, and will probably be eligible for discharge when he returns. Maj. Albert Wharf, acting chief, and Maj. Charles Bates, also are eligible for discharge within a short time, it is understood.

Personnel

Maj. Ted Steele of the Radio Branch, is now stationed in Paris, and Capt. Lansing Lindquist is slated for the Pacific. Lt. Robert Schall is handling The Army Hour while awaiting replacements in the Radio Branch. Maj. Larry Hoover has reported for duty there, with Capt. Arnold Leo and Lt. Wallace Irwin due in within a few weeks.

Still on duty are Stanley Field, Sol Panitz and Abe Fischer, civilian writers with the Radio Branch.

Army Service Forces expects most of its shows to end at the expiration of the present series time. Assignment Home, as an ASF show goes off CBS Sept. 8 or 15. Network may continue the series with a change of format and production. Weapons for Victory, on CBS, ends Sept. 26. Your Army Service Forces is over Sept. 5 on Mutual.

Tokyo Calling, an ASF program on American, now changed to Pacific Serenade, will probably continue under network production and direction. Fate of Service to the Front, the Wrigley-sponsored show on CBS is undecided. WACS on Parade, CBS, ends Sept. 26.

Maj. Andre Baruch, who has handled the ASF shows, expects to be a civilian by mid-September.

What will happen to the nine programs now being produced by the AAF Office of Radio Production is still undetermined. According to one spokesman, “We may re-trench a number of the shows, but we are prepared to keep them all going until the networks can make their own adjustments in schedule. From there on, much depends on the networks.”

As the AAF is not releasing personnel so readily as other branches, staff handling the radio productions is biding its time and not making any announcements—or plans—at present.

The Navy Hour reaches the end of its 13 weeks Oct. 2 and will not be renewed. A projected second Navy show from the West Coast awaits decision as to whether it should go on or be cancelled before its start. It was scheduled for American. Meet Your Navy, sponsored by Raytheon on American as well as First Line, a Wrigley-CBS
"SPOT" can't always nail the exact buy you're after. NBC spots are in much too much a demand for that! But time and time again he has helped many a time buyer put his finger on something equally good . . . buys which have been astonishingly productive for a wide variety of big-name advertisers.

For NBC Spot Sales representatives know their business . . . and make a business of helping you in yours. So, if you've got a spot problem just sing out and you'll get all the facts and all the help we can give you.

Call on "Spot" today for time detecting on one or more of NBC's key stations . . . stations in markets where families have a buying power more than one third higher than the nation's average—stations with 55% of the country's radio homes in their primary areas.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Denver, Maine 6211 . . . Boston, Hancock 4261
WTIC Enlarges Day

AS A RESULT of a survey bringing requests for more agricultural timeWTIC Hartford is now on the air a half-hour longer each day, its broadcast day being from 5 a.m. to 1 a.m. the following morning. Acceding to listeners' demand for more farm and home information between 6:15 and 7 a.m. the Farmers Digest has been expanded along the morning news show. The latter opens the schedule followed by the farm program at 6:15.

 Armed Forces

(Continued from page 30)

Navy series will go on for the present.

Leaving the Navy by early fall are Lt. Comdr. Charles E. Dillon, head of Radio Programming section; Lt. Hazel Kenyon Markel; Lt. John Murray; Lt. Armand Deutsch.

Marine Corps program, Your Marine Corps, on CBS, is scheduled to continue. Program was designed to tell the story of Marines in waning peace, so there is "still a lot to be told." Lt. George Putnam, who has been producing the show, has a formidable number of points for discharge.

Coast Guard fate depends on Navy headquarters about continuation of series on Mutual, The Coast Guard Program. Production staff expects to know within about a week if the show will go on.

Maritime Service has two shows, It's Maritime, CBS, and Men at Sea, NBC. First goes off Sept. 25, the latter the left the air Aug. 26. Men at Sea was a summer replacement, and was originally scheduled to run the eight weeks ended Aug. 26. Peacetime activities of Merchant Marine may be told in a series now in early formative stages.

First plan of most of those leaving the services—of all of them with commercial radio experience in addition to their service work—seems to be a good rest. Then practically without exception, all will return to the industry. At present, job announcements are premature.

As to the discontinuance of many of the service series, prevalent attitude is: There is still a job to be done, questions to be answered about the great numbers of servicemen in the occupation armies, the role of the services in shaping the occupied countries, and the activities of servicemen still on duty in the U.S. Navy, Thomasie is the best medium for getting to the public, so there is still a need for some service shows, designed to fit into the now completely changed picture.

Jaycees, Stations Observe This Week

'Freedom of Speech' Is Theme Of Joint 25th Anniversary

WITH President Truman's letter to Broadcasting (July 9 issue) as the keynote in national Junior Chamber of Commerce Radio Week, Aug. 25-Sept. 1, stations throughout the country are planning a joint observance of both radio's and the Jaycees' 25th anniversary. "Freedom of Speech" is the theme.

Stations have invited Jaycee groups to participate on local programs throughout the week and Jaycee luncheons across the country are featuring broadcasters as guest speakers. Most of these luncheon meetings are to be broadcast.

Lewis Avery, NAB director of broadcast advertising, will speak to Oklahoma City Jaycees on Monday, Aug. 27, and at a Tulsa luncheon meeting on Tuesday, Aug. 28. All stations in the respective cities will carry the speeches. Lt. Col. Frank Pellegrin, former NAB director of broadcast advertising, and now assistant to the director, Army Ground Forces public relations, will address Indianapolis Jaycees on Wednesday, the 29th.

WISH Indianapolis reports to the NAB that it is "trying to arrange statewide radio coverage".

Number Respond

A great number of stations responding to the NAB poll on observance of the week report, "Will observe entire week." All Detroit stations are cooperating in a special program. Stations are observing the week with special programs, broadcasts of the luncheon meetings, spot announcements and recorded talks on "Freedom of Speech".

Stations participating, according to the latest NAB report on Jaycee week include: WALA KMYR WHWT WTIC WOBS WBLI WPGA WLAG WEDC WIND WCLS WJOB WISH KROS KVFD KSO WHO KGLO KVAK KALB WFMD WOOD WKZO KDAL WMFG KROC KOLS KFEG KNOX KWK WEW WGR-WKBW WICU WHEC WBT WSOO WAYS WBig WEDD WGMT KILO WIKK WCY WING WIZE WTL KBIX KOCY KTOK WKY KTUL WFL WEEU WTM WIGS WIS WOLS KOTA WDEF WHUB KNOX WMPS KBPC KTRH KCCA KCRS KPDN KABC KONO KXOK KTEM WBTM WMVA WDBJ WSLS WQKY WMMN WHBL.

In addition, all Detroit stations will join in the observance, as will all stations in Omaha and Oklahoma City, and WISH is planning on state-wide coverage of the Col. Pellegrin speech.
NEW ENGLAND WOMENFOLK LIKE

Mildred Carlson

They sense the sincerity of her interest in the well-being of their families... they never tire of her fresh, sympathetic approach to their problems. In countless New England households, at nine each morning, home-makers participate, for fifteen minutes, in that far-flung feminine conclave which is the WBZ "Home Forum."

Mildred Carlson sparks this well-planned, well-timed, smoothly-functioning, 6-days-a-week participation-program, now in its fifteenth year of broadcasting. In her competent hands, it is a balanced blend of friendly, understanding helpfulness to the individual, and to the public service... and of deft, persuasive buying-hints to her listeners, ere they go forth to shop.

Mildred Carlson's roster of sponsors is impressive, diversified... and enthusiastic, as their letters to her freely attest. The list at the right is typical of the clients who have shared the vast selling potential of the WBZ "Home Forum" with gratifying results. NBC Spot Sales will enlist its aid in your behalf.

1944 and 1945 participants in the WBZ "Home Forum"

Pearsall Butter Co.
Maggi Co. Inc.
Rockwood & Co.
Curtis Publishing Co.
Seaman Bros.
Soy Food Mills
Spool Cotton Co.
Houghton Mifflin Co.
Oakite Products Inc.
Glidden Co.
Thomas Products Inc.
Durasol Chemical Co.
Eldred & Barbo
Pork & Tilford
Bernard Ulmann Co.
William Underwood Co.

Natural Sugars Inc.
The Gibson Art Co.
Maritime Milling Co.
Little Crow Milling Co.
Richard E. Thibaut Inc.
Decorative Cabinet Corp.

Raytheon Manufacturing Co.
Periodical Publishers National Committee
Letters to the Editor

EDITOR, BROADCASTING:

As usually happens after a big news break, the nation’s radio stations deluged you with their claims of speed and ingenuity in getting the Japanese surrender story on the air. And, as usual, you went for all of them.

That’s Okay. I’m not complaining. I’m not telling you how to run your business. I’m just asking a simple question.

I want to know how any radio station could air President Truman’s remarks “only three seconds after he made them.”

I was in the Oval Room, I heard Mr. Truman, I ran as swiftly as the next man, and I had stationed myself as advantageously as the other old hands—near the door rather than near the President’s desk. I maintain that the tales of speed are reduced to absurdity by a claim that anybody could have aired the news three seconds after President Truman spoke them.

We might as well go one step further and accept the claim of Bill Hutchinson, of International News Service, who says he not only scooped all the other news men, but actually beat President Truman by 67 minutes.

The only way you can top Hutchinson is to make a case for Drew Pearson, who even scooped the Japanese. On Sunday night he confidently predicted that “sooner or later” they would have to surrender.

Hellis Bellis, mister, let’s try to keep our feet on the ground. When radio’s own news magazine prints stuff like this it’s small wonder that radio news is held in such low esteem by millions of people. When is radio going to grow up?

To my mind, the best indication that radio news has yet to come of age is the fact that every network (and my own station, too) hit the air with the false United Press peace flash despite the fact that all of us were paying men to eat and sleep for endless hours at the White House, yet nobody thought to check his own White House man before hitting the air.

WILLIAM E. GOLD, 
NEWS EDITOR, WINXWashington

Aug. 21

EDITOR BROADCASTING:

Your issue of July 30, 1945 contained the sensational disclosure that Miss Eleanor Bontecou had at one time been employed by Mr. Justice Hugo Black, and to be sure that this startling bit of information received the wide publicity it deserved, it was repeated in the issues of Aug. 6 and Aug. 15, 1945.

As an old snark hunter, it is not surprising that you should immediately have recognized Mr. Justice Black’s chambers as “Just the place for a snark.” However, you are obviously acting upon the sound principle of snark hunting laid down by the bellman a number of years ago: “What I tell you three times is true”. So no one should now dare to question the correctness of your story.

However, it is hardly fair to your readers to leave them only suspecting the worst. We owe it to them to let them know when Miss Bontecou was employed by Mr. Justice Black and the nature of the employment. This additional information should be easily produced by your research department as was the original story.

Sincerely yours,
C. J. DURR
Commissioner, FCC.

Aug. 17.

(Broadcasting’s) editor’s acknowledge error in reporting that Miss Bontecou [cq] had been employed by Mr. Justice Black. She was endorsed by the Justice and by his colleague, Mr. Justice Felix Frankfurter, for the position she holds in the Department of Justice. As a self-nominated student of snark-hunting, perhaps Commissioner Durr will be equally helpful in telling Broadcasting’s readers what has happened to Charles Arthur Siepmann, the BBC expert retained for an “internal assignment” by the FCC ... and to whom Miss Bontecou acted as an assistant.)

EDITOR, BROADCASTING:

In this changing world, many business men are plagued by restrictions of many kinds, some by governmental red tape, and more by so-called “People’s Representatives” in public offices who can always see the faults of his neighbor, but never the faults of himself or the office that he holds ... America is a free country. Our boys have been fighting and dying to preserve that freedom, but while they have been fighting and dying American workers and American enterprise free and untrammelled, there have been others at home, trying with all their might to force censorship and strangulation of regulations to govern general and one business in particular that has done more for the war effort than any other single business in the United States—Radio.

In the first place, it isn’t according to the American code to tell any radio station or newspaper how they should run their business, unless we wish to live under a regime that smacks of Hitlerism—provided of course, the interest of the public generally is not jeopardized. They are a few radio stations who do not do this. The whole radio stations do, and glory in their ability to please and satisfy the public.

The public after all, is the truest and greatest and, I might add, the most senatorial. How radio stations, or newspapers or the movies have. I don’t know about many others, but I do know that our station does operate in the public interest, but that is an underdeacon why it shouldn’t be operated for profit the same as any other business. What chairman or member of...
You seldom see

a Special Events Director

like

BILL FARREN

When the roving job of Special Events and Publicity Director was opened up by Jack Steck's appointment to Program Director at WFIL, Roger Clipp could have selected anyone of several qualified men to head the department.

But he naturally turned to Bill Farren . . . and for good reasons. For Bill's experience seems to have been tailor-made for the job.

Since 1928 when he started at the first commercial radio station in the country (KDKA), he has been an announcer, sportscaster, newscaster, newsreel commentator and producer. With NBC, Bill broadcast: the first television show from the World's Fair; first visit to the U.S. by the King and Queen of England; official newscasts to Admiral Byrd's expeditions at the North and South Poles; radio addresses by the President of the United States; and many headline news events since he came to WFIL two years ago.

Today when many special events center around military affairs, Bill Farren's education at the U.S. Naval Academy and service with the U.S. Signal Corps gives him an edge over most special events directors.

In fact, you seldom find a Special Events Director as experienced and adept in handling news events so well as Bill Farren. And here at WFIL, special events are a vitally important part of our Public Service to the people in the nation's third largest market.

IN PHILADELPHIA

WFIL

MEANS PROGRESS

and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY

August 27, 1945 • Page 35
Fighting Polio
HELPING to battle the infantile paralysis sweeping Rockford, Ill., WROK has set up a microphone in the lobby of the Hotel Faust, designated as headquarters for emergency work. Station broadcasts appeals for beds, blankets and manpower to combat the disease. Cry for help for a Red Cross sewing project in connection with the epidemic brought 40 volunteers the day after the Jap surrender was announced. WROK has given extensive cooperation to the city health department in its work, especially in sprying the city and suburbs with DDT. Now it is looking for V-P Day — victory over polio.

Dr. Studebaker and Son
Applicants for Station

DR. JOHN W. STUDEBAKER, U. S. Commissioner of Education, is co-applicant with his son, Lt. Col. John Gordon Studebaker, Army Air Forces, for a local station in San Diego, Cal. Applicant is listed by the FCC as John Gordon Studebaker and John Ward Studebaker, d/b Studebaker Broadcasting Co.

 Asked about his connection with the station Dr. Studebaker explained that he is aiding his son financially in going into business. If the station is granted, Dr. Studebaker said, it will be operated by his son and he will not be active in its management. Facility requested is 1230 kc 250 w unlimited hours.

ARTHUR PEARSON, purchasing agent of NBC Chicago, and Geraldine Dyer, purchasing agent for Vanadium Chemical Co., were married in Chicago Aug. 18.

Letters
(Continued from page 4)
any commission is duly qualified to tell a practical station manager what is the best program to air for the public interest in his local community? What radio executive from France, England, or Russia who operate radios under government supervision, is qualified to tell American radio what is best for it?

The average American radio station manager is conscious of his duty to the public, and most certainly isn’t going to abuse their confidence and his position in the community as a living, vital force for good. There’s nothing wrong with our American radio that the common horse sense of its owners and managers can’t handle without the aid of some men in pure politics who would like to see it completely under Government control and supervision, even to telling us if we can insert a commercial in a newscast.

Our President has said that “American Radio Is in Good Hands”; let’s leave it there.

N. L. ROYSTER, Mgr., Station WOLS.
Aug. 6.

Offices Opened
ON-THE-AIR Inc., newly formed radio package firm, specializing also in open-end transcription features, has established offices at 8428 Sunset Blvd., Hollywood. Telephone - Granville 8181. Victor Erwin, formerly associated with NBC, CBS and MBS as musical director and producer, is president, with Major Spencer Feld, vice-president. Recently released from Army Air Force after serving in China, Burma and India war theaters, Major Feld had previously practiced law in California.

Gates Radio Expands
GATES RADIO Co., St. Louis, has added a new factory building to its facilities, allowing for expansion of the engineering and lab departments. Company also has appointed the Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon, to represent both the sales and engineering section of Gates in the southeast. Houston Radio Supply Co., Houston, has been named south-central distributor of all Gates products in Texas, Louisiana and Mississippi.

PW to Continue
PRESS WIRELESS, Inc., New York, plans to continue operation of all its special wartime mobile stations with no expected reduction in its manufacturing schedule, according to A. Warren Norton, president. Company plans to open all war-closed circuits as soon as possible and to open new circuits. Present staff of the Press Wireless manufacturing plant at Hicksville will be increased to fill special radio apparatus contracts, Norton said.

