Perhaps no industry in the world converted for war as quickly as did radio. And perhaps no industry has matured as greatly under the stress and strain of war as has radio, and WOR.

For, months before Warsaw and the tragedy of Pearl Harbor, radio, and WOR, saw reflected in the sensitive mirror of sound a few of the vast changes with which it would have to contend during the months and years to come.

Under the impact of the first war it ever had to face, WOR began to discover resources it never knew it had. In the brief space of a few months WOR grew almost unconsciously more expert in the use of its own medium. It soon realized that programs and time and the very timbre of the human voice could be trimmed, paced and modulated to do unexpected and surprisingly powerful things.

In the light of WOR’s role as an increasingly important and valuable weapon of war, commercial problems were only secondary. But there were problems. The split-second changes that affected WOR’s sponsored shows, taught the station to reprogram and replace with the speed of a finger-snap. Many of the replacements were advertisers new to radio and they laid their collective problem of proper time selection, program building and slanting, and the major burden of their promotion, in view of limited paper stocks, in WOR’s lap.

WOR met its commercial problems with caution, but no delay. Program formulas which had worked in the past were speedily discarded for the present—and perhaps forever. New approaches to a public stunned by war had to be made quickly and economically.

How WOR succeeded, and how well, is vividly described in numerous success stories, and in the phenomenal growth of companies which once measured their sales in terms of two and three neighborhood deliveries.

It is little wonder then, that WOR today is five years better than it ever was. For WOR has not only grown in experience, as it inevitably would, but in the war-spurred elasticity, speed and profitable ingenuity, with which it can more skillfully use the powerful medium of radio to meet the great and ever-changing needs of millions of people in one of the greatest listening territories on the Eastern Seaboard.

If we were an advertiser reconverting to meet peacetime demands, or the maker of a war product facing the threat of established-brand return, we’d give more than casual thought to WOR, a great American station which has grown wise, in both war and peace, in the subtle art of making people do and say things promptly and economically.

—— that powerful station,
at 1440 Broadway, in New York
The Donnelly home and farmyard. The farm is diversified, with 300 White Rock chickens, herd of hogs, a dozen cows being milked, plus corn, beans, oats, vegetable garden, and hay crop.

14-year-old Ruth Donnelly feeds the White Rocks; a 4-H worker, Ruth is a skilled cook and drives a tractor when needed.

The Donnelly family at home. Pat (left) at 17 is his father's chief helper, also in demand by neighbors. Mrs. Donnelly has been a 4-H club leader. Next are Ruth, 8-year-old Eileen, and 2½-year-old Jeri on his father's lap. Two older daughters are married and living in homes of their own, Doris, farming, and Leona, a city dweller in California.

HERE IS OUR
Midwest America

SHAKE HANDS WITH THE HAROLD DONNELLYS OF MIDDLE ILLINOIS:
PART OF THIS BIG, FAMILY MARKET

We'd like you to meet Harold Donnelly and family of Lee County, Illinois. They're old friends of WLS... and they are like so many other folks in this easy-to-reach Midwest Market. The Donnellys use electricity, central heating, telephone, radio and car in daily living. They buy food and hardware, automotive supplies and things electrical, drug items and dry goods; everything a family needs. Operating a going farm business, 240 acres of it, they are also a market for machinery, feed, seed, fence.

Our 6:45 a.m. news is a Donnelly family habit; Dinnerbell Time and WLS Feature Foods are other favorites. Mrs. Donnelly explains their listening loyalty with the simple statement: "WLS is the best all-around station." She speaks from 21 years of WLS listening experience.

WLS receives a million letters a year, many of them from families like the Donnellys; families of everyday Americans on farm, in town, city and suburb. Old friends of ours, these folks have confidence in WLS and its advertisers. This confidence will give your merchandise friendly acceptance in a market of over 14 million people. For added facts to help you meet today's selling problems in Midwest America, call any John Blair man.
Local boy makes good listening

Thousands of Philadelphians follow Melvin K. Whiteleather's authoritative comment on foreign affairs in The Evening Bulletin, the largest evening newspaper in America. Whiteleather, a veteran foreign correspondent, knows the world scene and the men who make the news. He is now heard every week-day evening on his own program over WPEN.

The program is one of the many introduced by WPEN since The Evening Bulletin assumed ownership and management of this independent station. The shows appeal directly to the interest of listeners in the Philadelphia area.

WPEN is becoming known in Philadelphia as the station that carries the news. There's a five-minute newscast every hour — direct from The Bulletin news-rooms.

WPEN
...the Station for Philadelphians
And WPEN-FM—a PLUS value

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO • LOS ANGELES
DON'T LOOK for an NAB convention in 1945 despite lifting of ODT travel and convention ban. Annual business already has been conducted by mail; with annual report submitted to membership. Besides, large attendance (1000-1200) probably would be frowned upon with peak troop travel to continue through spring.

BROADCASTERS' mission to Pacific theater as sequel to recent successful ETO tour postponed temporarily because of conditions incident to Jap collapse and desire of MacArthur headquarters to complete preliminary occupation. War Dept. says trip isn't cancelled, merely postponed.

WHILE l'affaire Elliott Roosevelt is being scrutinized by House Ways & Means Committee, Internal Revenue Bureau officials still are attempting to ferret out new facts about Elliott's loans anent Texas State Network and Transcontinental, which folded before it started in 1939. Elliott is understood to have advised committee his debts amounted to between $300,000 and $500,000 and that his net wealth is now "zero".

ALTHOUGH U.S. Court of Appeals for District of Columbia, which hears radio cases, will have full quota of six judges for first time in three years, there may be another vacancy soon. It is generally believed Chief Justice D. Lawrence Groner, in 73d year, may decide to retire soon.

WHILE IT'S in record-shattering mood, FCC this week or next is expected to loose new allocations and rules for television as soon as mimeographs can churn it out.

SET and parts manufacturers, stopped dead by OPA, expect to get hearing before Special Senate War Investigation Committee (former Truman committee). Investigator for committee is looking into complaints by set makers that OPA won't issue price formula for receivers. Also he is studying complaint by parts makers that recent OPA increases won't permit them to sell at profit. Result, parts makers are producing for inventory only; few receivers coming off production lines.


WHEN JUSTIN MILLER is inaugurated as NAB president in Washington Oct. 2 at dinner — attendance 900-1,000 — toastmaster most likely will be Don Elia, WWNC Asheville, newspaper publisher, broadcaster and raconteur. FCC Chairman Paul A. Porter will speak, along with Judge Miller and retiring President J. Harold Ryan.

WHITE HOUSE may act if U.S. information officials can't agree on plans to siphon Federal (Continued on page 102)

Upcoming

Oct. 10-11: RMA-Canadian RMA joint meeting Westchester Country Club, Rye, N. Y.

RADIO WEEK NOV. 4
NATIONAL Radio Week, observing 25th anniversary, will be week of Nov. 4, date selected by NAB public relations committee and network anniversary committee. First meeting of net group to draw plans and set theme will be held Sept. 19. NAB public relations committee will meet next week. Commemorative statuette is to be presented by Radio Mfg. Assoc. and replicas to all stations and networks. RMA plans big advertising and publicity campaign in national and local media to observe week.

Business Briefly

BAKER FOR QUAKER • Quaker Oats Co., Chicago, will sponsor transcribed quarter-hour kid show Quaker Breakfast Parade featuring Two-Ton Baker, in a few weeks. Show starts Oct. 8 on nine Don Lee stations, six times weekly, 7:30-7:45 a.m. Agency, Rathrauff & Ryan.

RESORT ACCOUNT • David O. Alber Assoc., New York, has been placed in charge of radio exploitation for Atlantic City, New Jersey resort. Campaign will start Oct. 1 and continue throughout year.

REYNOLDS AUDITIONING • B. J. Reynolds Tobacco Co., Winston-Salem, N. C. auditioned a new variety show Thursday for possible replacement of Thanks to The Yanks Sunday, 7:30-8 p.m. on CBS. Audition was given before (Continued on page 102)

Cuba Opposes Havana Treaty Extension

CONTROVERSY over North American broadcast allocations erupted at Third Inter-American Radio Conference at Rio de Janeiro last week, with Cuba opposing extension of North American Regional Broadcasting Agreement, on which standard allocations are now based. Move may force holding of North American conference on broadcast allocations prior to March 29, 1946 when NARBA agreement (Havana Treaty) expires.

Canada proposed two-year extension, U. S. only one year, or until March 29, 1947. NARBA became effective in 1941.

While Rio agenda did not cover broadcasting, Cuba previously had indicated the desire to bring it up. It is now learned Cuba stated it would refuse to renew the agreement even for one year. Cuba contends it is unable to use more than 70% of the channels allotted it at night and wants new treaty. Complaint is against 650-mile separation limit on channels utilized by Class I-A (clear) stations. Compromise is sought but U.S. delegation is discouraging discussion of new terms until a North American meeting can be held.

Neither Commissioner E. K. Jett nor FCC Chief Engineer George P. Adair is attending Rio conference. They would be the principal representatives at the North American conference when held. Unless all signatory nations agree to extension of NARBA, North American conference prior to next March is deemed inevitable.

State Dept. on Sept. 12 received a delayed April communication from Cuban Ambassador opposing extension until after Rio conference.

Informally proposed at Rio by Uruguay was formation of a Pan-American Assn. of Broadcasters to protect hemisphere interests at world conferences. Meetings to establish such an organization is scheduled at Havana March 15.

Rio conference probably will adjourn between Sept. 20 and 25. Prompt steps then will be taken to convene North American conference on NARBA.

Business Briefly

BAKER FOR QUAKER • Quaker Oats Co., Chicago, will sponsor transcribed quarter-hour kid show Quaker Breakfast Parade featuring Two-Ton Baker, in a few weeks. Show starts Oct. 8 on nine Don Lee stations, six times weekly, 7:30-7:45 a.m. Agency, Rathrauff & Ryan.

RESORT ACCOUNT • David O. Alber Assoc., New York, has been placed in charge of radio exploitation for Atlantic City, New Jersey resort. Campaign will start Oct. 1 and continue throughout year.

REYNOLDS AUDITIONING • B. J. Reynolds Tobacco Co., Winston-Salem, N. C. auditioned a new variety show Thursday for possible replacement of Thanks to The Yanks Tuesday, 7:30-8 p.m. on CBS. Audition was given before (Continued on page 102)
Which St. Louis Station?

During the five-day period, August 24th to 28th, while the St. Louis Newspaper Strike was in its second week, Edward G. Doody & Company, radio research bureau, asked 2,624 St. Louisans this question:

Which Radio Station Have You Been Listening to Most for News Broadcasts During the Newspaper Strike?

Of the 2,135 listeners who expressed a preference, the answers were:

**KSD - 40.4%**

**STATION "B" - 28.1%**

**STATION "C" - 14.2%**

**STATION "D" - 10.1%**

**ALL OTHERS - 7.2%**

At a time when RADIO was virtually the sole source of News in St. Louis, KSD’s traditional thoroughness and reliability of news coverage—and KSD’s policy of not permitting its news broadcasts to be interrupted by middle commercials—made possible this re-affirmation of KSD’s position as the station which more St. Louis listeners prefer for the NEWS.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the AP radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance. To sell the great St. Louis Market, use “The Combination that Clicks”—KSD-NBC-AP.

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.

Broadcasting • Broadcast Advertising
FOR NEW ORLEANS' FEATURED ENTERTAINERS

FOR EDUCATIONAL PROGRAMS SPONSORED BY A GREAT UNIVERSITY

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts  *  Clear Channel  *  CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
"In my opinion, Snodgrass, this 'Night Shall Be Filled With Music' program needs a little bigger studio and a trifle less showmanship."
Of the 22 different network daytime programs that Hooper listed among Chicago's "top 10" between May 1944 and April 1945...

17 WERE HEARD OVER WBBM

and 13 of the 17 rated HIGHER locally on WBBM than they rated nationally.* In fact, throughout the whole year only five non-WBBM programs made Chicago's "top 10" and they had LOWER ratings locally than nationally.

INEVITABLE CONCLUSION:

If you're interested in daytime radio—WBBM is a must in Chicago.

*C. E. Hooper, May, 1944—May, 1945
Mon.—Sat. daytime, 8 A.M.—6 P.M.
One
WWDC
spot sells
5,000 chicks!

One spot on WWDC in Washington sold 5,000 chicks for Judge Hunt's Hatchery in Rockville, Maryland.

Just one spot. We don't think we can sell everything as fast as that... but we do know that WWDC has the kind of alert listeners who buy and buy.

If you'd like to crack the Washington market... WWDC is a good bet to bank on.

WWDC
the big sales result station in Washington, D.C.

Represented nationally by
WEED & COMPANY

My Impression of Europe
(First of a series by members of the U. S. Mission to ETO)

By COL. E. M. KIRBY

Chief, Radio Branch, Army Public Relations, Escorting Officer of Mission

FROM THE VIEWPOINT of the Army, the most important result of the American Radio Mission to Europe is the fact that it returned with the conviction that the United States must maintain an Army of Occupation in Germany for one or two generations—however long—to insure the peace for which thousands of our men gave their lives.

In the midst of post-war industrial reconversion, we are apt to forget that the German people also must be reconverted from the ways of war to the ways of peace. This applies with equal force to the Japanese. If the Mission brought home no other conclusion, then, indeed, it has been more than justified, for this fact must be proclaimed from every radio transmitter in the land, again and again, until war and rumors of war take their place as museums in the history of mankind.

I know the mission brought home other convictions of importance and interest to broadcasters. Not among the least of these is the conditioning of the public for the return of our soldiers. No one could fail to be impressed with the job American radio has done for the morale and information of our troops; what it is continuing to do. And no one could fail to be impressed that by any standard of comparison, the end product of American radio is demonstrably superior to that of

(Continued on page 98)

Sellers of Sales

VIVACIOUS and curvacious, charming and capable, (Winifred) Lee Williams started up the radio ladder as a professional pianist and has attained the peak as radio director for Fuller & Smith & Ross.

Born in St. Joseph, Mich., in 1911 Lee was on the stage as a pianist at the age of 12. She majored in music after graduating from high school at the Fine Arts School in Chicago. When the depression came along Lee decided that she "wasn't the greatest musician in the world" and went to work selling Westinghouse home appliances. A year later she switched to a job as buyer for a department store.

In 1936 she discovered that WJIM was going to open in Lansing. She applied for and was hired as a staff pianist and organist. One day after a short while with the station, Lee was handed a script and asked to read the spot announcements because the gal who usually read them didn't show up. Still protesting that she couldn't read, Lee went on the air with the commercials. From that date on she read copy, wrote and produced her own shows.

Three years later — 1938 — Al Pierce and his Watch the Fun Go By show on CBS played a guest spot in Lansing. Mr. Pierce was so impressed with the array of talent that Lee had lined up he hired her to do publicity.

Lee arrived in New York at the Beekman Towers Hotel. The first man she spoke to in New York, the man who checked her into the hotel, John Harris Baker, became her husband nine months later.

In 1939 when the Al Pierce show moved to California, Lee resigned and joined the Fred Collins publicity organization. In June 1940 she became associated with Fuller & Smith & Ross as a scriptwriter for Westinghouse Musical Americans on NBC. In quick strides Lee jumped from writer to business manager. In 1942 she became an account executive and the latter part of the year radio director. Among her most active accounts are Aluminum Co. of America, N. Y.; Mark Cross, New York; Presto-Recording, New York; New York University; Westminster Ltd., and New York and Commonwealth Shoe & Leather Corp., Whitman, Mass.

Col. Kirby
Typical of the KVOO farm department's personalized down-to-earth activities, designed to do everything possible for the advancement of agriculture in Oklahoma and the Southwest, is the above scene. Burnis Arnold, KVOO farm editor, is interviewing Nolan Vissman, Manager of Barwood Stock Farms in Tulsa County.

Since KVOO organized the first radio station farm department in Oklahoma four years ago, there has been no fancy ballyhoo, but a consistent day-by-day cooperation with farmers and stockmen— a policy which has made KVOO the No. 1 farm station in Oklahoma. We pledge to continue to maintain Oklahoma's best radio farm department.

---

CLAUDE SMITH

Tulsa, Oklahoma

August 11, 1945

Mr. H. B. Way

Tulsa, Oklahoma

Dear Mr. Way:

I do not know whether you know how much your KVOO farm department means to us farmers and I am sure that we are very lai in letting you know how this department has helped us in all phases of farming and livestock raising. Burnis has been present at every livestock meeting held in the State that affects every thing that has to do with farming and he has given us more information that I had been present. This has been a lot to me as I have been short on time and tires and could not attend these meetings.

A year ago I had some extra Wintex winter cats for sale and I old write Burnis a letter to this effect.

This letter was read next morning on the morning program and by night I was sold out of my cats. I shipped cats to Sabinna, Wichita, Halls, Leadville, Mokoma, etc., and a dozen other towns. I did it blank so nice to me, I would pay them to move some of my cats this year. I finished thinking yesterday at noon and I tried to sell you all afternoon and evening and I tried to sell for the farm and I talked about this morning and I did this morning. I found Burns to be a very quiet man and informed me that they was a part of the KVOO farm department to be in the ad of the farm in any way they could be.

Just know how you are going to repay me but at some time if possible.

Respectfully yours,

Claude Smith

RADIO STATION KVOO

Tulsa
A NEW APPROACH TO...

THE NBC 1945-46 PARADE OF STARS

SPONSORS LOCAL STATIONS

AGENCIES NETWORK
JOINTLY PLANNED

- It's coming...NBC's 1945-46 Parade of Stars...Radio's most effective year-round promotion campaign...now better than ever because it's custom-made!

For the first time in the history of radio's greatest promotion drive, this entire campaign was jointly planned in a series of coast-to-coast meetings between the National Broadcasting Company and (1) local stations, (2) sponsors, (3) advertising agencies, (4) radio stars.

The result of this co-operation is that the Parade of Stars bandboxes—now being put to use by NBC stations from coast to coast—contain a collection of the most effective promotional tools ever used for the NBC Parade of Stars.

More and better recordings made with the help of Radio's greatest stars, newspaper advertisements, scripts of live shows, the displays, the promotional folders, the publicity stories and pictures—all add up to radio's biggest big-time exploitation.

Big every year, this year bigger than ever, NBC's 1945-46 Parade of Stars launches a new chapter in its year-round promotion of the greatest shows in radio...programs designed to continue to keep NBC "the network most people listen to most."

National Broadcasting Company
America's No. 1 Network
"Good work, boy! Repello Cigars now rank 54th . . . . and I mean rank!"

- Even spot broadcasting can't sell a poor product. But given something to plug that people really should be buying, national spot usually starts the cash registers tinkling like sleigh bells!

Why? Because, more than any other medium, it enables you to apply concentrated sales pressure at the time and place where your best prospects are waiting for you.

Next time you're planning a campaign for a swell article, let us help, will you? We hate to brag, but we'll bet we can bring you some good ideas!

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932
FCC settles FM allocations and rules

53 Stations Get Frequencies; Licensees Have Till Sept. 25 to File Objections

(Text of New FM Rules and Regulations on page 88A)
By Jack Levy

RELOCATION of FM broadcasting in its new home in the radio spectrum began last week with the assignment by the FCC of 53 frequencies in the 92-108 mc band to existing FM stations with standing construction permits. Simultaneously the FCC made public revised integrated rules and regulations to govern FM.

Licensees and permittees were given until Sept. 25—an additional five days beyond the deadline set in the FCC policy statement of Sept. 3—for filing objections to the assignments.

In preparation for the task of processing 490 applications for new FM stations (see list on page 40), the Commission also made known for the first time the specific frequencies to be available for FM broadcasting, commercial as well as noncommercial.

The Commission divided the nation, for allocation purposes, into two areas, assigning 20 channels from 104.1 to 107.9 mc inclusive for community stations and 60 channels from 92.1 to 105.9 mc inclusive for metropolitan outlets. The remaining 20 frequencies (88.1 to 91.9 mc inclusive) are reserved for noncommercial stations.

20 kw in Area I

In Area I, the Commission limited metropolitan stations to a maximum of 20 kw power with a non-directional antenna of 500 ft. in height, but requiring that less power be used where greater antenna heights are available. Notice was given that in this part of the country “the service area of metropolitan stations will not be protected beyond the 1000 uv/m contour and such stations will be located in such a manner as to insure insofar as possible, a maximum of FM service to all listeners, whether urban or rural.”

Area I includes Massachusetts, Rhode Island, Connecticut, New Jersey, Delaware, District of Columbia, southern New Hampshire, southeastern New York, eastern Pennsylvania and eastern Maryland. Area II embraces the remainder of the U. S.

Community stations are limited to a maximum power of 250 w and maximum antenna height of 250 ft. Higher antenna will be allowed where shown necessary but in such cases the Commission may require a reduction in power. Community stations on the same channel must be separated by a minimum of 30 miles and those on adjacent channels by 35 miles.

In Area I the 104.1-107.9 mc band (20 channels) will be available for community stations but until more FM stations are authorized the Commission will not permit stations in principal cities of metropolitan districts in this area which have four or more standard stations. In Area II the 104.1-105.9 mc band (10 channels) will be available for community stations and, as is the case in Area I, “may be used in any community which is not the principal city of a metropolitan district.”

The 10 channels from 106.1 to 107.9 mc available for community stations in Area I but not in Area II, the Commission explained, will be assigned later in Area II “in accordance with the needs of the area as shown by future developments. In the meantime they will be available for facsimile.”

Rural Stations

Rural stations, the Commission announced, will not be licensed in Area I as it is presently constituted but if the area is extended to include contiguous territory consideration will then be given to assigning rural stations in this region. The 60 channels available for metropolitan stations will also be available to rural stations.

The Commission said that it will consider the additional area beyond the service area of a metropolitan station as predominantly rural “if at least 50% of the population proposed to be added within the 50 uv/m contour live in rural areas or in communities smaller than 10,000.”

The designation of frequencies in the 88-108 mc band was included in the final rules and regulations promulgated for FM (Report No. 120) which includes not only the rules set forth in the Commission’s Aug. 24 report but also those applicable to FM which are contained in Parts 1, 2 and 3 of the present regulations. The new form brings together rules governing construction, licensing and operation of FM.

The Commission stated that eventually the rules governing television, standard broadcasting, citizens’ radio and other services will be revised in a similar manner.

In making public its assignments

(Continued on page 88)
**NABET Strike Ends After 25½ Hours**

Dispute With Nets
Taken to U. S.
Conciliator

A NATIONWIDE strike of NABET engineers at all owned stations of NBC and American was ended at 7:30 p.m. last Thursday night after being in effect for 26½ hours. N E T W O R K schedules were disrupted for several hours on Wednesday evening but by the following morning, with engineering executives of the companies at the controls and the transmitters, service was restored to practically normal.

With the end of the unexpected and unauthorized strike came an announcement by U. S. Labor Conciliator J. R. Mandelbaum that the men had returned to work and that representatives of the two networks and of NABET had resumed negotiations on a new contract.

Walkout came after the networks had received wires on Wednesday from A. T. Powell, NABET president, giving them a 30-day strike notice in accordance with the Smith-Connelly Act. Shortly before, company and union officials had ended an all-day session of negotiations which had been in progress since preceding Friday.

Union and network officials reassembled Wednesday evening, but when the session broke up at 12:30 a.m., the networks reported only that the union would endeavor to get its men back to work in the morning and that when the men returned to their posts the networks would be willing to resume negotiations. Meeting, held in the office of Mark Woods, American president, with Mr. Woods, Joseph McDonald, network attorney, Keith Kiggins and Robert Kintner, vice-presidents, representing American.

NBC conferees included Edward F. McGrady, RCA vice-president in charge of labor relations; John MacDonald, vice-president in charge of finance; Charles F. Detmar, Jr., attorney. Union group included Mr. Powell; Harry E. Hiller, executive secretary; F. C. Schnepper, head of the Chicago chapter; Patrick Simpson, counselor at American in New York; Reid Davis, counselor of NBC's engineering chapter in New York; Thomas Dunn, counsel.

The attorneys met briefly Thursday afternoon in an effort to work out a plan for resumption of negotiations, but first announcement came when the men returned to work at 7:30 p.m. Mr. Mandelbaum joined the group at their Thursday meeting and was again present when the conference was resumed at 11 a.m. Friday in the NBC board room, both union and network representatives having agreed to go forward under his auspices.

Direct cause of the breakdown was the refusal of the networks to accept the union's demands for wage increases of 10% to 50% and the refusal of the NABET committee to make any modification of those demands. According to a statement issued Thursday by NBC, the NABET negotiating committee "stated that it had no authority to bargain on any other wage basis and in effect said that their demands were an ultimatum."

"Today (Wednesday afternoon)," NBC continued, "we urged the committee to abandon its ultimatum position and to secure from their members authority to bargain collectively with us. We felt that we could reach an agreement satisfactory to both sides by that procedure. We urged that, failing to agree upon further negotiations on any other basis than the terms of the ultimatum, both sides submit to arbitration. In the present contract ... the union agreed to arbitration ... should disputes arise."

A statement issued Wednesday evening by NBC's headquarters in Washington put a somewhat different interpretation on the events of that afternoon's meeting. According to the union, the networks questioned the authority of the committee to speak for the NABET membership, and "after all of the members were driven off that committee would not bargain with the committee the engineers in the networks refused to work."

The union's charge that the networks refused to continue negotiations with its committee was vehemently denied by both networks. Mark Woods declared:

"This charge is absolutely without foundation. We have always recognized NABET as the bargaining agency for engineers in our employ."

Although the wage question was essentially the cause of last week's strike, difficulties in the NABET-network relationship date back to January of last year, when NBC and American (then the Blue network) rejected demands made by the American Federation of Musicians giving AFM jurisdiction over the handling of recordings at the American stations.

urnal 1944, effective June 1, 1944. Mr. Powell had charged the nets with "stalling again for fear that ..." (Continued on page 87)

**STRIKE SIDELIGHTS**

IRONICAL angle to the strike is that it proves the contentions of NBC and American that NABET is a bona fide union and not a company dominated organization, as James C. Petrillo and his musicians insisted during their battle to take control of the platter turners away from NABET. "Maybe Jimny'll believe us now," a network spokesman said Wednesday, "but it's certainly making our point the hard way."

WASHINGTON was the chief trouble spot during the 25½ hours the NABET boys were off duty. NBC lost several scheduled pickups for that city and American brought Martin Agronsky, Earl Godwin and Raymond Swing to New York.

NBC estimated that about 300 of its technical employees were out on strike at the network studios and at WEAF New York, WMAQ Chicago, WTAM Cleveland, KOA Denver, KPO San Francisco, WRC Washington. American said that... (Continued on page 87)

**FCC Finds Total Time Sales Were $246,339,532 In 1944**

TIME sales for the major and regional networks and 875 standard broadcasting stations during 1944 totalled $246,339,532, the FCC reported last Friday.

The figure compares with $195,704,153 for the networks and 841 stations in 1945, or an increase of 25.87%.

(BROADCASTING'S Yearbook estimated time revenues at $285,100,000, or a gain of 25% over 1943, projected for all networks and approximately 900 commercial stations).

Revenues from sales of talent and other incidental broadcast activities by networks and stations last year were reported at $28,959,079, or an increase of 47.6% over 1943.

Operating income, after deducting operating expenses and federal income taxes for the networks and stations were reported by the Commission at $90,272,851 or an increase of 35.5%.

The Commission noted a "substantial improvement in operation results for 1944. Excluding key stations of major networks, whose operations were $5,345 in 1943, of the 41 stations reporting losses 27 were affiliated with major networks. kw power were reported at $496,247, an increase of 24% over 1943. Clear channel unlimited time stations of five to 20 kw power which submitted reports averaged $129,554 or a gain of 109.4%.

Time sales of the four major networks and their ten key stations reported at $54,068,954 as compared with $71,027,292 for 1943.

The average broadcast income reported by regional unlimited stations amounted to $114,980, an increase of 64%. Local unlimited time stations showed average broadcast income of $3,421 per station in 1944 a gain of 84% over the previous year. Local unlimited time stations affiliated with major networks reported average broadcasting income at $25,815, a gain of 70.8% over 1943, while local unlimited time stations not affiliated with a major network averaged $13,900, an increase of 86.5%.

The Commission reported losses by 41 of the 876 stations in 1944 as compared with 94 of the 841 stations in 1943, with the average loss per station in 1944 at $3,764 as against $5,483 in 1943. Of the 41 stations reporting losses 27 were affiliated with major networks.
New Plans Studied for U.S. Use of Radio

WAC Takes OWI's Net Allocation Project

By J. FRANK BEATTY

ADOPTION of a temporary network allocation plan by which U. S. messages will be channeled by the War Advertising Council brought hope over the weekend that Federal agencies would not return to the mad scramble for time that existed prior to WAC channeling of material.

As the week closed information specialists from many U. S. agencies were meeting, along with NAB spokesmen, to discuss plans to avoid the pre-war battle royal for radio time. All agreed a new plan should be worked out to channel all U. S. radio needs through a clearing house, as done during the war by the WAC. The WAC plan covers only part of the allocation setup, the use by sponsors of air time on networks and groups of stations.

Possibility that the matter would reach the White House consideration was mentioned, though no official word came from Presidential sources.

OWI was buried, for all practical purposes, last Saturday but several of its functions live on.

Domestic Radio Bureau, which handled allocations to stations, expired along with its 13 regional offices. Of its two main functions, the Network and National Spot Allocation Plan was shifted to WAC but the Local Station Announcement Plan awaits the result of the weekend discussions.

OWI's Overseas Branch continues as usual, but under jurisdiction of the State Dept., where its future will be decided.

William Benton takes office as Assistant Secretary of State.

Dalton Liquidator

Liquidation of OWI itself is in the hands of Neil Dalton, who is serving as Acting Director following resignation of Director Elmer Davis. Mr. Dalton was director of the OWI Domestic Branch, on leave from the Louisville Courier-Journal where he is assistant to the president. Mr. Dalton said he believed his office would clean up the liquidation task by mid-October.

President Truman highly praised Mr. Davis for his achievements during his directorship nearly four years. He emphasized OWI's outstanding contribution to victory and referred to the fact that he had received more than his share of brickbats as part of his reward. "Under your wise leadership the American people were kept fully informed concerning their Government's wartime program," the President told Mr. Davis.

In resigning, Mr. Davis informed the President that Edward Klauber, Associate Director and former CBS executive vice-president, had presented his resignation. He suggested that liquidation be entrusted to Mr. Dal ton served as Acting Director of the OWI Domestic Radio Bureau not only left certain war related campaigns without adequate organized radio support, but threatened to put the industry into a chaotic condition which existed prior to the formation of the Radio Bureau.

Under the WAC handling of the Network and National Spot Allocation Plan, several of the former Domestic Radio Bureau personnel will continue to serve. Expense of the operation, which closes Dec. 8 with windup of the Treasury's Victory Loan, will be borne by the Treasury.


Chaos Threatened

Though Treasury may ask top rights to participation in the Network Allocation, all U. S. agencies will be entitled, as before, to their share of facilities. Treasury normally would be entitled to a heavy share during the period of the loan. The Hold Prices Drive down drive will also be entitled to a good portion of facilities. In any case, apportionment of radio time will be handled as in the past by Mr. Ecclesine's staff.

In a message to advertisers James W. Young, Council chairman, pointed out that "sudden termination of the OWI Domestic Radio Bureau not only left certain war related campaigns without adequate organized radio support, but threatened to put the industry into a chaotic condition which existed prior to the formation of the Radio Bureau."

Recalling that the allocation plans operated by OWI had been created by the Council's Radio Advisory Committee at the urgent request of radio advertisers seeking relief from the confused flood of requests and pressures from Government agencies for time at the outset of the war, Mr. Young continued that a number of Federal agencies, headed by the Treasury, have now approached the Council "with the proposal that the very useful allocation machinery of the Domestic Radio Bureau be kept intact under council auspices at least until the end of the Victory Loan."

Among the agencies whose information needs will be covered by WAC radio allocations between Dec. 9 and Dec. 8 are the Treasury, OPA, War Shipping Administration, Army, Public Health Service, American Red Cross, National War Fund and Dept. of Agriculture.

In a final memorandum to all advertisers participating in the network and national spot allocations, George P. Bodenham, Chief of Domestic Radio Bureau, thanked advertisers for their "wholehearted assistance" in bringing important war messages to the radio audiences of the nation.

