WLEE'S RECORD-BREAKING 3 WEEKS!

On October 1st, this year, WLEE opened its doors . . . and stole the show in Richmond!

On October 22nd, exactly 3 weeks later, 83 advertisers had bought time on WLEE.

Three weeks after the opening 71% of all spot availabilities were sold out.

69% of all program availabilities were sold out.

That there was need for a station of WLEE's character, aggressiveness and programming is proved by the fact that we have more local accounts than any other Richmond station. And they're the cream of the crop!

Do we need to say more? Now's the time to cover Richmond with WLEE!

WLEE RICHMOND, VA.

Tom Tinsley, Director

Represented by Headley-Reed
ADD ANOTHER FARM SERVICE TO THE RECORD OF WLS!

Dear Mr. Pears:

Now that we have completed another very successful Fire Prevention Week campaign in Illinois, I want to thank you as Associate Editor of Prairie Farmer and Farm Program Director of WLS, for your one hundred per cent cooperation.

Your valued farm paper and radio station reach more rural citizens than any other medium for disseminating Fire Prevention Education. In fact, we in the Illinois Rural Fire Prevention Federation believe that your two means are the most effective to get our message to the largest possible number of residents of our farm and smaller communities. We are sure that the message your readers have taken to heart because of the interest they have shown in your programs. We are also sure that your Farm Paper and Radio Station Service as much as during the Week of Fire Prevention.

We also appreciate your Farm Service activities. Most especially I wish to thank you for the opportunity of being on the Dinnerbell and School Time broadcast on Thursday, October 11, at the Pilot Rock School in McLean County. The demonstrations by children and groups in combating incipient fires was most instructive and should stimulate farmers generally to provide fireplaces to house fires successfully before they get out of control.

Thank you again for your farm cooperation.

Mr. Arthur D. Pears, Farm Program Director, WLS, 1320 Washington Boulevard, Chicago 7, Illinois

WLS, AMERICAN AFFILIATE
THE PRAIRIE FARMER STATION
CHICAGO 7
890 KILOCYCLES 50,000 WATTS
AMERICAN AFFILIATE
MANAGEMENT AFFILIATED WITH KOL, PHOENIX, AND THE ARIZONA NETWORK, KOL PHOENIX * KTUC TUCSON * KSUN BISBEE-LOWELL-DOUGLAS

THIS TIME it's Fire Prevention Week. But day in, day out, it's a never-ending flow of service from WLS to the farm people of the Middle West—Service that is recognized by state leaders as constant and effective.

In cooperation with Fire Prevention Week, WLS arranged a remote broadcast of "Dinnerbell" at Macomb, Illinois; arranged for the State Fire Marshal and a dozen rural fire chiefs to participate; conducted demonstrations in fighting fire; broadcast a 15-minute lesson in fire prevention over "School Time" to 30,000 classrooms; all in addition to frequent spot announcements.

This kind of rural service is why WLS holds the $500 Gold Medal from the National Board of Fire Underwriters, for outstanding radio service in fire prevention. And this kind of service is just one in the continuous series that has made WLS an outstanding contributor to richer, fuller, rural living in Midwest America.
WAR-GUILT TRIALS IN PHILADELPHIA

Listeners in the Philadelphia area will have seats well up front for the war-guilt trials of Nazi leaders at Nuremberg. WPEN will keep them in touch with day-by-day progress of the trials through exclusive broadcasts by Carl W. McCardle, diplomatic correspondent of The Evening Bulletin, largest evening newspaper in America.

McCardle's clear-cut analysis of diplomatic moves has given thousands of Philadelphians a better grasp of many world events—the history-making conferences at Ottawa, Dumbarton Oaks, Bretton Woods and San Francisco. He stopped over in London on his way to Nuremberg to cover the meeting of the Big Five foreign ministers.

The exclusive broadcasts by McCardle are typical of the timely and interesting programs introduced by WPEN since ownership and operation of this independent station were assumed by The Bulletin. Every one is selected for its special appeal to Philadelphia listeners.

WPEN...the Station for Philadelphians
And WPEN-FM—a PLUS value
NEW DAY is imminent in advertising industry if self-cleansing project now in works becomes living institution. Top men in all branches of field—media, agency and advertisers—are working out plan for voluntary regulation. Idea is for advertisers themselves to form disciplinary agency to tell offenders how they injure themselves and all others by shoddy copy and format.

ANYTIME now there may be an expression from FCC on channel numbering system to cover FM and stereo phase of listener dialing. Best guess is that three-digit system will be used, probably to start at 200 so that all stations will get comparatively even break on dials and (more important technically) so that band can go either down or up without breaking numerical continuity (see story page 18).

DELAY in promulgation of final television allocations and accompanying rules appears to stem from bugs in proposed directional system to allow additional channels advanced by Television Broadcasters Assn. at recent public hearings [BROADCASTING, Oct. 18]. Technical difficulties which would result in effect in narrowing of band appear biggest obstacle and some modification of TBA plan as against original FCC allocation may be evolved.

REORGANIZATION is underway at NAB. In few days, it will be announced Willard Egolf, director of public relations, is leaving to set up own law practice in Washington. He is member of Oklahoma bar. Howard Frazier, director of engineering, long has contemplated opening own technical practice in capital, now will do so. Barry Rumpole, who replaced Paul F. Peter as director of research when latter joined BMB New York, returns to his old job at NBC in New York—mostly because he can’t find place to live in Washington. Mr. Peter would like to come back to NAB because he can’t find place to live in New York. President Justin Miller leaning heavily on A. D. (Jess) Willard and C. E. (Bee) Arney Jr. in rebuilding administrative structure.

ARMED FORCES Radio Service New York office scheduled to be closed Jan. 1, leaving only West Coast office operating. Reason: No further need for service broadcasts to Iceland, Greenland, Europe and Africa.

WLW Cincinnati reported considering moving all news operations to Washington, except one newscast, Soap Reporter. Plan now being mulled includes transferring virtually entire news staff to capital and installation of special lines. WLW now pipes broadcasts from Washington through NBC facilities.

OPA has set manufacturers boiling. OPA has quietly given increased factors to parts manufacturers individually on grounds that certain parts are “new models”, but is letting set factors stand. OPA refuses to release individual increase factors, contending such information is “confidential.” Set makers planning protest (Continued on page 108)

Upcoming


Nov. 16: Illinois Radio News Clinic, Abraham Lincoln Hotel, Springfield, Ill.

Nov. 18-20: Assn. of National Advertisers, Hotel Pennsylvania, N. Y.

Nov. 21: British-U. S. Telecommunications Conference, Bermuda.


Business Briefly


SERUTAN REVISION • Serutan Co., New York, on Nov. 11 moved A. L. Alexander’s Mediation Board on 84 Mutual stations Sundays from 8:15-8:45 p.m. to 8-8:30 p.m. Agency, Grant Adv., N. Y.

CONTINENTAL EXPANDS • Continental Oil Co., Ponca City, Okla., enlarging spot campaign in Midwest, Southwest, Rocky Mountain area and territory south of Baltimore. Agency, Geyer, Cornell & Newell, N. Y.

BRIEFS HELP SERVICEMEN • PUBLICATION of 110 occupational briefs to provide servicemen with educational and vocational information to help them make readjustments to civilian life announced by War Dept. Briefs designed to answer servicemen’s questions and cover variety of occupations including advertising, electrical engineering (electronics and radio), reporting and editing, writing, etc. They’re equally applicable to all branches of service.

Zenith Claims of ‘Crippled’ FM Denied

CLAMORS by Zenith Radio Corp. that FM would be “hopelessly crippled” if left in 100 mc band exclusively are not sound, FCC declared Friday in releasing results of tests in high and low bands, by its engineering laboratory.

Commission said studies show “exact opposite” of Zenith contentions that FM operation in higher band requires substantially more power. Zenith advised receiver manufacturers Thursday that two-month test of transmissions from Milwaukee to Deerfield, Ill., 76 airline miles, indicated it would require 49 times the power to receive same signal strength from 91 mc as from 45.5 mc.

Reporting on measurements in Washington, D. C., from Laurel, Md. laboratory, 20 miles away, Commission stated “negligible difference” in signal strength was observed though low band station had advantage of higher antenna. If antennas were same height the high band station would have higher strength, in opinion of FCC engineers.

Commission recognized that neither its own nor Zenith tests are conclusive on question of power and that further experiments may show need of higher power in high band. “However,” it declared, “there is no warrant for any such conclusion on basis of limited data now available.”

FCC tests show conclusions drawn from Zenith tests are not sound and discuss only one phase of problem, namely, power, which can be greatly reduced if antenna structures are designed for high gain and placed at high locations. For example, said FCC, a New York station whose antenna is at top of the Empire State Bldg. need only use 1.6 kw power to render service comparable to that of 20 kw transmitter furnishing 500 ft. antenna.

Commission reiterated that reason for moving FM to high band was to minimize skywave interference. Important point, it asserted, is that no Sporadic E interference of type found in old band has been observed in new FM band. This will benefit listeners, particularly in rural areas, it said.

A paper on findings of the Zenith test was scheduled for presentation today (Monday) at the annual meeting of the Institute of Radio Engineers and the Radio Mfrs. Assn. in Rochester. Dr. Kenneth A. Norton, whose prediction on propagation induced the shift of FM to the higher band, was invited to attend. IRE members have challenged the Norton conclusions.

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WWSW believes in balance

... A balance that favors public service more than any other 250-watt station in the country.

... Operating on a 24-hour basis, WWSW schedules more time for serving peoples' interests.

... WWSW is public service conscious because only by serving the public can a station be useful to its community.

Some WWSW Public Service Programs—

Junior Town Meeting
Let's Explore Music
OPA Round Table
Major League Baseball
Radio News Reel
Composer's Clinic
Football Games
Meet Your Neighbor
Foreign Policy Ass'n.
National Achievement Club
Professional Hockey
Basketball, Golf
Something About a Soldier
Golden Hour
Deshon Hospital Diary
Masterworks in Music

WWSW rates public service ahead of dollar volume!

WWSW, INC.—PITTSBURGH, PA.

Represented by Forjoe and Company
WE HEAR YOU'RE USING BOTH KOIL AND KFOR IN NEBRASKA?

THAT'S RIGHT! THEY COVER ALL OF METROPOLITAN NEBRASKA--AND ON A LOW COMBINATION RATE!

WE WISH TO POINT OUT THAT...

WHEN YOU USE BOTH KOIL - Omaha and KFOR - Lincoln
You Get a 15% DISCOUNT from KFOR!

ALMOST HALF OF NEBRASKA'S BUYING POWER IS CONCENTRATED IN THE OMAHA and LINCOLN AREAS!

The people who live under the towers of KOIL and KFOR spend 43% of Nebraska's buying income. This is Nebraska's metropolitan market. You get direct, complete coverage — plus a rate discount — by using this vital combination of stations. Both are basic stations of The American Broadcasting Company.

--

AMERICAN NETWORK

KOIL - KFOR

OMAHA LINDON
5000 WATTS—1290 KILOCYCLES 250 WATTS—1240 KILOCYCLES

Represented by Edward Petry & Co., Inc.
It is only natural that advertisers and agencies who know "The Philadelphia Radio Story" intuitively link the city's Landmarks of Liberty with WFIL.

For WFIL is just as much a part of "The Birthplace of the Nation," portraying its kaleidoscopic life in kilocycle pattern.

In one recent week, WFIL's public service programming aired the views of such important people in this city as General Jonathan Wainwright; Congresswoman Helen G. Douglas; Frank Sinatra; Bruce Thomas; William L. Batt, president of SKF Industries; Lee Hill of McGraw-Hill; Dr. Merrill Bush of Temple Univ.; and Mayor Bernard Samuel.

"For outstanding public service to Philadelphians" WFIL was honored the same week by the City Business Club's Award—the first time any local station has received this distinction.

Philadelphians are well aware of WFIL's keen and informative public service programming. Perhaps that is one reason why more and more radio homes keep tuned to the station that is serving the people in their best interests.

WFIL 560 KC
PHILADELPHIA

In Philadelphia
WFIL means PROGRESS and PUBLIC SERVICE

Represented Nationally by THE KATZ AGENCY
think you know Washington?

Chances are, you don't. The nationally popular guessing-game—"What's going to happen to Washington now the war's over?"—has provoked a swarm of lop-sided ideas about the nation's capital.

As a leading member of this important community, WTOP has just completed its third annual Washington market study to sift fact from rumor... and come up with some mighty pertinent findings. Like these:

Washington's size will increase rather than dwindle. The country's steadiest population curve is expected to keep right on climbing—from today's 1,250,000 to an estimated minimum of 1,380,000 people in 1950.†

Washington won't be paralyzed by federal payroll slashes. Contrary to popular belief, less than 10% of all Uncle Sam's employees work in the capital—and those who do make up less than half of Washington's total labor market, even during the wartime period.*

Washington is not a "war-exhausted" market. Capital area families have a large War Bond and bank account nest egg earmarked for 34,000 new homes, 41,000 new refrigerators, 53,000 new washing machines, 56,000 new radios.†

Washington gives every promise of staying far ahead in its ratio of population to purchasing power. Although ninth in population among all U. S. cities, during 1945 it ranked fifth in retail drug sales, sixth in retail food sales, and sixth in total retail sales.*

This is the top quality market that WTOP, Washington's only 50,000-watt station, reaches. How well it sells the responsive audience within its primary listening area is amply indicated by the way advertisers, for ten years, have spent more dollars on WTOP than on any other Washington station.

For first chance at a WTOP availability in this vital market, see us or Radio Sales.

†Opinion Research Inc., Survey (Oct.-Nov., 1944)
†Sales Management, "Survey of Buying Power" (May, 1945)
A

MERICAN radio and radio broadcasting in Europe have one thing in common. Both use transmitters which emit signals which in turn are picked up on receivers. There the analogy ceases. The European nations got the radio idea originally from the U.S.A. But they haven't improved on it.

A four weeks' tour of Europe will not make you an expert on international affairs, regardless of how intensive the itinerary or whether what auspices you travel. But, if you are an American broadcaster with a reasonable conception of your responsibility as a public servant and a fairly accurate understanding of what constitutes “public interest, convenience and necessity”, a brief glance at the conditions and situations in Europe will bring into sharp focus the critical problems ahead of us. Such a glance as we had makes us consciously proud of the American system of broadcasting, though we are considerably humbled by the clear conviction that radio broadcasting—the world

over—must bear a tremendous and adult responsibility in the crisis months ahead. To which is added knowledge that this responsibility will be augmented in the occupation years ahead of us, simply because of the awesome task of rehabilitation and re-education.

American radio programs are definitely ahead of the best that

(Continued on page 85)

My Impression of Europe

(Ninth of a series by members of the U.S. Mission to ETO)

By J. LEONARD REINSCH
Managing Director, WSB WIOD WHO
Radio Adviser to President Truman

Sellers of Sales

B

EAUTEOUS, brown-eyed Betty Ruth Bruns is a talented young lady who not only is working toward a piano concert at Town Hall but is also chief timebuyer of Colgate-Palmolive-Peet at Ted Bates Inc., New York.

Born in Downersville, Ill., on Dec. 11, 1919, she was educated at the Chicago Conservatory of Music. She received her BA degree in music in 1940.

She earned her way through school by working at the E. F. Palmer Co., Chicago, where she learned how to handle all sorts of machines, such as lithographs, pl ate machines, electric typewriters, etc. She also taught piano to private students and played in her father's band on weekends. It was with the band that

BETTY

Betty first learned to play popular music. Her first love, though, is classical music and she admits that boogie-woogie just isn't for her.

During her last year at school she worked with the Commonwealth Edison Co., Chicago, where she was a stenographer and cashier.

In 1941 she moved to New York and joined NBC's sales service department as head of the network contract division. In 1942, when NBC and the Blue split up, Betty went to work with the Blue.

In 1943 D. R. Buckham, then Blue's eastern sales manager, asked Betty to come along with him to explain a contract which she had made up for Carter Products and its agency, Ted Bates Inc. She explained that contract so well to Ed Small of the agency that six months later he offered her a job. She accepted and a year later became a timebuyer handling the Colgate account, which has recently started a two million dollar spot campaign.

Betty practices piano at least two hours every night. She is now attending Columbia University with a masters degree as her goal. Her theory about music, she claims, is: "If you can't compose, then you can try to create what another composer has tried to say. And that," says Betty, "is what I try to do." She hopes to appear eventually on the concert stage of Town Hall.

Betty lives in Glenwood, Westchester, with her family.
Thanksgiving this year holds a richer depth of meaning than ever before. Our war is ended victoriously; our boys are coming home; America’s storehouses are bountifully filled with the good produce of our farms. It is a time for Thanksgiving. Let us humbly give thanks.

In Tulsa and Northeastern Oklahoma we have an additional reason for Thanksgiving: the end of the war finds our diversified industries busily converting from war to peace production. Expanded facilities created during the war now provide increased production for peace. This means larger payrolls, more and better products, happier employees. It means greater sales for every worthwhile product.

It means Northeastern Oklahoma, blanketed only by KVOO, will continue to be Oklahoma’s No. 1 market area with additional rich bonus counties in Kansas, Missouri and Arkansas.
A CLEAR CHANNEL . . . FOR SALES

The war has filled up a lot of selling channels. But in the rich market blanketed by WSM's 50,000-watt signal, the path is wide open. Through the War years, our listeners have moved up sharply in their standard of living. Through the War years, WSM has moved deeper into their hearts because of steady, friendly, intimate service to them. So you can count on 650 kc as a channel that needs no dredging for postwar sales.