Worcester’s Top 28
Night Time
Network Programs

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>Rating</th>
<th>PROGRAM</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>WTAG</td>
<td>26.9</td>
<td>27.0</td>
<td>2.4</td>
</tr>
<tr>
<td>GATE</td>
<td>27.0</td>
<td>27.1</td>
<td>2.4</td>
</tr>
<tr>
<td>5000</td>
<td>26.9</td>
<td>27.1</td>
<td>2.4</td>
</tr>
</tbody>
</table>

WTAG’s High Hoopers are proof conclusive of the advantages of covering Central New England from the INSIDE.

Noble Would Like To Examine Flamm
EDWARD J. NOBLE, chairman of the board of American, filed a motion in state supreme court last Monday seeking to examine Donald Flamm, former owner of WMCA, in connection with the Flamm claim that he was coerced into selling the station in 1941 to Mr. Noble for $800,000.

Motion is one of a series of legal actions since 1943 when Mr. Flamm brought a damage suit for $2,925,000 against Mr. Noble and later Mr. Noble entered a counter-suit for $1,000,000. Mr. Flamm then sought and obtained permission to examine Mr. Noble before trial of his suit. Mr. Noble countered with the motion Monday to force Mr. Flamm to produce his records of the Flamm station Monday seeking to force Mr. Noble to produce his records of the Flamm station in connection with the Flamm claim.

Mr. Noble before the date of the trial has been a damage suit for $1,000,000. Mr. Noble and the Flamm station Monday seeking to force Mr. Noble to produce his records of the Flamm station in connection with the Flamm claim.

The average American radio station manager is conscious of his duty to the public, and most certainly isn’t going to abuse their confidence and his position in the community as a living, vital force for good. There’s nothing wrong with our American radio that the common horse sense of its owners and managers can’t handle without the aid of some men in pure politics who would like to see it completely under Government control and supervision, even to telling us if we can insert a commercial in a newscast.

Our President has said that “American Radio Is in Good Hands”; let’s leave it there.

N. L. ROYSTER, Mgr., Station WOLS.
Aug. 6.

OFFICES OPENED
ON-THE-AIR Inc., newly formed radio package firm, specializing also in open-end transcription features, has established offices at 8428 Sunset Blvd., Hollywood. Telephone - Granville 8181. Victor Erwin, formerly associated with NBC, CBS and MBS as musical director and producer, is president, with Major Spencer Feld, vice-president. Recently released from Army Air Force after serving in China, Burma and India war theaters, Major Feld had previously practiced law in California.

GATES Radio Expands
GATES RADIO Co., St. Louis, has added a new factory building to its facilities, allowing for expansion of the engineering and lab departments. Company also has appointed the Specialty Distributing Co., with offices in Atlanta, Chattanooga, Savannah and Macon, to represent both the sales and engineering section of Gates in the southeast. Houston Radio Supply Co., Houston, has been named south-central distributor of all Gates products in Texas, Louisiana and Mississippi.

PW to Continue
PRESS WIRELESS, Inc., New York, plans to continue operation of all its special wartime mobile stations with no expected reduction in its manufacturing schedule, according to A. Warren Norton, president. Company plans to open all war-closed circuits as soon as possible and to open new circuits. Present staff of the Press Wireless manufacturing plant at Hicksville will be increased to fill special radio apparatus contracts, Norton said.

Paul H. Raymer Co. National Sales Representatives

WTAG

Owned and Operated by the Worcester Telegram-Gazette

Page 36 • August 27, 1945

Broadcasting • Broadcast Advertising
HITCH YOUR MARKET TO A HABIT!

NAPOLEON BONAPARTE'S well-known stance was only one of that great man's strange habits. When deep in thought, he would stir the embers in the fireplace with his foot, often charring his boots in his absent-mindedness. It was also his frequent custom to wipe his pen on his breeches.

If you are more interested in Baltimore as a market than the foibles of Napoleon you should be informed about a local habit. Baltimoreans know that the best in radio entertainment and news is consistently found at "1400 on the dial." It is no wonder then that "listening to WCBM has become a habit in Baltimore!"
Boys Ball Game

ESQUIRE Magazine, Chicago, will sponsor the annual Esquire All-American boys’ baseball game 9 p.m. on American, Aug. 28 which will be played on the Polo Grounds. Harry Wismer and Red Barber will broadcast the game. Bat boys at the contest will be Quiz Kids, Joel Kupperman for the western nine and Harve Fischman, for the eastern team. Agency is Schwimmer & Scott, Chicago.

Factory V-J Notices
TWENTY-FOUR war manufacturing plants in the Newark, N. J. area used facilities of WAAT Newark to send special notices to their celebrating employees on V-J day. Firms used WAAT announcements to tell workers about changed schedules, work resumption plans, pay envelope pick-up times, etc. WAAT facilities were offered as a public service for these special announcements by the war plants.

Transfer of WBT Near Completion

TRANSFER of WBT Charlotte, N. C. 50 kw clear channel station, by CBS to Southeastern Broadcasting Co. for $1,505,000 will be completed within a fortnight or three weeks, it was announced following approval last week by the FCC of the sale.

The vote was 3-1, Commissioner C. J. Durr voting for a hearing on Mr. Crutchfield the price angle, and Chairman Paul A. Porter not voting. Commissioners Walker and Wills were absent.

Coincident with the FCC action, CBS announced that Charles H. Crutchfield, WBT program director, has been named acting manager effective Sept. 1, succeeding A. D. (Jess) Willard Jr., who becomes vice-president of NAB on Oct. 1 [BROADCASTING, Aug. 13].

Southeastern Broadcasting Co., subsidiary of Jefferson Standard Life Ins. Co., plans to retain Mr. Crutchfield and the present WBT staff, according to Maj. Edney Ridge, one of the new owners.

Officers of Southeastern are: President, J. M. Ryan, vice-president of Jefferson Standard, principal owner of WBIG; secretary-treasurer, Maj. Ridge, vice-president of WBIG; director and general counsel, Julius C. Smith, Greensboro attorney. Mr. Ryan also is president of WBIG Inc., licensee of the Greensboro station, and 50% owner of WORD Spartanburg, S. C.

Included in the sale are WEHI and WCBE, relay stations. WBT is the dominant station in the 1110 kc channel. Sale was forced under the FCC network regulations which provide that no license shall be granted to a network for any standard station in any locality where existing stations are so few or of such unequal desirability that competition would be restrained by such licensing.

Last week’s Commission action ended long negotiations which began shortly after the Supreme Court upheld the network regulations on May 10, 1943. A three-phase transaction had been worked out whereby CBS would have become 45% owner of KFAB Lincoln and WBT and KFAB Broadcasting Co. would have owned 55% of both stations [BROADCASTING, Feb. 7, 1944]. That deal fell through when it became apparent that the Commission would not approve the transfer on the grounds that CBS would hold too much stock.

CBS then received offers from several sources, the Jefferson Standard having been reported the highest. Plans are to operate WBT and WBIG as two separate units, according to Maj. Ridge.
TOPS IN LISTENER POPULARITY AMONG NEW YORK INDEPENDENT EVENING PROGRAMS...

ALAN COURTNEY'S popular "1280 Club" program enjoys the largest metropolitan evening audience listening to any New York independent station between the Hooper hours of 7:30 and 10:00 p.m. Six evenings a week, Monday through Saturday, this fast moving, recorded show augmented by special features, delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. A few participating periods are available, three or six nights a week.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

August 27, 1945 • Page 39
ARE YOU REACHING THE OUTSIDE AUDIENCE
on the Pacific Coast, too?

THE OUTSIDE MARKET represents approximately half of the retail sales and radio families on the Pacific Coast.

UNLESS DON LEE is the radio network you use on the Pacific Coast, you can't reach the "outside" and the "inside" audience, with combined retail sales of over 8 Billion Dollars.

How come? Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee has 39 stations (compared to the 7, 12 and 8 stations respectively of the other three networks), and every one of Don Lee's 39 stations is located squarely within one of these vital mountain-surrounded markets.

"Outside" listening is tops on Don Lee. A special Hooper coincidental telephone survey of 276,019 calls (the largest ever made on the Pacific Coast) showed 60 to 100% of the listeners in the "outside" market tuned to Don Lee stations! (See below.)

As for "inside" market listening: Regular C.E. Hooper reports reveal that all of the shows that switched from any of the other 3 networks to Don Lee during the past year, received higher Hooper ratings within 13 weeks!

Don't forget your interested outside audience—buy Don Lee on the Pacific Coast. Remember: More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a Don Lee station!

Example from Special C.E. Hooper Survey

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station K1EM</td>
<td>98.2%</td>
</tr>
<tr>
<td>Most popular out-of-town station</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

Other examples to follow

The Nation's Greatest Regional Network
Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.
CBS Covers Surrender
SEVEN CBS correspondents are expected to be on the scene in Japan and China to broadcast the final signing of surrender documents. Webley Edwards, Bill Downs and Tim Leinert, now on Guam; and John Adams in Manila, will probably fly to Japan for the formal surrender. Gene Rider will remain with the fleet when it steams into Tokio harbor. Bill Dunn and George Moorad are flying to the Pacific from San Francisco.

NBC Fills Crews Spot
ASSIGNMENTS formerly held by Major Albert Crews, NBC-Chicago production director now on leave of absence to U. S. Armed Forces Institute as radio director for Biarritz, France, have been turned over to Norman Sutton and Bill Lawrence, of the NBC production staff.

Government Reorganization
May Alter Present FCC Set-Up

REORGANIZATION of the Government, with more than a possibility that the FCC will be affected, is scheduled to get under way Wednesday (Aug. 29) when subcommittee of the Senate Judiciary Committee begins executive consideration of the McCarran Reorganization Act of 1945 (S-1120). For some months there has been considerable agitation on Capitol Hill to abolish the FCC as an independent agency and make it a part of the Commerce Dept., or create a new Dept. of Communications & Transportation, with Cabinet status, taking in the Interstate Commerce Commission and FCC. The Bureau of the Budget has been conducting a quiet survey for President Truman and is expected to submit a reorganization plan when Congress gives the President such powers.

The McCarran Bill, introduced June 7 by Sen. Overton (D-La.) for Sen. McCarran (D-Nev.), authorizes the President to reorganize the executive branch of Government and submit to the Congress his reorganization plan. It shall be effective 60 days after submission unless both Houses pass a concurrent resolution to the contrary.

Companion Measure
Pending in the House is a companion measure (HR-3925) introduced by Rep. Manasco (D-Ala.). That Bill would exempt the FCC and 20 other agencies and commis-

Record News cast
THE 350th consecutive broadcast of a 15-minute news cast sponsored by Fowler Bros. Furniture Store on WNY was celebrated in the store window with the mayor, city manager, store and Westinghouse officials present. The show is believed to set a record for consecutive broadcasts of a news period under the same sponsorship.

How to Get a Close-up of Your Sales Future
Use WTRAR Popularity to Prove Product, Package, Plans in the no. 1 test market

W TRAR's one-station leadership of the NORFOLK METROPOLITAN MARKET is stronger than ever. More listeners—week day, evening, Sunday—than all other stations combined, with listening to outside stations practically nil.

N ORFOLK METROPOLITAN MARKET offers richer returns than ever before. 3 adjoining cities make up this single unit of metropolitan buying—Norfolk, Portsmouth, and New Port News, Va. Each has earned the rating of "preferred city of the month" for every month of 1945. Sales Management's High Spot Cities review, with retail stores and sales services averaging 200% of comparable 1939 levels.

RIGHT—for profitable sales—NOW! And RIGHT—for your test campaign. SIZE: 650,000. LOCATION: key center, mid-sea port, with the nation's great industrial-port area, under way. And WTRAR gives you effective one-station, one-cost, easy-to-check coverage.

NBC NETWORK 5000 Watts Day and Night National Representatives: Edward Peter & Co.
Held up for your inspection are two negatives taken from different cross sections of the same piece of honeycomb. Note the perfect series of hexagons that makes up each section. Bees with an age-old instinct invariably build their cells with mathematical exactness. In fact, a French scientist once recommended that the width of a bee cell be adopted as the basic unit of measurement all over the world!

Bees all know just how far to go to create a perfect cell and it takes thousands of them working in unison to do it efficiently. Likewise the Beeline, working on the group principle, goes just far enough to represent one of the most efficient coverage units in radio broadcasting. The Beeline with its 41 primary counties is the only combination of stations that can cover properly the Central California Valleys plus Western Nevada.

**WHAT THE Beeline IS . . .** Not a regional network but a group of long established key stations, each the favorite in its community . . . combined for national spot business. See the McClatchy Beeline rate listing first under California in Standard Rate and Data.
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

WBAL, Baltimore—50,000 Watts—NBC Network
One of America's Great Radio Stations
NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Turn of a Trend

RADIO's circulation is about to enter a new trend—an upward trend. After three years in which the sets-in-use total has dropped from 59,300,000 to 55,000,000, a sharp swing in the other direction will occur when new receiving sets enter the market.

There will be millions of new sets before Christmas, possibly four million, according to some estimates. In the months of wartime loss in sets-in-use, through obsolescence, will be overcome. Then will come new records, continuing the upward movement that started with 400,000 sets in 1922.

Many of the autumn models will closely resemble the last ones produced in 1942. As manufacturers get organized, they will come out with new receivers reflecting advances in the fast-moving radio art, including FM and television. Quality will become more important as the slack is taken up.

Critical factor in the life of any advertising medium is its circulation. American radio soon will have no worries about sets-in-use. It now becomes a matter of keeping them in constant use through constant effort toward better programming.

Agency Recognition

THE SALES MANAGER'S EXECUTIVE COMMITTEE of the NAB will meet in New York Sept. 11-12 to hear the report of a sub-committee which has been studying a plan for forming an agency recognizing body.

Harold A. Soderlund, Omaha Sales Manager, KFAB-Lincoln-Omaha, wrote a provocative piece about the subject for this journal [Broadcasting, June 18].

The need for a group which will undertake to establish the authenticity and reliability of advertising agencies doing business with radio is obvious. It might even be acute, in view of the wartime emergence of many so-called "agencies" which, in truth, are composed of a personnel of one.

Broadcasting stations have in the past been required to undertake their own investigations of agencies in efforts to establish their reliability. This has resulted in wasteful duplication.

Mr. Soderlund has proposed that an entity established for conducting required investigations be charged with reporting facts alone, making no recommendations. Station managers, from the facts, can draw their own conclusions. This is the procedure followed by a similar organization operating in Canada.

Mr. Soderlund, as a member of the sub-committee of the Sales Managers Executive Committee which is studying the problem, is hopeful that an agency recognizing body can be an integral part of the NAB. We incline to the view that the NAB should take the lead in establishing the organization, but we believe it should end there. The work to be done by the agency recognizing body should reflect the critical nature that it should not be exposed to charges, however groundless, that its findings are "influenced".

At all events, we hope the sub-committee, of which Stanton P. Kettler, general manager of WMMN Fairmont, is chairman, comes up with a workable plan that can win the support of the sales managers and, subsequently, the NAB Board.

Our Respects To -

ROBERT DWIGHT SWEENEY

NEWEST to radio among the executives whom Edgar Kobak has gathered around him at Mutual is the 38-year-old vice-president and general manager, Robert Dwight Sweaney. He is now on an ETO inspection tour with other top radio executives.

Bob is apparently one of those souls who felt some ethereal call towards the "arts," if motion pictures, publishing or radio may be so classed, or at least away from the more mundane types of business.

He attended Harvard, studied law and passed the Massachusetts Bar exams in 1932. But as a lawyer he found himself at a loss among Boston's nabobs. At first going out on his own hook, he took desk space with an established firm and hung out a shingle. Desiring experience and clients being infrequent, he offered his services to the Legal Aid Society. When the firm found their waiting room cluttered with a clientele they thought undesirable, they politely hinted. Bob recognized the hints only when he ran out of funds.

He then tried a salaried position on the staff of another Boston firm. After some best-forgotten skirmishes he decided to leave. When the owners heard of his "unlawful" intentions they doubled his salary and declared "no one ever leaves this firm", Bob left.

Coming to New York with $100 in one of the worst depression years, Bob set his course toward motion pictures, publishing or radio, with the latter as first choice. After a weekend diet of fresh bread, donated by a fellow lawyer who was counsel for a baking company, he took a job in the Chemical Bank & Trust Co.

The spectacle of a white-haired old codger who had done nothing but clip coupons for 60 years drove Bob to hop a plane for Washington where he applied for a job with the Federal Home Loan Bank. Before that came through, however, one of Chemical's vice-president's heard about this "heresy" and Bob had to leave.

Bob spent from 1934 to 1939 with a few government departments and while in Washington took some university courses in radio writing and radio law. He wrote a paper on freedom of speech on the air and sent it to NBC's legal department, which was so impressed it turned the document over to RCA's legal minds. Shortly afterward, in the summer of 1939, he was invited to join NBC.