The President Endorses Advertising

Mr. Gaines, assistant director of the NBC advertising and promotion department, will leave that post Oct. 1 to become manager of the network's recently organized planning and development department headed by Vice-President William S. Hedges [BROADCASTING, July 28]. Philip I. Merriman, director of facilities development, also transfers to the new department Oct. 1, when William S. Duttera moves over from the engineering department to become allocations engineer. Harry F. McKeon, Jr., will serve as financial advertiser to the planning and development department.

Mr. Hedges has delayed announcement of key personnel until this time because he left for Europe as a member of the American Broadcast Mission almost immediately following the creation of the new department, returning only last week. His new manager, Mr. Gaines, was associated with him in the stations department for two years before assuming his present post as assistant director of advertising and promotion.

Replacing Mr. Gaines in that position is James H. Nelson, currently network sales promotion manager. Charles B. H. Vaill, now promotion manager of WEAF, assumes the post vacated by Mr. Nelson. Charles Phillips, promotion manager of KOA, NBC owned and operated station in Denver, will come to New York to handle promotion for WEAF.
The chairman expressed confidence that Associated “will exemplify the best in American radio by bringing us balanced discussion of the issues of the day in a manner which we may best promote the welfare of our country.”

Quoting Thomas Jefferson’s free speech doctrine, he pointed out that radio stations have placed the country under the principle of diversified ownership of radio stations to protect that freedom. “We have the right to point out the Pretentious control over this great avenue of expression,” he said. “We have guarded against any temptation to control by the Government itself for the FCC, while charged with the duty of seeing that the radio channels are used in the public interest, is specifically forbidden to exercise any censorship. Thus far network radio is safe and guarantees of competition in the market place of ideas, and may it prosper and develop as a new and effective champion of free speech.”

Among features on the inaugural program schedule was a half-hour salute from the British Broadcasting Corp. ABC plans to carry the BBC Newreel six days a week from 7:30-7:35 p.m. Of the opening day were to include programs from WWDC Washington, KFOX Los Angeles, KWBR Oakland, WMEX Boston, KSAN San Francisco, KMYR Denver; WMCA New York; KWWJ Portland, Ore.; WTMY E. St. Louis; WLA V Grand Rapids.

Basic Associated network includes WWDC and WOV New York, WIND and WJJD Chicago, and WCKY Cincinnati as cooperative outlets. In addition 196 stations were available on the original Associated religious program hookup.

Reversible Lines

Network is connected in its entirety by Class A instantaneous reversible link. Besides the basic network, with a Class A rate of $3,955 per hour, $2,373 per half-hour and $1,582 per quarter-hour, the rate card offers an Eastern Round Robin, Midwest Regional and Atlantic Regional.

First sponsor on the Sunday schedule was Knox Chemical Co., Los Angeles, carrying a newcast for its Meno." (Continued on page 98)

Buffalo Stations Must Cancel Tabernacle Lease to Get License

AFTER two years’ consideration, the FCC last week issued its proposed findings in the Buffalo Broadcasting Corp. (WBKB) renewal proceedings in which it concludes that only by washing out an “illegal” lease arrangement with the Church Tabernacle of Buffalo will it grant license renewals for the two stations. To make possible the working out of such arrangements, the Commission proposes to issue temporary licenses for three months during which time Buffalo Broadcasting must establish full control of the outlets. Moreover, in accordance with the FCC’s duppy regulation, Buffalo Broadcasting must divest itself of one of the two stations.

In its 4-page findings, the FCC retraced the history of Buffalo Broadcasting, dating back to 1928. Since 1936, Hiram W. Deyo, president, has owned approximately 84% of the corporation, with Lounsbury, executive vice-president and general manager, holding 12 1/4% and the remaining 6 1/4% variously held. Contracts with the Church Tabernacle in 1931 and 1932 covering both time and compensation were held by the FCC to be “illegally” and emphasis was placed upon a clause wherein the properties could revert to Churchill if contractual provisions were not fulfilled.

Under the 1931 contract, the Commission found, Buffalo Broadcasting agreed among other things to reserve over one of its stations 17.6% of the 24-hour period from 6 a.m. Sundays to 6 a.m. Mondays of each week until 2027 for the “soile, exclusive and absolute disposition” of the Tabernacle. It also agreed to furnish free to the Tabernacle during these hours all facilities for broadcasting, along with certain other rights.

The Commission held that Buffalo “thus divested itself of its right, power and duty to exercise full and complete control over its stations during all of the hours for which it is seeking a license to operate and has rendered itself incapable of assuming the complete and ultimate responsibility of ownership in the public interest imposed by the Communications Act of 1934.”

The FCC cited several past opinions in which it had held that even with the license at stake, the contracts are not in the public interest.

In stating it proposed to deny (Continued on page 90)
Herb Plambeck, the first WHO staff-member to don a war correspondent's uniform, made two trips to Europe for WHO—the first to England for several months in 1943, where he short-waved frequent reports on such new angles as the way Dover farmers were farming under shell-fire, and how British farmers in general were meeting wartime demands (which, when rebroadcast by WHO, aroused tremendous interest among Iowa farmers who were themselves producing 10% of America's wartime food requirements).

Then in February, 1945, Herb left Des Moines again and was attached to the U. S. 3rd and 7th Armies. Until June, he continued broadcasting eyewitness accounts, was present at the final breakthrough, and even broadcast from Munich on the day that city fell. He performed the impossible by interviewing over 1,000 Iowa boys, from every county in the State. He spoke 90 times from Europe to the Iowa friends, neighbors and parents of these boys.

Do you think Iowa people "followed" Herb's foreign broadcasts, and then went wild to hear him speak, upon his return? You're right, they did!—and that's another big reason why Iowa prefers WHO!

WHO for Iowa PLUS

Des Moines . . 50,000 Watts
B. J. Palmer, President
J. O. Maland, Manager
FREE & PETERS, Inc., National Representatives
Miller to Talk on European Mission

Broadcasters’ Findings Will Be Heard by Radio Club

(Figures on pages 22, 23)

CONCLUSIONS reached by the first mission of radio executives to tour the European war theater will be unfolded early next month by NAB’s new president, Justice Justin Miller, at two events—his inauguration as NAB president on Oct. 9 in Washington, and an appearance before the Radio Executives Club Oct. 4 in New York.

Upon completion Sept. 8 of the 12,300-mile tour of Europe, which entailed 75 hours of flying time, the 11 broadcast members of the mission, four trade journal executives and Col. Ed Kirby, Army radio chief and escorting officer, dispersed to their respective homes.

Miller Quits Bench

Judge Miller last Tuesday formally submitted his resignation as a member of the U. S. Court of Appeals bench in Washington, terminating eight years as a Federal judge. He formally takes over the NAB helm with his inaugural address in Washington Oct. 2. An elaborate dinner, to be attended by approximately 1000, including high Government officials, members of Congress and representative broadcasters, has been arranged.

Judge Miller returned to his home near Los Angeles last Wednesday to rejoin his family and to write his Oct. 2 inaugural address. Then, on Oct. 4, he will appear before the Radio Executives Club in New York, along with his colleagues on the mission. He was the official spokesman of the group on the 30-day tour, as NAB president-designate.

Meanwhile, Col. Kirby last week soared into the air in a C-47, which will result in his release from the Army after more than five years’ service, to return to private business. He contemplates a public relations operation utilizing both in Washington and New York and specializing in radio. He anticipated his release by Oct. 1, Maj. Al Wharfard, deputy chief of the ETO Branch, BPR, and acting chief during Col. Kirby’s absence, is regarded as his likely successor, probably with an increase in rank.

Sen. J. William Fulbright, chairman of the Senate Foreign Relations Committee, has called for all home news programs to be discontinued during the tour and the broadcast of radio news to be continued.

Sen. Johnson, he penned this to the management:

Are you a ‘Feminine Ender’?
You’ll get the Point, I’m hopin’ trustin’
My name’s not JUST IN E,
merely Justin
In other words, here’s what I mean
Justin is never spelled J U S T I N E.

Senator Bill on Airport Aid Includes Amendment Protecting Antenna Sites

PROTECTION for broadcast antenna sites is provided in a bill passed Thursday by the Senate (S-2) to provide Federal aid for construction and improvement of airports. An amendment offered by Sen. Johnson (Col.) provides that the FCC will be consulted when antenna sites are held to be airport hazards.

In calling for protection to broadcasters, Sen. Johnson read a letter written by Paul A. Porter, FCC chairman, to Chairman Wheeler of the Interstate and Foreign Commerce Committee. The letter asked insertion of an amendment providing for reference to the FCC of any cases involving antennas. The bill provides a nationwide zoning program for clearing of approaches to airports, with the Civil Aeronautics Administrator having authority to set up zones.

Custom-Made Service Provided By Two New Hooper Divisions

TWO new divisions of C. E. Hooper Inc., to provide custom-made services for individual advertisers and stations, respectively, were announced last week by C. E. Hooper, president of the radio audience measuring organization.

Advertisers service division, headed by John C. Whitribridge Jr., vice-president of the Hooper firm with headquarters in New York, will offer primarily a service reviving the comparative sales effectiveness of network programs of an advertiser and his competitors. Method, used experimentally since December 1939 and for the past two years applied commercially on four programs sponsored by one advertiser for two products, involves a system of recontacting homes which report listening to the advertiser’s program and coincidentally contacting a random sample of new homes. Both groups are asked what brand of product they purchase. The difference between buying habit of listeners and the random sample indicates program effectiveness.

Based on continuous reporting, the comparative program effectiveness is presented to the subscriber and his advertising agency at a bi-monthly conference conducted by a Hooper representative. The conference also will review the program’s trend in comparison with all programs in the same network, to the advertiser’s program, utilizing 56 charts of basic data compiled from the Hooperratings service, and will include special analyses of comparative sponsor identification, comparative composition of audiences showing relationship between listeners and prospective buyers, minute-by-minute comparison of audience size during the program, comparison of audience data with that for the pure entertainment with a final comparative index of cost per commercial minute.

Brand ratings of the advertised product at its competitors will also be reported every 60 days, with special reports of evidence of sales change in the advertiser’s own and in important competing brands within 21 days of the field measurement. A sample of 7,500 homes, representing the nine census districts and all population size groups in the country, including rural, will be used.

Station service division will utilize the diary technique, designed to show:

1. Comparison of audience “inside” with “outside” station city.
2. Specific program audience flow to and from other stations and non-listeners.
3. Sex and age of specific program and station audiences.
4. Frequency of listening to specific programs and stations.
5. Economic breakdown of station listening audiences, etc.

To provide an easy basis of comparison with the Hooper network ratings and the individual city continuing measurements of

(Continued on page 98)
Big Lift

That's a propeller . . . and that's what makes a ship move through the water.

And it is asked . . . what makes goods move when you sell by radio? Two things, we believe: one, a strong sales argument; two, that argument listened to by the greatest number of buyers per dollar spent.

In the 6th largest city in the U.S.A.—W-I-T-H, the successful independent in Baltimore, reaches the greatest number of listeners at the lowest cost.

Get yourself a strong sales story . . . put it on W-I-T-H . . . and in one market we know intimately, we know something will happen.

Sales up . . . cost down—is the report via W-I-T-H.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

Baltimore, Md.
BROADCASTERS ON WAR DEPT. ETO TOUR

BERLIN BOMBED to bits. (1) BRIG. GEN. Bryan Milburn, Chief of Staff, U.S. Control Group, with Woods. (2) MISSION at scene of Berlin's 1936 Olympics, now used as British billet. (3) MILLER with American Minister Robert Murphy, diplomatic adviser to Eisenhower. (4) AFN HEADQUARTERS, Berlin (1 to r), Capt. Sanford Cummings, German operations officer, AFN, formerly Benton & Bowles, Miller, Reinsch, Hedges, Lt. Booraem. (5) SCROUNGING in Hitler's ex-reichchancellery, Col. Kirby (kneeling), Taishoff and Reinsch. (6) BRIG. GEN. SAMUEL Thomas, Berlin district communications officer, with Campbell. (7) JIVE FOR GI's through AFN Berlin (1 to r), Fetzer, Reinsch, McCollough and (seated) announcer-operator. (8) "NOVIKAINE" was the shot given Morrie Novik by McCollough with Reinsch checking pulse.

*All photos except BBC by Army Signal Corps.

BROADCASTING • Broadcast Advertising
Miller, Schroeder Form Law Firm
D. C. Company to Specialize In Radio Practice

NEW law firm specializing in radio practice has been formed by Neville Miller, former NAB president, and Arthur H. Schroeder, recently released from Army Air Forces with rank of lieutenant colonel and before the war with the George O.

Mr. Miller

Mr. Schroeder

Sutton law firm 4 1/2 years. Known as Miller & Schroeder, the firm has acquired offices at 218 Munsey Blvd., Washington.

Mr. Miller has just completed a 3 1/2 month assignment with the Middle East and Persian Gulf division of the Army & Navy Liquidation Commission headed by Thomas B. McCabe. He served at Washington headquarters during the formative period of the division. Previously he had acquired intimate knowledge of that area while serving the Balkan division of UNRRA.

A graduate of Princeton and Harvard Law School, Mr. Miller entered legal practice in Louisville in 1920 with his father, Judge Shackelford Miller, and his brother, Shackelford Jr., now judge of the U. S. District Court, Western District of Kentucky.

In 1930 he became dean of Louisville Law School. From 1932 to 1937 he was mayor of Louisville and achieved national fame for his leadership during the Louisville flood. In 1938 he became assistant to the president of Princeton U., leaving that post to become president of the NAB. He served as NAB head until 1944 when he took the UNRRA post. At present he is vacationing on Cape Cod but will return to Washington Sept. 20.

A native of Seward, Neb., Mr. Schroeder was graduated from U. of Nebraska with an A. B. degree in journalism. He attended Georgetown and Creighton law schools, receiving his LL.B. at Creighton. In February 1942 he was called to duty as a reserve officer and assigned to the Air Corps as a second lieutenant.

He served with AAF headquarters in Washington; Army Airways Communications System, Asheville, N. C., and European Theaters. During the period he was graduated from the Command and General Staff School, Ft. Leavenworth. Upon discharge he was highly commended for his part in building up the AAF Airways Communications System into the greatest system of its kind in history.

Mr. Schroeder was with Central

KBD Stork Station

STAFF of KDB, in Santa Barbara, California, is thoroughly convinced that the stork has been permanently perched on their antenna towers for the past two years. Starting as Manager Fin Hollinger, every one of the station's 10 male employees has become a papa in that time... said stork delivering 10 boys.

ABELOFF MANAGER OF WLEE RICHMOND

PLACING the accent of operations on programming, Thomas Tinsley, owner of WLEE Richmond, has appointed as manager of the station which goes on the air Oct. 1, Irvin G. Abeloff, formerly program manager of WJMA Rich- mond.

Designated Richmond's "Man of the Year" in January 1945 as the "Richmonder of the Year," Mr. Abeloff has served in radio 14 years. He has been an announcer, time salesman, continuity writer, production man, assistant production manager and program manager.

Mr. Abeloff is a member of the NAB program managers executive committee and has served as public relations chairman and program managers chairman of the fourth district. He has received two military commendations-the Navy Award of Merit and Army Certificate of Commendation-the former for his aid in recruiting the latter for interesting, helpful programs.

Atlantic Program

ATLANTIC BREWING Co. (Tavern Pale Beer) Chicago, has begun sponsorship of American Broadcasting Company's co-op program Charlie Chan over WENR Chicago, Monday through Friday, 10:30-10:45 p.m. CWT. Fifty-two week contract was signed by Campbell-Mithun, Chicago.

SEPARATE application files for war veterans and former defense workers applying for employment, have been ordered by Ernest Felix, American Western division personnel manager. Applicants for new employment are listed in "preferred" classification in preparation for expansion in personnel as housing becomes available.

States Broadcasting Co. in the early 30's as a salesman, later joining the Sutton law firm where he was active in practice before the FCC. He is a member of the Nebraska Bar, and admitted to practice before the D. C. Court of Appeals and Supreme Court of the U. S.
This newly announced system of sight and sound transmission exemplifies Westinghouse leadership. The kind of leadership that transforms research and planning into new and valuable services to the public. The same sort of leadership practiced by the Westinghouse Stations since the birth of broadcasting twenty-five years ago.

The use of airborne transmitters operating at six-mile altitudes would particularly adapt Stratovision to Television and Frequency Modulation broadcasting. It would mean these new services could be made available to most of our nation's families, in contrast to other systems, with much less delay... on a coast-to-coast, simultaneous basis.

Planned and under development by Westinghouse, in cooperation with the Glenn L. Martin Company, Stratovision would accelerate the development of Television and FM, and bring many attendant benefits to industry and a fuller service to the people. With this announcement, Westinghouse auspiciously ushers in its second quarter-century of broadcast leadership.

Your advertising plans, now geared to new world-conditions, should include the services of Westinghouse standard broadcast stations, in six strategic and important markets. Contact our representatives, listed below, for prompt attention to your needs.

WESTINGHOUSE STRATOVISION

Eleven 50-kilowatt stations will be needed on the ground to provide one program for the area served by a single 1-kilowatt Stratovision transmitter. Each plane will handle 9 choices of program.

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WBZ • WBZA • WOWO • KEX
WOWO Workshop
RADIO WORKSHOP will be started this fall by WOWO Fort Wayne, Ind., in line with Westinghouse policy in other cities, to be held in conjunction with the Fort Wayne branch of Indiana U. Extension Division. College credits will be offered. All phases of radio will be covered. Ben Hudelson, educational director of WOWO, will be in charge and will be assisted by staff members and guest lecturers. Course will run for 18 weeks.

CJAD Starts Operations
EQUIPMENT is being installed at CJAD Montreal and operations are expected to start not later than Oct. 27. Programming exclusively in English, the station will be CBS outlet in Montreal for English language programs.

Telecommunications Experts in London To Allocate Channels to Freed Countries
WHAT is hoped to be another forward stride in the process of world government getting in step with science is being taken in London this week.

Telecommunications experts from the U.S., Europe, the U.S.S.R. and Great Britain are meeting there to draw an interim plan for allocating frequencies to the liberated countries of Europe.

Meetings, called by the British Foreign Office and presided over by Sir Standing Anguill, started last Thursday and are scheduled to continue through the early part of this week.

Attending from the U.S. are: George Adair, assistant chief engineer of the FCC who will attend as a representative of the State Dept.; Cecil Harrison of the Telecommunications Division of the State Dept.; Lt. William R. Foley, USNR, who represents U.S. military interests. Military officers are attending from ETO headquarters.

New frequencies in government and commercial channels will be temporarily assigned to countries whose communications were disrupted by German occupation or by the Allied armies and navies after the invasion. Allocations will be in force until such time as a World Broadcasting Conference will be held with conquerors and conquered taking part.

The London meeting is seen by Francis Colt de Wolf, chief of the Telecommunications Division of the State Dept. as a "fresh start in the direction pointed to by the Berlin, London, Madrid, Cairo and present

Snyder's Fan
JUST as John W. Snyder, Director of War Mobilization & Reconversion, had finished a broadcast on American, the PBX at WMAL Washington buzzed. It was President Truman. Betty Ender, PBX operator, gulped but recovered quickly and called Mr. Snyder to the phone. The President told him "It was a good job." After hanging up, Mr. Snyder said, "You know, that's why that guy is a great man!"

Rio broadcasting conferences—one unified body to channel airwaves throughout the world, "We must determine," he added, "whether we are prepared to surrender a modicum of sovereignty to insure a more efficient control of radio, for radio knows no international boundaries."

In 1938, the Cairo Conference drafted a plan for a Central Frequency Registration Board composed of five members and two alternates, all of different nationalities. These experts were to be elected by the International Telecommunications Conference from groups of candidates presented by all governments attending the Conference. They were to serve not as representatives of their respective governments but "as custodians of an international public trust."

Plans were drawn for each government to notify the board in order to obtain international priority for the use or change of frequencies.

War Changed Plans
Montreux Plan for frequency allocations in Europe, drafted at the European Broadcasting Convention in 1939 was in the same tone as the Cairo plan, but concerned solely with European broadcasting. Neither this nor the Lucerne Plan, which preceded it, was put into effect because of the war.

Before World War II, European frequencies were governed by the Bureau of International Telecommunications Union at Bern.

The London meeting now taking place will free European and international channels flowing from Europe taken over by Germany and the military. Thus the effect on the future of European commercial stations, their numbers, locations and power as they affect other stations will be great.

During the period of German occupation, the European telecommunications governing body was the Union Internationale de Radio Diffusion, or U.I.R., known in English-speaking countries as European Broadcasting Union. U.I.R. was the focal point of discussion in the days just preceding the London Conference as the group was eager to take part, but because of its record, stood little chance. It is not known yet whether the efforts to attend were successful.

WSIX, with an increase of 81.5% in the all-day average Hooper for the two years ending last January, is ready to run interference for your sales message to make sure it reaches the "paydirt" in the rich Nashville area. Here are other reasons why WSIX is an All-American: The best daytime Hooperating of any Nashville station. Top shows of both AMERICAN and MUTUAL networks. Excellent coverage at a very low unit cost. In this booming market there are over a million potential buyers ready to help your product score a touchdown in middle Tennessee.
You don’t need Heavy Glasses to see Oklahoma Network’s concentrated 7 Major Market Audience...

You are not reaching a BIG segment of Oklahoma’s buying power unless you use the stations represented in the OKLAHOMA NETWORK. This fact is based on reliable Listening Surveys, which prove these stations have DOMINANCE in their markets—most of them ALL OF THE TIME! Startling also is the fact that you can use all 7 stations for approximately HALF THE COST of any two of Oklahoma’s highest-powered stations—and you can use as few as 3, if you can’t use all the stations—and still get the network rate. Just give us the opportunity and we’ll prove how you get more audience at a lower cost by using the OKLAHOMA NETWORK!

Penetrate the markets having the best post-war permanent buying incomes!

ONE CONTRACT...ONE CONTACT...ONE STATEMENT

ASSURES YOU Audience IN THE RICHEST MARKETS IN OKLAHOMA

OKLAHOMA NETWORK

ROBERT P. ENOCH, MANAGING DIRECTOR, APCO TOWER, OKLAHOMA CITY 2, OKLAHOMA

KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
Now, as before, expect quality leadership in Collins broadcast equipment

The New Collins AM transmitters and remote amplifiers, now ready, reflect characteristically advanced Collins engineering. Notable transmitter refinements include extremely high fidelity, and increased safety factors through the use of oversize components throughout.

The Collins 21A is a superb 5,000 watt transmitter, with reduced power operation at 1,000 watts also available. Its response curve is flat, within ±1/4 db, from 30 to 10,000 cycles.

The Collins 20T is a 1,000 watt transmitter, of similar characteristics, equipped for reduced power operation at 500 watts if desired.

The Collins 300G is a 250 watter of equal fidelity, with reduced power operation at 100 watts available.

The Collins 12Y one channel remote amplifier is light, handy, simple and efficient. It is for unattended operation from a 115 volt a.c. power source.

The Collins 12Z four channel remote amplifier is a.c.-d.c. powered, the d.c. source being self-contained batteries which take the load automatically in case of a.c. line failure.

A complete line of Collins high-quality studio equipment is available for either AM or FM application.

An outstanding broadcasting station begins with outstanding equipment. We will be glad to know about your plans and submit complete recommendations. For additional detailed information, write the Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. Collins equipment is sold in Canada by Collins-Fisher, Ltd., Montreal.

FOR BROADCAST QUALITY, IT'S...
**FCC RULES AND REGULATIONS FOR FM BROADCASTING**

The FCC Sept. 12 promulgated Subpart B of Part 3 of its Rules and Regulations containing rules concerning FM broadcasting. Subpart B now incorporates only those rules and regulations which were set forth in the Commission's Report of August 25, 1945, but also those applicable to AM which are contained in Parts 1 and 2 of the FCC's Rules and Regulations. The result of this action is to gather in one place all of the rules and regulations governing the construction, licensing and operation of FM stations. However, any person desiring information about the Commission's rules concerning FM need secure only Subpart B of Part 3 and Part 1 which contains the Commission's Rules of Practice and Procedure.

It is the Commission's plan that eventually the rules governing television, standard broadcast, and AM radio, and other radio services will be revised in the same manner as FM with the result that all of the applicable rules and regulations concerning a particular radio service will be found in one part. In this way persons interested in a particular radio service need look only in Part 1 (Rules of Practice and Procedure) in order to become familiar with the entire regulation of that service.

Subpart C of Part 3 of the Commission's Rules and Regulations is amended to read as follows:

"C. Rules Governing FM Broadcast Stations"

**CLASSIFICATION OF FM STATIONS AND ALLOCATION OF FREQUENCIES**

**§ 3.201. Numerical designation of FM channels.**—For convenience, the frequencies available for FM broadcasting (including those assigned to non-commercial educational, religious, or community stations) are designated in the FCC's Rules and Regulations by numbers as shown in the table below:

<table>
<thead>
<tr>
<th>Frequency Channel</th>
<th>Frequency Channel</th>
<th>Frequency Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>88.1</td>
<td>93.5</td>
<td>99.9</td>
</tr>
<tr>
<td>88.2</td>
<td>93.7</td>
<td>100.1</td>
</tr>
<tr>
<td>88.3</td>
<td>94.1</td>
<td>100.3</td>
</tr>
<tr>
<td>88.4</td>
<td>94.5</td>
<td>100.5</td>
</tr>
<tr>
<td>88.5</td>
<td>95.1</td>
<td>100.7</td>
</tr>
<tr>
<td>88.6</td>
<td>95.5</td>
<td>100.9</td>
</tr>
<tr>
<td>88.7</td>
<td>96.1</td>
<td>101.1</td>
</tr>
<tr>
<td>88.8</td>
<td>96.5</td>
<td>101.3</td>
</tr>
<tr>
<td>88.9</td>
<td>97.1</td>
<td>101.5</td>
</tr>
<tr>
<td>88.10</td>
<td>97.5</td>
<td>101.7</td>
</tr>
<tr>
<td>88.11</td>
<td>98.1</td>
<td>101.9</td>
</tr>
<tr>
<td>88.12</td>
<td>98.5</td>
<td>102.1</td>
</tr>
<tr>
<td>88.13</td>
<td>99.1</td>
<td>102.3</td>
</tr>
<tr>
<td>88.14</td>
<td>99.5</td>
<td>102.5</td>
</tr>
<tr>
<td>88.15</td>
<td>100.1</td>
<td>102.7</td>
</tr>
<tr>
<td>88.16</td>
<td>100.5</td>
<td>102.9</td>
</tr>
</tbody>
</table>

**§ 3.202. Areas of the United States—For the purpose of allocating the United States is divided into two areas. The first area—Area I—includes southern California, Arizona, and Oregon. The second area—Area II—contains all other states.**

In some of the territories contiguous to Area I, the demand for frequencies may in the future exceed the supply and when it does this region will be added to Area I. Until then, this region will not be included in Area I but applications from this region will be given careful study and consideration. A clear-cut rule as to equitable distribution of frequencies throughout the region is not now feasible. This region includes the mainland of Maine, Vermont, New York, (except the northeastern corner not included in Area I), the southern half of West Virginia, all of Ohio and Indiana; southern Michigan as far north as Saginaw County, and as far west as Rockford-Deerfoot; and southeastern Wisconsin as far north as Sheboygan.

Area—Area II—comprehends the remainder of the United States not included in Area I.

**Community Stations—(a) Community stations are limited to a maximum effective radiated power of 250 watts and a maximum antenna height of 290 feet above the average height of the terrain 10 miles from the transmitter. Upon payment of fees there will be an examination and if found satisfactory, authorization will be issued for such higher antennas but the Commission may in such cases require a reduction in radiated power. A minimum separation of miles will be provided in the case of community stations on the same channel and a minimum of 25 miles on adjacent channels.

(b) In Area II, 30 channels beginning with 91.1 mc and ending with 107.9 mc (Channels 81 through 100) are allocated for Community stations. All of these channels are available in any community which is not the principal community of a metropolitan station. The Commission may make such assignment in principal cities of metropolitan districts which have fewer than 6 Metropolitan stations.

(c) In Area II, 10 channels beginning with 101.4 mc and ending with 105.9 mc (Channels 81 through 90) are available for Community stations and may be used by any community which is not the principal city of a metropolitan station.

(3) The 10 frequencies from 106.1 to 107.9 which are available for Community stations in Area II and 30 channels in Area I. (For construction permit or modification thereof, removal of existing transmitting apparatus, and/or installation of new transmitting apparatus, shall be filed at..."

**RULES GOVERNING ADMINISTRATIVE PROCEDURE**

**§ 3.211 Applications for FM stations—Each applicant for a construction permit for a new FM broadcast station, change in facilities of any existing FM broadcast station, or FM station license or modification of license shall file with the Commission a signed original and duplicate of this form designated by the Commission and a like number of exhibits and other papers incorporated therein and made a part thereof. Only the original or certified copy shall be acceptable as evidence of filing.**

**§ 3.212 Full disclosures—Each application shall contain full and complete disclosure of matters required to be disclosed by their legal, technical, financial, and other qualifications, and as to all matters and things required to be disclosed by the application forms.**
§ 3.214 Termination of construction permit. — This section applies to any construction permit issued as a result of an application for a station license which is not completed within thirty months after the date of filing the construction permit application. In the case of an application for a station license that is submitted under section 3.219(b) of this part, the thirty-month period shall begin on the date of filing the construction permit application. In such cases, the 30-month period shall be extended by the time within which such construction shall be completed and the station ready for operation, unless otherwise determined by the Commission upon proper showing by the applicant. A construction permit that has been extended shall be terminated if the station has not been completed and the Commission has not approved the transfer of the license to another person or entity. The application for a construction permit that has been extended shall be closed by the Commission upon the filing of a report by the applicant under § 3.215, or upon the approval or rejection of a transfer under § 3.216, or upon the approval of a transfer of such construction permit to another person or entity.

§ 3.215 Transfer of construction permit. — A construction permit may be transferred by an applicant if the station is not yet completed and the license has not been issued. In such case, the transfer of such construction permit shall be made by the Commission, and a notification of the transfer of such construction permit will be placed in the records of the Commission as of the expiration date of such construction permit.

(b) Where an appeal has been taken from the action of the Commission in denying a particular application, another application for the same class of broadcast station and for the same area, in whole or in part, filed by the same applicant or his successor in interest or his assigns after the approval of such original application by the Commission, and before the approval of the original application by the Commission, and before the approval of the original application by the Commission, by the Commission, and before the filing of the appeal, shall not be considered until the final disposition of such appeal.

§ 3.222 Assignment or transfer of control. — (a) Voluntary: Application for consent to voluntary assignment of an FM construction permit or license does not include an FM broadcast station. The Commission will give its approval to such assignment if made by the licensee or applicant who holds the license or construction permit for at least 18 months, and the assignment satisfies the following conditions:

1. That the “network organization,” as used herein includes national and regional network organizations. As Chapter VII, J, of Report on Chain Broadcasting, prevent or hindered from, or penalized for, broadcasting the programs of any station that has, or the network organization that has, an assignment for a station.

3.223 Terrestrial exclusivity. — No license shall be granted to an FM broadcast station operating an FM broadcast station serving substantially the same area from broadcasting the programs of another station or station serving substantially the same area from broadcasting the programs of another station. An FM broadcast station shall not be granted such a license, or such a license shall be terminated, if the Commission finds that it has been granted to prohibit any contract, arrangement, or understanding between a station and a network organization pursuant to which the station is granted the first call in its primary service area upon the programs of the network organization.

3.223 Form of application. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization which provides, by original terms, provisions for renewal of contract or understanding for the time being or for an indefinite period, the time period during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3.224 Option time. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization which provides, by original terms, provisions for renewal of contract or understanding for the time being or for an indefinite period, the time period during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3.225 Right to reject programs. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization which provides, by original terms, provisions for renewal of contract or understanding for the time being or for an indefinite period, the time period during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3.226 Network ownership of stations. — No license shall be granted to a network organization if the network organization has control or effective control of another station under common control of a network organization, for a FM broadcast station.

3.227 Dual network operation. — No license shall be issued to an FM broadcast station affiliated with a network organization which maintains more than one network organization.

3.228 Control by networks of station rates. — No license shall be granted to a station affiliated with a network organization which maintains more than one network organization.

3.229 Use of Common Antenna Sites. — No FM license or renewal of an FM broadcast station in any locality where the existing FM broadcast stations are so few or of such unequal desirability (in terms of coverage, power, frequency, or other related matter), that the Commission finds it in the public interest to permit the station to enter into an affiliation agreement, and the Commission finds it consistent with the public interest, convenience, and necessity to permit such an affiliation agreement.

