HOW WLS HELPED Frank Volz Bale His Hay

"Within one hour we received offers of enough wire for 11,000 or 12,000 bales!"

Hay was ready on the Frank Volz farm in Wisconsin, but the baler stood idle. The reason: no bailing wire and neither manufacturers nor dealers could supply any. Mr. Volz called WLS; Art Page mentioned it on his "Dinnerbell" program for farmers.

The result: within an hour of the WLS broadcast, Mr. Volz received six telephone calls from Wisconsin and Illinois farmers, offering enough wire for 11 or 12 thousand bales!

Here is one of many examples of the kind of help WLS gives Midwest farm people. They come to us for help... they get it immediately. Such friendly, neighborly services, added to frequent WLS market, weather and news reports, and to daily inspirational and entertainment programs, have made WLS like one of the family throughout Midwest America.

A Clear Channel Station
Yes, for you
there could very well be a citation
which would read
"For distinguished service
to the American people..."
... that is, there could be
if the nation only realized
as well as we,
who have worked with you,
what a splendid job you have done
as a radio engineer
during the emergency

If they only knew
how you overlooked the word overtime
and how an eight-hour day
lost its meaning
when we most needed
to be informed and entertained.

If they only knew
how you coddled and repaired
the irreplaceable tools
of your trade
so that not even one
valuable broadcasting moment
was lost in wartime.

If they only knew
how the station remained awake
each twenty-four hours
because of your personal effort.

... Well, perhaps they don't realize
to whom the thanks belong,
or their tongues don't give voice
to their feelings...
but in their homes and hearts
there has been mute appreciation
for the privilege you extended to all,
the privilege that could not
have been forfeited easily,
the privilege that is used so casually,
the privilege of switching on the radio.

AMPEREX ELECTRONIC CORPORATION
25 WASHINGTON STREET • BROOKLYN 1, N. Y.

A COPY OF THIS ADVERTISEMENT, SUITABLE FOR FRAMING, WILL BE SENT WITHOUT CHARGE UPON REQUEST
FLASH! Through Yankee’s 23 "home-town" stations, your sales message reaches every nook and corner of this rich New England area. It’s EFFECTIVE . . . it’s COMPLETE . . . it’s locally-accepted.

EFFECTIVE Coverage — in a fertile territory where people have above-the-average money to spend.

EFFECTIVE Coverage — because Yankee’s local stations enjoy the confidence of their own community.

EFFECTIVE Coverage — not born over night, but built through a quarter-century of service . . . of winning friendship . . . of gaining confidence — until today Yankee offers you the most EFFECTIVE, most responsive “home-town” coverage of all New England.

Acceptance is THE YANKEE NETWORK’S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Upcoming


Oct. 4: FCC Hearing en banc on proposed TV rules.


Bulletins

A 30-PAGE document covering FM Standards of Good Engineering Practice is to be released by the FCC this week. Engineering standards along with FM Rules and Regulations [BROADCASTING, Sept. 17] will complete Commission documentation comprising the basic FM regulatory policy.

OTIS WILLIAMS, Mutual account executive in New York, named manager of WBGN Brooklyn by Edward A. Poole, president of station and North Jersey Radio Inc., Newark News subsidiary. With lifting of FCC freezes, WBGN is applying to remove station to Newark with an increase in power from 1,000 w day, 500 w night to 5,000 w fulltime on 1430 kc.

MOSES Koenigberg, 67, former president and general manager of King Features Syndicate and International News Service, died at his New York home Friday of a heart attack.

For the FIRST time a Canadian station is permitted to solicit American network evening commercial programs not already going into Canada. CKXG Toronto, through CBC, has contracted with NBC, American and MBS for nighttime commercials until CJBC Toronto goes to 50 kc. CKXG also permitted to duplicate American sponsored network programs carried on CJBC, key station of CBC Dominion Network.

ATLANTIC REFINING STARTS BIGGEST GRID SEASON

ATLANTIC REFINING Co., Philadelphia, marketing on Eastern Seaboard and west into Ohio, last Saturday started its heaviest schedule of college, high school and professional football. The company is sponsoring a total of 180 games on 78 stations, a record for its 10 years of grid sponsorship.

Navy home games are included for the second season. Lineup includes complete schedules of Penn, Duke, Virginia, Georgia Tech, Temple, Pitt, Ohio State, Cornell, Syracuse Brown, Dartmouth, F&M. Princeton is back on the list after a year's absence. For the fifth year Penn games will be televised on WPTZ Philadelphia. Largest lineup for a game is the 52-station hookup Oct. 20 for the Pitt-Notre Dame game. Pro teams on list include the Eagles and Steelers: Atlantic season ends Dec. 9 with Eagles-Yanks pro game.

BROADCASTING...at deadline

EMERSON ON 187: Emerson Drug Co., Baltimore (Bromo-Seltzer), starts sponsorship Sept. 24 of minute transcribed spot announcements for 52 weeks on 187 stations of Keystone Broadcasting System. Campaign directed at small town audience, exceeds 2,000 announcements per week. McCann-Erickson, New York, Agency.

P&G BUYS 'QUEEN': Procter & Gamble, Cincinnati (Du), has bought the latter quarter-hour of Queen for a Day, Monday through Friday, 2:30-3 p.m. on full Mutual network effective Dec. 3. Contract for 52 weeks placed through Compton Adv., New York.


ARVEY SPOTS: Arvey Corp., Chicago (R-V-Lite window material), Oct. 15 starts three spots weekly, 10 weeks, on WHAM KYW WRYA WWVA WSYA WLW WJZ WCO WCO WHO WKO WFSX WHN WPA WRFN WAB WHB WMAW-WZP KBK KBL KLZ KUTA KVI KGO JF KOF KMH KIN KGW KBK. Agency, Burlingame & Grossman, Chicago.

WINERY TO USE RADIO: Bisceglia Bros. Corp., Chicago, names Olann Adv., Co. for Paradise wine. Radio will be used.

BUSINESS BRIEFLY

TREASURY LOAN DISCS NEAR COMPLETION

TWO FEATURE programs slated for transcription by Treasury Dept. War Finance Division for use in forthcoming Victory Loan, Treasury Salutes and Music for Millions, are almost completely set with all stars and other personnel, according to Lt. David Levy, USNR, chief of WFD Radio Section. Special program for kick-off show, for use by local stations, is scheduled for recording next week.

Greatest transcription network is expected during Victory Loan. Orders to date for discs: Music for Millions. 760 stations; Hedda Hoppe’s Hollywood, 583 stations; sports series, 517 stations; industrial leaders’ series, 517 stations. New high for Treasury Salutes is already at new high, 923 stations, more coming.

EUROPEAN radio ears must have burned last Wednesday, President Truman conferred, separately, with Ed Murrow, CBS' dean of European news analysts, and his own radio adviser, J. Leonard Reinsch, recently returned from a radio mission to ETO. Both must have stressed importance of an authoritative American radio voice in Europe.

REP. MANUEL CELLER (D-N.Y.) who erupts periodically about radio, may be getting set to write his own version of a new Communications Act. He says he doesn’t like some of the things that go on both at FCC and in the industry.

With resignation of Charles B. Brown, crack advertising executive, as advertising manager of RCA Victor, John West may fall heir to job with attendant heavy campaigns on television exploitation. Mr. Brown has not announced future plans, but they’ll probably be in TV.

NOW IT CAN be told. Before Japs capitulated, brainy new fully equipped radio ship, Spindle Eye, was being fitted out at Seattle to relay radio, facsimile, etc. and other communications on the planned D-Day invasion of Japan. All past mistakes were being caught up, based on phenomenal success of Lt. Col. A. A. Schechter, then radio officer for MacArthur, who devised original Pacific radio-press communications on converted ship Apache. Col. Schechter now runs news and special events for Mutual.

NOW IT should be told: Radio Berlin, which was to have been operated by Kommandatura, comprising military heads of four Allied governments occupying Germany, actually is run by Russians [BROADCASTING, Sept. 3]. Brig. Gen. Samuel Thomas, Signal Corps officer in Berlin, is nominal American on radio control board. He accompanied broadcasters’ mission to ETO on its inspection of the station last month, revealed it was first time he had set foot inside.

SELECTION more fireworks on FCC’s FM allocations. All four networks are chasing over secondary coverage assignments given them as against New York independents. May be protested before Sept. 25 deadline with hearing demand.

KENTUCKY POLITICAL TALK: FCC Chairman Paul A. Porter being questioned for the gubernatorial race in 1947, with an eye on the Senate come 1949. State Democratic

(Continued on page 90)

Page 4 • September 24, 1945
Shortstop to second to first . . . split timing . . . faultless handling . . . right position. Double plays are a pitcher's godsend . . . but no accident they . . . tedious practice and endless polishing are the only answer.

And in radio . . . .

The strong listener loyalty marking these stations is no accident either. Endless diligence and flaring ingenuity under experienced management makes the difference.

---

**REPRESENTED NATIONALLY BY**

**EDWARD PETRY & CO., INC.**

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

---

**SPOT RADIO LIST**

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICG</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WQAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Fort Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
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<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
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<td>WHTD</td>
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<td>ABC</td>
</tr>
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<td>KPRC</td>
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<td>NBC</td>
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<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
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<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
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<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLH</td>
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<td>MBS</td>
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<td>Milwaukee</td>
<td>NBC</td>
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<tr>
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<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
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<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSMB</td>
<td>New Orleans</td>
<td>MBS</td>
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<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
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<td>KOIL</td>
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<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
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<tr>
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<td>Providence</td>
<td>MBS</td>
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<td>Richmond</td>
<td>ABC</td>
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<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WQAI</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
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<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
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<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
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<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>

THE TEXAS QUALITY AND YANKEE NETWORKS
The Pacific Northwest means... KIRO Seattle • Tacoma

No. 4... Power
Lowest Electric Rate In America

Containing 40% of the potential water-power resources of the United States, the Pacific Northwest is a highly electrified industrial region, using 9 1/2 BILLION kilowatt hours in 1944. Immense dams have already harnessed 5 million horsepower. Permanent industrial activity has been attracted by this boundless power, available at rates as low as 2 mills per kilowatt hour.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.
Get a Ten-Goal Man on your team

Radio is like polo: you have to "ride off" the opposition if you are to score sales-making shots in every chukker. And when you use WSIX you've got a ten-goal man on your side—because WSIX has the best daytime Hooperating of any Nashville station. WSIX makes even a "nearside forward shot" seem easy because it offers top shows of both AMERICAN and MUTUAL—gives wide coverage of middle Tennessee with a million potential buyers of your product. No wonder WSIX has stepped up its all-day average Hooper 81.5% in the two years ending last January!

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

AMERICAN • MUTUAL

WSIX
The Voice of Tennessee's Capital City

5000 WATTS
980 KILOCYCLES

September 24, 1945 • Page 7
A NEW APPROACH TO...

THE 1945-46 NBC PARADE OF STARS

SPONSORS

NETWORK

LOCAL STATIONS

AGENCIES

STARS
RADIO SELLS RADIO

- It's "on the air"... over NBC stations from east to west... the most intensive, effective, ingenious and dramatic "radio sells radio" promotion ever devised.

For the entire 1945-46 NBC Parade of Stars campaign was jointly planned... the first time in the history of Radio's greatest year-round promotion drive... planned in a series of coast-to-coast meetings between the National Broadcasting Company and (a) local stations, (b) radio stars, (c) advertising agencies and (d) sponsors!

Recorded station breaks in the voices of the stars—entertaining 1-3 minute star recordings together with scripts building complete fifteen-minute programs—recorded fifteen-minute shows complete for broadcast—a series of all-star, coast-to-coast network programs scheduled for peak listening periods—and a continuing system of telegraphed timely spot announcements—all add up to radio's greatest selling campaign for radio.

... ... ...

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 that continue to keep NBC "the network most people listen to most."

National Broadcasting Company
America's No. 1 Network
My Impression of Europe
(Second of a series by members of the U. S. Mission to ETO)
By MARTIN CAMPBELL
Managing Director, WFAA, KGKO Dallas

Europe has had a sample of the American version of radio, and it likes it. The operators of European broadcasting realize this fact, and don't like it.

There you have my primary impression gained as a member of the radio executives group recently returned from an inspection tour overseas.

We were taken behind the scenes and given a fleeting glimpse of European radio as it is today—a few short months after the close of hostilities. As a result, I brought back with me as many and varied views on radio in Europe as the multifarious radio services it was my privilege to observe. I offer these views as impressions only. Opinions or conclusions reached upon superficial observation could—and probably would—be erroneous.

The great diversity of radio operations is shown in this way: The British have their own services, home and overseas; the French have their home and a limited overseas service; the Italians have their home service, and the Germans have to listen to what the Allied military governments tell them—and there doesn't seem to be any unified thought or action among the several "services" to the German people. Finally, there is the tremendously successfully American Forces Network, designed to bring American radio to our servicemen overseas.

Just as there is very limited basis for comparison between a Jeep and a Rolls Royce, so there is very little basis of comparison between the British broadcasting services and our own. In England, radio is a monopoly supported by a direct tax upon the listeners. This tax, varying in amounts from

(Continued on page 38)

Sellers of Sales

Back in 1889 Henry Tritschler got his first job. He was an after-school office boy for the Nelson Chesterman Advertising Agency. After 56 years with the same firm he is still going strong, having placed orders for over $15,000,000 worth of Chattanooga Medicine Co. advertising.

He can quote instantly from memory the rates of hundreds of newspapers and radio stations. His memory and his uncanny gift for mental arithmetic were what got him his first job. While he was finishing St. Louis Polytechnic High School, he "graduated" into head bookkeeper with the Nelson Chesterman office in that city. He was still so small he had to stand on a box to reach the high desks of that day.

It was no easy task to keep the records straight then. There were no printed rate cards and one had to either dig out previous bills or remember the figures. Henry soon became the walking rate card of the agency.

When the agency expanded, Henry was made space buyer. In 1910 he was sent to Chattanooga to open a branch office there to service the Chattanooga Medicine Co.'s account, which was already one of the agency's oldest ones, the first insertion order for them having been sent out around 1895.

That was a temporary assignment. It has lasted 35 years. The campaigns for the Medicine Co. have been his outstanding ones, but he has also had other successful ones including Buster Brown Hosiery for ten years, Chattanooga Brewing Co., and City of Chattanooga for five years. Under way are campaigns for the Double-Cola Co., Fleetwood Coffee Co., the Lookout Mountain Hotel.

Henry has served as chairman for the South of the AAAA. He and Mrs. Tritschler live on Look-Mountain where they are members of the Fairlawn Club and Fairyland Golf and Country Club. Since 1899 when Comisky played first base for the St. Louis Browns, he has been a ball fan, but his principal hobby is bridge.
August 21, 1945

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

Dear Mr. Berkson:

May I, on the behalf of Mutual, express our thanks and appreciation for the swell service that you rendered to us during the recent excitement. We have an ad in the current issue of Broadcasting Magazine and it will also be on the back cover of an early issue of Advertising and Selling in which we publicly express our thanks.

But in the meantime I want to say thank you to you and your fine organization over my own signature.

Sincerely,

Edgar Kobak

Edgar Kobak
ARE YOU "PLAYING TO" THE OUTSIDE AUDIENCE

on the Pacific Coast, too?

The Outside Market represents approximately half of the more-than-8-billion dollars in retail sales on the Pacific Coast, as well as half the radio families.

The outside audience is well worth "playing to" on the Pacific Coast, but you can do it by radio only if you use the Don Lee Network. Don Lee is the only network giving complete coverage of both the outside and inside markets of the Pacific Coast.

The reason? Mountains! Most markets on the Pacific Coast are surrounded by mountains 5,000 to 15,000 feet high—and the long-range broadcasting of other networks doesn't reach them. Don Lee, however, has 39 strategically-located stations, one in each of the important mountain-surrounded markets. (The other networks have 7, 12 and 8 stations respectively.)

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

The effectiveness of Don Lee's complete coverage of the Pacific Coast is best illustrated by the fact that Don Lee carries almost as much Pacific Coast regional business as the other 3 networks combined.

Be sure you "play to" the outside—as well as the inside—audience on the Pacific Coast. Buy Don Lee, the only network that can reach both outside and inside markets. Don Lee, remember, has more than 9 out of every 10 radio families living within 25 miles of one of its stations!

Example from Special C. E. Hooper Survey
EUGENE, OREGON

<table>
<thead>
<tr>
<th>STATION</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Morning</td>
</tr>
<tr>
<td>Don Lee Station KORE</td>
<td>56.9%</td>
</tr>
<tr>
<td>Most popular out-of-town station</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

Other examples to follow

The Nation's Greatest Regional Network
Approximately half the retail sales on the Pacific Coast are made OUTSIDE the counties in which Los Angeles, San Francisco, San Diego, Oakland, Portland, Seattle and Spokane are located.
"Sure, your piccolo program idea went over with a bang! Like this!"

Suppose you wanted to do some spot broadcasting in Syracuse, Charleston and Tulsa: what would you give 'em in the way of entertainment?

Quite possibly you wouldn't need any advice. But if you'd like to know what sort of programs have proved popular in those markets—what sort have flopped, or been over-done, or are now in use by your competition... F&P either knows or can darned quickly find out!

Such service is just a small part of F&P's unfailing effort to make spot broadcasts successful. Let us show you how we work!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Reverses Field In Television

143 Cities Covered In 'Downstairs' Proposal

By ROBERT K. RICHARDS

PROPOSED ASSIGNMENTS OF TV CHANNELS AND NUMBER OF APPLICATIONS FOR STATIONS IN 10 MAJOR MARKETS:

<table>
<thead>
<tr>
<th>Sales Rank</th>
<th>Pop.*</th>
<th>Channels Applications Proposed</th>
<th>Received</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>1</td>
<td>11,890,520</td>
<td>4</td>
</tr>
<tr>
<td>Chicago</td>
<td>2</td>
<td>4,499,126</td>
<td>5</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>3</td>
<td>2,904,596</td>
<td>6</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>4</td>
<td>2,908,644</td>
<td>3</td>
</tr>
<tr>
<td>Boston</td>
<td>5</td>
<td>2,350,514</td>
<td>5</td>
</tr>
<tr>
<td>Detroit</td>
<td>6</td>
<td>2,296,867</td>
<td>3</td>
</tr>
<tr>
<td>San Francisco-Oakland</td>
<td>7</td>
<td>1,428,525</td>
<td>5</td>
</tr>
<tr>
<td>Pittsburgh</td>
<td>8</td>
<td>1,904,060</td>
<td>3</td>
</tr>
<tr>
<td>Cleveland</td>
<td>9</td>
<td>1,214,865</td>
<td>3</td>
</tr>
<tr>
<td>St. Louis</td>
<td>10</td>
<td>1,367,977</td>
<td>4</td>
</tr>
</tbody>
</table>

*Population figures from U. S. 1940 census.

The number of television stations to be immediately available in metropolitan markets is going to be cut to a bare minimum in order to provide "downstairs" frequencies for community outlets throughout America, if a new plan of allocation proposed by the FCC is adopted. The plan, adopted Thursday, sets forth proposed distribution of the 13 channels in 143 markets. Hearing on it will be held Oct. 4, beginning at 10:30 a.m., before the Commission, sitting en banc.

The plan frees markets in which applications now pending are heaviest offering possibilities for extremely limited facilities. In New York, for example, where nine applications are pending, only 4 channels are available; in Philadelphia, where nine applications are pending, only three channels are provided. There are six stations in Detroit, three channels available; seven in Boston, with five available.

Face Difficulties

Illustrative of the difficulties faced by the FCC and applicants in resolving problems concerning available channels are such figures as these: Sioux City, 107th ranking U. S. market, will have available four frequencies, as many as New York, the first market; Ft. Wayne, 81st market; Charleston, W. Va., 88th, and Knoxville, 87th, each will have four channels available for metropolitan stations.

Of paramount interest was the FCC's move in requiring a minimum daily program operation of six hours. The Commission invites special comment on this proposal, and upon a suggestion that provision be made for sharing of some or all of the channels by two or more licensees. In case such a time-sharing agreement is adopted, the FCC will specify program-hour minimums for all licensees. Adoption of such a plan would restrict even further the video service in the major markets already faced with limited available channels.

Following the general pattern of philosophy established in the FM Rules & Regulations, the FCC concentrates its attention on community markets, in no case providing more than six channels for each of the ten top metropolitan areas in the U. S.

Hard-core broadcast engineers and attorneys, burning daylight these days to meet the Commission's requirements that FM applications be filed by Oct. 7, reeled under the impact of meeting also an Oct. 4 deadline on the television proposals. The plan would limit community TV stations to 1000 watts power with 500-foot antenna height (above the average terrain) and would put a power ceiling of 50 kw on metropolitan stations, with the proviso that 500 feet would be the minimum standard for tower height.

Channels 1, 12 and 13 would be assigned to community stations, with Channels 2 through 6 and 7 through 11, inclusive, going to metropolitan outlets.

There is implicit in the proposal the Commission's desire that TV move as quickly as feasible from the lower bands into the frequencies above 400 mc. The Commission makes available space between 480 and 920 mc for experimental television, pointing out that in this area "more space exists and color pictures and superior monochrome pictures can be developed through the use of wider channels."

Of special interest, and some puzzlement, to video engineers was the fact that a ceiling as high as 1 kw is permitted under the community station proposal. On the other hand, metropolitan stations are limited to 60 kw power, a ceiling far short of the potential.

FCC Likely to Remain Intact In Reorganization Measures

Whether the FCC will be reorganized, merged with another department or remain intact still was undetermined last week as committees of Congress completed preliminary work on two reorganization bills.

In the House, Rep. Manasco (D-Ala.), chairman of the Expeditures in the Executive Dept. Committee, on Wednesday introduced a revised bill (HR-4129) which would exempt from reorganization the Interstate Commerce Commission. Federal Radio Commission and Securities & Exchange Commission. The bill provides that any reorganization of the FCC, Civil Service Commission, U. S. Tariff Commission and Veterans Administration would have to be done on a separate basis. These agencies could not be included in an overall reorganization. Rep. Manasco's original bill exempted FCC and 20 other agencies.

Sen. Pat McCarran (D-Ne), chairman of the Senate Judiciary Committee, on Tuesday concluded hearings on his bill (S-1220) to reorganize the executive branch of the Government. No testimony was offered on behalf of the FCC, Chairman Paul A. Porter having notified the Committee the Commission would not appear. Sen. Reverbomb (R-Wa.), chairman of the National League of Women Voters, indicated he felt the FCC was a creature of Congress and should not be subject to Presidential reorganization. Mrs. Stone had urged that President Truman be given full power to reorganize all departments of Government. The McCarran bill, which will be reported out early this week, does not exempt any agency, except the District of Columbia Government, from reorganization. Reports were that the Committee might amend the measure, however, to exempt certain quasi-judicial bodies.

Concern was expressed that by such sharp limitation of facilities in those listening areas of the nation comprising the majority of the audience would impel more rigid regulation by the FCC than has been contemplated by the most pessimistic.

FCC officials, explaining this latest major order in the barrage which has been flowing steadily from the Commission for six weeks, said that the hearing date was set only two weeks ahead in an effort to speed up the development of TV.

Theory behind the FCC disposition to spread the pattern of TV on a nationwide basis in the early days of its development is that by this manner only can it meet the requirements of 307 (b) of the Communications Act. This section provides that an equitable distribution of broadcast facilities should be made to all areas which might be served.

There is evident also in the TV plan a further move toward leveling off the power available to outlets, with a multiplicity of smaller outlets an eventual goal. Anyone
Woods Resumes Direction of American Net

LaRoche Inactive; Robinson, V.P., Resigns

By BRUCE ROBERTSON

MARK WOODS, president of American Broadcasting Co., last week resumed active direction of the network's operations, while Chester L. LaRoche, vice-chairman and for the past year executive head of the network, dropped all executive activities. Simultaneously, Hubbell Robinson Jr. resigned as vice-president and head of the network's program department.

Seen as the first step in a general reorganization of American's operating policies, move reverses the realignment of top executive personnel that began a year ago when Edward J. Noble, chairman of the board and major stockholder in the company, placed Mr. LaRoche in the top operating spot, relegating to a secondary position the team of Mark Woods and Edgar Kobal, who as president and executive vice-president had guided the network's activities since its separation from NBC in 1942.

Mr. Kobal shortly thereafter left to become president of Mutual, where he has since been joined by a number of other executives from American, including Robert D. Swezey, Phillips Carlin, Jesse Thompson, Burt Hauser.

Mr. LaRoche, former chairman of Young & Rubicam, brought into American a number of his former associates in the agency, including Mr. Robinson as program head; Adrian Samish as president; Fred Smith as director of advertising and promotion.

Resignment of Mr. LaRoche from active participation in the network management was announced Wednesday by the network as follows: "Chester J. La Roche, vice-chairman of American Broadcasting Co., who has been executive head of the company, will no longer continue to be active in an executive capacity. He will continue as a stockholder, director and advisor to American. [In January 1944, a few months after Mr. Noble had purchased the network from RCA, Mr. LaRoche purchased 12½% of the company's stock for a reported $500,000.]

Wheeler Urges Station Sale Control

Plans to Offer Bill to Specify FCC Power Over Transfers

By BILL BAILEY

LEGISLATION giving the FCC control over the sale prices of stations and authority to determine to whom stations shall be sold will be introduced this session of Congress, according to Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee.

The proposed legislation, as now envisioned by Sen. Wheeler, would forbid the licensing of stations to corporations whose chief interests are in businesses other than broadcasting. Sen. Wheeler said he plans to confer shortly with FCC Chairman Paul A. Porter on the Commission's views for legislation as outlined by the FCC in the Crosley-Aviation Corp. transfer opinions [Broadcasting, Sept. 10].

Wants Power for FCC

"I think it's time for Congress to take some action to bring the Communications Act up to date," said Sen. Wheeler. "I don't want to see broadcasting in the hands of a few monopolies and holding companies. That's bad for the country. It squeezes the little fellow out."

Sen. Wheeler said he felt that the FCC should have the authority to say whether a manufacturing corporation should go into the broadcasting business. He felt, too, that the Commission should have the power to determine whether sale prices of stations are too high.

He contended that with the high prices at which stations have been pegged, only large corporations with money can afford to buy them, whereas local interests are unable to compete. Sen. Wheeler feels that broadcasters should stress local service over network presentations.

He thinks, too, that something should be done to enforce provisions of the present statute which place program responsibility squarely in the hands of licensees.

"The advertising agencies control programs in this country," said the Senator from Montana whose son, John Wheeler, is a third owner of KPPY Spokane, Wash. "I understand that most of the big network programs are produced exclusively by the agencies. The people out in Montana get what the New York agencies think they should hear."

Sen. Wheeler said he had been advised that certain small independent stations had been literally forced to take programs they felt were not up to local standards because the agencies placing them threatened to withdraw otherwise if the objectionable programs weren't accepted.

"That's intolerable," he added. "I want to go into the entire picture with Chairman Porter. I want his views. Then I think we can pass some intelligent legislation."