At the request of Mark Woods, Bob left NBC to join the newly formed Blue Network in 1942. For weeks he worked until after midnight. Contracts with talent unions, setting up the Blue's corporate structure and the million

(Continued on page 18)
A GOOD OLD FRIEND

It is no simple thing to achieve the status of Best Friend. But it is the simple, fundamental virtues which lead to that status. Sincerity must be evident, and must prove itself, before any man accepts another without question. It is the same with a radio broadcasting station. And the status of Best Friend enjoyed by WSM stems from exactly such roots, but is particularly remarkable because the five million folks in our listening area are noted for their caution in yielding confidence to anyone.

THE STATION WHOSE SPONSORSHIP IS DOUBLY VALUABLE TO THE SPONSOR WHO IS STRANGER TO OUR AREA
Respects
(Continued from page 46)
new organizational details kept him busy. Frequent complications caused by America's two ace commentators, Walter Winchell and Drew Pearson, kept Bob on his legal toes. When he resigned to take his present job at Mutual he was secretary and counsel on legal affairs at American.
Bob's duties as general manager at Mutual are flexible and are concerned with much more than the legal affairs which occupied his time at American. The scope of his activity is now increased to general administrative tasks.
His interest in people enlivened by his early law experience, Bob's office is flooded by a constant stream of visitors. He is one of the most accessible executives and may be seen by his employees.
Bob was born in Somerville, Mass., Sept. 27, 1906. His father, Arthur Dwight Swezey, a native New Yorker, was a wholesale produce and fruit merchant in Boston with a market in historic Faneuil Hall. His mother was Elizabeth Thompson, a Canadian. Bob's paternal ancestors were sea-faring men and both his grandfather and great grandfather, master of their own ships, were lost in the China Sea.
In April 1928, Bob was married to Helen Brereton, daughter of Capt. William Brereton, USN, and niece of Lt. Gen. Lewis Brereton, AAF.
The Swezeys have three children, Robert, 6; Maria, 2½, and Bill, 8 months. Their social life right now is a family affair. Bob has little time left after the demands of his job, for when he went to Mutual he decided to devote a solid year to affairs of that network at the expense of his personal life.

Wife Dampens Fans
JERRY MARSHALL, WNEW staff announcer, almost had himself a fan club the other day. But then the young woman who wanted to start the "Marshall Admiration Society" found out that Jerry's married now. She's taking it up with the committee and says she'll let him know what they decide.

New Building
STROMBERG-CARLSON Co., Rochester, one of nation's ten producers of radar equipment during the war and now engaged in production of peacetime products including radios and telephones, has begun construction of a new $300,000 building alongside its main plant. New building will be used for manufacture of chassis for radio and television sets.

JOLIFFE PREDICTS
NATIONWIDE RELAYS
RADIO relay stations, replacing wire communications throughout the country and carrying telephone and telegraph messages, broadcast programs, facsimile and television simultaneously, were envisaged last week by Dr. C. B. Jolliffe, vice-president in charge of RCA Labs., in a speech at the Naval Air Technical Training Center, Corpus Christi, Tex.
"It is not fantasy," he stated, "to imagine long telephone and telegraph lines being replaced by lines of towers spaced 25 to 40 miles apart each equipped with small automatic radio transmitters and receivers" and using highly directive beams. Maintenance problems would be reduced to a minimum, he explained.
Radar, citizens' radio, electronic heating and aviation radio are other fields of communications that will become of increasing importance, Dr. Jolliffe pointed out, and their normal progress has been speeded up by wartime research. "Each of these new applications of radio," he said, "can create a new industry which will affect other industries. Engineering developments and planning must be speeded up so that trained men who come out of the armed services are not unemployed or their skills lost because it becomes necessary for them to take employment in other industries."

Dr. Jolliffe sees "television as a possible five or ten billion dollar enterprise, employing thousands of men and women, directly and indirectly."

Urges Band Changes
RESTRIC10N of the broadcast band (540-1600 ke) to 106 clear-channel stations using vastly more power than the present 50 kw maximum is advocated by M. L. Levy, chief engineer, special products division, Emerson Radio & Phonograph Corp., New York. All other stations would operate on the 88-106 mc FM band, with local and regional stations enjoying wider coverage and better signals than at present.
It is one of many in the heart of North Dakota’s “Bread Basket”. This particular house is near Jamestown, where most of the people make their comfortable livings by farming: 87 percent of all the people in North Dakota live from the land.

Spring wheat, winter rye and blue flax are raised on this profitable farm. The North Dakota land, fertile and productive, yields such bountiful crops that in one average year, farmers who live in the 29 counties surrounding Jamestown, had $181,241,000 to spend on food, clothes, furniture, radios, automobiles, lumber and drugs.

So, this North Dakota farmhouse puts plenty of 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—in Jamestown, as everywhere else.

To be specific, 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

KSJB
JAMESTOWN, NORTH DAKOTA

REPRESENTED BY NORTH CENTRAL BROADCASTING SYSTEM, INC.
Three Dimensional Lens Method Works on Video "OPTICAL BALANCE", a method for increasing the depth of focus of any camera lens, whether still or motion picture or television camera, developed by Stephen E. Garusto, was demonstrated last week in New York through motion pictures which had a sharp three-dimensional effect and which were not distorted even when viewed from a position nearly at right angles to the screen.

I. H. Simmons, New York representative of the inventor, said that the three-dimensional effect is gained through a "supplement" to the camera lens which will work just as well for live telecasts, either studio or outside pickups, as for film programs. He declined to describe the process in detail until Mr. Garusto's applications for patents have been granted. Mr. Simmons said that representatives of a number of video broadcasting companies had seen the demonstration and that actual studio tests were being arranged.

Reference Handbook
A HANDBOOK designed for agencies and advertisers who have need of a quick reference source on Pacific Coast radio and market facts has been compiled by the Don Lee Broadcasting System. Data on competitive networks is listed.

Quaker Tour
CAST of Ladies Be Seated, sponsored by Quaker Oats Co., Chicago, leaves New York Sept. 1 for a one-week tour of the mid- west. Broadcasts will originate from Sioux City, St. Joseph, Mo., and Kansas City. Included in the party headed by m.c. Jimmy Olsen will be Aunt Jemima, Walter Herlihy, announcer; George Bengel, ABC representative, and Eugene L. Bresson, vice-president and radio director of Sherman K. Ellis Co., agency handling the account.

New Radio Firm
NATIONAL Radio Clearing House has been formed as a radio consulting, research and buying organization by Stanley Young, editor and publisher of Radio Newsletter, 455 Fifth Ave., New York.
HOT NEWS ABOUT STORE SALES IN INDIANA!

- Sales of independent retailers in Indiana were 10 per cent higher in June 1945, than in June 1944. Department store sales were up 21 per cent in the same period.

So says the Director of the Census, and he should know!

Yes, business is at the all-time peak in Indiana—and in the face of substantial cut-backs in military employment.

WIBC makes its programs available to more people than any other Indianapolis station. With the lowest frequency (1070 Kilocycles) of any station in the Hoosier capital, on a clear channel, the WIBC signal carries farther, with greater clarity.

The way to reach the most people in this rich industrial and agricultural area, and at the lowest cost, is to specify WIBC for your Indianapolis station.

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Owned and Operated by the Indianapolis News

WIBC
MUTUAL'S OUTLET IN INDIANAPOLIS
Hold all your War Bonds!

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

HAVE YOU TO SELL TO A HALF MILLION FARMERS?

This great Southern farm audience is at your fingertips . . . with "Daybreak in the Barnyard," WLAC's 5 A.M. to 6 A.M. show, now available in quarter-hour units at 20% of Class "A" rate.

Coverage? Mail count shows consistent, Southwide listening: Tennessee, 13%; Arkansas, 8%; Texas, 6%; Louisiana, 13%; Mississippi, 15%; Alabama, 9%; Georgia, 12%; Florida, 3%; South Carolina, 5%; North Carolina, 4%; Kentucky, 4%.

This is one of WLAC's famous early-morning programs that's noted for sales punch. A part of "Daybreak"—coupled with other morning shows, pulled 25,370 $1.00 Vitamin orders in the 26 weeks between October 1944 and April 1945; and, this was the account's fourth 26 week cycle!

Write or wire for details.

"GATEWAY TO THE RICH TENNESSEE VALLEY"
Represented by the
Paul H. Raymer Co.
**Peace Meeting Reports Proposed**

Newcombe Sees International Station as a Necessity

AN INTERNATIONAL station to broadcast full, unbiased news and eyewitness reports of major meetings of the world peace organisation which would be an "indispensable" part of the peace machinery was proposed last week in London by Noel F. Newcombe, former director of BBC European broadcasts and head of Allied Supreme Headquarters' Radio Luxembourg until the dissolution of SHAPE.

Mr. Newcombe said the OWI had taken over the Luxembourg station "expressly as a trustee for any future radio department which the world peace organisation might set up". No such intention could be discovered at OWI here, however. Since about V-E Day OWI has been negotiating to lease the station for the period of time our troops of occupation will remain in Europe. It is the only radio outlet there remaining to us now whereas our Allies have the various facilities of their countries. The government of Luxembourg is in favor of such an agreement, it is understood, but the French owners are reluctant to lease the profitable and powerful Radio Luxembourg which is avidly listened to almost all over the Continent.

British withdrawal of support from the station after the end of SHAPE is to blame for failure to establish an international outlet thus far, Mr. Newcombe declared. Under General Eisenhower's control, from Sept., 1944, until SHAPE was dissolved, Radio Luxembourg had been broadcasting "as a truly international institution", he said. Americans, British, French, Belgians, Czechoslovaks, Netherlands, Italians, Germans and Russians produced programs and gained a "vast audience and influence throughout Europe by virtue of their non-nationalistic inspiration and tone."

**Radio Luxembourg**

"Better have WFDF Flint call for volunteers. We're out of control."

---

**KPRO**

Covering the rich "Valley of Paradise" surrounded by mountains that make reception of most of the outside stations unsatisfactory.

... KPRO Best Buys

Ethel and Albert
A hilarious comedy strip—Monday through Friday.

Charlie Chan
Famous Oriental detective in a smash radio hit.

Raymond Swing
World famous news analyst direct from Washington.

... Those Who Know Use

**KPRO**

1000 Watts
American Broadcasting Co.

Studios in Riverside and San Bernardino, California

---

**Technical**

HARRY LYON, chief engineer of WOL Washington, has been named consulting engineer, working with COMDR. T. A. M. CRAVEN, Cowies vice-president in charge of technical operations. New chief engineer is HAROLD REED. TED REILLY becomes head of studio operations.

LYMAN SMITH, former recording division manager of KMTR Hollywood, joins KPI Los Angeles in similar capacity effective Sept. 1.

PHILIP J. MERRYMAN, NBC facilities development and special assignments director, spoke Aug. 21 before St. Louis Advertising Club under sponsorship of KSD, NBC St. Louis affiliate. Topic was "Television Dollars and Cents for the Advertiser."

Sgt. EUGENE C. HENRY, formerly with the export division of Stromberg-Carlson, is recuperating at Highland Hospital, Rochester, following a serious illness.


WILBUR W. NETTLE, secretary-treasurer of Stromberg-Carlson Co., is recuperating at Highland Hospital, Rochester, following a serious illness.

H. MILTON NICHOLS, control engineer of WWL New Orleans, is father of a boy.

FRANK SCHOALES, chief operator of CKWS Kingston, has been transferred to the same post at CKEX Peterborough Ont. BRUCE ALSTON, new to radio, has joined CKWS operating staff.

WINNERS of the KFAB Lincoln, Neb. 4th "Timely Topics" contest, announced last week, are Dorothy Folsom and Ronald Ritchey. Each will receive a $150 scholarship to the U. of Nebraska, given through KFAB. Station plans an expansion of contest next year.

CAPT. WAYNE RHINE (1), who left the WPAT Paterson engineering staff to join the Army, is shown with Gen. Eisenhower (1) and Air Marshal Tedder (3) at the V-E celebration at Rheims.

SMITH, former recording division manager of KMTR Hollywood, joins KPI Los Angeles in similar capacity effective Sept. 1.

PHILIP J. MERRYMAN, NBC facilities development and special assignments director, spoke Aug. 21 before St. Louis Advertising Club under sponsorship of KSD, NBC St. Louis affiliate. Topic was "Television Dollars and Cents for the Advertiser."

---

**KPRO**

If You Want to Reach Another 550,000 Ears

Use

KPRO

The Selling Power in the Buying Market

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.
KOH — the only station covering the nation's wealthiest per capita market

Department of Commerce figures (1943) show that Nevada ranks #1 among the states in per capita income. This accounts for the tremendous wealth of the Reno market, the focal point for most of the state's industrial and commercial activities. And Reno, "The Biggest Little City in the World," has the highest average for retail family expenditures in the entire country. And KOH is the only station heard consistently in this market.

This sign is a familiar sight to visitors of this frontier... yet cosmopolitan city

The sophistication that's New York, the recklessness that's Monte Carlo, the frontier friendliness of the old West... shake it all up, and you have Reno! And KOH caters to this unique audience with strong local programs — plus top NBC Western Division shows — plus outstanding NBC transcontinentals... a combination that can't miss! Yes, station by station you'll find in the west NBC reaches "most of the people most of the time."

WESTERN DIVISION OF THE National Broadcasting Company, Inc.

HOLLYWOOD Sunset and Vine • SAN FRANCISCO Taylor and O'Farrell

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Station</th>
<th>City</th>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KOYI</td>
<td>Hollywood</td>
<td>KFI</td>
<td>Los Angeles, CA</td>
<td>KOY</td>
<td>Twin Falls, ID</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles, CA</td>
<td>KFSD</td>
<td>San Diego, CA</td>
<td>KFOX</td>
<td>Fresno, CA</td>
</tr>
<tr>
<td>KGHL</td>
<td>Salt Lake City</td>
<td>KGIR</td>
<td>Butte, Montana</td>
<td>KGHL</td>
<td>Reno, NV</td>
</tr>
<tr>
<td>KGIR</td>
<td>Butte, Montana</td>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KOAM</td>
<td>Denver, CO</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGAM</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>KGLO</td>
<td>Salt Lake City</td>
<td>KGW</td>
<td>Portland, OR</td>
<td>KGTL</td>
<td>Albuquerque, NM</td>
</tr>
</tbody>
</table>
| KGLO    | Salt Lake City | KGW     | Portland, OR   | KGTL    | Albuquerque, NV
**Network Accounts**

**New Business**

P. BALLANTINE & SON, Newark (beer) in October, starts Barry Fitzgerald on full NBC network, Tues. 7:30-8 p.m., for 23 weeks. Agency: J. Walter Thompson Co., N. Y.


PROCTOR & GAMBLE CO., Cincinnati (Tire liquid dentifrice), Sept. 8 starts "The Life of Riley" on NBC, Sat. 8 p.m. Agency: Blaw Co., N. Y.


**COLOSTE-PALMOLIVE-PEET CO.,** Toronto (Cashmere Bouquet products), on Oct. 8 starts Cashmere Bouquet Show on 28 CBC Trans-Canada network stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

**Renewal Accounts**

PROCTOR & GAMBLE CO., Cincinnati (Lava Soap), Aug. 22 renewed The F.B.I. in Peace and War on CBS network, Thurs. 4:30-5:35 p.m., after eight-week hiatus. Agency: Blaw Co., N. Y.

RAIL ST. PONTINCA Co., St. Louis, Sept. 7 starts "Tom Mix and His Straight Shooters" on Mutual 4:45-5 p.m. (CWT), increasing to 268 stations. Agency: Gardiner Adv., St. Louis.

**CREAM OF WHEAT Corp., Minneapolis**, Sept. 22 renews "Let's Get Real" on full CBS network for 23 weeks, Sat. 11:30-11:30 a.m. Agency: BBDO Minneapolis.

EVERSHARP INC., Chicago (pens and pencils), Sept. 16 renews "Take It or Leave It" on full CBS network for 25 weeks. Sun. 10:10-10:30 p.m. Agency: Blaw Co., N. Y.


**COLOSTE-PALMOLIVE-PEET Co.,** Toronto (Dentifrice, Palmolive shave cream), Sept. 8 renews Share the Wealth on 28 CBC Trans-Canada network stations, Sat. 8:30-9 p.m. Agency: Spitzer & Mills, Toronto.

**B. W. WRIGHT Jr. Co.,** Toronto (Corning Glass), Aug. 1 renewed "Treasure Trail" on Ontario and Quebec stations Wed. 8:30-9 p.m. and Aug. 7 on 10 CBC Dominion network stations Wed. 8:30-9 p.m. Agency: Jack Murray Ltd., Toronto.


**BRITISH AMERICAN OIL CO.,** Toronto, Sept. 20 renews "Marlboro Chronicle" (formerly Fighting Navy) on 26 CBC Trans-Canada network stations Thurs. 2:20-3 p.m. Agency: J. Walter Thompson Co., Toronto.