The word “control” as used herein, is limited to full control but includes such a measure of control as would substantially affect the availability of the station to other network organizations and may not prevent or hinder the station from opting in or out of any of the time covered by the option, or other time, to other network organizations.

3.235 Right to reject programs. — No license shall be granted to an FM broadcast station having any contract, arrangement, or understanding, expressed or implied, with a network organization which provides, by original terms, provisions for renewal of contract or understanding for the time being or for an indefinite period, the time period during which such programs are scheduled, or which requires the station to clear time already scheduled when the network organization seeks to utilize the time.

3.236 Network ownership of stations. — No license shall be granted to a network organization if the network organization has control or effective control of another station under common control of a network organization, for a FM broadcast station.
license will be granted to any person who owns, leases, or controls a particular station which is peculiarly suitable for FM broadcasting in a particular area and (1) which is located in an area in which no FM broadcast license is issued; and (2) no other comparable site is available in the area; and (3) where the exclusive use of such site by the applicant or licensee would unduly limit the number of FM stations that can be licensed in such area or would unduly restrict competition among FM stations.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one FM broadcast station, except upon the application of the station owners, or a certificate, or control would foster competition among FM broadcast stations or provide an FM broadcasting service distinctive and separate from existing services, and (2) that such ownership, operation, or control would not unduly restrict competition among broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

§ 3.245 Modulation monitor.—The licensee of each FM broadcast station shall comply with section 3245 of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.246 Required transmission.—The construction, installation, operation, and performance of the FM broadcast transmitter shall be in accordance with section 3246 of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.247 Auxiliary Transmitter—Upon showing that a need exists for the auxiliary transmitter in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) Any auxiliary transmitter shall be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation in case of failure of the main transmitter.

§ 3.248 Transmission of regular programs upon the failure of the main transmitter. (a) The transmission of the regular programs upon the failure of the main transmitter shall be in accordance with the standards prescribed by the Commission with the regulations of Good Engineering Practice concerning FM Broadcast Stations. The transmission of regular programs during maintenance or modification of the main transmitter shall be in accordance with the regulations concerning maintenance or modification of the main transmitter prescribed by the Commission.

§ 3.249 Operating power: how determined. The operating power, and the authorized power of the main transmitter, may be determined by the methods prescribed in the Standards of Good Engineering Practice covering FM broadcast stations.

§ 3.250 The operating power of an auxiliary transmitter may be less than the authorized power of the main transmitter, but no event shall it be greater than such power.

§ 3.251 Alternative main transmitters.—The licensees of an FM broadcast station may be licensed for alternate main transmitters provided that a technical need for such alternate transmitters is shown and that the following conditions are met:

(a) Both transmitters are located at the same place.

(b) Both transmitters shall have the same power rating.

(c) Each transmitter shall be installed, operated, and performance requirements of the Standards of Good Engineering Practice concerning FM Broadcast Stations.

§ 3.252 Modulation system.—Licensees of FM broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system.

(a) No changes in equipment shall be made:

(1) That would result in the emission of signals outside of the authorized channel.

(2) That would result in the external performance of the transmitter being in disagreement with that prescribed in the Standards of Good Engineering Practice concerning FM Broadcast Stations.

(b) Specific authority, upon filing formal application (Form FCC No. 322) therefore, is required for a change in service area or for any of the following of equipment:

(1) Changes involving an increase or decrease in the power rating of the transmitter.

(2) A replacement of the transmitter as a whole.

(3) Change in the location of the transmitting antenna.

(4) Change in antenna system, including transmission line.

§ 3.253 Standard frequency.—Frequency used in the operation of the station shall be within the prescribed standard frequency and accuracy. The standard frequency and accuracy of the station shall be maintained within the limits prescribed by the Commission.

§ 3.254 Time of Operation.—All FM broadcast stations shall be licensed for use and operation. No station shall be required to be in operation. Any station after 6 a.m., local standard time, and 3 hours during the period 6 p.m. to midnight. The Commission is authorized to approve, for good cause, the temporary suspension of the operation of any station. It is the duty of the licensee to request such suspension. The suspension of the operation of any station shall be subject to the approval of the Commission. In case of emergency, the appropriate broadcasting authority, if upon filing a complaint, shall be notified immediately as to the time and duration of such suspension. The duration of such suspension shall be shown in the next application for renewal of license.

§ 3.255 Technological changes.—The technological changes of any station shall be made within the limitations prescribed by the Commission.
(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(6) A log of experimental operation shall be kept. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

(b) Apparatus and Operating Structure.—(a) The apparatus and operating structure(s) is/are to be illuminated so as to be observed. The licensee shall make entries to describe such illumination in the radio station log appropriate to such observation. Such entries shall be made at (1) the time the tower lights are turned on and off if manually controlled, (2) the time the daily visual observation of the tower lights was made, (3) time and nature of the adjustments, repairs or replacements made, and (4) when the failure of a tower light.

(l) Nature of such failure.

(3) Time and nature of the adjustments, repairs or replacements made.

(iv) Airways Communication Station (CBA) notified of the failure of any tower light, the time such notice was given, and the time such notice was received.

(l) Time notice was given to the Airways Communication Station (CBA) that the required illumination was resumed.

(j) Upon completion of the periodic inspection required at least once each three months, the inspector shall sign his report.

(i) The date of the inspection and the condition of all tower lights and antennas shall be noted in the special report.

(ii) Time notice was given to the Airways Communication Station (CBA) that the required illumination was resumed.

§ 3.283 Logs, by whom kept.—(a) Each log shall be kept by the person or persons competent to do so, having actual knowledge of the facts required, who shall sign the log and shall state their full names and official positions.

(b) Each log shall be made available upon request by an authorized representative of the Commission.

§ 3.284 Log form.—The log shall be kept in an orderly manner, in suitable form, and in such detail that the data required for the particular class of station concerned are readily available. Key letters or abbreviations may be used if approved by the Commission.

§ 3.285 Correction of logs.—No log or portion thereof shall be erased, obliterated, or willfully destroyed within the period of retention provided by the Commission. Any such attempt shall be evidenced by the entry which shall strike out the erroneous portion, initial the correction made, and sign with appropriate notation.

§ 3.286 Rough logs.—Rough logs may be transcribed into condensed form but in such case the original log or memoranda and all portions thereof shall be preserved for a period of three years from the date of transcription.

§ 3.267 Station identification.—(a) A licensee of an FM broadcast station shall make station identification announcement (call letters and location) at the beginning and end of each broadcast period. In the case of a station operating outside of the time period assigned, the entry shall be made at the beginning of the time period assigned and shall be repeated at the end of the time period assigned. Provided, that an announcement within 5 minutes of the times specified in sub-section (b) of this section will satisfy the requirements of identification announcements.

§ 3.288 Mechanical records.—Each program broadcast which consists in whole or in part in mechanical reproduction shall be identified by appropriate announcement. (a) Each such program of longer duration than 30 minutes, consisting in whole or in part in mechanical reproduction, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval thereof, and at the end of the program, and shall be identified by the entry stating hereof. Provided, that the time at which the program is by a corporation, or by a public service, the appropriate notation shall be made. (b) Each such program of duration longer than 5 minutes and in excess of 30 minutes, consisting in whole or in part in mechanical reproduction, shall be identified by an appropriate announcement at the beginning and end of the program. (c) Each such program of five minutes or less, consisting in whole or in part in mechanical reproduction, shall be identified by an appropriate announcement immediately preceding the use thereof. (d) In case a mechanical reproduction is used for background music, sound effects, etc., the station shall make an identification announcement of the program (duration) or identification of the sponsor of the property, proper, no announcement of the mechanical reproduction is required. (e) The above requirements do not prescribe, but the language shall be clear and in terms commonly understood. A licensee shall use as little as necessary to describe such mechanical reproduction.

§ 3.269 Sponsored programs, announcement of.—(a) In the case of each program where the program or any program involving the dissemination of identical material, or a part thereof, by means of signs, signals, pictures, profiles, or R.C. or other material or services of any kind, are furnished, either directly or indirectly, in whole or in part, by a single or more persons, companies or organizations, or by a combination thereof, and the program is sponsored, paid for, or furnished either in whole or in part. Provided, that the announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, in whole or in part, by a single or more persons, companies or organizations, or by a combination thereof, and the program is sponsored, paid for, or furnished either in whole or in part.

(b) In the case of any political program or any program involving the dissemination of identical material, or a part thereof, by means of signs, signals, pictures, profiles, or R.C. or other material or services of any kind, are furnished, either directly or indirectly, in whole or in part, by a single or more persons, companies or organizations, or by a combination thereof, and the program is sponsored, paid for, or furnished either in whole or in part.

(c) In the case of any broadcast by a radio station, the announcement shall be made both at the beginning and conclusion of such program on which such material or services are used that such records, transcriptions, talent, scripts, or other material or services of any kind are furnished, either directly or indirectly, in whole or in part, by a single or more persons, companies or organizations, or by a combination thereof, and the program is sponsored, paid for, or furnished either in whole or in part.

(d) In case of any program, other than a program advertising commercial products or services, an announcement shall be made stating that the program is a broadcast for entertainment purposes and the name of the sponsor’s product, shall be deemed sufficient for the purposes of this section and only one such announcement need be made at any time during the course of the program.

§ 3.290 Broadcasts by candidate for public office.—(a) Definitions.—A "legally qualified candidate" means any person who has published an advertisement that he is a candidate for nomination by a convention of a political party for public office or for nomination or election in a primary, special, or general election, municipal, county, state or national and who meets the qualifications prescribed by the applicable laws to hold the office for which he be, so that he may be voted for by the electorate directly or by means of delegates or their deputies.

(b) Any person who has qualified for a place on the ballot and is eligible under the applicable law to be voted for by sticker, writing in his name on the ballot, or other means of nomination or election shall be deemed by a political party which is commonly known and regarded as such, or (ii) makes a substantial showing that he is a bona fide candidate for nomination or election, as the case may be.

(c) General requirements.—No station licensee is required to permit the use of time for any of its facilities by a candidate for nomination or election, except that any licensee shall permit any such candidate to use its facilities, it shall offer equal opportunities to all other such candidates for that office to use such facilities. Provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate.

§ 3.291 Rebroadcast.—(a) The term "rebroadcast" means a transmission by radio of the program of a radio station and the simultaneous or subsequent retransmission of such program by a broadcast station.

(b) In case a program is transmitted from its point of origin to a broadcast station between 6:01 A.M. and 11:59 P.M. in the United States standard, FM or noncommercial education broadcast station, the Commission is notified of each transmission of that program by radio. Provided, that the Commission shall have been notified of each version of that program by radio. Provided, that the broadcaster has received the license of the station and the station has been identified. (c) The licensee of an FM broadcast station located within a state or the District of Columbia may, without further authority of the Commission, re-broadcast a program of the Commission on any FM station of a United States standard, FM or non-commercial education broadcast station.

§ 3.292 Rebroadcast of programs originated by the Commission.—(a) The rebroadcasting of a program, the subject of the Code of Federal Regulations, Part 3, and the Commission's policy, shall be by a radio station, or by radio transmitters, provided that the rebroadcasting of programs originated for that express purpose by United States Government radio stations. (b) Such broadcasts for public service, are available for public inspection at one of the radio stations carrying the program. (c) In the case of any broadcast under the provisions of this paragraph, the Commission shall by notice to the broadcast station the proper authority. Provided, that the rebroadcasting of programs originated for that express purpose by United States Government radio stations. Provided, that the rebroadcasting of programs originated for that express purpose by United States Government radio stations. Provided, that the rebroadcasting of programs originated for that express purpose by United States Government radio stations. Provided, that the rebroadcasting of programs originated for that express purpose by United States Government radio stations.
Pope Pius XII Message to Radio Men

(Vatican City, Sept. 5, 1945)

"We welcome this occasion, gentlemen, of greeting you in our Vatican City State. Among you are executive officers of American radio companies; and this occasion affords us the opportunity of expressing personally our sincere appreciation of the many courtesies extended by American broadcasting systems to our Vatican Radio Station.

More than fourteen years have passed since our predecessor of happy memory inaugurated in person the Vatican Station. At the time he was accompanied by Mister Mareceni who himself had designed and supervised its construction; and his first words were of Thanksgiving to God who had given man the power of discovering and perfecting the mechanism whereby the human voice is carried to the utmost parts of the earth and heard by men of every nation and people and tribe under the sun. That inaugural program was heard throughout your country thanks to the ready cooperation of an American broadcasting system, and the same ready cooperation has been shown again and again through the years following. We are grateful for it.

The radio has now become so common that men cease to marvel at what it means to the world. Yet who will count and weigh its benefactions to mankind? We think at once of prisoners of war removed thousands of miles from home and country, of the sick and invalids in hospitals, of missionaries and their flocks in far-off isolated villages, of those who sail the treacherous ocean, of courageous explorers of yet uncharted lands and seas. Verily the radio has been as an angel of protection and solace and charity to unknown thousands. May it continue to carry on that mission of good-will.

Like every human invention the radio can be used as an instrument of evil as well as good. It has been used, it is used to disseminate calumnies, to mislead simple, uninformed folk, to disrupt peace within nations and between nations. That is the abuse of a gift of God; and it is for responsible directors, as far as possible, to check it and eliminate it. Let the good accomplished by the radio always outrun the evil, until the evil becomes weary and falls by the wayside. Is that too much to hope for? Certainly it is a noble goal worthy of men's best efforts; and it is our fervent prayer, as we beg God to bless you and your dear ones at home.

ALDRICH FAMILY LEADS RATINGS

Most popular program with West Coast listeners in August was Aldrich Family, with a rating of 14.3, according to the Pacific Network Hooperatings report for August. Walter Winchell was second with 12.4; Crime Doctor third with 12.3.

Best of the first 15 programs were: Take It or Leave It, 11.7; Can You Top This?, 11.5; Adventures of the Thin Man, 10.9; The Whistler, 10.4; One Man's Family, 10.3; Voice of Pop, 10.2; Adventures of Bill Lance, 10.1; Whimper Show, 9.8; Dr. I.Q., 9.8; Mr. District Attorney, 9.7; Breakfast in Hollywood, (Kellogg), 9.7; People Are Funny, 9.7; Michael Shane, 9.7.

Report shows an average evening audience rating of 6.2, a drop of 0.2 from the July report and also 0.2 down from August 1944. Average evenings sets-in-use were 24.2, down 0.8 from July and down 1.7 from a year ago. Average evening available audience was 69.5; down 2.8 from July, down 3.0 from a year ago.

Average daytime audience rating was 4.5, up 1.2 from July, up 0.9 from August 1944. Average daytime sets-in-use was 18.2, up 5.7 from July, up 5.1 from last year.

John P. Wagner, President of the Milwaukee Yellow Cab Co., Helps Ben Wolfl, radio's oldest active time salesman, celebrate his 78th birthday by signing a renewal for the 4th consecutive year on WEMP. Mr. Wagner is also a world-famous breeder of German Boxers; he knows thoroughbreds; he knows value!

WEMP Milwaukee

AMERICAN BROADCASTING COMPANY

C. J. Lanphier Howard H. Wilson & Co.,
General Manager National Representatives
Tonal Range Preference of Listeners

Results of Study Show Liking for Narrow Reproduction

By PHILIP EISENBERG and HOWARD A. CHINN
CBS Research and General Engineering Departments

PROBABLY no study has ever been made to determine whether or not children like candy, because everybody assumes that they do. Possibly for the same reason, this is the first study to seek out the tonal range preference of radio listeners. Everybody has assumed that people would like the most nearly perfect tonal reproduction that radio could give them.

Radio engineers can—and have—built laboratory-type sets that reproduce all the overtones and harmonics of the highest and lowest pitched voices and instruments. In their research, these engineers have accurately charted the frequency range of the human ear, and how it varies with age. They have measured the audible frequency ranges of musical instruments and of speech. They have even checked on how sharply the ear can differentiate between one frequency and another. In short, they have made a very thorough analysis of the measurements of sound and hearing.

Pleasing Qualities

Nobody had yet bothered, however, to find out what qualities of sound are most pleasing to hear.

The engineer had asked—and had usually asked fellow engineers—whether or not they could detect the difference between methods of reproduction. The psychologist wanted to ask—and to ask all kinds of people—what kind of reproduction they found most pleasant to listen to. This is believed to be the first study in which psychologist and engineer have joined forces on a research problem of interest to them both.

This study consisted of six different experiments, in each of which the participants were presented with 10 passages of speech and 10 passages of music. (Preliminary tests showed that fatigue or boredom might influence judgment in longer sessions.) Each passage was of one minute duration and was reproduced so that it alternated every 10 seconds between two different tonal ranges or between two different volume levels. A pair of signal lights told listeners when changes in sound and quality occurred, in order to help them identify their preferences.

The listeners were not told what light corresponded to which method of reproduction. On the contrary, they were told that there were no right or wrong answers; that they were simply to indicate after each passage which one of the two kinds of reproduction they found more pleasant to hear. Forms on which the subjects entered their choices provided space for a "No preference" or "Equal" vote. In all, 90 listeners, session I, conducted for the various experiments, in which 498 respondents registered over 10,000 individual listening preferences.

Three tonal ranges used in this study were designated as narrow, medium, and wide. "Narrow" approximates the reproducing capacity of any set that has yet been marketed. "Wide" is well above the capacity of any set that has yet been marketed. "Medium" is halfway between the two. Volume levels were designated as low, moderate, and high, and ranged from 50 to 70 decibels above the acoustical reference level.

Precautions Taken

During the course of the study every possible precaution was taken to avoid error and to eliminate prejudice and misunderstanding. A room simulating living room conditions was used for all tests, with a loudspeaker located so that all respondents would receive the same volume and quality of sound. Instructions to the listeners were recorded so that all tests groups would hear them in the same sequence and with the same emphasis.

Since it was felt that program content might influence listeners' preferences, the test material covered a wide variety of content, including male and female speech, music, dramatic speech, classical and popular music, and piano solo music. As a further safeguard, the passages were transcribed on special "master" type recordings, and a new set of recordings was used in each test in order to avoid any possibility of change in quality through repeated playing. As a matter of fact, the excellence of the recordings was such that few, if any, of the listeners realized the nature of the program source. In addition, one experiment was conducted using live talent instead of recordings, in order to make absolutely certain that the use of recordings did not affect listeners' preferences.

Special groups, such as FM set owners and persons with much musical experience, were also obtained to ascertain whether their tonal range preferences differ materially from those of ordinary radio listeners.

(Continued on page 82)
ELECTRONIC TELEVISION
IS AN RCA DEVELOPMENT

This is the ninth 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 VICTORY BONDS

9. THE FILM SCANNER

The idea of broadcasting motion-picture entertainment by television, as a means of adding variety to television programs while reducing programming costs, was, of course, an obvious conception. RCA has been and is a principal factor in developing sound-motion-picture studio and theatre equipment, as well as in the development of television equipment. The wedding of the two is also largely an RCA achievement. The arrangement that allows standard motion-picture films (24 frames) to be televised over a 30-frame, interlaced television system was devised by RCA engineers. The illustration shows the RCA prewar Film Scanner, which used this system.

The Fountainhead of Modern Tube Development is RCA
**C. E. HOOPER REPORT**
MARCH AND APRIL 1945

**MORNING INDEX 8 TO 12 NOON MONDAY THRU FRIDAY**

<table>
<thead>
<tr>
<th>WAKR STATION</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAKR</td>
<td>54.7</td>
<td>22.9</td>
<td>1.9</td>
<td><em>13.9</em></td>
</tr>
</tbody>
</table>

**AFTERNOON INDEX 12 TO 6 P.M. MONDAY THRU FRIDAY**

<table>
<thead>
<tr>
<th>WAKR STATION</th>
<th>STATION &quot;A&quot;</th>
<th>STATION &quot;B&quot;</th>
<th>STATION &quot;C&quot;</th>
<th>OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WAKR</td>
<td>30.0</td>
<td>22.1</td>
<td>4.1</td>
<td><em>34.5</em></td>
</tr>
</tbody>
</table>

* STATIONS LOCATED OUTSIDE OF AKRON

---

### TOTAL RANGE PREFERENCES FOR CLASSICAL MUSIC UNDER “UNINFORMED” & “INFORMED” CONDITIONS

#### Cross-Section Listeners

<table>
<thead>
<tr>
<th></th>
<th>UNINFORMED</th>
<th>INFORMED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow</td>
<td>58%</td>
<td>15%</td>
</tr>
<tr>
<td>Wide</td>
<td>55%</td>
<td>27%</td>
</tr>
<tr>
<td>No Preference</td>
<td>32%</td>
<td>13%</td>
</tr>
</tbody>
</table>

#### FM Listeners

<table>
<thead>
<tr>
<th></th>
<th>UNINFORMED</th>
<th>INFORMED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow</td>
<td>59%</td>
<td>28%</td>
</tr>
<tr>
<td>Wide</td>
<td>31%</td>
<td>13%</td>
</tr>
<tr>
<td>No Preference</td>
<td>31%</td>
<td>14%</td>
</tr>
</tbody>
</table>

**Tonal**

(Continued from page 30)

Additional tests were consequently set up with FM set owners and professional musicians as subjects and the results compared to those of the other listeners.

**Preferred Range**

The most significant finding of the study is this: Although preferences were rarely expressed in overwhelming fashion, at no session did the majority of any listening group cast its vote for a wide tonal range of sound reproduction. This fact carries even more weight when it is remembered that both cross-section and special-listening groups were included, and that a wide variety of program content was heard both through transcriptions and live broadcasts.

An interesting and rather unexpected exception to the general-

ly indecisive expression of opinions came out of the tests covering tonal range preferences for classical music. Given their choice between a narrow and a wide range of tonal quality in classical music, four listeners chose to hear the narrow range for everyone who preferred to hear the wide range. These preferences, incidentally, were those of the run-of-the-mill radio listener. Just as striking was the vote of professional musicians in favor of narrow range reproduction.

There were no such marked preferences in the tests covering popular orchestra, piano solo and female speech. In fact, the largest number of listeners in these tests—some 40%—marked their ballots “No preference”. Such preferences were indicated fell somewhere between a narrow and medium band.

Stronger preferences were registered in the volume level tests. Whereas more than one-quarter of

(Continued on page 34)

---

### TOTAL RANGE PREFERENCES FOR CLASSICAL MUSIC

#### Cross-Section Listeners

<table>
<thead>
<tr>
<th></th>
<th>Narrow</th>
<th>Medium</th>
<th>Wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow</td>
<td>38%</td>
<td>19%</td>
<td>43%</td>
</tr>
<tr>
<td>Medium</td>
<td>43%</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Wide</td>
<td>67%</td>
<td>12%</td>
<td>21%</td>
</tr>
</tbody>
</table>

#### Professional Musicians

<table>
<thead>
<tr>
<th></th>
<th>Narrow</th>
<th>Medium</th>
<th>Wide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrow</td>
<td>28%</td>
<td>7%</td>
<td>10%</td>
</tr>
<tr>
<td>Medium</td>
<td>23%</td>
<td>10%</td>
<td>10%</td>
</tr>
<tr>
<td>Wide</td>
<td>73%</td>
<td>5%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Announcing A NEW RADIO SERVICE

Geared for NEW-DAY ACTION

A group of seasoned station representatives with outstanding reputations for creative selling—as radio craftsmen and merchandisers—have joined together to form Lewis H. Avery Inc. Conveniently located offices in Chicago and New York are now in full operation.

LEW AVERY says... "It is our aim and objective...to bring the business of station representation out of the dol-

... to see that advertising agency and client receive complete and specific data regarding stations, markets, time periods and programs available—careful attention to every detail—and a constant personal follow-through once the order is obtained

... to give radio stations, agencies and advertisers alike, service geared to the new world at peace, with its many-sided new competition."

Photo by BACHRACH

LEWIS H. AVERY
A pioneer in commercial radio and today one of the best known authorities in the radio broadcasting industry. Thoroughly familiar with the problems of both station and advertiser, as he has worked for the advertiser, the agency, the station and as station representative.

For two years Lew Avery was an announcer on one of America's leading pioneer 50,000 watt stations—two years assistant advertising manager of a public utility—three years associated with a large agency—seven years commercial manager of two leading Buffalo stations—nearly three years with a major radio station representative—and the last three years Director of Broadcast Advertising for the National Association of Broadcasters.

Photo by H. TARR, Inc.

LEWIS H. AVERY INC.
Radio Station Representatives

B. P. (TIM) TIMOTHY
Probably the best known radio station representative in Chicago. Tim has had nineteen years of experience covering all the major media—from the advertiser's side of the desk as well as the selling of advertising. One year on a national magazine, four years as advertising and sales promotion manager for a large advertiser—11 years as national advertising representative for a large newspaper—and three years with a major radio station representative.

LEW H. Avery INC.
Radio Station Representatives

565 Fifth Ave.
New York 17, N. Y.
Plaza 3—2532

333 No. Michigan Ave.
Chicago 1, Illinois
Andover 4710

BROADCASTING • Broadcast Advertising

September 17, 1945 • Page 33
Tonal
(Continued from page 32)
all judgments were of the “No preference” variety in the tonal range tests, as few as 2% and never more than 27% were unable to make up their minds in the volume level tests. Listeners prefer a peak sound intensity level somewhere between “moderate” and “high”. The most preferred combination, within the limits of this study, seems to be a narrow tonal range and a 60 to 70 decibel acoustical level.

Both tonal range and volume level preferences of the respondents were analyzed by age, sex, education, musical training, and whether or not the subjects played an instrument. In general, the analyses showed no differences between the various groups. Listeners over 26—the age at which the average person begins to suffer hearing loss—showed no difference in preference from younger listeners. Moreover, the special tests conducted with professional musicians and FM listeners provided further evidence that group differences have no bearing on tonal range or volume level preferences.

Prestige Factor
At the conclusion of each session, listeners—whom had been making selections solely on the judgment of their ears—were told they had been hearing “low” and “high-fidelity” sound reproduction. They then heard two more passages, knowing, as they listened, which one was high-fidelity and which was low-fidelity. This was done to test the effect of suggestion on the choices.

Under these conditions, the majority of the cross-section and of the musicians still preferred the narrow band, or “low-fidelity” range. Preference for the wide range increased a little, but mainly from among those listeners who had previously had no preference. The only group who reversed their decisions were the FM listeners.

When they were not informed of conditions, they preferred the narrow-to-medium range like everyone else. But when they were informed, most of them changed their choices to the wide range. It would seem from this that FM set owners have been susceptible to the statements that have been made stressing the high quality of FM reproduction.

Conclusions
It has been suggested that the widespread preference for restricted tonal range is the result of years of experience in listening to a narrow band on the radio and on recordings; that with new experience, listeners will overcome their initial dislike and discover fresh enjoyment in wide range. This is a theory, however, with no published evidence to support it. Actually, all of us have had extensive experience with wide range in speech. We hear it every day in ordinary conversation, and we hear a relatively wide range in sound reproduction whenever we attend the movies.

It is admitted that these experiments do not furnish conclusive evidence to settle this question one way or the other. The findings, however, do tend to confirm an alternate hypothesis: That a narrow tonal range is preferred because it sounds better, rather than that listeners’ tastes have been spoiled.

The factor of suggestion is also an important consideration in this connection. Although listeners do not prefer a wide tonal range, it is also true that the entire matter of range is probably not as important to them as is volume level. When volume level was constant and tonal range varied, choices were not made with great confidence. Listeners could not discriminate as well between differences in tonal range as they could with volume levels.

Because of these facts, and because tonal range is generally a matter of no great concern to most listeners, it was possible to influence some listeners to change their minds simply through the suggestion that is implied in the words “high-fidelity”. It is unlikely that verbal suggestions would have influenced listeners to choose volume levels which they had originally said they disliked.

This first psychological-engineering approach to a common problem has been beneficial for both sides. It has given engineers reason to reconsider some of their concepts and practices. And it has provided psychologists with new information about auditory perception. At CBS, such joint research is continuing on other problems of sound reproduction.

Wire Recorder
ARMOUR magnetic wire sound recorder will assume a place of importance in the fields of marine and aircraft radio telephone communication and amateur short-wave radio broadcasting as a result of a licensing agreement granted to Hallicrafters Co., Chicago, recently. Under terms of contract, Hallicrafters also plans to manufacture the wire recorder for use in conjunction with home radio receiving sets, especially in the amateur field. This addition brings the total number of companies licensed by the Armour Research Foundation of Illinois Institute of Technology to more than twenty.

GE Constructs
CONSTRUCTION of buildings at "Electronics Park", General Electric Co’s headquarters plan for its electronics department, will begin immediately at Liverpool, five miles from Schenectady, N. Y., Dr. W. R. G. Baker, vice-president in charge of the department, has announced.
THREE TIMES DAILY THIS POPULAR NEW YORK QUIZ SHOW BUILDS ITS OWN AUDIENCE . . . . .

Among the most popular of all WOV broadcasts, is "People Know Everything", a telephone quiz show on the air once every weekday morning and twice in the evening, WOV listeners submit questions by mail. At the time of the broadcast the announceer audibly telephones a number and if the person who answers the phone knows the answer, questioner and questionee split the money on deposit. "People Know Everything" builds its own audience . . . listeners with ears glued to their radio receivers.

Glenn D. Gillett Reopens His Offices After 3 1/2 Years' Service in War Effort

GLENN D. GILLET, consulting engineer, has reopened his offices at 1000 National Press Bldg., Washington, after 3 1/2 years as a civilian consultant on duty with the armed forces, where he served with the assimilated rank of colonel.

Mr. Gillett closed his offices March 1, 1942, to join the National Defense & Research Council. He was assigned to Fort Trumbull, New London, Conn., at the Navy's Underwater Sound Laboratory operated by the Columbia U. Division of War Research. Most of his staff accompanied him to New London.

At Fort Trumbull Mr. Gillett was a development supervisor, designing and developing antisubmarine sound equipment for surface craft. Having been interested at one time in mechanical design, he took an active part in turning out in 1943 the production models put into widespread use.

Developed Training Aids
Later he was in charge of a group that developed mechanical training aids for submarine control parties and groups, paralleling for submarine warfare the part played in aviation by the Link trainer. He installed at Midway in the fall of 1944, the first mechanical training facilities outside the continental United States. At Midway he spent some of his spare time at a lathe, turning out pieces from mahogany.

Returning just before Christmas 1944, he worked with the laboratory until early February. His second son, Sgt. David Gillett, had been killed in Italy Sept. 16, 1944.

Determined to see the war through, he joined the Operations Analysis Group attached to the 20th Air Force, serving as a civilian consultant and analyst. After two months in the U. S. he was sent to Guam, remaining from May through August. At Guam he worked on electronic gear as an analyst. Projects included studies designed to increase the communication efficiency of bombers over Japan. Another project involved a formula to increase the accuracy of high-precision bombing in bad weather. Here his pre-war experiments at W41MM, the Gordon Gray FM station atop Mt. Mitchell, not far from Winston-Salem, N. C., proved useful in developing multiplex FM communications channels.

With Mr. Gillett in the reopened offices will be Henry Riblet, associated with him before the war. Other staff members are to rejoin the firm when they are released from the service.

Expand 'Tracy'
SWEETS Co. of America, Hoboken, currently sponsoring Dick Tracy on Monday through Saturday at 5:15-6:30 p.m. on American, is adding Saturday evening half-hour Dick Tracy series for adult audience. Starting Oct. 6, new series will be broadcast Saturday 7:30-8 p.m. over coast-to-coast network much larger than 38 station hookup for juvenile series. Agency is Ivey & Ellington, New York.

Split Fee
DURING the Mutual board meetings in New York last week, Lewis Allen Weiss, vice-president and general manager of Don Lee Network, Hollywood, took a cab from his hotel to the meeting at the Ambassador Hotel. Arriving at his destination Mr. Weiss handed the cab driver a one dollar bill to pay the 30 cent fare, exclaiming, "Let's split it". The driver tore the bill in half, returned one half to Mr. Weiss and kept the other in agreement of the split. Needless to say Mr. Weiss thought the incident so amusing he returned his half to the cabby.
"ATOMIC BOMBS!" The KGW crew was FIRST with a nation-wide broadcast a few hours after the atomic bombing of Hiroshima was announced, direct from the atomic bomb plant at Richland, Wash.

It looks funny now, but this photo, dated April 11, 1925, is of the FIRST remote pick-up amplifier used in the city of Portland. This installation was at the Presbyterian church.