THE STATION THAT IS SYNCHRONIZED

WITH FIVE MILLION HEARTS

HARRY STONE, Gen. Mgr.
EDW. PETRY & CO., Natl. Reps.
Yes, Sir! WSAI is one old-timer in Radio with plenty of young ideas... Batting average? Well, this is the 23rd anniversary of WSAI in this business of Broadcasting! A lot of bases have been covered - Public Service, day-by-day wise-intelligent programming, audience promotion, and constant bigger and better program additions.

And, WSAI is keeping "an eye on the ball." Advantage will be taken of every opportunity offered by the days ahead in Radio Broadcasting, to do even more in the field of public service - to build even greater audiences of "potential buyers" for National and Local advertisers.

Thanks, from that "old man with young ideas" to the grandstand of agencies and advertisers who have made the 23rd Broadcasting Anniversary of WSAI "something to shout about!"
One month after F & P was founded (in May, 1932) an exceptionally promising young man named Lloyd Griffin graduated from Northwestern University — and had we then known what we now know about Griff, we'd have hired him directly out of his cap and gown! But now we have him — after thirteen busy and successful years which have helped to make him one of the most outstanding men in radio. Welcome to F & P, Griff — you are hereby appointed a full "F & P Colonel"!

Perhaps we'll be accused of crowing a bit, but have you noticed the number of top-notch new men who have cast their lot with F & P recently — the number of our old-time hot-shots who are now beginning to return from the Services? Today more than ever before, F & P is aiming high, higher, highest in our exciting role as the leaders in our field. Being the leaders automatically makes us the target for others to shoot at — but that's a healthy thing for spot-broadcasting in general. And what's good for radio is also good both for you and for us, here in this pioneer group of radio-station representatives.

LLOYD GRIFFIN!

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW BUFFALO
WCKY CINCINNATI
KDAL DULUTH
WDAY FARGO
WJEF-WKZO INDIANAPOLIS
KMBG GRAND RAPIDS
WAVE KALAMAZOO
WTDG LOUISVILLE
WMBD MINNEAPOLIS ST. PAUL
WBBD PEORIA
KSD ST. LOUIS
WFBF SYRACUSE

IOWA...

WHO DAVENPORT
WHO DES MOINES
WOC SHEHURDAO
WOC CHARLESTON
WPTF COLUMBIA
WDJI RALEIGH

SOUTHWEST...

WACO BROWNSVILLE
KXKE KIRK 
KGLS CORPUS CHRISTI
KOMA HOUSTON
KOIN OKLAHOMA CITY

PACIFIC COAST...

KROK PORTLAND
KXDL SEATTLE

and WRIGHT-SONOVEX, Inc.
 Consent Method May Get Major Test

550 kc Dispute May Be Settled By Agreement

OUTCOME of informal conferences now under way between the FCC and industry engineers representing a group of 550 kc stations asking increase in power to 5 kw may determine whether conflicting applications can be handled without resort to the usual process of cumbersome and often drawn-out hearings, Broadcasting learned last week.

This possibility developed as the result of the withdrawal of restrictions on use of the 550 kc channel, imposed in 1937 because of Navy aviation requirements, and the immediate request of stations operating at this frequency for higher power. The group is understood to have represented to the Commission that they should be given preferred status for maximum power and that no action should be taken on new applications for this frequency until their request is considered.

In view of the fact that the Commission has already designated for consolidated hearing new applicants for 550 kc, a question has been raised as to whether forthcoming applications from existing 550 kc stations can be handled independently and given priority over the cases to be heard. Radio lawyers for the group believe there is nothing in the law to prevent the FCC handling of a request by stations operating on 550 kc for use of maximum power on this frequency may set the pattern for a better procedure to act on competitive applications.

Commission from taking such action.

Granting of maximum power to the existing 550 kc stations would eliminate the need for holding hearings on new applications for this frequency but such a procedure would certainly necessitate calling in all the applicants involved. Were the Commission successful in securing agreement to accept its solution of the problem without formal hearings, it is only reasonable to assume that many other cases involving conflicting applications for the same frequency could be similarly handled.

With 231 applications, involving 61 consolidated hearings, already designated for standard broadcast service, and the probability that other hearings will be set for AM, FM and television, the advantages to be gained in expediting expansion and development of these services through the consent or conference method, let alone saving in expense, would be considerable.

The alternative in the 550 kc case is to combine the applications to be received from the older group with the applications designated for consolidated hearing. This would expand the total number of applications for the frequency to 15 and would involve proceedings which would require probably a year, taking into account extensions usually desired by engineering and legal counsel for filing briefs and for obtaining sufficient time for preparation of their cases.

Inclusion of all the applications into consolidated hearings would thus virtually freeze the existing 550 kc stations at their present power for at least a year, by which time FM may be so far advanced (Continued on page 89)

Taylor to Buy Wichita Outlet

CONTRACT to purchase KANS Wichita, Kan., for $400,000 was entered into last week by O. L. (Ted) Roy with Herbert Hollister, president of the station and head of Herbert Hollister Crystal Co., and Don Searle, vice-president of American in charge of San Francisco operations.

The transaction is subject to FCC approval. Both buyer and seller, it is understood, propose to comply with the new FCC "open bid" procedure set forth in the recent Crosley-Avco decision.

Arney Announces NAB Meet Schedule

SCHEDULE of NAB district meetings to start Jan. 7 in Los Angeles was announced Friday by C. E. Arney Jr., NAB secretary-treasurer. Meetings will be held in two sections, the first section covering Feb. 12 and the second starting in March.

Directors elections will be held in five of the ten meetings in the first section, all being even-numbered districts. They are 8th, 10th, 12th, 14th and 16th districts. Odd-numbered districts will hold elections next year.

During the six-week period of the first section the NAB headquarters crew and the accompanying "flea circus" will meet twice weekly, with one exception. Schedule is set up to allow for time for train travel between cities in case of plane reservation difficulty. Plane reservations have been requested.

From the NAB office will be Justin Miller, president, and Frank E. Pellegrin, director of broadcast advertising, who will make all trips. A. D. Willard Jr., executive vice-president, or Mr. Arney will attend meetings, depending on later arrangements. Mr. Pellegrin will hold sales conferences in each district. Hugh M. Feltis, president of Broadcast Measurement Bureau, will make the circuit.

In the "flea circus" will be representatives of Broadcast Music Inc., transcription firms, market research firms, equipment manufacturers and other NAB associate members along with representatives of related groups not eligible to membership.

Mr. Arney sent word to all interested groups to notify NAB of intent to take part in the swing. They will be expected to make their own travel arrangements but hotels have been notified to set aside blocks of at least 20 rooms.

Hollywood Meeting

Agenda for meetings has not been prepared but full opportunity will be given for discussion of industry problems and NAB activities. New developments during the year such as creation of the new FM Dept. within the NAB along with technical and regulatory issues will be considered.

New directors elected, one to a district, will not take office until the 1946 NAB convention scheduled for autumn.

NAB Board of Directors will meet Jan. 3-4 at the Hollywood Roosevelt, Los Angeles [Broadcasting, Nov. 5].

Schedule of meetings in the first bracket follows:


11th District (Minn., N. D., S. D., part of Wis.), Hotel Nicollet, Minneapolis, Jan. 22-23.

10th District (Iowa, Neb., Mo.), Fontenelle Hotel, Omaha, Jan. 25-26.

14th District (Mont., Colo., Wyo., Idaho, Utah), Brown Palace Hotel, Denver, Jan. 28-29.

13th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.

12th District (Okla., Kan.), Tulsa Hotel, Tulsa, Feb. 4-5.

6th District (Ark., La., Miss., Tex.), Peabody Hotel, Memphis, Feb. 7-8.

7th District (Ohio, Kan.), Gibson Hotel, Cincinnati, Feb. 11-12.
Truman Opens Radio News Gallery

Senate Room Set Aside For Exclusive Use Of Medium

ANOTHER MILESTONE in radio news coverage from Washington was reached last week when President Truman formally opened the new radio news gallery broadcast room in the Senate Wing of the Capitol [BROADCASTING, Nov. 8].

Shortly before 5 p.m. on Nov. 7 the Chief Executive, flanked by members of the Radio Correspondents Assn. executive committee, and D. Harold McGrath, radio gallery superintendent, cut a ribbon stretched across the entrance and walked across the threshold while Senators, association members and guests applauded.

No broadcasts marked the formal opening, but virtually every Washington commentator reported the story on his respective news cast following the ceremonies, which ran from 4-6 p.m.

Long Sought

Last week's dedication saw the culmination of more than three years' efforts on the part of Senators and the Radio Correspondents Assn. to provide facilities for radio. When President Truman was in the Senate he personally worked for the room which he dedicated. Sen. Harry F. Byrd (D-Va.), chairman of the Senate Rules Committee which finally approved the project, and Leslie Biffle, clerk of the Senate whose office formerly was in the room now occupied by radio, were instrumental in swinging the expanded quarters.

President Truman displayed keen interest in the appointments and equipment, inquired what type of ceiling and walls were used and personally inspected the five broadcast booths. Mr. McGrath explained the ceiling and walls were finished in acoustically treated tile, the booths were soundproof and air-conditioned. Mr. Truman congratulated Sen. Byrd and the Rules Committee on providing the radio newsmen with such quarters.

Construction was under supervision of David Lynn, Capitol architect, and A. E. (Gus) Cook, assistant architect.

Although the radio room was completed, except for finishing touches, about two months ago, its formal opening was awaited.

President Truman formally opened new radio gallery broadcast room in Senate wing of the Capitol Wednesday by cutting tape to entrance as he arrived. (1 to r) President Truman; D. Harold McGrath, radio gallery superintendent; Al Warner, WOL-Mutual treasurer, Radio Correspondents Assn.; Earl Godwin, WMAL-American, past president; Richard Harkness, WRC-NBC, president. [Another picture page 90]

Porter Invites Facts About Qualifications of Applicants

CHAIRMAN Paul A. Porter of the FCC has told at least one group of ad lib critics of the broadcasting industry to come down to Washington and get specific.

Revealing in a letter to the National Citizens PAC, responding to a wired complaint by that organization against FM grants, the Chairman revealed more than a little annoyance with organizations and individuals who recently have hurled unfounded charges against broadcasting, the FCC and others in the field.

Chairman Porter told C. B. Baldwin, executive vice-president of the NCPAC, the Commission "unreservedly welcomes the submission of any facts bearing upon a particular applicant's qualifications to operate its proposed station in the public interest." Mr. Baldwin had telegraphed opposition to issuing grants without first holding hearings. Mr. Porter replied that grants were made only after the Commission was satisfied the public interest would be served.

Wherever examination of an application does not satisfy the Commission in this regard, he added, the case will be designated for hearing. He pointed out that the Commission's rules provide for consideration of endorsement or opposition to the granting of any application.

Mr. Baldwin's protest, filed Oct. 24 [BROADCASTING, Oct. 29] expressed alarm over granting of licenses to newspaper interests,

UPON meeting the President, Judge Justin Miller, NAB president, said: "Mr. President, thank you very much for your nice letter on radio's 25th anniversary, which I received today." Mr. Truman smiled and remarked it was the best he could do on such short notice.

COMMENTED Sen. Lister Hill (D-Ala.), brother of Brig. Gen. Luther Hill, executive vice-president of the Cowles Broadcasting Co.: "When I was down home last I talked to well over a million people by radio. It would have taken me three months, speaking every night, to address that many on personal appearances."

RICHARD HARKNESS, president of the Radio Correspondents Assn., handed a glass of punch to President Truman, commenting: "I'll advise you it's not very strong." Mr. Truman quipped that if Les Biffle, Senate clerk, had handled the affair the punch would have been stronger.

(Continued on page 91)
Three Groups Support Movement For Observance

MOVEMENT to make National Radio Week an annual institution developed spontaneously last week as broadcasters and radio equipment makers joined in a seven-day windup to the industry's 25th anniversary year.

Three groups already have indicated support for the plan—NAB, Radio Manufacturers Assn. and Kiwanis International. Other groups such as Junior Chamber of Commerce and various commercial and civic organizations that took part in last week's national celebration reported favorably on their participation.

Spurred by the impetus of the RMA tribute to radio and the cooperation of thousands of set distributors, broadcasters this week drenched the country with program features, special events and civic ceremonies. Keynote was sounded Wednesday night when President R. C. Cosgrove of RMA and Howard Wilmer, of RMA, developed the theme that "Radio's first 25 years have achieved a position of a major influence in all walks of life."

Plaques with replicas of the RMA statuettes were presented to all stations by the RMA. Most of the presentations took place at special broadcasts or studio open houses.

From all segments of government, business and education came tribute to broadcasting's achievements in the past 25 years.

President Truman in a letter to Judge Miller, dated Nov. 7, lauded radio's 25-year record. His letter: "My congratulations to you and your associates on this important anniversary of broadcasting in the United States. During its brief span of a quarter-century in the history of our nation, broadcasting has achieved a notable place in the lives of our people. In the years of war broadcasters served their country well—and in the years of peace that lie before us I know they will continue to do their part with that same spirit of loyalty and enterprise."

Chairman Paul A. Porter of the FCC hailed American broadcasting as the "world's largest and finest radio system" in a greeting delivered to Judge Miller and President Cosgrove of RMA during the presentation of the statuette. His statement follows:

"The presentation of the RMA...to the NAB of a statuette commemorating 25 years of broadcasting serves to highlight the outstanding record of cooperation between the two branches of the industry to give America the world's largest and finest radio system."

"This fruitful joining of forces (Continued on page 88)"

American Broadcasting System Praised at Anniversary Lunch

APPROXIMATELY 400 guests at the Citizens' Radio Anniversary Committee luncheon, at the Hotel Roosevelt on Nov. 10 heard laudatory speeches from 14 outstanding speakers.

Howard Hanson, director of the U. of Rochester (Eastman School of Music), told the group that "with all its faults, and it has plenty, I will take the American system of free competitive radio. With all its lack of unified control and direction it has done and is doing a magnificent job in reflecting, interpreting and—yes in a quiet and unostentatious way—educating the American public in the way it wishes to go and is willing to go. "American radio," he added, "will continue in the future to discharge its musical responsibilities to bring to the American public the treasure of great music."

Dorothy Thompson compared radio with the printed word and maintained that although she preferred the printed word, "the spoken is more powerful."

"Radio brings the news faster," she said, "but in the newspapers we have it before our eyes."

In a salute to radio on its 25th anniversary on behalf of the magazine publishers, Franck Braucher, president of Periodical Publishers Assoc., pointed out that "free radio" was responsible for the remarkable development of radio programming in this country compared to others.

"Radio education must concern itself with ideas and carries with it a huge amount of social responsibility," according to Kermit Eby, director of research of the Congress of Industrial Organizations. He went on to say that the "labor movement specifically must find out how to command more time on the air."

"We must not continue to sit back while industrial management presents its case first and loudest—as has happened recently in wage disputes."

Other speakers were: Mayor Fiorello H. LaGuardia; Walter Hoving, president, Lord & Taylor; Mrs. La Fell Dickinson, president, National Conference of Women's Clubs; Dr. Everett R. Clinchy, president, National Conference of Christians and Jews; Dr. Mordaunt W. Johnson, president, Howard U.; Miss Jane Cowl; Dr. James L. Allenwood; Sen. Wayne L. Morse; Justin Miller, president, NAB, and Paul Porter chairman FCC.

Stetler Chairman ANA Radio Session

Many Radio Topics on Agenda For New York Meeting

D. B. STETLER, advertising manager of Standard Brands and chairman of the Radio Committee of the Assn. of National Advertisers, will serve as chairman of the radio session of the ANA 36th annual meeting, to be held at the Hotel Pennsylvania, New York, Nov. 16-18. A seminar, scheduled for Tuesday morning, will include a report on the progress of Broadcast Measurement Bureau by BMB President Hugh Feltis, a discussion of the expanded activities of the Cooperative Analysis of Broadcasting by A. W. Lehman, president, and George Allen, secretary and general manager of CAB, and a description of the radio allocation plans of the advertising council by George Ludlum, radio director of the council. These presentations will be followed by a question period. Radio will also be featured at other sessions of the ANA meeting. On Monday afternoon Mr. Stetler will give his annual report on radio for the past year. At that session Marion Harper Jr., director of radio research, McCann-Erickson Inc., New York, will give an analysis of how Artificial helps build radio program audiences. A third Monday afternoon speaker, George Keebler of Crowell-Collier Corp., will report on a study of the economics of varying rates for radio and magazine advertising.

Convention will open with an informal get-together and open board meeting Sunday evening. Monday morning ANA President Paul B. West will deliver the keynote address. Paul S. Eillian, advertising manager of Sylvania Electric Products, will present the results of the most recent of a series of studies of public attitudes toward advertising conducted for ANA by the Psychological Corp. Fairfield Cone, president, Foote, Cone & Belding, will speak on "What Corporate Directors Know About Advertising and What They Think About It."

Walter Lippmann, noted public affairs analyst, on Tuesday afternoon will speak on "The Responsibilities of Business in the Peace of Pacification." At the same session Charles C. Carr, director of public relations and advertising, Aluminum Co. of America, and chairman of the ANA board, will report on the self-regulation of advertising.

Griffith in Chicago

HOMER GRIFFITH Co., West Coast station representative, opened an office at 612 N. Michigan, Chicago, Nov. 1. Al Halus, in freelance talent work for last 10 years, is in charge. Firm also is seeking space in New York City.