**BORDEN CO.,** Toronto (milk products), Sept. 17 renews Canadian Cavalcade on 24 CBC Trans-Canada network stations. Mon. 4:15-5 p.m. Agency: Young & Rubicam, Toronto.


**WOSO Charleston, S. C.,** claims first shortwave broadcast interview from an Army hospital ship under steam.

**KDKA School Series**

FIRST broadcasts coordinated with public and parochial schools will be started in Pittsburgh, and KDKA, Monday through Thursday, will present educational programming during the day and evening hours. These programs, which include shortwave networks, will be transmitted to schools throughout the country, providing an excellent opportunity for educational programming.

**Programs**

**KDKA School Series**

First broadcasts coordinated with public and parochial schools will be started in Pittsburgh, and KDKA, Monday through Thursday, will present educational programming during the day and evening hours. These programs, which include shortwave networks, will be transmitted to schools throughout the country, providing an excellent opportunity for educational programming.

**Successful businessmen will tell returning servicemen how to go into business for themselves in "Start Your Own Business" series to be broadcast each Friday on WPAT Paterson on daily "Hunt for Happiness" program.**

**Program Review**

**HIGHLIGHTING personalities on its local programs, KDKA Hollywood has started twice-weekly quarter-hour "Johnny Forrest's Radio Review."**

**PRIZE of $25 War Bond was awarded Shirley Hanley, promotion manager of KFMB San Diego, American outlets, in promotion contest for network series "Hawthorne House." Guittard Chocolate Co., San Francisco, sponsors half-hour program on American California stations. Robert L. Ows KGO San Francisco and Frank Bumber of KTSM Santa Barbara won second and third merchandise prizes, respectively. Gerfield & Guild, San Francisco, services chocolate account.

**24 years of profitable peach fuzz**

Each year over 2 million bushels...10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
Accent on talent? Decidedly! The outstanding distinction of WFAA is in our ability to discover and develop new artists. Big Time air waves, stages, and the studios of Hollywood all number our alumni among their luminaries. We were talent-minded in the pioneer days. We're still that way. Current live-talent programs originating with us are studded with artists whose future holds unlimited possibilities.

Who They Are--

1. Fred Lowery, world-famous whistler with big name bands. WFAA gave him a start that carried him on to fame and fortune.
2. Dale Evans, leading woman with Roy Rogers in Republic Pictures. Once a talented amateur whose ability was immediately recognized and developed by WFAA.
3. "Showtime," another of the outstanding shows aired over the Texas Quality Network through the facilities of WFAA, spawning ground for new talent.
4. The famous "Cass County Kids," featured staff unit of WFAA. This group is in great demand for stage and other personal appearances in addition to regular local and network programs.
5. Jimmie Jeffries, original MC of the "Early Birds," radio's oldest continuous breakfast-time program, still going strong making every week-day a Mirth-day.
6. Peg Moreland, "King of the Ditty Singers," one of the oldest artists in radioland in years of service. He was our first staff artist and is still on the job, busy with programs, recordings, and personal appearances.
7. Nancy Gates, once a fledgling on our staff. Now a leading lady with a great future on the sound stages of the RKO lot in Hollywood.
8. Jimmy McClain, who started out doing chain breaks for WFAA and eventually became the famous "Dr. J. O."
9. Eddie Dunn, who started with us as an apprentice announcer and who has gone on to fame as MC on popular programs of the big time networks.
10. Orval Anderson, former WFAA announcer, the man of the mike on "Darts for Dough" until Uncle Sam called him recently for military service.
JAMES WILL JOIN
MUTUAL IN SEPT.

E. P. H. (Jimmy) JAMES, former director of publicity, promotion and research for American Network, has been discharged as a captain in the Army Air Forces Intelligence Division and will join Mutual in September as manager of sales operations.

Mr. James will supervise the work of the sales service, estimating and contract divisions, and also will coordinate the sales, program, research, promotion and station activities for the sales department. He will be responsible for setting up the closest interrelation of these activities required by Mutual's expanding organization, it was declared.

Co-author of The Technique of Market Research and a founder-member of the American Marketing Ass'n., Mr. James began his radio career as sales promotion manager of NBC in 1927.

be awarded. Event will be free to public and will include dedication of the half-million dollar Veterans' Memorial Park, new near final construction. Volume of new programs, announcements and promotion in other medias is being scheduled.

CJCA Tour TOUR of CJCA Edmonton and forum on radio compose part of the general science section summer school course for teachers being given at U. of Alberta. Different group visits station each day.

News Service SUMMARY of national, state and local news is presented by WAJR Morgantown, W. Va., to luncheon meetings of Morgantown Kiwanis and Lions Clubs.


Agency Folder FOLDER titled "This Is It", stressing fact that the postwar period is at hand, has been distributed by Olmsted & Foley, Minneapolis. New responsibilities are outlined.

WKBN Data FACTUAL booklet on the Youngstown, O., industrial and farm market has been prepared by WKBN Youngstown. Coverage information is included.

Bi-Weekly Schedule BECAUSE of program stability, WWVA Wheeling, W. Va., now publishes its program schedule once every two weeks instead of weekly.

1000 W. 550 Kc.

NBC for the rich Shenandoah Valley of Virginia

WSVA HARRISBURG, VIRGINIA
General Lord Asks Radio Not to Let Soldiers Down
(Special from Paris)

FERTENT PLEA to American broadcasters to continue cooperation in programming for GI's was made Tuesday morning at Reims by Maj. Gen. Royal B. Lord, commanding general, Assembly Area Command for Repatriation.

The last big job of moving men from ETO and Gen. Lord, former deputy chief of Army Public Relations, Washington, asked radio and American business not to let the soldiers down.

Pledges Cooperation

Suggestion was made at the dinner given the U.S. broadcasting mission after the inspection of the Reims AAC operation and was accepted by NAB President-elect Miller who called it "the best postwar program I have yet heard and one I am certain radio will carry up." As the mission ended the second week of tour prospects dimmed for a Moscow, Scandinavian extension but brightened for a trip to the Vatican to inspect radio operations and for a possible audience with the Pope. If plan develops, the schedule will be extended from a Sept. 3 return to about Sept. 6.

Col. Edward Kirby, escorting officer, was warmly praised by Gen. Lord as a friend "who has been like a brother to me for many years". Mr. Miller replied that Col. Kirby was the inspiration of the trip and had done the smoothest job of organization and follow-through ever accomplished.

Col. Mason Wright, former head of the pictorial division, Army Public Relations, Washington, and for the past year AAC public relations head, saluted radio's war job saying that other means of entertainment, such as movies, are not always available, but radio with the finest entertainment and recordings, is always at the elbow of the soldier.

He cited radio as something from Grimm's Fairy Tales for the soldier, and a most tremendous morale factor, much more so than movies because it has national appeal. He asked for more good programs and more radio personalities for personal appearances. This is the last impression the American soldier receives before he returns, he admonished. Col. Wright returns to Washington this week for an undisclosed assignment, presumably China, where he served for two years in public relations under Gen. Stillwell.

Comdr. Mason Is Named To RCA Frequency Post

LT. COMDR. WAYNE MASON, USCG, has been appointed assistant manager of the New York office of the RCA Frequency Bureau, where he will handle matters pertaining to frequency allocation and station licensing for RCA and its subsidiaries and services, including sound broadcasting, television, international point-to-point communications, marine communications and experimental operations.

Following graduation from U. of Florida, Comdr. Mason served successively as a merchant ship's radio operator, as a broadcast station operator and as a technical instructor at RCA Institutes, Maryland Radio Institute and his alma mater. In 1937 he joined the FCC as a radio instructor, being transferred to the Commission's marine unit in 1938. Two years later he was made assistant chief of national defense operators of the FCC engineering department and in 1941 he became assistant chief of the international division, later assistant to chief engineer.

Quiz Service

SOME of the questions asked on Quiz Your Mayor program on WIRE Indianapolis were on extending the city's boundaries. Mayor Robert H. Tyn dall and other civic leaders explained the benefits of the annexation on the program. Immediately after the show, the Mayor announced the annexation of a million dollars worth of property around Indianapolis.

WCLO Anniversary

DUAL anniversary was celebrated this month of the 100th year of publication of the Janesville (Wis.) Gazette and of the 15th year of broadcasting of WCLO Janesville, owned by the newspaper. The Gazette is now operated for the third generation by the Bliss family which took over 62 years ago. WCLO is a member of the Mutual and Wisconsin networks.

The Tale of Two Sponsors on KFNF

"The Friendly Farmer Station"

In 18 Midsummer Mail Days, July 9 - July 26, 1945

For Sponsor No. 1

We Produced 2864 $1.00 Cash Orders

For Sponsor No. 2

We Distributed 5945 Free Booklets

A Brief Story—Quickly Told—Utterly Conclusive


SALES PARTICIPATIONS—2 to 3 Minutes in an established program—Monday through Saturday cost only $25.00 per week. Multiple Participations for intensive mass coverage campaigns 4 or 6 per day on a monthly basis are available for as little as $3.18 per broadcast.

When You Buy Shenandoah—Remember This—Informed Sponsors Buy

1000 Watts KFNF 920 Kc

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

* TWO FROM MORE THAN 100. ALL INFORMED. ALL HAPPY. ASK FOR THE ENTIRE STORY.
Solons Will Hear Of Radio Drive
Olsen Compiles Report to Be Presented by Mitchell

As a tribute to broadcasters' unprecedented support of the Mighty Seventh War Loan, Sen. Hugh B. Mitchell (D-Wash.) will present a detailed report of the radio campaign to Congress when that body reconvenes. Report was compiled by Tom Olsen, manager of KGY Olympia, Wash., for the Treasury while Olsen was serving with the Radio Section of the War Finance Division during the drive.

Joining his services to Treasury for four months, Mr. Olsen devised the tabulating system for daily charting of industry activities, which was coordinated with the NAB report to show a total contribution of $23,513,742 in facilities, 106% greater than the Sixth Loan figure for radio and more than double the combined effort of all other media in the Seventh [Broadcasting, July 23, Aug. 6].

The report states that the factual data and information presented "spoke most forcefully in tribute to the American system of broadcasting and the men and women of the industry who gave their time and services in the war effort." Olsen explains to Sen. Mitchell of Washington the details of his Seventh Loan radio report.

American radio who raise voluntarily to the challenge of preserving a free people in a free land. As impressive as this report may be, it is only one such example of the job that has been done and will continue to be done by the broadcasters of the United States in the service of the country and the communities in which they work and live."

Broadcasts Programmed
According to the report, 922,755 individual station broadcasts were programmed during period May 14-June 30, time for which was valued at $19,646,805.92. An additional $3,866,938.08 is represented in talent plus station time in the pre-drive and after-drive campaigns. These are totals of daily figures offered by OWI, the national networks, NAB, individual stations and agencies. Figures were verified by intensive checking and monitoring of broadcasts through the seven weeks of the drive.

Valuations of time, excluding talent figures, were previously set in counsel with the War Advertising Council which represents all media.

One of a number of industry executives and leaders to work on loan with Treasury during the War Bond campaigns, Mr. Olsen is owner-operator of KGY, of which he acquired control in 1940. KGY is a Mutual-Don Lee affiliate, operated unlimited time with 250 w. on 1240 ke and is only outlet in Olympia.

Riley for P&G
William Bendix show, The Life of Riley, formerly heard Sun. 10-10:30 p.m. over American, sponsored by American Meat Institute, Chicago, Sept. 8 will move to NBC, Sat. 8:8:30 p.m., sponsored by Procter & Gamble, Cincinnati, for Teel liquid dentifrice. Agency is Biow Co, New York.

Wesson Places
Southern Cotton Oil Co., New York, Aug. 27 starts Try and Find Me on CBS, Monday through Friday, 3:3:15 p.m., for Wesson Oil. Tom Shirley is m.c. of this audience participation program, placed through Canny & Eckhardt, New York.
From slender filament to anode block... all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

An example is the micro-photo inset. Here is shown oxide-free, high conductivity copper used for copper-to-glass seals... after the material has been reduced to a fine grain, non-porous structure through Federal's special metal-processing methods.

But whether copper, molybdenum or tungsten... they all are subjected to the same exclusive treatment and put through the same searching scrutiny... assurance that only the finest materials go to make up Federal tubes.

This exacting test is another good reason why Federal tubes are better tubes. Transmitting, rectifier, industrial power... they have a reputation that is deserved because they are built to stay.

Federal always has made better tubes.
Sponsors

THE KNOX Co., Los Angeles, in a concentrated campaign to promote its product, Mendace, on Sept. 5 starts sponsoring daily newscasts on WKBW WBNS WBOI WHBQ WDSU KABC WFLA KFX. Other stations are being added with list to include 28 major markets. Agency is Allen C. Smith Adv. Co., Kansas City.

DR. S. M. COWEN, Los Angeles (credit dentist chain), is continuing campaign in Los Angeles, San Diego and Mexico border areas. Currently a six-program schedule ranging from one to eight spots daily, is being maintained on KFWB EMTF KFAS KMPC KJH KFAC KKVY KFMB XEMO KXOM, with participation in Spanish language programs on EMTR KXKV WQOF. Firm also sponsors "Major Turner—News" on KFWB, and weekly half-hour program of recorded music on KMPC in addition to similar 60-minute series on KXOM. Placement is thru Dean Simmons Adv., Hollywood.

AMERICAN MEAT INSTITUTE has authorized Leo Burnett Agency, Chicago, to begin a series of television programs on a station still to be selected. Agency has prepared a brochure explaining television for the layman, with emphasis on the future of television rather than technical side. Booklet will be released to Burnett clients.

REMAR BAKING Co., Emeryville, Cal. (bread), has started five-weekly transcribed "Betsy and Bob" on KPO San Francisco. Agency is Garfield & Guild, San Francisco.

VICK CHEMICAL Co., New York (Vick products), has started twelve daily Mon. thru Fri. weather reports on KCWK Vancouver. Agency is Morse International, New York.

KELLEY BAR Co., Los Angeles (used cars), has appointed The Tullis Co. to handle advertising. One of heaviest users of Southern California spot radio, firm will continue to devote greater portion of its advertising appropriation to radio.

P. LORILLARD Co., New York, will sponsor the New York Giants professional football series starting Oct. 7, which will be broadcast for the sixth consecutive year on WNYC New York. Red Barber and Connie Desmond will describe the play-by-play account. Agency is Lennen & Mitchell, New York.

H. H. HOVER ENTERPRISES, Los Angeles (Ciro's), has appointed Western Adv., Los Angeles, to handle advertising.

STANDARD OF CALIFORNIA, San Francisco (slip solvents, oil and by-products), Aug. 20 started five-weekly Henry Stephen's "Farmers' Digest" on KPO San Francisco for 52 weeks. Agency is BBDO San Francisco.

WESTERN STOVE Co., Culver City, Cal. (institutional), in 12-week contest ending late September, has expanded its schedule in Northern California. Firm continues successful "Morning Chef" on KJH KFRC KXOA as well as varied spot announcement schedules on 7 California stations. Premium of steel skillet is offered for each questionnaire.

WKBH Discount

TO AID returning veterans starting in business, WKBH La Crosse, Wis., will allow them a 20% discount on all radio advertising used during their first year in business. In cases of partnerships involving a veteran and a non-veteran, a 10% discount will be allowed where it can be shown the reduction will adhere to the benefit of the veteran.

Sign NBC

P. BALLANTINE & SON, Newark, N. J. (beer), starts sponsorship of Barry Fitzgerald in October on full NBC network, 7:30-8 p.m. for 52 weeks. Firm is currently sponsoring Studio Erwin 10:30-11 p.m. on CBS network. Agency is J. Walter Thompson Co., New York.

New KOZY Card

RATE card No. 3 has been prepared by KOZY, FM station in Kansas City, listing basic rate of $50 per one-time hour.

BOCasting • Broadcast Advertising
KOA's network calibre talent adds Local Leadership in Programs to the national leadership of topflight NBC shows

Take HAPPY JACK TURNER, for instance. This singing, piano-playing, one-man show tops all other programs produced in Denver . . . and a few network shows to boot. Furthermore, "Happy Jack" achieved this position in a few months, and he has maintained it continuously.

Another example is MUSICAL MAGAZINE, the 6-day-a-week quarter-hour we built for Rainbo Bread. This advertiser is now in his 9th year with this same show. He's satisfied.

And our RADIO SHOPPER, which we built for a local department store, is also tops. They bought it originally for a trial 2 months—in 2 weeks they came in and signed up for a whole year. Now in its 2nd year, it has the largest audience of any local daytime program.

--No wonder KOA's **FIRST**!

First in PROGRAMS
First in LISTENER LOYALTY
First in COVERAGE
First in POWER

and, for all these reasons . . .
FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)
TREASURY SALUTES

YOUR station is doing an important job for this nation when you broadcast "Treas-
ury Salutes" regularly at "good listening" time... sponsored or sustaining.