Science has made great strides in the 23 years KGW has been serving the Pacific Northwest. KGW has never rested on its past achievements, but has kept pace with all developments. No wonder this station delivers such a large and loyal audience to the radio advertiser!
FM does it with the CIRCULAR ANTENNA

More coverage for the same power

- FM can increase your effective radiated power and coverage to give more listeners better reception. General Electric FM makes this improved service possible with high-gain antennas that multiply your effective radiated power output many times.

- This is why.
- Conventional antennas designed for standard broadcast frequencies produce no signal gain; for on standard broadcast frequencies, high-gain antennas are impractical to erect because of physical limitations. With FM, however, high-gain antennas have practical dimensions and are easy to install. Antennas of this type can give one kilowatt the effectiveness of eight; five kilowatts the effectiveness of forty—at no increase in transmitter, tube, maintenance, or power costs!

- Outstanding performer among high-gain antennas is the G-E circular antenna which produces higher signal gain per bay and gives substantially equal coverage in all directions. And for those installations where other than circular radiation patterns are required, G-E circular antennas of special design will be available. Compare these facts:

<table>
<thead>
<tr>
<th>NO. OF BAYS</th>
<th>POWER GAIN*</th>
<th>COVERAGE**</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1.70</td>
<td>10,600 sq. mi.</td>
</tr>
<tr>
<td>4</td>
<td>3.63</td>
<td>13,250 sq. mi.</td>
</tr>
<tr>
<td>6</td>
<td>5.50</td>
<td>14,500 sq. mi.</td>
</tr>
<tr>
<td>7</td>
<td>7.24</td>
<td>15,400 sq. mi.</td>
</tr>
</tbody>
</table>

* Compared to a standard half-wave dipole.
** 50 microvolt-per-meter contour.
Transmitter power output, 10 kw. 
Average antenna elevation, 400 feet.

- Today, G-E circular antennas are proving themselves in many of the nation’s leading FM broadcast stations where they are giving greater coverage per watt and more effective radiated power per station dollar.

For complete information on General Electric FM circular antennas and on FM broadcast equipment, write Electronics Department, General Electric, Schenectady 5, N. Y.

Establish a priority on delivery of your FM equipment.

Write for your copy of the "G-E Equipment Reservation Plan" which explains General Electric's plan to help you obtain early delivery of transmitters and associated equipment.
An exclusive development of General Electric, this horizontally polarized circular antenna—often called the "doughnut"—is capable of giving substantially equal coverage in all directions with power gains of 7 or more. Lower coupling between bays make this antenna non-critical and easy to tune.

G-E FM circular antennas are simple in design, rugged in construction, withstand high wind velocities and provide high efficiency over the entire FM broadcast band. Sleet-melting units are available where required.

53 FM broadcast stations are on the air; over 400 applications are pending.

FM does it—
* FM increases your effective radiated power with the G-E Circular Antenna.
* FM triples your tone range and adds a new dimension to your programs.
* FM gives your audience programs with virtually no static or man-made noise.
* FM multiplies your effective coverage day and night.

* FM minimizes station interference.
* FM gives your programs vivid naturalness with greater dynamic sound range.
* FM contributes to the economy of your broadcast system.

Use G-E Electronic Tubes in your station for maximum dependability and finer performance.

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM See G.E. for all three!
List of Pending Applications for FM Broadcast Stations Sept. 12

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Arkansas</td>
<td>Arkansas</td>
<td>Little Rock</td>
<td>The Arkansas Gazette</td>
<td>KASL</td>
<td>Little Rock</td>
<td>Broadcasters, Inc.</td>
<td>Little Rock</td>
<td>Arkansas</td>
<td>Broadcasting Co.</td>
<td>Oklahoma City</td>
<td>Oklahoma Broadcasting Co.</td>
<td>Oklahoma City</td>
<td>The Times Herald</td>
</tr>
<tr>
<td>California</td>
<td>California</td>
<td>Los Angeles</td>
<td>Los Angeles Times</td>
<td>KLAC</td>
<td>Los Angeles</td>
<td>Broadcasters, Inc.</td>
<td>Los Angeles</td>
<td>California</td>
<td>Broadcasting Co.</td>
<td>Stockton</td>
<td>Stockton Broadcasting Co.</td>
<td>Stockton</td>
<td>The Record</td>
</tr>
<tr>
<td>Delaware</td>
<td>Delaware</td>
<td>Wilmington</td>
<td>Wilmington Morning</td>
<td>WILM</td>
<td>Wilmington</td>
<td>Broadcasters, Inc.</td>
<td>Wilmington</td>
<td>Delaware</td>
<td>Broadcasting Co.</td>
<td>Dover</td>
<td>Dover Broadcasting Co.</td>
<td>Dover</td>
<td>The Daily Times</td>
</tr>
<tr>
<td>Florida</td>
<td>Florida</td>
<td>Orlando</td>
<td>The Orlando Sentinel</td>
<td>WFTV</td>
<td>Orlando</td>
<td>Broadcasters, Inc.</td>
<td>Orlando</td>
<td>Florida</td>
<td>Broadcasting Co.</td>
<td>Daytona Beach</td>
<td>WJXT</td>
<td>Daytona Beach</td>
<td>The Daytona Beach News Journal &amp; Sentinel</td>
</tr>
<tr>
<td>Georgia</td>
<td>Georgia</td>
<td>Atlanta</td>
<td>The Atlanta Journal-Constitution</td>
<td>WSB</td>
<td>Atlanta</td>
<td>Broadcasters, Inc.</td>
<td>Atlanta</td>
<td>Georgia</td>
<td>Broadcasting Co.</td>
<td>Atlanta</td>
<td>WSB</td>
<td>Atlanta</td>
<td>The Atlanta Journal-Constitution</td>
</tr>
<tr>
<td>Indiana</td>
<td>Indiana</td>
<td>Indianapolis</td>
<td>Indianapolis Star</td>
<td>WIBC</td>
<td>Indianapolis</td>
<td>Broadcasters, Inc.</td>
<td>Indianapolis</td>
<td>Indiana</td>
<td>Broadcasting Co.</td>
<td>Fort Wayne</td>
<td>WPTA</td>
<td>Fort Wayne</td>
<td>The Fort Wayne Sentinel</td>
</tr>
<tr>
<td>Iowa</td>
<td>Iowa</td>
<td>Des Moines</td>
<td>Des Moines Register</td>
<td>KDSM</td>
<td>Des Moines</td>
<td>Broadcasters, Inc.</td>
<td>Des Moines</td>
<td>Iowa</td>
<td>Broadcasting Co.</td>
<td>Cedar Rapids</td>
<td>KCLX</td>
<td>Cedar Rapids</td>
<td>The Cedar Rapids Gazette</td>
</tr>
<tr>
<td>Kansas</td>
<td>Kansas</td>
<td>Kansas City</td>
<td>Kansas City Star</td>
<td>KCFX</td>
<td>Kansas City</td>
<td>Broadcasters, Inc.</td>
<td>Kansas City</td>
<td>Kansas</td>
<td>Broadcasting Co.</td>
<td>Topeka</td>
<td>WIBW</td>
<td>Topeka</td>
<td>The Topeka Capital-Journal</td>
</tr>
<tr>
<td>Kentucky</td>
<td>Kentucky</td>
<td>Louisville</td>
<td>The Louisville Courier-Journal</td>
<td>WLIB</td>
<td>Louisville</td>
<td>Broadcasters, Inc.</td>
<td>Louisville</td>
<td>Kentucky</td>
<td>Broadcasting Co.</td>
<td>Paducah</td>
<td>WPTL</td>
<td>Paducah</td>
<td>The Paducah Sun Journal</td>
</tr>
<tr>
<td>Maryland</td>
<td>Maryland</td>
<td>Baltimore</td>
<td>The Baltimore Sun</td>
<td>WJZ</td>
<td>Baltimore</td>
<td>Broadcasters, Inc.</td>
<td>Baltimore</td>
<td>Maryland</td>
<td>Broadcasting Co.</td>
<td>Annapolis</td>
<td>WCOX</td>
<td>Annapolis</td>
<td>The Annapolis Capital</td>
</tr>
<tr>
<td>Missouri</td>
<td>Missouri</td>
<td>St. Louis</td>
<td>The St. Louis Post-Dispatch</td>
<td>KMOV</td>
<td>St. Louis</td>
<td>Broadcasters, Inc.</td>
<td>St. Louis</td>
<td>Missouri</td>
<td>Broadcasting Co.</td>
<td>Columbia</td>
<td>KOMU</td>
<td>Columbia</td>
<td>The Columbia Missourian</td>
</tr>
<tr>
<td>New Jersey</td>
<td>New Jersey</td>
<td>Newark</td>
<td>The Newark Star-Ledger</td>
<td>WABC</td>
<td>Newark</td>
<td>Broadcasters, Inc.</td>
<td>Newark</td>
<td>New Jersey</td>
<td>Broadcasting Co.</td>
<td>Jersey City</td>
<td>WNYC</td>
<td>Jersey City</td>
<td>The Jersey Journal Star</td>
</tr>
<tr>
<td>Ohio</td>
<td>Ohio</td>
<td>Columbus</td>
<td>The Columbus Dispatch</td>
<td>WOSU</td>
<td>Columbus</td>
<td>Broadcasters, Inc.</td>
<td>Columbus</td>
<td>Ohio</td>
<td>Broadcasting Co.</td>
<td>Cleveland</td>
<td>WTOV</td>
<td>Cleveland</td>
<td>The Cleveland Plain Dealer</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>Oklahoma</td>
<td>Oklahoma City</td>
<td>Oklahoma City Times</td>
<td>KFOR</td>
<td>Oklahoma City</td>
<td>Broadcasters, Inc.</td>
<td>Oklahoma City</td>
<td>Oklahoma</td>
<td>Broadcasting Co.</td>
<td>Tulsa</td>
<td>KJRH</td>
<td>Tulsa</td>
<td>The Tulsa World</td>
</tr>
<tr>
<td>Oregon</td>
<td>Oregon</td>
<td>Portland</td>
<td>The Oregonian</td>
<td>KGW</td>
<td>Portland</td>
<td>Broadcasters, Inc.</td>
<td>Portland</td>
<td>Oregon</td>
<td>Broadcasting Co.</td>
<td>Salem</td>
<td>KSNS</td>
<td>Salem</td>
<td>The Salem Statesman Journal</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>Rhode Island</td>
<td>Providence</td>
<td>The Providence Journal</td>
<td>WPRO</td>
<td>Providence</td>
<td>Broadcasters, Inc.</td>
<td>Providence</td>
<td>Rhode Island</td>
<td>Broadcasting Co.</td>
<td>Warwick</td>
<td>WPTQ</td>
<td>Warwick</td>
<td>The Warwick Beacon</td>
</tr>
<tr>
<td>South Carolina</td>
<td>South Carolina</td>
<td>Columbia</td>
<td>The Columbia Times</td>
<td>WIS</td>
<td>Columbia</td>
<td>Broadcasters, Inc.</td>
<td>Columbia</td>
<td>South Carolina</td>
<td>Broadcasting Co.</td>
<td>Charleston</td>
<td>WCSC</td>
<td>Charleston</td>
<td>The Charleston Post &amp; Courier</td>
</tr>
<tr>
<td>South Dakota</td>
<td>South Dakota</td>
<td>Sioux Falls</td>
<td>The Sioux Falls Argus Leader</td>
<td>WKDL</td>
<td>Sioux Falls</td>
<td>Broadcasters, Inc.</td>
<td>Sioux Falls</td>
<td>South Dakota</td>
<td>Broadcasting Co.</td>
<td>Rapid City</td>
<td>KEVN</td>
<td>Rapid City</td>
<td>The Rapid City Journal</td>
</tr>
<tr>
<td>Texas</td>
<td>Texas</td>
<td>Austin</td>
<td>The Austin American-Statesman</td>
<td>KAGU</td>
<td>Austin</td>
<td>Broadcasters, Inc.</td>
<td>Austin</td>
<td>Texas</td>
<td>Broadcasting Co.</td>
<td>Houston</td>
<td>KILT</td>
<td>Houston</td>
<td>The Houston Chronicle</td>
</tr>
<tr>
<td>Utah</td>
<td>Utah</td>
<td>Salt Lake City</td>
<td>The Salt Lake Tribune</td>
<td>KSL</td>
<td>Salt Lake City</td>
<td>Broadcasters, Inc.</td>
<td>Salt Lake City</td>
<td>Utah</td>
<td>Broadcasting Co.</td>
<td>Ogden</td>
<td>KGAB</td>
<td>Ogden</td>
<td>The Salt Lake Tribune</td>
</tr>
<tr>
<td>Virginia</td>
<td>Virginia</td>
<td>Richmond</td>
<td>The Richmond Times-Dispatch</td>
<td>WRVA</td>
<td>Richmond</td>
<td>Broadcasters, Inc.</td>
<td>Richmond</td>
<td>Virginia</td>
<td>Broadcasting Co.</td>
<td>Norfolk</td>
<td>WBOB</td>
<td>Norfolk</td>
<td>The Virginian-Pilot</td>
</tr>
<tr>
<td>West Virginia</td>
<td>West Virginia</td>
<td>Charleston</td>
<td>The Charleston Gazette</td>
<td>WVAH</td>
<td>Charleston</td>
<td>Broadcasters, Inc.</td>
<td>Charleston</td>
<td>West Virginia</td>
<td>Broadcasting Co.</td>
<td>Huntington</td>
<td>WCHS</td>
<td>Huntington</td>
<td>The Charleston Gazette-Mail</td>
</tr>
</tbody>
</table>

*Continued on page 14*
I heard one of 'em say he's from WJW's merchandising sales staff. Boy, radio merchandising must be big business!

BIG BUSINESS is right! In the first year WJW's merchandise sales representatives have made 17,196 SALES PRESENTATIONS on products advertised over WJW.

SALES presentations is right! These 17,196 sales presentations resulted in 5,427 INDIVIDUAL SALES TO RETAIL DEALERS. That's a record for results!

Sales RECORD is right! Actual ORDERS comprising 31% OF ALL PRESENTATIONS proves the point!

And MORE to the point! 4,490 OF THESE SALES WERE TO NEW ACCOUNTS—proving that WJW not only delivers the radio advertising coverage that stimulates dealer interest, but also supplies detailed merchandising cooperation that assures maximum distribution to back up air-vertising's demand!

DO YOU NEED MORE DISTRIBUTION IN WJW'S NORTHERN OHIO COUNTIES?
Successful Clothing Firm Has Depended on WMBD For More Than a Decade

Today The B&M is One of Peoria's Leaders

The B & M was one of the first Peoria firms to advertise over WMBD, starting more than 15 years ago. In 1935, they introduced a new daily fashion program called "The B & M Messenger." This program proved so successful they have continued it ever since... ten years now without interruption. Along with "The B. & M Messenger," this leading firm today sponsors an impressive schedule of spot announcements as well as an evening musical program.

Mr. Fred Bloom, President of the B & M, says: "We feel our consistent use of WMBD has played a vital part in the steady prosperity of our business. WMBD has proved to us it packs real sales influence."

WMBD Has More Listeners Than All Other Stations Combined!*  

*Conlon Metropolitan  
Peoria Survey  
February, 1945  

1935 Results shown include every day of the week, all hours.

55.5%

FREE & PETERS, INC.  
National Representatives

THE HEART OF ILLINOIS

Page 42 - September 17, 1945

BROADCASTING • Broadcast Advertising
Here is a frame containing Comb Foundation—a thin piece of beeswax hexagonal indentations each the exact size of a bee cell. Upon this the bees will build their waxen home of cells in which they raise their young and store honey. When completed, this will be the familiar honey comb, so uniform and strong in construction that one pound of comb without the frame will support 25 pounds of honey!

It will take thousands of bees working together to fill this comb efficiently. Likewise the Beeline, working in the group principle, represents 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.

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA
On Monday, August 6, the world first heard of the mighty Atomic Bomb... on August 8 a waiting world listened to "The Human Adventure" and heard the dramatic story behind this astonishing development... a WGN origination broadcast over the Mutual network.

Terrific timing, yes, but it didn’t just happen. WGN, ever alert, is equipped with the production facilities, personnel and experience to make such a broadcast possible. Between Monday noon and Wednesday evening a complete new show was born on a subject long kept a super-secret... working in close collaboration with the University of Chicago faculty the script was written... passed the censor in Washington... was cast, rehearsed and produced... and Wednesday night the timely story of the Atomic Bomb was aired.

In considering this feat Radio Daily was prompted to say: "... another triumph for a program that already has a long string of successes to its credit in educational radio. The Human Adventure’s dramatization of the Einstein theory, to name one, is still without equal."

A Clear Channel Station

**WGN**

CHICAGO II ILLINOIS

50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
Goodman Places ‘Well’

HARRY S. GOODMAN, New York, transcription and radio package agency, has taken over distribution of The Wishing Well program owned by Mary Paxton, to sell to one local store in each city. Program has been sponsored by Carson, Pirie, Scott & Co., Chicago, for four years on WBMM and WGN Chicago. Format includes latest fashions related between musical records and prize awarded best letter plus $5.00 merchandise check to four winner-up letters. Agency has sold quarter-hour show to Gladdings & Co., Providence; three-weekly effective Sept. 15 on WJAR Providence; Stewart & Co., Baltimore, five-weekly Sept. 15 WFBR Baltimore; Miller & Rhoads, Richmond, five-weekly Oct. 1 WLEE Richmond; Sherers Dept. Store, Worcester, Mass., Oct. 1 five-weekly WTAG Worcester; J. N. Adams & Co., Buffalo, which has not scheduled station or starting date.

Applications

(Continued from page 44)

WISCONSIN

Green Bay...Green Bay Newspaper Co. La Crosse...WKBH Inc. Madison...Badger Broadcasting Co. Milwaukee...Wisconsin Radio Inc. Milwaukee...Heart Radio Inc. Milwaukee...Myers H. Johns Milwaukee...Milwaukee Broadcasting Co. Oshkosh...Oshkosh Broadcasting Co. Racine...Racine Broadcasting Corp. Sheboygan...Press Publishing Co. Wausau...Record Herald Co.

WYOMING

Cheyenne...Frontier Broadcasting Co.

MAJ. NUNN BACK
AFTER 28 MONTHS

MAJ. GILMORE N. NUNN last week was released from the Army where he has served three years in the Air Transport Command, twenty-eight months of which have been overseas. He returns to Lexington, Ky., to resume duties as president and operating head of the Nunn Stations, comprising WLAP Lexington, WCMI Ashland, Ky.-Huntinton, W. Va., WBIR Knoxville, Tennessee and KFIR Amarillo, Texas.

Maj. Nunn also served six months as Vice Consul to Portugal during early 1942 and later with the Air Transport Command was in charge of traffic and priorities for the Port of Cairo. He also served in India, China, Burma and Casablanca and for the past few months has been in headquarters in Washington.

During his absence The Nunn stations were directed by J. Lind- say Nunn, his father, who says he is now going to look after his personal business, a part of which is his farm just out of Lexington in Fayette County where he has a small herd of registered Herefords and thoroughbred brood mares.

Station Help Asked

IN ORDER to insure smooth operation of the Christmas activities in service hospitals this year, the Red Cross is asking stations to aid in telling what sorts of gifts are needed, and how they can reach the hospitals. Because there has been misdirected giving in years previous—a book sent to a blind boy, slippers to an amputee—the Red Cross feels the public would want to know what type gifts would be most appreciated. Red Cross camp and hospital councils are coordinating community effort for the service hospitals.

WHAT A HOOPER!

CALL HOWARD WILSON CO.

1000 WATTS WJHL 910

JOHNSON CITY, TENNESSEE

BROADCASTING • Broadcast Advertising
Peter Doelger Brewing Corporation, brewers of Lambic Lager and Peter Doelger Quality Beer, must have complete coverage in America’s fourth largest market. So, from a modest beginning in 1943 the Peter Doelger Brewing Corporation has steadily increased its “spots” until today, at the start of its third straight year, PDQ is heard on WAAT 84-times 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 realise 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"
Sustaining Schedule of WNEW Highlights 26 New Programs

THE FALL and winter program schedule of WNEW New York will highlight 26 new feature presentations which will make their debut during the week starting Sept. 17. WNEW believes that this new sustaining schedule sets a new high in independent station programming. Programs are characterized by a wide variety in content.

Among programs to be ushered in during the week of Sept. 17 are: Mr. Words and Mr. Music, a quarter-hour program of life stories of famous composers and their music; Balancing the Books, a half-hour discussion of news books between the authors and the studio audience; Manuel Konowoff Program, in which the author reads from his own works; The Newspaper Game, dramatizations of stories behind the headlines; New York and a New World, quarter-hour series treating a different country each week.

Postwar Home Program

Also beginning the same week are: Candles in the Dark, in which members of three principal religious faiths answer question sent in by listeners; Your Home Tomorrow, discussions of new materials and inventions for the home; It's a Crime, dramatic mystery-story with a break in the script to propound questions for the audience; Take My Word, stories by Joseph Nathan Kane on the origin of words; I'll Take Romance, weekly series of romantic comedies.

Other programs starting are High School Hour, designed for New York and New Jersey students and their activities; Story of a Band, a musical biography of top bands; History of the Movies, a behind-the-scenes account of the film industry; Record Collector's Exchange, a swap shop for record fans; Crime on our Hands, a puzzle program for mystery fans.

American Negro Theater is a series of dramatic programs to be presented by members of the American Negro Theater; Assignment on Broadway presents Barns Bubble to tell theatergoers current happenings on Broadway; Musical Theater offers actual scores of musical soundtracks of motion pictures; Coming Attractions is an entertainment periscope.

GI News Included

Folk Music Festival is a community sing program led by outstanding singers of folk songs; Washington Predicts furnishes prognostications based on facts; Side Street America is a weekly program of dramatizations based on happenings all over America; History of the Met provides a musical and dramatic account of the Metropolitan since its inception.

International Newsreel gives recorded news and views of local GI's overseas; The Perfect Program, is a half-hour show in which national and international personalities select their favorite music to be played on records; and Off the Beaten Path dramatizes a series of radio experiments.
Pioneers to the Texas Panhandle
"Got Out of a Rut" and . . .

BUILT AN EMPIRE

Literally true, as the deep ruts made by the wagon trains "moving in" on the prairies of West Texas gradually gave way to good roads linking towns and sections into one great area—Texas Panhandle. In short, these hardy men and women planted the seeds of development—in reality they "got out of a rut" and laid a firm foundation for an empire.

Carrying on in the same resolute and aggressive spirit as their predecessors the Panhandle's populace of today has built one of the most progressive trade areas in the Southwest. Amarillo's modern and impressive skyline stands as a constant reminder of the work done by both the builders of yesterday and today.

KFDA will give you the needed coverage—in the basic populous area of this busy, growing market. Write for the real facts—today.

NUNN STATIONS
KFDA, Amarillo, Tex.
WLAP, Lexington, Ky.
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Studios: Huntington, W. Va.,—Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Amarillo, Texas

REPRESENTED BY THE JOHN E. PEARSON CO.

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Howard P. Roberson, Manager
46% of N.Y. Housewives Intend to Buy Radios
SPECIAL survey of New York housewives conducted last spring and just released by The Pulse Inc. reveals that 46% of them intended to buy new radios after the war. This was the highest percentage planning to purchase any of six common household items. Second was vacuum cleaners, which 40.8% of the women planned to buy. Electric toasters were third, 33.4%. Then followed electric irons, 26.6%; washing machines, 22.2%; electric broilers, 16.9%.

Of the 1500 homes covered by the interviews, only two were not already equipped with radios. Of the others, sets were reported in good working order by 76.1%; working but in need of repair by 20.5%; not working and needing repair by 3.1%, and beyond repair by 0.3%.

Wainwright TV
NBC motion picture cameraman photographed Gen. Jonathan M. Wainwright upon his arrival in Washington, D. C., Sept. 10, and presented the film at NBC’s television station WNBT New York that evening. Film was flown to New York and immediately processed to go on the air that evening. First television films of Japanese surrender were shown Sept. 9 by WNBT.

PART of Bell System caravan of cable-laying equipment moving south from Washington, D.C., drops eight-coaxial conduit on 400 mile Washington-Charlotte link of AT&T national network of new class of lines. Eight coaxials, largest to date, also are being laid now between Shreveport and Dallas. Plowing proceeds about 30 miles a month. Washington-Charlotte link was started Aug. 7, Shreveport-Dallas Aug. 14 (Broadcasting, July 9). Cable is buried about three feet underground. Plow goes straight through rock, roots and rushing rivulets.

CANADIAN FREEZE HAS BEEN LIFTED
CANADIAN STATIONS can now go ahead with construction of new studios, transmitter buildings and other construction plans without hindrance from wartime controls, it was learned by Glen Bannerman, president of Canadian Assn. of Broadcasters, while at Ottawa last week the freeze on construction as well as broadcast equipment and replacements had been fully lifted.

Stations still must apply to Dept. of Reconstruction & Supply for a building permit primarily so that Ottawa can keep check on what building is going on in the Dominion to meet labor and material controls. Local offices of the department will take applications for building permits and can issue permits for construction.

Spots for Paramount APPROXIMATELY $1,000,000 will be spent by Paramount Pictures Inc., New York, on advertising and promotion campaigns for four pictures: "Incendiary Blonde", "Love Letters", "You Came Along" and "Lost Weekend". Newspapers, magazines and radio will be used extensively. Chain breaks of 55 stations cross-country will be used. Agency is Buchanan & Co., N. Y.

Campana Switch
CAMPANA Sales Co., Batavia, Ill., which had planned to start Grand Hotel on CBS Oct. 6 as Saturday afternoon series (1:30-2 p.m.) instead will sponsor First Nighter in 7:30-8 p.m. Saturday period on same network beginning Oct. 20. Evening time was formerly occupied by America on the Air sponsored by the Wm. Wrigley Jr. Co. Campana agency is Wallace, Ferry, Hanley Co., Chicago.

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!
During this period of reconversion, it's full steam ahead here! There's work to be done, and plenty of it. There will be no interruption in the operation of the 44 insurance companies with home offices in Hartford. Many familiar made-in-Connecticut products will become generally available again. Farming in the Connecticut Valley, and the financial and governmental activity in Hartford, Connecticut's capitol, will continue. It's this broad base of employment that assures the remarkable stability and prosperity of The Hartford Market.

CONNECT IN CONNECTICUT by using WDRC. Write William F. Malo, Commercial Manager, for availabilities.

Shown above is an incomplete list of many of the famous names you'll find in WDRC's Primary Area—Connecticut's Major Market!
50,000-WATT THE GREAT ELLEY

FOR THE ADVERTISER

L.B. Wilson
CINCINNATI
NABET’s Blunder

MILLIONS of listeners were deprived of usual network service from NBC and American for a short period last week because of a walkout of NABET technicians. The independent union has approximately 400 members at these networks. The walkout was unexpected because the union had given the customary 30-days’ notice on bargaining over wages and operating conditions and it was assumed negotiations promptly would get under way. The strike terminated Thursday night and negotiations were begun again. Operations had been previously resumed without NABET men.

The whole situation is an outgrowth of James C. Petrillo’s stranglehold on radio. Because the AFM czar’s powers are unchecked as yet, NABET alleges that the networks are stalling over terms of a contract for fear of Petrillo reprisals. Jimmy in the past has made no bones about threatening to pull his musicians off the networks. He has done it before and probably would do it again, litigation notwithstanding.

Broadcasters generally have been disposed to look with favor upon NABET. NABET members have been restive. When the 30-day notice was given last week, union officials evidently couldn’t or didn’t seek to control their members. They walked out. That appears to be an unwarranted action which places NABET much in the same position as AFM.

The platter-turner jurisdictional issue has been decided against AFM. Petrillo still has until November to note an appeal to the Supreme Court. NABET has won its case so far. Certainly it could afford to wait another few weeks (it has carried on for more than a year) without disrupting essential radio service.

NABET risked prestige with all in radio because of this hot-headed move.

GI Mr. Joe

BROADCASTERS who made the month tour of ETO learned many things. They learned about modern warfare and the part radio plays in it. They saw at first hand the results of psychological warfare, with radio in the stellar role. They saw radio men at work.

Among the memorable impressions: many of those kids who worked around stations or networks or agencies as apprentices or scripters or announcers are grown, matured men now. They were given responsibilities that meant the lives of men. They acquired the responsibilities of leadership.

Employers of those men (and girls) shouldn’t think of them as youngsters who are equipped simply to pick up where they left off before the shooting began. There’s many a competent executive among them capable of assuming management responsibilities and of thinking for himself.

The veteran who returns to radio shouldn’t be sold short. All of them won’t be able to become department heads or executives. But all should be given the chance to show what they can do.

OWI’s Swan Song

AFTER SITTING on one of the hottest spots in Washington for more than three tempestuous war years, Elmer Davis returns to private life. His was one of the toughest assignments in wartime government. President Truman put it mildly when, in accepting the resignation of the OWI chief, he commented: “As part of your reward you received more than your share of brick-bats.”

Elmer Davis is a tired man. He’s going to take a rest before he makes up his mind on his new work. We hope he returns to radio, where his prowess as a news analyst earned for him the respect and confidence of more listeners than any other man on the air.

Mr. Davis probably doesn’t feel that his job was well done. Those sitting on the lid in Washington, however, can assure him that the job was done as well as it could have been done by any mortals being. It was just one of those thankless tasks of wartime operation where a fellow couldn’t win.

From the radio standpoint there isn’t any real complaint about OWI. The Domestic Radio Bureau which set up in collaboration with the medium, the network and spot allocation plans, worked nearly to perfection. It brought order out of the radio chaos that had existed when every Government agency besieged stations and networks for time—al1 in the name of the war effort.

With the OWI’s abolition, there is danger of return to disorder in clearance of Government time—now geared toward restoring a normal peacetime economy. That is recognized by Government and medium alike. Plans have been announced for a new network allocation system covering all. media through the War Advertising Council which should preserve the best aspects of the OWI-formulated procedures.

In bidding adieu to OWI, there’s one individual who all too often has been overlooked. He is Edward Klauber, former executive vice-president of CBS, who came out of voluntary retirement to do a war job and to give his friend, Elmer Davis, a lift. That was in November, 1943—after Mr. Davis had gone through 18 months of Washington torment. From that day, Mr. Davis’ troubles began to wane. That was because Ed Klauber, never one to get in the limelight himself, is a genuis at organization and in personnel relations. Ed leaves too. He says he will return to the retirement interrupted by the war.

To Elmer Davis, Ed Klauber, George Ludlum, who now leave the Washington scene, and to those other soldiers in civvies who served at OWI to help radio contribute its mite, all in radio voice a hearty thanks and Godspeed.

REMEMBER when the word “classified” cropped up in a young man’s conversation, you deduced he was talking about his draft status. Now it signals his interest, perhaps, in the free classified ads being offered by various journals to help the serviceman get back into business. BROADCASTING offers the service—two insertions, 50 words maximum.

Our Respects To—

IRVING EMERSON ROGERS

THERE aren’t enough hours in the day for Irving E. Rogers, president of WLAW Lawrence, Mass., and the Eagle-Tribune Publishing Co.

From early morning until late night he keeps close watch on WLAW operations. Across the street at the newspaper plant he directs publication of the morning Eagle and the evening Tribune. To keep these operations in order requires frequent hops from radio station to newspaper office, and back again. Any day now Essex Street may come up with a groove, worn by the Rogers’ brogues.

Publishing is an interesting and time-compelling business for Irving, but he generally can be found around WLAW. Radio to him is both a challenge and a hobby.

Special events are his specialty. The bigger and better they are, the more he likes them. Biggest of all was the tragic accident to the submarine Squalus at Portsmouth, N. H., in May 1939. WLAW got national fame from its coverage. With the only microphone at the scene, WLAW alone told the nation about one of the worst marine disasters in history.

Irving is a native of Lawrence. He was born Aug. 20, 1902. He attended Phillips Andover Academy, class of 1921, and was a member of the class of 1925 at Dartmouth where he belonged to Psi Upsilon fraternity. Before entering journalism, the profession of his father and his grandfather, he attended the U. of Wisconsin journalism school.

In 1927 he was named managing editor of the Eagle, and a year later took on added duties as associate business manager and associate publisher. In these capacities he served as assistant to his father in directing the Rogers enterprises.

WLAW was dedicated Dec. 19, 1937, on the eve of the elder Rogers 40th year as a newspaper publisher. Starting with 1,000 w daytime on 680 kc, the station has increased to 5,000 w fulltime. On June 15 it became a basic American network station. An application has since been filed for 50 kw.

Since the death of his father in 1942, Irving has been president of WLAW. He has adhered to the elder Rogers’ public service pledge in operating the station.