Time for Action

Sen. Wheeler said numerous independent broadcasters had told him the network regulations were a godsend to the "small fellow." If the Commission doesn't have the power, under the present Act, to "protect the little fellow" and "keep the monopolies out" it's time, said the Senator, that Congress act.

Sen. Wheeler declared that unless Congress takes steps to keep large corporations out of the broadcasting field, monopolies will result and "then we'll have Government ownership. I don't want to see that and I don't think anybody else does," he asserted.

Chairman Clarence F. Lea (D-Cal.) of the House Interstate &
Motives in Sale of WINS Are Questioned

Equal Opportunity Issue Raised
By FCC

WHY DID Hearst sell WINS New York to Crosley rather than to Marshall Field?

This was one of the principal questions which the FCC asked Charles McCabe, publisher of the New York Daily Mirror and president of Hearst Radio Inc., at hearings last week on the application of WINS to transfer of license and authorization for 50 kw to the Crosley Corp. for $2,100,000, of which $400,000 would be in trade.

The Commission also wanted to know why Crosley wanted a station in New York and was told by James D. Shouse, Crosley vice-president in charge of broadcasting, that the idea of a Manhattan outlet at the source of big radio talent, to tie in with WLW programming, developed when it was decided to dispose of WSAI under the FCC duopoly rules.

Putting the testimony of Mr. McCabe and Mr. Shouse together, it turned out that Hearst sold WINS to raise money for FM and television stations and that acquisition of the New York station fitted

HEARING ROOM scenes. (Barr) Leonard Kapner, general manager, Hearst Radio Inc.; G. O. Markinson, Hearst Radio vice-president; (girl unidentified). At counsel table: Leonard Marks, FCC hearing counsel; Harry Tennyson, head broadcast accountant; Dallas W. Smythe, chief economist; Guy Douglas, accounting department; Maurice R. Barnes, attorney. On the witness stand is Hearst Executive McCabe.

whether "equal opportunity" was given Marshall Field as that afforded the Crosley Corp. in the sale of WINS New York for $2,100,000 was leading question pursued at hearings before FCC on transfer of the station.

with Crosley plans to reinvest the money it received from the sale of WSAI.

Hearings on the transfer application lasted two days and were held Wednesday and Thursday, with P. W. Seward, Commission examiner, presiding. Hearst Radio was represented by Thomas P. Littlepage, Jr. of the firm of Littlepage & Littlepage. Crosley Corp. was represented by William J. Dempsey and William C. Koplovitz.

Mr. McCabe revealed that during negotiations last January with Mr. Shouse, he was approached by Clem J. Randau, directing head of Field Enterprises Inc., who said he heard WINS was for sale. Mr. McCabe said he was "very noncommittal" but Mr. Randau made an offer of $1,200,000 cash. He was given no encouragement.

Raised Figure

Later, he testified, Mr. Randau raised the figure to $1,500,000 and subsequently to $1,650,000. When last amount failed to attract interest, Mr. Randau stopped bidding. Significant in view of the Crosley-Aveco decision in which the Commission proposed a new policy on station transfers, Leonard Marks, assistant to the FCC general counsel, sought to determine whether "equal opportunity" had been given Mr. Randau in his efforts to purchase WINS.

"If Mr. Randau or his principals had raised the figure to $2,100,000 would they have had equal opportunity?" Mr. Marks asked.

"That is a hypothetical question," Mr. McCabe replied.

"Had he offered that amount would you have considered it?"

"I would have submitted it to the board of directors."

When asked what reason he had for not telling Mr. Randau of the Crosley offer, Mr. McCabe replied that negotiations with Mr. Shouse were too far advanced and that giving such information would serve no purpose.

The Commission was interested in other information regarding WINS in considering the application for transfer. Other witnesses were questioned on:

1. The value of the physical assets of the station.
2. The going-concern or goodwill value of the station.
3. The various factors entering into determination of purchase price.
4. Whether any consideration is being "paid for the frequency." 
5. What part of the purchase price is attributed to the outstanding construction permit for 50 kw power.
6. Plans of Hearst Radio Inc. for accumulating additional capital for FM and television expansion.
7. Whether sale of WINS involves "trafficking" in licenses.
8. Whether the agreed price for sale of the station will adversely affect the purchaser's ability to operate it in the public interest.
9. Whether the 10-year cooperation period, under which $400,000 of the purchase price is paid in broadcast time for news periods for the Daily Mirror, would be consistent with the obligation of the purchaser to operate the station in the public interest.
10. Plans of the purchaser to broadcast the same programs over WLW Cincinnati and WINS.
11. Type of program service proposed by the purchaser.
12. Possible effect approval of the sale would have on competition in chain broadcasting and other broadcast service.
13. Whether the public interest would be served by transfer.

Mr. McCabe also disclosed that

(Continued on page 76)

WBT Goes Under Operating Control
Of New Owner, Southeastern Company

WBT Charlotte, 50 kw outlet acquired from CBS by Southeastern Broadcasting Co., went under operating control of the new owner Sept. 23, with Charles H. Crutchfield as general manager following his incumbency as acting head since resignation of A. D. Willard Jr. to become NAB executive vice-president on Oct. 1.

President of Southeastern, a subsidiary of Jefferson Standard Life Insurance Co., is J. M. Bryan.

Head of Jefferson Standard is Julian Price, North Carolina philanthropist, with Mr. Bryan as vice-president. Maj. Edney Ridge, director of WBIG Greensboro, is Southeastern secretary-treasurer. WBIG is a Southeastern operation.

Check for balance of the $1,500,000 purchase price for WBT, was turned over to CBS in New York last week by Mr. Bryan and Maj. Ridge.

Mr. Bryan said the new management will maintain the community service policy responsible for WBT's national status and added that Mr. Crutchfield was assigned a free hand in selection of personnel.

We are keenly aware of the vital contributions made by WBT to the Carolinas and the South in general," said Mr. Bryan, "and are most anxious that this public service be expanded to even greater proportions in its future operation. Under WBT's new general manager we feel that the people of this section will continue to receive the most whole-hearted cooperation in every radio activity."

Mr. Crutchfield has lived in Charlotte 13 years. Born in Hope, Ark., in 1912, he went to Spartanburg, S. C., with his parents in 1920. There he entered radio as an announcer at WSPA while attending Wofford College. Later he was employed at WBIG. In 1933 he joined WBT as announcer. Two years later he became program director. Station has fed many programs to CBS in last decade, developing such groups as Golden Gate Quartet, Four Knights, Johnson Family Singers.
School Must Stop Contract Payments

WGST Proposal Would Cut Management Group Out

By J. FRANK BEATTY

IF GEORGIA School of Technology wants to keep its Atlanta station, WGST, on the air it must stop making payments to a group that formerly had a management contract to run the station, according to a proposed decision handed down last Wednesday by the FCC.

The latest step in the tangled WGST case may bring a series of new legal complications. Since it is a proposed decision attorneys for both the school and the holders of the former management contract (formerly Southern Broadcasting Stations but now members of that firm—Sam Pickard and Clarence Filbohm) may file exceptions.

Mr. Pickard, a former member of the Federal Radio Commission and once a CBS vice-president, Mr. Calhoon is an Atlanta attorney.

Contract Illegal

The proposed decision simply that the school's 1943 contract to pay Southern 15% of net profits until January 1950 (date at which contract was to end), was illegal. Renewal of the WGST license therefore would not serve the public interest, it continues, and should be denied.

Then the decision goes on to say that the denial should still give the school an opening to apply within 90 days for a CP and license to operate on the same frequency. But the school had not applied for a license to operate under the proposed management contract.

Southern assumed management of WGST in 1930 under a management contract. In 1943 the FCC ordered withdrawal of Southern from any part in management of WGST. Thereupon the parties signed a contract by which Southern would receive 15% of WGST net profits until 1950.

FCC's proposed decision holds this 15% obligation "raises grave doubts that future operation of the station in the public interest is possible, despite the fact that it is operated without the burden of State taxes since it is a unit of the State of Georgia."

The Commission points out that net worth of Southern, whose stock was purchased by the school, has not been determined. Even ownership of the station equipment is in question, it is pointed out. Moreover, the contract arrangements "would jeopardize the licensee's financial ability to conduct the future operation of the station" in the public interest, it is added.

A contract provision makes the 15% clause apply also "to all new broadcasting equipment or facilities, including FM and television," it is stated, and this might restrain the school from entering these new fields.

The 15% payments, it is further decided, "should be charged against the losses the parties may incur because of the cancellation of management contract."

The proposed decision continues that Southern "does not now have and never had any legal interest in the operation of the station."

No little credits should go to Mr. J. Harold Ryan, retiring President of NAB, who set up the Broadcasting Division during those early trying days of the war.

I believe the work of the individual staff members was outstanding. This staff was small, never larger than six men. These men did an efficient job day-in and day-out exercising good judgment and setting a record for prompt and fair decisions. A special word of thanks to Eugene Carr, now manager of Brush-Moore Stations; Charter Heslep, now Washington manager for the Mutual Network; Lester Halpin, now news editor of KXOL, Portland; Edward H. Bronson, now manager of Station WJEF Grand Rapids; Stanley Richardson, now NBC London director; Peter H. Cousins, now assistant to the President; and Robert K. Richards, now editorial director of Broadcasting Magazine.

Radio should be proud of the job done under voluntary censorship which I am gratified to point out ended as quickly as it began with the networks free and self-reliant and still the best and most progressive system the world has ever known.

Radio Week Plans Made by Networks

PROGRAMING and promotion plans of the major networks for National Radio Week Nov. 4-10 were outlined in New York Wednesday by network officials, who met with Willard Egolf, NAB public relations director.

The Radio Week will climax observance of Radio's 25th Anniversary during 1945. Clearing house for observance is the NAB Public Relations Committee, headed by Mr. Egolf. Local station plans should be correlated with those of the networks, he said.

During Radio Week the networks will originate programs of national and international interest, carrying the anniversary theme throughout the entire week's schedule. Special programs and means of working the theme into established shows, both sustaining and commercial, were considered at the Wednesday meeting.

At Wednesday Meet

Attending the Wednesday meeting were American, H. B. Summers; Adrian Samish, Norman J. Ostby; CBS, George Crandall, Douglas Coulter, Paul Hollister, William Messner; NBC, Bert Sterzy, Phillips Carlin, Edgar James, Francis Zuzulo, Robert A. Schmid; ABC, William S. Hedges, C. L. Menders, Easton Wollyer, James C. Neale.

A feature of the observance will be presentation of a commemorative statuette by the Radio Manufacturers Association to stations.

First of a series of mass meetings held in various parts of the country this fall as a part of NAB's anniversary plans will take place in Hollywood Bowl Sept. 29, according to Dorothy Lewis, NAB coordinator of Listener activity. William B. Ryan, NAB district director and chairman of the Radio Division, will be in Los Angeles working on the project for several months. Committee on Hollywood meeting is composed of Sidney Warrington of Bowl committee; Don Searle, American; D. W. Thornburgh, CBS; Lewis A. Weiss, Don Lee Network; R. O. Reynolds, KMPC Los Angeles.

Hollywood event, honored by the radio industry, will also salute 60,000 Victory Chest volunteers. Some of radio's top talent, including Eddie Cantor, Bob Hope, Dinah Shore, Frank LaRue, and George W. Warren will present Citations of Merit. Justin Miller, NAB's new president, may participate.

Another meeting will be held later in Minnesota at which several network shows will originate. Local stations and the Minnesota Radio Council will join in the celebration. Program will pay tribute to radio leaders.

On Nov. 4, members of Ass'n of Women Directors will devote their programs to the anniversary theme.

The Association also plans to address local women's clubs and service groups.
New type lifebelt

Here's a close-up of that air-inflated lifebelt you've been hearing so much about. See that small cylinder?

It's the same type of charger used to charge soda water for your highball. These belts can keep a man afloat until he's picked up... but if the charge should leak out it can be blown up with lung power.

Quite a development. It works fast... and is dependable.

If you're looking for an emergency belt operation for pre-testing a copy appeal ... that works fast and is dependable—we've got just the thing for you.

It's a radio station in the country's sixth largest city.

It's the successful independent station that delivers more listeners-per-dollar-spent than any other station in town.

Most time buyers will recognize that this advertisement could only be signed by one station ... but in case you haven't heard ... it's W-I-T-H in Baltimore.

WITH

BALTIMORE, MD.

Tom Tinsley, President  Represented Nationally by Headley-Reed
September 24, 1945  Page 19
Miller’s Inaugural Dinner to Be Oct. 2
Capital Accepts Invitations
To Affair at Statler Hotel
CAPITAL officials will turn out on Oct. 2 to welcome NAB President Justine Miller at the inaugural banquet in Washington to be tendered the new association executive. Acceptances to invitations sent leading figures in government have come in quantities, according to C. E. Arney, NAB secretary-treasurer, who is handling arrangements for Oct. 2. Toastmaster will be Don S. Elias, executive director of WYBC 'Salem, N. C., and NAB director at-large, famed for his story-telling talents. Three speakers are scheduled—Paul Porter, FCC chairman; J. Harold Ryan, interim NAB president, who will deliver his farewell address, and Mr. Miller, who will deliver his inaugural address. A. D. (Jesu) Willard, new executive vice-president, will be introduced.

No Broadcast
No broadcast will be permitted from the ballroom hall, Mr. Arney said. This policy is based on the belief that it is in the best interest to pick up a speaker because of the difficulty of running off banquets on schedule during the war period. Broadcast pickups of speakers will be permitted outside the ballroom hall if they do not interfere with the program, he added. Attendance of about 500 is planned for the affair, to be held in the Presidential and Congressional rooms of the Statler.

The Oct. 1-2 NAB board meeting will hear Mr. Miller’s report on the recent Broadcast Mission to the European Theater. Hugh Feils, (Continued on page 81)

Subscription Radio Moves Into State
SUBSCRIPTION RADIO has been folded by William Benton and his associates, the New Assistant Secretary of State advised FCC Chairman Paul A. Portor in a letter dated Sept. 1 and released last week by the Commission.

Mr. Benton and Donald S. Russell were confirmed Sept. 14 by the Senate as Assistant Secretaries of State. Mr. Benton, who has been assistant to the President, U. of Chicago, and head of Murzak Corp. and Subscription Radio Inc., will have charge of the newly-created Office of International Information & Cultural Affairs, Secretary of State Byron Corbett said last week.

The new agency will be charged with the coordination and direc-

Engineers Meet in December
To Revise NARBA Allocations
A MEETING of technical radio experts representing nations of the Western Hemisphere will be held in Washington probably in early December to develop an interim agreement governing broad- casting on certain frequencies and to take such other action as may be necessary to preserve the effectiveness of the respective broadcast ranges in the United States and Mexico. The meeting will be sponsored by the American Regional Broadcasting Agreement (Havana Treaty) during the Third Inter-American Radio Conference.

At the closing sessions of the conference last week, which formally dealt with matters other than broadcasting per se, unanimous approval was given by the U. S., Canada, Cuba, Mexico, Dominican Republic, Haiti, Newfound- land and Bahamas to the hold in Washington as soon as possible to determine to what extent increased requirements of Cuba could be met. It was also logically expected that proposals would be made by other countries to make further frequency allocations.

North American Continuation
The North American Continuation Agreement will be re- voked for either one or two years was blocked by Cuba at Rio because of dissatisfaction with its allocations. As a result, a number of programs and a required more stations below 1,000 kc to serve the island adequately at night. Cuba proposed in a lengthy memorandum that it be given free for a Class I-A station of 690 kw, now assigned to Canada and used by CBF Montreal with 50 kw. It also asked Class II privileges up to 80 kw for certain frequencies fur- ther up the spectrum, to 20 kw on certain channels and between 500 and 10 kw on still others. Cuba said it de- sires Class I-B privileges on certain frequencies and that altogether it desired nighttime operation on 19 stations in the Mexican Class I-A and regional frequencies.

Decision was reached that nothing could be done in Rio to clear up the matter because of the complexity of the engineering studies required. Then the unanimous vote was given for the December meeting, with the date to be determined. The meeting was reported, by the desire to cooperate. The U. S. delegation pointed out, that it could not agree to any substantive proposal now in advance of engineering studies.

AFRA GIVES OKAY
TO NEW CONTRACTS
NATIONAL BOARD meeting of AFRA in New York approved collective bargaining contracts which had been negotiated with WOGB, WNYC, WGBS, WB SBC and WQCB. Board also received a report on the Masquers Show to be sponsored on CBS by Campbell Soup Co. with a top guest fee of $25,000 and disclosed possible conflict of this policy with an AFRA rule that no guest star be paid less than his normal fee, but no action was taken.

AFRA members will get a 10 per cent increase covering the 1944 sustaining and commercial contracts, retroactive Nov. 1, 1944, with the effective date for pay- ments Sept. 20th, due to the relax- ed pay roll situation and effective four days after V-J Day.

Rio Conference Acts to Insure Radio Equal Freedom With That of Press
RESOLUTIONS recommending governmental action to ensure for radio the same freedom that is now enjoyed by the press, to aid and extend the exchange of programs between the American nations and to prohibit the pirating of programs were adopted by the third Inter-American Radio Conference in Rio De Janeiro which concluded last week, according to a radio- gram released in Washington by F. Brooks, NBC director of news and special events.

“Outside of the official confer- ence meetings,” Mr. Brooks re- ported, “Broadcasters from 16 countries met in extra session and formed an Inter-American Broad- casting Congress dedicated to raising the level of broadcasting in the Western Hemisphere through an exchange of ideas and information. First meeting of the Congress was set for Havana, March 15, 1945. A coordination com- mittee on publicity and organization will meet in Mexico early in the year.”

Vote Apiece
As tentatively planned, each country will have one vote in the Congress, irrespective of size. Ideas of the Congress was promulgated throughout the conference by Senores Lorenzo F. Seco of El Delegador, Mossman and Dr. Jose Luis Fernandez Camara, Cuban Radiodifusora, Mexico City, who were named president and secretary, respectively.”

Conference is winding up with completion of the various resolu- tions and expects the final plenary session about Sept. 25. Mr. Brooks concluded, adding that he expected it back in New York today (Sept. 24).

Resolutions adopted were:
1. On freedom of information, recommending to American govern- ments promulgation of such neces-

sary measures as to give expres- sion of thought on radio same ef- fective guarantees of freedom which press enjoys, and providing for transmission and multiple re- ception of press and radio news material.

2. (Article 19). With the pur- pose of prompting closest possible relations between people of Ameri- can region, contracting governments shall do all that is possible with the extent of their respective possi- bilities to facilitate and extend re- transmission and continued recip- rical interchange of culture radio- telephonic programs of an artistic, scientific and historical nature. In- formation concerning such broad- casts shall be furnished with as much publicity as possible in order to assure maximum publicity and dissemination.

3. Providing that contracting governments shall take appropriate measures to insure that no program transmitted by a broadcasting station may be transmitted or utilized in whole or in part by any other station without previous authorization of the station of origin.


AFRA gives okay to new contracts

BROADCASTING • Broadcast Advertising
In the West it's
KSL

KSL • Salt Lake City, 50,000 watt clear channel station • CBS
IN THE WEST IT'S KSL

The West is big. In this land of vast spaces, radio must be big too. It must leap the mountains, span the rivers, and fly the deserts. In the West it's KSL. This tradition is by no mere accident. KSL can be heard most everywhere. This has been so for years, and people have come to depend on KSL. To serve such a vast area of America from the busy industrial cities of the Intermountain country to the lone sheep herder on the high prairie is a challenge. But Westerners know KSL and KSL knows and interprets the spirit of this rugged, robust West.
Dilley Looks at Broadcaster; Is He Schizo or Is He Phrenia?

The Psychiatric Side of Radio's Birth as Seen By One Who Deeply Resents It

September 14, 1945.
Mr. Sol Taishoff
Broadcasting Magazine
970 National Press Bldg.
Washington 4, D. C.

Dear Sol:

I think the attached exchange of correspondence will provide you with at least one laugh. The life of a busy broadcaster is such that little incidents like this one can always be accommodated.

WWJ-The Detroit News.
General Manager
HARRY BANNISTER
1528 Pacific Ave.
San Francisco, 9
Aug. 21, 1945

Station WWJ,
Detroit, Mich.

Gentlemen:

I read your advertisement telling us it was you who started radio 25 years ago. I feel compelled to let you know that I, for one, do not share your enthusiasm over this fact. In my experience, radio has meant just 25 years of increasing hell. However, maybe it was pretty brave of you to acknowledge your responsibility.

You caused on the world a flood of loathsome gibberish formerly confined solely to lunatic asylums. You have poisoned and undermined the natural joy of decent living anywhere. You have misled and drugged and debauched the tastes and sensibilities of a whole people. And embittered me.

The few possible advantages of radio have been swamped and nullified in the noxious mess that pours out of these boxes day and night. I wouldn't have boasted about having started this thing. It would have been more seemly of you, I think, not to have mentioned it. Silence is still golden (in principle, at least).

PERRY DILLEY.

Sept. 4, 1945

Mr. Perry Dilley
1528 Pacific Ave.
San Francisco 9, Cal.

Dear Mr. Dilley:

You probably did not know that when yours of Aug. 21 was written that it would inevitably end up at my desk, I being head man at WWJ. Nor did you know that because I am a schizophrenic my reactions to your letter would be highly mixed. I will now answer you in two parts, one for each of the diametrically opposite sections of my split personality.

As Schizo, I deeply deplore the intemperateness of both your thoughts and language. It is quite apparent to me that you are really a frustrated radio announcer, venting your spleen upon those who happily can forget their inhibitions, via the ether.

As Phrenia, pal, I think you've got something!

HARRY BANNISTER

Sept. 9, 1945

Dear Mr. Bannister:

Thank you for your reply to my letter. I was unprepared for it, especially the part where you lay bare your soul. Your only comment on this frank revelation is that the mental hazards of working in a radio station must be very great.

Glad you haven't suffered anything worse.

But you're wrong when you infer that I, too, am a schizophrenic. I am quite whole and total, I assure you, in my prejudice; I have never felt the slightest ambition to join the diabolical fraternity of announcers, to torture the ears of helpless humanity; I don't even own one of the things. No, it must be something else that's wrong with me.

Psychiatrists agree that many a neurasthenia, instead of being a true pathological condition, represents actually the efforts of a healthy organism to maintain its integrity against overwhelming evils in the environment. In such case society is neurotic, the individual normal, though his thoughts and language appear unusual, or even intemperate. Radio today has all the earmarks of a mass neurasthenia. I appreciate your graciousness in taking the bother to write me.

Regards to Phrenia,

PERRY DILLEY

From: SOL TAISHOFF
To: ROBERT K. RICHARDS
Date: Sept. 17, 1945
Subject: LETTER FROM MR. BANNISTER

ATTACHED is a letter from Harry Bannister of WWJ, with some interesting enclosures. Will you look into this matter.

Sept. 17, 1945

Ed Murphy,
Broadcasting Magazine
San Francisco, Cal.

CAN YOU ASCERTAIN POSITION HELD BY PERRY DILLEY, 1528 PACIFIC AVENUE, SAN FRANCISCO. WOULD LIKE INFORMATION BY RETURN WIRE.

ROBERT K. RICHARDS

(Continued on page 64)
All of the big guns on Navy ships and a majority of their smaller guns are directed by radars designed by Bell Telephone Laboratories and made by Western Electric.

Bell Telephone Laboratories and Western Electric were “naturals” for the leading part they played in the radar program. For years they’ve worked as a team in developing and producing complex electronic equipment.

Here are some unadorned facts about what their teamwork made possible.

Up to the end of the war, Western Electric had furnished the Army, Navy and Air Forces with more than 56,000 radars of 64 different types, valued at almost $900,000,000.

In 1944 alone, Bell Laboratories worked on 81 different types of radar systems and Western Electric produced 22,000 radars of 44 different types — of which 20 were new in production that year.

Western Electric was the largest producer of the cavity magnetron and other essential vacuum tubes for radar. Number of tubes required for Western Electric radar systems varied from less than 100 to nearly 400 per system.

Complexity of radar manufacture is indicated by the fact that even a simple type may require 4,000 labor hours to manufacture and the larger types as much as 40,000 labor hours.
From the very beginning, ground radars made by Western Electric played an important role in all theatres of war.

Bell Laboratories developed more than 100 different radar test sets. In 1944, Western produced over 40,000 test sets of 68 types.

A school to train military personnel to operate and maintain radar was established by the Laboratories. Over 100 courses were given to some 4,000 officers and men.

Western Electric built up a Field Engineering Force of more than 500 specialists. They served with all branches of the Armed Forces on all fighting fronts.

**The same team is working for YOU!**

The unique combination of brain power and manufacturing facilities that made Bell Laboratories and Western Electric the nation's largest source of radar, is now devoted to bringing you the best in communications equipment for a world at peace. In peacetime off-shoots of radar—and in FM, AM and television broadcasting—in radio telephone equipment for every type of mobile service—this team can be counted on to lead the way.
Westinghouse Enlarges Engineering Section to Develop Stratovision Units

ENLARGED engineering section has been announced by Westinghouse Industrial Electronics Division to develop and produce first Stratovision units for airborne television and FM transmission, according to Walter Evans, Westinghouse vice-president in charge of radio.

Head of the section is Charles E. Nobles, 27, radar specialist, who devised the Stratovision plan. The enlarged unit will devote full time to airborne field tests to be made in cooperation with Glenn L. Martin Co., co-developers of the system. Active development, delayed by military radio and radar production, will bring speedup of development and flight tests may start before winter.

A high-altitude plane is sought from surplus war stocks for the first tests. Martin tentative designs will be revised if need is shown. Plane tests will be conducted by Martin test pilots, Mr. Evans said, referring to a flood of applications from war fliers.

Stratovision could employ eight planes, each carrying four television and five FM transmitters, to form a coast-to-coast network. Six more planes would extend coverage to 51% of the nation’s area, 78% of the population.

Seven Vets for KALL

SEVEN ex-servicemen will be on the roster of KALL Salt Lake City when that station takes the air Sept. 30 as a Mutual outlet. Bruce Thornton, KALL special events director, served with the Army Air Forces, as did Announcer Ted Turner and Operator Milt Jones. Announcer Mel Standige is a Navy veteran, and Operator Bill Miller was with the Army Air Forces. Announcers Harold Cunningham and Jon Duffy are both Marine Corps combat veterans.

GREETINGS TO KALL, new Salt Lake City station to take the air Sept 30, were extended by (to r), James Mahoney, MBS western representative; Gus Backman, Salt Lake City C. of C.; George Hatch, KALL and Intermountain Net general manager, who received greetings; Lewis Allen Weiss, Don Lee v-p and MBS executive v-p. Ceremony took place in KALL studios. That’s Mike Mutual in the middle.