If you are not already receiving "Salutes", advise the Radio Section, War Finance Division, U. S. Treasury Department, Washington 25, D. C.

This space donated to the U. S. Treasury by Station WBIG, Greensboro, N. C.

CHESTER FOUST, former vice-president and manager of Kenyon & Eck-hardt, Chicago and previously vice-

president of J. Walter Thompson Co., Chicago, has joined Hill Blackett & Co., Chicago, as partner. He retains account of Morton Salt Co., Chicago, and its subsidiary Worcester Salt Co., New York, handled by K & E since January 1944, when shifted from J-W-T. New partner-

ship will not change name of agency.

ED SHORT, released from the Army andformerly of WNJ Chicago publicity de-
partment, has joined Foote, Cone & Belding, Chicago, publicity department, to work on Fridaire account.

DANIEL C. KAUFHERR, recently re-

leased after three years in the Army, resumes his duties as vice-president and account executive of Jewish Valdimir & Co., New York, effective Sept. 1.

CAPT. ROBERT G. JENNINGS, on leave as vice-president of H. W. Kastor & Sons, Chicago, who has been in the Army for three years, captured a bur-

glar in his New York apartment. Upon returning home last Sunday afternoon he found the door ajar with only the chain lock fastened. He assumed that his wife, BETTY WINKLER JENNINGS, radio actress, had returned from a trip sooner than expected, and he ratted the door. A masculine voice yelled, "Come back in 10 minutes", at which time Capt. Jennings broke the chain clasp and stormed into the apartment to dis-

cover the burglar in the bedroom emptying drawers of contents worth about $1,000.

BILL BOOTH, former radio director with Lenzen & Mitchell, New York, has joined J. M. Mathes Inc., New York, as assistant director, radio department.

JOHN C. DRAKE, of the sales promotion department of WLS Chicago, has joined the sales staff of Burton Browne Adv., Chicago.

SAM KAUFMAN, director of sales pro-

motion and press information at WCCO Minneapolis, joins Minneapolis office of Booth & Jacobs, Sept. 1. TIM MORN-
ROW, B & J Chicago office direc-

tor, resigns Sept. 1 to open his own pro-
duction agency to service agencies han-
ing no radio department. He will off-

er several new programs.

RUFUS BELL, merchandising course-
or of Arys, Cal., has joined Ralph Power Adv., Los Angeles, in advis-
capacity to direct field surveys in western states for electronic product studies of consumer demand and retail distribution.

DUNCAN JENNINGS, for 2 1/2 years radio director and account executive of Lito & Co., Los Angeles, has joined McNe-

er & McIvor as account executive.

WILLIAM BRYAN, former radio direc-
tor of Amstyer Adv., New Orleans, has joined Dan B. Miner Co., Los Angeles in similar capacity. He succeeds NE

MONETT who resigned to join CI Hollywood production staff.

S. JAMES ANDREWS, former vice-

manager in charge of radio for Lenzen Mitchell, Sept. 17 joins Paramount Pi-
tures Inc. as producer.

MAE LEBEAUX, in charge fan mail d-

partment of Ted Bates Adv., New York for three years, has resigned effective Aug. 17 to freelance.

LOUIS TILDEN, account executive NBC Chicago network sales department, resigns Sept. 1 to join Sherman & Ma

quette, Chicago, as head of new radio de-

partment.

JAMES DELAFIELD has been appointed vice-president of Spicer & Mills wit headquarters at Montreal. Mr. Danc

returned to S & M some time ago aft-

t-three years in RCA.

WILLIAM FUTTERMAN, vice-president and sales promotion manager of Gol-

blatt Bros., Chicago (department store), resigns effective Sept. 1 to op-

er his own advertising agency in Chicag

GETS BIGGEST time and program-
sale in history of WEAF, NB New York, says Clarence L. Mer-

ser (1, sealed), referring to Ber-

son & Hedges' Seveno pe to Amer-

ica, totaling 205 minutes weekly.

At his left, W. Arthur Cullin-
asistant to president of B&I Standing, James V. McCon-

e (1), manager NBC spot sale and Gor-don H. Miller, manager a

Arthur Kudner Inc. radio dep-


FACT or FICTION?

Q. Canning of fresh food was discovered in America.

A. Fiction. It was first done in a French candy shop.

It's a Known FACT that

W. LAW

REACHES 1,902,591 listeners in Industrial New England area.

5000 WATTS 680 Kc.

NATIONAL REPRESENTATIVES:

WEED & CO.
Opening a NEW Door to South Texas!

When Station KABC, in San Antonio goes on the air this fall with 50,000 watts, daytime, and 10,000 watts, night, the rich South Texas market will be thrown open to national advertisers—at an appealing rate!

It's a market you'll want to cultivate—embracing, as it does, an area that is peopled by more than 2,000,000 prosperous Texans. It's a market that contains the key centers of San Antonio, Corpus Christi and the Rio Grande Valley.

In serving this market, KABC will operate on 680 kilocycles. 50,000 watts on any frequency is good, but 50,000 watts—on 680—will blanket the territory!

With KABC about to take its place among the nation's most powerful radio stations, NOW is the time to contract for choice availabilities. The best will go first.

Represented Nationally by WEED & COMPANY . . . Ask about attractive 50,000-Watt rates at which orders are being booked . . .
**Educational Series**

NEW TOOLS for Learning, an educational organization supported by four projects financed through New York's Alfred Sloan Foundation, is offering subscribed series a series titled *Keeping Up With the Wigglesworths*. The transcribed programs are designed to educate the public on economics, international affairs and like subjects. The 26-week series will be offered to one station in each locality at a cost of about 25% of its card rate. Stations will be permitted to arrange local sponsorship.

**Contest Winners**

A TOTAL of $1,000 prize money has been awarded by the American Broadcasting Co. to four winners in its original composition contest, held in connection with the National Composers Congress in Colorado. Dr. Roy Harris, national director of the Congress, has announced the following winners: Weldon Hart, Rochester, $500; Vincent Persichetti, Philadelphia, $200; Anthony Donato, Austin Tex., $200, and Carl Parish, Nashville, $100. The Hart composition, a work for full orchestra, will be broadcast sometime during the fall; other three winners will be heard Aug. 18.

**Weekly CBS Suspense** program is to be billed Aug. 20 as part of an exploitation campaign by Roma Wine Co., which will later release motion picture version for client showing throughout country.

**Community Action**

**Guild Meeting**

NATIONAL EXECUTIVE Council of the Radio Writers’ Guild met in Chicago Aug. 18 and 19 an made plans for furthering the fight on behalf of freelance and contract radio writers and proposal for the guild’s 1946 program Council also resolved to organize more freelance and contract writers and to publish a Nations Credit Bulletin listing recent radio credits. Present were Peter Lyo, national president; Robert New man, vice-president eastern region Herb Futran, vice-president mid western region; Lou Scofield, public relations; Sam Moore, vice-president western region; Dorothy Bryant, national executive secretary; Jean Pettus, executive secretary midwestern region.

**In the Utah Market**

**The POPULAR Station**

**Listen to KOBY**

**Krimbells San Diego Sales**

AND DOES IT RIGHT!

With the full, basic BLUE-AB schedule, plus shows of local and civic interest, KFMB is the spot-play of a 9,500 exclusive audience. 260,000 civilians reside in metropolitan San Diego...within 15 miles of our antenna. You can only cover them properly if you cover them from within! Let KFMB do it!!

**KFMB**

THE BASIC AMERICAN NETWORK
[Pacific Coast]

SAN DIEGO, CALIF.

JACK O. GROSS, Pres. 

Represented by the BRANHAM CO.

2000 FOR 'JULIE'

KSD Breweries Program

In 400th Week

FOUR HUNDRED consecutive weeks—more than 2,000 broadcast --in which program format has remained virtually unchanged will be rounded out this week on KSD S Louis by Columbia Brewing Co. brewers of Alpen Brau (beer).

First broadcast Dec. 7, 1937, this program consistently has been quarter-hour live show with a swinging mistress of ceremonies supported by a male vocalist and an KSD orchestra under direction of Russ David. Many prominent stagers and night club entertainers have appeared as guests, including Cor nie Boswell, Gertrude Neise; Lary Adler, Lou Holts, Vito Borge, Eddie Howard and Kitt Carlisle.

Since June 1941 the program has been called Julie O'Neill on Company, deriving its name from the present m.c. Preceding Mie O'Neill in the show were Cheri McKay, formerly of the Merr; Mrs., and Helen O'Connell, who left to sing with Jimmy Dorsey Orchestra. The show is produce by Sterling Harkins of KSD ar prorated Monday through Frida 6:30-6:45 p.m. Olan Advertisin Co., St. Louis, handles the account.

**In Many Cases your shipment gets**

**Same-day delivery via AIR EXPRESS**

PHONE FOR PICK-UP as soon as shipment is ready (Air Express Division of your local Railway Express Agency). Same-day delivery is often made, on shipments sent early in morning, between airport towns and cities.

FOR ALL TRAFFIC of importance, more plane space is available these days since more planes are being put into regular service.

SHIP ANYWHERE via Air Express. Aside from hundreds of airport towns and cities, 23,000 off-airline points in the United States are served by rapid air-rail schedules. Shipments go direct by air to scores of foreign countries.

**Specify Air Express.** You will learn as thousands of firms have learned — when time and money are at stake, Air Express "earns its weight in gold."

WRITE TODAY for interesting "Map of Postwar Town" picturing advantages of Air Express to community, business and industry. Air Express Division, Railway Express Agency, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

**AIR EXPRESS GETS THERE FIRST**

Phone AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY Representing the AIRLINES of the United States

Page 66 • August 27, 1945
FM—The New Teacher!

REL is proud to be a contributor to the advancement of education by FM radio. The record of reliability that can be expected from the use of the Armstrong Phase Shift System of Modulation is borne out by these performance figures of WBOE:

- Frequency: 42,500 kilocycles
- Input to final amplifier: 1,666 watts
- Antenna output: 1,000 watts
- Total hours operation to date: 5,139
- Percent operating time to outages: 99.592%

Sales Representatives

MICHIGAN
M. N. Duffy & Co., Inc.
2040 Grand River Ave., W.
Detroit, Mich.

MIDWEST
REL Equipment Sales, Inc.
612 N. Michigan Blvd.
Chicago, Ill.

PACIFIC COAST
Norman B. Neely Enterprises
7422 Melrose Ave.
Hollywood 46, Cal.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
WOL WILL DROP ITS MORNING MAN

PRACTICALLY all locally produced shows on WOL Washington, Cowles outlet, will either be eliminated or re-scheduled and many new shows will be introduced starting Sept. 3 to carry out an avowed policy of providing the finest programming and news service in Washington.

First user of a "Morning Man" in Washington, the station will drop that technique entirely. Art Brown who has handled that 6-9 a.m. period from the start has been re-signed for a long contract to do an afternoon variety show from 3-5:15 p.m. with Russ Hodges including top ture review, audience participation, quizzes, interviews, guest artists and sports.

Two daily newscasts at 8 a.m. and 11 p.m. will be sponsored by General Electric. Staged by the largest group of reporters ever assembled by an individual station, the broadcasts will be presented by a new personality to be known only as The Voice of Washington. The station day will be opened with hymns, Western music and public service such as weather and markets from 5:30-6:30 a.m. Sponsored newscasts will be heard on the half-hour until 9 a.m. Emphasis in the morning period will be on complete programs. A breakfast show featuring Frances and Jack Paige, of WOL publicity and special events, and originating from their home will be aired Monday through Saturday, 8:30-8:35 a.m. on a participating basis.

LOWDOWN on Nation's Capital is given H. Quentin Cox (left), assistant manager of KGW Portland Ore., by Palmer Hoyt (right), publisher of the Portland Oregonian. Mr. Cox is on leave as special consultant to the Treasury for the Eighth War Loan Drive. [BROADCASTING, Aug. 29]. Adding a few pointers is Arden X. Pangborn KGW general manager.

Canada 9th Loan

PLANS FOR broadcast advertising of the Ninth Victory Loan campaign to be held in Canada in October are nearing completion. Some changes are contemplated for plans made before the surrender of Japan, but as in past, all Canadian stations will participate in carrying programs paid for by the Dept. of Finance, Ottawa. Slate for use will be 40 five-minute tracts and 55 minutes of dramatizations from Sept. 30 to Nov. 7 on all English language stations. All advertising by the government is placed by the War Finance Group of the Advertising Agencies of Canada, a co-operative group of all Canadian agencies, with headquarters at Toronto.

Fast Improvement Seen

IMPROVED radio listening for the American public can be expected almost immediately, according to Hubbell Robinson, vice-president in charge of programming for American. New and returning talent from the armed forces will open fresh vistas in the entertainment world, he said, and radio, in its efforts to keep people informed of problems of the peacetime world will also play an important part in the adjustments of reconversion.

Advertising Age
The National Newspaper of Marketing
100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

Page 68 • August 27, 1945
"I like to know how I'm doing

...and a Presto recording tells me frankly!"

"A Presto recording is my severest critic," says Hildegarde, radio's fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you're getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What's more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

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

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS
FM Moving (Continued from page 18)

contents FM can be terminated in the old band and placed in its new position when the old band sets are in the hands of the public. Manufacturers have assured the Commission that plenty of new FM sets will be on the market when the time transmitters are in operation, but they want a date fixed for the start of new band transmissions.

Of the 396,000 FM sets now in the hands of the public, about half can be converted to the new band. Several manufacturers are turning out converters.

Converting present FM transmitters to the new band won't be such a difficult task, now that the war is over and manufacturers have the green light, according to engineers. The Commission hopes to approve several applications for new FM stations in October and many of those stations will be in operation by Christmas, thus providing a new service. In addition 16 developmental stations are now authorized in the 88-108 mc band and applications for 3 are pending.

These developmental stations can be converted to commercial outlets on application, or they may continue on a developmental basis, providing service.

Chairman Porter's letter to Mr. Cosgrove was in reply to one from the RCA head, asserting that until the Commission announced a date for the termination of FM operations in the present band, manufacturers would feel obliged to make two-band receivers, to assure service to the public.

Mr. Porter replied that the Commission saw no "valid reason" for requiring the public to bear the extra expense of two-band receivers. All FM receivers should be manufactured to cover the new band, he added.

Cost Not Justified

Two-band receivers will result in "increased cost to the public" and would, "in the Commission's opinion, retard the changeover from the old to the new band," Mr. Cosgrove was advised. The changeover "should be accomplished with the least possible delay."

Chairman Porter discounted the manufacturers' theory that FM sets could not be manufactured unless they contained the present band. As soon as FM standards are announced, "FM stations will be required to take steps to begin operation in the new band as soon as possible," wrote the FCC chairman, "so that by the time receivers are available all stations will be operating on the new band."

Under the new allocations, television is assigned to 44-50 mc and nongovernment fixed and mobile services go in the 42-44 mc band.

Mr. Porter asked the RMA to keep the Commission advised as to "when new FM receivers will be on the market as this will help the Commission arrange to have all present "old" sets operating on a new frequency by that time."

Following is text of Chairman Porter's letter, dated Aug. 17:

Dear Mr. Cosgrove:

As president of the Radio Manufacturers Assn., you have assured the Commission that a number of the members of your association are concerned about the possibility that they will be forced to manufacture FM receivers which will be capable of tuning to both the new FM band (68 to 108 mc) and the old FM band (42 to 50 mc). You suggest that if it were possible for the Commission to formulate a specific program which would make this two-band receiver unnecessary, the change from the lower to the higher band would be facilitated.

Testimony in recent proceedings before the Commission indicates that a two-band receiver will cost the public more than a single-band receiver. The Commission feels that there is no valid reason for requiring the public to bear this extra expense.

After careful study the Commission has assigned the 42 mc band between 38 and 106 megacycles as a permanent home for FM broadcasting. This was done because it was proposed that this higher band would render a more satisfactory service than the present band of 42 to 50 mc. In the future all FM receivers should be manufactured to cover the new 38 to 108 mc band. There appears to be no reason whatsoever for building receivers which would also cover the old 42 mc band, which has been withdrawn for FM use, and has been assigned to other services. The manufacturers manufacturing receivers covering the old band would not only result in increased cost to the public but would, in the Commission's opinion, retard the change-over from the old to the new band, which change-over the Commission feels should be accomplished with the least possible delay.

The only reason that has been advanced for the manufacture of receivers covering the old FM band is that manufacturers feel such receivers demonstrate FM reception to prospective customers will be possible. This does not appear to be a valid reason. We anticipate that very shortly the Commission will announce standards for FM broadcasting in the higher band. As this is done, FM stations will be required to take steps to begin operation in the new band as soon as possible so that by the time receivers are available all stations will be operating in the new band. Thus it will be possible to demonstrate the operation of the new band which is to be the permanent home for FM.