Irving is a director of the Lawrence Cooperative Bank; trustee of Broadway Savings Bank; incorporator of Lawrence Morris Plan Bank; director of YMCA; director of Salvation Army; past noble grand of Lawrence lodge, I.O.O.F.; publicity chairman Victory

(Continued on page 56)
Kudzu

As you may have read in "Time," "Reader's Digest," "The Land," and other national publications, the KUDZU vine has become nationally recognized as one of the South's most important agricultural developments. Responsible for the growing popularity of Kudzu—and the 100,000 Georgia acres it now covers—is WAGA's farm editor, Channing Cope, who conducts the WAGA Farm Hour directly from his Yellow River farm each morning.

Another example of PUBLIC SERVICE and PROGRESSIVE PROMOTION which has made WAGA one of the South's LEADING RADIO STATIONS.

WAGA

ATLANTA

5000 Watts on 590 Kcs. - Blue Network - Represented by Headley-Reed
ASCAP to License Industrial Music Plan Probably Will Be Based On Number of Employees

MEETING of ASCAP executives with representatives of manufacturers and users of industrial sound systems and recorded music for use in industrial plants, held last Monday at the Society's headquarters in New York, concluded by requesting ASCAP officials to draft a formula for licensing such use of its music. When the draft is finished, group will reconvene.

Called by ASCAP, meeting was attended by representatives of RCA, Muzak Corp., Fairchold Camera & Instrument Corp., Executone Inc., Rauland Corp., Stromberg-Carlson Mfg. Co., Standard Radio, National Assn. of Manufacturers, Canadian Performing Rights Society, and G. Paine, general manager of ASCAP, who presided. It was agreed that during the war ASCAP had charged plants desiring to use its music a token fee of $1 yearly.

Just Beginning

Now that the war is over, he said, a standard licensing system should be put into effect, and he asked the meeting to advise ASCAP as to the proper basis for such licensing. The Society recognizes, he said, that the use of music in industry is just beginning and that there are many other factors for a plant owner to consider when he is installing a sound system than music alone.

ASCAP wants to encourage, not destroy, the use of music in industry. Mr. Paine concluded, but it wants its rights recognized in the process.

After some discussion, meeting agreed tentatively to establish a licensing system based on the number of employees reached by any installation. This would follow the theater licensing plan of ASCAP, based on the number of seats in each theater. It was also decided that licenses should be drafted for five-year terms, to avoid troublesome; with continual renewal. When the ASCAP plan has been approved by the industry representatives, it is presumed that similar plans will be presented by BMI, SESAC, Associated Music Publishers, and other music licensing organizations.

Symphony Renewed

ALLIS-CHALMERS Mfg. Co., Milwaukee (farm machinery), will sponsor second half of Boston Symphony Saturday night concerts on American this year, sponsor's third with this program which returns to the air Oct. 6. New broadcast time is 9:30-10:30 p.m. (EWT) instead of 8:30-9:30 as previously. Series is placed by Compton Adv., New York.

CBS script for "Service to the Front" broadcast on the atomic bomb has been published by the Syracuse University Press in honor of network's handling of epic story.

IT'S LIKE THIS, says Lew Avery (1), NAB director of broadcast advertising, to Lt. Col. Frank E. Pellegren, who returns to the job he left in 1942 to enter the Army. Col. Pellegren expects release from the Army shortly. Mr. Avery left NAB Sept. 15 to open his own station representative offices in New York and Chicago.

Signs NBC Series

INTERNATIONAL HARVEST-ER, Chicago, starts sponsorship Oct. 7 of half-hour series on full NBC network, Sunday 2-2:30 p.m. starting Raymond Massey as narrator. Howard Barlowe and his 70-piece orchestra with Lyn Murray Chorus plus guest vocalist each week will also be featured on program originating in New York under production of Russ Johnston, vice-president in charge of radio production for McCann-Erickson, New York, it was announced by Lloyd O. Couler, vice-president in charge of radio for McCann-Erickson agency handling account.

Add Mutual Series

R. B. SEMLER Inc., New York (Kremi hair tonic), Sept. 10 added 27 stations to Mutual lineup for carrying Gabriel Heatter, Mon.-Fri. 9-9:15 p.m. Zonite Products Corp., New York (Forhan's tooth paste), Sept. 11 also added 27 stations to Mutual lineup for Heatter, Tues.-Thurs. 9-9:15 p.m. Agency for both sponsors is Erwin, Wasey & Co., New York.

New KCMO Card

RATE card No. 12, effective Oct. 1 has been issued by KCMO Kansas City, 5,000 w network affiliating on 1480 kc. Program structure has been completely rebuilt in line with power and policy advancements. Termed "easy to read," card lists basic Class A one-hour of $240.
On August 20, 1945 a new singing star was introduced to the musical world. Under the distinguished leadership of Leopold Stokowski, Phyllis Moffet made her debut before thousands of music lovers at Hollywood Bowl, and there is little question but that her beautiful lyric soprano voice will bring joy to millions in the years ahead.

The KFI-Hollywood Bowl Auditions is only one of several public service programs designed to inspire higher ideals among the youth of Southern California. From 317 young people auditioned, 33 aired their talents during a 15 week series of Monday evening half hours. Phyllis was the winner.

On August 20, 1945 a new singing star was introduced to the musical world. Under the distinguished leadership of Leopold Stokowski, Phyllis Moffet made her debut before thousands of music lovers at Hollywood Bowl, and there is little question but that her beautiful lyric soprano voice will bring joy to millions in the years ahead.

The KFI-Hollywood Bowl Auditions is only one of several public service programs designed to inspire higher ideals among the youth of Southern California. From 317 young people auditioned, 33 aired their talents during a 15 week series of Monday evening half hours. Phyllis was the winner.
G. L. Sutherland Named As Manager of WILM

GEORGE L. SUTHERLAND, formerly production manager of WIP Philadelphia, last week became manager of WILM Wilmington, Del. He has been in radio for 21 years. WILM is operated by the Delaware Broadcasting Co. and was purchased as a result of the duopoly order of Jan. 11. Alfred G. Hill is president of the company.

Mr. Sutherland was program manager of WFCI Paukucket, R. I., for three years prior to joining WIP. Previously, he was production manager for two years at WIP Cincinnati, sportscaster for three years at WBEN Buffalo, production manager for two years at WLW Cincinnati, and manager for three years of WPTF Raleigh. He also held positions at WXYZ Detroit, WHK Cleveland, and WBZ Springfield, Mass. He was recently married to Mary Downey of Blackstone, R. I.

Altschuler's Son Leads Cavalry Band in Tokyo

IT WAS a big thrill for Stanley Altschuler, director of foreign language programs for WJBK Detroit, to read the news stories out of Tokyo giving his son, W/O Morton Altschuler, enthusiastic mention as leader of the First Cavalry Band. The band was chosen by Gen. MacArthur to lead the conquerors' parade in Tokyo.

Under the younger Altschuler's direction, the First Cavalry Band has been praised not only by Gen. MacArthur, but also by Mrs. Eleanor Roosevelt, who heard it on her visit to the Pacific two years ago. W/O Altschuler was the subject of a feature article in the Detroit News Sept. 8, and was featured in a front page story in the paper the following day.

MBS Board Meeting

MEMBERS of the Mutual Board of Directors held their quarterly meeting at the Ambassador Hotel in New York last Monday and Tuesday with all but Willet H. Brown, Don Lee Broadcasting System, present. Financial report meeting was attended by the following: E. M. Antrim, WGN; Chester Campbell, WGN; H. K. Carpenter, WHK; Benedict Gimbel Jr., WIP; J. E. Campeau, CKLW; Edgar Kobak, Mutual president; Alfred McCook, T. C. Streibelt, WOR; John Shepard 3d, Linus Travas, Yankee network, and Lewis Allen Weiss, Don Lee.

Respects

(Continued from page 54)

Drive Committee, Region 5; member advisory board, Massachusetts Committee on Public Safety.

He married Martha Buttrick at Andover Mass., June 16, 1928. They have three children, Irving Emerson Jr., Allan Buttrick and Alexander H.
DIXIE B. McKEY
ROBERT C. SHAW

- standard broadcasting
- high frequency communications
- television
- antenna design
- field surveys

CONSULTING ENGINEERS

in partnership
ANNOUNCE
Establishment of their Washington Office
1108 16th Street N. W.—Suite 405
GROVER GOLIGHTLY has been named acting program director of WBPA Chicago, Ill. He has been chief announcer and sports director.

DOUG OLLIVER, announcer-musical director of WJFP Jacksonville, Fla., is father of a boy born Sept. 4.

Jack Bailey, m. of "Queen for a Day" on Mutual, Monday thru Thursday 2:30-3 p.m., has been signed by the network to an exclusive five-year contract. United Artists studios are starting production of movie "Queen for a Day" to follow format of radio show. Production is set for August 1948.

Gene Conrad is new member of announcing staff of WHIO Dayton, O. He formerly was with WIZE/Springfield, O.

Margaret W. Simpson, for two months continuity writer for WNNC Asheville, N. C. has resigned to marry Guy Kingsford, radio and film actor recently released by Army.

Iva Lee Green is new writer and editor on staff of WNNC Asheville, N. C.

Joe Tonkin, formerly with agricultural staff of WWO Fort Wayne, Ind., has been appointed supervisor of Office of Supply, Commodity Credit Corp., Dept. of Agriculture, and has been appointed to succeed AL BOND in radio service of Information. Bond is now farm director of KIRO Seattle.

CLL Ken Mardin, former announcer for WMCA New York and freelance with radio and TV in New York, now conducts program on AFI-Munich every morning called "Morning Report," in which he stages a contest between popular dance tunes and hill-billy music.

Bill Hughes, formerly of CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver.

Ken Milton is new member of announcing staff of CKK Brandon, Man.

Mildred Lenoire Boevers, operations manager of WBCA Flt. Wayne, Ind., has resigned to marry Lt. (P) Wayne, Ind., married Katherine Altman at Huntington, Ind., Aug. 17.

James Vocalis shifts from announcing staff of WGAQ Gainesville to WMZQ Macon, Ga.

George Michael is new addition to announcing and production staff of WQPM Schenectady, General Electric FM station. Formerly with WERL WOCO, he has been released recently from Canadian Army, in which he enlisted following service in U. S. Army.

Winston Williams, announcer at WMT Cedar Rapids, Sept. 1, is married to Ruth Edith organized in a radio promotion. His name is WEAF New York.


Art Brown, former veteran early morning announcer with WOL Washington, is now conducting on WIN New York 7-9 a.m. morning variety program.

Alice Lane, after five months with WWIN Washington, has returned to WWDC Washington to conduct evening women's variety program.

Ernie Courter, former announcer of VKVD Val d'Or and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of VKVD/9s.

Fred Smith, from WIRE Indianapolis, to join staff of WEAF Pt. Wayne, Ind.

Neil Robinson, formerly the production staff of WSSA York, Pa., has resigned after 4 years foreign service with intelligence section of Troop Carrier Command.

W. C. Woodfield, formerly associate program director of WYSP Philadelphia, has been named manager of Jessie V. King Dramatic School, Fred Knight, announcing head, has been added to faculty as instructor in radio.

DICK TUCKER is new member of senior announcing staff of WEIM Pittsburgh, Pa.

Bill Henson, "COFFEE WITH CONGRESS"... so says VARIETY

A completely new idea in morning programming is Bill Henson's "COFFEE WITH CONGRESS" broadcast every Saturday morning, 8:15-9:00 a.m. - it's another "First" for WRC... First time members of Congress have been informally interviewed in their homes over the breakfasttable. Henson presents "little-known" facts about "well-known" law-makers in an ad-lib friendly chat with Congressmen and their families.

Another reason why Henson is Washington's No. 1 morning personality. For spot availability see NBC Spot Sales.

AUTO-LITE SHIFT

ELECTRIC Auto-Lite Co., Toledo, is moving "Entertainment for Boys" from Tuesday 7:30-8 p.m. spot on NBC to the Saturday 8-8:30 p.m. period on CBS. Last NBC broadcast is set for Oct. 9. Agency is Ruthrauff & Ryan, New York.

WSON Mutual

WSON Henderson, Ky.-Evansville, Ind., 500 w on 860 kc, daytime only, will join Mutual Oct. 1 as a daytime affiliate. Station is the network's 276th outlet.

FIRST in Washington

Represented by NBC Spot Sales

PRODUCTION

Page 60 • September 17, 1945

Broadcasting • Broadcast Advertising

FIRST TO RAISE FLAG

Over Tokyo--

Lt. Stapleton was with first occupation troops in Japan. Then from a Wirephoto used by a local paper, it was discovered Bud was the lad running up the first American flag atop the Nippon News Bldg. in Tokyo, three days before entry by Gen. MacArthur and First Cavalry Division.

WsyR Man

Is First to Raise Flag

SECRETs of radio are explained for the housewives of America by these guests on the full NBC Mary Margaret McBride program (1 to 1). E. W. Engstrom, director of the RCA Labs.; Dr. Donald Clark, a former prisoner of war; and Margaret Keillor, staff writer of WOR, New York.

Dave Nowinson, writer of KFI Los Angeles, is father of a girl born Aug. 30.

John Dunkel, for two years CBS Pacific Coast director of program writing, has resigned to freelance. He retains assignment as editor of CBS "The Whistle." IVAN DITTMAR has been assigned as musical director of "Hedda Hopper's Hollywood" on American stations.

Jules Ross, from CKWS Kingston, to announcing staff of CKLY Toronto.

Don Clark has been assigned Hollywood producer for BBD on CBS "This Is My Best."

Art Brown, former veteran early morning announcer with WOL Washington, is now conducting on WIN New York 7-9 a.m. morning variety program.

Alice Lane, after five months with WWIN Washington, has returned to WWDC Washington to conduct evening women's variety program.

Ernie Courter, former announcer of VKVD Val d'Or and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of VKVD/9s.

Fred Smith, from WIRE Indianapolis, to join staff of WEAF Pt. Wayne, Ind.

Neil Robinson, formerly the production staff of WSSA York, Pa., has resigned after 4 years foreign service with intelligence section of Troop Carrier Command.

W. C. Woodfield, formerly associate program director of WYSP Philadelphia, has been named manager of Jessie V. King Dramatic School, Fred Knight, announcing head, has been added to faculty as instructor in radio.

DICK TUCKER is new member of senior announcing staff of WEIM Pittsburgh, Pa.

Joe Tonkin, formerly with agricultural staff of WWO Fort Wayne, Ind., has been appointed supervisor of Office of Supply, Commodity Credit Corp., Dept. of Agriculture, and has been appointed to succeed AL BOND in radio service of Information. Bond is now farm director of KIRO Seattle.

CLL Ken Mardin, former announcer for WMCA New York and freelance with radio and TV in New York, now conducts program on AFI-Munich every morning called "Morning Report," in which he stages a contest between popular dance tunes and hill-billy music.

Bill Hughes, formerly of CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver.

Ken Milton is new member of announcing staff of CKK Brandon, Man.

Mildred Lenoire Boevers, operations manager of WBCA Flt. Wayne, Ind., married Katherine Altman at Huntington, Ind., Aug. 17.

James Vocalis shifts from announcing staff of WGAQ Gainesville to WMZQ Macon, Ga.

George Michael is new addition to announcing and production staff of WQPM Schenectady, General Electric FM station. Formerly with WERL WOCO, he has been released recently from Canadian Army, in which he enlisted following service in U. S. Army.

Winston Williams, announcer at WMT Cedar Rapids, Sept. 1, is married to Ruth Edith organized in a radio promotion. His name is WEAF New York.


Art Brown, former veteran early morning announcer with WOL Washington, is now conducting on WIN New York 7-9 a.m. morning variety program.

Alice Lane, after five months with WWIN Washington, has returned to WWDC Washington to conduct evening women's variety program.

Ernie Courter, former announcer of VKVD Val d'Or and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of VKVD/9s.

Fred Smith, from WIRE Indianapolis, to join staff of WEAF Pt. Wayne, Ind.

Neil Robinson, formerly the production staff of WSSA York, Pa., has resigned after 4 years foreign service with intelligence section of Troop Carrier Command.

W. C. Woodfield, formerly associate program director of WYSP Philadelphia, has been named manager of Jessie V. King Dramatic School, Fred Knight, announcing head, has been added to faculty as instructor in radio.

DICK TUCKER is new member of senior announcing staff of WEIM Pittsburgh, Pa.

Joe Tonkin, formerly with agricultural staff of WWO Fort Wayne, Ind., has been appointed supervisor of Office of Supply, Commodity Credit Corp., Dept. of Agriculture, and has been appointed to succeed AL BOND in radio service of Information. Bond is now farm director of KIRO Seattle.

CLL Ken Mardin, former announcer for WMCA New York and freelance with radio and TV in New York, now conducts program on AFI-Munich every morning called "Morning Report," in which he stages a contest between popular dance tunes and hill-billy music.

Bill Hughes, formerly of CJAT Trail, B. C., has joined the announcing staff of CKWX Vancouver.

Ken Milton is new member of announcing staff of CKK Brandon, Man.

Mildred Lenoire Boevers, operations manager of WBCA Flt. Wayne, Ind., married Katherine Altman at Huntington, Ind., Aug. 17.

James Vocalis shifts from announcing staff of WGAQ Gainesville to WMZQ Macon, Ga.

George Michael is new addition to announcing and production staff of WQPM Schenectady, General Electric FM station. Formerly with WERL WOCO, he has been released recently from Canadian Army, in which he enlisted following service in U. S. Army.

Winston Williams, announcer at WMT Cedar Rapids, Sept. 1, is married to Ruth Edith organized in a radio promotion. His name is WEAF New York.


Art Brown, former veteran early morning announcer with WOL Washington, is now conducting on WIN New York 7-9 a.m. morning variety program.

Alice Lane, after five months with WWIN Washington, has returned to WWDC Washington to conduct evening women's variety program.

Ernie Courter, former announcer of VKVD Val d'Or and CFCH North Bay, has been discharged from the Canadian Army after being a prisoner of war in Germany, and is now with the production staff of VKVD/9s.

Fred Smith, from WIRE Indianapolis, to join staff of WEAF Pt. Wayne, Ind.

Neil Robinson, formerly the production staff of WSSA York, Pa., has resigned after 4 years foreign service with intelligence section of Troop Carrier Command.

W. C. Woodfield, formerly associate program director of WYSP Philadelphia, has been named manager of Jessie V. King Dramatic School, Fred Knight, announcing head, has been added to faculty as instructor in radio.

DICK TUCKER is new member of senior announcing staff of WEIM Pittsburgh, Pa.
MAKING TRANSCRIPTION HISTORY!

THE NEW KENNY BAKER SHOW

Sincerely-
Kenny Baker

AMERICA'S FAVORITE TENOR!

WITH

★ DONNA DAE
Famous Fred Waring Vocalist

★ JIMMY WALLINGTON

★ BUDDY COLE
And His Men of Music

★ A great new transcribed show...planned for quarter-hour frequency, day or night. Currently produced in Hollywood on a 5-per-week basis. Enjoy the lilting rhythms of Little Miss Rhythm herself, lovely Donna Dae...the colorful emceeing of Jimmy Wallington...the smart music of Buddy Cole and his men...and the glorious voice of our singing star, Kenny Baker. Setting a new high in talent and production for local and regional sponsors.

WRITE, WIRE OR PHONE

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, OHIO
NEW YORK • HOLLYWOOD

OTHER CURRENT ZIV SHOWS: BOSTON BLACKIE • EASY ACES • PLEASURE PARADE • THE KORN KOBBLERS • CALLING ALL GIRLS • SONGS OF GOOD CHEER • MANHUNT
**WHO SAYS INFLATION?**

All day long

W-I-N-D delivers

**79% MORE AUDIENCE PER DOLLAR**

**NOW in 1945**

than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

**W-I-N-D**

Chicago

5000 WATTS • 560 KC

**24 HOUR NEWS SERVICE AP • INS • UP**

**WHY BOTHER DEPT.**

Oil Well Fire Is Stopped
Then Started Again

The biggest oil well fire in several years started in Oklahoma City recently. Formerly morning to late afternoon the flames were roaring and each effort of fire fighters was reported by WKY.

Two expert oil well "shooters" were flown in from Houston. They landed about a quarter of a mile from the well, at one of the municipal airports, and were immediately rushed to the scene.

Then crews went into action. Following along was WKY's mobile unit with E. D. Harvey, special events director, at the mike. Finally the fire was quenched—just at the right moment to serve as a climax for Harvey.

But the broadcast was not completed then for Harvey spotted a wind anti-climax. A man with a lighted torch ran toward the well, heaved the flame head into the stream of oil and up shot the well on fire again.

The experts gleefully explained that the well was fired again so the oil couldn't blow over the countryside all night.

DEMONSTRATION exhibit by KDYL Salt Lake City at Utah State Fair of "What Television Will Mean in Your Home" was awarded a first prize. KDYL engineers now completing units for an experimental TV transmitter to be located on city's tallest building.

**AL WILLIAMS HEALTH CLUB, Long Beach, Calif., Sept. 15 renewed for 32 weeks Al Williams Health Club on 29 Don Lee Pacific stations. 10:15-12:15 a.m. (PWT). Agency: Max Becker Adv., Long Beach.**

**CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), Sept. 8 renewed Les Alouette Everyday on 10 CBC stations. 10:15-12:15 a.m. (PWT). Agency: Lockie-Johnson, Toronto.**

New Network Accounts

**NEW BUSINESS**

HEALTHAIDS, Jersey City (Berutan, vitamin beverage), Sept. 10 started 10 letters to Lindlahr, 100 West Main St., Des Moines, Iowa, for 10 weeks.

EDMUND ABBO, former producer-distributor for CBS, Chicago, is a new member of the department of Public Relations, Salt Lake City AAF, producer-director for CBS Chicago, is a new member of the department of Public Relations.

Salt Lake City AAF producer-director for CBS Chicago, is a new member of the department of Public Relations.

Mr. Case

**THE BIGGEST** oil well fire in several years started in Oklahoma City recently. Formerly morning to late afternoon the flames were roaring and each effort of fire fighters was reported by WKY.

Two expert oil well "shooters" were flown in from Houston. They landed about a quarter of a mile from the well, at one of the municipal airports, and were immediately rushed to the scene.

Then crews went into action. Following along was WKY's mobile unit with E. D. Harvey, special events director, at the mike. Finally the fire was quenched—just at the right moment to serve as a climax for Harvey.

But the broadcast was not completed then for Harvey spotted a wind anti-climax. A man with a lighted torch ran toward the well, heaved the flame head into the stream of oil and up shot the well on fire again.

The experts gleefully explained that the well was fired again so the oil couldn't blow over the countryside all night.

DEMONSTRATION exhibit by KDYL Salt Lake City at Utah State Fair of "What Television Will Mean in Your Home" was awarded a first prize. KDYL engineers now completing units for an experimental TV transmitter to be located on city's tallest building.

**AL WILLIAMS HEALTH CLUB, Long Beach, Calif., Sept. 15 renewed for 32 weeks Al Williams Health Club on 29 Don Lee Pacific stations. 10:15-12:15 a.m. (PWT). Agency: Max Becker Adv., Long Beach.**

**CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), Sept. 8 renewed Les Alouette Everyday on 10 CBC stations. 10:15-12:15 a.m. (PWT). Agency: Lockie-Johnson, Toronto.**

Net Change

**STERLING DRUGS, Windsor, Ont. (Phillips Milk of Magnesia), Oct. 5 & 6 renewed for 10 weeks Stirling Drugs on 10 CBC stations. 8-9 p.m. (PWT). Agency: Mallory Specter Adv., N. Y.**

**BROADCasting • Broadcast Advertising**

**BROADCASTING**

**KFB**

**CHEYENNE**

**WYOMING**

**HOME OF FRONTIER DAYS**

"THE DADDY OF 'EM ALL"
FOR FULL COVERAGE OF HAWAII

POPULATION - - - 502,122
Estimate by Territorial Board of Health, July 1, 1945

1944 RETAIL SALES - - - $386,426,009
Based on Sales Tax Collections

... ...

23 YEARS OF CONTINUOUS BROADCASTING SERVICE

... ...

NBC IN THE PACIFIC SINCE 1931

Affiliated with
THE HONOLULU ADVERTISER
Represented by
THE KATZ AGENCY, INC.
NOTICE

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches...

- 2,450,000 Jewish speaking persons
- 1,523,000 Italian speaking persons
- 1,255,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present

New York schedules with WBNX. Our program department will assist you in the translation of your copy.

5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Page 64 • September 17, 1945
This is the second in a series of advertisements inspired by WSAI's pride in the quality and prominence of its national and local advertisers. Next: THIRST QUENCHERS
YOU can buy the Gates CB7 Transcription Turntable at any of these Gates Authorized Distributors:

Specialty Distributing Co.,
425 Peachtree Street, N.E.,
Atlanta, Georgia.

223 East Broughton Street,
Savannah, Georgia.

554 Mulberry Street,
Macon, Georgia.

709 Chestnut Street,
Chattanooga, Tennessee.

Houston Radio Sup. Co., Inc.,
910 Calhoun Avenue,
Houston, Texas.

Radio Specialties Company,
1956 S. Figueroa Street,
Los Angeles, California,
and Phoenix, Arizona.

Manufacturers Sales Terminal,
220 Columbus Building,
Spokane, Washington.

Westinghouse Electric International Company,
Forty Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

GATES RADIO CO.
Quincy, Ill.

Sponsors

(Continued from page 61)

news analyst, on WOR New York Mon.-
Wed.-Fri., 9-10 a.m. New Day's in New York, (1956)
You are Tues.-Thurs.-
Sat. sponsor. Program started Sept. 3. Agency is Erwin, Wasey & Co.,
New York.

R. B. SEMLER Inc., New Canaan,
Conn. (Komm Raitt Tone), now sponsors John Daly 10-minute news period
and following 5-minute analysis by Mark George Fielding, William Shier, and Quincy Howe on WABC New York. Tues.-Thurs.-Sat.,
11-11:30 a.m. Agency is Erwin, Wasey & Co.,
New York.

BKO RADIO PICTURES Corp., New York (Rear to Rearset), is spon-
soring half-minute announcements week-
days on following New York stations:
WEAF WOR WNEW WMCA WINS WJZ. Agency is Foote, Cone &
Belding, New York.

CHARLES WILSON Ltd., Toronto (Wil-
on's ginger ale), has started spots six-
weeks on number of Ontario stations, thru A. J. Deane & Co., Toronto.

LAWLINE PRODUCTS Co., Toronto (cleaner), has signed for three-week spots on group of Canadian stations. Agency is F. H. Hayshurst Co., Toronto.

NORTHWAY & SONS, Toronto (cloth-
ing department store), has started weekly "Calling All Orilla" on CFBF Toronto. Agency is J. J. Gibbons Ltd.,
Toronto.

CEDA Products, Rochester (Valse de
Fieures perfume), is sponsoring trans-
scribed programs on WNYW and WNYC on New York. WNEW features Bing Crosby Sunday 12-15:30 a.m. and WQXR has 2- minute classical program Saturday 12-15:30 a.m. Agency is Bed-
field Johnstone Inc., New York.

ODAITE PRODUCTS, New York, has started spots quarter-hour for 13 weeks on KPAAS Passadena to fall
radio campaign. Firm also sponsors "First National News" on New England Regional Network. Agency is Oaks&
Holden, New York.

LEWIS HAT Co., New York, has started three-weekly quarter-hour musical programs on CKTR Toronto. Agency is Bernstein, Castele & Pierce, New York.

BEAUMONT Co., Toronto, (Fourway cold tablets), has started daily transcribed spots on number of Canadian stations. Account placed by Baker Adv. Co.,
Toronto.

P. S. HUSTIN DRUG Co., Toronto (cold ), has started daily transcribed spots on number of Canadian stations.
Account placed by F. H. Hayshurst Co., Toronto.

CANADIAN CANNERS, Hamilton, Ont., has started 2-weekly transcribed spots on group of Canadian stations. Agency is F. H. Hayshurst Co., Toronto.

JENSEN & PILGRUD, Fresno, Cal., (feed, seed), placing direct, has started schedule of three-weekly chain break announcements on KMJ Fresno. Con-
tact is for 52 weeks.

C. A. BRIGGS, Cambridge, Mass. (B-P
Cough Drops), will use two station breaks weekly for 23 weeks on KYW Philadelphia, placed thru Horton Noyes Adv., Providence, R. I.

JOYS, Nashville, Tenn. (forte) Oct. 1 expands weekly quarter-hour "Old Dirt Delight" to quarter-hour Monday thru Friday, contact is for 52 weeks.

MARSHALL FIELD & Co., Chicago, has appointed Foote, Cone & Belding, Chi-
icago, to handle national advertising for retail stores. Radio will be considered. Account was formerly handled by Ab-
bott-Kimbrell, New York.

ROYAL CANADIAN TOBACCO Co., To-
ronto (Tartan cigarettes), is using 16 line specials daily for one year on
CKTR Toronto. Account was placed dis-
rect.

CAMPBELL SOUP Co., Toronto (soup), has started radio campaign on Canadian stations. Account was placed by Cock-
field Brown & Co., Toronto.

NATIONAL DRUG & CHEMICAL Co.,
Montreal (Rin Pills), has started ten-
minute musical program six-weekly on
CKTR Toronto. Agency is McKlin Adv.
Montreal.

PEOPLE'S CREDIT JEWELERS (na-
tional chain), has signed for spots six-
weeks on number of Canadian stations.
Agency was placed by MasLaren Adv.
Co., Toronto.

POTTIER DRUG & CHEMICAL Co., To-
ronto (Cuticura), has started trans-
scribed spots twice-daily on Canadian stations. Agency is Atherton & Curri-
to, Toronto.

CANTRELL & Co., Brooklyn (Vitamin D cream), began sponsoring Sept. 10 of a fall spot campaign on following Illinois stations: WJJD WIND WEDE
WABC WMBF WOR WHED WBBD.
Week more stations will be added. Ag-
ency is Ruthrauff & Ryan, Chicago.

PROCTER & GAMBLE, Toronto (Chips-
so), has started 10-weekly transcribed spots on CKTR Toronto. Agency is Cedar & Ryan, New York.

FR CORP., New York (Bcope Flake Soap Crystals), starts sponsoring transcribed series "Easy Aces" Sept. 24, 5-weekly.
7-12:30 p.m., on WNEW New York for 13 weeks. Agency is Norman A. Mack Co., New York.

GROVE LAB., St. Louis (cold tablets),

EXPORT LTD., Toronto (Bob Martin
pet food), has started spots two-week-
ly on number of Canadian stations. Agency is McKlin Adv., Toronto.

STAFF MILLER of Canada, To-
ronto (Allergy), has contracted for spots on Canadian stations six-weekly thru McKlin Adv.,
Toronto.

LONGINES-WITTNAUER WATCH Co.,
New York, adding to current schedule on KYW Philadelphia, has started half-
hour transcribed "World's Most Honored Music" for 39 weeks, thru Arthur Rosen-
berg Co., New York.

Industry Speakers

AMONG industry representatives heard on Industry Leaders Speak,
transcribed Treasury series being prepared for Victory Loan use, is
F. A. Coulson, president of
Lever Bros., Co.; James S. Adams, presi
dent of Standard Brands; Clarence Francis, General Foods Corp. presi
dent; and Benjamin Abrams, president of Emerson Ra
dio & Phonograph Corp.

Substitute

CHARLES F. MCCARTHY, WEA F,
New York newscaster, replaces
Lyle Van on the 6:00 p.m. news show
Mon., thru Friday, while the latter is
vacating. Mr. Van will return on Sept. 24. Sub-
ituting on Saturday for him will be
Kenneth Banghart on the 11 p.m. news show.

Ask HEADLEY-REED

WFMJ

YOUNGSTOWN, OHIO

Page 66 • September 17, 1945

BROADCASTING • Broadcast Advertising

It's a fact!

You can cover Ohio's Third Market at less cost. American Network affiliates.
YOU MAY BE ABLE TO PITCH A BALL 127 MILES AN HOUR* —

BUT — YOU CAN'T THROW AN "OUTSIDE" SALES TALK INTO WESTERN MICHIGAN!

Possibly you know about the queer local condition of fading prevalent in Western Michigan. Listeners here seldom can tune in outside stations with satisfactory results—not even the 50,000-watt giants in Chicago and Detroit! Only broadcasts originating within the fading wall can be regularly and dependably received.