CBS Will Buy Script Offered by Employee

IN AN INTER-OFFICE communication Douglas Coulter, CBS vice-president in charge of programming, explained CBS policy toward paid employees with creative ability. CBS, according to memo, will employ (other than writers) directors and producers who are employed for their creativeness) at fair price for any other program ideas or scripts for network use. Amount of payment, would be that of the customary prices paid on the open market. Formal release will be given to those ideas and scripts which the network does not wish to use so that they may be sold elsewhere by the creator.

Don’t Be Struthious*

When considering your post-war sales plans, consider well the Station which had practically 100% renewals in 1945... for that’s our story!

* The dictionary says—"Ostrich-like" Represented Nationally by Geo. P. Hollingbery Co.
Here is Holdrege, Nebraska

A Typical Trading Center

"We'll buy it in Holdrege" is a common phrase used by people living within 50 miles of this flourishing midwestern town. Holdrege is a typical trading center for thousands of people who reside in the KFAB territory.

Holdrege is progressive. Located in the heart of the 36 million dollar Central Nebraska Public Power and Irrigation District, Holdrege is assured of unlimited electrical energy for processing the ever-generous yields of crops made possible through irrigation.

And when folks go into Holdrege to do their buying, they naturally ask for products they've heard about over KFAB, THE BIG FARMER STATION.

KFAB's Primary Area Contains 102 Similar Trading Centers

Retail buying in the vast KFAB territory is done in 102 trading centers similar to Holdrege, Nebraska, and 14 major cities in Nebraska, Kansas and Iowa, as shown on the map below. Hundreds of thousands of rural families...all loyal KFAB listeners...turn to these centers for their daily needs.

"The Big Farmer of the Central States"

KFAB

LINCOLN, NEBRASKA
OMAHA

III0 KC-10,000 WATTS
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY
Interest in News Programs Continues High on West Coast Despite War's End

CONTRARY to general prediction that there would be a slackening of interest in news broadcasts with war's end, record shows five new clients have joined ranks of news- cast sponsors on Pacific Coast network basis since Sept. 1.


Campbell Buys Alcott


Plough Inc., Memphis (Penetro), effective Oct. 1, renewed on 52-week basis its thrice-weekly sponsorship of Fulton Lewis jr. on 37 Don Lee stations, and on Nov. 1 adds two additional network stations. Agency is Lake-Spiro Sherman, Memphis.

The Knox Co., Los Angeles (Mendace), concurrent with opening of Associated Broadcasting Corp. on Sept. 16 started weekly sponsorship of Graeme Fletcher, news analyst, on all stations of that network. Placement is through Raymond R. Morgan Co., Hollywood.

George H. Phelps

GEORGE HARRISON PHELPS, 62, vice-president of Maxon Inc., New York, died Sept. 15 at Doctor's Hospital in New York. Mr. Phelps organized the George Harrison Phelps Inc., advertising agency in 1921, and ten years later became president of Dorland International. Two years later he became a partner in Fenner & Bean, Miami investment brokers. In 1939 he returned to the advertising field as president of George Harrison Phelps Ltd., of London, and later became vice-president of Maxon Inc. He served as special envoy to Europe for the Yachtmen's Assoc. of America and in 1930 was special commissioner of U. S. Department of Labor in Europe. He was chairman of the American Committee for the Paris International, Colonial and Overseas Exposition in Paris, 1931, and six years later served on the American committee of the Paris International Exposition. He was awarded the Legion of Honor by the French Government. Surviving are his wife, Mrs. Laura S. Phelps, and two sons, William Erland and Harrison S. Phelps.

Grid Broadcasts

WIND Chicago is broadcasting exclusive play-by-play of 12-game season of Chicago Bears professional football team. First game was Sept. 11.

Folks

Turn First to—

WWL

NEW ORLEANS

50,000 Watts

Clear Channel

CBS Affiliate—Represented Nationally

by The Rutt Agency, Inc.
Weekly Program Schedule  
September 2nd to 8th

Right now this familiar weekly schedule is on the desk of many men in many cities... men charged with the responsibility of buying time for clients who demand the most economical way to reach new listeners and make them respond.

Back of the 126 hours per week within the schedule, are many times 126 hours of work in program planning and program promotion because strategy in station operation is as important as strategy in advertising.

For example: We block our programs as to type and mood. Two hours and a half of music and news each weekday from 6:00 to 8:30 a.m.

Another case: *The Gene Emerald Show—an hour and a half of music and entertainment every day from 3:30 to 5:00 p.m.

At *12:00—*6:00 and *10:00 p.m., each of our own newscasts is followed by network commentators; Baukhage at 12:15 p.m.; Swing at 6:15 p.m.; and Fulton Lewis Jr., at 10:00 p.m., in that order.

We've set ourselves to the task of programming this station for the listener. And the special ingredient is friendliness.

Every day we advertise this schedule. Our musical programs... our own personalities like Betty Wells, Wynn Hubler, Gene Emerald, Jon Hackett our network programs... like the Breakfast Club... Breakfast in Hollywood... Glamour Manor... Ladies Be Seated... America's Town Meeting... Blind Date... all are promoted in every way possible.

KRNT has won national prizes for such promotion—we've won lots of listeners, too.

It all adds up—this strategy of operation. It fits our clients' strategy of advertising, giving them an economical way to reach new listeners and make them respond.

*Ask your Katz man for ratings—they tell the tale.
It happened on NBC

**APRIL, 1940**

**Clue 1**

Bristol-Myers, in behalf of Vitalis, undertook the sponsorship of a year-round "crime does not pay" story - Mr. District Attorney - over 51 stations of the NBC Network.

**OCT., 1940—APR., 1941**

**Clue 2**

Mr. District Attorney was shooting his way ahead fast. The first winter season average Hooper rating was 14.8.

**OCT., 1942—APR., 1943**

**Clue 3**

Mr. District Attorney rounds out the winter crime season with an average Hooper rating of 23.2 - well up among the ten highest rated programs on the air.

**JANUARY, 1943**

**Clue 4**

Mr. District Attorney notched his gun with a peak Hooper rating of 28.3 - by far the highest rating ever earned by a program of this type.

**APRIL, 1945**

**Clue 5**

Mr. District Attorney, now broadcast over 130 NBC stations and reaching an estimated weekly audience of 20,000,000 listeners, has completed five strikingly successful years on NBC under Bristol-Myers' sponsorship.

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The idea for Mr. District Attorney is 281 years old. It was in 1664 that rogues were first prosecuted in the Court of General Sessions of the County of New York. In those days the District Attorney's job consisted merely of trying such pickpockets, firebugs, horse thieves, and occasional cutthroats as the police brought in. Today the D. A. must dispose of the same old crimes - and in addition he must unravel such things as stock frauds, bucket shop deals, false insurance claims, forgeries, and most important of all he must constantly direct the attack on the vast organized underworld structure of crime and racketeering.

During his five years on the air, Bristol-Myers' and NBC's Mr. District Attorney has exposed more than 250 different rackets and successfully brought their perpetrators to justice.

In the course of this five-year crusade against organized crime, gangsters, gun molls, policemen, and one or two innocent bystanders have been
"And it shall be my duty as District Attorney, not only to prosecute to the limit of the law all persons accused of crimes perpetrated within this county, but to defend with equal vigor the rights and privileges of all its citizens."

bumped off in a variety of ruthless manners. Victims have been shot, stabbed, drowned, asphyxiated, killed in automobile crashes, pushed from the tops of buildings, and otherwise annihilated, exterminated and noisily rendered inaccessible to the world of the living—all with the amiable aid of NBC's crew of expert sound technicians.

Nor has Mr. District Attorney escaped unscathed. A mad scientist once walled him up in a sarcophagus, a killer attempted to hang him while he was sleeping peacefully in his bed, and another maniac tried to blow him apart with a well-placed bomb. None was successful.

The verdict? Crime Does Not Pay. But ask Bristol-Myers, sponsors of this energetic series, and they will tell you that given the facilities of the NBC Network, the vast jury of the NBC audience and the association of other great NBC programs—Mr. District Attorney DOES PAY, week after week, in constant and increasing listener interest.
FCC Vet Aid

FCC has confirmed the announcement that it would consider issuance of conditional construction permits for FM facilities to men now in military service, affording period of 90 days to such applicants to file engineering data on proposed operations. Commission urged servicemen to submit their applications promptly and added that it would consider extensions of time if needed in individual cases to submit necessary engineering details in applications.

Wildroot Signs

WILDMOB & HILLS Co., Buffalo, N.Y., starts sponsorship Oct. 13 of a half-hour musical show featuring Woody Herman & His Orchesta, Thursday 8-8:30 p.m. on full American network. Contract for 52 weeks was placed through BBDO New York.

G.E. WILL HAVE 10 CHRISTMAS MODELS

GENERAL ELECTRIC Co., Schenectady, expects to have 12 radio models on the market in time for Christmas buying, with first table model line production starting Oct. 1, and others following at approximately one week intervals, according to Paul L. Chamberlain, sales manager of the receiver division.

Company will start manufacturing more standardized and lower priced sets, with production of its full radio line starting early next year. Although all plans are contingent upon availability of materials and components, by Christmas it is expected 12 models will include an AC-DC battery portable, a radio phonograph console incorporating new G.E. electronic reproducing system, and 10 table models of wood and plastic.

Expanded FMBI Program Planned

Board of Directors Meeting Tuesday Will Get Outline

A PROGRAM for the future operation of FM Broadcasters Inc., calling for expanded activities as a service organization will be proposed to the FMBI Board of Directors, meeting Tuesday (Sept. 26) at the Waldorf-Astoria, New York.

An executive committee, named Aug. 14 by President Walter J. Damm, WMFM Milwaukee [BROADCASTING, Aug. 20], to recommend the organization's future policy was to meet in New York Monday to draw up a final draft of its proposals. The committee are Wayne Coy, Washington Post, licensee of WINX Washington and applicant for W3X0, the Jansky & Bailey FM outlet in the Nation's Capital, chairman; Gerald Martin, general manager, WNBF-FM Binghamton, N.Y., and Gordon Gray, president, WMIT Winston Salem.

Majority Opposed

Although Mr. Coy declined to discuss his committee's recommendations, pending final decision by the full group, the majority of FMBI members opposed an invitation of the NAB board to merge with NAB [BROADCASTING, Aug. 19]. With allocations finally out of the way and FM on the verge of starting its full growth, it is understood that the executive committee will emulcate a strong policy for future operations.

This policy will include the expansion of the organization's Washington office and establishment of several departments to provide full service to members and liaison with the FCC and Congress, the latter where legislation is involved.

FMBI members are understood to feel that the Commission's allocation plans and its Rules & Regulations [BROADCASTING, Sept. 17] will not permit the development of FM to its full technical possibilities. A dearth of channels will make for more rigid regulation, it was pointed out, and such regulation by necessity will restrict the technical development of this improved method of broadcasting.

The status of Myles L. Loucks, managing director of the FMBI Washington headquarters, and Philip G. Loucks, general counsel, remained unchanged last week. Both men have tendered their resignations, but it is understood the executive committee will recommend that the Loucks brothers continue. Philip Loucks was managing director of the NAB prior to Neville Miller's election in 1925.

Publisher Buys

WILLIAM H. WISE & Co., New York (direct mail book publisher), starts sponsorship Sept. 22 of Galen Drake, Saturday 10-10:15 a.m. on 63 American stations. Series is contracted for 52 weeks thru Huber Hoge & Sons, New York.
CONVENTIONAL SKY WAVE

Energy radiates from standard quarter-wave antennas at comparatively high angles. Sky waves are of little practical use in a station's normal service area.

WKY LOW ANGLE RADIATION

WKY's antenna was designed to squash down sky waves and use this energy to push farther out along the ground. This effect has been achieved with amazing success.

IF all the power shot into space by the average radio station could be concentrated along the ground, its effective coverage could be substantially increased.

To achieve this effect, WKY invested nearly $250,000 in new transmission facilities and built a 915-foot Franklin double half-wave antenna especially designed to squash down useless skywaves and concentrate them along the ground.

This daring experiment has proved an astonishing success. Field strength tests, now being made, show a marked increase in WKY's primary coverage.

This means, of course, better radio service for more Oklahomans and increased selling power for WKY advertisers.
ON THE SERVICE FRONT

American Troops Hearing Broadcast From Mobile Units

AMERICAN occupation troops in Japan are already hearing AFRS broadcasts from five mobile stations activated in Tokyo, Nagasaki, Osaka, Aomori, and Keijo (Korea). Stations, mounted in trucks originally used for Ordnance Repair, were reconditioned with sound-proof studios, specially fitted with controls and equipment. With installation of permanent facilities, the "air-on-wheels" studios will be taken to other areas. Scheduled for Japan are 17 AFRS stations.

Supplied with two months entertainment, backlogged, of transcribed programs from AFRS Los Angeles, permanent stations will soon be placed on regular circuits flown by the Air Transport Command. Two AFRS San Francisco shortwave transmitters are beaming news, special events, and sports programs to the mobile stations for rebroadcast.

Concept of mobile stations was blue-printed several months ago by Col. Ken Dyke, Lt. Col. Ted Sherde-man, Maj. Graf Boepple and Capt. Harmon Nelson. Original home invasion plans called for mobile stations to be landed between D-Day and D plus 15, and were scheduled to go into operation on beaches within 90 minutes after landing.

Station personnel including one officer and six enlisted men for each station unit, were also trained as Infantry troops.

SHORT SNORTER gets a going over by this group of radio writers, directors and producers before taking off for Atsugi Airfield near Tokyo in their tour of the Pacific. They include (1 to r): Lt. Col. Jack Harris, radio officer for Gen. MacArthur; Edwin L. Dunham, NBC producer of the Army Hour; Milton Wayne, editor of Cavalcade of America; Les Mitchell, director of Stars Over Hollywood; Lindsay MacHerrie, producer-director of We the People; Joseph T. Ainley, director of Grand Hotel, Guiding Light; Burr E. Lee, director of Bachelor's Children; Nate Tufts, supervisor of Jack Benny, Bob Burns, Dick Haymes and Mayor of the Town shows; Hobart Donavan, writer of Buster Brown Gang and Life of Riley; Capt. Peter McGovern, who conducted the tour.

AFRS Filmed
HIGHLIGHTS of production and activities of Armed Forces Radio Service, Los Angeles, as a combined operation of War and Navy Departments, are being filmed by Navy Photographic Services. Production is being handled by Navy Dept. Services Division headed by Capt. Gene Markey. Lt. Don Elam, USNR, is script writer, with Lt. Ross Winnie, USNR, director. Lt. (j.g.) Jules Epstein recently completed story outline while on temporary assignment from Washington.

* * *

Symphony Sympathizers?
IN SPITE of the fact that Sgt. Milford "Red" Werner has had only one request for a classical number by a GI in two years of record programs on AFN, T/5 Bill Davies, former announcer, newscaster and producer for WGBS and WSNR Allentown, has enough faith in the symphonies of GI's to run a program of classical music three hours a week on AFN-Frankfort. Cpl. Davies feels that the lack of response can be explained by the fact that symphony lovers aren't the kind of people to write to stations. He is, however, urging classical fans to write to him so he can prove his point to Sgt. Werner.

STROBING FREE AGAIN

Sgt. Irving Strobing, the Brooklyn boy who tapped out the last message from Corregidor before the surrender to the Japanese, (Continued on page 38)
10. THE VIDEO TRANSMITTER

THE first commercially produced video transmitter, the 4 KW model shown here, was designed and manufactured before the war by RCA. Wartime requirements stopped production of this equipment, but RCA engineers have continued to increase their knowledge and experience in this field by building many types of equipment for the military services. Moreover, a close relationship with NBC engineers regularly engaged in television broadcasts provides RCA engineers with a constant flow of data derived from experience in the practical use of the equipment. Such information is translated by these engineers into detailed plans for product improvements. Thus the RCA Video Transmitter of the postwar period will maintain RCA leadership in the television field.

The Fountainhead of Modern Tube Development is RCA
Service Front (Continued from page 34)  

is free again. He has been a prisoner of the Japanese, where “it was work or starve. Or probably both. You filled your ten ears of rocks every day or you missed your food and your rest periods.”  

A corporal when he was taken, he is now a sergeant. It was he who sent the famous message, “They are not here yet. We are waiting for God knows what. How about a chocolate soda?”  

“We’ve got only an hour and twenty minutes.” Then after a long silence, “Only 5 minutes now. They are breaking up the rifles. Gen. Wainwright is a right guy. We are going to go for him.” Finally there was complete silence. It lasted for three hours.

AAF Band Featured  
NEW AAF series started last Friday on Mutual, 12:30 p.m. Titled ‘Army Air Forces Band,’ program will originate from Bolling Field, Washington, and in addition to the band, includes wire recordings from overseas. Led by Capt. George S. Howard, the band has just returned from a tour of England, Scotland, and France. It uniquely features 60 symphony musicians and 40 dance band musicians. S/Sgt. Glenn Darwin, formerly of the Metropolitan Opera Co., is vocalist. Script is written by Sgt. Jerome Layten.

Maj. Tidwell to L. A.  
MAJ. EDGAR L. TIDWELL, after 37 months overseas, has been placed on duty with the broadcast service section of AFRS Headquarters in Los Angeles. His last previous duty was managing the AFRS station in Manila. Before entering the service, Maj. Tidwell was with the Don Lee outlet in San Diego, KGB. Just returned from England and also placed with Broadcast Service is Lt. John Nelson, USNR. He was a radio producer with Raymond Morgan agency before the war. Captain Frank G. King, officer-in-charge of the New York office for AFRS, has arrived for a month’s temporary duty. Capt. King was an account executive with Blackett, Sample and Hummert.

Baruch Released  
MAJ. ANDRE BARUCH, in charge of radio branch of Army Service Forces, Bureau of Public Relations, in New York for four years, was discharged Sept. 18. He expects to return to radio as director and producer.

Award Winner  
WILLIAM GEORGE WESTON, staff announcer of WFCI Pawtucket, R. I., has been chosen one of the annual winners of the Doctor Christian Radio Drama awards. His play, The Wolf Called Navy Blue, will be presented on CBS Doctor Christian program Sept. 28.

McLeod Sees Television As Boon to Advertising  
TELEVISION may prove revolutionary in the field of sales promotion, William H. McLeod, vice-president of Wm. Filene’s Sons Co., Boston, said in an article in the September Promotion Exchange, monthly publication of National Retail Dry Goods Assn.

“In our promotions to date,” Mr. McLeod said, “we give our customers sound over the radio, illustrations in newspaper advertisements, and color in our windows, interior displays and fashion shows. But in television, all these things combined will come to life—in a neatly wrapped up advertising package—deposited in the customer’s lap.

“None of us is particularly proud of the way department stores have made use of the opportunities of radio,” Mr. McLeod continued. “The coming of television offers a new challenge, and many publicity people with whom I have talked voice the opinion that department stores should see to it this time that they do not fumble the ball. They have certainly muffed it in the broadcasting field.”

WPEN Reorganization  
NEW ADDITIONS to staff of WPEN Philadelphia include: Jeff Radley, former production manager of WFIL Philadelphia, who will assist in production; Norman Land, to supervise all musical programs; John J. Kelly, former WPEN publicity director and recently with American Red Cross, as new publicity and promotion director for WPEN. New announcers are Ed Starr, formerly of WHBQ Memph; Bob Johnson, formerly with WISN and WEMP Milwaukee, and Allen Gray, new to radio.

Announcer Jack Cleary has been shifted to WPEN accounting staff, reorganized under supervision of John Banzhof, office manager. Kay Conlin, former WPEN traffic manager, joins WPEN in same capacity. Celia Seltzer, from WFIL, will assist in program building. Tom Corcoran will be in charge of studio maintenance. Four new engineers are Horace Fowler, from KYW Philadelphia; Guy McGill, from WHTH Baltimore, and Hank Mayo and Bob Myers, new to radio.

Franklin T. Woodward  
FRANKLIN T. WOODWARD, 63, consultant attorney and for the past eight years general patent attorney for Western Electric Co., New York, died Sept. 17 at the Holly Hotel, New York. He leaves a widow, two sons and two daugh-

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Taylor-Howe-Snowden Radio Sales  

can give you Accurate Facts  

about radio and markets of the Middle West and Great Southwest!

We know this market intimately, and can help you in preparing a spot campaign that will get maximum results from this rich, responsive territory. Let our firsthand knowledge and vast experience in this field, be of help to you. Call the T.H.S. representative nearest you today!

Affiliates

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Sales Offices

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To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's "listener habits" that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.
North Carolina farmers aren't refugees from "Tobacco Road". North Carolina alone produces 28.9% of the total value of all principal crops raised in all nine other Southern states, combined. According to 1945 Sales Management estimates, gross farm dollars in North Carolina exceed 635 millions, more than doubling the average for all nine other Southern states, and outranking the next Southern state by more than 250 million dollars. Isn't this kind of prosperity that you're looking for?

North Carolina
IS THE SOUTH'S No. 1 STATE

With 50,000 Watts at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS—NBC RALEIGH, N.C.
Free & Peters, Inc., National Representatives

Campbell (Continued from page 10) $7,000,000 to $10,000,000 a year, supports a vast organization, administrative and engineering, pays for the technical equipment and development, and for the talent. This amount would not support our American system for one month! Our top radio talent is paid more for a single broadcast than the best English entertainers get for a whole year. How can it be compared, except to the detriment of our overseas friends? Who can say that given as much money as we have, they couldn't do as good a job in the home service?

The British overseas service is subdivided into two parts, one directed at the dominions and the other at the non-British world. Because of the unreliability of shortwave signals, overseas service, British or otherwise, is not dependable and therefore not particularly effective.

The French and Italian home services may be dismissed as heroic attempts by a few of the Russian officers to have nothing, to do the best possible job with what little they have. Radio Diffusion Francaise is the official French radio service. Before World War II its service was part "commercial" and part tax-supported. Now those in charge are going all out in their effort to make post-war radio wholly tax-supported. They are doing this while admitting that commercial radio, which provides greater revenue, undoubtedly would provide better programs.

Radio Roma is in about the same poor financial state as is the French radio. The Germans either carried off or destroyed as much equipment as possible when they were driven out, and neither the French nor the Italians have the money to replace it, even if they could get the materials. They will come back, of course, but it will take a long time and the return trail will be clogged with many disillusionments and disappointments.

Just as during the war every allied nation was shooting propaganda at the Germans, now every nation is sending "information" to them. Note that during the war it was admittedly propaganda; now it is called information.

Our wartime Psychological Warfare Branch has become now the Information Service Branch. From Radio Luxembourg and other powerful transmitters we are telling the Germans what we want them to know and to do. Our news services are, insofar as it is possible, straight news reports. But beyond that, radio is playing a tremendous part in the re-education and re-orientation of the conquered peoples within the American zone of occupation.

Just what the British and the Russians are doing, I don't know. We learned at Hamburg that the British operations within their own zone were going their own merry way. The director said quite frankly that he had no idea what we or the Russians were doing. In Berlin broadcasting house—the largest in Europe thanks to Propagandist Goebbels' early recognition of the power of radio—Russians operate the broadcasting services formerly used by the Germans. Perhaps the idea is diplomatically naive, but I have the feeling that some sort of common policy and objective should be set up among the Allies with regard to radio services.

The American Forces Radio Service is just one of the many "extras" Uncle Sam has provided for the boys and girls in uniform. Ever since our service men have been overseas in any force, they have had their American radio programs brought to them over their own radio stations and the American Forces Network. There are enough stations to carry their radio to more than 85% of them.

Many of the popular programs of the four American networks are sent overseas. "Names" in the entertainment world are now in uniform. Representatives of the various networks are sent overseas, and many of the people overseas are proud to be American radio actors.

"Commercial" is the name for the programs, not because they are objectionable but because many of the products and services advertised are not available overseas. Newspapers and magazines are also sent overseas. "Names" in the entertainment world are now in uniform.

In England, especially, because of the common language, the American Forces programs were gaining in popularity. It was estimated that at the peak of our operations in England, 5,000,000 Britishers listened to the American services. The American programs, especially music and theater, are very popular with the natives of the other countries. Language differences were not a problem in many instances when the more important programs were announced bi-linguually.

Altogether, it is rather tragic to see the futility of the efforts the European home radio services are making to compete with American programing as hard as their job is backed up by the Yankee dollar.
SAME OLD LATCH-STRING

The houses look new. Many of the faces are new. But the same old latch-string is in easy reach, if you travel to it over the clear-channel, 50,000-watt signal of WSM's frequency. Twenty years of consistent friendship and true understanding have put WSM permanently on the list of welcome guests in this area of five million people who are mighty choosy of their guest-list.

THE STATION THAT'S HIGH ON AN EXCLUSIVE GUEST-LIST
THE MEANING OF MAIL

- What does radio mail indicate, regarding listenership?
- What are the listener writing-habits you must look out for?
- How does audience mail indicate station coverage?

You can't really give an authoritative answer to any of these $64 questions until you check your copy of the 1945 Radio Mail Study—which is yours free for the asking!

For the second straight year a firm of certified public accountants has analyzed the complete mail response of KMA over a 12-month period. The 488,434 pieces of commercial mail received in 1944 were analyzed for you. New and current facts throw light on questions actually submitted by advertising men themselves.

To get your copy, just drop a card to Research Director, Station KMA, Shenandoah, Iowa. But do it now, please, while copies are still available.
Nobody knows results like a retailer. His advertising dollar stacks up against the harsh but accurate measure of daily sales figures. He has to buy on a results-per-dollar basis. Evans Fur Company, long noted as one of Chicago's most intelligent advertisers, figured things out this way and chose the New WJJD to carry an important part of its 1945 campaign. Naturally we're proud. The New WJJD likes to be measured on a results-per-dollar basis.

That's where we show up best!

SPECIAL: Post-baseball programming is opening up a few choice availabilities. Better check your fall schedules and make your reservations now!
(Continued from page 49)


MARTIN HASKELL, Chicago, has started quarter-hour "Man on the Street" program three-weekly on WEAU Eau Claire.

DAYTON SPICE Mills, Dayton, O. (Old Reliable coffee), Sept. 24th started transcribed program featuring Slimtin Sam and Charlie Magnani orchestra on WTAM WKRC WING WSPD WHER WISH WWO WYWA WZ.

FRANK KENNA, president of Martin Firestone Co., New York, is to be awarded the gold medal of the Adv. Club of New Haven at a dinner to be held at New Haven in November.

CONTINENTAL Can Co., New York, sponsor of CBS show "Report to The Nation," Dec. 10:15 p.m., on CBS stations, is renaming format of show to place future stress on entertainment rather than news. Initial experiment was started Sept. 15.


MARYLAND PHARMACEUTICALS, 24 days, Baltimore, Md., has scheduled series of CHECKING scripts for three WGN Chicago programs sponsored by Peter Hand Brewing Co., Chicago, for Meisterbrau, by Mitchell Faust Adv., Chicago, with (1 to 3) Ed Kahn, producer of "Mystery House," and "Crime Files of Manhattan." Fred Levings, producer of "Counting Shells," and George B. Anderson, who writes all three scripts for the sponsor.