One further point made by the proponents of the two-band receiver should be noted. Namely, that even if stations are operating in the new band, the time is available, high power will not be immediately available in the new band and that it is important that demonstrations of receivers be conducted at high power. The Commission is informed by the manufacturers of the new band transmitters that the engineers of the opinion that this is sufficient power to demonstrate the new receivers and that representatives appearing at the recent Commission hearings testified that 10 kw would be satisfactory.

Our purpose in permitting an FM station which has moved to the higher band temporarily to continue simulcasting in the lower band was simply to prevent the loss of FM service to persons in the community who possess the old style receivers and who have not yet had the opportunity to convert them or replace them with a new receiver. It is uncertain just how long it will be possible to do this because of the need of the Commission which has been assigned to the old FM band. It is the Commission's desire to permit this duall broadcasting as long as it is necessary. However, if new receivers are manufactured to cover the old band, the Commission might very well take the position that it was necessary to put an end immediately to all FM transmissions in the old band in order to protect the public from an unnecessary expense and to insure that the change-over to FM's new and permanent home should not be delayed.

The Commission appreciates your association's keeping it advised as to when new FM receivers will be on the market as this will help the Commission arrange to have all present "old" sets operating on a new frequency by that time.

By direction of the Commission.

(Signed) PAUL A. PORTER, Chairman

WJJ has sold itself to Cleveland's largest group of daytime listeners. You can profit by this selling job for, based on actual audience figures, in Cleveland, WJJ delivers more daytime listeners per dollar... 23 to 37% more than any other station.

...Serving Music and Radio

BMI is the perfect liaison between music and radio—for it completely, smoothly, directly bridges the gap between source and outlet.

To just about every broadcasting station, BMI provides a vast source of music—nearly a million song titles—in good taste...and the invaluable protection of performing rights.

And to the music publishers and composers, BMI assures responsible control and profitable return of their saleable merchandise—music.

HOW MUSIC AND RADIO ARE SERVED

- BMI covers all major radio networks, serving 992 commercial stations in the United States and Canada
- BMI acts as publishers' licensing agency, representing many successful and prominent music publishers
- BMI owns exclusive performing rights in nearly a million titles—not only a great variety of popular music, but also standard, educational and serious music.

KNOW YOUR BMI MUSIC AND KNOW HOW BMI CAN SERVE YOU

BROADCAST MUSIC, INC.

580 FIFTH AVENUE NEW YORK 19, N. Y.

New York  •  Chicago  •  Hollywood
DuMONT—FOR THE TOOLS OF TELEVISION

DuMont has designed and built more television stations than any other company. DuMont-built stations, every week, are demonstrating the high efficiency, rugged dependability and low operating cost of DuMont-engineered equipment.

DuMont's simplified precision control—the dominant keynote of all DuMont design—is brilliantly exemplified in the tools of television featured above. These postwar designs incorporate all the flexibility and refinements dictated by more than 4 years of continuous and increasingly elaborate experimentation by hundreds of program producers.

DuMont's Station WABD, New York, has pioneered a pattern for commercial television that you can make your own whenever you choose to study it. And DuMont's Equipment Reservation Plan insures early peacetime delivery of your equipment and competent training of your personnel. Television is our business!
PAY DIRT!

Iowa Has One-Fourth of All the Excellent Farm Land in the U. S.*

Out of the good, rich Iowa soil is cultivated America's largest per-farm income . . . but in this pay dirt, also, are the foundations of some of the country's greatest industrial plants.

This provides a versatile, balanced market for all WMT advertisers. WMT covers the largest daytime primary area in the state with Iowa's best frequency—5000 watts at 600 kc!

*Cited from Iowa Farm Bureau Guide 1945

CEDAR RAPIDS

WMT

WATERLOO

5000 WATTS • DAY AND NITE • 600 KC

BASIC COLUMBIA NETWORK

Represented by KATZ AGENCY

Page 72 • August 27, 1945
Sometimes I wish they'd listen to something besides WJAR.

Sometimes I wish they'd listen to something besides WRDO.

Sometimes I wish they'd listen to something besides WTIC.

Sometimes I wish they'd listen to something besides WBZ.

Ample stocks alone are not enough to compete with the peak program and power impact of NERN. But adequate mention on NERN will move goods into 96.6% of all New England homes, owned by folks with nearly a third more purchasing power than the national average.

For NERN reaches those people with more than three times the power of any other combination. And NERN stations, all of which are NBC affiliates, carry the network shows most people listen to most, plus skilfully executed local programs.

Listening ease is reflected in advertiser convenience, for on NERN you pay only $292 per daytime quarter-hour, with no line charges and with free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.
BORG LEADS NIGHT SHOWS IN CANADA

THE VICTOR BORGE show is the most popular evening program in Canada, according to the latest national evening rating report of Elliott-Haynes Ltd., Toronto and Montreal, with a rating of 13.6. The other remaining leading Canadian evening programs are Waltz Time with a rating of 12.8, Reader’s Digest, Album of Familiar Music, Frances Langford show, Treatings Time (Canadian origina-
tion), Bing Crosby Music Hall, Big Town, Green Hornet (Canadian origination), Alan Young show, and Miss Monday.

Leading French-language programs for August evening ratings are La Course au Tresor with a rating of 13.7, followed by Secrets du Dr. Morhanges, Metrople, and Vie de Famille.

Listeners Per Set Ratings

Program highest in listeners per set, according to the Aug. 16 Hooper Rating, was Summer Hour with 3.09. Following it are Saturday Nite Serenades, 3.01; Lone Ranger, 2.97; Quiz Kids, 2.88; Blondie, 2.83.

Average evening sets-in-use reported by the poll were 19.1, 0.3 more than a year ago and same as the last report while average evening audience rating was 5.7, down 0.1 from the report two weeks previous but up 0.2 from the same period a year ago. The average evening available audience was 71.3, a decrease of 0.1 since the last report and the same as a year ago.

Take It or Leave It had the highest sponsor identification index, 90.2; Alexander’s Mediation Board, women listeners ten with 1.63; Summer Hour, most men with 1.12; Lone Ranger, most children with 1.21.

Radio Sets

(Continued from page 72)

at least three to six months. Line will be AM-FM combinations run-
ning from about $400 to $1,000 or more and will probably include one
more than one combination. All will be equipped with “True-Base” device for improving
tone of table receivers. Company will make FM receivers later and possibly not all.

INTERNATIONAL DETROLA Corp. (Detrola Radio Division)—

Will start shipment of finished receivers Sept. 15, mostly table mod-
dels.

Majority of production goes to large merchandising companies, carrying their private brands. Sets with Detrola name will be sold only in Michigan. Company makes some high-end and high-priced others. Has

KANSAS OIL MONEY

in Kansas’ No. 1 Market

WICHITA

Represented By

HEADLEY REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco

Mrs. R. C. Cosgrove

MRS. R. C. COSGROVE, wife of R. C. Cosgrove, RMA president, died last Thursday. Services were held in Cincinnati on Saturday.
The radio amateur has distinguished himself outstandingly in the service of his country in time of war. One of his most important jobs is in the RID—Radio Intelligence Division of the Federal Communications Commission. Above you see sketches of typical hams at work in the intercept room of one of the RID's monitoring stations. With high powered, extraordinarily sensitive equipment like this, manned by experts, the RID patrols the ether, spots illegal transmitters, locates lost planes and keeps watch on the entire radio spectrum to guard home front security. Vigilance like this has put more than 400 clandestine stations out of commission. About 70% of the personnel employed by RID consists of licensed amateur radio operators. For these exacting technicians Hallicrafters has developed the finest equipment that can be made. When the time comes Hallicrafters will be ready with a full line of HF, VHF and UHF communications equipment—designed specifically for the amateur and for all others who need the latest and best combined “in the radio man's radio.”

Copyright 1945 The Hallicrafters Co.

This is a model SX-28A, a communications receiver operating on a frequency range of 350 kc to 42 Mc., continuous in 6 bands including regular broadcast band.

hallicrafters RADIO

The Hallicrafters Co., World's Largest Exclusive Manufacturers of Short Wave Radio Communications Equipment, Chicago 16, U. S. A.
Radio Sets
(Continued from page 74)
remainder will be postwar design. This applies to broadcast and combination instruments. FM models will be upper band. RCA has not heretofore made FM sets.
First sets should reach market in 60 days or less. Full conversion started last Friday. Console models and television sets will be manufactured in Indianapolis factory. Table and portable models at Bloomington, Ind. Camden will concentrate on transmitters for all purposes, records, electronic devices for industry and television for non-home use. No problem in reconversion for tubes and records.

RADIO & TELEVISION Inc.—Plans to have a number of small sets and table model radio-phonograph combinations ready for delivery by end of October. Company plans for production of FM and television sets, still in nebulous stage.

SENTINEL RADIO Corp.—Production starts in September, distribution in October. Initial sets will include table models and console combinations, with console models in December. FM on new band after first of next year. FM converter units will be used on standard radios. Plastics will be used in new designs—mostly modern. No television plans. Plant will employ 1,000 by November.

STEWART WARNER Corp.—By Sept. 15 radio division expects to have 100 sets in 13 models ready for distributor delivery. Distributor delivery will start thereafter with a production quota: 5,000 per day. Company has a backlog of $18,000,000 in orders and will meet it with AM radios and phono combinations in table and console models, replacing FM on higher frequency and television after first of the year. Will ship both table and console TV models in two styles with direct and projection screens. New lines feature a balanced loop aerial system, greater freedom from background noise and minimum hum for AC and DC radios. Smaller six-tube sets said to have range of prewar eight-tube models.

STROMBERG CARLSON Co.—Hopes to have production under way in October on AM sets, with some sets in dealers' hands for holiday trade. Early line will include AM, table and console models and combinations. Components difficult to obtain and are one of main causes of delay. Later company will ship sets with FM, and plans to include both bands. Television will be added next year. Company has own cabinet plant and is building additional capacity.

WELLS - GARDNER Co.—Production will begin in November, television late next year. Prewar business all private-brands. Emphasis will be on table models. Biggest bottleneck is shortage of woods, plastics and shells.

WESTINGHOUSE Mfg. Corp. (Receiver Division) — Westinghouse is in set market with both feet. Manufacturing will start in Sunbury, Pa., plant in October. Sets will be on market for holidays. Production line, forming airborne radio and radar, will be able to turn out 5,000 sets a day. Company plans complete line of sets, but may not have all models at first. Perhaps 40% of early production will have upper FM band, according to indications. Designs are all ready. Some component bottlenecks indicated. Television sets will be made in dual time.

ZENITH RADIO Corp.—With all war contracts cancelled, Zenith hopes to start production within 60 days, with distributors due to get first models of all lines. WFB quota of 100,000 sets a year will be surpassed with recent release of priorities. All models will be entirely new, but most sets will be AM in table model, console and phono combinations. FM on both old and new frequencies will be released as materials are made available. Television will not get underway until broadcasting is able to offer public greater program variety, according to company policy. Cabinets will feature quality woods of Borox design and plastics in color for all models, with none on table types. Company has operated own video since war began and will use station for experimental purposes.

Oxarart Forms Firm
FRANK OXARART, formerly Southern California manager of The Blow Co., Hollywood, has formed his own advertising agency under firm name of Frank Oxarart Adv. and is established at 762 S. Lafayette Park Place, Los Angeles. Telephone is Drexel 8138. In addition to other accounts, firm has been appointed to handle advertising of Caltone Corp., Anaheim, Cal. (Top-Taste Drop-O-Lemon), which on Sept. 3 starts sponsoring daily participation in Housewives Protective League on WJZ New York and WBEM Chicago; Home Maker's Calendar on KOMO Seattle, and Loyal Lamont's program on KJRS San Francisco market is being covered by participation in Alarm Klok Klub on KJRS; Ann Holden on KGO and Emily Barton on KFRC. Contracts are for 52 weeks. Stations in other major markets also are being added.

Batcheller Anniversary
ARTHUR BATTERELL last Thursday celebrated his 25th anniversary as inspector in charge of the New York office of the FCC's engineering department field division. In 1921 he was appointed radio inspector of the New England district for the Department of Commerce. During World War I he served as a communications specialist in the navy. Before going with FCC, he established a radio telegraph school in Boston.
Two sides to every story?

HERE'S ONE WITH FOUR!

OF CANADA'S TOTAL buying power, Ontario represents over 40%. This huge slice of such a rich, stable market is covered in Toronto by four stations. So, whether your job is merchandising or time-buying, it is well worth your while to study this four-sided set-up.

LOOK AT POPULARITY! For 17 years, CFRB has maintained a strongly diversified programme policy. It has also been, for many years, the basic Columbia outlet for this rich market. As a result, people know CFRB as the station where their favourites are!

LOOK AT COVERAGE! Station CFRB Toronto is a charter member of the Bureau Broadcast Measurement. It operates on 10,000 watts, day and night, with the largest primary coverage of any station in Ontario, largely concentrated in the rich, southwestern area where the people and the money are. Check the BBM report!

LOOK AT INFLUENCE! Because it is the most popular station, with biggest coverage in Canada's richest market, CFRB is Canada's most influential station. It influences people, it influences SALES! Check the list of advertisers who, year after year, depend on CFRB to deliver the goods. On CFRB you're in good company!

CFRB

10,000 WATTS OF SELLING POWER — 860 KC TORONTO

First for ENTERTAINMENT! First for INFORMATION! First for INSPIRATION!
Report (Continued from page 15)

police and other governmental agencies of the country (Area II). 10 frequencies would be reserved for local television stations and 60 for Metropolitan and Rural stations. A similar proposal is made for the

Metropolitan, Metropolitan, and Rural stations is chosen. In addition when the two megacycles be-tween 106 and 108 mc are made available for

broadcasting and existing stations would be spaced far enough apart to ensure protection from 50 meter volt contour. Under the second alternative, however, it would be glanced much closer together so that the spacing between the stations would serve to 50 uv/m contour in all directions. Under the first alternative only a very limited number of Metropolitan stations could be located in Area 1. A maximum of 80 AM stations could be located in Area 1 with a total of 125 AM stations not in Area II. Under the second alternative, however, it would be possible to have even as many as 240 AM stations in Area 1 with a total of 125 AM stations not in Area II. It would be impossible to have even as many as 80 AM stations in Area 1 with a total of 125 AM stations not in Area II. In conclusion, the Primary allocation of the stations a

Second Alternative

Under the second alternative, Metropolitan stations would not be able to serve to 50 uv/m contour in any direction. However, as a result these stations would be placed much closer together and hence there would be more FM stations in this area. It should be pointed out that even though these stations would be spaced far enough apart to serve to 50 uv/m contour in all directions, the primary service area of these stations would in practically all cases be supervised much further outside the clear channel AM stations. The clear channel AM stations would be much closer than the primary service area of other AM stations.

If, through the trend of allocation of frequencies and the services offered, all the space in the United States will be

a possible distribution of stations among the cities in the eastern part of the United States is shown in the table.

Section 207 (b) of the Communications Act of 1934

In considering applications for licenses for stations, the FCC will be more particular than ever before, as the result of amendments made to the Communications Act of 1934. Among the most important changes is the requirement that the Federal Communications Commissioner shall make such distribution of licenses, frequencies, and services offered, among the several States and communities as to provide the most efficient and equitable distribution of radio service to each of the same.

The first area (Area I) includes southern New Hampshire; all of Massa- chusetts, Vermont, New York, Connec-ticut; southern New York as far west as Trenton, N. J.; eastern New Jersey, Delaware, and the Dis-trict of Columbia, together with the entire State of Pennsylvania and eastern Pennsylvania as far west as Altoona. Under the first alternative, 50 megacycles are available for frequencies in some of the territories mentioned. In the future exceed the supply and when and if it is determined that another FM channel is required, the consideration made to insure an equitable distribution of facilities throughout the region. This region includes a large portion of the New York, New Jersey and eastern Pennsylvania and New York (except metropolitan area) service areas. In Area I: the northern half of West Virginia; the entire State of Maryland; southern Michigan as far north as Saginaw, Mich.; southern Wisconsin as far north as Fond du Lac; southern Minnesota as far north as Rockford-Decatur; and southeastern Wisconsin.

The second area (Area II) comprises the remainder of the United States not included in Area I.

Channels Divided

The channels available for FM broadcasting will be divided in these two areas as follows:

1. Community Stations—Twenty frequencies beginning with 101.4 and ending with 103.9 megacycles will be allo-cated for Community Stations in Area I. Ten frequencies beginning with 104.1 and 10 frequencies beginning with 104.1 and 10 frequencies beginning with 104.7 will be allocated for Community Stations in Area II. Stations will be allocated only if there are not 100 AM stations in the area to which they are assigned.