A real combination—WKZO in Kalamazoo and WJEF in Grand Rapids—now offers complete coverage of all Western Michigan, with ever-clear signals, with CBS audience-appeal, with skilled local programming for the separate markets involved, and with one low combination rate to pay. Together they do the job these two big markets deserve.

Let us send you all the facts—or just ask Free & Peters.

*Testing machine at West Point in 1930 showed "fireball" pitcher's delivery attained that rate of speed over distance from box to plate.

WKZO
CBS FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

WJEF
CBS FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
Mortimer A. Nusbaum has resigned as radio account executive for 20th Century-Fox New York, to open his own public relations and publicity office at 175 Broadway. Organization expects to concentrate largely on personalities of radio, stage and screen. Prior to Mr. Nusbaum's affiliation with 20th Century-Fox, he was associated for four years with WQXR Rochester as station manager.

Adams-Erickson, Boston, has been appointed distributor of Stromberg-Carlson positiv line of radio, FM and television receivers for greater Boston market.

William Smith, formerly of Feldman-Bloom Corp., Hollywood talent service, has joined 20th Century-Fox Corp. to radio liaison executive.

New Talent added to cast of Frederick W. Ziv Co. transcribed "Pleasure Paradise" series includes Vincent Lopez and Dick Brown.

Capt. Jerre Neislar has been placed on inactive duty by AAF and returns to Magnavox Co., Fort Wayne, Ind., as southwestern sales manager.

Kenneth C. Gunter, former general manager with Anderson, Davis & Platt. New York, has joined Pan American World Airways, New York, as advertising manager.

Admiral Corp., has turned over its branch plant to Appliance Distributors, subsidiary-owned distributor of Admiral products for the Chicago area. Main office will be in its principal plant, 3800 W. Courtland St., Chicago.

Stanley H. Silverman, former chief of special events section and member of the radio executive board of overseas OWL, has joined the Edward L. Bernays organization, New York, as assistant to Mr. Bernays.

John G. Paine, general manager of ASCAP-Berman Finklestein, at- torney, and Wallace Downey, South American representative of the society, were scheduled to leave New York Sunday for South America. Leslie Boysee of Boosey & Hawkes, English music publisher, chairman of the board of Performing Rights Society of England, is said to be on ASCAP trip on tour while his performance rights problems are discussed with Latin American publishers.

Hoffman Radio Corp., Los Angeles (see and equipment news), has named exportadora Inc. as export agent.

Joan Michaels, formerly with Ward Wheelock Co., New York, has joined Frederic W. Ziv, Co., New York, as a director for package shows.


Rene Elected Disc Association Head

Otis Rene, president and general manager of Excelsior Record Co., Los Angeles, has been elected president of newly formed Pacific Coast Record Manufacturers Assn. At Hollywood meeting on Sept. 6, membership also elected Jack Gutshall, Los Angeles distributor, vice-president.

Eight-man board of directors of the association of independent record manufacturers and distributors, comprises two representatives appointed from producers, manufacturers, distributors groups and miscellaneous category. Board members are Leon Rene, Cliff McDonald, Bill Moffett, Joe F. Bard, Lou Goldberg, Charles Eckhart, H. P. Fine, Howard Courtwright.

Organization plans monthly meetings to discuss trends in the record business and to meet competition from major firms as well as to build a strong coast group with an eye to business in this area.

Arrangements have been made by WQOM Jersey City and Rutgers U. for broadcasting of all Rutgers football games.

YES
Here's How to Write a Radio
Commercial, It Says Here

By Ralph B. Austrian, Executive Vice-President, RKO Television Corp.

FIRST secure a supply of paper and a typewriter, or you may stick to longhand if you wish. Second write the word "yes" followed by a comma. Now pause, lean back in your chair, draw a deep breath and relax. You have made the correct start. That is very important. Don't ever attempt to write a commercial without starting it with the word "yes" and freely interspersing the same word throughout the commercial. These "yesses" must flash past just as telegraph poles snap by the windows of a railroad coach. In order to understand thoroughly what I mean, stop writing and just listen for two or three days—you will hear something like this:

"Yes, you can now buy Buzo in the new large economy size."

"Yes, the time to act is now."

"Yes, you will admit our new package is more handy, in fact it is 33 and 3/100% more handy than the old one."

"Yes, the new Ticke wrist watch is the most beautiful one we have ever made."

"Yes, mother you can now have smooth white hands if you use Swoomo."

"Yes, friends you can now buy El Ropes again."

On and on it goes. You will begin to feel that if one more "yes" comes out of the loudspeaker you will scream, and you will.

One of these days I know an announcer is going to say, "Yes this is Station W—of the Cosmo-politan Network."

Yes, I really think that it could happen.

BROADCASTING • Broadcast Advertising
Ever since 1933 when WCAU entered the field of women's programs, it has endeavored to increase the audience and make it more productive for the advertiser. WCAU has always taken great pride in the top position it has held in this field. Now WCAU announces another innovation: A man talking to the women listeners of our participation program “For Women Only.” Creighton Stewart really knows how to talk to women, and how to sell them. In our long experience with women's programs, we have never heard a more convincing “talker-to-women.” If you have a product you want sold to America’s Third Largest Market, this man-to-woman program is your opportunity.

**Coverage + Program = Sales**

WCAU

50,000 Watts * CBS Affiliate

**Philadelphia's Leading Radio Institution**
COMMENTARY ON COMMENTARY

KFEI Program Praises and Attacks Other Commentators;
Gets Large Listener Response

IF AN IDEA now in the final stages of metamorphosis at KFEI, Denver ever is recycled on a nationwide scale, it "will put long pants on new commenting," according to its originator, Commentator B. S. Bercovici.

Slightly Steinieaques, the idea follows the present pyramiding tendency, being a commentary on a commentary. It aims to criticize critics and goes by the title of Assault and Flattery.

Mr. Bercovici got the idea when he reviewed the panorama of commentators and columnists and decided they act too much like a mutual admiration society. He believes that what journalism needs are more professional feuds which would cut down on sniping at the traditional scapegoat—the administration in power.

Originally intended as a daily column, Assault and Flattery was turned down by newspapers as being too ungentlemanly, Mr. Bercovici says, the contention being that you can slap the President or Ikees or Stenin etius, but you are no gentleman if you slap down a slapper. Radio, too, has offered similar objections during the eight years he had been trying to sell the idea.

He first offered it to New York stations whose owners, he says, would take one look at the famed NAB code decorating their walls and would mumble, "See the code. It says no controversy." Mr. Bercovici holds the code doesn't stop commentators, so it can't apply to him.

The first tryout was without renumeration on WINS New York and a chain of 10 stations stretching along the Hudson river to Buffalo. After a year WSAY Rochester became attracted, took over, and a local department store sponsored the program. Three months later Mutual started carrying the program, but no national sponsor could be found.

After leaving Mutual, Mr. Bercovici worked for WHN New York and WLW Cincinnati, but neither could be persuaded to use the program. Dropping radio, he started lecturing before service clubs. One assignment took him to Grand Junction, Colorado. On his way back, he stopped off in Denver to have a chat with Gene O'Fallon, owner of KFEI.

Mr. Bercovici described Assault and Flattery and was received with, "Sure, let's try it."

Now on the air for nine months, the program reportedly has the whole town talking and receiving great volumes of mail. Some few of the writers are not flattering, but the mail is in the main favorable.

One correspondent wrote, "Do you think you are to take away Mr. Lewis' right to speak his opinion on the air?" To which the reply was, "I would be the last one to ever attempt to rob Mr. Lewis of his right to speak his mind, for if I succeeded, I would have no one to assault or flatter, and Assault and Flattery would be self-liquidating."

Another wrote, "Who do you think you are, assaulting Mr. Close?" Mr. Bercovici responded, "If that's all you want to know, the only thing I say is, who do you think Mr. Close is?"

The program requires constant activity day and night by Bercovici and staff. The broadcasts of the nation's commentators, round tables, and forums are transcribed by his staff and copies are turned over to him and also placed in a bank vault in case of claims of misquotation.

The basis for the program, Mr. Bercovici claims, is that he started business life as a ch mist. He spent nine months of looking into test tubes where you are either right or wrong, but no matter what, you've got to pay close attention to analysis."

MR. BERCOVICI

Autry for Wrigley

WILLIAM WRIGHT Jr. Co., Chicago, will sponsor quarter-hour program starring Gene Autry in Sunday 5:30-5:45 p.m. spot on CBS' beginning Sept. 23, coincidentally with reduction of Prudential Insurance Co. program from 45-minutes to half-hour. Wrigley show is placed by J. Walter Thompson Co., Chicago; Prudential program by Benton & Bowles, New York.

Americana on TV

TWICE-A-MONTH series of stories of Americana started on CBS television station, WCBW New York, Sept. 11, with Milton Bacon, CBS story-teller as narrator. He will broadcast at irregular intervals, illustrating his tales with films, photographs, maps, and drawings.
If fortunately located, you can buy

**H.V. Kaltenborn**

locally

---

**OTHER IMPORTANT NBC NEWS PROGRAMS AVAILABLE**

News programs with wide appeal and ready-made audiences are constantly building prestige and sales volume for dozens of local products on NBC stations everywhere. Important live talent programs currently broadcast cooperatively include:

- **Harkness of Washington.** Monday through Friday, 11:15 to 11:30 p.m. E.T.
- **Morgan Beatty.** Monday through Friday, 1:45 to 2:00 p.m. E.T.
- **World News Roundup.** Monday through Saturday, 8:00 to 8:15 a.m. E.T. (Sundays 9 to 9:15 a.m.) E.T.
- **News from NBC.** Monday through Saturday, 11 to 11:15 p.m. E.T.

**ASK YOUR NBC STATION FOR DETAILS**

---

**DEAN OF AMERICAN COMMENTATORS NOW AVAILABLE IN A FEW SELECTED CITIES**

★ Here’s a big-time ready-made radio program with an extensive, loyal audience from coast to coast ... now available for local sponsorship in a few choice localities.

Kaltenborn’s network program, sponsored by Pure Oil Company in the 25 states where Pure Oil’s products are sold, is now in its seventh year. Exciting opportunities for local sponsorship exist outside the network sponsor’s sales territory ... opportunities to buy the nation’s most consistently highest rated Commentator at remarkably small local costs.

A few more ... but only a few more ... local tie-ups are available.

If you buy Kaltenborn locally, you become his sole sponsor locally—for each of his Monday-Wednesday-Friday night broadcasts provides time for full opening and closing commercials—a adequate opportunity for your own sales messages and your own identification with this noted news analyst.

The rate is surprisingly reasonable. Consult your NBC station.

---

**National Broadcasting Company**

America’s No. 1 Network
LOWELL THOMAS, veteran news commentator for ABC News in New York, will broadcast his 15th anniversary show as radio news commentator.

CURT GOODY, former sports announcer for KVBC in Dallas, has joined WEIM in Fort Worth as a sports announcer.

W. E. RICHARDSON, commentator on WYPR in New York, has joined WJQ in Los Angeles as a sports announcer.

VICTOR, in competition with professional football teams, has been awarded a European-African-Middle-Eastern Cam-

How to Test Your Purchase of Radio Time:

First, you want a market that is able to buy. Second, you want a medium that is able to reach and sell that market. The Richmond market is permanent and stable with industrial plants that work steadily, peace-time or wartime. Richmond enjoys the greatest industrial growth of any large American city of similar size during the pre-war decade.

The average buying power of a Richmond family is $2,140 nearly double that of the average family in the nation. WRNL has the listening ear of these people who have the money to spend. WRNL can do a selling job for you.

Affiliated with the American Broadcasting Company.
THE 5-POINT PLAN
(The result of hundreds of radio-men’s suggestions for the ideal musical library service).

1. A service that is especially designed for radio with plenty of short instrumental selections... vocal separations.
2. Material that is exclusive to your station in your town.
3. Music that is not available on phonograph records.
4. Enough selections by every performer to make programming worthwhile.
5. "Network quality" arrangements, musicians and vocalists.

Last November... when we inaugurated our 5-Point Plan... we promised NBC Thesaurus subscribers a musical program service more comprehensive, more specifically styled for radio than ever undertaken before. From the enthusiastic acceptance and response to this plan with its highly popular "The Music of Manhattan," "Slim Bryant and His Wildcats," and "Music Hall Varieties," we know that radio-men are endorsing it wholeheartedly.

Now, another step... further fulfillment of that Thesaurus promise! It’s THE SALON CONCERT PLAYERS with a salon orchestra in every sense of the word... not the abbreviated conception of a salon orchestra so often heard in hotel dining rooms... but one with the rich, full-sounding instrumentation found in the courtly Continental salon orchestras. 25 handpicked network musicians bring new magnificence to such glorious favorites as Der Rosenkavalier Waltz, Dance of the Russian Doll, Ballet of the Flowers. Max Hollander... a featured violinist... adds the genius and brilliance that make him a nation-wide favorite as first violinist with Toscanini and as a soloist on innumerable network programs.

...another important new NBC Thesaurus program — exclusive to subscribers

THE SALON CONCERT PLAYERS
with MAX HOLLANDER

THE SalOOn CoNcErT PlAyErs has everything you want to identify your station in your community with outstanding and exclusive programs...and it’s another example of why NBC Thesaurus is America’s Number 1 Musical Program Service.

NBC RADIO-RECORDING DIVISION
AMERICA’S NUMBER ONE SOURCE OF RECORDED PROGRAMS
RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco
McKEY AND SHAW
FORM NEW FIRM

DIXIE B. McKEY and Robert C. Shaw have formed a consulting engineering firm, McKey & Shaw, with offices at 1106 10th St. N.W., Washington. They will operate in all branches of broadcasting and television.

Both Mr. McKey and Mr. Shaw have been active in communications for many years, and participated in linking of North America and Europe via shortwave telephone 18 years ago. They collaborated in this project at BTL, Deal, N.J., in 1997, aiding in development of transmitters and antenna.

Since that time Mr. Shaw has pioneered in higher frequencies and holds several patents on equipment design. He took part in developing high-powered ship-to-shore radiotelephone service for passenger ships. He holds BS in electrical engineering from U. of Michigan, and recently completed a three-year night course at Stevens Institute of Technology.

Mr. McKey entered radio in 1914 while in the Navy, graduating from the Sound Radio School, Aviation School and Radio School. He joined AT&T in 1923 and served with AT&T, Bell Labs, and Graybar 17 years. He put on the air the 915-ft. antenna of WKY Oklahoma City.

Mr. McKey Mr. Shaw

---

ROBOT ENGINEER
RCA Antennalyzer Computes
Location of Tows

FIRST public demonstration of the Antennalyzer, a magic brain for quickly performing mathematical computations necessary in determining location and arrangement of radio towers, was given by Dr. George H. Brown of RCA Laboratories last Monday night before the Washington, D.C., section of the Institute of Radio Engineers.

Engineer Demonstrates Antennalyzer

An overflow audience of more than 200 engineers attended the meeting. Employing 52 electron tubes, the device duplicates all characteristics of a projected antenna, providing a pattern of light on a cathode ray tube identical with the desired pattern of transmission of the broadcast station. According to RCA, it “adds and subtracts angles, multiplies, makes trigonometric functions of number, squares and finally takes the square root of the whole to produce the desired answer, which the engineer must have to accurately locate a directional radio antenna.”

Engineers attending the meeting said the device would save weeks formerly devoted to field tests and calculations and thought it would prove particularly used by technical consultants and government agencies.

Several thought it would cut down the size of calculating staffs needed for ascertaining tower locations.

Prior to the demonstration, Dr. Lynde P. Wheeler, chief, FCC Technical Information Division, and Clyde Hunt, chief engineer for WTOP, Washington, reported that the $600,000 fund for a building in New York for IRE has been well oversubscribed. The Washington section has contributed approximately $7,000. Fred W. Albertson, vice-president of the Washington section, presided.
first in the morning!

first in the afternoon!

first in the evening!

first on the dials of Ohio Valley listeners

WSTV is still SURROUNDED, but not INVADED, by some mighty potent network competition. Stations A and C on the chart below each pack a wallop of some 50,000 watts. There must be good reasons why Steubenville folks 'and OHIO VALLEY listeners continue to prefer WSTV's friendly 250 watts!

OUR LATEST LISTENERS INDEX SHOWS

<table>
<thead>
<tr>
<th>TIME</th>
<th>WSTV</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>OTHER STATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING 8:00 AM-12 N Mon. thru Fri.</td>
<td>45.7</td>
<td>18.8</td>
<td>9.1</td>
<td>22.6</td>
<td>3.8</td>
</tr>
<tr>
<td>AFTERNOON 12:00 N-6:00 PM Mon. thru Fri.</td>
<td>47.9</td>
<td>24.6</td>
<td>9.3</td>
<td>13.8</td>
<td>4.4</td>
</tr>
<tr>
<td>EVENING 6:00 PM-10:30 PM Sun. thru Sat.</td>
<td>38.3</td>
<td>31.6</td>
<td>11.1</td>
<td>15.7</td>
<td>3.3</td>
</tr>
</tbody>
</table>

MORNING LISTENING - UP 15%
AFTERNOON LISTENING - UP 15%
EVENING LISTENING - UP 52%
OVER 1944 SURVEY

WSTV
Steubenville, Ohio
Mutual Network

For more details on WSTV and other Friendly Group Stations, write, wire or phone SPOT SALES, NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES.
Promotion

Promotion Personnel

PAUL FORREST, CBS Hollywood merchandising manager, recently struck by a hit and run motorist, is confined to his home with a fractured hip.

A. E. (Tony) SCHEFFER has been appointed director of public relations for W.L.W. Cincinnati, succeeding ROGER BAKER, now home for a lengthy period. Scheffer, who will have supervision of all listener-audience promotion for the network's 15 affiliates, is a graduate of the University of Iowa and has been with WLB since 1946.

JEAN STOUT BROWN, member of publicity staff of WMT Cedar Rapids, will teach a course in radio writing this fall at State U. of Iowa.

GEORGE SCHIEF, former publicity manager for American cooperative program department, is a student at South Scholastic Sports Institute as public relations director.

DON RICH, publicity director of WJZ New York, is hospitalized with intestinal flu.

RALPH GLEASON has resigned as trade news editor of American Broadcasting Co. and is currently completing manuscript for book on hot music to be published next spring.

NPC Promotion Kit

NPC advertising and promotion department last week sent out promotion kit for all NPC American programs to the network's 15 affiliates. Kits include complete campaign of on-the-air promotion, newspaper advertising, newspaper and general publicity, window displays, and other displays, transportation advertising, outdoor advertising, direct mail, house organs, stunts, exploitation and contests. Included is a 40-page working manual on how to use material for 1945-46 Parade of Stars promotion. Stations will receive individually prepared star announcements and short entertainments cards and home-NBC artists for local broadcast, ranging from 12 seconds to 4 minutes.

London Postcard

POSTCARDS promoting American Broadcasting "Theater Guild of the Air" program were sent out by WOLO Fort Wayne, Ind., to members of local Civic Theater prior to program debut. Scale model of guild hall also has been prepared and is on display in theater lobby. Postcard tells of coming productions.

Durante-Moore Card

Durante with a picture of Jimmy Durante and Gary Moore checking their watches against a sundial went out to announce return of team to the air Sept. 14. Program is sponsored by CBS, United Drug Co. for retail products. H. W. Ayer & Son, New York, is agency.

Fair Coverage

FIFTEENTH consecutive year of coverage by WLW Cincinnati, WJZ New York, is agency.

Safety Slogan

KTUU Tucson, Ariz., public service promotion currently ties in with local safety campaigns by use of CBS affiliation announcement slogan of "Caution before parking, safety first." Further explains reasons for driving care.

KVOE Brochure

FILE size for our promotion folder has been prepared by KVOE Santa Ana, Calif., to be present in conversational style data and facts on coverage and market. Rate information is included.

Guest Folder

SOUVENIRE illustrated folder of WLW Cincinnati facilities is prepared with posters to Crosley Square. Space for autographs is provided.

CBS Coast Brochure

BACKING UP statements with Hoover Inn figures, CBS Pacific Coast brochure, "It's a Mutual "Habit", presents statistics on programs designed for Pacific Coast regional advertisers and also table of first fifteen among all shows heard on the West Coast.

Department Moves

MUTUAL publicity department is moving from its former location on the 20th floor of Lincoln Tower, 350 N. Michigan Ave., Chicago, to the 20th floor of the building, adjoining the newly enlarged news department. Job, begun last week, is expected to be finished by the end of this week.

Programs

Street Quiz

NOVELTY quiz show, "What Did I Say?" starts on WOR New York Sept. 9. Sidewalk interviews conducted by Ken Powell will be heard Monday-Wednesday-Friday 11:45-11:55 a.m. Participants who answer questions correctly will be given free tickets to a WOR network broadcast.

Format Change

FORMAT of five-weekly "Petticoat Parade" program heard 1:30-2 p.m. on WSAI Cincinnati changes Sept. 17 to feature as star of the sponsor participation the "members" of the Partytime attending the broadcasts. Sponsor New York, in the Midwest and other areas, will be supported by Philadelphia-WWVA and Washington-WTOP.

Returned Vet Tribute

SERIES of programs paying tribute to returned service men who have gained recognition for their part in the war has started on WNDE New Haven, Conn. Program, "The Victory Parade," is presented every week night 7:30 p.m. under sponsorship of local merchants.

Art Review

SERIES of programs to stimulate public interest in new art exhibitions around New York started Sept. 9 on WNBC New Haven. Program, "The Victory Parade," is presented every week night 7:30 p.m. under sponsorship of local merchants.

KBJ Money Quiz

SPINNING OUT numbers on a wheel, telephone quiz show titled "Tell me Why" started on KBJ Hollywood Sept. 10. Quiz masters dial telephone numbers and contestants answering questions correctly receive cash prizes.

New Music Series


Safely Ploidy

WEEKLY "Safety Ploidy" variety program has been added to the KVOO Tulsa line-up to emphasize campaign by Tulsa Safety Council in which KVOO Manager W. B. Way is president.

Negro Tribute

PAYING tribute to Negro achievements by the Negro race to the arts, weekly half-hour "Name It Joe Adams" has been started on KFWB Hollywood.
TRAVELING SALESMAN?

FOR KAMOLAND - THE 4-STATE OZARK REGION

Here's your "man"
KUOA
5,000 WATTS

"He" calls on every store and home in this area — every day!
Yes, in this great 4-state area "Mr." KUOA is a household word in every home and store . . . on every farm and in every factory. On his "customer list" are more than 1,220,958 prospects for your products. More than 205,000 Radio Families hear this strong, clear voice in the states of Kansas, Arkansas, Missouri and Oklahoma. Be sure he's selling your wares, too. He's available for YOU . . . so investigate his all-round possibilities NOW.

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

The Voice of...
KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company
State Dept. to Have Communications Experts in All World Capitals Soon

IN RECOGNITION of the growing importance of communications in world affairs, the State Dept. is throwing into high gear its plans for telecommunications attaches. Within six or eight months the State Dept. hopes to have full-time communications experts in capitals throughout the world.

Posts scheduled to be filled are Cairo, Chungking, Moscow, Rio de Janeiro, Bogota and other cities as the plan expands. Present communications attaché in London, John Ordway, is scheduled for a post as foreign service officer in Buenos Aires, leaving his communications post in London to be filled.

John Plakias of the State Dept.'s transportation communications division, has been handling communications in the American Embassy in Paris for six months.

Industry Experience

Getting away from "white collar diplomacy", the State Dept. is planning to use men with industry experience as a prerequisite rather than men with experience in the diplomatic world.

"It has been taking a long time to get the plan in operation", a State Dept. spokesman told Broadcasting last week, "because we are insisting on only the best man for each job." He said that a knowledge of the language of the country for which the man is assigned is of great help, as well as a "personal relationship with scientists", the President, etc., etc.

McDonald, Wismer Win Paper's Award

ARCH MCDONALD, CBS Washington sports announcer, was given the Sporting News award last week for the No. 1 play-by-play broadcaster of 1945 while Harry Wismer, another American sports director, was named the outstanding sports commentator of the year.

Previous winner of the award in 1943, Mr. McDonald has aired the home and road games of the Senators this season. He has broadcast basketball in the Capital for 12 years. Besides two WTOP-CBS shows, he has described Washington's daytime games this year over WOL and night contests over WWDC. His 6:30 sports broadcast over WTOP is so popular he was asked to originate it from the stage of a local theater for several days.

Mr. Wismer wins the award for the third successive year. "One of the most versatile sports commentators on the air," says Sporting News, "Wismer is equally conversant with baseball, football, track, golf and other athletic activities." He is regularly identified with the Sugar Bowl game in New Orleans. The sports publication credits him as "accurate and authoritative, with a rapid style that... clarity of language and perfection of diction."

Canadian Awards

FORTY-TWO nominations for the annual awards of the Assn. of Canadian Advertisers have been received to compete for the 1945 awards of one gold and three silver medals to men and women making the most meritorious contributions to Canadian advertising. The ACA awards committee, headed by Jack Cooke, CKEY Toronto; the Canadian Assn. of Advertising Agencies by H. M. Tedman of J. J. Gibbons Ltd., Toronto.

Time Petition

SUPPORT by Florida Congressmen for return to standard time on Sept. 30 is requested in a wire sent last week to Washington by James LeGate, president of the Florida Assn. of Broadcasters.
50,000 watts is no guarantee that a clear channel can't become muddy. For sensitive, faithful reproduction is the product of transmitter design that balances skillful circuit plan with stable, unfailing dependability.

Such a transmitter is the new Westinghouse 50 kw that offers every advantage for clear channel service. More than 12 important design features are included in this unit. Fidelity, for example, is strengthened by an equalized audio feedback in the audio and modulation circuits. No special, complicated circuit adjustments are necessary.

Metal-plate rectifiers are an important contribution to program continuity. Their life is virtually unlimited and program outages caused by tube failure are eliminated. Tube transfer in the power amplifier and modulator is instantaneous.

Your nearest Westinghouse office can give you all the facts on 50,000 watt transmitters. Or write Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

XXV—RADIO'S 25th ANNIVERSARY—KDKA.
TWO AMPLIFIED ANSWERS TO AN ENGINEER'S DREAM

PARTICULARLY PERFECTED FOR PRE-EMPHASIZED DISC RECORDING

Two premium quality amplifiers, flat over the entire frequency range, have been particularly perfected for the requirements of high power at high frequencies as required for pre-emphasized disc recording. One 35 watts, the other 75 watts rated power provide a choice to suit individual needs. Each unit has plenty of reserve power for perfect pre-emphasized disc recording. Curves, specifications, and performance data will be sent immediately upon request.

**ALTEC LANSING A255 AMPLIFIER**
- Power Output: 35 watts
- Gain: 65 DB
- Frequency Range: 20 to 20,000 cycles

**ALTEC LANSING 287F AMPLIFIER**
- Power Output: 75 watts
- Gain: 15 DB
- Frequency Range: 20 to 20,000 cycles
- Uses 845 Type tubes

**ALTEC LANSING LIMITER AMPLIFIER**

The new Altec Lansing 5 watts, 70 DB gain, A322 Limiter Amplifier for driving the above A255 and 287F amplifiers is also available. It effectively eliminates "thumping" and "monkey chatter" in radio broadcast work. Send today for complete details.

1210 TAFT BUILDING • HOLLYWOOD 28, CALIFORNIA
250 WEST 57 STREET • NEW YORK 19, N. Y.
IN CANADA: NORTHERN ELECTRIC COMPANY

---

**NAB Report Finds Local Stations Alert To Serving Wider Interests of Children**

A DISTINCT change in the pattern of children's programs on local radio stations since 1940 has been noted in an NAB report, "Program Pattern for Young Radio Listeners," compiled by Dorothy Lewis, coordinator of listener activity for the NAB, and Dorothy L. McFadden, president of Junior Programs Inc., and chairman of the children's program committee, Radio Council of New Jersey.

The authors point out that while adventure stories, fairy tales, legends, and children's classics are still popular, other programs dealing with science, invention, hobbies, aviation, and subjects in which children can express and exchange ideas, characterized by the forum type of program, are becoming increasingly popular with the younger listeners.

**Local Stations in Vanguard**

These widening interests of children have been especially realized by local stations in the last five years. The authors hope the end of the war will bring nationwide programs with a more broadening educational value to young listeners. A comparison of network programs in 1940 with those of 1945 shows a reduction in network children's shows from 40 in 1940 to 27 in 1945, due to an increase of wartime broadcasts.

The average American child listens to the radio 14 hours a week. To justify this time, networks should give more variety and value to juvenile listeners. Stories from real life, hobbies, vocational guidance, and thrilling episodes from world history should be emphasized, the report suggests.

Emphasizing program planning, rather than production, the authors believe that television will add to the enjoyment as well as the educational value of children's programs.

**Communities Should Organize**

The authors feel that the responsibility of building bigger audiences for children's programs lies with the interested groups in the community, who should organize to shape the listening habits of children. This may be accomplished by adult listening to the programs, boosting the best, and sending their comments to the radio stations.

Variety and balance and keeping the children's many interests in mind should be foremost in the planning of all children's programs, according to the report. After-school programs should be planned for the intellectual benefit of the child as well as for his entertainment.

The authors recommend that every local station devote at least a half hour every day between 5-6 p.m. to children's programs, with more time scheduled for weekends; that more transcriptions be used since they are easily available in all localities at any time; that all scripts be carefully edited; and that suggestions be sought from listeners.

The booklet contains 22 patterns for suggested types of radio programs which have been used widely.

**KCOK Starts**

KCOK, new Tulare, Cal. station will start operating Oct. 1 on 1240 ke using 250 w, as an outlet of Mutual-Don Lee. Owned and operated by Herman Anderson, station will be managed by his son, Sheldon W. Anderson, former chief of KPZE Fresno. Richard Wegener is sales manager, with Harold Sparks program director.
When you address an inquiry or a comment to GATES, you're sure to reach a man who knows Radio Transmitting Equipment—because there's no other kind here! Our business is devoted exclusively to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective—the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES—specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.
NEW COVERAGE MAP IS ISSUED BY FMBI

FM BROADCASTERS Inc., Washington, has issued a map showing the status of FM broadcasting in the U. S. Map indicates number, location and approximate coverage of FM stations.

Lists of stations and owners are included on reverse of map. According to FMBI, applications are increasing at such a rate that by the time the release was sent out, 32 additional FM applications had been received by the FCC, bringing the total number past 500.

Commercial and developmental FM stations, as well as applications are indicated on map, with coverage areas shown in color. However, according to the release, “people residing outside the areas shown in color will be able to hear FM from the stations shown on the map with a degree of satisfaction diminishing with distance.”

WALKIE-TALKIE was used by Joe Tucker (right), WWSW Pittsburgh sportscaster, to interview Byron Nelson during golf tournament. During tournament Tucker, Fred Joyner, Fred Robinson and Ed Kroen covered tournament with 38-pound walkie-talkies and jeeps. Army provided technical supervision from Holabird Signal Depot.

ARNOUX SPEAKER AT RICHMOND MEET

SPEAKING before the Richmond Junior Board of Trade, on the observance of the 50th anniversary of both radio and the U. S. Chamber of Commerce, Campbell Arnoux, general manager of WVAR Norfolk and director of the Fourth District, NAB, told the group that the only curb on freedom “should be imposed by a sense of responsibility for what is spoken or written.”

“Heroic sacrifices...down through the ages found vindication in our American Democracy,” he said. “Even then this freedom, which is our priceless heritage, was bitterly contested. It is still contested. It always will be.” For that reason, he added, “vigilance shall not be relaxed.”

Praising Byron Price in assuming the tremendous task of directing the Office of Censorship, Mr. Arnoux expressed the opinion that because of the trust placed in them by Mr. Price, broadcasters and editors “vindicated his trust in them by maintaining a voluntary censorship.”

“True is it that the everlasting credit of Censorship,” he added, “and to the radio and press and the American people, free speech in America is as uninhibited now, after the war, as it was before the war.”

There, he pointed out, is “the answer to the questions of any doubting Thomas as to whether the American system of Free-Speech—without-responsibility works.”

Val Clare is our News Editor...recently returned from a six months tour of the European battlefronts. Val’s inherent “news sense” both on and off the air is the guide to CKLW’s alert news programming 24 hours a day. The fact that we, and Val, know that NEWS is so important today, is evident in the smart way we spot it across the program schedule...and reason, too, why so many dials in the Detroit Area are kept permanently parked at 800.

Knowing what the listeners want in this, America’s Third Market, and delivering it, is a giltedge formula. Our listeners and advertisers like it a lot!