Chemical Co., Detroit (toothpaste), had placed a schedule of six quarter-hour spots weekly for 15 weeks on KTW thru Unico Jones Michigan Food Co., New York (Bert-Ox Bouillon Cubes), is issuing this weekly participation in Ruth Welles' program on KWW thru 3 weeks thru 3. M. Matells Co., New York, S. Gumpert & Co., New York (Sterno Bouillon Cubes), John's KFWP is in contracting for three weekly periods weekly of Bill Harvey show.

GENERAL FOODS Corp., New York (Swiss Miss Hot Chocolate), schedules sept. 18 "The Young Art Theater of the Air" starring Mauriceache, mid-month weekly on WEVD, New York. Show is produced and packed by New York thru J. A. Sonk Organization, New York, which handles the advertising for General Foods. Contract is for 26 weeks.

SUNNYVALE Packing Co., San Francisco, has increased total of 104 transcribed announcements on KFAC Los Angeles. Total of 56 weeks, Ruthrauff & Ryan, San Francisco.

PARAMOUNT PICTURES Inc., New York, in a pre-selling campaign, will use radio along with other media, spending more than a million dollars to advertise and promote four films, "Incendiary Blonde," "Love Letters," "You Came Alone," and "The Lost Weekend." Agency is Buchanan & Co., New York.

CARTER PRODUCTS, New York (Arild), on Sept. 8 started five-weekly quarter-hour "Fello Test" telephone quiz program on KFRC Hollywood. Contract is for 52 weeks. Agency is Small & Seltzer, New York.

AMERICAN CHIROPRACTIC Assn., Los Angeles, has appointed The Tullos Co., Los Angeles, to handle its advertising and on Sept. 20 started weekly quarter-hour "Hollywood" radio program on KFOX Pasadena, Cal. Contract is for 52 weeks. Association plans to use program in Washington, New York, St. Louis and San Francisco as well added Los Angeles coverage.

UNITED DRUG Co., Toronto (Retail stores), has started three-weekly five-minute transcribed programs on a number of Canadian stations. Account placed by Goldsmith & Co., Toronto.


OLIVI FLOUR MILLS Co., Montreal (cereal), has started three-weekly spots on a number of Canadian stations. Account placed by J. J. Gibbons Ltd., Toronto.

SUPER TEST PETROLEUM Inc., London, Ont. (gasoline), has started "Command Performance" transcribed program on 16 Ontario and Quebec stations. Account placed by Harry E. Foster Agencies, Toronto.

FOREMAN & CLARK, San Francisco (men's clothing), has started daily quarter-hour news sketch on KPO San Francisco, for 26 weeks. Contract placed by Botsford, Constantine & Gardner, Los Angeles.


THE PERFEX Co., Shensandoah, Ia. (radio长期 inundation ad week), has placed a series of Sunday newscast for 16 weeks thru KOMO KTTA WOBY WATL. Similar schedule starts Sept. 24 on WOC Davenport, la. and now being used on WCCO Minneapolis. Agency is Buchanan & Co., Chicago.

ATLAS BEER Co., Chicago, Sept. 21 begins sponsorship of "The Daily Show," Chicago and Saturday quarter-hour sports analysis on WMAQ Chicago and Sept. 15 started quarter-hour program on WFLC Chicago following football games. Agency is Gilman Adv., Chicago.


BALLARD & BALLARD, Louisville (Obelia flour), has started "Hymns of the Month" Monday thru Saturday 9:15-9:30 a.m. for 52 weeks on Tobacco Network (WPNC WJMR WOPM WOTC WHCT)

CBS is changing operating schedule of WCB, its video station in New York, to Tuesday, Wednesday and Friday evenings effective Oct. 1.
A novelty among sister-teams. Judy and Jen are sisters. This devoted pair have won a deep place in the affections of audiences in the WOWO Tri-State area, by their daily broadcasts and frequent personal appearances.

These versatile sisters are equally at home in ballads, popular songs, folk-songs, and hymns. Their popularity is evidenced by the heavy volume of their request-mail. They defer to the audience and take unusual pains to sing the songs requested... an accommodation which endears them to their large and loyal following.

Two Judy and Jen programs are heard daily, at 7:30 in the morning, and at 2:15 in the afternoon. They are currently available for sponsorship on either period, ideally timed to reach the housewife. You will find their complete story in the WOWO Cradle of the Stars Audition Library. You may hear them at the NBC Spot Sales office nearest you.
Brantley in Hospital

J. CARSON BRANTLEY, head of the Salisbury, N. C., advertising agency bearing his name, is improving at Rowan Memorial Hospital, Salisbury, although he will continue for several weeks. Mr. Brantley was suddenly stricken Sept. 7 with stomach hemorrhages, necessitating five immediate blood transfusions. He has had several transfusions since. Definite cause of his illness has not been determined.

are to remain on the West Coast for two weeks to supervise start of several network programs produced and serviced by agency.

LEO A. MATZ, former advertising director for Ex-Lax Inc., New York, has joined Theodore J. Hunt Co., New York, as media and traffic director.

ARDENNE HEISKELL, sales promotion head of WIND Chicago, has joined Jim Wans & Co. Chicago, as director of radio and television.

JOSEPH ASPINALL, formerly with Albert Frank-Guenther Law, has joined The Caples Co., New York, as account executive and member of plan board.

WARD WHEELOCK, Co has moved Hollywood offices to 3331 Hollywood Blvd., DIANA BOURJON is manager.

ALICE B. DOROCHIN, released from the WAVES and prior to that in research and statistical department of Los Angeles Times, has joined Velma Goward Adv., Los Angeles, as copy writer.

SUGUR LARMON, president of Young & Rubicam, has returned to New York headquarters following several days conference with Hollywood agency executives. HARRY ACKERMAN, New York vice-president in charge of radio, and LESTER GOTTLIEB, publicity director.

LESTER GOTTLIEB, & Wubam, WAVES Blvd.

WARD WHEELOCK, media and traffic director.

HARRY ACKERMAN, New York, has joined the Detroit firm of Geyer, Smith & Co., New York, as formerly employment director. Becoming sales supervisor.

MAJ. WALKER G. SMYLLIE, has reopened London office of Maj. Smyllie, Inc., on postwar basis.

S. W. GROSS, former vice-president and director in charge of production and purchasing of Emerson Radio & Phonograph Co., New York, has become head of Western Radio Corp., New York.

THEODORE M. ROLLAND, advertising agency executive for five years, has joined B. W. M. Co., New York, as sales executive.

J. BISHOP, radio director of Los Angeles Junior Chamber of Commerce, has joined Two-Man Adv., Los Angeles, in similar capacity.

LEONARD MULLER, New York, has been appointed chairman of special events of the New York Owls for the Victory Loan drive, which opens Oct. 29. Mr. Sauter has served as chairman of the Theatrical War Activities Committee in all the Owls designs.

JAMES SAUTER, head of Air Features, New York, has been appointed chairman of special events of the New York Owls for the Victory Loan drive which opens Oct. 29. Mr. Sauter has served as chairman of the Theatrical War Activities Committee in all the Owls designs.

BEAUMONT HAS MONEY TO SPEND...NOW--LATER!

Conditions in KFDM's area are such as to permit DAIRYING to be greatly expanded by the location of Milk Condensing and Drying Plants, Good Pasturage, mild climate, water, grain, forage and silage crops. And DAIRYING is only one of many industries contributing to KFDM's $56 million dollar effective buying income market.

Cowan to Open New York Office; Leaves OWI Post

LOUIS G. COWAN, who resigned last week as chief of the New York office, Overseas Branch, Office of War Information, will open a radio production office in New York, announcing his Chicago firm, Louis G. Cowan & Co., following an extended vacation.

Originator and producer of the Quiz Kids, Mr. Cowan said he plans to expand his activities into the non-theatrical motion picture production field. He took a leave of absence from his firm in 1941 to become consultant to the Branch, War Dept. Bureau of Public Relations. On formation of OWI Mr. Cowan was loaned by the War Dept. to OWI to help organize its overseas branch. He later was named chief of the New York office.

Thomas A. Malley, deputy chief under Mr. Cowan, will head the New York office of Interim International Information Service, successor to the OWI Overseas Branch.

No Ads in Britain

AMERICAN advertising interests who hope Britain will adopt commercial radio may well save their breath, according to Edward R. Murrow, CBS European director. In an article appearing in the New York Post. "That's one thing that is not going to happen," he wrote.
GOOD NEWS FOR BROADCASTERS

REL 88-108 Megacycle Band
FM BROADCASTING TRANSMITTERS IN ASSEMBLY

Place Your Order Now!

These REL broadcasting transmitters can now be ordered... to meet or exceed present FCC requirements.* Entirely new... with important design advancements in the Armstrong Modulator... providing simple, stable... even more efficient performance than ever before!

<table>
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<th>Power Output</th>
<th>Cat. No.</th>
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<tr>
<td>250 watt</td>
<td>549 ADL</td>
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<tr>
<td>1000 watt</td>
<td>518 ADL</td>
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<tr>
<td>3000 watt</td>
<td>519 ADL</td>
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Note: Future REL advertisements will give you information regarding transmitters of higher power. Watch for them!

Wire or write today for technical data, prices and delivery... or better yet... do as other broadcasters have already done—send your order, subject to later confirmation, thus assuring early delivery.

* All REL FM Transmitters are guaranteed to meet or better the FCC standards of good engineering practice for FM Broadcast stations.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
A MARKET BUILT FOR TWO

THE BEST PAIR FOR A BALANCED MARKET

CONTROL OF TWO NEW YORK MARKETS

ONE THE

A PUNCH IN BOTH HANDS

TEAMWORK GETS RESULTS

ONE COMPLEMENTS THE OTHER

A DOUBLE HEADER MEANS PULLING POWER

TEAMED FOR PULLING POWER

BOTH EQUAL IN

$500.00 VICTOR

For an illustration and

"WOV IS THE KEY TO"

READ THESE SIMPLE RULES

1—The contest is open to everyone except employees of WOV, its advertising representatives and advertising agency.
2—Submit as many ideas as you wish but each idea must be confined to 100 words and include headline for advertisement and suggestion for photographic illustration.
3—All entries must be received or postmarked no later than midnight, October 15, 1945 and should be addressed to Contest Dept., Station WOV, 720 Fifth Ave., New York 19.
4—All entries become the property of WOV and contestants relinquish all rights to any suggestions they submit. No entries will be returned. Winning entries will be selected solely on the basis of their value in clearly and accurately stating WOV's story.
5—Duplication of ideas used in former WOV advertisements will not be accepted.
6—The names of winners will be announced in this publication during the month of November, 1945.
7—Prizes to be awarded are as follows: First prize, $500.00 Victory Bond—second to fifth prizes inclusive, $25.00 Victory Bond. (Amount of prize is maturity value.) In case of ties duplicate prizes will be awarded.
ONE COMPLEMENTS THE OTHER
TAKES BOTH TO CARRY THE LOAD

A BOND FOR AN IDEA
headline that will tell the story of how
"TWO NEW YORK MARKETS"

FOR close to two years, full page advertisements have appeared in this magazine, describing WOV's coverage of two great metropolitan New York markets. These pages have explained how WOV offers a continuous, around-the-clock audience. And now we need some more ideas for illustrations and headlines with which we can continue to advertise the story of WOV's night and day coverage. There's a $500.00 Victory bond waiting for you if you come through with the idea you like best. And there are $25.00 Bonds for the next five winners. Here are the facts upon which your illustration and headline should be based. As the result of giving listeners the programs they want to hear, WOV enjoys a continuous, balanced audience from early morning 'til midnight. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And, in the evening, during Hooper checking hours, WOV delivers one of the largest metropolitan audiences of any New York independent station, at less than half the cost of the next ranking station. That's the story. So get busy and send us an idea (or as many as you want to). Illustrations and headlines reproduced here and which have been used in previous advertising may be of help. It will be fun. And it can be profitable to you. Read the simple rules and start jotting down your ideas now.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
The Crosley-Avco Case

The Crosley-Avco decision issued a fortnight ago finds the FCC majority in sharp disagreement with the minority and the majority in dissonance among its own membership on matters of grave issue to all broadcasters.

The problem is of permanent and immediate concern for it splits the Commissioners divided among themselves not on the narrow question of general administration, but on a broad principle concerning the extent of its power.

Numerous conclusions can be drawn from the 44-odd pages of discourse penned by Messrs. Porter, Jett, Denny and Will for the minority and Messrs. Walker, Wakefield and Durr for the minority.

But the most obvious, and the most provocative, is that the Commission has reached a vital crossroads in regulation and, blind to any guide signs which will indicate its future policy, has turned to Congress for help.

Never perhaps in the history of American broadcasting has an affirmative action taken on any issue before the FCC been attended by such profuse apology and regret. The majority regrets granting the application for transfer of Crosley radio properties to Avco. The minority regrets it. Yet, a grant has been made because, as shown in careful delineation by the majority, no point in law nor in the philosophy of regulation prevents it.

Incidental conclusions find the Commission proposing that in the future no broadcasting property should be sold by a licensee to a bidder unless the amount of the bid is made public for 60 days. All aspiring broadcasters are given an opportunity to match the bid and be considered for the facility. The Commission also seeks Congressional direction as to the extent of its power in determining a fair price for a facility.

Throughout the decision there is apparent on the part of the majority and the dissenters alike a desire to tighten Federal control over licensees. To the latter it seems the only hope that it can establish an open-bid method of transferring licenses. The Commission observes that in the absence of such procedure a licensee controls the destiny of his outlet.

By terms of the Commission's proposal, Licensee A would, let us say, be offered $200,000 for his property. This price, remember, is for the property with its attendant goodwill, not for the frequency which the law specifically states cannot be owned. The Commission and the licensee are, under the Commission proposal, to publicize this bid for the station over a period of 60 days, during which other applicants may file for the facility on the same contractual terms. At the end of that interim, the Commission will consider all applicants and grant to the transferor who, in the Commission's opinion, is best qualified.

What if, in such event, the Commission chose an applicant other than the one with whom the licensee originally proposed to do business? What if this applicant, who seemed unimpressively satisfactory to the Commission, was not satisfactory to the licensee? What if the applicant tells the Commission flatly, "I won't do business with the applicant of your selection."

The Commission presumably has not established that Applicant A CANNOT operate in the public interest; it has concluded only that Applicant B can do a BETTER job, a process that might get down to hairsplitting.

The licensee, under such circumstances, was qualified to withdraw his offer, the FCC states. He is himself not on trial for his ability to operate in the public interest, for he already holds a license. And if he withdrew and announced that he would not, under any circumstances, sell his station, what then would happen? The property would pass to individuals of his own selection upon his death and, the FCC purposes, there would be no open bidding on the facility in such an event. In other words, all a broadcaster has to do to transfer his station on his own terms to a qualified licensee is die.

What, in such event, happens to the FCC's determination that a licensee should not under any circumstances control the disposal of his facility to the extent of selecting the new operator? Stations could be held in the same families for years. Does such a theory encourage the competitive spirit in license transference which the FCC acknowledges is sought?

And furthermore, does the Commission presume, in the instant case, that Powel Crosley Jr., to whom WLW is in many ways a living monument, would for gain alone pass its ownership to an entity which would operate it on the general principles of a hock shop?

This is not to argue that broadcasting stations should be operated as sidelines to other endeavors. Broadcasting stations are so constituted, and occupy such a unique position in relation to the public good, that their management should be in the hands of men who are morally and financially able to improve them.

The Commission proposes, also, to seek Congressional authority to fix prices at which transfers can be made. Such action, of course, is directly contrary to the proposition that broadcasting stations are not public utilities. Congress did not intend that they should be. The Supreme Court, in the celebrated Associated Press case, emphasized the public nature of the newspaper business. Is a newspaper operated theoretically any less in the public interest than a broadcasting station? Would there be a Government body to fix prices on newspapers, too?

The question is not price. The question is public service. To that extent, the minority's opinion is far more to be commended than that of the majority.

But of the myriad questions propounded by this Commission decision, the most important is that of new legislation. The Commission wants it. The broadcasters want it. Congress, as Senator Wheeler says (see p. 16), desires it.

This is a time of reversion, and none more propitious may present itself in which to draft new legislation—a law that will define sharply the limitations of America's most vulnerable and malleable regulatory nerve, and mark as well the boundaries of transgression within which broadcasters must operate.

(Continued on page 50)

Page 48  September 24, 1945

BROADCASTING • Broadcast Advertising
NO OTHER BROADCASTER CAN MAKE THIS CLAIM!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network
Your 1946 Yearbook Questionnaire is now in the mails. Please answer every question promptly and accurately. It will assure you a correct and satisfactory listing in Radio's complete, indispensable reference volume.

1946 BROADCASTING YEARBOOK

ANSWERS ALL YOUR AM-FM-TELEVISION QUESTIONS

Respects
(Continued from page 48)

able to stations for sponsorship by cutting them to 45 seconds, allowing 15 seconds for the sponsor. Introduction of 20-second transcribed announcements too, came under the Hymes regime.

While attending Haverford College, Pa., from which he was graduated in 1930, John was president of the radio club which was running the first college station in the country, WABQ. Previously, he had learned the technical side of radio as a ham. The school later sold the station but retained an hour a week for the Haverford Hour which he produced. John paid for 90% of his schooling by working as manager of the school's co-op store and as business manager of the college magazine.

His first job was in the research department of the N.Y. Telephone Co. In 1930. From 1931 to 1933 he worked with his uncle, John Golden, as treasurer of the Golden Theatre where along with routine business he got in a few licks as stage manager. From 1933 until 1935 he was with the Columbia Artists Bureau of CBS, handling dance orchestra bookings. One summer he made a coast-to-coast tour of one night stands with the then famous Paul Temelaine band.

Lord & Thomas gave John his first professional start in radio production in 1935. With them he did some writing and produced the Cities Service Concert, Sophie Tucker for Roitn cigars, Jasmine in Lilac Time for Ptnaud and Here's Looking at You for Barbara Gould cosmetics. From production he drifted into timebuying, eventually becoming head of that department for L & T, buying time for Lucky Strike, RKO, RCA and many others. In 1942 Foote, Cone & Belding offer a similar post and he stayed with them until joining OWI.

Born in New York City, Aug. 30, 1907, John was practically brought up in the theatre. He has seen every play on Broadway ever since he can remember. He was married in 1939 to Elizabeth Keith. They live in Manhasset, L.I. with their two children, Libby H. and John D. Jr., 4½ and 2½ respectively.

AFN Changes

SGT. FORD KENNEDY, former announcer and newscaster for WCCO and WDGY Minneapolis, has been named news editor of AFN, T/5 Jack R. Milling, former announcer for KTSN El Paso and KAVE Carlsbad, is staff announcer for AFN in London, and Sgt. John Lyons, former writer and actor for stations WFIL WCAU KYW Philadelphia, has been named continuity chief of AFN in London.

Santo Domingo Circuit

MACKAY Radio & Telegraph Co., New York, has opened a new high-speed direct radiotelegraph circuit between New York and Ciudad Trujillo, Santo Domingo. Distant end of circuit will be operated by Santo Domingo government.

Sobol Presides

EDWARD SOBOL, television producer for NBC television station WNBT New York, will preside at the initial panel discussion group meetings of the American Television Society, Sept. 26, in New York.

WHO is "Listened-To Most" in 79 of Iowa's 99 Counties!

(in 80 counties, nighttime)

50,000 Watts · Des Moines

Free & Peters, Representatives
The Magic Empire of the Rio Grande Is One Big City Dominated by KRGV

Think only of KRGV's $650.00 per capita income market, totaling 165 million dollars effective buying power, as a PERMANENT MARKET. In this area some type of commercial crop is grown every month of the year, making it possible to keep money rolling in constantly. Through KRGV you can attract these magic dollars to your product, because KRGV is the standout station in the "VALLEY."

Affiliated With N.B.C. • Member of Lone Star Chain
Voice of one of the Richest Permanent Markets in America
Gen. Surles Given DSM For BPR Achievements

MAJ. GEN. ALEXANDER D. SURLES, director of the War Dept. Bureau of Public Relations, was presented with the Distinguished Service Medal last week by Secretary Stimson, in recognition of his outstanding services as BPR head.

In charge of the bureau since August 1941, Gen. Surles had the responsibility of "weighing the value of releasing information against the possibility of its affording valuable intelligence to our enemies," according to the citation. Under his direction, the Radio Branch, headed by Col. Ed Kirby, has performed its service to radio listeners before, during, and now, following the war.

FULL transcripts of the testimonies of two CBS executives, Paul W. Kesten, executive vice-president, and Frank Raskin, vice-president and general manager, have been published in book form by CBS as they were read into the Congressional hearings on Radio last July. Booklet is being distributed to CBS stations, public officials, libraries, schools, and similar organizations.

Mr. Travers, Mr. Cowles, Mr. Cowles was named "Northern Star" and Mr. Boroff "High Fidelity.

Howard H. Wilson resigns as a district president for Mutual New York City, is appointed account executive of Mutual New York as well as various radio councils.

Linus Travers, executive vice-president of Yankee Network, has been named by Gov. Tobin to serve on the Massachusetts Broad- casting Commission studying airports and air transport. He is also chairman of the State Radio Committee.

Walter Vaughn, assistant secretary of the Radio Club of Canada, has arrived in Athens as Canadian Ambassador to Greece.

Richard Higham has been added to the staff of WMOR's Hamillio O.

Walter Vaughn, assistant secretary of the Radio Club of Canada, has arrived in Athens as Canadian Ambassador to Greece.

A. M. Patridge, director of broadcasts at New York University and vice-president of the Hilldale, N. J., Board of Education, died Sept. 17 at Exeter Hospital in New Hampshire from a heart ailment. He joined NYU in 1925 as a instructor in chemistry, became specialist in radio and communications and was named manager of broadcast in 1938. He taught chemistry and communications and at the technical problems of radio broadcasting in addition to chemistry. Dr. Patridge developed the electronic process for producing lithium, rare light metal, on a commercial scale in large quantities and published a paper on his discovery in 1929. He also wrote extensively about electronics. Surviving are his wife and two daughters.
"... Our lawmakers demonstrated admirable foresight by decreeing that America, as the birthplace of radio, should have a free, competitive system, unfettered by artificial barriers and regulated only as to the laws of nature and the limitation of facilities....

"The American system has worked and must keep working. Regulation by natural forces of competition, even with obvious concomitant shortcomings, is to be preferred over rigid Governmental regulation of a medium that by its very nature must be maintained as free as the press...."

Harry S. Truman
President of the
United States of America
Mr. Hole

The hearts of Jacksonville citizens are as big as the sun and twice as warm... WJHP proved this when "Jimmie Wilson" day was declared at the 1320 Radio Row. Funds were solicited for a local boy who had lost both hands and both legs in the war, and Jaxons came thru, at the request of WJHP, to the fine tune of over $8000 in good United States currency. Jimmy will go to college and have a full life, thanks to the kindness of his fellow townsman. WJHP salutes them and Jimmie... is glad of the small part it played in raising the $8000.

WJHP
A John H. Perry Associate

CALIFORNIA, President of NBC "University of the Air," has returned to New York after 2½ months in Latin America as special music consultant for the music division of the Library of Congress.

LEONARD HOLE, manager of CBS television operations until he entered the Navy as lieutenant three years ago, has rejoined CBS attached to department of editing and copilation as staff editor and as liaison for television activities.

ED SOROL, NBC television producer and 1944 winner of the American Television Society award for best production, will lead a panel discussion on "Production" at a lunch- room meeting of ATS at the Hotel Sheraton, New York, Sept. 26.

EUGENE JELESNIK, violinist and band conductor, has been appointed music director of KDYL Salt Lake City.

ELISIE REAM, former home economics editor of WIBC Indianapolis, has been appointed to station program department and now appears daily on morning women's program, "SHELLEY HOWARD," released from the Army where he did radio public relations work in the U.S. and overseas and formerly with WPVA WTAR WCBS, has been named chief announcer. JAMES W. WILDS, new continuity editor for WGL Port Wayne, Ind., and veteran of WOVO Port Wayne, is new continuity editor at WIBC. MARGARET (Milh) UPDARD, writer-announcer at KUSD Vernon, S.D., is new member of WIBC continuity staff. DAVE LEW, formerly with WJIN WJW WJWCT, joins announcing staff.

As result of recent NBC-UCLA Radio Institute at network's Hollywood studios, seven attending students have been placed as announcers. Included are: WARREN WEEKS to KECA Los Angeles; FRANCIS McLaurin to KQOM Albuquerque, N.M.; SANFORD WOOLF, to KPRR Fresno, Calif.; MORSE FERGUSON to KGB Albuquerque; ARTHUR ROBERTS on KFRB San Francisco; JIM STOVIN to GJGR Vancouver, B.C.; JACK SIMMONS on KWEW Shreveport, La.

HELEN KANDEL, script writer, CBS education department, is to be married Sept. 20 in New York to Herbert Hyman, psychological consultant for the War Dept.

BILLY WESTON of announcing staff of WPIC Poughkeepsie, N.Y., is one of winners of annual CBS "Dr. Christian" radio drama script writing awards.


ROBERT DEAN, former announcer of WIB Kansas City, to PMO Hollywood.

GEORGE FISHER, Hollywood movie-commentator, has started weekly quar- terly "Meet the Stars," series on Associated Broadcasting Corp. stations.

BILL GOODWIN, Hollywood announcer, has been signed for detective role in Universal Pictures Co. film, "Murder Maniacs."

IRVING MAMET, released from the Army, has joined announcing staff of WATF Philadelphia.

LARRY SHERWOOD is new addition to announcing staff of WIP Philadelphia.

OCTAVUS ROY COHEN, short story writer and author of Florian Skippery series, will create plot outlines for weekly NBC "Amos 'n Andy show" which resumes Oct. 2. Written by FREEMAN GODDEN and CHARLES CORRELL ("Amos 'n Andy"). radio scripts will be based on Cohen's story ideas.

MELLE BURKE, film comedienne who substituted for MARY BOLAND on "The Andy Kimbrell Show," has been signed for a featured spot on weekly program.

Now, "Begins the Future," new Hollywood deputy chief of former OWI domestic radio bureau, has been assigned to Treasury Dept. War Advertising Council for Vic.-Army-Navy Drive and other government allocations.

PAUL MARTIN, staff director at NBC, has resigned to freelance.

CORP. RUSSELL NAUGHTON, former announcer at WDBO Fargo, N. Dak., is member of 50th Composite Group which dropped atomic bombs on Japan.

EUGENE KINN, daytime program director of WOR New York, has started to teach an evening course in radio technique for convalescent servicemen at St. Albeas Hospital.

ANNIE ROGERS has resigned from program department of KYW Philadelphia to return to Moravian College, she is succeeded by ALICE HUNT.

WILLIAM McGOVERN, announcer, from KTA San Francisco to KBOW Oakland.

C. GARRY SIMPSON, former producer of special radio section of television department, has resigned his wartime position with Spero Gysycoke and re-joined NBC studio staff, in the production department.