B R A D C A S T I N G • Broadcast Advertising

November 12, 1945 • Page 17
Many FM Permits by Jan. 1 Predicted

FCC Planning Action On Construction Applications

PROSPECTS that a sizable number of construction permits for new FM stations will be issued before the end of the year developed last week as the FCC sought information from equipment manufacturers to enable it to advise applicants on the cost of entering the FM field.

The Commission has already authorized 129 conditional grants for new FM stations and plans to take action on the remaining 530 applications for the service by Jan. 1. Many of these will receive conditional grants and others designated for hearing. In the meantime, work on examination of engineering data submitted by grantee and is being pushed in an effort to authorize as many frequencies as possible.

Move Speedily

When the Commission took action on the first batch of FM applications last month, issuing 64 conditional grants, it granted a 90-day period for construction and additional conditional grants. Quite a number of the applicants, however, have sent in the required information enabling the engineers to act at speed. It is expected that other grantees will forward necessary reports in time for action on allocations this year.

Processing of FM applications is keeping pace with progress of manufacturing engineers in designing and turning out broadcasting equipment for the new service. Despite earlier reports that transmitters for the high band would not be ready until fall, the FCC is advised that units will be available for 250 w operation by the end of the year, designed to increase power successively to 1 kw, 5 kw and 10 kw. Manufacturers which entered the electronics industry during the war to fill military contracts will help design and turn out the equipment. This will put FM at a comparable level to AM.

City Applications

One of the principal problems confronting the Commission in allocating stations in this area is the large number of applications for metropolitan stations in the smaller cities. "Everybody wants a metropolitan station," a commission engineer remarked, pointing out that community stations would provide coverage equal or superior to that of present AM local or regional assignments without the added cost of facilities of a metropolitan station.

Realizing this situation, it is expected that many grantees for metropolitan channels may decide to withdraw their applications in favor of community facilities. Such action would permit the Commission to move more rapidly in processing applications and eliminate the need for designating as many cases for hearing as now appears necessary because of density of population and short distances between cities.

In gathering data on cost of FM equipment, the Commission undertook for the first time to obtain official information on the investment required for establishing an FM station. Previously, during the allocations hearings in 1944, it conducted a survey to determine the number of FM receivers in existence.

To obtain the information required, the Communications Division sent telegrams to manufacturers representing the bulk of the broadcast equipment industry, requesting prices on transmitters, antennas, and studio equipment. It explained that hereofome FM applicants have been forced to use estimates based on prewar prices for equipment built to operate in the lower band. The Division plans to have the results of its survey ready for FM applicants and other inquirers sometime next week.

Meanwhile, the Commission was giving thought to simplifying and standardizing operation of FM receivers, to permit ease of tuning by listeners and at the same time allow for expansion of the FM band upstairs or downstairs. Adoption of three-digit numbers to designate stations is under consideration for given serious consideration. The NAB proposed that a numerical system be used, beginning with No. 1 for 107.9 mc, No. 2 for 107.7 mc, etc. (see story page 27).

Production of Sets Threatened in Vote

CIO Workers of Three Firms Request $2 Wage Boost

NEW THREAT to radio equipment production was seen last week when a strike vote among some 270,000 workers in three major manufacturing companies was requested by the United Electrical, Radio and Machine Workers of America (UE-CIO).

Companies involved in the dispute an UE-CIO said was based on refusal of the firms to grant the union's requests for a $2-a-day wage increase, are General Electric Co., Westinghouse Electric Corp. and General Motors Corp. (Electrical Division). Union spokesmen said the request involves all plants of the three companies, 116 coast-to-coast, and 270,000 workers including all production employees and about 15,000 white-collar workers.

NLRB, which received the request Friday, said a strike vote would be conducted among the employees 30 days later. Procedure then is to transmit results of the election to the President, under the War Labor Disputes Act.

Meanwhile, Radio Manufacturers Assn. was reported watching developments closely, but had taken no action last week.

Mr. Miles

The letter from UE-CIO was signed by General President Albert J. Fitzgerald and General Secretary-Treasurer as an emergency measure and was addressed to the Secretary of Labor, War Labor Board, and National Labor Relations Board, the latter urged the Secretary of Labor to "intervene personally in this situation and participate in an early conference of the companies and the union to assist in breaking the deadlock.

"The present request of UE-CIO for a strike vote under the provisions of the War Labor Disputes Act is not taken lightly," the notice declared. "However, the fact that the companies acted collectively in bargaining relations with these major corporations which directly produce or control production of practically all such consumer items as radios, washing machines, refrigerators and other electrical equipment, they have refused to make any counter-proposal and have categorically rejected the union's demands."

It said the Secretary of Labor "should take all steps necessary to bring the companies to a realization of the need for maintaining production at the highest possible level... by meeting the just demand of UE-CIO for a wage increase."

Miles Becomes Chief of FCC Frequency Service on Nov. 15

COMDR. PAUL DOMBEY MILES, USNR, chief of the Frequency Section, Naval Communications, on Nov. 15 becomes chief of a newly-created FCC Frequency Service Division. He reverts to inactive status on that date.

He is head of the new FCC section, which is to be a part of the Engineering Dept., Comdr. Miles will supervise spectrum allocations. Although the Standard Broadcast Section and other sections will continue to handle their own respective problems, Comdr. Miles will have charge of overall allocations. He is expected to represent the Commission on the Interdepartmental Radio Advisory Committee, replace Commissioner E. K. Jet. Comdr. Miles was chairman of IRAC in 1944 [Broadcasting, April 10, 1944] and previously served as vice-chairman. He also was a U. S. delegate to an informal communications conference with the British Commonwealth in London last summer and was delegate to the Third Inter-American Radio Conference in Rio de Janeiro last September.

Regarded as one of the foremost allocation experts in the country, Comdr. Miles will represent the FCC and the U. S. Government at international communications conferences and in international negotiations. His FCC appointment is in line with a general reorganization of the Commission, a part of which was to establish an engineering laboratory division to study the application of radar to civilian uses [Broadcasting, Nov. 5]. Other changes are expected soon.

Comdr. Miles was born in Illinois and was graduated from the Annapolis Naval Academy in 1927. He resigned his commission in 1929, but became a member of the Naval Reserve. He was with Mackay Radio & Telegraph Co. from 1929-36, becoming head of its frequency bureau. In 1938 Comdr. Miles was appointed superintendent of communications, western division, Hearst Radio Inc. He remained in that post until 1939 when he resigned to accept appointment as director of communications and engineer in the Radio Liaison Division, Office of Naval Operations. In June 1941 he was ordered to active duty and in 1942 was transferred to the Office of Naval Communications to handle frequency procurement and assignment activities. Later he became chief of the Frequency Section.

Comdr. Miles has been the Navy member of IRAC since 1942.
Any Big Agency
IN AMERICA
WOULD PAY
THOUSANDS
FOR AN "EXCLUSIVE"
ON THIS BOOK

But the coupon
will bring it to you—FREE!

Any large advertiser or agency in America who could get an "exclusive" on the facts disclosed in the 1945 Iowa Radio Audience Survey would have an asset so tremendous as to be worth literally thousands of dollars. YOU can get these facts—FREE. Here are a few of the vital questions the 1945 Survey answers:

What percentage of the people in each county of Iowa "listen most" to which stations? In the State as a whole? Urban people? Village people? Farm people?

How many hours per day do Iowa people listen to any "heard regularly" station, as compared with the stations they name as "listened to most"?

Do farm people listen to different stations than urban people?—village people? Which stations are preferred for Farm Programs?—for Newscasts?

How many people listen at various hours of the day and night? Do you get more listeners per dollar at 6 a.m. or 6 p.m.? At other hours?

What types of things annoy Iowa listeners? How much? What commercials are disliked?

What suggestions do Iowa people have to improve radio service? What are the trends in best-liked program material? At what point do listeners usually change the dial?

ALL THESE QUESTIONS—AND MANY MORE—are answered in detail and with complete break-downs, in the 1945 Survey. Conducted by Dr. Forest L. Whan of the University of Wichita, the 1945 Survey is a MUST for every thoughtful executive. Get your copy NOW. Fill in and mail the coupon.

+WHO for IOWA PLUS!+
Des Moines ... 50,000 Watts
B. J. PALMER, President  J. O. MALAND, Manager
FREE & PETERS, INC. . . . National Representatives

THE 1945 IOWA RADIO AUDIENCE SURVEY
by Dr. F. L. WHAN
University of Wichita

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.

Name ....................................................
Company ................................................
Street ....................................................
City ..................................................... State ..................................

BROADCASTING • Broadcast Advertising  November 12, 1945 • Page 19
Nets Oppose Law to Define Newcasts

Labeling of Propaganda Is Necessary, Says House Prober

LEGISLATION to require networks and stations to distinguish between news reporting and comments is not the answer to complaints that opinion and personal prejudice in some commentaries overshadow explanations. To the contrary, such legislation would violate the Bill of Rights.

That, in substance, is the consensus of three of the major networks in views expressed in letters to Ernie Adamson, counsel of the House Committee on Un-American Activities. Mr. Adamson on Oct. 20, in a letter to the four major networks, called on stations and commentators to give “due consideration” to “hostile public opinion” against commentators, it was disclosed last week.

‘Critical’ Letters

He wrote that the Committee receives “many critical letters covering Bartel probers who engage in expression of opinion and personal prejudice to such an extent as to overshadow the news and emphasize the element of propaganda and to some extent as to overshadow the stations or by Congress to clearly separate political propaganda programs from the news broadcasts.”

He added he hoped the situation "will make it unnecessary for the Committee to recommend the passage of remedial laws."

As BROADCASTING went to press, American, CBS and Mutual had taken issue with Mr. Adamson. NBC will formulate no answer until after a conference of top executives.

A. Ashby, vice-president and general counsel, may discuss the question personally with the Committee counsel in Washington, the network’s New York headquarters said.

Meanwhile a committee representing 27 civic, political and welfare organizations, spearheaded by the Political Action Committee and Radio Writers' Guild, met in New York Wednesday to organize national action to “abolish the House Committee on Un-American Activities.”

Norman Corwin, writer-producer and brother of Emil Corwin, who compiled a Radio Handbook for the CIO more than a year ago, heads the committee to abolish the House group. He said the newly created committee will support six commentators whose scripts are being investigated by the House probers. (Broadcast, Oct. 15, 22.)

The committee felt it was no coincidence that two commentators—Hans Jacob of WOV and William Gallimore of WJZ—have been dismissed since the House Committee investigation started. It was reported Mr. Gallimore’s contract was terminated, however, before the House group disclosed it had asked for clipped scripts, according to Rep. Rankin (D-Miss.).

Mark Woods, president of American, advised Mr. Adamson by mail Nov. 1 that his network is “opposed to any attempt by Congress to restrict the freedom of expression of news commentators, whether on our own network or other networks or individuals in general.”

“While, obviously, all our listeners do not agree with the interpretation of all our commentators, and—

STATIONS must separate news from “political propaganda,” says Ernie Adamson, counsel for House Committee on Un-American Activities. Such legislation would violate Bill of Rights, could not be enforced and would curk freedom of speech, reply American, CBS and Mutual. House prober charges “hostile public opinion” against some so-called commentators.

as a result, we do receive criticism concerning their broadcasts, we have no evidence, as your letter suggests, that the public is anxious to have either our network or the Congress by law, limit the freedom of expression,” Mr. Woods wrote.

American permits freedom of expression because it feels as a “holder of a public franchise” under 655, it is our obligation to protect this basic tenet of American life,” he continued. American reviews scripts for “good taste, for libel and appropriate news authority” and presents “as balanced an interpretation of news events as possible,” Mr. Woods went on. He added that American commentators may be classified as “liberal, conservative and middle-of-the-road” and that listeners can obtain a variety of interpretations.

Julius F. Braunier, general attorney of CBS, said the real answer to the question posed by Mr. Adamson is the fact that the specific sooner or later learns to distinguish between the broadcast of solid news and analysis and that of biased pontification.

“News programs should present only clear, uncolored reporting of news of interest to listeners, and should not be weighted as to either selection or treatment in favor of any side and enlighten the public in the way that it should neither espouse nor exhort.

“His field is peculiarly not adapted to legislative rules. It seems almost impossible to devise any statutory law which would not, on the one hand, suffer from ineffectiveness and, on the other hand, result in strangulation of good operation.”

He views a law effective enough to insure “real objectivity” would have to be “surrounded and interlarded with so many references to sources, identification and disavowals as to make (Continued on page 86)

Dempsey Heads Video Fightcase Organization

COMMANDER JACK DEMPSEY will become president of a newly formed organization to put on boxing bouts, that will specialize in selling television rights to the fights it promotes to advertisers.

When he is released from the Coast Guard in January, he is expected to sign a 10-year contract with the firm.

“Deal, involving $2,500,000, is probably the most important one ever made involving a sports figure,” Max Waxman, Commander Dempsey’s business manager, said in New York. “Dempsey will have virtually unlimited financial backing for his promotions and it will place him in direct competition with Mike Jacobs,” he maintained.

Asked by BROADCASTING for details of the new company’s television activities, Mr. Waxman said he could not reveal anything else until Commander Dempsey is discharged from service.

Gum Spots

BOWMAN’S GUM Inc., New York (Warren’s chewing gum), Nov. 12 starts spot announcements on 100 stations in the country for 8 weeks. Agency is Franklin Bruck Adv., N. Y.

WHN Claims Scoop

WHN New York claims a 45-minute scoop on the election coverage of the New York mayoralty results on election night, Nov. 6. Featured on station was an exclusive statement from Edward V. Loughlin, Tammany Chieflain, broadcast on George Hamilton Combs’ regular 7 p.m. program. Loughlin said that “on the basis of the election returns so far received, General Dewey’s plurality will be in the neighborhood of 700,000.” Actual plurality was 685,175. Combs went on at 7 p.m. and until 8 p.m., station broadcast constant stream of election returns received from private sources, scooping all other stations.
When it’s time to go to work on new national business, then it’s high time to call in Weed & Company, whose full-time business is good times on good stations. With Weed men constantly on the job, “time will sell”.

With headquarters in the nation’s time buying centers, Weed men are well able to make “Nationally Represented by Weed & Company” mean business for sales-able stations. Ample proof is in the daily flow of Weed-arranged contracts.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
what

is a successful station made of?
IT HAS BEEN PROVEN time and again that, as a business grows, it leans toward self-satisfaction and smugness. It’s inclined to be satisfied with the way things have been done, to shy from the new and different, to close its eyes to those creative functions of both management and production without which no business can successfully survive.

During nearly twenty-five years of growth, WOR has warily watched for any tendency on its part to be satisfied with the usual, to hesitate to experiment with the new and different. For WOR knows that while other businesses might commit this error and exist, to do so in the mercurial, fast-changing field of broadcasting would be fatal.

This curiosity, this impatience with the dull and hackneyed, circulates through every moment of WOR’s programming day and, in the process, is unconsciously absorbed by its sponsors. Year after year, surveys and success stories reaffirm that this is one of the most apparent things that a successful station is made of.

Naturally, this vitality of outlook not only consistently attracts one of the most impressive audiences in the greatest listening territory on the Eastern Seaboard, but has produced for WOR one of the most complete collections of success stories in modern American radio.

On these pages, WOR, for the first time, publicly lists the names of 106 sponsors who so graciously cooperated with us in the tedious, but exhilarating, task of preparing four to six page studies of their successful use of WOR.

NOTE: WOR’s 106 success stories have been approved by their sponsors. However, they cannot be released for examination or publication without the permission of the companies concerned.
power-full station

ALCOHOLIC BEVERAGES

PETER BREIDT BREWING CO.
H. T. DEWEY & SONS CO.
GAMBARELLI & DAVITTO
GAMBARELLI & DAVITTO SPEAS

AMUSEMENTS

WARNER BROS. CIRCUIT MANAGEMENT CORP.

AUTOMOTIVE

ANDERSON CO. (SLEETMASTER)
AUBURN AUTO SALES CORP OF N. Y.

GASOLINE AND OILS

RICHFIELD OIL CORP.
TIDEWATER ASSOCIATED OIL CO.

CLOTHING AND APPAREL

PHILIP A. SINGER & BROS., INC.
GOTHAM HOSIERY CO.

DRUGS, TOILET GOODS
AND COSMETICS

DRUGS

B. C. REMEDY CO.
BELL & CO.
INTERNATIONAL VITAMIN CORP.
McKESSON & ROBBINS, INC.

TOILET GOODS

BATHASWEET CORP.
BRISTOL MYERS CO.
CONTI PRODUCTS CO.
MARLIN FIREARMS CO.
THE MENNEN CO.

COSMETICS

DREZMA, INC.
GLAME CO.
ARMIN VARADY, INC.
FOOD PRODUCTS

BAKERY
DUGAN BROTHERS
FISCHER BAKING CO.
GORDON BAKING CO.
PURITY BAKERIES CORP.

DAIRY PRODUCTS
BORDEN'S FARM PRODUCTS CO.
BORDEN'S ICE CREAM CO.
BOSCO COMPANY
BREYER ICE CREAM CO.
HORTON'S MEL-O-ROL ICE CREAM
WALKER-GORDON LABS. (MILK)
WALKER-GORDON LABS. (ACIDOPHILUS MILK)

MISCELLANEOUS FOODS
DRYDEN & PALMER CO.
CHARLES GULDEN CO.
S. GUMPERT CO.
HABITANT SOUP CO.

MEAT PRODUCTS
ADOLPH GOBEL, INC.
ILLINOIS MEAT CO.
NORTHWESTERN TURKEY GROWERS' ASS'N

MISCELLANEOUS FOODS
AMERICAN BEVERAGE CORP.
BEECHNUT PACKING CO.
CANADA DRY GINGER ALE CO.
CONSOLIDATED PRODS.