J. E. CAMPEAU, Managing Director

In The Detroit Area, it’s

CKLW

5,000 Watts
at 800 kc.
day and night

ADAM J. YOUNG, Jr., INC., Nat’l Representative

Sniper Clark

A RUSSIAN sniper medal is being worn by Katherine Clark, WCAU Philadelphia commentator, who just returned from a two-month tour of Europe. While abroad, Katherine was invited by a group of Russian soldiers to join them in a hunting trip on the estate of Herman Goering. She bagged a 14-point buck and the soldiers honored her with the medal, a red enamel star with a gold hammer and sickle.

THIS MAN’S BUSINESS IS NEWS!

Dial Placements

DIAL Programs, New York, has sold its 15-minute transcribed series, Reminiscents With ’Satin’ Sam, starting Sept. 3 for 52 weeks, 5 weeks weekly to the following stations: WTAM WISH WWOA WHGC WKRC WSDD WMMQ WAGE KMPF KGA. Dial Programs is owned by Lawrence Golden and Pat Williams, general manager of WING Dayton.

NBC Scoop

FIRST news that Vidkun Quisling had been found guilty was brought to the world Monday morning by NBC reporter Bjorn Bjornson, stationed in Oslo, who was heard on NBC on World News Round-up. Bjornson received and broadcast the verdict the moment it was announced.
Letter to the Editor

EDITOR, BROADCASTING:

Noting your little piece of this week concerning resumption of Standard Time, we here at WBT would like to propose that all radio stations, throughout the nation, standardize themselves with regard to this phase of operations.

In other words, let's get together and by common and unanimous consent agree to run radio on Standard Time the year round.

Let's put an end to the inconvenient and unnecessary annual routine of shifting a great majority of stations back and forth from Standard to Daylight Saving Time. As you know, this adds up only to one persistent headache for the entire industry.

Our reason for this suggestion is not selfish. We make it only to help the pressure that is forced upon practically all program directors, traffic departments, station managers, sales managers, and advertising agencies every summer, not to mention the expense involved. As Daylight Saving Time approaches, these aforementioned departments must make arrangements to change the broadcast time of almost all of their programs. This, in itself, might be tolerated, although such a problem is unnecessary. But merely changing from one system of time to another (and this takes weeks) does not end the headache. Hundreds of long-time local programs, throughout the country, must give up their regular broadcast periods, or, more tragic still, even be forced off the air entirely because of this Daylight Saving monster created by a Frankenstein in the form of a small group of stations in large Metropolitan areas.

Such a change in time observance means that both program and sales departments have to work night and day for a period of weeks making these compulsory revisions in schedules. And, when this is finally accomplished, the matter is by no means settled. Come fall and the switch again to Standard Time and once again broadcasters have to go through the same period of agony. Thus, the question: why should a goodly portion, 90% I should say, of American broadcasters be pushed around because of a whim of the minority?

The railroads of the United States have never recognized Daylight Savings Time. Why should radio? I believe, and think you will agree, that the country can become accustomed to following Standard Time in their radio habits as easily as they can manage to catch their trains on time.

CHARLES H. CRUTCHFIELD, General Manager, WBT Charlotte

Sept. 6

KPO's original studio from which our first broadcast originated in 1921. The thing that looks like a horn on the piano is an early version of a microphone.

KPO's Studio "A" in 1945. Several hundred guests are in the audience for a favorite San Francisco broadcast. Quite a difference in just 24 years.

SO BIG...SO FAST!

bet you never dreamed radio would grow so rapidly

This year marks the twenty-fifth anniversary of radio. Twenty-five years ago, if you were one of those early radio "Bugs," you heard the sounds that marked the birth of a great new industry. Twenty-three years ago, just two years after the birth of the industry itself, KPO first put its own sounds on the air... sounds that have been growing steadily in volume, clarity, and listener interest throughout every year since, to make KPO the foremost broadcasting station in Northern California.

On its own twenty-third birthday, KPO salutes the twenty-fifth anniversary of a young and vital industry.

KPO's the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

HELEN KORDAY, NBC employment manager, will address the trainees of the Veterans Reemployment Program Sept. 20 at the New York State Senate Chamber at Albany. She will speak on "Techniques of Interviewing".

BROADCASTING • Broadcast Advertising

September 17, 1945 • Page 83
Pepsodent Contest

PEPSODENT Division of Lever Bros. Co., Chicago, sponsors of the Bob Hope show, Tuesday, 10-10:30 p.m. on 126 NBC stations starts its first major postwar contest with 20 new jeeps as grand prizes to the persons answering most satisfactorily the sentence, "We should not cash in our War Bonds because . . .". Contest will be launched by Bob Hope early in October and will end Nov. 11. Jeep awards on the show are the postwar model recently announced by Willys-Overland which can be used for sport, station wagons or general use. Agency is Foote, Cone & Belding, Chicago.

WMSA WILL START OPERATING OCT. 1

WITH American affiliation, WMSA Massena, N. Y., owned by the Watertown Daily Times (WWNY), is expected to start broadcast operations on Oct. 1.

Thomas R. McHugh, for the past three years promotion manager of WWNY and a member of its sales staff, has been appointed manager of the new station. He is a graduate of Syracuse U. and worked on the Times before becoming affiliated with its subsidiary.

Program director of WWNY, James W. Higgings, has been named assistant manager of WMSA. Michael R. Yonkovig, also from WWNY, will be chief engineer.

WHY FORK OUT JACK FOR JACKS FORK (KY.!!)

What Jacks Fork picks up we couldn't say, but it probably isn't WAVE! Our destination is a far more bountifully spread table than Jack's—it's the Louisville Trading Area where people spend more money for food (and everything else) than is spent in the rest of Kentucky combined. Seriously and no joke—write us (or ask Free & Peters) for the actual figures. Do that and you'll want to do your spooning via WAVE!

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.

5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES

Distress Signal

WHEN Chief Aviation Machinist's Mate Albert H. Burt found himself in distress early this month in true Navy style he turned to radio—WCPO Cincinnati—to send an SOS. The chief was all set to get married when his bride's brother, who was to be best man, was shipped out to sea. Even an appeal to the local Navy recruiting office could find no Navy man of the same religion to stand up for him. So the chief went to WCPO to find a crew. Arthur Reilly, old WCPO commentator, broadcast an appeal and the chief not only found a best man but two ushers and many potential replacements.

SPONSORSHIP BOON TO TOWN MEETING

SPONSORSHIP has been a great boon to America's Town Meeting of the Air Program, according to George V. Denny Jr., president of Town Hall and founder of the forum. In the 12 months since the beginning of sponsorship by the Reader's Digest, Denny said, the program rating has more than doubled and audience mail has increased more than 500.

Town Meeting will be continued under its present sponsor until Nov. 29, when contract expires. Digest has not renewed contract since they are starting a program of editorial expansion, including foreign countries, and feel that a national radio program will not fit in with present plans.

Cancel Translux News

AFTER lining 4,150 newscasts into the Translux theatre in Philadelphia without missing a single show, WCAU is withdrawing its hourly newscast service to Philadelphia's only newsreel theatre on Oct. 10. The diminishing of the importance of quick news was given as the reason.

630 ON THE DIAL

MORE PEOPLE LISTEN

MORE PEOPLE BUY

WINNIPEG - CANADA

THE DOMINION NETWORK

BROADCASTING • Broadcast Advertising
NEW PROGRAMS ON WNEW

ALL STARTING WEEK OF SEPTEMBER 17th!

Talk about your postwar programs. Here's 27 of 'em . . . all brand new . . . hitting the air for the first time week of September 17th. So informative . . . so down-right entertaining . . . that you can tune your radio to 1130—and let 'er percolate. Never even touch your dial!

Judging by listener surveys . . . that's just about what happens in tens of thousands of New York homes week in, week out. These studies show that—

WNEW is listened to by more people than any other non-network outlet in the country.

You've got to be good to win and hold an audience like that. And this coming season WNEW—with 27 sparkling new programs—will hold its listeners more closely than ever—besides adding thousands of new ones.

Isn't that the kind of station you need to build your postwar sales—fast?
Transcription Turntables

WE ARE now in full production on turntables and are able to make excellent deliveries on chassis only, chassis with cabinets, or complete with lateral pickups and filters.

All equipments are latest design, inside rim drive dual speed with aluminum platter.

The next time you buy turntables, buy the latest— the GATES CB7.

GATES RADIO COMPANY
Quincy, Illinois
NABET

(Continued from page 16)

Pettroli will call out his musicians in the event that the companies entered into a contract with the union.

In May, 1944, NABET filed a petition asking the National Labor Relations Board to name it as a collective bargaining agent for all technical employees of American and NBC, including platter-turners. The same month, NABET also filed a 30-day strike notice, but acquiesced to a War Labor Board request that the status quo be maintained and did not strike.

Jurisdiction Upheld

After hearings, NLRB certified NABET as bargaining agent for the platter-managing all-network owned stations except in Chicago where AFM members had done this work for some years. AFM President James C. Pettroli thereafter notified NABET which he claimed did not consider this ruling as binding on AFM and threatened them with a series of "wildcat" strikes if they made a new contract for this work with NABET, which was a company-dominated union. NABET then took the matter to the U. S. Circuit Court of Appeals, which upheld the NLRB ruling and last month ordered the networks to negotiate new contracts with NABET.

To Prepare Disc

NAB Sales Managers Executive Committee meeting in New York Sept. 11-12 approved in subcommittee recommendation to prepare transcribed presentation of pros and cons regarding establishment of an agency recognition bureau for industry. Disc would be played at NAB district meetings and would be followed by their opinion questionnaire. Action stems from article by Harold A. Soderlund, subcommittee member and sales manager of KFAB Lincoln, Neb., in June 18 Broadcasting and Sept. 3 editorial. Proposed bureau, fully staffed, would cost only $25,000 per year, it was stated. Staunton P. Kettlemann, WMMN Fairmont, W. Va., is chairman of subcommittee.

Fanning Chicago V-P

THOMAS J. FANNING, having headed operations of Grant Adv. in Argentina, Brazil and west coast of South America, since their inception, has returned to the J. B. as executive vice-president in charge of agency's Chicago office, it has been announced by Will C. Grant, president. Before joining Grant, Fanning was associated in executive capacities with Kenyon & Eckhardt, Berg & Co. and J. Walter Thompson Co. Willard Y. Stocking, formerly of Grant international division, headquartered in New York, succeeds Fanning as vice-president and head of Grant Buenos Aires office.

FLASH of a collision in mid-air between two P-47 fighters about a half-mile from its studios was put on the air while the planes were still falling by WMBG Richmond whose announcer interviews an Army officer on the story. Part of a flight of six, the planes collided at about 4,000 feet and the wings of both appeared to disintegrate instantly. One pilot escaped.

FCC GRANTS WSOO LICENSE RENEWAL

SATISFIED that the station has been making substantial progress in emerging from financial difficulties, the FCC last week granted the application for renewal of license of WSOO Sault Ste. Marie, Mich. The station had been cited for failure to file annual reports or respond to notices requesting information.

At a hearing held March 13-14, the Commission said, it was testified that the station had become affiliated with the American (then Blue) network, had improved its schedule and increased its sales. "The improvement in the station's financial position," an opinion and order stated, "coupled with the further fact that there have been no complaints as to the program service or the quality of the station's equipment is quite strong evidence that the station is making some progress."

Sidelights

(Continued from page 16)

79 of its men were involved: 40 in New York (WJZ), 24 in Chicago (WENR) and 15 on Coast (KECA Hollywood, KGO San Francisco).

ONLY program to be withdrawn by its sponsor because of the walkout was a talk scheduled for Thursday evening on WJZ New York by W. Dwyer, Democratic-American Labor candidate for mayor of that city. American Labor Party, which had purchased a quarter-hour on WJZ, asked that the broadcast be postponed until after the strike had been settled.

LOGS of American and NBC for Wednesday evening show that WEAP New York was off the air about 15 minutes, WJZ New York about 35 minutes.

NBC got back to normal programming with the Chesterfield Supper Club at 7:7-15 and stayed that way until 8:30. Neither Brown & Williamson's Gay Mrs. Featherstone (8:30-9) nor Bristol-Myers Time to Smell (9-9:30) were heard in New York, but from 9:30 to closing at 1 a.m. there were no further losses. First regular program on American after the walkout was was 0-9:60 and Abner at 8 p.m. from Chicago.

NABET pickets made their appearance at 3 p.m. Thursday at the Merchandise Mart Chicago head- quarters of American.

Meanwhile, NBC replaced 35 NABET engineers with three of its engineering department executives. H.R. Lutjens, chief engineer, central division; Theodore Shroyer, operations supervisor, and Walter Lindsey, chief transmitter engineer. Lutjens arrived in Chicago at 4:30 p.m. Thursday from New York and immediately reported to the network.

A similar condition existed at American, where at least 100 NABET engineers were on strike. They were replaced at control rooms and transmitters by Ed Horstman, chief engineer of ABC's WLS Chicago, R. Lastfield, assistant general manager of ABC; Ken Christiansen, traffic supervisor, central division; Bill Joyce, ABC producer; Charlie Butler, producer, and Helen Hawthorne, secretary to Mr. Horstman.

In Washington, D. C., Chief Engineer R. Duggan and Asst. Chief Engineer Donald Cooper kept WRC operations on schedule Thursday despite a walkout of 27 NABET engineers Wednesday evening. The strike left the NBC outlet with but one engineer on duty, Donald Cooper. However, the station lost only one minute (6:61 p.m.) when a needle "cut out," causing a repeat on the turntable.

Repeal of War Time Will Have Little Effect on Broadcasters at Present

EXPECTED repeal of war time Sept. 30 will have little effect on broadcasters at this time. First of the prewar time juggling head- aches will come next spring when networks and stations will face the problem of adjusting schedules to local time changes which may be effected in the meantime.

Congress action to repeal war time proceeded last week when the House passed one of the 59 bills introduced to abolish daylight saving. The House on Wednesday approved the bill (H-3374) introduced by Rep. Boren (D-Okl.). Since the Senate was not in session Thursday, it did not receive the measure until Friday. Early Senate approval was expected.

Scurried any opposition to war time repeal was voiced in the House. Strong farm sentiment for repeal was cited. Rep. Gwynne (R-La.) referred to a statement by Hugh Muncy, farm director of KKXL Waterloo, that letters to the station indicated overwhelming de-
FM
(Continued from page 88)
in any city can be given facilities providing substantially the same coverage and this has been done. In Area 1 somewhat different situation exists. The Commission's Rules and Regulations provide that Metropolitan stations in Areas I and II shall be limited to a maximum effective radiated power of 30 kilowatts and an antenna height of 500 feet so that the service area of such stations will not be protected beyond the 1000 uv/m contour. Accordingly, all the Metropolitan frequencies in any city in Area I will be substantially equal so far as the 1000 uv/m contour is concerned. However, it is recognized that Metropolitan stations will be able in many instances to serve beyond their protected 1000 uv/m contour, although this additional unprotected service area will undoubtedly be cut down as additional stations are licensed and that some of the Metropolitan stations will be able to serve a greater area beyond their 1000 uv/m contour than the others. To this extent some stations may be considered more desirable than others, although so far as the protected contours are concerned all channels will be equal. Nevertheless, while not all of the facilities are equal in coverage, it has been possible in each city in Area I (with one exception) to assign frequencies of substantially the same coverage to all existing stations in that city. These facilities, moreover, are amongst the most desirable in each city from the point of view of service beyond the 1000 uv/m contour. The one exception is New York City, where it has not been possible to find 11 frequencies for the Metropolitan stations with substantially the same coverage.

Alternative plans were available to the Commission in making the assignments in New York City. Under the first alternative, stations would be allocated in the new band in approximately the same order as they are in the present FM band. Under this method, some of the existing networks would be given facilities which initially would be considerably better than the facilities of other networks, and thus an unequal competitive situation would result. Moreover, under this system, some of the independent stations would be given frequencies in FM broadcasting, thus making it possible for the existing networks to provide additional stations.

The second alternative plan involves making a choice among existing licensees on the basis of the best facilities presently available to the Commission. The Commission recognizes that it would be better to make such a choice after a hearing. However, the Commission is of the opinion that public interest requires FM broadcasting to get started as soon as possible, hence some authorizations without a hearing are necessary if FM broadcasting is not to be handicapped by a slow start. Moreover, as has already been pointed out, stations will be given an opportunity to object to the Commission's assignments by September 25, 1945, concerning the alternative assignments.

In making the assignments in New York City, the Commission has decided to assign the frequencies with the maximum service area beyond the 1000 uv/m contour to the existing stations since these stations are the pioneers in FM broadcasting.4 In making assignments in New York City to the networks, the Commission has endeavored to assign substantially equivalent facilities for all the networks. As a result, the facilities assigned to the network pioneers have been at smaller service area beyond the 1000 uv/m contour than in the case of the other networks. FM stations in New York. This should result in maximum service to listeners in the New York area. The programs of the network stations are available either from the network-owned stations or from their affiliates. Hence, listeners line beyond the 1000 uv/m contour of the network-owned stations will have an opportunity of receiving network programs from an affiliate of the network in whose 1000 uv/m contour they reside, and all networks will have an opportunity to compete for affiliates in this area. So far as non-network stations in New York are concerned, their programs are not available from other stations as in the case of network stations, and the listeners public gains by making available a network station with some frequencies which have a maximum

4The frequency assigned to WNYC-FM will provide a smaller service area than the 1000 uv/m contour than in the case of the other assignments. This is in accordance with the showing previously made by WNYC to the effect that other purposes besides service can be served with a service area limited to the area of New York City.

Since the networks themselves own stations in New York, it is obvious that independent stations there cannot secure network affiliation.

Dead Air
STAN SHAW, WJZ New York all-night disc jockey, announced he had a new record which he would play on his program one night if enough listeners requested it. Asking for 10 telegraph requests, Stan received 16, and the record turned out to be "Silence"—two and a half minutes of dead air—stations all sound from WJZ from 5:81:30-5:54:15 a.m.

IRE Winter Meet Is Set Jan. 23-26
Firms to Show New Equipment At New York Sessions

ANNUAL winter technical meeting of Institute of Radio Engineers will be held at the Astor Hotel, New York, Jan. 23-26, 1946. It was announced Wednesday by Edward J. Content, engineer at WOR New York and chairman of meeting committee.

With the end of war, restrictions on information of a technical nature have been relaxed, so that many papers and technical exhibits of other devices may be read. Approximately 150 electronics and radio companies are to have commercial exhibits displaying their first postwar civilian conductors.

General committeemen who will assist Mr. Content in details of meeting include: Austin Bailey, AT&T; Howard B. H. Herber, director of engineering, NAB Washington; William B. Lodge, director of general engineering, CBS; Stuart L. Bailey, Jansky & Bailey, Washington; W. M. Decker, executive secretary of IRE; Elizabeth Lehmann, IRE office manager.

Sub-committee chairmen in charge of various activities are: Frank L. Marx, American, arrangements; C. M. Lewis, RCA, banquet; H. F. Scarr, Western Electric Co., exhibits; Raymond F. Guy, NBC, finance; Will Whipple, Western Electric Co., publicity; A. E. Harris, Sperry-Gyroscope Co., papers; Norman D. Israel, chief engineer, Emerson Radio & Phonograph, printed program; Harold P. Westman, IT&T, registration; Don H. Miller, Electronics Co., special features; George B. Hoadley, professor of electrical engineering, Brooklyn Polytechnical Institute, sections committee activities; William H. Crew, IRE, technical committee activities; Philip F. Spiegel, RCA, hospitality; Helen M. Stone, IRE, women's activities; George T. Rowden, Federal Radio & Telephone Corp., standing committee activities.

service area beyond the protected 1000 uv/m contour.

The complete assignment of frequencies made by the Commission is set forth in the attached table.

FM

KSCJ
Sioux City

GEORGE E. MALLEY
TEXAS RANGERS LIBRARY
HOTEL PIONEER, KANSAS CITY 6, MO.

STANLEY B. CHURCH PRODUCTION

K SCJ

750 WHAT A WALLOP!

... in this fertile GREAT LAKES' market

Geographic conditions make WMAM the only station plainly heard at all times in Northeastern Wisconsin and Upper Michigan. Located at 570 on the dial (a time buyer's dream), this station delivers one of the strongest signals of any 250 watt station country-wide! You virtually receive a wide coverage at 250 watt rates! You can't cover Upper Michigan or Northwestern Wisconsin with any other one station! Our Hooper survey proves that—send for complete information.

Marinette
WMAM Wisconsin
BRANCH STATIONS: Iron Mt., Mich. • Sturgeon Bay, Wis.
JOSEPH MACKIN, General Manager

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

Page 88 • September 17, 1943

IRE Winter Meet Is Set Jan. 23-26
Firms to Show New Equipment At New York Sessions

ANNUAL winter technical meeting of Institute of Radio Engineers will be held at the Astor Hotel, New York, Jan. 23-26, 1946. It was announced Wednesday by Edward J. Content, engineer at WOR New York and chairman of meeting committee.

With the end of war, restrictions on information of a technical nature have been relaxed, so that many papers and technical exhibits of other devices may be read. Approximately 150 electronics and radio companies are to have commercial exhibits displaying their first postwar civilian conductors.

General committeemen who will assist Mr. Content in details of meeting include: Austin Bailey, AT&T; Howard B. H. Herber, director of engineering, NAB Washington; William B. Lodge, director of general engineering, CBS; Stuart L. Bailey, Jansky & Bailey, Washington; W. M. Decker, executive secretary of IRE; Elizabeth Lehmann, IRE office manager.

Sub-committee chairmen in charge of various activities are: Frank L. Marx, American, arrangements; C. M. Lewis, RCA, banquet; H. F. Scarr, Western Electric Co., exhibits; Raymond F. Guy, NBC, finance; Will Whipple, Western Electric Co., publicity; A. E. Harris, Sperry-Gyroscope Co., papers; Norman D. Israel, chief engineer, Emerson Radio & Phonograph, printed program; Harold P. Westman, IT&T, registration; Don H. Miller, Electronics Co., special features; George B. Hoadley, professor of electrical engineering, Brooklyn Polytechnical Institute, sections committee activities; William H. Crew, IRE, technical committee activities; Philip F. Spiegel, RCA, hospitality; Helen M. Stone, IRE, women's activities; George T. Rowden, Federal Radio & Telephone Corp., standing committee activities.

service area beyond the protected 1000 uv/m contour.

The complete assignment of frequencies made by the Commission is set forth in the attached table.

AP
KALE, Portland, Oregon

... convinced AP should be an integral part of every leading radio station... features spicy and timely... dispatches from everywhere, news pictures, wire feeds... comprehensive, highly readable and always early.

Tom Decker
News Director

available through PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.
August 28, 1945

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

My dear Mr. Berkson:

I want to congratulate you for the fine news service your organization supplied up to and through the day of Japan's final surrender. It was fast and accurate throughout, and our news room found it of great help in supplying fullest Radio coverage of the occasion.

As always, your staff offered friendly help and cooperation.

Cordially,

Frank McCall
Manager
News and Special Events
Nearby $2 1/2 million is spent annually in the Tri-Cities’ retail drug stores. And the greater portion (52.9%) of the Tri-Cities’ drug sales originates on the Illinois side, in the Moline-Rock Island zone. WHBF, the home station, can help you sell your drug products profitably. In all, WHBF’s primary area reaches 1 1/4 million people . . . in the very heart of the Corn Belt.

BUFFALO

(Continued from page 18)

the renewals, the Commission added the action is taken “without prejudice” to further proceedings which in its judgment would rectify conditions. Failure of Buffalo Broadcasting to make full disclosure in its report of its agreements with Churchill “indicate a lack of candor and care in the preparation of the report,” the findings stated. But the Commission added it did not conclude the omissions were so serious—particularly in view of the fact that one of the basic agreements was before the Federal Radio Commission—as to require the applicant to be deprived of the value of the stations which it had successfully operated for more than 15 years.

"Nor do we conclude that for this reason the applicant should be found disqualified to ever again operate a radio station”, the Commission said, explaining it was predating its proposed denial solely upon the illegal arrangements with Churchill.

The Commission said it would permit the filing by Buffalo Broadcasting of an application for consent to transfer either WKBW or WGR, “provided it is affirmatively shown that any agreement for transfer does not in any way give further effect to the leases and agreements between the applicant and the Churchill Tabernacle which we have here found to be violative of the Communications Act”. This would be in compliance with the duopoly provision, prohibiting ownership by a single person or company of more than one radio station in the same community.

The Commission said it also would permit filing of a new application looking toward the licensing of Buffalo Broadcasting of the present facilities of either station, provided it is shown that if the application is granted, Buffalo would have the “exclusive use and control of the station”.

Finally, the Commission said it would grant the applicant temporary licenses for three months, provided that 10 days after its decision becomes final, Buffalo files a statement which “establishes that applicant has full control over the operations of the stations and no further effect is being given the agreements here found to be illegal.”

PETRILLO BAN ON CHICAGO VIDEO PROGRAM RAISES RELIGIOUS ISSUE

ACTION of James C. Petrillo in barring an AFM组织 from participation in a television broadcast of Rosh Hashana (Jewish New Year) by WKBW Chicago stirred up a whirlwind of protests from various persons connected with the religious program.

Difficulty arose when the National Council of Religious Education contacted Rabbi Lewis Binstock of Chicago’s Sholem Temple for permission to use a choir directed by Max Sinzheimer, an AFM member. Jerry Walker, radio director of the Council, said he had received permission from AFM Local 10 for Sinzheimer’s appearance but was notified the day before the broadcast (Sept. 6) that Mr. Petrillo had written Samuel Kessel, musical director of Sholem Temple, that no AFM member could participate in any video program “regardless of type” because it was “in contradiction with the policy of the AFM”.

Since the council, according to Mr. Walker, was perfectly willing to pay the union scale for Mr. Sinzheimer’s appearance on condition of working conditions or salary was involved.

“I can only say I am bewildered,” Mr. Walker commented. Rabbi Binstock said he understood the program was “not for profit” and that he was “surprised” by Mr. Petrillo’s action.

Question of whether or not the AFM action was a direct violation of religious freedom was studiously avoided. Meanwhile, officials of Local 10 said they would abide by Mr. Petrillo’s directive and that AFM members could play for religious television programs “or otherwise”.

An instance in which union musicians are permitted to appear on video program, even though they are in the armed services, is the Treasury Show, produced over WKBW by Buss Wells of the War Finance office, which resumes broadcasts Sept. 19 after a month’s absence.

BENTON, RUSSELL REPORT

NOMINATIONS of William Benton and Donald S. Russell to be Assistant Secretaries of State [BROADCASTING, Sept. 10] were submitted favorably to the Senate Thursday by the Committee on Foreign Relations. Mr. Benton, former partner in Benton & Bowles advertising agency, is now U. of Chicago vice-president. Mr. Russell, partner of WSPA Spartanburg, S. C., served as an assistant to Judge Byrnes when he was Director of War Mobilization.

STOP WATCHES NOW AVAILABLE FROM STOCK

GALLET • GALCO • SECURITY TIMERS

Send for catalog showing complete line suitable for radio work

No Priority Necessary

M. J. STILLMAN CO., INC.
Established 1914
116 S. Michigan Ave.
Chicago 3, Ill.
Since 1935, the engineering staff of Times Telephoto Equipment Inc. and its predecessor company has been engaged exclusively in developing and producing facsimile communications equipment.

Times Telephoto's long experience in this new and revolutionary field of communications, its leadership in design and practical application, will be invaluable to the postwar user. These facsimile sets are used for sending and receiving written and printed matter, photographs and maps. They are standard equipment of the U. S. Signal Corps, Army Air Forces, Navy, the Office of War Information and some commercial companies and foreign governments.

When all military needs have been met, Times Telephoto Equipment Inc. will be ready to supply facsimile communications equipment especially designed to meet your particular requirements. Write today for your copy of the booklet, "Elements of Facsimile Communications."

TIMES TELEPHONE EQUIPMENT INC.
A Subsidiary of The New York Times
229 West 43 Street
New York 18, N. Y.
FACT or FICTION?

Truman

(Continued from page 18)
version of the news, Mon., Wed., Fri., 11:15-11:30 a.m.
Among features scheduled are
Your Opinion, U. of Denver pro-
gram from KMYR Sunday after-
noon; Ray Schmidt sports show from
WTMV, weekly becoming
daily later on; Music From Beyond
the Blue Horizon, across the board,
from San Francisco; U. of Min-
nesota football games. A news
contract has been signed with
United Press.
Opening broadcast was arranged
by Ira Walsh, program director of
WWDC.
Associated is selling dance band
pickups to night spots at $200 per
week, guaranteeing one quarter-
hour out of three on the full net-
work. The plan is being well re-
ceived, the network says, and sev-
eral contracts have been signed.

Hooper

(Continued from page 20)
radio listening, the audience size
reports obtained by the diary tech-
nique will be reported on the same
coincidental base. That is, Mr.
Hooper explained, if the coinciden-
tial telephone survey of a city gives
a certain program a rating of 10
the program's average audience
expressed in terms of total homes
—and the diary rates it at 15 in-
side the city and 20 outside, the
inside-outside ratio of 1 to 1/3 will
be applied to the coincidental
rating of 10 and the outside audi-
ence will be rated at 13.4.
Qualitative information on pro-
grams, of the type indicated in the
five numbered points above, will
be furnished on their original un-
adjusted base as secured from the
diary reports, however. To avoid
any confusion, Mr. Hooper said,
the diary measurements will be re-
ported in terms of "index" and "rating"
which will continue to mean a coincidental measurement.
Because each station area differs
from all others in size and shape, all
area listening reports will be tailor-
made for the subscribing stations.
However, Mr. Hooper explained, if
three stations in a city cover the
same seven counties and all sub-
scribe to this service, then the cost
of measuring those three counties
will be split three ways. If two of
the three also cover the same dozen
additional counties, that measu-
rement cost will be split two ways.
Any station with unique additional
coverage will of course pay the
full bill for its measurement.

Other Service

Another new service for stations,
designed for use in presenting
applications to the FCC for increased
power or improved frequencies and
for use also in dealing with net-
work management, is based on di-
rect questioning of listeners and
analysis of their receiving equip-
ment. This technique will produce
qualitative information on station
and program service to the public
and detailed information on inter-
ference, static and fading that
make tuning in some stations dif-
ficult, Mr. Hooper said.
Preparations have been made to
supply listening reports on FM and
television programs, Mr. Hooper
reported, stating that the inherent
coverage limitations of these new
forms of broadcasting call for "re-
porting by districts of individual
properties from the diary tech-
nique produces higher
and detailed figures to the public.

1946 YEARBOOK NUMBER

RADIO'S DISTINGUISHED REFERENCE VOLUME

IN ANNOUNCING the inaugura-
tion of a new Hooper service based
on the diary technique, C. E. Hoop-
er took issue with an article by
Eugene Katz, secretary, The Katz
Agency, in the July 23 issue of
BROADCASTING. Mr. Katz said:
"It should be borne in mind that the
diary technique produces higher
sets-in-use figures than the coinci-
dental telephone method. Higher
diary sets-in-use figures are attri-
butable to these factors: The diary
includes small town and rural lis-
tening which is in greater volume
than urban listening; the diary in-
cludes non-telephone as well as tele-
phone homes."

Mr. Hooper declared, stating that it
is typical of the confusion that
exists about the diary technique.
There are three reasons, he said,
why diary figures tend to be higher
than coincidental figures:
1. The diary method measures
total listening; the coincidental
method measures average momen-
tary listening. That is, a diary rati-
ing includes everyone who heard
any part of a program while the
coincidental rating includes only
those who were listening at the
time they declared.
2. Coincidental ratings are based
on all homes, whether equipped
with radios or not. Diaries are not
placed in non-radio homes. Since
the base figures for diary ratings
is smaller, the ratings must in-
evitably be larger.
3. The mere presence of the diary
hanging on the front of the re-
ceiver during the week that the
family is recording its listening is
an inducement to more than nor-
mal listening.
These, Mr. Hooper said, are the
real factors that raise the figures
obtained from the diary technique
in comparison with coincidental
figures, and not the addition of rural
or non-telephone homes.

 minimizing the number of advertisers and agencies; 25.2% neutral,
and 13.7% opposing such distri-

HOOPER DISAGREES

Declares Katz Article on
Diary Technique Wrong

IN PREPARATION for planning
several key industrial spots for
big business, Big Ben, atop Parlia-
ment, keeps perfect time.