ROY LOCKWOOD, in charge of NBC productions from America to Britain, has relinquished his full-time engagement with NBC's New York studios to produce General Mills "Light of the World" program Monday thru Friday.

RICHARD MAXWELL is featured on "Rhyms You Love", program started Sept. 17, on Mutual, thru Friday 12:30-12:45 p.m.

JONATHAN SNOW, WBEM Chicago program manager, resigns Sept. 26 to enter real estate business with his brother in Detroit.

HUGH DOUGLAS, WCFL Chicago staff announcer, replaces TOM MOORE as narrator on American Broadcasting's "Smoke Dreams" program Sunday 1 p.m. (EST).

ROBERT DAY of KSFO San Francisco, has been named chief announcer replacing ROBERT PEILEY, resigned.

LEE GIRoux, program director of KSAN San Francisco, has started weekly quarter-hourly "San Francisco Calling," feature news on Associated Broadcasting Corp. stations.

WORTHINGTON MINER, CBS manager of television, will discuss video-presenting of "The Future Begins Now," at Dr. Ligons, to WGY October 1, for 26 weeks.

"The Future Begins Now," a Public Service program on WGY, was presented for 26 weeks last fall and winter with author and psychologist, Ernest M. Ligons, Ph.D., of Union College, Schenectady. Dr. Ligons, on the program, discussed parent-child problems with guest community groups.

On the last four broadcasts a brochure of five scripts on "Discipline" was offered, and 1569 WGY listeners asked for a copy of "Popularity of WGY's Public Service programs among people in the Hudson Circle."

"The Future Begins Now," with Dr. Ligons, returns to WGY October 1, for 26 weeks.

Page 54 • September 24, 1945
SHIP CAPTAIN--
FAR FROM THE SEA

Lora Price's Home Forum on Denver's KOA brings all the world to Denver housewives.

Yup, Mrs. Mary Converse's the only woman captain in the U.S. Merchant Marine. And strangely enough, she's from Denver—a thousand miles from any sea. Denver women know all about her because Lora Price interviewed her on KOA's Home Forum.

Celebrities vie with famous products on the Forum. And not only Denver women, but women all over the Rocky Mountain West love 'em both. Because these women listen... and these women buy.

That they listen is proved by floods of mail and contest entries (figures on request). That they buy we know from dozens of success stories from satisfied sponsors. (It's a participating show and it's nearly always sold out, but we'll discuss it with you if you're interested.) KOA's Home Forum sells its head off.

--No wonder KOA's First!

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

and, for all these reasons...

FIRST IN DEALER PREFERENCE
(Ross-Federal figures prove it)
PRODUCTION

(Continued from page 55)

Sections of fashions and home furnishings and their effect on colors, modeling, -makeup, etc., Sept. 26 in a talk before monthly luncheon of the fashion group at Hotel Baltimore, New York.

THOMAS F. PARSLEY, manager of orchestra personnel for WOR New York, resides as of Nov. 10.

C. G. (Tiny) RENIER, for eleven years program director of KMOX St. Louis, and at one time CBS New York production-director, has joined KNPC Hollywood as program director. He succeeds DON OTIS who recently resigned post to devote full time to several record shows on that station.

ED MEISNER, producer of radio programs while serving with Army Special Services at Camp Lee, Virginia, is new announcer with WOI, Port Wayne, Ind.

WALTER KLAUNER, WOC Bridgeport, Conn., announcer for three years, has resigned. LOU I. HAYE, former AAP sergeant, returns to station as senior announcer.

GEORGE THOMAS, formerly with WTAG Worcester, Mass., and WOL, Washington, to announcing staff of WHTD Hartford, Conn.

IRVING KELLAND, formerly of KVOX Moorhead, Minn., and WIST LaCross, Wis., is new announcer with WAUX, St. Clair, Wis.

ERWIN MILLER is new member of announcing staff of WMOR Hamilton, O.

BILL BURCH, recently released from AAP, is new director of Procter & Gamble Co. "Truth or Consequences" show, originating from NBC-Hollywood, is former NBC staff director and radio copywriter at J. Walter Thompson Co., Chicago.

JOHNNY JACOBS, editor in chief of Merchant Marine for three years, has returned to announcing staff of KMOX St. Louis.

EARL STEELE is new KMOX announcing staff member.

BYNG WHITTEKER, after two years in England with the BBC North American Service and on Radio Newcastle, has returned to Canada and rejoined the announcing staff of CBC Toronto.

J. NEL VANDER, formerly production manager of KFRC San Francisco, is the father of a boy.

HAROLD VOLZ, new to radio, has joined WON Chicago as a sound effects man.

MILDRED GAIN, former research worker in CBS education department, is now writing scripts for "Gateways to Music," one of CBS American School of Air programs. JOHN ALLEN WOLF, has been assigned announcer on five-weekly School of Air series beginning Oct. 1.

VICTOR BATSON, announcer of WGN Chicago, leaves staff Oct. 1 to resume studies at U. of Alabama.

MERRITT COLEMAN, former assistant to JAMES M. SEWARD, CBS director of operations, has joined CBS television station WCBS New York in charge of television operations.

FRED KEA, announcer at WMAZ Macon, Ga., married Gloria Coller of Macon on Sept. 14.

GERRY CULLEN has left writing staff of KJBS San Francisco to resume radio courses at U. of Washington.

BOB KENNY, production manager of American's cooperative program department, and Marion Jones, Middletown, Conn., were married Sept. 15.

JOHN A. MCDONALD, ashtead City, Penn., has been named agricultural director of WSM Nashville.

ROY de GROOT, since Pearl Harbor on senior writer-editor-producer staff of radio bureau of OWI Overseas Branch, has joined promotion department of New York Times as radio specialist.

Throughout the week, Monday through Saturday, WJW delivers more daytime dailers per dollar—23 to 33 percent more than any other Cleveland regional station.

WILLIAM L. SHIBER, CBS commentator, is to leave the U. S. Sept. 26 for a trip to Europe. Mr. Shibler will first visit London to observe the new labor government, cover the French election in Paris starting Oct. 7, and observe the Nuremberg trials of Nazi war criminals.

IRVING WAUGH, former commentator at WBN Nashville, Tenn., has returned to the station from Tokyo. He witnessed the Japanese surrender aboard the Battleship Missouri.

WINSTON BURDITZ, CBS correspondent in India, was one of nine reporters cited for their part in covering the Italian campaign. In ceremonies held at Rome, Burditz and the other correspondents were presented the European-African-Middle Eastern campaign ribbon for "performance of duty during combat."

H. V. KALtenbom, NBC commentator, has received from Berlin the original Gestapo card on which his anti-Nazi orientation is documented. Card shows that German propaganda ministry followed his career with keen interest and calls him a "notorious Germanhater." Kaltenborn rejected card from an American in Berlin who gained access to the Gestapo files.

WALTER (Red) Barber, who broadcasts Brooklyn Dodgers ball games on WNY, will cover football for WNTB, NBC station, this fall, supplying commentary needed to clarify and explain what the viewer sees on the screen of his set.

New MBS Co-op

NEW COOPERATIVE program featuring Erskine Johnson, Hollywood movie commentator, has been sold on 137 Mutual stations starting Oct. 15. Becoming one of widest sold co-ops on air, program will be broadcast Monday through Friday 4-4:15 p.m. Sponsors include two West Coast companies, Purex Corp., Glendale, Cal., and Seltzer Mfg. Co., Glendale, Cal., and Bathaswee Corp., New York. Because World Series broadcasts on Mutual will disrupt afternoon schedules early in October, starting date of the program has been postponed from Oct. 1 to Oct. 15.
The sponsor said....

"WE WANT MORE"

And to WLAC, it was especially important, because this particular sponsor was a newcomer to radio.

A year ago, the Joy Floral Company, one of the South's largest and oldest florists, purchased a single quarter-hour program, once a week. Long before the contract expired, they expressed amazement over its excellent results, and they asked for a fifteen-minute strip five days a week. They said, "We want the 'Old Dirt Dobber'".

That's what they're using today. Joy's is a local account, sponsoring a WLAC-built show, and doing the sort of job that makes many clients say to WLAC.... "We want more!"

Represented by the
Paul H. Raymer Co.

"GATEWAY TO THE RICH TENNESSEE VALLEY"

WLAC
NASHVILLE
50,000 WATTS
promotion

Promotion Personnel

BOB WILSON, former night publicity man at WBIR New York, joins Mutual New York press staff Sept. 24 in charge of exploitation. He succeeds GL BABB, who is joining Dave Kinan organization as publicity and production man. LARRY BELL has also left the Mutual publicity staff.

RUDY BLOOM, assistant publicity director at WCAU Philadelphia, and Barbara Rubin were married Sept. 20.

HOWARD STANLEY, assistant director of promotions for CBS owned stations and formerly in charge of promotion for WNOX, Washington, Sept. 15 married Freddey Hampton of Washington.

LOLA WOURSELL, formerly publicity director of WOIH New York, has joined the publicity staff of American Broadcasting Co., New York, as trade news editor.

GLORIA BIZARI of American Hollywood press department has been shifted to network's music rights division as assistant to MARY HUBBELL, BARBARA KRAFT, formerly of KGO San Francisco, has taken over Miss Bizari's former duties.

CBS School Manual

To HELP the family audience get the most out of the 16th series of CBS "American School of the Air," broadcast this year for the first time as a late afternoon network, the network's sales and promotion division has published a slip, pocket-size calendar manual. In addition to an outline of each program and a bibliography for further study if desired, it includes a containable index, i.e. group of broadcasts written by Carl Van Doren, Otto Lederer, Edward Weeks, Harlow Shapley, Harry Carmen.

TV Questionnaire

ACCOMPANIED by letter from John T. Williams of NBC's television department explaining that the network is planning to expand its video program schedule, questionnaire have been sent by NBC to television set owners in the New York area asking make, age and condition of the set; composition of family audience and viewing habits and likes of each member, and telephone, automobile, refrigerator and home ownership.

WOL Letters

CURRENT promotion letters distributed by WOL Port Washington, Ind., to local listeners cover General Motors NBC "Symphonies" and "Life of Riley." Letter was mailed to telephone book lists of Riley. Copies of WBO Program Policy and Working Manual have been sent to city school superintendents, civic group leaders, department store heads, etc.

W-E Booklet

TITLED "We Did It This Way," booklet prepared by Western Electric Co., tells in series of short anecdotes the progress of technology in communications during the war. In fact, story, booklet explains problems faced by research engineers and manufacturers and how they were solved.

Soap Tissues

SOAP tissues adorn new promotion folder of WIEB Topkapa, Kan., which states there may still be a shortage of soap in your home! on cover and conclusion. "In... but there's never a shortage of selling effectiveness when you sell Kansas thru WIEB!"

WBIG Scholarship

THOUSAND dollar scholarship in music is being awarded by WBIG Greenboro, N. C., to a young woman in the area. To cover a four-year study period, scholarship will be awarded in cooperation with the Greenboro Butte Club.

KUTA Fair Winner

BOOTH of KUTA Salt Lake City at Utah State Fair won first prize for the best at fair. Station originated many programs on events from fair for which it supplied all public address equipment. Some 30,000 program schedules were given away.

WOP! Booklet

ILLUSTRATED booklet on 16th anniversary and dedication of new studios of WOP radio Bristol, Tenn., has been prepared by the station. Photos and copy cover facilities, personnel, talent and service features. Letters from groups and organizations aided by WOP! are included.

WFIL Folder

FOLDER on established program, "This Week in Philadelphia." has been issued by WFIL Philadelphia. Although sold before piece was received from printer, attempts are being made to sell WPS! showmanship and names similar availabilities.

WGST Day

SEPT. 5 was WGST Atlanta, Ga., special day at local amusement park. Promotion tie-in featured broadcasts, games, contests. WGST put spot about Sponsors donated prizes. Rides were half-price with tickets given free by station.

Programs

KQV Steel Series

JONES & LAUGHLIN Steel Corp., Pittsburg, has sponsored the 7-7:30 a.m. spot Monday through Friday on KQV Pittsburgh to present new projects, advertising and employe-relations program. Titled "Jal-Time," program will first be used to recruit new workers and will eventually replace firm's house organ. Music variety is planned, together with weather, news and items of interest to J. & L. workers. Both labor and management will be able to present their views on program.

Auditions

WITH time open to anyone with a pet peeve or anything else to say, "Do You Want to Be on the Air?" has started on WWAB Bridgeport, Conn., as Sunday afternoon feature which presents auditions of talent by audience. Listeners are invited to write comments. Best performers may be given another program as reward.

Industrial Outlook

PRESENTING West Coast Industrial Outlook for postwar era, New West, quarterly public service series has been started by KSFU San Francisco. Under title "Pacific Payrolls," representatives, from aircraft, communications, navigation, railroad and banking industries, as well as leaders of civic enterprises, utilities, agriculture, and education give their views.

On-Spot Story

BEHIND-SCENE story of reconversion of automotive industry was presented by WGN Chicago in a series of programs developed in Detroit and featuring representatives of major manufacturers. Programs were fed to WGN by special line.

About Veterans

PRESENTING facts about Miami veterans still in uniform with emphasis on potential discharge and service record, New five-week program has been started by WBIS Miami.

CKX Amateurs

CKX Brandon, Man., in conjunction with the Associated Canadian Travellers of Brandon, has started a talent search program Saturday night as "Radio Amateur Contest!"

In the "Heartland" you'll find some of the richest, busiest farms of the midwest, plus important industries including meat packing plants, corn processing, soybean and sugar beet factories. Producing food for a hungry world has naturally increased the "spendable" income at home.

Tops in the "Heartland"

Using KGLO and WTAD Quincy, Illinois A Natural Combination.

Use KGLO and WTAD Quincy, Illinois

1200 K.C. 5,000 Watts
CBS Affiliate

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Up and Atom!

That's typical of Knoxville and its new sister city of Oak Ridge. Knoxville is proud of the fact that Oak Ridge, home of the Atom Bomb, is located just 18 miles to the north. The 75,000 people of Oak Ridge who made such a vital contribution to victory have also helped make retail sales bump in Knoxville.

Retail Sales Up

Knoxville retail sales have consistently led the country in percentage of gain. Retail sales during 1945 will exceed $100,000,000, making Knoxville one of the nation's leading markets—the third market in Tennessee. OAK RIDGE is located within WBIR's effective coverage area. Ask a John E. Pearson man.

WBIR

A H ANNUnSt Station

John P. Hart, Mgr.
KNOXVILLE, TENN.
NUNN STATIONS—

WBIR-Knoxville, Tenn; WJAP-La

ington, Ky; WCM—Ashland, Ky; 
KFDA—Amorillo, Texas
### Broadcast Revenues, Expenses and Income of 865 Standard Broadcast Stations, 1944

By Class and Time; Segregated Between 689 Stations Serving as Outlets for Major Networks and 176 Stations Not Serving as Such Outlets

#### STATIONS SERVING AS OUTLETS FOR MAJOR NETWORKS

<table>
<thead>
<tr>
<th>Item</th>
<th>Clear-channel</th>
<th>Regional</th>
<th>Local</th>
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<td>Unlimited</td>
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**Stations with time sales of $25,000 or more:**

- Number of stations: 689
- Revenues from the sale of station time:
  - Network time sales by:
    - Major networks: $15,494,891
    - Regional networks: $947,661
    - Other networks and stations: $2,748,795
  - Total sale of chain broadcast time: $15,842,492
- Non-network time sales to:
  - National and regional users: $25,922,621
  - Local and other users: $7,975,815
  - Total sale of station non-network time: $33,890,436
- Total sale of station time: $49,320,928
- Deductions from the sale of station time:
  - Commissions to regularly established agencies, representatives and brokers: $2,748,759
  - Total deductions from the sale of station time: $5,871,327
- Balance, net time sales: $42,661,601

**Revenue from incidental broadcast activities:**

- Talent: $116,664
- Commissions, fees, and profits from obtaining or placing talent: $466,781
- Sundry broadcast revenues: $1,215,276
  - Total broadcast revenues from incidental broadcast activities: $1,486,666
- Total broadcast revenues: $47,658,570
- Broadcast expenses: $27,122,402
- Broadcast income (or loss) before Federal income tax: $20,540,168

**All commercial stations:**

- Number of stations: 689
- Revenues from the sale of station time:
  - Network time sales by:
    - Major networks: $47,468,670
    - Regional networks: $26,922,621
    - Other networks and stations: $20,346,188
  - Total sale of chain broadcast time: $88,690,436
- Non-network time sales to:
  - National and regional users: $26,346,188
  - Local and other users: $14,722,482
  - Total sale of station non-network time: $27,268,621
- Total sale of station time: $54,522,621
- Deductions from the sale of station time:
  - Commissions to regularly established agencies, representatives and brokers: $25,006,969
  - Total deductions from the sale of station time: $56,374,201
- Balance, net time sales: $38,148,420

**Revenue from incidental broadcast activities:**

- Talent: $3,124,968
- Commissions, fees, and profits from obtaining or placing talent: $466,781
- Sundry broadcast revenues: $1,215,276
  - Total broadcast revenues from incidental broadcast activities: $4,806,999
- Total broadcast revenues: $47,658,570
- Broadcast expenses: $27,122,402
- Broadcast income (or loss) before Federal income tax: $20,540,168

**STATIONS NOT SERVING AS OUTLETS FOR MAJOR NETWORKS**

- Number of stations: 176
- Revenues from the sale of station time:
  - Network time sales by:
    - Major networks: $21,300
    - Regional networks: $6,885
    - Other networks and stations: $6,886
  - Total sale of chain broadcast time: $28,165
- Non-network time sales to:
  - National and regional users: $1,927,414
  - Local and other users: $1,816,248
  - Total sale of station non-network time: $3,743,662
- Total sale of station time: $8,771,847
- Deductions from the sale of station time:
  - Commissions to regularly established agencies, representatives and brokers: $554,009
  - Total deductions from the sale of station time: $554,009
- Balance, net time sales: $3,217,838

**Revenue from incidental broadcast activities:**

- Talent: $95,861
- Commissions, fees, and profits from obtaining or placing talent: $8,866
  - Total broadcast revenues from incidental broadcast activities: $104,727
- Total broadcast revenues: $2,410,702
- Broadcast expenses: $1,042,698
  - Broadcast income (or loss) before Federal income tax: $682,010

**Broadcast income (or loss) before Federal income tax: $1,042,698**

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(Continued on page 60)

**Broadcast Advertising • Broadcast Advertising**

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BROADCAST REVENUES, EXPENSES AND INCOME

(Continued from page 53)

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<th>Stations with time sales of $25,000 or more:</th>
<th>41</th>
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<th>28</th>
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* Does not include the operations of 10 key stations of major networks, as the reports filed by them with the Commission do not include adequate segregations of expenses between station and network operations.

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Mutual Football

MUTUAL started its football season Saturday, Sept. 22, with the broadcast of the U. of Minnesota at Michigan game at Minnesota Stadium, Minneapolis, with Russ Hodges giving a play-by-play description, and Tom Slater describing the events of the game. Each Saturday throughout the season Mutual will broadcast a top game, followed by the Sports Parade, which moves up from 5:30 p.m. to 5:15-5:45 p.m. and gives a complete list of football scores of games all over the nation.

Vinylite Releases

FIRST vinylite phonograph records for public use were released last week by Arch Records, New York, with RCA Victor scheduled to issue its first vinylite discs Oct. 10. Arch release, embracing five 12-inch platters, is recording of Prince Igor, made in USSR by the Bolshoi State Theater. They sell for $2.50 each, with album retailing at $12.50. Records, unbreakable and noiseless, were manufactured by Clark Phonograph Co., Harrison, N. J. RCA vinylltes will retail at $2 each.

---

Shake hands with WFPG

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

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

For further details on other Friendly Group Stations, write JOHN LAUX, Managing Director.

"THE FRIENDLY GROUP", STEUBENVILLE, OHIO.
You no longer have to be satisfied with mere planning for better market coverage! Johnson engineers are now ready to tackle your directional antenna problem and to get the Phasing Equipment you need into production. Phasing equipment by Johnson can be found successfully operating in more than 50 broadcast stations and is backed by over 20 years experience in the manufacture of radio transmitting equipment. All major components used in Johnson Phasing and Antenna coupling equipment are designed and manufactured by Johnson, assuring the best material and workmanship. The quality of the equipment is under control of Johnson engineers at all times. Shown at right is one of the Johnson installations designed to match existing equipment. A Johnson Phasing Unit can be made to exactly match your present equipment and thus become an integral part of your station. Orders for Phasing and Coupling equipment will enter production in the order received. Contact us without delay, directly or through your consulting engineer.

Write for Brochure—
"Some considerations in Directional Antenna Design"—By Johnson

E. F. JOHNSON COMPANY, Waseca, Minn.

E. F. JOHNSON COMPANY · WAISECA · MINNESOTA
Low FAX Band Urged
PRESENT allocation of facsimile in the 470-480 mc band may restrict its development, according to a summary of the FAX situation by WELD, Columbus's first FM station which has operated W9XUM as an experimental facsimile station since 1938. A lower assignment, as indicated by the temporary 106-108 mc allocation, is advocated. FM service in the 106-108 mc band will be degraded, WELD believes, arguing that multiplexed operation will require filters in FM service. Permanent assignment is sought since WELD does not wish to encourage public investment in equipment subject to allocation change. Further experimentation and study are advised before standards of speed and definition are established.

Watching new Cobra pickup arm in action at WMFM Milwaukee are Dan Delcourt (1), technical broadcast supervisor for WTMJ-WMFM, and Henry Kalmus, physicist and engineer for Zenith Radio Corp., Chicago. Invented by Kalmus and developed by Zenith, the extra light weight arm is reported to be latest advance toward reduction of surface noise on records and prevention of excessive wear. First tested at WMFM, FM station now has full compliment of the new style lightweight pickups.

"SURE SHE'S SOUND! I DON'T DEAL WITH GYPS!"

No dealer can delude his fellow townsmen permanently about the quality of his goods. Nor can a radio station long "get by" with local advertisers unless it produces results!

So WDAY lists with pride its long-loyal Fargo clients. One such is Haggart's Tire and Auto Service. For fifteen years, five days a week, every week, we've broadcast its program to the Red River Valley. Seventeen other year-round local advertisers have been with us, steadily, from 10 to 23 years!

A pretty good record, we'd say. Wouldn't you?

WDAY, INC.

N. B. C.

FARGO, N. D.

970 Kilocycles . . . 5000 Watts

FREE & PETTERS, INC., NATIONAL REPRESENTATIVES

Format Change
FORMAT of Texaco Star Theater, sponsored by Texas Co. on CBS Sunday 9:30-10, is being changed to include Annamary Dickey, opera singer, as permanent member of program which stars James Melton. David Broekman's orchestra replaces that of Al Goodman; Lynn Murray Chorus is added plus guest star each week. John Reed King continues as announcer. Series placed through Buchanan & Co., New York.

IN SHARP FOCUS
Postwar uncertainty is all in this permanent, balanced Sea-board Market. Great today—what tomorrow?"PRESIDENT PLANTS—PAYROLLS—PEOPLE." The WSAV market!
It will probably AMAZE you to learn that DICK GILBERT, the original singing disc jockey, attracts more listeners* for one solid hour than any of the fine programs offered by the four competing 50,000 watters in the New York Area... the world's Number One Radio Market!

<table>
<thead>
<tr>
<th>Time</th>
<th>Listeners</th>
<th>Rating</th>
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<tbody>
<tr>
<td>5:15 to 5:30</td>
<td>DICK GILBERT...WHN 3.7</td>
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<td>Key Net Station A 3.0</td>
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<td>Key Net Station B 1.3</td>
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<td>Key Net Station D 1.0</td>
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<td>5:45 to 6:00</td>
<td>DICK GILBERT...WHN 3.3</td>
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<td>Key Net Station A 3.3</td>
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<td>Key Net Station D 1.7</td>
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DICK GILBERT constantly AMAZES sponsors with his uncanny sales-ability. AMAZING results are habitual with the AMAZING DICK GILBERT.

For complete AMAZEMENT, wire or call today.

*Pulse of N. Y. Aug. 1945
Air Express

Now Serves

all major U.S. towns and cities direct by air — with fastest air-rail service to more than 23,000 other domestic points. Service direct by air to and from scores of foreign countries.

FOR FASTEST DELIVERY, phone for pick-up of your shipment as early in the day as possible. Early shipment often means same-day delivery to points from 500 to 1,000 miles away.

RATES REDUCED. Express rates today are an average of 10% less than prewar, making it a better business buy than ever.

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

AIR EXPRESS
GETS THERE FIRST

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

Dilley
(Continued from page 23)
Sept. 18, 1945


PERRY DILLEY 728 MONTGOMERY STREET AN ARTIST UNDERSTAND PUTS PUPS PUPPET SHOWS.

MURPHY

Mr. Perry Dilley
1528 Pacific Ave., San Francisco, Cal.

HARRY BANNISTER, W.W.I, DETROIT, HAS FORWARDED TO BROADCASTING MAGAZINE CORRESPONDENCE BETWEEN HIMSELF AND YOURSELF. INTERESTED KNOWING FOR STORY WE ARE HANDLING ON YOUR AMUSING AND PROVOCATIVE COMMENTS ON RADIO WHETHER YOU ARE SAME PERRY DILLEY WHO IS PUPPETEER FORMERLY OR NOW RESIDING 728 MONTGOMERY STREET. WILL YOU REPLY RETURN WIRE COLLECT.

THANKS.

ROBERT K. RICHARDS

Sept. 18, 1945

Robert K. Richards, Broadcasting Magazine Wash., D. C.

YES I AM THE PUPPETEER YOU MENTIONED

PERRY DILLEY

WBKB Expands

WBKB Chicago television station will expand its broadcasting facilities by remodeling space in the State Lake Bldg., formerly occupied by the U. S. Navy radar school. Plans are now being made to convert the space for studio audience programs and large production broadcasts, according to WBKB officials. Coincidental with the signing of the lease by Balaban and Katz, station owners, is the announcement that William E. Eddy, recently discharged from the Navy as head of the radar school, will return to WBKB in charge of production. Mr. Eddy is now in New York with John Balaban conferring with Paramount and Allen B. DuMont Labs. for purchase of new television equipment and negotiations with the motion picture company for television rights to screen productions, some of which, it is reported, will be filmed so that they can be presented in episodes for television broadcasts.

APTED 25 years of operation under the name of Detroit White Lead Works, the corporate name of the organization has been changed to Robert Paint Products. There will be no change in personnel or organization. There are extensive plans for expansion.

CHNS
The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED
350 Madison Ave.
New York
The excellence and consistent quality of Master Audiodiscs gained wide acceptance for them prior to the war. Now, the demand for these recording blanks, from which pressings are made, has increased more than fourfold. And here are a few of the reasons:

1. They give fine results with either the gold sputtering or silvering process.
2. Like regular Audiodiscs, the thread throws well, and there is no annoying static.
3. Cut under good recording conditions there is no audible "background scratch".
4. It is easy to ship them safely from recording studio to processor.
5. Especially important—there is no increase in surface noise from recording time to processing—be it a few minutes or many months.