HULBURT'S FRUIT PRODUCTS, INC.
KEMP BROTHERS PACKING CO.
V. LA ROSA & SONS, INC.
RIVERBANK CANNING CO.
S. A. SCHONBRUNN
SEEMAN BROTHERS
VAN CAMP'S, INC.
VANTI PA-PI-A CORP.
WESSON OIL AND SNOWDRIFT SALES CO.
WINTER GARDEN CARROTS
NEWARK CHEESE CO.
PHILA. DAIRY PRODUCTS

HOUSEHOLD PRODUCTS
ACME WHITE LEAD CO.
AMERICAN GAS MACHINE CO.
BIGELOW-SANFORD CARPET CO.
CHEMICAL CONTROL EASTERN DIV, INC.
COLGATE-PALMOLIVE-PEET CO.
DECORATIVE CABINET CORP
O'CEDAR CORP
PRESS-ON, INC.
RADBILL OIL CO.
SPRING-AIR MATTRESS CO.
-full station

INSURANCE AND FINANCIAL

BRONX COUNTY TRUST CO.
GREENWICH SAVINGS BANK
MODERN INDUSTRIAL BANK
NATIONAL SAFETY BANK & TRUST CO.
NORTH AMERICAN ACCIDENT INSURANCE CO.
PROVIDENT LOAN SOCIETY OF N. Y.

MISCELLANEOUS

CHILDS COMPANY
DELAWARE, LACKAWANNA & WESTERN COAL CO.
EMPIRE GOLD CO.
GRACELAND MANAGEMENT CORP.
GRUEN WATCH CO.
HARTZ MOUNTAIN PRODUCTS
THE BOOKHOUSE FOR CHILDREN
CONSOLIDATED PRODUCTS CO.
HYGRADE SYLVANIA CORP.
NEW YORK TELEPHONE CO.
OLD COUNTRY TROTTING ASS'N
PILOT RADIO CORP.
PUBLIC SERVICE OF NEW JERSEY
REFRIGERATION & AIR CONDITIONING
RESTLAND SALES & MANAGEMENT
SUSSEX COUNTY BOOSTERS
WINTER AND COMPANY
QUAKER OATS CO.—KEN-L PRODUCTS CO.

RETAIL ESTABLISHMENTS

ADLER SHOES
L. BAMBERGER & CO.
THE BRASS RAIL, INC.
CROWELL PUBLISHING CO.
HOWARD CLOTHES, INC.

BEN MARDEN'S RIVIERA
ROGERS PEET CO.
SEARS, ROEBUCK & CO.
VIM ELECTRIC CO.

TOBACCO PRODUCTS

MARTA CIGAR CO.
PHILIP MORRIS & CO., LTD.

that power-full station

WOR

at 1440 Broadway, in New York

MUTUAL
FM Dept. Seeking 4 Changes in Rules

New NAB Group Files Petition

With FCC for Amendments

FM DEPT. of NAB, successor to FM Broadcasters Inc., swung into action last week by asking the FCC to amend its FM regulations in four respects to speed development of this newer art.

Petition to change the Commission regulations was filed by Robert T. Bartley, director of NAB's new FM Dept., which is quartered in the old FMBI offices at 1730 I St. NW, Washington.

Pointing out that NAB has 47 FM station members, the petition asks prior consideration to a request that the FCC revise its numerical system of numbering FM channel designations as specified under Rule 3.201. Quick action is sought because manufacturers are just getting into production of receiving sets and a revised band-marking system, if adopted, should be specified quickly to permit uniformity in all.

NAB observes that if designations start with No. 1 for 107.9 mc, No. 2 for 107.7, and so on downward, the numbering could be extended indefinitely should the FM band be extended indefinitely without completely revising the entire numbering system. Thus set makers could use channel numbers on dials without fear that band expansion would make dials obsolete. Channel numbers, it is argued, are less confusing to the public than megacycle assignments.

Second, NAB asks the Commission to adopt a rule permitting joint program logs during duplicate operation of standard and FM stations, suggesting such a useful purpose is served by the burdensome requirement of separate logs for identical programs.

Third, NAB seeks permission to use joint call letters during duplicate operation of standard and FM stations. More efficient operation would result in many cases, it is said.

Fourth, NAB asks revision of the six-hour minimum operation as specified in Rule 3.261. Instead of being compelled to operate three hours from 6 a.m. to 6 p.m., and another three from 6 p.m. to midnight, stations should be allowed to pick their own six hours, said NAB. Thus FM stations operating in a single area would be able to stagger their hours to give listeners access to more FM programs. As an alternative, NAB suggested permission to operate a minimum operating schedule per week to afford greater flexibility.

Lewis in Honolulu

FULTON LEWIS Jr., Mutual Washington commentator, presented his daily broadcasts from Honolulu last week, Nov. 5-9, using the Mutual affiliate in Honolulu, KGBM.

WTAM RUNS ON GADGETS

WHEN he's faced with a technical or production problem, Vernon H. Pribble, general manager of WTAM Cleveland, turns gadgeteer. The results are evident throughout the station. By performers and station members they are regarded as the difference between relaxed broadcasting and hurried-burly operations.

Mr. Pribble has been manager of NBC's Cleveland station for almost 11 years, and formerly was general manager of WGN Chicago. Before that, he worked in the advertising division of the Chicago Tribune, and later he was in charge of the radio department of Stack-Goble Advertising Agency.

The gadgets he dreams up are built by staff engineers in the station's workshop. While they're the pride of the station, they're not the only evidence of Mr. Pribble's creative activities: One of his principal hobbies is clay sculpture, and one of his favorite works is a terracotta portrait of his younger daughter, Betty.

Some of the devices he has conceived and put into use at WTAM are shown here:

LOGGING CLOCK to record the station's programs and the hour, minute, second and fraction of a second on which each starts and finishes resulted when Mr. Pribble and S. E. Leonard, engineer in charge, got their heads together. Instrument provides foolproof check on what was aired and when.

Mr. Pribble installed beside every WTAM microphone, device flashes a green light to indicate action should be speeded, a red light when it should be slowed down.

WOMAN OF THE YEAR

LISA SERGIO, news analyst on American's One Woman's Opinion, presented this year's meritiorous achievement award to Pauline E. Mandigo of the Phoenix News Publicity Bureau. Award is given annually by the New York Business and Professional Women's Clubs to the woman voted them as the outstanding woman of the year.

WTHT Expands

WHIT Hartford, Conn., will open new studios in connection with its affiliation with American Broadcasting Co. Dec. 1. The larger quarters will be located in the Factory Insurance Building, 555 Asylum St. With 16,000 square feet of available space as compared with the previous 4,000, the station expects to accommodate large studio audiences in the future.

KMBC RADIO DATA DEADLINE IS NOV. 15

FORMS on which to challenge, correct, or supplement information already gathered by KMBC Kansas City in its compilation of pioneering data on broadcasting's first 25 years have been distributed throughout the industry.

A challenge sheet lists pioneering events in engineering, public service, general programming, special events and stunts, news, sports, and the commercial side of radio. An accompanying form provides space for broadcasters to challenge any claims listed. The challenge sheet, No. "B," contains data in addition to that published in Sheet "A." last June. It also includes major revisions and "challenges" to the original release.

Broadcasters have until Nov. 15 to return their challenges. Data not corrected will be added to the compilation as final and authentic. Stations are also asked to submit their public service records and to complete missing parts of incomplete data. Material is to be printed in book form.

"Human Adventure" May Be Moved to Wednesday

POSSIBILITY that Human Adventure, the WGN-U. of Chicago weekly series on scientific discovery, may move to Wednesday, 9-9:30 p.m. CST was seen last week as WGN officials met with faculty members to discuss further plans for the program's future.

Adventure was dropped by Revere Copper & Brass effective Nov. 25, when WGN refused to move it to New York in response to a broadcast [BROADCASTING, Nov. 5]. If Adventure moves to the Wednesday slot it will replace The Chicago Story which WGN introduced a few weeks ago as one of its big production numbers. The Chicago Story will itself be moved but specific time and date has not been decided, according to WGN officials. They said Adventure will be carried on Monday, whether or not it is sponsored.

RCA Net Increases

RADIO CORP. of America and its subsidiaries in the first nine months of 1942 reported a net income of $3,204,470 after all charges including taxes, Brig. Gen. David Sar- noff, president, reported last week. The figure was $1,469,800 more than the net profit for the corresponding period a year ago. After preferred dividend payments, earnings applicable to the common stock for this year's period were 4 cents a share, compared with 3.15 cents for the 1944 period. Gross income totaled $222,002,801, a decrease of $7,933,916 from last year. Provision for federal income taxes was $15,522,400, a decrease of $5,153,100.

November 12, 1945 • Page 27
On the Service Front

AM and FM, Direction-Finding Units Used in Weather 'Sleuth'

A MECHANICAL "weather sleuth" using radio waves to determine the weather aloft, was described in a recent issue of Farnsworth Television & Radio Corp. last week. Developed by the U.S. Army Signal Corps in conjunction with engineers of Farnsworth, and used in the war, the SCR-658 equipment is now being considered by the U.S. Weather Bureau for meteorological observations.

The air transportable meteorological radio direction finder is designed to operate as part of a system to measure the direction and velocity of the wind aloft, when used with an audio modulated radiosonde, a small radio transmitter sent up with the balloon, the system furnished data on humidity, temperature, and pressure at altitudes up to 60,000 feet above ground. With direction finding equipment at the ground receiving station, the course of the radiosonde balloon can be followed constantly. Both FM and AM are employed in recording weather conditions.

Back in Saddle

MARTIN RYERSON SMITH, former radio news editor of AFN, has been released from the Army as T/Sgt. He has written for radio under the name Martin Ryerson. His first play since his release was broadcast on First Nighter Nov. 10 on CBS.

Current Tricks

OPERATING a radio station on municipal electricity that is turned on and off at unattended intervals has failed to daunt AFN's technicians in Paris. S/Sgt. Fred Nives, New York; T/Sgt. Adams, Decatur, Ill.; and Pfc. Douglas White, Washington, D. C., developed a PE-95 generator in the municipal current system, which is turned off unpredictably to conserve electricity, so that generator starts the second the city electricity goes off. Invention makes possible whole AFN-continental network, which is fed by AFN Paris.

Dampened Rose


AFN to Add Italy

AFN will add Italy to its continental network Dec. 1 when it takes over operation of stations formerly run by American Expeditionary Stations of AFRS. Operations officer for Italy will be Lt. Fred Hay-ward, former station manager at Naples. AFN now covers British Isles, France and Germany.

London to States

CAPT. JACK LONDON, one of AFN's charter members, is on his way back to state side duty with AFRS. Before leaving overseas, he was awarded the Bronze Star for "great judgment, zeal and knowledge in coordinating installations of mobile radio stations with the Armies, bringing under control a group of technically and administratively complicated independent radio stations spread over a vast distance in an active theater of war."

Binkin Gets BEM

T/Sgt. SYL BINKIN, program manager of AFN Paris, has been awarded the British Empire Medal in recognition of his contributions to the success of AEP programs of which he was production manager. He was formerly program manager for WEW St. Louis.

L. A. Office Closes

WITH release from service of Maj. Robert Pollock, chief of War Dept. West Coast office, Radio Branch, Bureau of Public Relations, that division was de-activated in early November. Offices have been taken over by Special Information Section, Headquarters Army Ground Forces. Lt. Col. David Flournoy, one-time continuity editor of KMOX St. Louis, heads set-up as chief of Los Angeles office. Sgt. Paul Pierce is his aide.

Allen Back to WTOP

REGINALD ALLEN has been released from the Army as S/Sgt., and has returned to the announcing staff of WTOP, Washington CBS station. While in the Army he was with AFRS as announcer at the Kwajalein station, and program director of Eniwetok outlet. He was with WTOP, WDNC Durham, WBT Charlotte prior to service.

Stoner Gets DSM

MAJ. GEN. FRANK E. STONER, chief of Army Communications, was awarded the Distinguished Service Medal for "extraordinary leadership" in directing the "greatest worldwide communications system ever known", Maj. Gen. Harry C. Ingles, chief Signal Officer, made the presentation Oct. 31. "In a war which demanded more from communications than ever before," the citation read in part, "Gen. Stoner played an important part by overcoming all obstacles in establishing a network which met every military necessity, displaying throughout his labors great vigor, unusual foresight and courageous pioneering."
THANKS FOR A SWELL SHOW . . .

... to every member of the Breakfast Club staff. You really packed 'em in at Omaha's PARAMOUNT THEATRE. Thanks—Fran Allison, Marian Mann, Jack Owens, Sam Colling, Eddie Ballantine, Cliff Peterson, Jim Bennett—and everyone else in the show.

Yes—thanks to Don McNeill and his gang of Breakfast Clubbers for coming to Omaha to originate their show on KOIL, November 1.

This was the big kick-off for KOIL's change to the American Network—and the Breakfast Club show was part of the big promotion campaign to let Omaha listeners know about it.

KOIL now brings brand new entertainment to Omaha—which means greater, more responsive audiences for KOIL advertisers. For top-results cash in on the Omaha market with KOIL and the AMERICAN NETWORK.
'44 Canadian Radio Ads Approach $7,310,000

CANADIAN advertisers spent on radio advertising approximately $7,310,000 or 20.4% of $36,518,256 spent on advertising in Canada through advertising agencies in 1944, according to a report issued by the government's Dominion Bureau of Statistics, Ottawa.

Eleven Canadian advertising agencies had billings of a million dollars and over, and accounted for 65.6% of all the business placed. Eleven agencies had billings between $500,000 and $999,999; 14 agencies had billings from $100,000 to $499,999 and 5 agencies had billings below $100,000. Gross revenues received by Canadian advertising agencies in 1944 totaled $5,949,499, or 16.1% of total billings.

This was the first survey made by the Dominion Bureau of Statistics since 1941, when gross billings amounted to $29,224,400.

NINE war veterans are members of staff of CKRM Regina, Sask. Standing (1 to r), Bill Walker, announcer; Harry Curtis, writer-announcer; Tom Hill, announcer; Bob Thompson, announcer; Syd Jacklin, announcer. Seated, Ben Graham, salesman; Grant Carson, promotion manager; Jack Hill, program supervisor; Bob Hill, announcer. The Hills are brothers.

CHUM Operations Started in Toronto

CANADA'S first dawn to dusk and first postwar station, CHUM, opened at Toronto Oct. 28 at 7 a.m. after nearly a year's delay. Equipment for the station was ready to leave the Montreal factory of Northern Electric Co. when the freeze order came through. Station operates with 1 kw on 1050 kc.

Al Leary, veteran Canadian broadcaster and sportscaster, formerly with CKCL Toronto, is general manager and commercial manager as well as partner in the station.

Formal opening was 1 p.m. Oct. 28 with Mayor R. Saunders, President R. T. Fulford of CHUM, and H. B. Chase, chairman of the Canadian Broadcasting Corp., taking part. Popularity of Al Leary with Canadian broadcasters was attested in a salute on the opening ceremonies by stations of the Western Assn. of Broadcasters from Vancouver to the head of the Great Lakes. A description of equipment was aired by Brian Hodgkinson, formerly of CKY Winnipeg, first Canadian broadcaster to be made a prisoner of war after being shot down in an RCAF raid on Germany.

Staff of CHUM includes Jack Part, secretary-treasurer, formerly of Mason's United Adv. Agency, Toronto; A. Boisvert, formerly of CKAC Montreal, chief engineer; J. R. Mallitzer, transmitter chief; M. R. Engels, studio engineer, production staff; Wm. H. Arlove, formerly of CKLY Kirkland Lake; Paul Douglas, formerly of CKOL Hamilton; D. McDouall, formerly of CFRB and CKCL Toronto; R. Dickinson, formerly of CKLB Campbellton, N. B.; Fred Wilson, news bureau; Tom Stauffer, formerly of WJR Detroit, WFDF Flint, WBCM Bay City, and Keq MacLaren, formerly of CBC commercial traffic division, on sales staff.

Bruce Alston

BRUCE ALSTON, 19, died Nov. 1 of injuries received when he fell 60 feet from the tower of CKWS Kingston, Ont., the day before. Mr. Alston had been with CKWS for about nine months as a transmitter engineer. He joined the station after service with the Ontario forestry service.

CBC Study Urged

IMMEDIATE ESTABLISHMENT of a Parliamentary Committee to study the government's Canadian Broadcasting Corp. was urged in Parliament at Ottawa early in November by Gordon Graydon, Progressive-Conservative member for Peel, who has been a member of previous Parliamentary Committees on Broadcasting.

Let's Look at the Record

Nashville is one of only sixteen cities on Radio Daily's list of American cities with an A-1 rating for postwar business possibilities ... Nashville's gain in population and per capita income since 1941 was above Tennessee's average and the national average as well. Important, too, is the fact that retail sales in Nashville jumped 10.4 per cent in 1944 as compared to the retail sales of the previous year ... reaching an all-time high.

In this rich, Middle-Tennessee market—with over a million potential buyers for your product—WSIX offers a big, attentive audience guaranteed by top-notch programs on both AMERICAN and MUTUAL networks ... and a wide coverage ... It will pay you to include Nashville and WSIX in your plans.

Represented Nationally by
THE KATZ AGENCY, INC.
GET CUTTIN'!!!

Contact between ax and turkey is common this time of year. And we're really cutting here at WGN, too. Last Chicago Hooperatings on all the local daily newscasts give WGN top billing (5.6) as well as three out of the first six ratings.