Community stations will be limited to a maximum effective radiated power of 250 watts and a maximum antenna height of 250 feet over the average heights of the terrain 10 miles from the transmitter. Upon proper showing that a station is required for such heights, however, the FCC may permit the station to operate with a height of up to 500 feet.

Community stations in Area I will be required to broadcast a signal of sufficient quality to serve the center of the city as practical.

Community stations in Area I will be required to broadcast a signal of sufficient quality to serve the center of the city as practical.

In conclusion, the Primary allocation of the stations a

Albany 13,313

The table as follows:

Boston 770,816

New Bedford 114,341

Fall River 100,061

Fitchburg 41,824

Great Barrington 8,140

Hopedale (hopedale) 5,750

Springfield 161,526

Lowell (lowell) 101,389

Portsmouth, N. H. (portsmouth) 14,811

Pittsfield 12,621

Salem 41,313

Worcester 100,061

W. Yarmouth-Hyannis 3,424

Manchester 77,685

Asbury Park 6,094

Atlantic City 64,094

Camden 117,058

Newark 429,760

Pateron 189,656

Trenton 254,042

Zapaw 390

NEW JERSEY

20

0

2

0

5

15

2

2

0

2

4

0

0

2

5

0

2

4

(Continued on page 80)
LINKING THE Americas

with music...
...and words
A network of 113 radio stations all over Latin America! Thousands of artists, composers, writers and technicians are cooperating to build up the structure for a new world. This great task is fostering a single continental economy opening unlimited new horizons to commerce and industry and offering opportunities for future commercial interchange... new markets! A new world for radio advertising!

LATIN AMERICA'S MOST IMPORTANT RADIO ORGANIZATION

RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
FM Report
(Continued from page 78)

New York City

<table>
<thead>
<tr>
<th>Location of Stations</th>
<th>No. of Possible Metropolitan Stations Located In City Where AM Located or In Nearby Cities</th>
<th>Population</th>
<th>Channel No. **</th>
<th>1000 w/ft Signal From Metropolitan Station Located In Other Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albany</td>
<td>170 (777)</td>
<td>6</td>
<td>12</td>
<td>1, 2, 5, 7, 9, 11, 13, 30</td>
</tr>
<tr>
<td>Binghamton</td>
<td>76 (364)</td>
<td>6</td>
<td>15</td>
<td>17, 19, 21, 25, 29, 55</td>
</tr>
<tr>
<td>Troy</td>
<td>57 (265)</td>
<td>6</td>
<td>20</td>
<td>29, 31, 33, 35, 37, 39, 41, 43, 45</td>
</tr>
<tr>
<td>Poughkeepsie</td>
<td>40 (215)</td>
<td>2</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>White Plains</td>
<td>40 (215)</td>
<td>2</td>
<td>23</td>
<td></td>
</tr>
<tr>
<td>Woodside</td>
<td>20 (105)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Pennsylvania

<table>
<thead>
<tr>
<th>Area II Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allentown</td>
</tr>
<tr>
<td>Bethlehem</td>
</tr>
<tr>
<td>Easton</td>
</tr>
<tr>
<td>Harrisburg</td>
</tr>
<tr>
<td>Lancaster</td>
</tr>
<tr>
<td>Philadelphia</td>
</tr>
<tr>
<td>Reading</td>
</tr>
<tr>
<td>Scranton</td>
</tr>
<tr>
<td>Wilkes-Barre</td>
</tr>
<tr>
<td>York</td>
</tr>
</tbody>
</table>

Rhode Island

| Providence        | 253 (1,366)                                                                              |

**This channel is also available for assignment in the Mt. Washington area for a wide community service.**

**This city would be eligible for Community stations.**

**For convenience, the 60 FM channels available for Metropolitan stations have been numbered 1 through 86 in the order shown.**

Area II Stations

(1) Area II Metropolitan Stations—The stations shall be the following: Area II are designed primarily to render service to a particular metropolitan district or principal city, and to the rural areas surrounding such metropolitan district or principal city. The Commission will designate service areas for Metropolitan stations in Area II. At this time, however, the Commission will not require Metropolitan stations to serve this entire area, but attention is called to the fact that licenses of Metropolitan stations will at this time be required to serve an area substantially greater than would be served by a Community station. In the event of such greater service, there would be a wasteful use of the frequency. In the future, it may be determined whether the Commission should require a Metropolitan station to serve the entire area specified for the Commission, the Commission will give consideration to all pertinent factors such as economic, the competitive situation, other service in the area, the demand for frequencies, and the extent to which (Trading Areas), and barracks, Map extended their service areas to include substantially the service areas specified by the Commission. Applicants for Metropolitan stations in Area II should keep this in mind when choosing their specific area and in making long-range plans concerning the operation of their respective stations.

(II) Area II Rural Stations—Licensees of Metropolitan stations or applicants with the desire to qualify as Rural stations must make a special showing to the Commission that they propose to serve an area more extensive than that served by a Metropolitan station and that the service area is so proposed to be served in a predominantly rural character. As a result, the Commission will consider that the additional area beyond the service area of the Metropolitan station which is proposed to be served is substantially rural in character at least 50 per cent of the population proposed to be served within the 50 w/m contour live in rural areas or in communities smaller than 10,000. Exceptions to this rule will be made where a showing is made to the Commission that due to conditions of terrain or local factors, more extended service to unserved rural areas is possible by licensing Rural stations to serve an area which does not meet the test but would otherwise be possible.

PART II

With respect to the other suggested rules and regulations which were set forth in the Commission’s order of June 27, 1945, the Commission took the following action.

Minimum Operating Schedules. All FM stations must be licensed for unlimited time operation and initially will be required to operate a minimum of six hours per day for aural broadcasting. Simplex facsimile transmission will be permitted during hours not required to be devoted to aural broadcasting.

Program Duplication. No rules or regulations are being adopted at the present time concerning program duplication.

Multiple Ownership

(3) Multiple Ownership. The rule on multiple ownership is the same as the existing rule as 2,350. This is the rule as it was set forth in the Commission’s order of June 27, 1945. It reads as follows:

Multiple Ownership.—(A) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcasting station owned, operated, or controlled by such person.

(B) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcasting station owned, operated, or controlled by such person.

(1) The word “control” as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

KROW Gets Award

OKLAHOMA Advertising Club in Oklahoma, Cal., presented its award for a local program of outstanding war service to KROW’s Bell of Freedom program, sponsored by the Central Telecast Show. Telecast recordings of messages from fighting men passing through the city and messages from the families to men on the battlefront. Account is handled by Emil Reinhardt Agency, Oak-
How do YOU operate... as a time-buyer?

LIKE THIS? Find it rugged getting spots and time?
LIKE THIS? Client raising the roof because you can't buy him enough radio spots?

OR LIKE THIS? Enjoying your job with good coverage through easy-to-get motion picture advertising one-minute spots?

HERE'S SOMETHING TO THINK ABOUT

- PLENTY of good one-minute movie spots are available right now!
- In MOTION PICTURE ADVERTISING your product is on the screen at its best — shown in actual use... while your sales story is told convincingly by professional actors... plus action... music.
- 100% ATTENTION — All your audience gets all your message... as they watch comfortably, receptively... with eyes, ears, and minds glued to the screen.
- LOCAL OR NATIONAL COVERAGE — You choose up to 11,000 key theatres strategically located throughout the country... at a surprisingly low rate per thousand.
- 30 YEARS' EXPERIENCE guarantee honest, quality service... the kind that gets results. We take care of all details: planning, script writing, shooting, scheduling, billing, etc.
- WRITE TODAY for full information. No obligation, of course.

UNITED FILM SERVICE, INC.
Home Office: 2449 Charlotte St.,
Kansas City 8, Mo.
Western National Sales Office:
333 No. Michigan Av., Chicago 1, Ill.

MOTION PICTURE ADVERTISING SERVICE CO., INC.
Home Office: 1032 Carondelet St.,
New Orleans 13, La.
Eastern National Sales Office:
70 East 45th St., New York 17, N.Y.
AH, YEAH, THERE!
GOING INTO DRYDOCK (KY.)!

When sales are slow it's not a
numbers-crunching job you need
—it's customers! And in Ken-
ducky that place to find 'em
is not in such sparsely-settled
communities as Drydock, but
is WAVE's Louisville Trading
Area, home of more industry
and of more prosperous people
than can be dregged up from
the rest of the State combined.
Our timber's mate, it'll
be many a long voyage before
we convoy you into Drydock!

WAVE'S Louisville Trading Area

PAGE 82 • AUGUST 27, 1945

Coast Disc Firms
Form Association

ESTABLISHING three major
groups within the organization
and drafting by-laws and code
of ethics to govern same, Los
Angeles area recording firms
have formed the Pacific Coast
Record Manufacturers' Assn. Three
divisions are: record companies
(label owners); manufacturers
(rolling compound, matrix, pressing) and
distributors.

In addition, label owners
have formed a separate organization
to be known as Assn. of Independent
Record Companies (AIRCO). Leon
Rene of Exclusive Record Co. and
Jules Biliarn of Modern Co. are
pro tem heads of the latter

General meeting of all branches
of the Los Angeles area record-
ing industry will be held in early
September.

NEW-1292 kHz KRO Grande Broadcast-
ing Co., Gallup, N. M.—Mod. CP
new standard station (KOGA) change
name of part owners to Pacific Record
Corp., Budy and Merle H. Tucker from
Rio Grande Broadcasting Co. to

NEW-1239 kHz Voice of Talladega Inc.,
Talladega, Ala.—New station to cover CP
new standard station (WHTB).

NEW-1041 kHz WAZL Hazleton, Pa.—
NEW-1493 kHz WZCM Quakertown, Pa.

NEW-1129 kHz World Broadcasting Inc.,
Covington, Ga.—CP new standard
station, 250 w.

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.

NEW-1075 kHz WCRS Portland, Me.—

NEW-1151 kHz WHBD Buffalo—CP new
standard station 250 w.

NEW-1250 kHz WIBB Milwaukee—CP new
standard station, frequency to be set
by Commission, 1,000 sq. mi., 995,200 sq.
mi., 500,000 sq. mi., 205,000 sq. mi.,
90,000 sq. mi., 60,000 sq. mi., 36,000 sq.
mi., 24,000 sq. mi., 12,000 sq. mi.,
6,000 sq. mi., 3,000 sq. mi., 1,500 sq.
mi., 750 sq. mi., 375 sq. mi., 187 sq.
mi., 93 sq. mi., 45 sq. mi.
New Cal. Senator Is Owner of KXL
(Special from Paris)

Maj. William F. Knowland, California's new Republican Sena-
tor now in Paris named to finish the unexpired term of the late
Hiram Johnson, has also become interested in broadcasting as well
as a publisher. His newspaper, the Oakland Tribune, owns and op-
erates KLO, Oakland independent, with coverage also in the adjacent
San Francisco area.

Although not available to Broad-
casting for comment on radio, the
37-year-old senator-designate told
Paris newsmen he believed in free ex-
change of ideas and unbiased news
among all countries of the world.
This, of course, affects inter-
change of news by radio. In
Europe radio has become the pri-
mary news disseminating medium
even to a greater degree than in
the United States.

Maj. Knowland hopes to arrange his
Army discharge in time to enable him to attend in Washing-
ton for the convening of Congress
the first week in September. He is
attached to the Army Historical
Section in Paris now, and has been
in the Army for four and one half
years.

A private for seven months be-
fore being commissioned a second
lieutenant at Fort Benning, Ga.,
he has amassed 96 points in En-
landed, France, plus an "unlimited experience that should be
put to good use when Congress
gets to dealing with veterans' problems of employment, recon-
version and better standards of
living," he said.

Maj. Knowland served six years
in the California legislature, and
was a Republican National Com-
miteeman in 1938. In 1940, he was
a member of the Republican Na-
tional Committee and in 1941 was
chairman of the executive commit-
tee.

[EDITOR'S NOTE: Senator-elect
Knowland, in Paris when this piece
was written has just returned to
California awaiting convening of
Congress in September.]

VPS Notes
(Continued from page 17)

view them en route, filing copy as he
went V-J day caught him
between, so he's making good use
of his time in touring ETO, get-
ing very worthwhile original copy.

French Ministry of Information
is headed by M. Soustel, one of
leaders of resistance forces under
De Gaulle. Guillaume, 32, but looks
older. Spokes English, as minister,
he directs overall radio operations.
Once visited U. S. and plans an-
other trip soon.

Jean Guignebert, director gen-
eral of Radio Diffusion Francaise,
is a big, good-natured gentleman
who says he can't speak English.
But he understands every word.
Questions were asked through an
interpreter. The answer would run
from 5 to 15 minutes in French.
Then Guignebert, with a broad
smile would shout: "Translation
please!"

French radio officials outbid
themselves in entertainments of
American mission to express grati-
tude for kindnesses and acts of
friendship during France's critical
days. State dinner Friday (Aug.
17), 17 Pan-American presidents
with five kinds of wine and cordials.
Lunch-
cheon Saturday was even more pre-
tentious with champagne flow-
ing freely, dinner lasting two hours,
luncheon nearly three.

Clair McCollough, Mason-Dixon
group, drew the prize hotel assign-
ment in Paris. Everyone else dou-
bled up in sumptuous rooms or
suites. Clair got one whole suite,
elaborately furnished, for himself.
Reason: Army housing officials
assumed Clair was away.

Joseph H. Ream, CBS senior
vice-president, was the fair-haired
boy in Paris. Having lived here in
1930-32, speaks French like a na-
tive. He was official money counter
for the whole group.

Judge Justin Miller, NAB presi-
dent-designate heading the mission,
got a real thrill in visiting French
radio studios. Film recording equip-
ment was demonstrated (of the
kind we used to use in U. S.).
The equipment, bore the name-plate
"Phillips-Miller." The Phillips is
the firm of Phillips H. Klassen,
Dutch company. The Miller is
Judge Miller's brother, J. A. Miller,
film expert and inventor who per-
fected the talkie system and heads
the Miller Recording Co.

Commandant Philippe Dejar-
din, head of RDF's foreign broad-
casting service, drove one of France's best known
radio figures. In addition to head-
ing the French radio underground
during the resistance movement,
he also installed and was the voice
of the famed Radio Brazzaville in
Africa. A wiry, and youthful
Frenchman, he speaks an Oxford-
ian English. He told of how he put
Brazzaville together, training na-
tives who could neither read nor
write, how to intercept Morse code
and punch the letters on typewriter.
They didn't know what they were
doing, but did it well.

Col. Harry Wilder, owner of
WSY Syracuse and other sta-
tions, certainly isn't one to dally.
At the APN tour, Lt. Ben Hob-
eman, operations officer for France
(formerly WMFG Hibbing, Minn.)
told the story of bringing a 1,000
w. transmitter, complete, along
with "Courtney Hodges" fast-
moving army. It was moved every
three weeks — on one occasion
ahead of the Army itself. It was
one of four mobile units housed in
Hobeman, offered him a job, and that's
what he didn't know in what ca-
pacity and at which of his stations,
but Hobeman's hired.

RUSSIA REQUESTS
CHTA PROGRAMS

ON INVITATION of the Soviet
Union, CHTA Sackville, N.B., CBC
shortwave station [Broadcasting, Aug.
6], is now transmitting pro-
grams in Russian for retransmis-
tion in the USSR. According to CBC,
Canada is the first country to re-
cieve such an invitation.

CBC engineering division is in
charge of the project. G. W. Olive,
CBC chief engineer, designed the
station. Overall coordination of the
project was carried out by CBC plant
engineer, W. A. Nichols, who
was placed in charge of CBC's chief
architect, D. G. McKinstry, and his
staff.

Engineering design was handled
by J. E. Hayes, of CBC's transmission
and development department. Op-
eration of the plant is supervised
by Maritime's regional engineer,
H. M. Smith, with a staff of 30
men. Head of the international
service is Peter Aulen.

Coast ASCAP Will Meet
In Los Angeles Sept. 20

WEST COAST members of ASCAP
will hold their annual meeting on
Sept. 20 at Slapsie Maxies, Los
Angeles. Deems Taylor, president;
John Payne, general manager; and
George W. Meyer, secretary, and
Stanley Adams, chairman of the
executive committee, plan to attend
from New York.

Following the meeting, Mr. Payne
plans to leave for South America
with Herman Finkenstein, ASCAP
attorney and Wallace Downey
South. ASCAP's petition for
ASCAP, to negotiate contracts with
performing rights societies. Trip is expected to take from six
to eight weeks.

Scoop

PLANS to discharge more than
1,400,000 officers and enlisted
personnel from Army Air Forces
within the next year were revealed
by Lt. General J. D. Hodge, assistant
chief of AAF, last Wednesday on
American's Headline Edition.