Master AUDIODISCS are manufactured in three sizes on stretcher leveled No. 2 aluminum recording sheet—12", 13¼" and 17½" for 10", 12" and 16" pressings.

AUDIO DEVICES, INC.
444 MADISON AVENUE
NEW YORK 22, N. Y.

they speak for themselves audiodiscs
McCann-Erickson Adds To Minneapolis Staff
SIX new members have been added to the Minneapolis staff of McCann-Erickson Inc., Jackson Taylor, vice-president and manager, announced. The appointments are Algut Swanson, account man; William Nordquist, traffic department; Karl Vollmer, copy department; Vance Higgs Jr., associate director of public relations; Monte Johnson, art department, and William Cragie, production department. The latter four are former servicemen.

Don Allen, with the agency's art staff for two years, has been promoted to assistant art director. Mr. Swanson formerly was in the Minneapolis office of BBDO and Mr. Higgs was affiliated with H. W. Kastor & Sons and KMOX St. Louis. Former copywriter with Young & Rubicam, Mr. Vollmer spent three years in the Army writing radio shows for the War Dept.

INTERVIEW following release from Jap prison was given by Gen. Jonathan M. Wainwright to Capt. Bernard C. Kelly, attached to Headquarters USAF, Middle Pacific, PRO. NBC carried shortwave broadcast. Capt. Kelly was Schwimmer & Scott producer in Chicago.

S-C Radios Out
FIRST civilian radios, plastic table sets, to roll off the assembly lines of Stromberg-Carlson, Co., Rochester, N. Y., since Pearl Harbor, are being distributed throughout U. S. and Hawaii this week. Large-scale production of radio-phonograph combinations got underway last week as Dr. R. H. Manson, Stromberg-Carlson president, declared his firm will enter its greatest production schedule. Construction on a $300,000 addition to Stromberg-Carlson factory has begun and work is expected to start within 90 days on Rochester Radio City, to house WHAM, WHFJ and television station of manufacturing firm.

Third Wanamaker Show
JOHN WANAMAKER, Philadelphia department store, has purchased another program on WIBG Philadelphia. Latest series is a daily women's program featuring Zella Drake Harper, Monday-Friday 2:30-2:45 p.m., starting Sept. 24. Miss Harper is director of women's programs on WIBG. Other Wanamaker shows now on WIBG include a series of organ music from the Grand Court of the store, and 20 station breaks daily.

4,955,144
spindles
spinning
VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

TO ASSIST CORPORATIONS:
- To secure additional capital
- To merge with or purchase other businesses
- To sell one or more divisions of their businesses
- To solve all their financial problems.

MANAGEMENT PLANNING'S
Fiscal Counsel
In cooperation with your bankers and your attorney
PROVIDES
The Unique Service of a Staff of Experts Specializing In—
1. Finance 5. Engineering
2. Corporate taxes 6. Economics
3. Estate planning 7. Negotiation
4. Financing by insurance companies relations

All Welded Together Into One Complete, Correlated and Harmonious Mosaic

IT ALSO ASSISTS: 1. Managers who wish to become owners or part owners, and:
2. Stockholders who wish to change unmarketable holdings into readily marketable securities.

MANAGEMENT PLANNING, INC.
20 Pine Street New York 5, N. Y.
WTAM ... of the PEOPLE
... by the PEOPLE ... for the PEOPLE

WTAM is close to the people. About twenty five per cent of its time is given to public service features. Clubs, community gardens, churches, schools and civic projects look immediately to WTAM for cooperation ... and get it. It is this close and constant association with the PEOPLE that gives WTAM a greater percentage of listeners than any other Cleveland station.

*MORNING ... AFTERNOON and EVENING.*

*Hooper Listening Index ... June-July 1945

**FIRST IN CLEVELAND**

**WTAM**

50,000 watts

Represented by NBC SPOT SALES

SALT and PEANUTS ... down to earth daily on WTAM.
Personal appearances nightly over WTAM'S primary area

LEE GORDON, TOM MANNING and CHET ZORN of WTAM
"front" for Ringling Bros. calliope

Cited for "courtesy" by WTAM, Mrs. CLARA FIELDS
wins "Truth or Consequences" Award

Sound effects from IN ANOTHER WORLD ...
drama series by Western Reserve students

September 24, 1945 • Page 67
RADIO'S TESTING TIME IS NOW
CBS's Murrow Visualizes Broadcasting
As 'Mirror' for Truth of World

Following is Sept. 16 broadcast of Edward R. Murrow, chief of CBS's European Bureau, delivered over CBS while in this country on leave.

I HAVE been listening to the radio. Some of what I hear I don't like. Maybe you feel the same way. But there is something altogether unique about this American system of broadcasting. There is nothing quite like it anywhere else in the world...and that is because this country isn't like any other country in the world. I believe that what comes out of the loudspeaker is the most honest and accurate reflection of what goes on in a nation...

Our system is fast, experimental, technically slick...it is highly competitive and commercial...often it is loud...occasionally vulgar...generally optimistic...and not always right. But the man who is wrong has his chance to be heard...there is no conspiracy to keep the listener in ignorance and government does not guide the listening or the thinking of the people.

Volume Is Not Authority
The presence of a microphone does not guarantee objectivity, often it endangers humility...a loud voice which reaches from coast to coast is not necessarily uttering truths more profound than those that may be heard in the classroom, bar or country store...

You have a broadcasting service which is more fidelity than any in the world...less subject to government control. It has reached out to the far corners of the world to bring you news of the greatest new adventure in the history of this nation. Those of us who have engaged in that aspect of radio are fully conscious of the inadequate job we have done...for words are puny things and a poor substitute for personal experience.

Power of the Medium
But it is my opinion that the future will present even greater problems. In vast areas of the world liberty has become a luxury...here in this country we have many luxuries...and we have great power...and our only hope of using that power with wisdom and tolerance is that the people shall be informed...informed of affairs here at home and abroad.

During the last nine years, I saw something of what radio can do when it is used to tell the people what to think, when it is used to dull the critical faculties...when the right to listen is denied.

If you doubt that radio is a powerful medium you should see how it can warp men's minds when it becomes an instrument of national policy.

I do not believe that American radio is perfect. But I am persuaded that the listener in this country is better served than is the listener in any country with which I am familiar.

I believe that radio in a democracy must be more than an industry, more than a medium of entertainment, more than a source of revenue for those who own the facility. Radio, if it is to serve and survive...must hold a mirror behind the nation and the world...if the reflection shows racial intolerance, economic inequality, bigotry, unemployment or anything else...let the people see it, or rather hear it. The mirror must have no curves and must be held with a steady hand.

One of the oldest things about radio is its reputation of youthfulness. I have seen many young men age rapidly during the last few years, because they were engaged in a most serious and testing undertaking.

I believe that the testing time for broadcasting and broadcasters is just beginning and youth was never acceptable as an excuse for those who flinched when the going was tough.

And now with Norman Corwin's permission, I shall go back to listening to the radio. So far, I find it interesting, entertaining and at times, encouraging.

Guild Thanks KSD
THANKS of the St. Louis Newspaper Guild (CIO) and the Interunion Conciliation Committee went to KSD for its "fair and objective" presentation of news about the recent St. Louis newspaper strike. KSD is owned and operated by the St. Louis Post-Dispatch, one of the papers involved in the strike. "May I congratulate you and the members of your staff upon the attainment of such a high degree of journalistic objectivity," wrote Adolph J. Rahm, president of the St. Louis Newspaper Guild in a letter to KSD.

Correction
In the August 27th issue of this magazine the copy for the first paragraph of our 2-color, full page ad stated: "Mark up another jackpot for the WNAK Sunday-Get-Together. Army Goods Distributors used seven quarter-hours on this program to sell Surplus Army Commodities. Cost, $75 a broadcast or $525 total. Sold, more than $10,000 in merchandise...including 451 raincoats at $2 each, 1221 pairs of army shoes at $4 each; and 222 army pup tents at $20 each. Advertising Cost, less than 1/2 of 1 per cent."

And proving that the advertising profession is always on its toes...we were called from far and near on our percentage figure. We stand corrected, gentlemen; our copy should have read: ADVERTISING COST, 5 1/4 PER CENT. Guess we'll just have to blame it on some gremlin that moved our decimal point over one notch too far.

It's still a whale of a success story; $525 of program time selling $10,000 in merchandise "DIRECT" at an advertising cost of 5 1/4 per cent. That's certainly hitting the jackpot in anybody's language.
IN TUBE MANUFACTURE
ALL SMALL DETAILS ARE LARGE

To Federal

From slender filament to anode block ... all tube construction details, however small, are important to Federal. That is why this experienced and longtime manufacturer uses the illustrated high-magnification metallograph as part of its test equipment for checking raw material quality.

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

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

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

Federal always has made better tubes.

Federal Telephone and Radio Corporation

Newark 1, N. J.
TONIGHT

BLAW-KNOX speaks to you over the air

Tonight when you tune in, it's highly probable that your favorite programs will emanate from stations equipped with Blaw-Knox Radio Towers.

These Vertical Radiators have been specified by major broadcasting systems because they are both electronically and structurally sound — providing clear signals and maximum range... It is of note, too, that Blaw-Knox Directional Radio Beacons are used to guide all air transport service in the United States.

BLAW-KNOX vertical RADIATORS

WILLS RECUPERATES FROM HEART ATTACK
COMMISSIONER William H. Wills of the FCC is recuperating at his Washington apartment following a heart attack suffered earlier in the month. The attack was a recurrence of a heart condition suffered two years ago.

Gov. Wills became ill Sept. 6 after he had spent virtually a full day at the Commission calling on members of the staff to acquaint himself with their work. He had covered nearly all of the departments and divisions of the Commission in the new Post Office Building and had over-taxed himself. Gov. Wills' tour caused considerable favorable comment among staff members.

Since then, the commissioner has been confined to his apartment, but his office reported last week that he is well on the road toward recovery and is expected back at his office shortly. Chairman Porter called on him Sept. 15 and reported to his colleagues that he was much improved. Gov. Wills, 63, assumed office at the FCC on July 23 for a seven-year term.

Sets Near Ready
UNITED STATES Television Mfg. Co., New York, expects to release its first postwar radio and radiophonograph sets the latter part of October. Firm is scheduled to have its television sets on the market sometime in January. Company's president is John S. Hoage of Huber-Hoge & Sons, advertising agency.

Fletcher Joining Scott Law Firm

Mr. Scott Mr. Fletcher

FRANK D. SCOTT, Washington radio attorney, last week announced that Frank U. Fletcher, former FCC attorney, has become associated with him in his law practice. Mr. Scott, congressman from Michigan from 1915 until 1927, has specialized in radio practice since his retirement from Congress.

Mr. Fletcher, a native of North Carolina, joined the FCC law staff in 1934, remaining until January 1939. He was engaged in practice before the FCC until 1942, when he joined the staff of the Alien Property Custodian. After being commissioned in the organized reserves of the Army, Mr. Fletcher was called to active duty in September 1942 and served for three years with the Ordnance Department in Washington and San Francisco, working in a legal capacity in connection with ordnance procurement.

Mr. Fletcher graduated from Wake Forest (N.C.) College in 1932 with an LLB degree cum laude. He is a member of the North Carolina Bar and has been admitted to practice before the U.S. District Court, Court of Appeals for the District of Columbia and Supreme Court.

Mutual Shift
ADVENT Oct. 1 of new Serutan program, Letters to Lindlahr, in 11:45-12 noon spot on Mutual shifts Cliff Edwards five-minute show from 11:55-12 noon to 2:25-2:30 p.m., curtailling Jane Cowl program from a quarter-hour to ten minutes. Edwards is sponsored by Beaumont Labs. on Monday, Wednesday and Friday.

IN PHILADELPHIA

1st.
IN SPORTS
10,000 WATTS
DAY & NIGHT
Representing Lebanon's Most Popular Publications

John Blair & Company
REPRESENTING LEADING RADIO STATIONS

Broadcast Advertising
**Off-Air Video Show Demonstrates TV**

Progress of Service Viewed By WTMJ-WMFM Officials

RESULTS of 750 hours of television experimentation were demonstrated on Sept. 28 at 60 WTMJ-WMFM and Milwaukee Journal executives in the first showing of a complete off-the-air television show.

The demonstration, one of a long-range series of projects planned by the Journal stations to prepare their staff, advertisers and agencies for the entry of the newspaper-radio management into television, was highlighted by the voluntary organization of a WTMJ-WMFM employees' television club. Staff members worked hard in hand with engineers, planning studio and radio programs, production and even handling technical equipment, during off-duty hours.

Telecast to Studio

First show, lasting 65 minutes, was produced and directed entirely by WTMJ-WMFM staff members and was telecast from Radio City television studio and transmitted to a receiver located in a separate studio. Nine acts were presented without interruption, representing different types of possible television entertainment and public service programs.

The Radio City Television Club is composed of 55 WTMJ-WMFM staff members representing all departments of the W. J. Damm stations. The club idea was originated by staff members and the Journal cooperated in providing the Radio City television studio and equipment for experiments. First program meeting of the club featured a television skit, with members acting, announcing and handling production and technical details. The Journal plans to extend its demonstrations to public groups, but no actual transmission will be put on the air until a program schedule has been perfected which will justifiy the average Milwaukee family's investment in a receiving set.

**DONATED radios are repaired for use at Army hospital by (1 to r) Karl O. Wylie, general manager of KTSM El Paso, Willard Kline, commercial manager, and Virgil Hicks, program director. They have collected 100 of the sets themselves and repaired another 150 at home workshops.**

**Beer Periods**

SCHOENHOFEN Edelweiss, Chicago (Edelweiss Beer), is all set on three of the four periods they were reported contracting for [BROADCASTING, Sept. 19]. On WENR Chicago sponsor starts Edelweiss Hour Glass, a variety show with commentary, beginning Sept. 18. Program will be heard Wed. 8:30-8:35 p.m. CWT and 10 to 11 p.m. CWT Sunday. Show will feature records and commentary starting Sept. 23. On WBMM Chicago Grand Jury, informative program based upon actual cases, started Sept. 15 and to be heard Saturday 10:15-10:45 p.m. CWT. Deal is not yet set with WMAQ on the 11:15 to 12 midnight period. All contracts are 52 weeks through Olian Adv.

**CJBC to 50 kw**

CJBC Toronto, 5 kw key station of CBC Dominion network, is to be increased to 50 kw during 1946, it was announced following Sept. 15 meeting of CBC board of governors at Montreal [BROADCASTING, Aug. 20]. This will give Toronto two CBC 50 kw stations, CBL and CJBC, and will necessitate CJBC moving from present 1010 kc location which it shares with CFCN Calgary, 10 kw; WINS New York, with construction permit for 50 kw; KLRA Little Rock, 10 kw; and KWBU Corpus Christi, 50 kw. While no definite frequency has been announced, it is reported CJBC will move to 860 kc, now held by CFRB Toronto with 10 kw, and shared with KTRB Modesto, Cal., with 1 kw, and WSON Henderson, Ky., with 900 w.
Eau Claire Dream
LORAIN and Warren Isaacs had a favorite song during their marital days. It was "Deep in a Dream". But they drifted apart and last year were divorced. Recently they happened to meet in Cumberland, Wis. At that crucial moment a nearby radio pealed forth with "Deep in a Dream," coming from WEU. Eau Claire. The Watsons were brought together, and wrote WEAU about it. WEU sent them a special recording of the number and hoped they would live happily ever after.

Aid Acknowledged
TIME valued at $15,000 was donated by WBOW Terre Haute for 291 broadcasts presented by Indiana State Teachers College during the academic year 1944-45, according to the annual report of Dr. Clarence M. Morgan, director of ISTC's radio division. On behalf of the college, Dr. Morgan expresses appreciation to Lt. Martin Leich, manager of WBOW, on leave to the Navy, to George Jackson, present manager, Leo Baxter, program director, and other members of WBOW for their cooperation. Staff of the ISTC radio division, in addition to the director, consisted of Wanda Ramey, Marian Snyder, Marjorie Wheat, Mrs. Patricia Young, and Will R. Davies, student assistants, and Virginia Harrell, secretary.

New Net Studios
ASSOCIATED Broadcasting Corp. is leasing space for Hollywood headquarters at 6000 Sunset Blvd. According to Van C. Newkirk, West Coast vice-president, two-story building is being remodeled to house recording facilities and an audience studio. Occupation is expected within 45 days. Dick Ross, released from AAF, has been named production manager to coordinate West Coast production activities. He is former program director of KMO Tacoma, Wash., and more recently night supervisor of Don Lee Broadcasting System, Hollywood.

Gill and Freeman to S&H
SAM GILL, research director of the Biow Co., has joined Sherman & Marquette, New York, in the same capacity. Also new to S & H is Stanley Freeman, appointed assistant art director. He was with Hirshon-Garfield.

Kenmuir Joins Agency
R. C. KENMUIR has joined the sales staff of O'Brien Gourlay Ltd., advertising agency of Vancouver, B. C. Mr. Kenmuir served overseas with the Royal Canadian Air Force as Squadron Leader with the Demon Squadron.

RAY ELLIS JOINS RAYTHEON AS V-F
RAY C. ELLIS, former director of the WBP radio-radar division, has been appointed vice-president of Raytheon, New York. From 1930 to '41 he was with General Motors Corp., becoming general manager of the Delco Radio division in 1936. He joined WBP (then OPM) in 1942 to start the mobilization of radio and radar production facilities.

In 1942 he was named director of the WBP radio and radar division. In addition, he made extensive trips to England and Russia, assisting those countries in scheduling and producing electronics equipment. Recently, Mr. Ellis was chairman of the Foreign Economic Administration Committee to suggest plans for the demobilization of German electronics manufacturers, and also was associated with Johns Hopkins U. in production of highly classified military apparatus.

Series Kick-off
SPECIAL kickoff broadcast of the World Series from hotel suite of Baseball Commissioner Chandler has been scheduled by Mutual on eve of first game, Oct. 2. During the broadcast Ford Frick, National League president; Will Harridge, head of American League; Sen. Chandler; J. P. Spang Jr., president of Gillette Safety Razor Co., Boston, sponsor of series broadcasts; Edgar Kobak, president of Mutual, and managers of winning ball clubs will be interviewed.

Mrs. Pressly Appointed
HARRIET PRESSLY, director of public service programs for WPTF Raleigh, N. C., has been appointed North Carolina state chairman of the Association of Women Directors, NAB. She succeeds Marvel Campbell, of WAIR Winston-Salem. Mrs. Pressly is the originator of and commentator on We the Women program on WPTF.
Installation of our studios is an achievement that gives us the largest and best equipped facilities and production acoustics in the South. When we built our new studios, more than four years ago, poly-cylindrical diffusers as dispersive elements in acoustic control were installed, making us pioneers in practical use of them. Ever since the first hour WFAA's signal went out from a 50-watter, down through the present days of 50,000 watts, we’ve been utilizing every new and practical advancement in radio to give our listeners the clearest reception every minute we're serving them. And, with FM coming along, we'll be 'way up front on programs with our advanced facilities.

Being first in use of poly-cylindrical diffusers as dispersive elements in studio acoustical control, was the practical application of an arrangement and development of Dr. C. P. Boner, of the University of Texas. Dr. Boner designed our studios and his radically-improved arrangement makes them more "live," with greater frequency response, and with reproductions more natural sounding.
Wheeler

(Continued from page 16)

Foreign Commerce Committee is not expected back at his office until Oct. 1. Rep. Lea on numerous occasions has expressed a need for new radio legislation, particularly in view of the Supreme Court decision of May 10, 1943, which upheld the network regulations and found that the Commission has control not only over traffic on the air, but the "composition of that traffic".

The FCC, in the Crosley-Aveo transfer opinions, sought Congressional action empowering it to exercise jurisdiction over prices in transfer of stations; proposes new procedure which would open offerings to all comers with the transferee to be selected by the FCC, and suggests that Congress should determine whether licenses should be granted to corporations with extensive holdings other than broadcasting.

Mrs. Roosevelt Series

MRS. FRANKLIN D. ROOSEVELT will be featured in a package show created by Frank Cooper, New York, if negotiations now in progress are successfully concluded. Program will be broadcast on a national network. Announcement is expected in about two weeks.

The Shreveport picture is changing fast!

THERE'S A NEW, VITAL FACTOR IN SHREVEPORT THAT...
New Stations Granted In Mississippi, Nevada

ACTING under its Aug. 7 policy if granting stations in communica-
tions without prior permission of the FCC last Thursday approved ap-
lications for outlets in Boulder City, Nev., and Macon, Miss.

The Boulder City station will operate on 1,450 kc with 500 w un-
limited. It will serve 7,000 persons at night, 15,000 daytime. Licensee
is a Boulder City Broadcasting Co. The Macon grant is for 1400 kc
180 w unlimited, serving 2,520 persons at night, 20,187 daytime. Li-
 licensee is Missississippi Broadcasting Co.

Harrison Rejoins AT&T

MAJ. GEN. WILLIAM H. HARRISON has rejoined American Telephone & Telegraph Co. as vice-
 president in charge of operation and engineering, post he held prior to 1940 when he was granted leave of
absence to become head of WPB production division. In 1942 he en-
tered the Army as a general, subsequently becoming major
 general in charge of the Signal Corps Procurement and Distribu-
tion Service. He is now vice-president of Pacific Tele-
phone & Telegraph Co., has held this position during his
absence, becomes president of the four constituent service
Telephone Companies serving Maryland, District of Columbia, Virginia and West Virginia.

Call Letter Changes

WSTN, new outlet in Staunton, Va., was given FCC permission Sept. 18 to change its call letters to WTON.
WCLS, Joliet, III., was granted right to change its designation to WJOL.
WINS
(Continued from page 17)

WINS was already set to operate with 50 kw power and had its transmitter installed when former FCC Chairman James L. Fly, acting in his capacity as chairman of the Board of War Communications called upon Hearst Radio Inc. to surrender the equipment to the government for a highly secret war purpose. WINS complied, he said, and the government loaned the station a 10 kw transmitter, promising the first 50 kilowatt which would become available.

Later, Mr. McCabe testified, he was informed by Elmer Davis, former OWI director, that it was the WINS transmitter which was used in connection with the invasion of North Africa and subsequently for broadcasting surrender directions to the Italian Navy, resulting in the fleet steaming into Allied ports.

Mr. McCabe said that factors which entered into the price set for WINS were the possession of a 50 kw permit, operation in a large city with a large market, expenditure of large sums for promotion of operations at 50 kw, and the potential market which 50 kw operation would provide.

He said Hearst was selling a 50 kw station temporarily operating at 10 kw.

No More Fishing... for appropriate seasonal music

With the football season rolling around, are you ready with the songs?

When the nation observes the greatest Thanksgiving Day in history, will your musical programs be appropriate?

Will you begin a last-minute search for suitable Christmas music?

There'll be NO FISHING FOR MUSIC when you consult the new lists of suggested song material prepared by BMI for these special occasions.

Look for these regular bulletins from BMI. They contain hundreds of timely suggestions to give you a diversified and appealing program for each season or holiday.

This BMI service and many others are yours under your BMI license.

Visible Record

500 $345 Cards Complete

25 Card-Sheets Show FACTS on 500 Cards

Easy to use, easy to handle, these sheets of Cards on edge in correspondence folders

Simple Cost

Flex Durable

Compact

Low Cost

Save Time

Write for Catalog

Ross-Gould Co., 399 N. Tenth

ST. LOUIS

Handifax

Card Record

Page 76 • September 24, 1945

BROADCASTING • Broadcast Advertising
"Perish forbid me casting poils before ersters but leave us face it: I’m so enameled by television I cleen forgot to hit Duffy for me salary this week. This new art’s nutritious! And, incidentally, here’s a pernt to remember: we’ll be at our superfluous de luxe on DuMont Television."

Yes, Ed, and DuMont’s Television Station WABD, New York, is pioneering the pattern of things to come...is helping hundreds of advertisers to pre-test program ideas and “telesale” techniques for peacetime use.

Now is the time to preview your product or service on the air! Consult your advertising agency. Visit Station WABD...write our Sales Manager for appointment.

ED (Archie) GARDNER says:

"Dumont Television Will Glamify Duffy’s Tavern"

Star of the new Paramount Picture, "Duffy’s Tavern," and the radio program of the same name, sponsored by the Bristol-Myers Co.

ALLEN B. DU MONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, NEW JERSEY, TELEVISION STUDIOS AND STATION WABD 513 MADISON AVENUE, NEW YORK 22 N.Y.

Copyright 1945, Allen B. Dumont Laboratories, Inc.
the station by allowing returns to stay within the station.

Asked by Mr. Dempsey what value he placed in the WINS frequency and its 50 kilowatt authorization, he said no separate values were placed on separate elements. He said the price paid for WINS will not in any way interfere with the operation of the station. The "only protection for the investment is good operation," he said, adding that adequate finance is available for good operation.

He said that the station that spends the most money will render the best public service. The same principles which have made WLW successful will be applied to the operation of WINS, he added.

He said that Crosley recognized that the length of time it would take to build up WINS would depend on having newspaper facilities available, and that it was this thought that entered into the 10-year agreement with The Mirror.

He said that at present Crosley has no intention of changing the rate card of WINS. He explained it would be necessary to live with the station for a while before determining what should be done toward improving WINS. It is impossible, he said, to tell from Cincinnati what 8,000,000 listeners in New York want to hear.

He testified he intended to retain the present operating staff of WINS but said it would take some time to determine what reorganizations should be made in the personnel of the station. He said Crosley has no plans for network affiliation or operation in New York. FM plans would depend on FCC action on transfer of WINS, he added.

He said that operation of a clear-channel station presents many problems. In the main, he said, nothing is presented on WLW which is not of interest to rural as well as Cincinnati listeners.

He explained that if the proper care is given, a station can be operated so that its commercialism is not obtrusive. WLW, he pointed out, is very careful about length and frequency of commercials, adhering to standards which govern networks.

Shouse Cross-Examined

Under cross-examination by Mr. Marks, Mr. Shouse testified that Powell Crosley Jr. first became interested in acquiring a New York outlet at the end of 1943 when the FCC duopoly regulations were adopted, making it necessary to dispose of WSAI and to give thought to reinvigorating the proceeds.

Asked how the $500,000 received from the sale of WSAI to Marshall Field would be used in the event the transfer is approved, Mr. Shouse said the proceeds would be invested in FM and television stations.

Questioned by Mr. Marks on how Crosley intends to put WINS on a paying basis, Mr. Shouse expressed confidence that if a sufficiently good job of programming is put on the station "it will come out all right." He said he would sell more time on the station but does not contemplate an immediate increase in rates.

"Normal" Expectancy

Pressed for details, he said he felt WINS should yield a return of 10% on its investment in a few years, or a net income of $170,000. To accomplish this, he explained, it would be necessary to do a gross business of $970,000. However, he added, Crosley would not take out $170,000 a year from the station until its sales reached $1,200,000 annually.