We also carved a nice section on Saturday night when "The Chicago Theater of the Air," a WGN origination, beat everything across the board with a 6.8 for its full hour from 9:00 to 10:00.

And "Crime Files of Flamond" cut quite a niche for itself on Tuesday evenings, too . . . it not only was second in all mystery shows (network and local) in town, but also led all Chicago-produced radio shows with a 9.6.

In a further demonstration of versatility our June Baker program, at 10:15 each weekday morning, sliced off a neat 2.3 . . . unbeaten by any other Home Management show in town.

A Clear Channel Station . . . . . .
Serving the Middle West

CHICAGO ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
Class B Stations in Chicago Suggest Revisions in BMB Measurement Plan

FOLLOWING a meeting in Chicago with Hugh Feltis, president of BMB, John T. Carey, sales manager of WIND Chicago, representing the seven "Class B stations", informed Mr. Feltis of major changes which the stations wish to see in the BMB measurement plan.

"We feel," Mr. Carey wrote, "that in markets with only four or five stations that your present plan of computing a station's coverage down to 10% should give advertisers and their agencies sufficient data for those markets and towns. "However, in a market like Chicago, to evaluate on a minimum 10% basis would produce a relative popularity poll rather than a station audience index. The Chicago metropolitan area has 1,190,724 radio homes. This figure has been taken from the NAB Radio Market Data Handbook as published Octo-

ber 1943. Under the present BMB method a Chicago station with less than a 10% station audience index could have many times the number of listeners that another station in a smaller market, with 30 to 40% or even greater station audience index might have, and yet it would not even appear on the Station Audience Index."

Mr. Carey outlined the stand with the following figures:

<table>
<thead>
<tr>
<th>Metropolitan Area</th>
<th>Radio</th>
<th>Families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>1,190,724</td>
<td></td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>91,241</td>
<td></td>
</tr>
<tr>
<td>Dallas, Texas</td>
<td>92,101</td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>1,190,724</td>
<td></td>
</tr>
<tr>
<td>Dayton, O.</td>
<td>71,994</td>
<td></td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>125,260</td>
<td></td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>1,190,724</td>
<td></td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>22,243</td>
<td></td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>106,156</td>
<td></td>
</tr>
</tbody>
</table>

*Actual stations but not actual call-letters.*

On the Record-er

USING WIRE recorders, KSL Salt Lake City is presenting the actual voices of news sources instead of their "quotations" in news broadcasts. In one week recently 23 persons were heard on newscasts, including the Governor, Salt Lake's Mayor, and Marine Lt. Gen. Holland M. Smith. Station is also recording speeches and convention proceedings.

Mr. Carey said the Chicago stations believe the BMB Index of Station audiences in the Chicago metropolitan district must be computed down to 1% to provide the information needed by agencies and advertisers.

"We also believe," he told Feltis, "that those computations should show in the regular BMB Stations Audience Index and not to be included in special reports. He said the Chicago stations were "highly gratified" that the original BMB plan of designating coverage by "Primary, Secondary, and Tertiary" had been abandoned in line with their original suggestion.

NAB GROUP SEEKING RIGHTS TO TOURNEY

MEMBERS of the Illinois 9th district NAB will petition the Illinois U. Board of Trustees at its meeting late this month for permission to broadcast the annual high school basketball tournament there on a commercial basis.

Les Johnson of WHFP Rock Island, Ill., 9th district director, said district members had been successful in getting permission from the Illinois High School Athletic Association board last October to originate their own broadcasts of the tournament. Prior to this, university station WILL had been the only outlet.

A ruling of the university board prohibits commercial broadcasts from the university with the exception of the football games. Should the university board approve sponsorship of the basketball tourney, final approval must be granted by the high school athletic board, Mr. Johnson said. He added that if commercial broadcasts are permitted, each station will cooperate with the IHSAA and university board on type of sponsorship and "conscientious" self-regulation.
by far the No. 1 producing station in the United States

HUBER HOGE AND SONS New York City
444 Madison Ave. REGENT 1-3500
October 29th, 1945

Mr. C. S. Vaness, Vice Pres.
Radio Station KQV
Pittsburgh, Pennsylvania

Dear Peter:

I have just been going over the return for our five-time-a-week sponsorship of Louis Kaufman on KQV.

As you know, we have been offering for William H. Wise & Company, a Pictorial Playset on this program. This offer has been made on several hundred radio stations in every city of any size in the country.

You may be interested in knowing that at the moment, KQV is by far the number one producing station in the United States as far as the number one producer is concerned, for Pictorial History.

As you know, the Great Kaufman continued to pull an amazing week after week, the Great Kaufman continued to pull an amazing amount of mail, totaling in an average of $2,000 to $2,500 a week of direct, traceable orders. This means that Louis Kaufman and KQV, starting as it may seem, are operating a business for the Wise Company, at the rate of $200,000 per year, which, for the city of Pittsburgh, can be considered a good-sized retail book business by any standards.

It is apparent that this period has been by far the highest rated in Pittsburgh. It also indicates the tremendous hold that Louis Kaufman has on his listeners. We hope to continue on this level.

Very truly yours,

HUBER HOGE & SONS

Louis Kaufman's news period, aired every weekday afternoon at one o'clock over KQV, sets the pace for our afternoon audience. It led the entire Pittsburgh broadcasting field at that spot on the last Hooper report! His is the spearhead show leading off a succession of programs which, altogether during the past year have amassed 58% more of a listening audience in the afternoon for KQV. (Compare Hooperatings, Aug.-Sept.) There is still some KQV time available in the afternoon... reserve it now for the best radio buy in Pittsburgh—cost, coverage and listener value considered.

"PITTSBURGH'S AGGRESSIVE STATION"

1410 KC—1000 W—BASIC MUTUAL

NATIONAL REPRESENTATIVES, WEED & COMPANY
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

November 12, 1945 • Page 33
Both a farming and a manufacturing state, North Carolina offers everything as a market. In value of manufactured products North Carolina nearly triples the average of the nine other Southern states. In cash income to farmers North Carolina nearly doubles the Southern average. Aren’t those facts worth the consideration of advertisers looking South?

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

NBC Uses New TV Tube
In Coverage of Election

Using its new Image Orthicon tube, NBC television highlighted its coverage of New York election night, Nov. 6, with a pick-up from the headquarters of Brig. Gen. William O’Dwyer, who was elected mayor of New York on the Democratic-American Labor Party ticket.

Special camera was installed at the hotel Commodore for direct pick-up from O’Dwyer’s headquarters. NBC’s television coverage also included chats and other methods which provided viewers a quick resume of candidates’ standing throughout election night.

Sees Easy TV Sales

Television will enjoy the least sales resistance of all the postwar commodities, Will Baltin, secretary-treasurer of Television Broadcasters Assn., told the “Givierss’s,” business and civic organization of Newark, at a recent dinner meeting. “It might even be correct to say that sales resistance is likely to be non-existent,” Mr. Baltin said, “since no household item including refrigerators, washing machines, vacuum cleaners, etc.—has aroused the curiosity and ‘purchase temptation’ of the average person more than this miracle invention of the century.”

Stars on WBKB Show

Members of Chicago AFRA were starred Nov. 6 in a special television program on WBKB Chicago, Cast, including top names in Chicago radio, presented A Day At the Radio, satirizing soap operas, news commentators, recorded programs and commercials. Script was written by Bill Vance. Program marked first time in history of WBKB that so many top radio artists appeared on one television show.
With the "Remember Our Men" campaign Station KGW has taken the lead in initiating a nation-wide movement to provide entertainment for hospitalized veterans, now that the war is over.

President Kimball favors this campaign to bring top-flight entertainment to veterans still receiving treatment, because "the war's end may bring a shelved and forgotten feeling to men and women who face a period of hospitalization."

Many prominent radio and screen artists have pledged their support and active participation and many additional signatures are being received.

FREE PLEDGE CARDS are still available to organizations interested in furthering this post-war entertainment campaign for wounded veterans.

ONE OF THE GREAT STATIONS OF THE NATION

KGW
PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.
Loran Seen as Peaceetime Air, Sea Navigation Aid

Loran (long range aid to navigation) will be useful in peacetime, as it was in war, according to Dorn-
man Israel, vice-president in charge of engineering of Emerson Radio & Phonograph Corp. The com-
pany pioneered in wartime Loran development and manufac-
ture and is now planning to make it for peacetime use of airlines, steamship lines and private fliers.

Pairs of radio stations, operating at ultrahigh frequencies and each pair transmitting pulses at a dif-
ferent rate, would be located around the world, so the navigator could pick up the pulses through his Loran equipment, which would identify it, and then refer to his Loran map, plotted on the basis of time differences rather than con-
ventional longitude and latitude, could determine his position on the signal’s curve.

A second reading on another pair of stations would give the navigator a second curve, the point
where the two curves intersect being his location. Accuracy of the system is said to exceed that of ce-
lestial navigation and to be virtually independent of weather.

NEW HEADQUARTERS FOR MID SOUTH NET

CONSTRUCTION of an addition to Gilmor Hotel, Columbus, Miss., which will house headquarters of the Mid South Network, was re-
ported last week to be under way.

New offices, recording and news studios, and new control rooms will be provided. Additional equip-
ment ordered for the control rooms includes two professional RCA Type 73-B recorders, new turn-
tables, and consoles, custom-built master control board and new switch panels.

Mid South Network is owned by Maj. Birney Imes Jr., who has returned from service in the Army
Air Forces and will have offices in the hotel.

Mr. Imes is general manager. The network is composed of the following Missis-
sippi stations: WCB1 Columbus; WELO Tupelo; WROX Clarks-
wick; WXXI Meridian. It has four FM applications pending before the FCC.

Entire headquarters studios and offices will be air-conditioned and special equipment will be installed
to eliminate noise and provide high-

fidelity sound for FM.

Ad Group Meets

ANNUAL meeting of Southwestern Asso. of Advertising Agencies was held Nov. 9-10 at Baker Hotel, Dallas, Tex. Management and sales
representatives of local stations and newspapers were feted at a
cocktail party and dinner tendered by the Dallas office of The Bran-
ham Co., radio and newspaper representative firm.

NELSON CASE JOINS HALLICRAFTERS CO.

NELSON P. CASE, holder of approx-
imately 30 patents on radio receiver circuits, has joined Halli-
crafters Co., Chicago, as chief en-
gineer of the radio division.

President William J. Halligan said Mr. Case’s activities will in-
clude work with the firm’s Eco-
phone line of home radios.

Mr. Case has been director of engineering de-
sign and development of Hamilton Radio Corp., New York, for the
last two years. For 13 years begin-
ing in 1930 he was with Hazeln-
tine Electronics Corp, in various capacities, including direction of its New York license laboratory.

He is vice-chairman of the com-
mittee on broadcast and short-
wave home receivers of the Radio Manufac-
turers Assn.’s engineering department. He is on the executive
committee of the RMA engi-
neering department’s receiver section; RMA committee on television receivers; RMA systems committee,
and the committee on v-h-f receiv-
ers. He is a member of Panel 6—
Television Panel of Radio Tech-
ical Planning Board; a senior
member of Institute of Radio En-
genies, and a fellow of Radio Club of America.

Mr. Case was graduated from Stan-
ford U. in 1924 with an AB
degree in physics and in 1926 with
an EE degree. He became assistant
physicist of Bureau of Standards, Washington, in 1928 and research
physicist in the U. of Michigan’s department of engineering re-
search in 1929.

Crorey Corp. Reports

$1,380,902 Net Profits

CROSEY Corp., Cincinnati, on Nov. 1 reported net profits of
$1,380,902 or $2.53 per share for nine months ending Sept. 30 after providing $756,000 for contingen-
cies to cover any liability in war contract renegotiations.

Net sales were $66,494,348, com-
pared to $72,667,120 in first nine months of 1944, which was
the company’s record year. Balance sheet as of Sept. 30 listed current assets of $327,710,464 and current liabilities of $16,178,823. A year
ago these items were $31,050,766 and $28,627,591. Control of Cro-
sey Corp. was acquired several months ago by Aviation Corp.

K. C. Orchestra Signs

KANSAS CITY PHILAR-
MONIC, directed by Eftrem Krutz, is being sponsored Thursdays for
20 weeks by Aireon Corp., manu-
facturers of electronic equipment, on KMBC Kansas City.
Birthplace of a Giant!

A Colossus has just been born here...a giant whose mighty empire will reach out over untold thousands of square miles in the Middle West. This giant...KFAB's new 50,000 watt transmitter...will be located on the above site, just a few miles southwest of Omaha.

Main studios are to be in Omaha. Present Lincoln studios will be geared to handle the ever-bulging farm activities that center around Nebraska's capital city.

In this manner KFAB will extend its services to additional thousands of listeners to bring you a complete metropolitan and rural coverage. More than ever...you will want to buy KFAB ALONE to get results in this rich market.

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA, KANSAS
1110 KC-10,000 WATTS
BASIC COLUMBIA

Represented by PAUL H. RAYMER COMPANY
Petrillo Stand on Dual Music Slows Output of Sets With FM

PRODUCTION of receiving sets with an FM band has been set back weeks, perhaps months, by the Petrillo edict requiring duplicate musical staffs for FM stations using AM broadcasts, it was learned last week in manufacturing circles.

Already crippled by shortage of components and cabinets due to OPA pricing difficulties, set makers are concentrating on fast-production AM lines for quick consumer market. Fighting to produce a quarter to a tenth of the 5,000-000 pre-Christmas sets originally predicted by WPB, they are unable to contend with the practical difficulties involved in engineering FM into a high output.

Set producers argue they can make only what the public is ready to buy. Taking this practical approach, they promise that when there is plenty of FM in the air they will have plenty of FM receivers for the public. The Petrillo edict, they fear, will hold back the arrival of large numbers of FM broadcast stations. In turn, the demand for FM bands in receiving sets will be deferred.

As realists, they are working furiously to meet a huge pent-up demand for AM receivers. Instead of reconverting easily from war to peace production they are wrestling with supply problems that have wrecked schedules. They will be lucky to get a half-million sets ready for a market that would absorb several times that volume. Most of those sets will have only an AM band.

FM by Spring

Since they don't see much of a sales argument today for FM sets, the factories in general are figuring on inclusion of the upper FM band by spring, provided enough stations are likely to take the air by that time. Thus they can take special production problems created by the new band in their stride, and in the meantime they can pave the way by joining educational campaigns to acquaint the public with FM and its merits.

Still in short supply are variable condensers and speakers, though the speaker situation has eased a little in the last few days. Cabinet shortage is most severe in console types but plastic types for small sets are somewhat short.

Parts manufacturers in turn are suffering from shortages of steel, aluminum for containers and wiring. Labor and wage disputes are another factor holding up set production.

Before getting new models into the stores several manufacturers must produce a total of some 300,000 "morale" sets and components for the military. WPB officials have informed Radio Manufacturers Assn. that these sets are still on order for the Signal Corps, Navy and Army Air Forces. They carry a priority. WPB's recent exemption of receivers, phonographs and combinations from inventory restrictions is expected to ease distribution problems to some extent.

Innovations in radio receivers are found in new lines just being introduced by several manufacturers, though appearance of sets on dealers' floors has been delayed by reconversion problems.

Original line of Westinghouse Electric Corp., now coming out of its plant at Sunbury, Pa., includes a line—four table and five console. Featuring the line is a radio-phonograph combination called the Duo, automatic record changer with radio receiver in a separate slideout unit.

Top-price console is a 14-tube receiver with phonograph, standard and shortwave bands, and FM. Television will be added to the line early next year, according to Harald B. Donley, Bendix Radio Division manager. Plenti-Power circuit is said to double output of prewar sets with same number of tubes. Price range, $26 to $350.

Seven by Bendix

Bendix Radio Division of Bendix Aviation Corp. offers seven chassis in 16 cabinets ranging from about $19.95 up. Phonograph combinations have a Swing-A-Door record changer with automatic shutoff, along with single button control. Production of plastic table sets has been under way for some time, according to L. C. Truesdell, Bendix Radio Division general sales manager of radio and television. Wood table models will appear in November.

Bendix is expected to include magnetic wire sound recorders in its home receivers, as well as several other fields of application, besides including wire recording in home receivers. A pocket model wire recorder is planned. License for the pocket recorder has been granted by Wire Recorder Development Corp., subsidiary of Armour Research Foundation.

Raytheon Mfg. Co. has announced a five-tube superheterodyne pocket receiver weighing 10 ounces, including batteries. It is designed to fit pocket or purse and reception is said to be comparable to usual five-tube receivers. Prices start at $30 and the line is expected to be in shops before Christmas. Belmont Radio Corp., Raytheon subsidiary, is manufacturer. Subminiature Raytheon tubes are used. The five tubes in the pocket radio together weigh about a half-ounce and occupy less than a cubic inch total volume, being about a fourth the size of those used in the handle-talkie, or about the thickness of an oval cigarette. They use less than 7/8 w and require a 22 1/2 v B battery.

Croscley Corp. is concentrating on five-tube table model and six- (Continued on page 58)
FIRST OFF THE LINE—NEW RADIO MODELS

GE's first peacetime radio interests Paul Chamberlain (r), sales manager of GE receivers, and E. P. Toal, of set division. Many other models are being announced.

OFF LINE comes first RCA post-war set, presented to Frank M. Folsom (l), RCA Victor head, by J. A. Milling (r), mfg. dir., and Joseph B. Elliott, gen. mgr. of home instrument division. Company promises complete line of receivers.

RADIO of the future is way Hallicrafters describes novel outfit, designed to do everything in the house except cook and sit up with the baby and put out the cat.