A. Fact. 7 days out of 10
within 1 second of being
right.

It's a Known FACT that

WLAW

LAWRENCE, MASS.
gives the best coverage
for Industrial New England.
Daytime listeners, 1,902,-
591.
5000 WATTS 680 Kc.
NATIONAL REPRESENTATIVES:
WEED & CO.

SORRY!

REQUESTS FOR 1945 BROADCASTING YEAR-
BOOKS CONTINUE TO COME IN DESPITE THE
FACT THAT THE SUPPLY HAS LONG SINCE BEEN
EXHAUSTED. THE NEW 1946 YEARBOOK IS NOW
IN PREPARATION WITH ADDED LISTINGS AND
FEATURES TO MAKE IT EVEN MORE COMPLETE
AND MORE USEFUL THAN EVER BEFORE.

1946 YEARBOOK NUMBER

RADIO'S DISTINGUISHED REFERENCE VOLUME

Page 92 • September 17, 1945

BROADCASTING • Broadcast Advertising
NORTH CENTRAL BROADCASTING
ANNOUNCES
THE CHAMPION OF THE WORLD

JOE PALOOKA
By HAM FISHER

now available as a Radio show
to all American radio stations and to
their clients.

YES, here's an air show you don't have to sell! Your clients will be eager to put Joe on the payroll, selling milk, bread, good-will—and almost every other commodity and service you can think of.

Joe will be a rating-lifter for your station and a sure-fire salesman for your sponsor . . . Every day, all over the United States more than 50,000,000 Americans . . . young and old . . . pick up a newspaper to read about Joe Palooka. They will be just as eager to hear Joe's voice, and the voices of those other grand real-to-life persons in Joe's circle of friends!

For audition records, options and details, wire, phone, or write . . .

NORTH CENTRAL BROADCASTING SYSTEM, INC.
360 NORTH MICHIGAN AVENUE     STATE 0361     CHICAGO, ILLINOIS
Universal Broadcasting Company announces


Universal Network

HUNTING FOR MORE BUSINESS IN IDAHO?

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada, but none with better equipment.

For Rates: Apply Station Director CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia or Joe Weed, New York City

Keep Confidence, Paul West Urges

IN ADDITION to advertising's number one job of moving merchandise from the factory to the consumer for inexpensively and in as large quantities as possible, the industry was urged last week to take on the second task "to maintain and increase the growing confidence of the American people in American industry," by Paul B. West, president of the Assn. of National Advertisers.

Speaking yesterday to the Pittsburgh Advertising Club, Mr. West declared that the people's confidence in industry will lead to faith in their own security. "This confidence—this faith—will have more to do with product sales than all the figures on pent-up demand and dammed-up savings," he stated.

He pointed out that industry today has "reasonably good standing with the public" and urged advertising men to keep on helping "business to continue the same high order of statesmanship, the same public welfare, which it demonstrated during the war.

"If industry should turn its back on the public, if we become so busily obsessed with our competitive struggles that we have no time to demonstrate our interest in the public welfare, what then?" he asked. "Don't worry, there are plenty of other candidates for the leadership of public opinion. There's the plan being considered by the so-called commission on the freedom of the press for the establishment of a radio TVA by putting government into the business of operating a radio network to serve as a yardstick by which private radio can be measured."

"Here is the CIO issuing bulletins, pamphlets and its monthly economic outlook, showing that advertising made a profit of $24.8 billion during 1944—but not saying that this profit becomes $8.5 billion after taxes, of which only $4.3 billion was paid to stockholders, the rest being kept as a reserve for expansion or maintenance of employment and other proper purposes."

OWI (Continued from page 17)

Universal Broadcasting Company

9

PETERSBURG

(continued from page 17)

OPA started its own station contact plan on Sept. 12, pending adoption of some formula for all U. S. offices. Under this plan OPA sends three weekly announcements to NAB which runs the packet through its mailing list.

Chester Bowles, OPA Administrator, in a letter to station managers, asked their continued backing in a joint allocation service is working. With his letter were the first three OPA spots, with an anti-inflation appeal. He referred to the Announcement Plan as having been successful during the war that many stations have suggested a similar system be used for the remaining time that radio survives.

In the meantime, he pointed out, continued support is needed on anti-inflation messages. "Your use of these spots for announcements," he wrote, "will be betterable aid in reminding the American people that the end of the war did not end the danger of inflation. In your position you know you realize this. Likewise, you know the only way to get public cooperation is through public understanding. The part radio can play in achieving this is immeasurable. That's why your help is so vital and why I have no hesitation in asking you for it. I take this opportunity to thank you again for the aid you gave your country during the war. I know we can count on you now in the big job of readjusting to peace."

Hyde to OWMR

ANTHONY HYDE, former director of information for the Committee for Economic Development, has been appointed deputy director for Information and Reports of the Office of War Mobilization and Reconversion. Mr. Hyde was with the OWI during the war period, before which he was a copywriter. He is now a resident of New York.

RICHMOND

POCATELLO - IDAHO

PETERSBURG

Page 04 • September 17, 1945

Paramount Spots

Paramount Pictures, Inc., New York ("Love Letters"), Aug. 19 under contract for shortwave radio stations. The program, consisting of 20 parts, is being conducted through seven well-known foreign-speaking radio commentators. The program is expected to continue through September. Agency is Buchanan & Co., New York.

It takes an informed community to do a community job.

PORTLAND, OREGON

Blaw-Knox engineers, in close cooperation with the United States Army Signal Corps, developed and designed Radar Towers and Buildings in 1938, resulting in the construction of a complete operating unit in 1939.

Since then, many Tower Structures have been designed for different types of Army and Navy Radar service and produced in quantity.

As a result of these developments the Engineering and Manufacturing personnel of Blaw-Knox have gained an unparalleled experience which is now available to the Broadcast and Communication Industries.

Whether it's FM, AM, or Television, you can be sure of getting the most out of your power and equipment by "Putting the Call Through" on Blaw-Knox Vertical Radiators and Radio Towers.
in Southern New England people are in the habit of listening to WTIC

Kirby

(Continued from page 10)

any system on any continent.

American broadcasters for the first time as an official group had the opportunity to look into the state-of-the-art operations of European radio, and make comparisons. Two factors, fundamental to American broadcasting, were conspicuously absent: (1) lack of any competitive structure and (2) lack of individual incentive.

Too often there were examples to be found where listeners were given what they wanted because they sought the brand emanated by the American system of radio, rather than the brand emanated by state-operated European radio.

It is not surprising, therefore, that resistance to the American System was to be found by some proponents of the European plan. But it is significant that top-flight talent groups accustomed to pre-war competitive radio market in standards and screen, desire the same incentive extended to post-war European radio when political stabilization has been achieved. This is something, of course, for the European statesmen and economists to determine.

I believe the broadcasters were impressed with the ability and efficiency of Army Radio Public Relations personnel on the Continent without which networks and stations could not have covered the war. Most of these came direct from radio to the Army. Many were developed by the Army itself. All will return home with maturity and responsibility; certain to enrich and strengthen the personnel level of American radio. With the committee, may I join the rest of the industry in welcoming them all home for the important and expanding job that lies ahead.

No report would be complete without a tribute to the spokesman for the group, Judge Justin Miller. In all situations he represented American radio with dignity and keen intelligence. The industry has found a great new leader.

Fred Guthrie is Named Vice-President of RCAC

FRED P. GUTHRIE, veteran Washington manager of RCA Communications Inc., last week was named assistant vice-president of RCAC with headquarters in Washington. Simultaneously, an announcement was made by T. H. Mitchell, vice-president and general manager, that Maj. Donald C. Paine, recently released from the Army, has been named district manager as Mr. Guthrie’s successor. Mr. Guthrie has been with RCA virtually since its formation a quarter-century ago.

APPENDIX

(To FM Rules and Regulations on pages 28A, 28B, 28C, 28D)

Table Showing Origin of Rules and Regulations Contained in Subpart B of Part 3 of Commission’s Rules and Regulations

<table>
<thead>
<tr>
<th>Origin</th>
<th>Rule No.</th>
<th>Rule No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Present Rules and Regulations)</td>
<td>(Present Rules and Regulations)</td>
<td></td>
</tr>
<tr>
<td>3.201</td>
<td>New</td>
<td>3.251</td>
</tr>
<tr>
<td>3.202</td>
<td>New</td>
<td>3.246</td>
</tr>
<tr>
<td>3.203</td>
<td>New</td>
<td>3.247</td>
</tr>
<tr>
<td>3.204</td>
<td>New</td>
<td>3.248</td>
</tr>
<tr>
<td>3.205</td>
<td>New</td>
<td>3.249</td>
</tr>
<tr>
<td>3.206</td>
<td>New</td>
<td>3.250</td>
</tr>
<tr>
<td>3.207</td>
<td>New</td>
<td>3.251</td>
</tr>
<tr>
<td>3.208</td>
<td>New</td>
<td>3.252</td>
</tr>
<tr>
<td>3.209</td>
<td>New</td>
<td>3.253</td>
</tr>
<tr>
<td>3.210</td>
<td>New</td>
<td>3.254</td>
</tr>
<tr>
<td>3.211</td>
<td>1.46</td>
<td>3.255</td>
</tr>
<tr>
<td>3.212</td>
<td>1.35</td>
<td>3.256</td>
</tr>
<tr>
<td>3.213</td>
<td>2.46</td>
<td>3.257</td>
</tr>
<tr>
<td>3.214</td>
<td>1.35</td>
<td>3.258</td>
</tr>
<tr>
<td>3.215</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.216</td>
<td>2.46</td>
<td>3.259</td>
</tr>
<tr>
<td>3.217</td>
<td>1.35</td>
<td>3.260</td>
</tr>
<tr>
<td>3.218</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.219</td>
<td>1.35</td>
<td>3.262</td>
</tr>
<tr>
<td>3.220</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.221</td>
<td>1.35</td>
<td>3.263</td>
</tr>
<tr>
<td>3.222</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.223</td>
<td>1.35</td>
<td>3.264</td>
</tr>
<tr>
<td>3.224</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.225</td>
<td>1.35</td>
<td>3.265</td>
</tr>
<tr>
<td>3.226</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.227</td>
<td>1.35</td>
<td>3.266</td>
</tr>
<tr>
<td>3.228</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.229</td>
<td>1.35</td>
<td>3.267</td>
</tr>
<tr>
<td>3.230</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.231</td>
<td>1.35</td>
<td>3.268</td>
</tr>
<tr>
<td>3.232</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.233</td>
<td>1.35</td>
<td>3.269</td>
</tr>
<tr>
<td>3.234</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.235</td>
<td>1.35</td>
<td>3.270</td>
</tr>
<tr>
<td>3.236</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.237</td>
<td>1.35</td>
<td>3.271</td>
</tr>
<tr>
<td>3.238</td>
<td>3.261</td>
<td></td>
</tr>
<tr>
<td>3.239</td>
<td>1.35</td>
<td>3.272</td>
</tr>
<tr>
<td>3.240</td>
<td>3.261</td>
<td></td>
</tr>
</tbody>
</table>

580 kc. frequency and peak soil conductivity give WIBW the "most-easily-heard" signal in Kansas and adjoining states.

D. C. Broadcasting Opinion Reversed

Law Declared Not Applicable to Female Radio Workers

REVERSING its opinion of Aug. 11, 1944, on the District of Columbia Eight Hour Law, as it applied to women in D. C. radio stations, the Corporation Counsel has declared that "the broadcasting business, as distinguished from any mechanical devices it may employ, is entirely different from the telegraph or telephone business," and not subject to the law.

The decision may set a precedent for future similar action. The Counsel removed broadcasting stations from the classification of common carriers, and compared them to the theater or newspaper field.

"While telegraph and telephone companies are engaged in transmittal of messages, the broadcasting business is akin to a combination of newspaper work and theatrical work," the opinion read, "in that news is gathered and entertainment acts assembled for wide dissemination."

Original opinion of Aug. 11, 1944, with reference to the case of the Capital Broadcasting Co. (WWDC), held that the D. C. law was applicable to women working in D. C. stations. Had the opinion been upheld, it would have resulted in tremendous cost and inconvenience to the six stations in Washington — WRC, WTOP, WMAL, WOL, WINX and WWDC. All employ a number of women in various capacities with many of the positions requiring unusual hours.

KBTM Stock Shift

CONSENT was granted by FCC last week to shift of 49% interest in KBTM Jonesboro, Ark., from Jay P. Beard, sole owner, to his wife Veda F. Beard as a gift. No money is involved.

TERMINATION DATES OF LICENSES FIXED

ORDER 110-A, fixing termination dates of licenses for international broadcast stations extended Dec. 30, 1942 under Order 110, was adopted by the FCC last week. Under new order, license term will end either April 1, 1946 or on first day operation of station ceases to be controlled by OWI, OIAA or other agency, whichever is earlier.

Order also suspended until further order the relative portion of Sec. 4.3 of FCC Rules & Regulations which set normal license term of one year for international stations.

Eckstein to Hallcrafters

PAUL H. ECKSTEIN, former assistant sales manager of the radio receiver division of Westinghouse Electric & Mfg. Co., has been appointed sales manager of the telephone division of Hallcrafters Co., division handling the output of home radio receivers. Previously Mr. Eckstein was with Griswold-Grunow and General Electric.

They Run the Place

Listeners have the "key" when it comes to WAIR program policies. That’s why this “key” radio station is the stand-by of every age and class in this big-money market.

WAIR

Winston - Salem, North Carolina

Representative: The Walker Company

Sell More in LOUISVILLE with

WINN

AMERICAN BROADCASTING COMPANY

ARLO MATHENE General Manager

Page 66 • September 17, 1945

BROADCASTING • Broadcast Advertising

WHN REACHES 2 NEW YORKS!

(The population of WHN’s primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

THERE’S ONLY 1 TRIBOROUGH BRIDGE

WHN Dial 1030 30,000 watts

Metro-Goldwyn-Mayer — Loew’s Affiliate
The wire you see with the parachute on the end of it is a telephone wire, being payed out from a C-47 cargo plane.

Bell Telephone Laboratories, working with the Air Technical Service Command of the Army Air Forces, developed this idea. It will save precious lives and time on the battlefield.

A soldier throws out a parachute with the wire and a weight attached. The weight drops the line to the target area. From then on, through a tube thrust out the doorway of the plane, the wire thums out steadily — sixteen miles of it can be laid in 6 2/3 minutes. Isolated patrols can be linked quickly with headquarters. Jungles and mountain ranges no longer need be obstacles to communication.

This is in sharp contrast to the old, dangerous way. The laying of wire through swamps and over mountains often meant the transporting of coils on the backs of men crawling through jungle vegetation, and in the line of sniper fire. It is reported that in one sector of the Asiatic theater alone, 41 men were killed or wounded in a single wire-laying mission.

Bell Telephone Laboratories is handling more than 1200 development projects for the Army and the Navy. When the war is over, the Laboratories goes back to its regular job — helping the Bell System bring you the finest telephone service in the world.

**BELLO TELEPHONE LABORATORIES**

Exploring and inventing, devising and perfecting for the Armed Forces at war and for continued improvements and economies in telephone service.
ACTIONS OF THE FCC

SEPTEMBER 7 TO SEPTEMBER 14

Decisions . . .

ACTIONS BY COMMISSION

SEPTEMBER 12

KBTM Jonesboro, Ark.—Granted vol. assign. license from Jay P. Beard Regional Broadcasting Co. to Jay P. Beard and Veda F. Beard d/b Regional Broadcasting Co.

WPIC Sharon, Pa.—Denied special service authorization operating 100 w or 250 w 6 a.m. EST to local sunrise for period ending 5-1-46

KENO Las Vegas, Nev.—Granted li- cense for period ending 1-1-47.

WMHN St. Paul—Same.

WGBF North Bend, Ind.—Granted li- cense renewal for period ending 8-1-48.

WFMN Welch, W. Va.—Granted li- cense renewal for period ending 2-1-47.

WINS (resubmitted).—Granted renewal license further extended on temp. basis only for period ending 11-15-45.

SEPTEMBER 13


WRBW WGR Buffalo—Proposed find- ings of fact and conclusion to license stations on temp. basis for 6-months pending disposition of either station; dispositions.

ADMINISTRATIVE BOARD ACTIONS

SEPTEMBER 10

William B. Still tr/as Jamaica Radio Television Co., Jamaica, L. I., N. Y.—Granted mod. CP exp. TV station change of frequency from old Channel 9 (230-236) ml to new Channel 13 (216-218) ml.

ACTIONS ON MOTIONS

SEPTEMBER 7

O. E. Richardson, R. W. Widdell and S. A. Salsburg d/b The Voice of Marlon, Marlon, Ind.—Commission on own motion continued hearing on application for CP new station from 8-12-45 to 10-19-45.


Richard Field Lewis Jr. and Grant Pollock—Same.

Fred O. Grimwood, Bloomington, Ind.—Granted motion for continuance hearing set 9-10-46 on application for CP and continued to 10-17-46.

WHRU Anderson, Ind.—Granted peti- tion for leave to intervene in hearing on application for The Voice of Marlon, Marlon, Ind. Action taken 9-9-46.

SEPTEMBER 12

WLOL Minneapolis—Granted motion to dismiss without prejudice application for CP increase power.

KQW KGA Spokane—Granted petition for leave to amend application for CP new commercial TV station to request Channel 4 instead of Channel 9.

WCPB Boston—Granted petition to dismiss without prejudice application for CP increase power.

Tentative Calendar . . .

SEPTEMBER 17

Further Hearing


SEPTEMBER 19

WINS New York—Vol. assign. license and CP; Hearst Radio, assignor; The Crosley Corp., assignee.

Applications . . .

SEPTEMBER 7

NEW-1240 kc Harold Thomas, Water- bury, Conn.—CP increase 1 kw to 5 kw power, Station to operate from Hartford, Conn.

Applications are hereby considered with WATS application.

NEW-1200 kc WATR Waterbury, Conn.—CP change 1500 kW to 900 kW, increase 250 w 1 kw.

KTHS Hot Springs, Ark.—CP increase 1 kw 10 kw D to 25 kw N 50 kw D and move trans., to near Marlon, Ark., and studio to Memphis, Ark., amended to change requested studio location to West Memphis, Ark.

NEW-100.5 mc WRRF Washington, N. C.—CP new FM station, 6,920 sq. mi.; 32,500 est. cost.

NEW-380 kc KOB Albuquerque, N. M.—Ex- tension special service authorization 770 kc 25 kw N 50 kw D unti.

NEW-WISR Butler, Pa.—CP new FM station, 8,500 sq. mi., with studio to Butler, Pa.

WEGO Concord, N. C.—Dismissed at request of applicant CP change 1410 kc to 1200 kc.

Wayne M. Nelson, Charlotte, N. C.—Dismissed at request of applicant CP new station 1400 kc 250 w unti.
The design of radio equipment that will come from Hallicrafters is already shaping up—determined largely by thousands of hams who, from their remote control locations all over the world, are sending advice and suggestions on new radio ideas to Hallicrafters engineering department.

Thousands and thousands of Hallicrafters pieces of high frequency radio equipment are in use in the armed services. In a high percentage of cases this equipment is used by operators with practical amateur experience. From these qualified experts Hallicrafters has received hundreds of letters telling how Hallicrafters-built equipment stands up under the most vicious battle conditions. Hallicrafters receives regularly many valuable suggestions from hams in the field and at home. From this rich deposit of “design by remote control” will emerge Hallicrafters new line—built to meet ham requirements, designed for the world’s most exacting users—the radio amateurs.
Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 Kw outlet. Salary open. Experience essential. Box 87, BROADCASTING.

Excellent opportunity offered to first class engineer by 250 watt Indiana network station. Permanent position, starting at $45.00. Box 87, BROADCASTING.

Announcer—For 1 kw, NBC affiliate, western station, permanent position, good working relationships. Box 87, BROADCASTING.

Experienced announcers and copy writers for new large metropolitan station opening soon. Send transcript, photo, and full details first letter. Box 122, BROADCASTING.

Announcer—Capable handling various responsibilities 250 watt network station in attractive midwestern city. Salary and excellent fringe benefits. Box 138, BROADCASTING.

Operator—First class for 250 watt midwestern station, permanent position as right man. Box 139, BROADCASTING.

Topnotch announcer—$65.00 base 40 hours. Send resume, references, and transcription immediately. Box 155, BROADCASTING.

Progressive Texas independent wants high-class all-around man. Must be capable of handling all on the air ad lib. Handle some commercial accounts and write scripts. Address Box 166, BROADCASTING.

The experienced sales manager for a growing Radio Station. He is a general radio experience necessary. Excellent opportunity. Box 167, BROADCASTING.

Expanding radio station group needs practical, proven executive sales manager, program director (man or woman); production director, and experienced promotion man. Must have excellent promotion opportunities with progressive network-type station. Complete background first letter; starting salary expected; enclose photo. Director of personnel, Station WBOC, Delmarva, Maryland.

Two combination announcer-engineers needed with first class license, pleasing voice, $25.00 per week. WCRS, NBC affiliate at Green- wood, S. C.

The Columbus Broadcasting System, Inc., has permanent positions open in the General Sales and Program Departments (in New York City) for the following graduate engineers; Program Engineer who has creative ability and is capable of designing broadcasting studio and equipment; Program Director, who is responsible for the complete production of all on the air activities, and Sales Manager, a person that is suitable for meeting the complex needs of network key accounts and, in addition, reflect advanced thinking and originality. Technical Engineer, primarily in the field of architectural acoustics, who is qualified to supervise the acoustical properties of broadcasting studio and recording equipment and develop new methods and equipment for those changing conditions. A working knowledge of the use of resistive, condenser, and microphone and loudspeaker principles is essential. He must be well versed in the electrical, mechanical, and mechanical recording and who is capable of designing, fitting, and installing studio and recording equipment, and filter networks suitable for such equipment. Applications and request for interview should be made in writing to W. B. Lodge, Director of Engineering, Columbus Broadcasting System, Inc., 485 Madison Avenue, New York 22, N. Y.

Announcer—Two immediate openings at 5 kw CBS affiliate. Permanently positioned for right men. Send details about yourself to Merritt Mercantile Prop. Dir., KGLO, Mason City, Iowa.

Wanted—Immediate openings for WZFW, Grand Rapids. Write Chief Engineer, WZEO, Kalamazoo.

Help Wanted (Cont’d)

Announcer-continuity writer wanted for 250 watt independent. Single preferred, $40.00 for 40 hours. Low living costs. Box 168, BROADCASTING.

Want to sell a career? Program director, NBC affiliate. Excellent opportunity. Box 169, BROADCASTING.

Want an opportunity to advance? Must have first class license. Send resume, photo, and complete background with reference to, Program Director, Box 170, BROADCASTING.

Wanted—Over-all manager for three station network. Must be college man thoroughly experienced in all branches of radio. Has had several years’ actual management of radio station; preferably east. Box 171, BROADCASTING.

Radio writer, right shift position open now on 50 kw midwestern station. First rate starting salary. Write, wire. Box 172, BROADCASTING.

Help Wanted

WGCM, Gulfport, Mississippi, has opening for transmitter operator. Permanent.

Sales manager—250 watt network station; midwestern market. Will plan expansion program. Permanent position. Excellent opportunity. Send complete resume, education, experience with both live and recording equipment; refer to, Box 173, BROADCASTING.

Situations Wanted

Experienced football announcer available from Chicago for Saturday and Sunday schedule. Box 20, BROADCASTING.

Chief engineer—Available September 8, 17 years experience, references. Box 123, BROADCASTING.

Three people seeking a chance. Man, 47 years old, holding first class license, now employed as chief engineer and manager. Wife, third class license, now employed as announcer and engineer and young man, 24 years old, single, draft exempted, now employed as program director and news analyst. Give starting salaries and full details in first letter. Box 153, BROADCASTING.

Army officer, now overseas, expecting discharge about October first wishes to get some experience in Coast Guard. Box 154, BROADCASTING.

Situations Wanted

JBW, Madison, Wis., has permanent positions open in television. Box 148, BROADCASTING.

Two positions available in the midwest and on the east coast. Box 149, BROADCASTING.

Deadline October 10.

ANNOUNCEMENTS

BROADCASTING

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Rate $1.50 per word. Cover 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Opening for two first class male announcers, experienced in handling commercials, news and control board operation. Salary and talent fee. Must be sober in habits. Also, opening for person qualifying as chief announcer, good opportunity for person showing the initiative, alertness, willingness and ability to get along smoothly with fellow workers.

If you meet these requirements and ready to settle down as positions are offered, permanent reply to RADIO STATION WOPJ

Bristol, Tenn.

W. A. Wilson, Pres. & Gen. Mgr.
Situation Wanted (Cont'd)

Veteran, 6 years, familiar latest engineering, desires position progressive station. All licenses, broadcast experience, code speed-45. Studying accounting, capable designer for technical improvements. Desires 100-150 watt station, married. John B. Broughton, Jr., Aviation Chief Engineer, 2212 Boudreaux, Ar-

naida 1, Corpus Christi, Texas.

Production man. Returned veteran. New York area preference. 3 years experience all phases radio broadcasting. Neil S. Robinson, 4 River Terrace, Stamford, Conn.

First-class operator (Army 1st Lt.) to be discharged May, seeks position with radio operating work in southern New England or N. C. stations. 3 years background, no operating. Lt. E. W. Thorton, A.P.O. Box 43, No. Truro, Mass.

X-ray officer, married, college graduate, first class license, desires position in western station. Experience includes five years in engineering, electrical announcing and writing. Being released in two months. Capt. H. C. O'Donnell, USMC, Signal Battalion, Camp Lejeune, N. C.


Available soon as station manager or assistant, Quality man for various positions. Announcing, script-writing, public relations, advertising. University graduate, 4 years' Army communication experience. Age 24. Milton Frank, Jr., 3740 Fillmore St., San Francisco, California.

Veteran, to be honorably discharged shortly, desires chief engineer job. Preferably middle or far west. Since 1945 Army background includes operating or vision of war dept. stations: most places radio engineering, first phone, first telegraph tickets. Write Charles A. C. Morgan, 400 Hashford Lane, Alexandria, Va.

Ex-Marine, single, 26, FCC class B, professional announcer, 3 years radio, 2 years telegraph licensing. Experience: News and script writing, some announcing, Collegegraduate, Oerson Goodman, 190 9th St., Brooklyn, N. Y.


Engineer-Phone 1st, telegraph 2d; mar-

riage. Box 174, BROADCASTING.

Announcer-Recent college graduate with good radio background desires position in small station anywhere, also singing and act. Box 175, BROAD-

Casting.

Vetean-seeks connection announcer, program manager or television production position. Excellent background with AFPS and radio stations. Reference: Contact John Davis, 2723 Clifton Ave., Cleveland, Ohio.

Veteran associated AFPS with excellent commercial radio background, seeks position either staff or on voice talent. Has experience in announcing Navy shows. Personality, ability, good voice qualities. Prefer Florida. Tid- La-Grassee, 7128 Hollywood Blvd., Holly-

wood, California.

Chief engineer-4 years radio, one year chief. Experienced 250 to 500 watt stations. All time operator. Midwest to East Coast. Will accept position other than chief. Box 181, BROADCASTING.

Veteran, 40, top salesman, promotion and contact man with sound ideas. 20 years of entertainment field. Seeks position with radio, advertising agency or transcription firm. Staff Sgt. "D. Harris, USMC, 1357 North Alexan-

dria Ave., Los Angeles, California.
AMERICAN BUYS TIME ON WABD FOR TV TESTS

AMERICAN BROADCASTING Co., has contracted with WABD New York, DuMont video station, for 26 half-hours, Tuesdays and Thursdays, in which American's television staff will produce video programs experimentally in anticipation of the day when it will have its own TV operations. Cost is $255 for each half-hour, including a three-hour rehearsal period. Series starts Oct. 2 and concludes Dec. 27. American's first underwriter who presented programs on station without charge to accept the new commercial terms, WOR and WNEW New York have given no indication of intentions. American deal with WABD includes cooperative arrangement whereby the network's camera crews can film special events or news programs, which station uses, without charge for time. The Exquire all-star boys baseball game and the Atlantic City Miss America contest were the first examples of this cooperative news telecasting. American video productions are under direction of Paul Mowrey.

WAR FUND SEeks AID

NAB has supported plea of National War Fund, OWI approved agency, for continuation of radio aid during annual drive Sept. 17-Oct. 22. Jesse Butcher is radio director of fund, which continues a War Advertising Council allocation setup (page 17).

NRDGA CONVENTION

NATIONAL RETAIL Dry Goods Asso. will hold its annual Convention during the week of Jan. 7, 1946, at the Hotel Pennsylvania, N. Y.

FCC CORRECTION

IN RELEASING its FM Rules & Regulations last week (see supplement in this issue), the FCC omitted three paragraphs from Section 3.327, governing station identification. The supplement already had been printed when FCC discovered the omission. Paragraphs follow: (a) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and the half-hour, as indicated in subdivision (2) of paragraph (a) of this section. (b) In the case of all other programs the identification announcement shall be made within 2 minutes of the hour and of the times specified in subdivision (3) of paragraph (a) of this section. (c) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

Business Briefly (Continued from page 4)


ASSOCIATION SPOTS • Herman C. Morriss & Co., New York, has been placed in charge of a new fall advertising campaign for the Asso. for Promotion of International Understanding Inc., New York, publishers of This Month magazine. The show, 10.8; 30-dol. campaign for the New Challenge to Business and Advertising", to be distributed to top management, advertising people.

BMB Board Adopts Seven Resolutions

BMB Board, in annual fall meeting in New York last Friday, adopted following resolutions:

1. Altered plan for supplying net audience figures, eliminating duplication where family votes for two or more affiliates of same net, and including data on affiliates not BMB subscribers. In addition to flat fee based on net time sales net would pay for nonBMB stations fee based on net payments to stations.

2. First BMB survey limited to continental U. S. and to ballots printed in English. Audience figures published without classification. . . .

3. Substituted term "BMB Index of Station Audience" for "circulation."

4. April 1, 1946, deadline for subscription to first BMB study.

5. Policy of reciprocal cooperation with Canadian BMB.

6. Station and net subscribers to BMB prohibited from becoming "party directly or indirectly to any survey purporting to incorporate method, techniques, or ballot form of BMB unless actually conducted by Bureau" or to "exert any unusual promotion to the public which might result in immediate or inordinate response to BMB ballot. No reference to BMB ballot time of survey or survey itself shall be made in subscriber's publication advertising, broadcasts or publicity."

6. Approved technique set up by BMB; authorized duplicate samples in one or more test areas, using names from two sources, to check the accuracy of method in every possible way; ruled that stations which share time or are syndicated shall be their data reported in combined form in BMB reports but with individual data furnished each station; resolved to report audience index of FM and TV subscribers separately from report on AM stations; decided on basis for calculation stand of all heard in U. S. will full data if they belong to cooperating bureaus, such as BMB, otherwise by call letters only, as nonsubscribing stations.
Salute to

FOUR GREAT FARM STATIONS

Each by its own ingenuity and know-how has earned a national reputation for important contributions to farm radio. Such efforts explain in part radio's position of high regard among rural thousands. KMBC with its full-time farm department, its own developmental Service Farms, its ambitious marketcasts service has shouldered broadcasting's responsibility to that 49% of the audience in the Heart of America that is rural.

WNAX, Yankton, S. D.: Years of comprehensive farm service is climaxd by WNAX "Midwest Farmer Day", attracting over 60,000 to select the Typical Midwest Farmer.

WLS, Chicago, Ill.: Famed for its WLS National Barn Dance—its years of friendship and kindly service to 236-County area of "Lincoln Land".

WHO, Des Moines, Iowa: With one of the largest farm departments in radio, WHO has followed diligently a policy of heads-up, alert "go-out-and-see-them" farm editing.

WILW, Cincinnati, Ohio: The Nation's Station is known far and wide for its entirely self-supporting "Everybody's Farm", through which listeners share in findings—successes and failures alike.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
OF COURSE—KMBC FM, AN EXTRA SERVICE AT NO EXTRA COST
MORE than half the power radiated by ordinary antennas is wasted in space. WKY invested nearly $250,000 to build a new radiator that would harness this lost power.

WKY's new 915-foot Franklin double half-wave antenna was designed to squash sky waves and push out signals along the ground. It is doing this now with astonishing efficiency. The signal, 646 mv/m at one mile, is 58.8% stronger than with a standard quarter-wave antenna. It would require 11,000 watts using an ordinary radiator to produce this intensity.

Field measurements are showing that Oklahoma listeners (and WKY advertisers) are profiting again because WKY had the vision and the nerve to pioneer unexplored territory.