The figure of $1,200,000 in time sales, he testified, is based on "normal" expectancy. He was asked into consideration, he said, the probability that broadcast time would not be as easily sold when radio media had more space for advertising.

What would Mr. Shouse do with the station if it didn't make money by three or five years, Mr. Marks asked.

"I would not give up on the station in three years and probably not in five," he replied.

Asked how he intended to raise the revenues of WINS from 400,000 to $800,000 a year, Mr. Shouse said this increase can be achieved by improving the caliber of programs to the point where the listening audience is doubled, resulting in a substantial increase in rates.

He said he "doubted" that he would sell 100% of the time on WINS if advertisers could be found. That's rather a "high" figure, he remarked. He said he thought it "impossible" for a station to perform a public service job with a 100% commercial schedule but he said that certain programs cannot be sponsored, such as presidential talks, sermons, and public events.

Increase Commercials

He said that he would increase commercial programs on the station throughout the broadcast day but he does not propose to operate WINS on a 100% commercial basis.

To other questions, Mr. Shouse declared:

That the lack of secondary service coverage of WINS is unimportant from a commercial standpoint.

That Crosley would be able, to compete with the clear channel stations in New York City.

That the principal physical asset of WINS was its antenna system, valued at $57,000.

That the WINS studios would be adequate for two years, after which Crosley could plan better in the light of FM development.

That at the time of the transaction for the purchase of WINS about 50% of the saleable time on the station was sold.

That WINS is perhaps nine in rank among the 13 New York stations in number of listeners.

That he would rate WINS after the five 50 kw stations in New York.

That Crosley planned to originate programs in New York for the WLW audience and that in some cases programs would be carried on both WLW and WINS.

That he would use the facilities of WLW to broaden the program structure of WINS, making available to New York listeners programs by the Cincinnati Symphony Orchestra and other WLW special features.

That the 10-year cooperative agreement to carry Daily Mirror news was a protection against WINS being "left out in the cold" on news coverage in New York. That WINS would not be called "the Daily Mirror station."

That WLW earns $1,200,000 to $1,400,000 a year on an investment of $2,000,000.

That he had made no other offers for a station in New York.

Record Open

James S. Pruitt, vice-president and general manager of Aveco, testified that acquisition of the Crosley Corp. and WINS will be included in the prospectus of a $15,000,000 loan to be floated by Aveco, application for the security issue to be filed with the SEC.

G. O. Markuson, vice-president, Hearst Radio Inc., testified that proceeds from the sale of WINS, if approved, would be used for expansion of FM and television.

At the conclusion of testimony, Judge Seward agreed to suggestion of counsel that the record in the case be kept open until Oct. 1 to admit certain relevant documents. Thereafter, it was decided, the record will be closed with the reservation that proceedings may be reopened if a prospectus to be filed by Aveco with the SEC next month contains statements requiring further scrutiny.

CINCINNATI'S NEWS STATION

Affiliated with The Cincinnati Post

WCPO, Cincinnati's News Station

Reprtsented by The Branham Co.

Page 78 • September 24, 1945
TV Rules & Regulations

The FCC order promulgating Rules and Regulations and Standards of Good Engineering Practice for Commercial Television Broadcast Stations, as published in the Federal Register, June 30, 1945, has been ordered on the following schedule:

NOW, THEREFORE, IT IS ORDERED, That the table below will be revised from time to time depending upon the demand for television stations which may exist in various cities. When those persons who desire to use a different channel in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the use of the channels in the table.

Stations in metropolitan or city areas not listed in the table will not be assigned. No television license will be granted to persons desiring to operate television stations in said areas.

(3) Announcement of Mechanical Reproductions—Comment is invited concerning the desirability of requiring an appropriate announcement to be made when motion pictures or other mechanical reproductions are used in television broadcasting.

(4) Station Identification—Comment is invited concerning the desirability of requiring appropriate identification announcements, by video means, or by both audio and video means, to appear on the air.

(5) Allocation Plan—the 13 channels for television broadcasting shall be divided as follows:

(a) Community stations—A community station is designed to render service to those cities or communities which do not have two metropolitan stations as shown in the table below. However, community stations may be assigned to cities with two or more metropolitan stations upon a showing that such assignment will increase the availability of proper showing of television service to those cities.

The power of a community station shall not exceed the effective radiated power of 1 kilowatt with a maximum antenna height of 500 feet above the center of the city which it serves. Upon a proper showing that an antenna height in excess of 500 feet is available, authorization will be issued for such higher antenna heights but the Commission may in such cases require a reduction in radiated power.

A minimum separation of 60 miles must be maintained between any two community stations on the same frequency. A community station may be located on any adjacent channel. However, upon a showing that public interest would be served by such an assignment, the community station may be located at closer distances. The community station must be located in or near the city it serves.

Three television channels will be assigned to community stations. They are television channels 12, 13 and 14.

(b) Metropolitan Stations—Metropolitan stations shall be assigned to television channels 2 through 13 inclusive. They are designed to serve the business and cultural districts of the larger cities. A single metropolitan station or a principal city is the same area as the surrounding city, or principal city. The Commission will consider an assignment of a station to an area only if the city which it serves is one of the cities with population of over 100,000.

The table below sets forth the channels assigned to the stations for the areas indicated. Attention should be called to the fact that the channels pointed out in the Commission's Report of May 23, 1945, the 13 television channels below 300 mc are insufficient to make possible a truly national-wide distribution of television service. As indicated in the Commission's Report, the channels have made available by various experimental television where more space exists and where color pictures and superior monochrome pictures can be developed through the use of wider channels. Applications may be filed for experimental stations between 480 and 920 mc.

The table below will be revised from time to time depending upon the demand for television stations which may exist in various cities. When those persons who desire to use a different channel in another area conflicting therewith, it must be shown that public interest, convenience, or necessity will be better served thereby than by the use of the channels in the table.

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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
Florida Radio Covers Hurricane

Listeners Kept Informed Of Progress, Intensity Of The Storm

By MARY ZURHORST

As the 150 miles per hour hurricane swept Florida last week, Florida stations made an all-out effort to keep their listeners informed of the storm's progress.

Credited with saving numbers of lives and valuable property through advice on safety measures broadcast before the storm struck, most of the stations went on full time operation, with staff members putting in 48 hours or more continuous duty. Stations kept listeners informed of weather reports, Red Cross activities and plans for evacuation of the Keys.

On Sept. 10, 48 hours before the storm, reports that the storm would touch Miami, WQAM started broadcasting warnings to the Bahamas, Windward and Lesser Antilles Islands. As the hurricane approached, Miami was "briefed" on what to expect. The station put on a special broadcast to newcomers to acquaint them with such details as the "full" in the dead center of the storm, followed by increased velocity of the winds. Many deaths resulted in the 1926 hurricane because of ignorance of this fact.

Town's Storm Tight

By Saturday noon, Miami and surrounding areas were "storm tight." There was nothing to do but wait. Power failure silenced radios in many homes in Miami, but because ample time had been taken to issue the warnings, there was little cause for concern.

From Friday midnight, WIOD Miami was on the air continuously until midnight Sunday, with a 30-second break to switch to the emergency transmitter when the power went off. Weather reports were broadcast every half hour, with pick-ups from the U. S. Weather Bureau every two hours. A total of over 500 public service emergency announcements were made during the danger period.

Bland Estrella, WQAM Spanish commentator, brought reports to the Latin-American residents of the area. The station reported many listeners used battery sets during the height of the storm when power was off. Two engineers were marooned at one of the transmitters in Biscayne Bay when the catwalk connecting the towers was swept away. When James Le Gate, general manager, and Charles, chief engineer, went there on inspection, the only way to reach the transmitter was to swim across. So they stripped to their trunks and swam.

Because WJNO West Palm Beach was the only East Coast station from Dade County to Tampa that was on the air during the intense part of the blow, it was used by the Civil Air Patrol for alerting the statewide CAN, the new installations, completed in January, withstood the winds and the station was on the air continuously for 61% of the time. WJNO installed lines in the Miami Weather Bureau and set up a regular series of broadcasts handled by Ernest J. Carson, chief of the Miami Weather Bureau. The American Red Cross used this network as its communication headquarters.

WFOY St. Augustine, in north-east of state, wanted more "on the spot" coverage than it had been instilled through connecting reports and weather bureau, so General Manager J. Allen Brown finally got a telephone call through to WGBS Miami. (WGBS is an American Red Cross installation, CBS.) The two-way conversation, describing the winds then hitting Miami, was recorded, with WGBS telling of how it was marooned in 4% feet of water in Biscayne Bay. Also described was the $10,000,000 Richmond fire where 57 Navy personnel were reported injured.

Phone Pick-Ups

When the path of the storm took a westward turn, at 2 a.m. Sunday morning, WFOY called WINK Fort Myers in the southwest part of the state. The recorded telephone report from Ronald Woodyard, president and general manager of WINK, described conditions there, and was of importance because it told of the storm's decrease in intensity. Later pick-ups by phone were made from WSPB Sarasota, WDAE Tampa, WKAT Miami General Manager Irwin Johnson (operating on its auxiliary power unit), WTMC Ocala, WJNO West Palm Beach.

The hurricane entered the Atlantic Ocean near St. Augustine with winds up to 65 miles per hour. WJXJ Jacksonville was on emergency power because of failure of electricity there. The station had the control room for the weather bureau with the control room for the hurricane season, and when the storm hit, set up remote equipment in the bureau offices. Several reports were originated from there, with the chief and assistant forecaster taking the air.

WPDQ Jacksonville remained on the air throughout Saturday and Sunday until storm danger was passed. Station lost one minute broadcasting time through a break in a telephone line.

WMFJ Daytona Beach started hurricane warnings early Saturday and Sunday until storm danger was passed. Station lost 24 minutes of air time through three power failures, but maintained "full" signal after time. Station alerted the area, Naval Air Station, Welch Convalescent Hospital, schools and other agencies. According to Ray Clancy of WMFJ, "Between answering an average of 100 phone calls an hour and swabbing the lower deck and offices of rain driven in by high wind through waterproof walls, we were kept busy—and at times hungry."

More than 100 gallons of gasoline were salvaged out of the WKAT Miami Beach transmitter for auxiliary power. The transmitter is located with the towers, towering above the office building on the beach.

They were on emergency power from 9 a.m. Saturday until 6 p.m. Sunday, in constant taking the air, without a break, "snooping" the transmitter tower.

When the giant blimp hangars caught fire at Richmond, a few miles southwest of Miami, authorities were unable to contact either the police or the fire departments. Somehow, WKAT was contacted, and Col. A.F. Katzentine, owner of station, went on the air immediately with the urgent report. A rescue effort was heard by the fire department and assistance was rushed to the blaze, which took the life of Miami's Fire Chief.

Networks in general had news coverage only of the storm. American had nine pick-ups from WGBS Miami, with Irwin Johnson describing hurricane's progress. WOR, New York Mutual key, put Benjamin Parry, N. Y. Weather Bureau head, on air Monday, 6:30, to quell rumors of storm's hitting that area.

Benton

(Continued from page 80)

The rector of Broadcast Measurement Bureau, will report on progress of BBM's audience measurement program and the annual fall BBM board meeting held Sept. 14 (Broadcasting, Sept. 17).

Programs to be heard will consider the question of how to eliminate areas that do not have a significant audience or do not have the potential to attract a listening audience. The committee will be asked to look at the potential to develop new programs and to identify the potential of the unexplored area.

Moreover, the plans to the future will be revised to a major extent around my personal background in the broad subject of education, and around my personal faith in the potential opportunity for Subscription Radio. Without my active participation it seems to the other directors and their advisors and associates unwise and unsound to launch the venture. Furthermore, my official duties as the chairman of the college cooperation with all media of communication and I feel that neither nor corporations which I control should be involved in such a new venture in broadcasting.

I feel that I owe this explanation to you and to your associates in view of the courteous and extended consideration which you have given to the matter.

Very sincerely yours,
/s/ Wm. Benton.

TBA Board to Meet

BOARD OF TELEVISION BROADCASTERS ASSN. will meet Sept. 27 in TV New York office. Decision on convention this year is major item on agenda.

BROADCASTING • Broadcast Advertising

September 24, 1945 • Page 81
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,
222 Columbia Building,
Spokane, Washington.

Westinghouse Electric Interna-
tional Company,
Ferry Wall Street,
New York, New York.
(EXPORT ONLY)

Canadian Marconi Company,
Montreal, Quebec, Canada.

GATES RADIO CO.
Quincy, Ill.

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**Actions of the FCC**

**September 14 to September 21**

**Decisions...**

**Administrative Board Actions**

**September 17**

WJR Detroit, Mich.-Granted license renewal for period ending 2-1-46.

WPAT Paterson, N.J.-Granted license renewal for period ending 2-1-47.

**NEW-1450 kc Boulder City Broadcast-

* 1360 kc Los Angeles, Calif.-Adopted memorandum opinion and order granting new standard station 250 w.

* 580 kc Mississipp Broadcasting Co., Macon, Miss.-Adopted memorandum opinion and order granting new standard station 250 w.

**Network Accounts**

**New Business**

PUREX Corp., South Gate, Cal. (bleach-

* 5000 kc KFNF, Council Bluffs, Ia.

**WGBF-1490 kc Hollywood, Fla.-Announced renewal for station.

**WJBF-1450 kc Charleston, S.C.-Announced renewal for station.

**WJBF-1490 kc Hollywood, Fla.-Announced renewal for station.

**Actions on Motions**

**September 19**

Tennessee Broadcasters, Nashville, Tenn.-Granted motion for leave to file supplemental information without further hearing on re-application and that of Nashville Radio Corp., Nashville Broadcast-

* 530 kc WMBL, New Orleans, La.-Granted motion for re-apportion license.

**KJR Seattle and Bilt F. Fisher, Seattle,

* 1450 kc WJMI, Indianapolis, Ind.-Granted motion to amend application for CP new station.

**In Docket Case**

**September 20**

WGST Atlanta, Ga.-Announced proposed decision denying license renewal.

**KFRE Sheddah, Ia.-Announced decision to grant license renewal and application for transfer.

**Tentative Calendar...**

**September 28**

WGBF Evansville, Ind.—License renewal (Further hearing).

**Applications...**

**September 15**

NEW-1490 kc Louis Levand, Max

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**Service Directory**

**Frequency Measuring Service**

**RCA**

R. C. A. COMMUNICATIONS, INC.
66 Broadway
New York 4, N. Y.

**Custom-Built Speech Input Equipment**

U. S. RECORDING CO.
1121 Vernon Ave., Wash., D. C.
District 1640

**Sound Effect Records**

GENTH-SPEDDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write for Details
CHARLES MICHELSON
67 W. 44th St.
New York, N. Y.

**Frequency Measurements**

One of the best equipped monitoring stations in the nation

**Standard**

Measuring & Equipment Co.
Phones 877-2452
Enid, Okla.
Since 1939

**Tower Sales & Erecting Co.**

Radio Towers
Erection, lighting, painting & General Contracting
6100 N. E. Colombia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

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**Johnstone Opens Office**

G. W. (Johnny) JOHNSTONE, former news and special events di-

* 500 kc KEOR, Dubuque, Iowa-Announced renewal for station.

**WATT-260 kc San Diego, Calif.-Announced renewal for station.

---

**Klinger Electronics Co.**

Commercial & Industrial Equipment

1031 Nw, Alvarado
Hollywood 26, Calif.

**Raymond 4756**

High Power Tube Specialists Exclusively

**The Robert L. Kaufman Organization**

Technical Management, Construction, Supervision and Business Services

**Klinger Electronics Co.**

Commercial & Industrial Equipment

1031 Nw, Alvarado
Hollywood 26, Calif.

**By Victory Bonds**

---

**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, 222 Columbia Building, Spokane, Washington.

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**WESTINGHOUSE ELECTRIC INTERNATIONAL COMPANY**

FORRY WALL STREET

NEW YORK, NEW YORK

(EXPORT ONLY)

---

**Canadian Marconi Company, Montreal, Quebec, Canada.**

---

**Gates Radio Co., Quincy, Ill.**
Reorganization
(Continued from page 15)

such as the ICC, FTC and FCC.

While Congress studies measures to authorize President Truman to reorganize the executive branch, several changes in the existing scene are taking place in Cabinet departments. Secretary of Commerce Wallace on Thursday disclosed plans for a vast reorganization of his department which would bring about: (1) a complete population census every five years instead of 10, covering housing, labor and agriculture to provide guidance with information on local markets; (2) full-scale census of manufacturers, mining industries and business every five years; (3) surveys of consumer income and buying power. He plans also to ask Congress for three additional assistant secretaries, making four in all, to head departments of Air Commerce, International Trade, Industrial Economy and Small Business.

Meanwhile President Truman abolished the Office of Strategic Services on Thursday, transferring its major wartime functions to State Dept. and other activities to War Dept. At the same time he created the Interim & Intelligence Service, to function until Dec. 31. Secretary of State Byrnes is authorized "to take the lead in developing a comprehensive and coordinated foreign intelligence program for all Federal agencies concerned with this type of activities."

Television
(Continued from page 15)

who takes the FM Rules & Regulations and studies them in concert with the latest plan for TV can see developing a firm FCC philosophy of broad pattern of coverage on the basis upon which all future action can be taken. It is known that Chairman Paul A. Porter has explored the lack of such a regulatory foundation by both the FCC and has been struck since his incumbency to build one.

As in the case of FM, the FCC proposes that there will be common antenna sites. No person, says the statement, will be granted a TV station if he owns or controls a site which, because of its favorable nature, would prevent the introduction of other stations in the area.

Provision is made against duplicative ownership of video outlets, and the Commission would consider as working against public interest, convenience and necessity the ownership of more than five outlets by any one entity. In FM, the limitation is placed at six. Network regulations also would apply to TV.

Hope in Proposal

Only possibility that major markets will get more than the assigned number of metropolitan TV stations from frequency limitations lies in the FCC's qualified proposal that community station licenses can be granted in metropolitan markets.

Such community licenses, states the FCC, can be granted upon a showing that "this would not make impossible the assignment of a station to another city which has a reasonable probability of a station being located there". This pursues, too, the tenor of the FM rules.

The problem of rural stations is treated sketchily. It is noted that licenses of metropolitan stations or applicants who desire to qualify as licensees of rural stations must make a special showing that they propose to serve an area more extensive than that served by a metropolitan station and that the additional area to be served is predominantly rural in character (if those tests are successful, some within 500,000 contour living in rural areas or in cities under 10,000 population).

Inclination of the FCC to pass over the rural question lightly doubtless stems from its conviction that TV below 300 mc never can adequately serve the nation. The proposal then contains the statement, paraphrased from the FCC report of May 25, 1945, that "the 13 television channels which are available for television below 300 mc are insufficient to make possible a truly nation-wide and competitive television system".

Indication that the Commission might move speedily toward wiping out all TV below 300 mc was found in discussions with some officials. It is known that the FCC awaits only results of higher frequency tests by CBS, Dumont and others, that those tests are successful, some visualize TV moving upstairis with the most optimistic setting a Christmas deadline. In such event, the 18 channels below 300 mc will be assigned to other services, with FM doubtful getting some of them.

Technical proposals seek to establish minimum 90-mile separations in the case of community stations on the same channels and 45 miles on adjacent channels. For metropolitan stations, it is proposed that the 10-mile separation for same-channel outlets, with 75 miles on adjacent channels.

Only comment from industry leaders available as BROADCASTING went was from the W. Kesten, CBS executive vice-president. Mr. Kesten said:

"The Commission's new rules and regulations for low-definition television, on the lower frequencies, reveal a very skillful handling of a very thorny problem. The result is a commendable effort to make a pocket handkerchief cover a dinner table. The Commission recognizes and faces this difficulty frankly in pointing out in its report that there are not enough frequencies on the lower band to provide "a truly nationwide competitive television service"—and just as frankly points to the higher frequencies as the solution to this problem.

"How near at hand this solution is we at CBS have good reason to know. Almost single-handedly we have pioneered the development of full-color high-definition television in the higher frequencies and plan to demonstrate it with a complete broadcasting system from pickup tube to receiving set before the end of this year. The moment the public knows that vastly superior television, in full color, is an accomplished fact, the cruder pictures in the lower frequencies should be instantly outmoded."

WGNB Shifts

WGNB, FM station owned and operated by WGN Chicago, will begin test operations on newly-assigned frequency of 99.9 mc. W. G. William Lang, chief engineer, announced. Programming on the new allocation will begin Jan. 1, although the station will continue to be heard indefinitely on its present frequency, 45.9 mc.

DeMille Speaker

CECIL B. DEMILLE, Hollywood producer forced off the air because he refused to pay a $1 AFRA assessment, was to explain his side of the controversy before the Executives Club at the Sherman Hotel, Chicago, Sept. 28.

New WTMJ Policy

WTMJ Milwaukee inaugurates a new public service policy October 7 with a 90-minute sustaining Sunday following series of religious programs. More than 25 religious denominations will participate. An inter-faith committee has been formed in Milwaukee to represent the religious groups and supervise series.

September 24, 1945 - Page 83
Weldon and Carr
Start Partnership
Open Consulting Engineering
Firm in Washington

JAMES O. WELDON, chief of the Bureau of Communications Facili-
ties, OWI, resigned last week to form his own consulting engineering
firm in Washington in partnership with Lester H. Carr, former
CBS engineer and until recently technical advisor with the Bureau
of Ships, Navy Dept.

Weldon & Carr will be ready for business this week with offices at
1605 Connecticut Ave. The firm plans to offer a complete service to
existing and prospective broad-
casters in AM, FM and television, from preparation of applications
d through design and installation of
station facilities.

Outstanding Engineer

One of the nation's outstanding radio engineers, Mr. Weldon was
responsible for the development of the extensive network of powerful
shortwave and medium wave broad-
cast stations which carried the Voice of America into four contin-
ents, facilitating the invasions of
Italy and France and contribut-
ing to the breakdown of German
morale. Under his direction, 24
shortwave stations were built in the
U. S. to augment the 14 which were in existence, in addition to
stations in Africa, Italy, France,
Belgium, Hawaii and Saipan, the
last a 50 kw medium wave instal-
lation which he personally super-
vised.

Prior to joining OWI in August
1942, Mr. Weldon was identified with the design and construction of
some of the highest-powered stations in North America. He

Canada FM Plans Await
Frequency Allocations

PLANS for establishment in Can-
da of FM broadcasting now are
awaiting decision of the Dept. of
Transport as to what frequencies Canada will use for FM. The
department's radio branch has made
no announcements and is reportedly
watching developments in Wash-
ington before deciding what fre-
quencies are to be given Canadian
FM stations.

Dr. Augustin Frigon, general
manager of the Canadian Broad-
casting Corp., Ottawa, has an-
nounced that the CBC board of gov-
ernors has made recommendations to Dept. of Transport regarding
the 60 FM license applications be-
tween the two. It also has recom-
mended that the FM stations use
same programs as AM affiliates of
the FM stations, since the pri-
mary aim is to give better service.

CBS is planning to set up FM sta-
tions in a number of cities in Can-
da, at present having one at
Montreal. Only two privately oper-
ated experimental FM stations are
in operation in Canada, at CFTB
Toronto and CFNY Montreal.

was in charge of the installation of the
500 kw transmitter for
XERA Villa Acuna, Mexico, and a
100 kw station at Mexico City.

As consultant for the Federal
Telephone & Radio Corp., he de-
signed the 50 kw transmitter for
WABC, key station for CBS in New
York and the CBS shortwave
transmitter at Brentwood, Long
Island.

Mr. Carr was a civilian
engineer for the WBBM-CBS Chicago
transmitter division and performed
most of the transmitter engineer-
ning work for the CBS central di-
vision. As a civilian consultant,
he was then chief engineer.

Previously, Mr. Carr was chief
engineer for KSTP St. Paul, where
he served as general consultant on
the Minnesota Network. While at
KSTP, he collaborated in original
work on wave tilt measurement,
which served to develop a fast ac-
curate method for determining
ground conductivity from which
optimum transmitter sites can be
determined.

EXECs TELL CLUB
NEWS HERE TO STAY

NEWS SHOWS are just as impor-
tant to the public today as they
were during the war, and there
will be little or no slack in audience lis-
tening if a zest and a new slant is
given the newcasts. That was the
opinion expressed by all four speak-
 ers at the weekly meeting of the
Chicago Radio Managers Club,
Sept. 19.

Speakers were Program Manage-
ners Gene Rouse, American cen-
tral division; Buck Gunn, WGN
Chicago; Walter Preston, WBBM
Chicago; and Oliver Morton, na-
tonal spot and local sales manager,
NBC central division, who was fill-
ing in for Jules Herbeux, NBC
program manager, unable to attend.

All CBS Stations
Now in BMB Fold
American Also 100%; Total
Membership Numbers 549

WBMM Chicago and WTOP Wash-
ington, CBS-owned stations, have
been added to the list of BMB sub-
scribers. With these newcomers, all
stations owned by CBS are now
BMB members.

All four stations owned by
American—WJZ New York, WENR
Chicago, KBOO Los Angeles and
KGO San Francisco—are also
signed up with BMB. WEAFF
New York is, however, the only NR$f
owned station to join BMB to date.

Other new BMB subscribers in-
clude WSSV, WSB, WSBK, KEGZ
Kalispell, Mont.; WNOE
New Orleans; WLS Chicago;
WDAD Indiana, Pa. (not yet in
operation). KTNM, Tucumcari;
WCFB Ashbury Park, N. J. BMB
total is now 549 subscribers.

Network Plan Received

BMB last week reported a good
reaction to the announcement of
its network participation plan
[BROADCASTING, Sept. 17]. In es-
sential, the plan is that all new-
gators and users of radio a single
standard of audience
measurement for all stations, for
regional and for
national networks, all stabilized
on the same basis and each compar-
able to the other.

The decision to drop the term
"circulation" and to replace it with
"BMB index of station audience"
as also has met with approval, par-
cularly from advertisers and
agents who feared that the long-
established use of "circulation" to
mean physical distribution of cop-
ies of a publication might lead to
confusion if the word were ap-
plied to reported station listening
figures. BMB officials hope that the
disadvantage of the cumbersome
"BMB index of station audience"
phrase will, in time, be circum-
vented by the adoption of simply
"BMB", much as network audience
program ratings are commonly re-
ferred to in the industry as "Cro-
leys" or "Hoopers".

"Remember, no more swing when
we start the broadcast over
WDFD Flint."
Daylight Time Worries to Start Again

end of War Time Sept. 30 Begins

Old Trouble

AR TIME passes into history 2 a.m. Sept. 30. The Senate Thursday passed without opposition the Boren Bill (HR-3974) which restores the country to undard time next Sunday morn- ing. The House previously had passed the measure. President Truman was expected to sign it.