BELMONT makes this tiny set with five Raytheon tubes. It is ideally adapted for use in pocket or purse.

BROADCASTING • Broadcast Advertising

WESTINGHOUSE line features phono combination in which the radio may be removed at will to use as independent receiver.

FOR first time Stromberg-Carlson is making small receivers. Comes in brown or brown-ivory.

BIG console model, with automatic record changer, is made by Admiral Corp., Chicago. It has seven tubes and three broadcast bands. Phono section slides out when doors are opened.

CROSLEY table model includes two bands, broadcasting and an overseas dial, tuning 6-15 mc. The line being offered includes many in console cabinets along with other table models.
NEW studio building of Don Lee in Hollywood, to be started early next year, has poly-cylindrical lines. Building is to be completed by September at total cost of $1,260,000.

**DON LEE STUDIOS PLANS COMPLETED**

GROUND-BREAKING ceremonies for Don Lee Broadcasting System's new $1,260,000 Hollywood studios will be held shortly after first of the year, with structure to be completed in late September.

Willet H. Brown, vice-president and assistant general manager, who handled negotiations for purchase of site on Vine St. between Homewood and Fountain as well as an adjacent 50' by 300' strip, is responsible for acoustical and engineering innovations to be incorporated. Modified poly-cylindrical array type of construction is to be used in the studio acoustical treatment. Frank M. Kennedy, network chief engineer, is in charge of radio equipment installations and assisted Mr. Brown in preparing studio design.

Antennas for television sight and sound, and for FM will be housed in building's 150-foot tower. These antennas will beam to Mt. Wilson, overlooking Hollywood, and Mt. Wilson, in back of Pasadena, Calif., transmitters which will be completed concurrent with studio structure. Ground floor will include four theatre studios seating 350 persons each in addition to four medium and three smaller studios. Each will be a separate structure isolated from the building and all outside vibrations. Second floor will house general offices. Executive offices will be on third floor.

**CAB Directors Meet**

DISCUSSION of the brief is to be presented to the Canadian Broadcasting Corp. board of governors will be main topic at a meeting of the board of directors of the Canadian Association of Broadcasters at Toronto on Nov. 22 and 23. The board session will follow a meeting of the CAB board with Dr. Augustin Frigon, CBC general manager, at Ottawa on FM plans on Nov. 20. The CBC board of governors meets with its new full-time chairman, Dave Dunton, at Ottawa on Nov. 27-29, and the CAB expects to meet with the CBC board on Nov. 30.
What- Power FM?
perhaps you do not know at this time what power transmitter you will ultimately need. this need not worry you because with RCA

...you can easily add an amplifier

and... with the new RCA FM Transmitter there is no handicap in doing so... for an increase in power does not make any of the original equipment obsolete.
See the following page for photographs of these new-design transmitters.
The new RCA 250-Watt
FM Transmitter—
Type BTF-250

The new RCA 1-Kw
FM Transmitter—
Type BTF-1

The new RCA 3-Kw
FM Transmitter—
Type BTF-3

MAIL THIS COUPON
for details about this
Important New RCA
Line of FM Transmitters
with the GROUNDED GRID!

Broadcast Equipment Section
RCA, Camden, N. J.
Please send me full information about your new RCA FM Transmitters with the new Grounded Grid.

Name
Title
Company
Street Address
City and State

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
Ambition Achieved

LIFETIME ambition was realized this month by Margery Mayer, contralto soloist on American Broadcasting Co.'s Hymns of All Churches. A member of the permanent cast of Chicago Civic Opera Co., Miss Mayer has sung only minor roles but needed just 24 hours' notice to take over the leading part in Carmen when Gladys Swarthout was unable to appear due to a severe cold.

The study was conducted by Marshall H. Pengra, chairman, Small Market Stations Committee; Barry T. Rumpf, NAB director of research, and Howard S. Frazier, NAB director of engineering.

Table shows actual employment of technicians by all stations:

<table>
<thead>
<tr>
<th>Class</th>
<th>Small Market</th>
<th>Restricted</th>
<th>Unlicensed</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Class</td>
<td>578</td>
<td>966</td>
<td>33</td>
<td>1777</td>
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<tr>
<td>2nd Class</td>
<td>188</td>
<td>132</td>
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</tr>
<tr>
<td>TOTAL</td>
<td>766</td>
<td>828</td>
<td>123</td>
<td>1717</td>
</tr>
</tbody>
</table>

- P. M.
- Regional
- Local
- Clear
- TOTAL
- All Stations
- All \Regional
- Clear
- TOTAL

KQV Claims It Was First To Broadcast to Public

KQV Pittsburgh last week set out to show it was the first station broadcasting to the public.

G. S. Wasser, vice-president and general manager, said KQV's official claim of "On the Air Since 1919" is substantiated by old newspapers, official records, scrapbooks, and evidence submitted by early radio men connected with the station.

KQV, reportedly the second station to receive call letters and commercial license (Jan., 1921), had been owned and operated by Doubleday Hill Electric Co. since 1919, according to spokesmen. They said recorded music was broadcast to the public in 1919 over a 20-watt transmitter.

Mayor Scully of Pittsburgh proclaimed "KQV Week" Nov. 4-10, in connection with the Silver Anniversary of commercial radio.

THROUGH OCTOBER 17TH
TOBACCO SALES CROSSED

$135,553,704.00

IN NORTH CAROLINA'S
"EASTERN BELT"! . . . . and with another tobacco-selling month now in full swing ... with cotton and peanut revenues swelling the total, well . . .

That 'aint' Hay, Mister—

That's 'Clover'

GOLDSBORO, N. C.

The IDEAL Test Market of the South

Affiliate of MBS and the Tobacco Network
Represented Nationally by THE WALKER Company

November 12, 1945 • Page 45
Cellophane Fires Not Good Enough For Critical Era of FM Listeners

NOT EVERY station employs a sound-effects man as such but for the benefit of the boys who double-in-brass by creating fires, marching men and contented cows here's the latest dope on how to handle sound effects for FM.

George Kudsk, sound-effecter for WGNB, WGN's FM station in Chicago, has just completed an exhaustive study of the art of FM sound effects and he's even more exhausted than the study.

True Sounds Necessary

For, he says, unlike AM or conventional broadcasting, which has always been able to simulate the Acheson, Topeka and the Santa Fe by rubbing two pieces of sandpaper together, FM demands that true sounds be produced.

For a demonstration on The World of Tomorrow, broadcast each Tuesday over WGNB, Mr. Kudsk arrived 40 minutes early, dragging a toy wagon loaded with paraphernalia. For one broadcast he brought a sink complete with running water, dishes, a vacuum cleaner and a broom; for another an assortment of garden tools, a small staircase (down which he had to fall with an armful of tools), a pistol, blank cartridges, broken glass and a battery—all to illustrate in sound a program on "Safety in the Postwar World." For still another broadcast he produced a small stove, coffee pot, egg, frying pan and cutting board. He really fried the egg.

To demonstrate the sensitivity of FM a human heartbeat was broadcast. Afterwards someone noticed Mr. Kudsk looked strangely pale and asked what was wrong. "I've just had my first case of nuke fright," he quavered. "My heart sounded like a 1910 Ford. I think I better see a doctor."

On a special WGNB program for the School Broadcast Conference, a demonstration illustrated how different coins could be identified, just by dropping them on a table. Listeners were able to distinguish between a dime and a nickle, so sensitive was the fidelity of FM transmission.

Eventually, Mr. Kudsk believes, fine sound recordings will be used over FM, but the standard AM sound effects will have to be discarded. The practice of cracking cellophane to produce the sound of fire, of pebbles whirled in a drum to duplicate rain and other synthetic sounds for AM broadcasting will be obsolete, as new techniques are ushered in for radio's new miracle—frequency modulation, he declares.

CBS and Mutual will carry major addresses commemorating 25th anniversary of the founding of the Soviet Union and 13th anniversary of establishment of diplomatic relations with U.S. from Madison Square Garden No. 14 by National Council of American-Soviet Friendship, Dean of Canterbury and Under Secretary of State Dean Acheson will speak on Mutual outside of New York on Tuesday, 10:30-11 p.m. The Honorable Joseph E. Davies, former ambassador to Russia, will speak on CBS 11:15-11:30 p.m.

WIP Awards

BENEDICT GIMBLE JR., president and general manager of WIP Philadelphia, last week announced scholarship awards to two Philadelphia school teachers, who were chosen from seven finalists. Winners get a one-year course in radio or television in education at the U. of Pennsylvania. Second annual awards went to Bette Clair Titus and Christine L. Staniforth. The station's scholarship committee includes Mr. Gimble; Gertrude A. Golden, district superintendent and radio chairman of Philadelphia public schools; Ruth Wier Miller, assistant radio chairman of Philadelphia public schools; Dr. Frederick C. Gruber, U. of Pennsylvania, and Sam Serota, educational director of WIP.
Here's How Thousands of New York Families Get Off To a Good Start For The Day 

FROM 7:00 to 8:30 every weekday morning, tuning in the cheerful voice of Peggy Lloyd is a regular practice in thousands of metropolitan New York homes. Peggy Lloyd's "Wake Up New York" program is a carefully planned and diversified show that gives listeners what they want to hear...plenty of music, news, frequent time signals and weather reports and other unusual features. "Wake Up New York" rates high among early morning broadcasts. For sponsors as well as listeners it provides an excellent way to start the day. A limited number of choice spots are available.

Many AM Applications Turned Down in Canada
WESTERN CANADIAN applications for broadcasting, AM and FM, television, and facsimile were reported in the House of Commons recently in answer to a member's questions. The report showed that a large number of AM broadcasting applications had been turned down by the CBC board of governors, and that about six have been authorized [Broadcasting, Oct. 8].

In addition there are 32 FM applications in western Canada, mainly by AM station owners, plus the Winnipeg Tribune and the T. Eaton Co. Ltd., Winnipeg (national department store chain). Twelve western Canadian stations plus the Winnipeg Tribune and T. Eaton Co. have applied for television licenses and seven applications have been made for facsimile licenses.

OUT of Army, where he was chief of Army Air Forces Motion Picture Service with rank of colonel, William Keighley (I), signed five-year producer-director contract for CBS Lux Radio Theater. Watching is Cornwall Jackson, new West Coast radio v-p for J. Walter Thompson Co., Lux agency.

KRNV Des Moines added Assoc. Music Library to its transcription service.

CHICAGO, cradle of the radio serial, is showing the rest of the industry it can be literate as well as entertaining, citing as an example-WBBM-CBS' Presenting Michael Scott.

On CBS, 2:15-2:30 (CST), Monday through Friday and rebroadcast over WBBM at 11 p.m., PMS is acquainting millions of listeners with the fabulous characters of Dickens, Scott, Cooper, Melville, Hawthorne, and Dumas.

Raises Standards
Its producer, writer, director-24-year-old John Barnes—looks upon the program as a once-in-a-lifetime opportunity to improve his listeners' reading and listening habits. Each "chapter", as he calls his daily script, must meet the listeners' demands for action, drama and adventure, but with the help of the world's greatest writers, this becomes the easiest portion of the task. The difficulty lies in bridging the frequent gaps that lie between such action, and in presenting the many social and political philosophies of the period in the light of present day thinking and living.

"Dickens, for example," says Mr. Barnes, "concerned himself with the inevitability of the masses under a monarchy. His great struggle against the debtor's prison no longer has a modern counterpart. Consequently, it must be revised with a problem with which people sympathize."

Originated as an idea of Walter Preston, WBBM program director, in September 1944, PMS made such an impressive record as a sustainer that Columbia asked to take it over as a network feature.

Barnes breaks down each novel to be dramatized into a 14 to 17 weeks' serial. Whenever possible he uses the author's own dialogue to carry the plot and action. Narrative he either writes into dialog or condenses for the narrator.

Experienced Cast
Star portrait of Michael Scott is Ken Nordeen, a veteran WBBM announcer and actor. Other actors include Hugh Studebaker, Herb Butterfield, Cliff Soulier, Ken Griffin and Don Herdew.

"Many listeners write in to say they enjoyed the shows more after seeing the motion picture version. We also get letters from people saying they decided to read the story after tuning in. They're the kind we like best," Mr. Barnes says.

The producer spends about six hours each day writing the show and an additional two to three hours in rehearsal. As a result, PMS is his only show, at the moment. A graduate of Chicago U., he has mixed feelings about radio. He is saddened by what he hears, and angered when he reflects on what could be done.

"With all the wealth of literature through the ages at our disposal, we should be able to learn something as well as be entertained," he says.

Asked if converting a 1,000 page novel such as Moby Dick into a daily serial wasn’t a superhuman assignment, Mr. Barnes shrugs his shoulders and says, "Not nearly so bad as taking 1,000 pages and boiling them down into a half-hour show."

WIBW
IN
TOPEKA
"The Voice of Kansas"

WIBW, Topeka
BEN LUDY
COLUMBIA'S OUTLET FOR KANSAS
REPRESENTED BY CARPER PUBLICATIONS, INC.
NEW YORK, CHICAGO, KANSAS CITY, SAN FRANCISCO

FINDEST potential radio talent of 16 North Jersey pupils will participate in the Junior Achievement Company sponsored radio program. The Junior Service Group will produce and enact station's weekly teen-age program, "The High School Reporter."

Throughout Kansas and well into adjoining states, over five million WIBW listeners give thanks for still another year of super-crops and for the peace in which to enjoy the tremendous wealth these crops have brought them.

Share in this almost unlimited purchasing power by letting WIBW establish the merits and desire for your product in these anxious-to-buy homes.
Several changes are impending in Omaha broadcasting. The net result will be more and better programs for all listeners in this area. WOW congratulates the stations involved and wishes them unlimited success.

At the same time — now that radio advertising dollars MUST count WOW calls your attention to the fundamental principle of radio advertising: **AUDIENCE is ALL-IMPORTANT**.

When you consider the Omaha Market, remember the equation above!
**GALS! HERE'S GOOD NYLON NEWS!**

Ladies! Your nylon stockings will come to you from the Magic Circle area of Radio Station WBIG in Greensboro, North Carolina. Within this fifty mile radius more than fifty per cent of all the nylon manufactured in the South are being made as rapidly as nylon becomes available and machines can be converted and it is hoped that by Christmas the stocks in the stores will be more plentiful. At least plentiful enough to do away with the mobs who now gather when nylons are placed on sale.

Two of the nation's best known hosiery manufacturers have home offices in Greensboro with branch mills located in the area. Mock-Judson-Voehringer, makers of the famous Mojud hose, and Burlington Mills officials plan to make shipments to their accounts only when they are able to make deliveries to all of them, but it is felt as though this will be by the first of December, with shipments increasing all along as more of the coveted nylon is released.

The hosiery industry has migrated from the North to the South at an increasing pace during the past fifteen years. In 1931 less than ten per cent of the hosiery mills in the nation were located in the South. Today that percentage has risen to more than thirty per cent, with more than half of these in North Carolina, principally in the Magic Circle area.

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**Jesse R. Lovejoy**

JESSE R. LOVEJOY, 81, director since 1922 of General Electric Co., Schenectady, and honorary vice-president for 16 years, died Oct. 51 in Schenectady. He joined GE in 1892, when the company was formed, as manager of supply department, and then became general sales manager. Later, as vice-president in charge of sales, he had much to do with development of business throughout the company's foreign department.

**Downie Elected**

ROBERT C. DOWNIE, president of Peoples-Pittsburgh Trust Co. and former chief of the Pittsburgh ordnance district, has been elected to the board of trustees of Blaw-Knox Co., antenna manufacturers.

**Hutcheson Resigns Engineering Post**

GUY C. HUTCHESON has resigned from the general engineering department of CBS, effective the latter part of November, and plans to establish an office in Texas for radio consulting work.

Mr. Hutcheson has been with CBS since 1935 except for a brief period of Army service in 1942. He was an engineer in the radio frequency division, general engineering department, from 1935 to 1941. In 1941-42 he was chief Latin American engineer, and during this time made a five-month tour of 76 affiliated stations of the CBS Network of the Americas, located in the 20 Latin American republics.

From 1942 to 1944 he was engineer in charge of international broadcasting, during which time CBS and OWI installed five 50-kw shortwave transmitters and plans were drawn for a 200-kw transmitter which is now in operation. In 1944-45 he has been acting engineer in charge of the radio frequency division, general engineering department.

His work with CBS included preparation of FCC applications for CBS, designing directional antennas, and making field intensity measurements. He is a 1933 graduate of Texas A&M in electrical engineering. He said his offices as radio consultant probably would be in or near Dallas.

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**MBS Meeting**

MUTUAL Broadcasting System will be host at a luncheon in honor of Edgar Kobak, president of Mutual, Nov. 19 at the Ambassador Hotel in New York, celebrating his first year with the network. Mr. Kobak will report on the network's activities in the last year at the luncheon.

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**‘Army Hour’ Successor**

PROGRAM succeeding The Army Hour, which was broadcast for the last time Nov. 11 after three years and eight months on the air, will be The National Hour, Sundays 4:45 p.m. on NBC. New show will "seek to mirror the thinking in both government and private circles" on major national problems of the reconversion period, including such subjects as employment, postwar aviation, atomic power, educational techniques, world government, railroads, automobiles, farms, taxes. Format will continue to feature spot broadcasts for the armed services and other branches of government as the occasion demands.

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**Page 50 • November 12, 1945**

**WBIG CBS 1470 ON YOUR DIAL COLUMBIA NETWORK**

In Greensboro, N. C.
The new Collins 300G-1 AM broadcast transmitter is an operator's ideal. Its components are the finest available, with very high safety factors, and all are completely and immediately accessible. Replacements, if necessary, are just a quick, simple one-man job!