The news comes as a surprise to
many, as testimony just completed
in these parts. With the news
coming so soon, it is resonance that
the hogs have the right ideas. Do
big things, but do the little things
too. It all comes under the head of
"service to the community."
Help Wanted

Wanted—Veteran first class license holder, experience in transmitting, tuning and reading chart. Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer wanted by southern 50 kw station, Des Moines. First class license, experienced. Opportunity. Box 225, BROADCASTING.

Manager for radio station—Must be able to plan, control and direct all programs, promotion and business. unusual opportunity for young, preferably temptation job, not for older man. References with names must be in application. Box 68, BROADCASTING.

New England wanted—2nd class engineer. Excellent background. Box 66, BROADCASTING.

Wanted—Broadcaster to be opened in Baltimore offers good earnings possibilities and real opportunity for 1st class engineer or 2nd class. Station seeks wave change; Great opportunities. Box 100, BROADCASTING. Experienced broadcast engineer and manager, salary expected in 1st letter. Reply to Box 961, BROADCASTING.

Announcer—Capable becoming program director, Sober, capable, cooperate. New York network local. Details first letter. Box 989, BROADCASTING.

Advertising selling to sell radio programs. Also, handle new accounts and do sales on account. Box 591, BROAD- CASTING.

New England announcer—Permanent position. Must have experience and show with 5 kw CBS affiliate. Must be experienced and stay for one year. Preference given to area men, interested in becoming a part of the staff and continue with station after present work. Write Box 992, BROAD- CASTING.

Wanted—First class transmitter opera- tor for Wisconsin Network station. No aerial work. Salary—$25.00 per week. Experience unnecessary. Box 9, BROAD- CASTING.

Wanted—Southern 5 kw regional on good conditions, San Francisco area. Prefer one who can handle a gold mine but a secure, no roots please. Box 37, BROADCASTING.

Salem—Not to just tell time but to sell radio stations. Salary or commission. Rocky Mountain area, not a def- erred payment. Minimum experience必要的. Excellent opportunity offered to 1st class engineer by 250 watt Indians network. Position open due to resignation. Box 75, BROADCASTING.

Announcers-engineers, Georgia network outlet has immediate openings for announcer and engineer. Veteran with first class tickets offered except special cases, minimum 1 year experience—$25.00 per week for right man. Box 61, BROADCASTING.

Wanted—First class radiotelephone operator who knows transmission and associated equipment. Good maintenance man. Provide radio background, references and price. Box 263, BROADCASTING.

Announcer with news writing back- ground. Write C. L. Ranes, Chester Troy, Chester, Conn. or Box 106, BROAD- CASTING.

Chief engineer—250 watt WS WP. Start at $55.00 weekly. Meat appetite; no war box. A—Perry, office, Logansport, Ind. V. 4.

Need a man with first class license who can handle MBS. Handling 25 or 50 kw station in midwest. Opportunity for good maintenance man. Provide radio background, references and price. Box 263, BROADCASTING.


Wanted—Engineer. Will work in news and sports to handle regular news edition and executive sports position. Prefer stations in sports. Permanent position. Open Sept. 1st. Contact Bob McIlaney, General Manager, KCMC, 205 South Columbus, Miss.

Engineer who has first class license and has had practical experience with knowledge of how to keep station on air, can get a good position. Send with a good station by wiring Station WCOL, Florence, S. C. to Broadcasting Magazine, 870 National Press Blvd., Washington 4, D. C.
THE SHADOW, locally available
High Power Tube Newsy
Technical Commercial Radio Equip.

IT'S COOL HERE!
HOTEL
Mayfair
ST. LOUIS
AIR-CONDITIONED

Cancel-Test
WHEN KXRO Aberdeen, Wash., failed to broadcast Mutual Quen for a Day the other day, local listeners "tore the place to pieces", station reported. Phillips Carlin, Mutual vice-president in charge of programs, shortly is to ask affiliates which have been carrying series since inception to cancel for a day without advance notice as a check on local audience interest in the show.

Army-Notre Dame TV
ARMY-NOTRE DAME football game slated to be played Dec. 1, plus two other Army football contests, will be televised on WNYB, NBC video station this fall. Schedule includes the Army-Michigan game from the Polo Grounds on Oct. 13 and Army-Duke game from Yankee Stadium Oct. 27. Bob Stan- ton will describe the plays.

WANTED
Broadcast Engineers
O Here is a chance to get in on the ground floor of a postwar expansion program in a field where your past experience will count most. Openings for engineers having experience with broadcast equipment in design, development, or construction of audio, FM and AM transmitters and all associated equipment. Write to Personnel Manager.

FEDERAL TELEPHONE & RADIO CORPORATION
39 Central Avenue
E. Newark, N. J.

SERVİCE DIRECTORY

"GEARED TO AM-FM EXPANSION"
Radio Engineering Consultants
Kansas City, Mo.
Washington, D. C.

MORE $ FOR LESS-
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Frelend & Olschier Products, Inc.
611 Borenne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction
Supervision and Business Services
for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2592

KLUGE ELECTRONICS CO.
Commercial & Industrial Equipment
1031 No. Alvarado
Los Angeles 26, Calif.
Myron E. Kluge Exposition 2742

"KEEP SHIPPING MONTHLY"
wires Eugene Tanner, WSIX

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

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers Dedicated to the Service of Broadcasting
National Press Bldg. Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
Montclair, N. J.
MO 2-7839

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 1446
Washington, D. C.

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
R. C. A. COMMUNICATIONS, INC.
Broadway & 68th St., New York 2, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N. W. • ME. 4477
Washington, D. C.

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM & FM TELEVISION FACILITIES
1018 Vermont Ave., N. W., Washington 4, D. C.
National 7161

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triang. 1400

GOMEZ G. DAVIES
Consulting Radio Engineer
P.O. Box 71
Washington 9089
College Park, Md.
At Deadline...

AFM TO APPEAL
CIRCUIT COURT DECISION
AMERICAN FEDERATION OF MUSICIANS has instructed counsel to appeal to U. S. Su-
preme Court decision of the Circuit Court of
Appeals in platting case. Circuit Court
upheld ruling of National Labor Relations
Board that handling of records and turntables
at stations operated by NBC and American
should be done by member of National Assn.
only. The station employees are inde-
pendent engineers union, in all cities except
Chicago, where it is done by AFM members.

Ruling was based on historical precedent.

Following signing of decree ordering parties
to comply with its decision by the Circuit Court
judges, NABET has requested American and
NBC to begin negotiations of a new contract
as soon as possible after Labor Day. Ameri-
can could not accept Sept. 4, date requested by
NABET, as Joseph McDonald, network coun-
sel in charge of labor relations, will be in
Grand Rapids that day defending network
against petition of Associated Broadcasting
Corp. for restraining American from using "ABC Network" as identification.

VICTORY LOAN AIR PLANS
EXPANDED radio activities planned by
Treasury War Finance Division for $11,000-
000 Victory Loan starting Oct. 29, as WPD
must assume handling of materials formerly
scheduled through OWI allocations. Copy
strives care of wounded veterans, bringing
the boys home, self-interest, etc. Radio ma-
terial scheduled includes: three-weekly quar-
ter-hour transcribed Treasury Salutes; 18
(three per week) quarter-hour Music for Mil-
ditions; like number of four minute Sing for
Victory to be incorporated with previous disc;
series of four minute Hollywood spots; series
of sports spots. Additional announcements
packets and programs scheduled.

MBS JOB SERIES
WITH J. A. Krug, WPB chairman, as open-
ing speaker, Mutual on Aug. 27 starts a Tues-
day-through-Friday series on Reconstruction and Jobs
at 8:15-9:30 p.m. Subsequent speakers
will include Eugene E. Wilson, president, Air-
craft Industries Assn.; Paul S. Willis, presi-
dent, Assn. of Grocery Mfrs.; John Ballantyne,
president, Philo Radio Corp. and other indus-
trial leaders. William H. Turner, commentator, will introduce speakers.

WFRA TRANSFER
CONSENT was granted by FCC last week to
acquisition of control of WFRA Tampa, Fla.,
by A. W. Curry and R. Keith Kane, trustees
under will of late John Stewart Bryan through
purchase for $41,840 of 106 shares common stock
from WPB chairman J. A. Krug. Added to stock already held by Curry and Kane as
trustees, plus holdings of other member
of Bryan family, give that group control of The
Tribune Co., station licensee.

MORRELL DROPS NEWS
JOHN MORRELL & Co., Othnuma, Ia. (Red
Heart dog food) on Sept. 22 cancels Alex
Dreher newscasts on NBC, due to end of war.
Hend, Hurst & McDonald, Morrell agency,
looking for replacement.

WHEN A GIRL MARRIES
TOPS AUGUST DAYTIME
TOP weekday daytime program is When a Girl
Marries, according to August report of C. E.
Hooper Inc. on daytime listening, which rates
the program at 9.4. Others in top ten were:
Kate Smith Speaks, 9.9; Portrait Faces Life,
8.3; Breakfast in Hollywood (Kellogg), 8.6;
Big Sister, 8.5; Ma Perkins (CBS), 8.4; Young
Whitehead, 8.3; Lorenzo Jones, 8.2; Pepper
Young's Family, 8.0; Stella Dallas, 7.8; Break-
fa
da,
a

7.0.

Covering week of Aug. 1-8, preceding and
including announcement that Japan had sur-
rendered, the report reveals that while average
daytime available audience was 68,000, down
0.4 from July report and down 0.9 from Au-
gust 1944, average sets-in-use was 23.4, up
1.0 from July and up 0.9 from a year ago.
Average rating of network sponsored programs
was 5.7, up 5.0 from March and up 1.7 from
year ago.

Hymns of All Churches on NBC had highest
sponsor identification index, 90.4. Tom Mix

program had most listeners per set, 284. Our

Great Sunday had the most women listeners per
receiver, 1.37. John W. Vandercook the most
men, 0.69, and Terry and the Pirates the most

U.S. DELEGATION
OFF TO RIO SUNDAY
AMERICAN delegates to the Third Inter-
American Radio Conference, opening Sept.
3 in Rio de Janeiro, were to leave Washington
Sunday by air, headed by Adolf A. Berle, U. S.
Ambassador to Brazil. Representing the FCC
were Commissioner Ray C. Wakefield [CLOSED
CIRCUIT, Aug. 20], George Russell. Techni-
cal Graduate Rosel H. Woodward, chief, Inte-
national Division.

On Conference agenda are: standardization of
rates, settlement of balances between coun-
tries, frequency assignment and interference.
Commissioner Wakefield, globe-trotting mem-
ber of FCC, after conference will visit Lima,
Peru and Bogota, Colombia on international
telegraph matters. Messrs. Hyde and Wood-
ward will accompany him. Mr. Wakefield has
been Commission delegate to several South
American and European countries in past
year.

MRS. STANLEY LEAVES FCC
MRS. DOROTHY S. STANLEY, with Broad-
cast License Division of FCC and predecessors
18 years, resigned Aug. 25 to be married to
Louis Hartig, Ft. Lauderdale, Fla. She joined
broadcast licensing section of Dept. of Com-
merce in August 1927, continuing with Fed-
eral Radio Commission and FCC. She will live
in Ft. Lauderdale.

PAPER RELEASED
ALL rationing of paper for magazines
and books was ended Aug. 24 in an order
handed down by the WPB. The action
does not affect newsprint. As a result
of the WPB order BROADCASTING maga-
zine will return to its 1942 paper stan-
dards and will observe all space and circulation
restrictions now in effect.

GEORGE KONDOL, long with the theatre,
has been appointed producer of Theatre Guild
on the Air, sponsored by U. S. Steel Corp.,
New York, on American. Assembling as story
editor will be Charles Newton, former writer
for American and NBC. Original music for the
series has been written by Harold Levey.

RICHARD POWERS, West Coast supervisor
of ASCAP, has resigned to join Metro-Gold-
wyn-Mayer Studios as music coordinator.

DAN J. COLLINS, direct sales manager
and assistant to advertising director, LaSalle
Expansion University, Chicago, named executive
secretary of Chicago Federated Advertising
Club.

AL CAVIGGA, staff engineer of WOR New
York, has been given leave to play with College
All Stars team in All Stars-Green Bay Packers
football game in Chicago Aug. 30. Former
guard and end at LSU, Cavigra
will play with the New York Giants this fall.

ROLLAND W. TAYLOR, account executive

BYRON PRICE, Director of Censorship, will
broadcast on MBS Aug. 30, 1:15-1:30 p.m.,
in connection with observance of Jazzoo Radio
Week by the Junior Chamber of Commerce.

LATE FCC APPLICATIONS
HOBART STEPHENSON, partner in WLDS
Jacksonville, Ill., proposes to withdraw his
interest and build new outlet in Centralia, Ill.,
according to applications filed with FCC last
week. He seeks Centralia facilities of 1210 kc,
1 kw, daytime. He is to receive $12,000 plus for
his WLDS interest.

Licensee of KTHS Hot Springs, Ark., seeks
new outlet on 740 kc, 1 kw, at LS for Hot
Springs, contingent on grant of its pending
application to move KTHS to Memphis.

Owners and operators of WPQ Japan-
ville, Fla., are principals in application for
new station in Augusta, Ga., on 1340 kc with
250 kw unlimited. New firm is Voice of Au-
gusta Inc.

Midwestern representative for SESAC,
James F. Kyler, is v-p and director of Central
Illinois Radio Corp., filing for 250 w unlimited
at 1340 kc in Peoria, Ill.

WMAL Washington filed for a TV station
on channel 6 with 3 kw aural, 4 kw visual
power.

KPAS SEeks 750 KC
KPAS Pasadena, Calif., has asked the FCC
to shift its 10 kw operation from 1110 to 750
kc, according to Wesley I. Dumm, president of
Pacific Coast Broadcasting Co., licensee and
operator of KPAS. Directional pattern would
be used. KPAS at present shares 1110 kc
channel with KFAB Lincoln, WBT Charlotte
and WMBI Chicago (limited time). Now operating
on 750 kc, also a clear channel, are WSF At-
land (25 kw), KXJ Grand Island, Neb.,
WHEB Portsmouth, N. H., and KXL Port-
land, Ore.

WOKO CONTINUED
SPECIAL temporary authorization for WOKO
Albany, N. Y., has been extended from Aug.
31 to Nov. 30 by FCC on petition of station
counsel, pending outcome of appeal. WOKO
was ordered deleted by the Commission on
grounds that Sam Pickard, former Commissi-
ioner and CBS vice-president, owned a hid-
en interest.

People
When the Sun-Maid Raisin Growers of California commenced, back in 1921, the advertising theme "Had Your Iron Today?" they helped start a trend that has vitalized food sales ever since. Today, scores of every-day foods are profiting from Sun-Maid's pioneering by promoting their therapeutic values.

---

**This Campaign Put "Vitality" Into FOOD...and Into FOOD SALES!**

**Energize—Ironize!**

_with Luscious Little Raisins_

**Little Sun-Maids**

"Between-Meal" Raisins

5c Everywhere

---

**In the DISTRIBUTION DECADE**

**Advertising Must Give New VITALITY To Sales!**

SELLING is going to have to be **stepped up** beyond anything we have yet known, if we are to avoid disastrous economic dislocation in the Distribution Decade. For to maintain a safe employment level, we as a Nation will have to consume 40% more industrial production than in our greatest pre-war year.

There will be manpower, manufacturing facilities, money and materials aplenty to produce goods. The problem will be to **distribute** these goods efficiently, economically and speedily. That means **accelerated sales**—and a new opportunity and responsibility for Advertising.

The alert advertising men who are perfecting plans for the Distribution Decade will find that we at The Nation's Station have not been idle, either. When the time comes, we will have much to tell you about the great 4-State Market that is WLW-land!
WHAT YOUR LISTENERS
WILL GET FROM
RCA IN PROJECTION
TELEVISION
TUBES

LOWER COST OF TUBES: Simple bulb design in soft glass lends itself to low-cost quantity production.

LOW-COST POWER SUPPLY: New electrostatic-focus electron gun avoids cost of a magnetic-focus coil and, at the same time, permits use of a low-cost power supply not requiring good regulation.

HIGH CONTRAST: New "settling" method of applying screen reduces degree of optical contact between fluorescent particles and face of tube, resulting in higher contrast.

TAILORED TO PROJECTION OPTICS: Spherical face of RCA projection kinescopes matches RCA reflection-type optical system.

Already, RCA has demonstrated to hundreds of engineers and radio experts television of tomorrow as made possible by these new tubes. Screens as large as a newspaper page, with clear, bright images, enable dozens of persons to see the program...and this is but one example of RCA electron-tube development, engineering and leadership.

The Fountainhead of Modern Tube Development is RCA

In the broadcast field, too, RCA leadership in development, engineering, and manufacturing has made RCA transmitting tubes the standard of comparison. So, when you need tubes for your transmitter—AM, FM, or Television—call your nearby RCA broadcast specialist.

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY...In Radio...Television...Tubes...
Phonographs...Records...Electronics

BUY WAR BONDS