Radio's time headaches, which have been comparatively few since its time was adopted Jan. 20, 42, again loom beginning next year when the eastern part of the country, including New York, will revert to standard time. Meanwhile, Chicago broadcast- ers face double schedule trouble, that city under local option, will remain on daylight saving me. Russell says Chicago broadcasts at odd hours when audience shifts and sets-in-use vary greatly.

All stations point out that if Chicago remains on daylight saving time until Oct. 28, Hooper ratings, which are based on a three-month period, will mean nothing at all.

Walter Preston, WBBM-CBS program director, said "it's going to be a mixed up mess for us after Sept. 30." As far as he is concerned, and most radio executives agree, networks and stations want universal time.

Of Out Step

NBC, through its Chicago af- filiate, WMAQ, takes a similar view. "Broadcasters like it all way or the other," a WMAQ spokesman said. "Chicago is out of step with the nation," he added.

Also, a WGN-FM, said the station had sent a "bale" of let- ters from listeners to Sen. Lucas (D. Ill.) urging him to press the bill for an early end of offi- cal war time.

At WENR, American Chicago affiliate, Gene Rouse indicated the station would do its best to ac- commodate local clients but that where direct conflicts arose, net- work sponsors would take prece- dence and that the station may have to give delayed broadcasts on some of its local programs.

This confusing picture was pointed out to Mayor Kelly by members of the Radio Manage- ment Club, which pleaded for immediate revoking of City Council of the local option law, passed many years ago.

While the Mayor has promised action, "one way to the other" before Sept. 30, it is understood considerable pressure is being brought by Chicago business and industry favoring daylight saving time, since employers in Boise, concerned with coal and electricity saved by the extra hour of day- light than local radio problems.

A good many radio executives express the opinion the FCC should establish a single time standard for radio, which should eliminate the old headaches of arr- anging program schedules twice a year as was necessary before the war.

Chicago Problem

Unless Chicago's City Council acts before Sept. 30, Chicago net- work affiliates face four weeks of that one program director terms "a sheer mayhem." Sponsors are unwilling to give up choice day and night hours with estab- lished stations and agencies point firmly contracts agreeing to set times for broadcasts. Chicago stations are calling on everyone from favor Kelly to NAB and the "CC for help.

In the case of WGN, most seri- ously concerned since it originates many locally sponsored programs, tation executives find themselves n a double dilemma. Not only must they try to satisfy local ac- counts but they must do so know- ing that the Chicago Tribune, re- presenting the front office, is well satisfied with daylight saving.

Too, WGN, as well as other net- work affiliates, will be forced to put on farm programs, children's shows and Chicago broadcasts at odd hours when audience shifts and sets-in-use vary greatly.

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A good many radio executives express the opinion the FCC should establish a single time standard for radio, which should eliminate the old headaches of arr- anging program schedules twice a year as was necessary before the war.
Transfer of KKFN Is Given Approval
Commission Praises Program Service Offered by Station

TRANSFER of control of KKFN Inc., operating KKFN in Shenandoah, Ia., to a new firm—Midwest Operating Co.—controlled by owners of Henry Field Seed Co., was approved Sept. 19 by the FCC and decision that administrator and controller to KKFN for failure to report all past dealings involving operation of the station.

The station was controlled by John W. Nicolson, who holds 150 of the 200 shares of Class B voting stock, and Elbert A. Read, holder of the other 50 shares, along with 100 of the 500 shares of non-voting Class A stock.

Both are vice-presidents and directors of KKFN Inc. Henry Field, founder of the station, holds the other 400 shares of non-voting A stock. Mr. Read would own approximately 50% each of the seed company.

Stockholders’ Testimony

Stockholders of KKFN Inc., says the FCC, testified at a hearing they plan to offer unissued stock to present stockholders in proportion to their holdings. Funds realized would be used to put in improvements. Among minority stockholders is Cowles Broadcasting Co., which holds 48.75% of outstanding stock in KKFN Inc.

Mr. Nicolson held .71 share of KKFN stock (0.18%) and Mr. Reed 2.26 shares (0.56%). The seed company plans to continue spending about $25,000 a year in advertising on KKFN.

Praising program service of the station, as well as plans for improved programming, the commission pointed out the Field group’s derelictions in failing to report a contract with Jesse Kaufman some years ago as well as a plan to juggle frequencies and added that they had resulted from ignorance and misinformation as to the FCC rules. The Commission used the case to warn that it should be promptly and fully notified of plans involving frequency shifts. Failure to report agreements with Kaufman and Cowles would justify refusal to renew license, the FCC said, but took the stand that violations due to ignorance may be less serious than willful violations with intent to deceive.

PERMITTING a gradual tapering off of war activities with ultimate liquidation of the Foreign Broadcast Intelligence Service and Radio Intelligence Division of the FCC, the House Appropriations Committee reported Sept. 11 a bill reducing independent office appropriations by $7,982,000.

The Commission’s 1946 fiscal year appropriation of $2,450,000, which was to be reduced by $930,000 under the Committee’s recommendations and the bill (HR-4103) introduced by Chairman Cannon (D.-Mo.) of the Committee.

Permits Tapering Off

“The Committee’s reduction applies to both projects (FBI and RID),” Mr. Cannon explained on the report. “It would reduce the total availability for the fiscal year to $1,500,000, which should permit a gradual tapering off and finance all liquidation, costs.” Regular appropriation for FCC is $2,554,400, excluding over-time pay.

During hearings before the Appropriations subcommittee, Chairman E. K. Jett was criticized severely by several Committee members because they asked that the Commission’s appropriation be continued because of increased work brought about by expanding communications.

Chairman Porter told the Committee that monitoring the radio spectrum “goes to the crux of radio regulation”, Chairman Cannon could not understand how the Commission’s monitoring duties would increase in peacetime, rather than decrease. Neither could Rep. Taber (R-N.Y.). Rep. Cannon pointed out that the Appropriations of national defense activities must cease 60 days after hostilities and that date would be Oct. 14.

Commissioner Jett testified that monitoring work of the Commission will be heavier because of the vast expansion of broadcasting. He mentioned FM, television and increased standard stations, as well aviation communications.

Chairman Porter said the Commission was prepared to liquidate FBI within 60 days after hostilities but that the State Dept., UNRRA, CIAA and Federal Reserve Board had requested it be continued.

Cannon Opinion

“Here the war has ended in 1945 and we naturally expect a considerable Radio Awards or ‘appropriation’, said Cannon. Instead of proposing a recession, you come in with a proposed deficiency of $379,-652 attributed to the new Pay Act. I see no justification at the moment for taking any steps whatever toward complying with the provisions of the law. You are in absolute disregard of the law, as far as you are concerned.”

Rep. Wigglesworth (R-Mass.) lingered a few of the FCC and members of the House Select Committee to investigate the Commission in the last session, quizzed Chairman Porter about the work of Charles I. Seippmann, former BBC program head [BROADCASTING, July 30].

Mr. Porter testified that Mr. Seippmann was employed “on a temporary basis for a review of certain Commission decisions over the past several years... He was making a review of a series of decisions in certain fields of applications and grants.”

Rep. Wigglesworth demanded to know why the Commission’s own law staff couldn’t have done the work. Chairman Porter said the staff was “too short-handed.” He explained that Mr. Seippmann was employed “for a period of a month making a review of the Commission’s decisions and attempted to codify them and make a report.” In a supplemental report Chairman Porter told the Committee that Mr. Seippmann (although the House Committee report referred to him as “Stedman”) was paid $670.17 from July 7-Aug. 2 and was assisted by four clerks.

Seek’s Contract End

KAY KYSER returned to the air on NBC Wednesday, Sept. 19, although he has been attempting to withdraw from contract with American Tobacco Co. and Colgate-Palmolive Co., Jersey City, for College of Musical Knowledge, Wednesday 10-11 p.m. Kyser is contracted for 26 more months to American Tobacco Co. and Foot, Cone & Belding, New York, owners of the show, who have leased it to present sponsor, Colgate-Palmolive-Peet Co. through Ted Bates Inc., New York, until Christmas 1946.

KRKO Transfer Granted

TRANSFER of control of KRKO Everett, Wash., to William R. Taft and Archie G. Taft was approved Sept. 18 by the FCC. Lee E. Mudgett, 35% owner, sold his interest to the Tafts for $13,601.57. William R. Taft is president and general manager of KRKO.
Executives of NBC Discuss Operation

Management Group Spends Week-end in Pennsylvania

HEADED by Board Chairman Brig. Gen. Ira E. Eiges, and President William S. Hedges, John F. Royal, A. L. Asby, Roy C. Witmer, C. L. Mener, C. L. Engar, O. B. Hanson, John H. MacDermid, Frank Mangan (Washington), Sidney Strotz (western division), R. J. Telchner, treasurer; Harry F. McKeon, controller; Dr. James R. Angell, public service counsel; Lloyd Yoder, manager, KTOA Denver; John Elwood, manager, KPO San Francisco; Carlsten Smith, manager, WRC Washington; Sheldon Coons, comptant; Roy Morris, consultant, DeWitt Millhauer, director; Orrin Dunlap, RCA director of advertising and publicity.

NEW LINEUP DISCUSSED

American Affiliates Go Into New Realignment

RETIREMENT of Chester J. LaRoche, vice-chairman, from active participation in the operations of American and the reinstatement of President Mark Woods as chief executive officer were the topics of discussion by members of the network’s station planning and advisory committee meeting in New York Saturday.

Otherwise the meeting dealt with purely routine matters. There were reports. Station men met Monday, executives of the network Tuesday. Attending were: H. Allen Campbell, WXJZ Detroit, chairman; William A. Riple, WTRY Troy; C. T. Hagman, WTCN Minneapolis; Henry P. Johnston, WSGN Birmingham; Harold H. Magruder, KGKO Fort Worth; W. Duncan Pyle, KYOD Denver; Louis F. Kroett, KTMS Santa Barbara; W. C. Boehm, WCOS Columbia, S. C. Mr. Kroett is a new member of the committee, replacing W. B. Stuhf, KJR Seattle, who resigned from the station and from the committee.

NABET DISCUSSIONS TO CONTINUE TODAY

NEGOTIATIONS between National Assn. of Broadcast Engineers and Technicians, independent radio engineers union, and NBC and American will resume at 1:30 this afternoon, Sept. 24, in the NBC board room in New York. Meetings were recessed Wednesday evening because of the departure of the NABET negotiating committee to attend the NBC management committee meeting in Shawnee-on-the-Delaware, Pa. The subject was the management's offer for wage and salary increases.

On Thursday morning NABET began negotiating with WOR New York for a renewal of its one-year contract with that station. SATISFACTORY PROGRESS was reported and it is anticipated that complete agreement will be reached this week.

In its report to the Secretary of War, the Army board, composed of three generals, said: “On Dec. 7 a number of illegal radio stations interfered with the radio operations of the Army.”

Appearing before the House Committee on March 7, 1944, Mr. Ely testified, under cross-examination by Rep. Miller (R-Mo.): “No illicit transmitters were operating on the Islands. At least, there was no evidence that they were. There was a complete job of monitoring being done all of the time, and the two or three newspaper stories that came out on the subject were run down to the ground and they proved false.”

Mr. Ely told the Committee the FCC Radio Intelligence Division was charged with monitoring the speeches of the German dictator. He said the FCC had three monitoring stations “in Hawaii prior to Pearl Harbor.”

Bartlett to WGN

TOMMY BARTLETT, formerly from WGN Chicago Sept. 24 starts new program featuring interviews with Chicago personalities, Monday through Friday, 3:15-3:30 p.m.
Help Wanted

Wanted—Promotion copywriter. See display ad on this page.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 401, BROADCASTING.

Excellence opportunity offered to 1st class engineer by 25 watt station in metropolitan section. Permanent position, starting at $45.00 weekly.

Both salesmen and saleswoman for permanent well-paying positions with progressive Rocky Mountain NRC affiliate. Excellent location, high wages, no overtime, free living. Send photo, references. If answered, send your qualifications and salaries. Box 169, BROADCASTING.

Salesman—Salesman wanted for 250 watt station in loading
town. Good position, high wages, no overtime. Box 182, BROADCASTING.

Wanted—Immediate opening for experienced radio control man in network station east of Chicago. Send your qualifications, education, references and any recent photographs. Wages competitive. Box 182, BROADCASTING.

Wanted—Immediate opening for experienced radio control man in network station east of Chicago. Send your qualifications, education, references and any recent photographs. Wages competitive. Box 182, BROADCASTING.

Wanted—Licensed operator. Must be experienced and steady. Send your qualifications, education, references and any recent photographs. Wages competitive. Box 182, BROADCASTING.

Announcer—Announce is needed by network owned station in western city. Must be experienced and pay scale high. Box 182, BROADCASTING.

Radio Construction

Men

Radio men who are interested in building radio broadcasting equipment can own themselves at this time of high salaries and rising prices. Must be able to read and understand blueprints and do neat wiring but engineering skill not mandatory. Good wages, overtime, 8 hours, 5 days, 30 days' paid vacation to western city. Wire, phone, or write.

Gates Radio Company

Quincy, Illinois

Phone 522

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00.

Situation Wanted 10¢ per word. All others, 15¢ per word. Count 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.

Help Wanted (Cont'd)

Experienced announcer wanted with third class license from capable copywrite and have car. Submit photo and complete radio background with references. Program salary $15.00 per week. Box 202, BROADCASTING.

General manager of long established network station as program director, desires any position with progress advertising station of major network. Will accept management or engineering, Third class ticket. Some television training, little experience desirable. College education not necessary. Box 197, BROADCASTING.

Announcer—Young, honorably discharged. College experience and training all phases radio production. Newscasting a specialty. Can handle board, turntables, shows and personnel. Honorable discharge. Box 198, BROADCASTING.

Writer—Music writer wanted for midwest network local needs announcer immediately. Good living, good wages. Wire or WMLT, Dublin, Ohio. Network owned station wants promotion-publicity manager. See elsewhere this page.

Situations Wanted

Engineer—First telephone license. Fifteen years’ experience, capable of handling any assignment. Desires permanent position with progressive station. Box 155, BROADCASTING.

Experienced 20 years’ experience commercial announcer, news, copy writer, television announcer, producer, writer. Ten years’ experience as program manager for Army, managing foreign broadcast station, Army in Europe. Close to two years. Best references. Please apply, Box 156, BROADCASTING.

Station manager—With complete engineering facilities. Has 3 full- year experience. Based in Chicago. Box 187, BROADCASTING.

Announcer-program director—Army officer, 10 years’ service, honorably discharged. Wishes opportunity to manage a permanent position with regional station. Go anywhere but south. 27 years old. Good experience in all phases of broadcasting. Box 155, BROADCASTING.

Wanted—Immediate opening for experienced radio control man in network station east of Chicago. Send your qualifications, education, references and any recent photographs. Wages competitive. Box 182, BROADCASTING.

Two combination announcer-engineers needed with first class license for busy west coast station. Box 202, BROADCASTING.

Announcer—Versatile, well educated. Experienced in sports, news, special events, age 34, married, good appearance. Available immediately for permanent position. Box 194, BROADCASTING.

Announcer—28 years, single, desires position in either sports, news or commercial. Plentiful references. Will consider offer, Box 196, BROADCASTING.

Announcer—Naval veteran. Wishes work in radio, especially with Navy. Box 188, BROADCASTING.

Radio Control Engineer

An opening is available on the West Coast for an experienced Radio Control Engineer. Network experience preferred, but will consider applicant with a major company. Answer must supply experience in detail, age and salary now received. Box 185, BROADCASTING.

STUDIO CONTROL ENGINEER

Network-owned station in MID-WEST offers unlimited opportunity for a network studio control engineer. Self-starter, well-versed in radio technique, ideas will have generous budget to invest and be given wide rein in his creative work and responsibility. Will require full. Samples of your past achievements will be appreciated.

Available Radio & Advertising Man

Background includes ten years experience as professional disc jockey and station field. Excellent record in selling and managing network accounts. Good working knowledge of west coast and midwest. Desires managerial position in progressive station. 35, married. References. Box 188, BROADCASTING.

Available—Successful Radio & Advertising Man

Background includes ten years experience as professional disc jockey and station field. Excellent record in selling and managing network accounts. Good working knowledge of west coast and midwest. Desires managerial position in progressive station. 35, married. References. Box 188, BROADCASTING.

VACANCY!

PROMOTION-PUBLICITY MANAGER

Network-owned station in MID-WEST offers unlimited opportunity for a network promotion-publicity manager to head department. The self-starter, with radio background and promotion ideas will have generous budget to invest and be given wide rein in his creative work and responsibility. Will require full. Samples of your past achievements will be appreciated.

WANTED

Promotion Copywriter

Promotion department of major network needs promotion copywriter. Desires opportunity to work coastwise with excellent experience of promotion. Desires excellent opportunity to work coastwise with progressive network. Desires excellent opportunity to work coastwise with progressive network.

Job requires preparation of program information, sales presentations, application of audience research to sales problems and related promotional activities.

Selling salary is moderate. Location in New York City. Samples will be helpful in your qualifications. Address your resume to Box 265, BROADCASTING.
PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING

MCMARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205 Washington, D.C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 456 Washington, D.C.

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. NATIONAL 6513 Washington 4, D.C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Worfield 9089
College Park, Md.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. Awood 3328

PAUL GODELY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D.C.
Munsey Bldg. Republic 2347

RAYMOND & WILMOTTE
CONSULTING RADIO ENGINEERS PAUL A. DEMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D.C.
December 1524

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

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D.C.
1665 CONNECTICUT AVENUE PHONE-MICHIGAN 4151

“ORDERING 104 MORE SHOWS” advises Fred Cannon—ALL-CANADA RADIO LTD.

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

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At Deadline...

YANKEE SEEKS 4 FM OUTLETS; OTHER APPLICATIONS

APPLICATIONS for four FM stations were filed Friday by the Yankee Network to compensate for loss of coverage occasioned by the FCC assignments to existing FM stations which classified Paxton, Mass., as a Worcesters metropolitan station and cut its power from 50 kw to 20 kw powered radiation. The new stations are for Boston, Bridgeport, Hartford and Providence.

FM station in Cleveland is asked by WJW Inc., with 10,600 sq. mi. coverage. Robert W. Rounsaville and George M. Clark, d/b Elizabethtown Bestg. Co., Elizabethson, Tenn., asks CP 1240 kc 250 w unl. Cedar Rapids Bestg. Corp., Cedar Rapids, la., seeks CP 1480 kc 250 unl. KSUY Dallas asks increase 1 to 50 kw. New station in Wichita Falls, Tex., 990 kc 1 kw D only, is asked by Darrol W. Cannon, executive v-p and part owner of KPDM Beaumont, Tex. He recently retired from Army duty.

AFRA PROTESTS DEMILLE

AFRA has protested to the American Legion against Wall Street Post awarding Cecile B. Demille citation in honor of the 156th anniversary of Bill of Rights. Union has also objected to award of other American Legion who plan to carry ceremonies, with DeMille making guest appearance. American officials agreed to give AFRA equal air time if Mr. DeMille should say anything controversial, but pointed out he appears as guest.

NCBS TO FILE

APPLICATIONS will be filed Oct. 8 with FCC for stations in Des Moines and St. Paul, to be key outlets of North Central Broadcasting System and Mississippi Valley Network. Independent Broadcasting Co. will file for a 10 kw station on 940 kc in Des Moines and Midwest Broadcasting Co. for 5 kw outlet on 580 kc in St. Paul. John W. Bolet, NCBS president, has an interest in both filing companies.

Closed Circuit

(Continued from page 4)

leaders already have started beating drums and reports from Blue Grass State indicate Mr. Porter isn't averse to running.

IT WOULDN'T be surprising if President Truman personally dedicates the new radio correspondents' broadcast room in Senate wing of Capitol. As Senator he worked hard to give radio newsmen recognition. On House side work has begun on remodeling the old file clerk's office for radio room, despite opposition from press corps. During summer recess Speaker Sam Rayburn, cognizant of radio's needs, ordered files moved elsewhere. Now broadcast booths are being installed for Earl Godwin, past president of Radio Correspondents Assn; Dick Harkness, present head; D. Harold McGrath, superintendent of Senate radio gallery, and Bill Vaughan, superintendent of the House gallery, for opposition to get radio recognition in Congress.

SHANNON ALLEN, chief of the radio intelligence section, information division, Interior Dept., will leave that position soon to launch a new public relations enterprise.

WILLARD K. BAILEY

WILLARD K. BAILEY, 39, manager of Kansas City office of Katz Agency, station representative and Friday morning, Sept. 21, in an Omaha hospital. In Omaha on business, Mr. Bailey had been rushed to the hospital the preceding Monday following an attack of appendicitis. Former salesman with WJJD Chicago and one time with John E. Pearson Co. and Spot Sales Inc., Mr. Bailey joined Katz in 1943. He is survived by his wife and three children.

QUICK TIME SHIFT OUT

SPECIAL committee from Chicago Radio Management Club was told late Friday by Mayor E. J. Kelly that "even if he wanted to" council could not change local option governing daylight saving time to coincide with New York time by Sept. 30. Council meeting Oct. 16 and it would take two weeks for request to become law, the mayor said, adding suggestion that group present resolution urging change to take effect next year.

J-W-T NAMES JACKSON

T. CORNWELL (Corny) JACKSON, deputy chief of OWI Domestic Radio Bureau, Hollywood, has been named vice-president of J. Walter Thompson Co., and manager of the Hollywood radio division. He succeeds to office of the late Daniel Danker, which has been administered by Norman Blackburn, becomes West Coast business manager and radio talent buyer. The D. W. Bailey, formerly publicity and advertising director of Paramount Pictures Corp., becomes an agency vice-president. Headquartered in New York, he will be in charge of television and commercial and industrial film.

LOCAL HEADLINES

AMERICAN Network co-op program Headline Edition on Oct. 1 changes format to include one-minute and ten-second break in which stations may insert local news.

WAAB PLANS

WAAB, FM complement to WATF Newark, will begin experimental operations about first of year and fulltime programming Feb. 1. Irving R. Rosenhaus, general manager and vice-president of WAAT, predicted last week. WAAB will operate with 20 kw on 96.1 mc.

RADIO SHELL DIVULGED

SECRET of the radio-operated fuse, called "second only to the atomic bomb" in helping win war, has just been revealed by the Navy. Known as "VT Fuse", it is five-tube radio sending and receiving station, about size of pint bottle, which fits into projectile nose. It employs radar principles in the use of magnetic waves which are reflected back to the tube by any target that gives off radio reflection, such as metal objects, water or earth. Projectile then explodes automatically within 70 feet of the target, with fragments showering the area. It has been used in both European and Pacific theaters. Of 10,000,000 VT fuses from all sources, RCA Victor supplied 5,000,000, the company reported Friday.

People

MAJ. JAMES L. HOWE, for 3½ years with Army Airways Communications System, two of them in European and African theaters, shortly will go on inactive duty. For three years manager of WBTM Danville, Va., he plans returning to radio but probably not in Virginia.

LT. COMDR. J. HARRISON HARTLEY, on terminal leave from Navy, joins NBC television department in New York. Lt. Comdr. Hartley was assistant director of news and special events with NBC before going to Navy in 1941, as head of the Radio Section, Public Relations. He set up Navy studios at Pearl Harbor and Guam.

LT. JAMES W. HURLBUT, released from Marine Corps where he was in charge of radio public relations, has joined WBBM Chicago in news and special events supervisory capacity. A former promotion director of WTOP Washington, Lt. Hurlbut was first correspondent on Guadalcanal.

MICHAEL KEITH, at War Dept., Washington, as consultant economist, appointed to staff of the Advertising Research Foundation, New York. He had been assistant director of market research for Vick Chemical Co.


NORMAN PAIGE, Far East correspondent for American who has been covering the occupation of Japan, has left Tokyo for San Francisco aboard the USS Iowa.

EDWIN T. JAMESON, former account executive of WABC New York, to sales staff of WNEW New York.

T/Sgt. THOMAS H. MOORE, former commercial program manager of WOR New York, awarded Bronze Star. He is program director of Armed Forces Radio Service Information unit in Far East.

STANLEY PULVER, formerly with Biow. Co. as assistant business manager of radio department, and prior to that with CBS nine years, has joined the radio department of Dancer-Fitzgerald-Sample, New York.

WILLIAM J. PATTERSON, recently in Marine Corps, has returned to H. B. LeQuatte Inc., New York.

ETIEL WIEDER, formerly timebuyer at Foote, Cone & Belding, New York, joins Biow Co., New York Sept. 24 as timebuyer and assistant to John Hymes, head of the radio department.

SPOT SALES PACT

SPOT SALES Inc. has made an arrangement with Adam J. Young Jr. Inc., whereby the latter organization Sept. 24 assumes representation of all stations heretofore handled by Spot Sales. Latter company will concentrate on the musical end of its business, continuing as exclusive representatives of Associated Transcription Library service and as operator of Radio Transcription Co. of America.

AFM DATA PLAN

PLANS to set up employment statistical bureau at AFM headquarters were disclosed by the union in letter sent locally by James C. Pettro, national president.
The Land of Unborn Babies

*ADVERTISING'S* opportunities in the postwar world will lie in public service—in educating America to a fuller, happier way of life. And *ADVERTISING'S* responsibilities can be defined with equal clarity.

For the postwar decade will be the Distribution Decade. We, as a Nation, will have to consume 40% more industrial production annually than ever before, if we are to maintain a "safe" employment level.

Production itself will present no problems. Money, manpower, manufacturing facilities and materials will be plentiful. But a faster, more efficient and economical system of *Distribution* will have to be developed to facilitate the flow of goods to consumers. And that is largely a job for Advertising.

Alert agency men are today studying not only the responsibilities but the opportunities Advertising will face in the Distribution Decade—and they’re doing something about them! So are we. Here at The Nation’s Station, we will have much to tell you, when the time comes, about the great 4-State market that is WLW-land!
NO ONE has higher standards for tube performance than RCA transmitter designers; and any tube—especially a new design—has to be mighty good before these top-flight engineers will consider it.

In designing the new BTA50-F 50-KW transmitter, RCA transmitter engineers had these major objectives:

1. They wanted SIMPLICITY
9C22's with their air-cooled radiators and high power capability reduced the number of tubes required and provided the convenience and simplicity of air cooling.

2. They wanted EFFICIENCY
9C22's proved to be particularly suitable for a 50-kw, high-level, class-B-modulated transmitter with its attendant high efficiency. Push-pull tubes in both the modulator and r-f output stages provide conservative and efficient operation.

3. They wanted DEPENDABILITY
The big rugged filaments of the 9C22's are built to last. Each tube in class-C telephone service is capable of a maximum output of 38 kilowatts. Therefore, operating a pair conservatively at 50 kilowatts' output provides dependability plus.

4. They wanted ECONOMY
Four 9C22's cost less than the six tubes used in the former transmitter design and, incidentally, take less filament power.

Whatever your problem, transmitters or tubes, AM, FM, or Television, it will pay you to consult your nearest RCA broadcast specialist. Or write to RCA, Commercial Engineering Department, Section 62-101, Harrison, N. J.