Circuit design, physical arrangement, and workmanship throughout, meet the superior standards which station engineers have come to expect of Collins engineering.

The nominal power output of the 300G-1, 250 watts, can be reduced to 100 watts by means of a switch on the control panel. The response is flat within ± 1.0 db from 30 to 10,000 cycles. Distortion is less than 3% up to 100% modulation.

Tell us about your plans. We will be glad to study them with you and make recommendations covering requirements for your entire station, AM or FM, and of any power. Collins Radio Company, Cedar Rapids, Iowa; 11 West 42nd Street, New York 18, N. Y. In Canada, Collins equipment is sold by Collins-Fisher Limited, Montreal.
KXOK's spot-light features interesting and varied local events, attracting eager and receptive audiences.

These self-selling features are a rounded promotion program, a powerful selling medium in the St. Louis area. Listeners appreciate and applaud the promotion effort. It has played such a great part in building the station's audience.

KXOK gives your product wide exposure in a colorfully and effectively. Ask a representative for complete details.

Saint Louis
Owned and Operated by
American Broadcasting Co., 630...
big network shows... that makes KXOK a forceful program... enjoy an
enforced by a well-KXOK's dramatic growth.
lives alert promotion that has
KXOK or John Blair representa-
is.

191,171.

1,711,1.711.
somtaxec...:

m.,

KXOK PROGRAM DIRECTORIES
HOTEL DISPLAY BOARDS
SCRAP BOOKS FOR KXOK AND NATIONAL REPRESENTATIVES
COVERAGE MAPS AND STATISTICS
PERSONALIZED PROGRAM SCHEDULES
KXOK THEATER NEWSCASTS
STAR-TIMES DELIVERY VEHICLE POSTERS

MISSOURI

KXOK Advertisers alert promotion that makes KXOK a forceful program... enjoy an

COURTESY SPOTS
PROMOTIONAL KITS FOR ADVERTISERS
KXOK PROGRAM DIRECTORIES
HOTEL DISPLAY BOARDS
SCRAP BOOKS FOR KXOK AND NATIONAL REPRESENTATIVES
COVERAGE MAPS AND STATISTICS
PERSONALIZED PROGRAM SCHEDULES
KXOK THEATER NEWSCASTS
STAR-TIMES DELIVERY VEHICLE POSTERS

Chicago • St. Louis • Los Angeles • San Francisco

The St. Louis StarTimes

Hence, 5,000 Watts, Full Time

V630

1.

MISSOURI

The St. Louis StarTimes

Hence, 5,000 Watts, Full Time

V630

1.
The Set Situation

WHERE'S ALL that reconversion in radio manufacturing that was to start as soon as the shooting stopped?

Manufacturers are saying they're stymied because they can't get parts and set components. They are also bemooning OPA's handling of price policy. Labor troubles here and there also have interfered.

All these things have converged to contribute what appears to be a dry run on new receivers, with little likelihood of any substantial shipments in time for Christmas trade, which would be the first since 1941.

But there lurks in all this a danger more fundamental to radio's future development than the inordinate delay in receiver production. We hope manufacturers won't yield to the temptation of dumping inferior sets of the cigar-box type, in order to grab a ready market. FM allocations are determined. Designing for combination receivers has gone forward. The public should get maximum service and performance for the longest possible period and that means combination receivers capable of tuning both aural bands.

"By Courtesy of . . ."

IF EVERYTHING that has been said in condemnation of the radio commercial during the last twelvemonth could be added together, it shouldn't be.

Chairman Porter and Commissioner Durr have spoken with verve on the subject. Some of what has been said has been only provoking, and some admittedly has been provocative. Newspapers have been anxious to take up the cause, some altruistically and others with motives less laudable.

In all candor, it must be acknowledged that the editors of Broadcasting have offered observations on the same general subject.

But in all this hail and half of verbiage, there has been hardly a solemn whisper out of the working broadcaster himself. This could impel several conclusions, all so obvious that they need no delineation here—for now at least one working in tileman is on the record.

He is Bryson Rash, special events director of WMAL Washington who, avocationally, writes a radio column for the Washington Evening Star, licensee of WMAL. In such a commentary on October 21, Mr. Rash describes the scene at his home of recent date when he was listening to the radio.

The program he described was a "pleasant"—and it is apparent from his commentary that he was lulled into a feeling of serenity such as attends a lingering inspection of a beautiful painting. Thus becalmed, one can visualize his chagrined surprise when there issued from his loudspeaker a concluding message for the sponsor-sung "in pseudo hilly-billy" fashion by a trio.

This, Mr. Rash explained, was a hitch-hike—"an announcement appended to a program to extol the virtues of another product made by the same sponsor." Mr. Rash concluded, "The hitch-hike announcement is a trick method of punching a commercial message across to a radio audience lulled into security by a pleasant radio program. It is not good radio. Radio can do better than that, and we hope it does—soon!"

That's not the comment of a newspaper editor made under the urging of his business department; it is not the observation of a Government executive. It's a toller in the craft speaking—one whose experience in the art has covered long years, one whose devotion to its future is sincere and believable. At this point, it is time to sit up and take notice.

Are radio's commercial practices objectionable? Are there abuses beyond the marginal number that attend all human endeavor? America has the greatest broadcasting system in the world, offering the most extravagant display of entertainment and education in our modern civilization. Can this, the system that makes the product possible, be imperiled by careless commercial practices? It can be, and will be, if Mr. Rash's observations in a widely read newspaper find favor with the people. If the listeners believe as does Mr. Rash, and as do Mr. Porter and Mr. Durr and some editors in high places, then we cannot be oblivious.

All last week was National Radio Week. It was dedicated to 25 years of broadcasting in America. Rededicate it to better broadcasting tomorrow, better broadcasting on a sound commercial foundation. And remember that foundation is laid with care, that each brick has its prescribed size and its prescribed place—and that the whole can fall of its own weight if one brick is out of balance with the others.

We don't like to get exactly poetic about this brick analogy, but maybe some of these critics are heaving a few at us that we can use in strengthening that foundation—if we dodge the bad ones and catch the good ones.

Fitting Climax

THE SETTING was the Senate gallery floor of the Capitol. A sumptuous new radio gallery was being dedicated for news, shopping and radio. It was for the networks and independents, a writing room for working news reporters. All the facilities necessary for modern radio coverage.

President Truman was there. So were many Senators—Taft, Bayh, Schwellenbach, and FCC Chairman Paul A. Porter and other notables. The working radio news corps, about 100 strong, was on hand.

The time was last Wednesday—during National Radio Week. President Truman the same day had sent to NAB President Justin Miller a letter congratulating radio on its 25th anniversary.

It doesn't take a long memory to recall the baton radio found for news recognition. First radio grudgingly was accorded a little space in the corridor of the gallery floors in House and Senate. Now it has the elbow room needed for adequate coverage of aural broadcasting. Comparable facilities are being installed in the House gallery. Soon it will require accommodations for television. Spot transmission of debates in Congress may come swiftly.

President Truman's unheralded participation in the dedication of the Senate radio gallery was a tribute to radio and to the men who report the news by the swiftest means extant.

Radio has come a long way in these 25 years. Newswise it has come into its own in the last five or so.

ARNOLD DAVIDSON DUNTON

IRTH is at the helm of Canadian broadcasting.

New top man is Arnold Davidson Dunton, who at 33 is controller of all broadcasting in the Dominion, both publicly-owned and privately-owned, any at the same time is head of the organization operating all the networks north of the international border.

November 15, Dave Dunton becomes the first full-time chairman of the Board of Governors of the Canadian Broadcasting Corp. for a three-year term. His post carries with it one of the highest salaries paid a government appointed official, $18,000 a year.

While Dave Dunton is new to radio, he is known to many radio men in Canada and in the United States. He recently resigned as general manager of the government's Wartime Information Board, Canada's OWI. As head of the WIB he was in charge of Canadian press and radio relations for the two Churchill-Roosevelt conferences held at Quebec.

During the conferences he met many of the leading radio commentators and station owners. He was also in charge of Canadian news emanating from the San Francisco United Nations conference.

The post of full-time chairman of the CBC Board of Governors was recommended by the Parliamentary Committee on Broadcasting in 1944, with the chairman to be the overall head of the CBC, and to work specifically on a policy and public relations level, while the general manager, Dr. Augustin Frigon, at an annual salary of $15,000, works at the administrative and operational level.

Born in August 1912 in Montreal, son of a notary who died two years after his birth, Dave Dunton took his public and high school education in Montreal, then went to Lower Canada College, to learn the background and language of French-Canadians better, he went to the U. of Grenoble in France.

After a year there he went to McGill for two years, then to Trinity College, Cambridge, for a year. Having been a cub reporter on the Montreal Star, he took a roving assignment for the London Express and covered much of England and Scotland. Just before the Nazis came into power he took six months at Munich U.

In 1933, back on Montreal, he couldn't find a job on a paper, did surveying with the Canadian Pacific Railway, was in the advertising department of Henry Morgan's department store at Montreal, was for a while in a chartered accountant's office, and even became a
What does "Merchandising" mean?

Here's exactly what it means at WCOP, the Boston Cowles station. Just check over this list of wide-awake merchandising activities... to see what WCOP does to help Boston dealers ring up results on your advertising:

**Dealer Calls.** Kenneth N. Strong, merchandising assistant, spends full time calling on food, grocery and allied dealers constantly ringing the bell for WCOP-advertised products.

**WCOP "Sales Spotlight"** is a brisk, illustrated monthly, with 3,000 copies going to top grocers, druggists, variety stores, five-and-tens, department stores and meat markets.

**Courtesy Announcements.** WCOP provides courtesy spots in advance of a first program, and follows with weekly courtesy announcements calling listener's attention to the show.

**Displays.** WCOP has arrangements for store displays to publicize air programs of products sold in the store.

**Dealer Letters.** WCOP sends letters to important jobbers or retailers whenever the advertiser has a special story to tell about his radio advertising campaign.

**Newspaper Advertising.** WCOP's station ads run every other day in Boston newspapers and monthly in 45 suburban papers, publicizing programs and tying in with other merchandising activities.

**Monthly Reports.** WCOP furnishes advertisers and agencies with monthly reports showing exactly what the station is doing for each advertiser.

JOIN WCOP — AND PARTICIPATE IN BOSTON'S TOP MERCHANDISING SET-UP.

**WCOP**

A Cowles Station — Exclusive Boston American Broadcasting Co. Outlet Costs and Availability from any Katz Office
EVERYTHING

- FM Transmitters
- Television Transmitters
- AM Transmitters
- International Transmitters
- Complete Aural and Visual Equipment for Studios
- Microphones
- Measurement Equipment
- Electronic Tubes
- Studio-to-Transmitter Relay Apparatus
- Micro-Tel Systems
- Intra-Tel Systems
- Power Equipment and Switchgear
- Station Lighting, Heating, Air-Conditioning
Ready for business with

FOR BROADCASTING

To the broadcast industry, General Electric announces its great new line of broadcast station equipment—most comprehensive in the world.

Now G.E. can accept orders for your equipment—FM, Television, AM, and International transmitters, complete aural and visual equipment for station and studio, entire antenna systems with all accessories, electronic tubes for every power and purpose, studio-to-transmitter relay equipment, Micro-Tel and Intra-Tel systems, station lighting, heating, air-conditioning, power equipment, and switchgear—in fact, everything you need for modern broadcasting.

Here is broadcast equipment that opens a brilliant era with new basic accomplishments in modulation quality, extended frequency response, and lower carrier noise levels. Straightforward circuits are your guarantee of reliable operation. Complete accessibility, simplified control systems, fewer tubes and fewer parts are your assurance of minimum supervision and lower maintenance. Ruggedness, compactness, and flexibility of design meet every installation requirement. From microphone to antenna, G-E broadcast equipment is handsomely styled to match the appearance of the finest, most modern station.

For maximum on-the-air reliability, for lower equipment cost per hour of service, specify G.E. throughout your station. You benefit directly through General Electric’s coordinated equipment design which assures you properly unified apparatus for top performance. And you buy one standard of high quality backed by one source of responsibility. Write Electronics Department, General Electric Company, Schenectady 5, N.Y.

For information and help, call your nearest G-E broadcast equipment sales engineer. G-E sales offices located in all principal cities are ready to serve you. Specialists are located for your convenience in General Electric Company offices in the following cities:

Boston, Mass. 140 Federal St. New York City, N. Y. 570 Lexington Ave. Seattle, Wash. 710 Second Avenue
Atlanta, Ga. 187 Spring St., N.W. Cleveland, Ohio 4966 Woodland Ave. Washington, D. C. 806-15th St., N.W.
Kansas City, Mo. Kansas City, Mo. San Francisco, Calif. Chicago, Ill. 106 W. 14th Street 235 Montgomery St. 840 S. Canal St.

Los Angeles, Calif., 212 N. Vignes St.

FOR EARLIEST POSSIBLE DELIVERY OF YOUR BROADCAST EQUIPMENT, PLACE YOUR ORDER NOW

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

AM • TELEVISION • FM

See G.E. for all three!
Respects
(Continued from page 54)
Fuller Brush salesman. Then he got a job for a year in Mexico City, as tutor. He added Spanish to his list of languages.
Returning again to Montreal he rejoined the Montreal Star, became assistant editor in 1937, and when it changed ownership he and John McConnell, son of the new owner, were put to work to build up the weekly of the group of papers, the Montreal Standard. At 26 he was editor of the paper, built it up to a first-rate weekly with one of the largest circulations in Canada and an editorial content praised from coast to coast. When the war came, Canada set up an information bureau, and it was not long till Dave Dunton got a call to go to Ottawa to take charge of a section of the WIB. In 1941 he went in the first four-engined aircraft across the Atlantic to England to do a series of stories for the WIB on how Britain was fighting the war. His energy, ideas and ability to get along with his superiors as well as his staff won him promotions. In 1943, just 31 years old, he was made general manager of the WIB, with his paper still paying his salary. The WIB being closely related to Canada's Department of External Affairs, he came to know Kathleen Bingay of Vancouver, brilliant young legal assistant to the legal adviser of the department. They were married last year.
Dunton's rise has been too rapid to give him much time for hobbies other than work. He likes to travel, find out how people live. He is quiet spoken, has drive, ideas and imagination. In the wartime job he has held and in his new post it is important to know that he is politically unbiased.

Sets
(Continued from page 28)
tube radio-phonograph console, both in wood cabinets. Production has started, according to Clarence G. Felix, radio production manager, with first receivers going to dealers. Nineteen models were announced recently by Crosley.
Federal Telephone & Radio Corp. is understood to be planning a line of several table models, with consoles and combinations coming later. Federal is producing a complete line of transmitters, tubes and related items along with communications items.
Farnsworth Television & Radio Corp. has completed a nationwide series of dealer meetings, displaying its new models. Majestic Radio & Television Corp. will hold a convention later this month.
Lear Inc., Home Radio Division, has criticized advertising that has allegedly misled the public into thinking into stores with the expectation that they can take home sets. Lear is rapidly working out production problems.
General Electric Co., active promoter of FM's high-fidelity, plans volume production in time for Christmas buying and is boosting a low-price five-tube model. Combination and FM receivers are planned.
Electronic Corp. of America has announced a complete line of receivers. It has just bought a plant in Brooklyn to augment output of two Manhattan factories. ECA sets will carry a warranty label advising consumers as to exact performance.
Elaborate eye-appeal consoles are planned by Ansley Radio Corp. Shipments are slated to start in December.
Stromberg-Carlson Co. turned out its first civilian receiver in mid-September. Postwar line includes small table models for the first time. FM receivers are expected by first of the year.
Emerson Radio & Phonograph Corp. says its sets will have three times the power of prewar models and feature more efficient tube and speaker arrangements. Four small models will introduce the line, including table compact, portable, radio-combo and pocket receiver. Seventy models are planned later.
RCA Victor Division announced a kickoff line some time ago, with nine models included. Console models are due this month.
... It takes Intent!

That we know our way around in the station representative business is a pretty well accepted fact. What makes that important to station, to agency and to advertiser is our desire to give extraordinary service. Not just a casual telephone call to keep a client contact alive—nor a time-wasting "service call" on an overburdened time-buyer—but Aggressive Activity in the fullest sense.

It is our intent, our purpose, our unchanging policy—

—to provide complete facts and figures in person and on time
—to make studied analyses of those facts and figures before presentation
—to furnish creative merchandising support and personal follow-through

Yes—"Aggressive Activity" can be a brace of windy words—a meaningless phrase. But when Aggressive Activity is based on intent, then it means something tangible to station manager or time-buyer.

Aggressive Activity is our watchword.
Service is our unfailing promise.
SHAEF Radio Drive Against Germany

Station at Luxembourg Was Potent Weapon
In Defeat of Nazis

Radio Luxembourg, most potent weapon in the psychological warfare campaign in Germany, is back in the hands of its private owners after a year of operation as a unit of SHAEF.

Until now the story has been locked in the files of the military. From this powerful station, perched on the Franco-German border, came a daily program array that taught Europe what a broadcasting staff can do under the impetus of Yankee ingenuity and initiative.

The dramatic story of Radio Luxembourg's capture almost intact, is well known. The coup was engineered by an OWI radio reconnaissance squadron headed by R. Morris Pierce, borrowed from WJAR Cleveland where he was chief engineer.

Psychological Use

Not revealed are the scoops and psychological tricks employed by the joint Army-OWI Psychological Warfare Division at Radio Luxembourg under command of Lt. Col. Samuel R. Rosenbaum, former head of WFIL Philadelphia.

The operation later was known as ICD-USFET (Information Control Division, U. S. Forces European Theater).

Many special jobs were done for SHAEF. Last May 5 German forces were hopelessly disorganized but the German commander had no other way of communicating a surrender message to his troops. A plea came from Gen. Patch and Radio Luxembourg broadcast every few minutes to the German Army group opposite the U. S. Seventh Army, telling them that their commander had agreed that his troops should lay down their arms at noon Sunday, the next day.

Frequent requests from the Supreme Command were handled quickly and effectively. These included special broadcasts of proclamations and instructions issued from Supreme Headquarters to German troops and civilians in Germany in connection with combat operations as well as "The Voice of SHAEF" and "The Voice of Military Government", which were carried by other Allied transmitters.

After mid-March, the station started a special service for Army engineers, at the request of SHAEF. Twice daily it carried Rhine flood gage readings to help engineers protect the pontoon bridges across the river, an especially vital bit of information at that point of the drive.

Typical was Radio Luxembourg's reputation as a live-wire news station. With a staff that knew conditions in Germany intimately, the station was quoted daily in the world press.

Wide Audience

Ample evidence from prisoners of war and German civilians as well as foreign workers attested to the fact that the station held a wide audience in German territory. Its 120 kw signal on 222 kc was received in Germany with greater clarity and dependability than that of any Allied transmitter. The power was upped to 150 kw last May.

OWI's historical review of the station pays tribute to Col. Rosenbaum's direction of the station in these words: "Col. Rosenbaum's leadership, management and tact accomplished harmonious cooperation from a large group of varied individuals composed of both military and civilian personnel of many nationalities and languages."

Some scoops on Radio Luxembourg's log are:

First broadcast of complete military government trial in occupied Germany.

First answer in Germany to last speech made by Hitler; fallacies demonstrated less than an hour after broadcast of speech.

Text of Yalta Declaration in several languages, with comment.

Bulletins of military and political news broadcast in five languages within minutes of their receipt.

V-E and V-J coverage in as many as 13 languages; also done at

(Continued on page 66)
THE SMART SET
WHO DINE AT
ANTOINE'S

OR THE SMART
HOUSEWIVES
WHO SHOP AT
THE CORNER
GROCERY

Folks turn first to—

NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts * Clear Channel * CBS Affiliate

Represented Nationally by The Katz Agency, Inc.
Luxembourg
(Continued from page 60)
time of Potsdam Declaration and other joint pronouncements.

The news of American, British, French and other Allied personnel were blended to provide this service. News-writing and translation staffs worked on an 18-hour basis, aided by production, policy and censorship but like the Nazis with efficient front-line intelligence. Thus developed the reputation of “being in most instances first in the air with important news and opinion on the progress of the war.”

Heavy Output:
Last spring the station was supplying 5,000 to 10,000 words per day of news, special events and intelligence to OWI in New York. BBC was provided an average of 30 minutes of material daily, with recordings sent via shortwave radio for landline relay to BBC which used it in the German Section of its European Service.

Several hours per day of short-wave news and special event programs were sent out from Radio Luxembourg into German occupied territory.

Special newscasts and commentaries were started March 27 by the 21st Army Group and presented for British troops. The 12th Army Group radio detachment left the station April 12 and moved into Germany, but continued to send tape recordings for broadcast.

Along with other commentators, Col. Friedrichs spoke regularly in German and French as “an American lieutenant colonel”. He frequently went to front-line areas for interviews with German civilians and prisoners, often taking recording equipment.

The news sources included files of commercial agencies as well as those of FWD, SHAUF and captured material. Foreign broadcasts were carefully monitored.

Music Used:
Music was used liberally. At first the big station record library was used, but live talent was soon added. Music by Nazi-banned composers got special attention.

Darkest of the weeks at Radio Luxembourg was the Rundstedt bulge in mid-December last year. Word of the approach of German troops was received Dec. 17. They were only a few kilometers from the transmitter. Some vital parts from the transmitter were sent to Verdun for safety and plans were made to get out in a hurry.

Officially, this happened: “Owing to hardening of the military situation, the transmitter was reassembled and transmissions were re

Jax Beer Finds Sportscasting Effective Advertising Medium

Using radio as its principal advertising medium, the Jackson Brewing Co., New Orleans, believes in reaching its potential customers through programs the customers like. In the deep south it's sports and Jax beer dominate the field in sportscasts ranging from blow-by-blow action to football scores and flashbacks of famous events.

Jackson Brewing Co. and its agency, Anfenger Adv. Agency, St. Louis, through the latter's New Orleans office, discovered that beer drinkers like sports. So that type of broadcast was taken on all stations in New Orleans, plus outlets throughout Louisianna, Texas, Mississippi, Alabama and northern Florida, where Jax beer is distributed.

Anfenger also places other types of programs but in the sports broadcasts Jax beer is the leading sponsor. In New Orleans alone there are five programs daily—some daily except Sunday. Five other shows are sponsored on New Orleans stations.

Here's a list of the Jax sports programs in New Orleans:

JAX SPORTS

- JAX Sports, featuring feminine commentary, only woman to vote with male editors in Esquire's annual sports poll (shares honors with Grantland Rice, Rou ndy Coughlin and Harry Wimser in annual New Year's eve sports broadcast); Cavalcade of Sports, a flash-back, featuring John Kent, Bill Brengel and Miss Jackson, on WWL New Orleans; World of Sports, 11:45 p.m. daily except Sunday on WWH, Jazz Sport Page, 6:30 p.m., daily except Sunday, on WNOE, featuring John Lester, New Orleans Item columnist; Time Out With Johnny Lynch, 5:15 p.m. Thursdays, WWH; Jazz Sports Review, with Bill Warner, also six weekly.

In addition Jackson Brewing Co. sponsors these programs in New Orleans: On WDSU, Korn Kobbies, 3:15 p.m. Monday through Friday; Jam Session, 6:45 p.m. daily except Sunday; Midnight Dance Party, midnight-2 a.m. daily except Sunday; Boukhage Talking (American net), 12 noon, Monday through Friday.

On WWL, Whaddya Know, comedy quiz, 6:00 p.m. Saturdays; Date With Music, 6:15 p.m. Tuesdays and Fridays.

Anfenger agency uses display space in the New Orleans newspaper to call attention to the Jax beer programs. Agency officials modestly say it's difficult to "put a finger" on the capacity business being done by Jackson Brewing Co., but they admit that listeners' comments serve as a pretty good yardstick. Listeners like sports and they can't avoid the Jax advertising messages in New Orleans because Jackson dominates the sports broadcast field.

For those who like music and quiz shows—well Jax serves them up, too. Anfenger believes that by dominating and competitive programs haven't much chance against the Jax-sponsored shows.
WHEN YOU HAVE INS, you don’t have to stand pat on the news cards first dealt you...You can draw more cards...You can improve your hand...All the news is yours. Radio stations get exactly the same reports as newspapers—not just a skeletonized selection made by some editor in a distant city without knowledge of, or regard for, your local needs. With INS you can keep on drawing until your newscast becomes a royal flush.

INTERNATIONAL NEWS SERVICE
H. HOLTSHouser, for eight years
the district sales manager of WAPI
Birmingham, Ala., has been named
head of the new Atlanta office of Radio
Sales, 6th broadcasting division of CBS,
located at 101 Marietta St. Bigd. Phone
is Jackson 3920.
BERNE W. WILKINS, radio director
of Sterling Adv., New York, has been
appointed commercial
manager of KFWB
Hollywood.
ADOLPH W. LEF-
LER, released from
the Navy, has re-
joined the traffic
department, west-
ern division, of
NBC Hollywood.
LOUIS SHERWIN SIMON, with re-
lease from Merchant
Marine has joined
KFWB San Francisco
as account execu-
tive. He previously
had similar post
with KYA San Francisco and Allied
WMOB Mobile, Ala., has appointed
Branham as representative effective
immediately.
DANIEL E. SCHMIDT 3d and DONALD
J. MCELROY, returned to NBC
after military service as captains in the
U. S. Army and have joined the sales
staff of the Radio Recording Division.
From 1937 to 1939 Schmidt was
connected with the division’s program de-
partment. McElroy was a member of the
advertising and promotion department
from 1937 to 1941 when he was ap-
pointed assistant to the promotion manager
of the Radio Recording Division, serv-
ing in that position until he entered the
Army in 1942.
BILL BRENNER, former account executive
with CBS San Francisco, released from
the Army as lieutenant, returns to net-
work Hollywood sales staff Dec. 3.
J. W. TOWNER, office manager of
KEMC Hollywood for two years, has been
named commercial traffic manager.
OREN G. MATTISON, with honorable
discharge from Navy, has resumed post
of station office manager.
MERRITT R. SCHOFIELD, former as-
sistant general manager of central di-
vision of American, has been trans-
ferred to New York to take over a
special sales assignment reporting di-
rectly to C. F. JAGGER, vice-president
in charge of sales.
CAPT. AL VAUGHAN, account execu-
tive of KOIN Portland, Ore., has been
named Portland “G.I. Announcer of the
Week”, an honor previously
awarded at Civil Air Patrol in sur-
rounding area in Oregon and south-
west Washington. He has volunteered
his efforts for the AAF auxiliary ser-
vice since February 1942, supervising ca-
det training for pre-flight induction in AAF
on all aviation subjects. Vaughan is
third KOIN member to be so hon-
ored.
BILL DAVIS, former announcer of
KDBO Seattle, Mo., rejoined the sta-
tion Nov. 1 as sales manager, following
dischARGE from AAF.
IVOR KENWAY, American director of
advertising and promotion, addressed
advertising students at William & Mary
College Nov. 8 on “Radio as an Adver-
tising Medium”.
HOMER GRIFFITH Co., Hollywood, for
seven years regional stations represen-
tative, has expanded to national opera-
tion with opening of New York and
Chicago offices. JOHN LIVINGSTON,
one time manager of Hearst Radio Sales
on the Pacific Coast and more
recently West Coast representative of
KFWB Inc. (syndicated transcribed
programs), has been made New York
manager. Offices have been established
at 330 Madison Ave. AL BALUS, for-
merly of WLS Chicago and freelance
writer-producer-actor for 11 years, heads
firm’s offices established in that city at
612 N. Michigan Ave. San Francisco
operations are now managed by DAVYD
WILLIAMSON, formerly of KFRC San
Francisco. EDITH OLSON has rejoined
that office as his assistant. GILBERT
WELLINGTON continues to head Seat-
tle branch. HOMER GRIFFITH head national
organization with headquarters in
Hollywood. WALTER MILES, formerly of Paul H.
Rayner Co., is now adding account execu-
tive, as are GEORGIA SMALL and
GLADYS MACKER. Paul will continue
to specialize in representation of 11
western states.
EDWARD A. STOCKMAR, sales traffic
manager of NBC central division, Chi-
ca.go, has been promoted to facilities
manager effective Jan. 1. He will con-
tinue to supervise NBC traffic in Chi-
cago.
STANLEY BOCK, formerly with WKBV
Richmond and WBB Indianapolis, has
joined sales staff of WOL Fort Wayne.
He served in Army from May 1940 to
March 1944, then was salesman for
Northern Mutual Casualty Insurance
Co. in Indianapolis.
GUSTAV E. BRANDBORG, commercial
manager of KVOO Tulsa, has been
elected president of Tulsa Kiwanis
Club.
PHILIP RILEY returned to KIBO Be-
sel Nov. 1 as national sales service
director upon return from Navy.
A lieutenant, he was on Adm. Nimitz’s
staff.
RAY RHODES, formerly with the sales
departments of KMOU Kansas City
stations KFWB KVOO and KFRC, has
been appointed general manager of the Paul H.
Rayner Co. San Francisco office, effec-
tive Nov. 15.
DAN PARKS has rejoined the sales staff
of KETV Philadelphia after serving 57
months in the Army. He was first of
station’s employees to enter service in
February 1941. He advanced from pri-
ivate to captain in AAF.

Big Goldwyn Budget
SAMUEL GOLDWYN Productions Inc., Hollywood, using radio along with other media, will spend between $1,500,000 and $2,000,000 to advertise and exploit five forthcoming motion pictures. Placement will be through Donahue & Coe, New York. Banner bearer will be the new Danny Kaye technicolor comedy, "The Kid from Brooklyn," with an advertising budget of $300,000. Nationwide buildup for the novel, "Glory for Me," written by MacKinlay Kantor which will be made into a motion picture will follow. Augmented radio advertis-
ing and exploitation will be used. Audience Research Inc., Princeton, will conduct nationwide research as background for the Goldwyn advertising expansion.
Some folks like to count stars—but folks in Northern California like to listen to 'em over KPO: whose Parade-of-Stars programming and 50,000 watts power make it the station listened to most by the most people—that's why you'll want to use KPO in Northern California to sell your product.
DREAMS ARE COMING TRUE IN IOWA!

Do you picture a farmer as a man to whom the purchase of an aging work-horse would present a problem in financing? Well, Iowa farmers think nothing of paying cash for tractors, or for a complete set of implements for it—when they're available!

STRAUSS TUNE USED IN CATCHY BEER AD

ASCAP may not admit it, but just about the most popular tune in Chicago is a little ditty borrowed from Johann Strauss' "Artists Life" and used to plug the sudsy product of Schoenhofen Edelweiss Brewing Co.

With programs on WBBM WENR WMAQ, Chicago listeners are reminded to "Drink Edelweiss, it tastes so nice, drink good old Edelweiss" to a musical background of 16 bars of Strauss as vocalized on a Sonovox. Olian Advertising Agency, Chicago, which originated the commercial, says it plans to make use of Western, hillbilly, Southern and other types of American folk-song tempos in the near future.

Edelweiss is currently sponsoring Studs Terkel's Wax Museum and Down the Edelweiss Trail on NBC tv; Grand Canyon and nightly newscasts on CBS-WBBM; Edelweiss Hour Glass and Paul Harvey and the News on American. WENR.

I. J. Wagner, of Olian, who created the "Drink Edelweiss" lyric, says he first heard the Strauss music as used by "Madman Monks", the California used-car tycoon. Writing the four-line verse was easy and when a few days after it first went on the air people began calling the agency asking for the title of the music, he knew he was "in". After more than a year of daily use, people are still calling up and even more important, Mr. Wagner says, the song's product is enjoying one of its greatest years.

Without touching their huge reserve of tucked-away War Bonds they're able to buy any available luxury or necessity. And why not? Even back in 43 their average income was $7,672; last year it was at least 20% more, thus topping the $8,000 mark. And today, in 1945, the figure is still rising!

But bringing Iowans, they're not buying silk hats and tuning in nightclub-type programs. Their letters to their favorite station, KMA (more than twice as many as any other station in this area receives) prove they still prefer their own type of music and entertainment to anything else. Iowa people still like to hear announcers giving news and farm information (plenty of it) in their own midwestern accents. They like the friendly, neighborly kind of talk they hear over KMA.

Let us tell you more of KMA's story. It's the story of personalized programming for your best customers and prospects!

KMA
AMERICAN BROADCASTING CO.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.

INCOMING and outgoing were saluted by WJTN Jamestown, N. Y., in party at a Chautauqua county barn. Left to right, Jay E. Mason, president; Dayton S. Wilkins, retiring manager, and Simon Goldman, present manager just back from service overseas.

New Horizontal Antenna Is Installed by WBKB

NEW horizontal antenna was being installed atop Balaban & Katz television station WBKB Chicago last week, A. H. Brolly, chief engineer, announced.

Antenna will enable WBKB to increase its signal output so that receiving set owners on Chicago's west side will get a clearer image than heretofore, Mr. Brolly said. Regular WBKB programs will not be interrupted by the installation, which will be completed by Dec. 1.

"Viewers all over Chicago will benefit from the increased output," Mr. Brolly declared, "particularly those on the west side and its suburbs." Transmitter tower is located on the roof of the State Lake Building.

Marquis Speaks

ARNOLD MARQUIS, writer-producer of Pacific Story for NBC, told the third annual meeting of Intermountain Radio Council, held at Salt Lake City, that "freedom of the air waves is essential to good government." Noting that any dictator's first move has been to seize control of radio stations, he said: "By means of radio, they can reach many persons including those who cannot read or write, and control political affairs." Other highlights of the council meeting included a study of a thesaurus of broadcasting, prepared by a council committee headed by Emerson S. Smith, KDYL Salt Lake City program director, as a layman's guide to better programs; a television demonstration at KDYL Radio Playhouse; and start of work on a proposed series of dramatic transcriptions for wide use in Utah during the centennial program in 1947. The dramatic programs will be based on the theme, "Youth Carries the Torch," and will be produced under direction of Louise Hill Howe, director of KSL Salt Lake City Players and member of U. of Utah faculty. Dr. Roald F. Campbell, U. of Utah education department, is chairman of Intermountain Council.

FMC Meet

NATIONAL FOREIGN TRADE Council will hold its 32d convention in the Waldorf-Astoria, New York Nov. 12-14. Advertising conditions around the world will be discussed at a special dinner at the Rockef-velt Hotel, New York, Nov. 12 under auspices of the Export Advertising Assn.

McCall Heard

RADIO and newspaper editors should not count on being able to purchase Army or Navy electronics equipment "in any appreciable amount" because they will not be generally released, R. Floyd McCall, assistant sales manager of communications and electronics division, Galvin Radio Corp., Chicago, told members of Illinois Associated Press Editors and Publishers on Nov. 3 at the Sherman Hotel. Discussing "walkie-talkies" and "handy-talkies" for news reporting, Mr. McCall said the "handy-talky is not only cumbersome, but has a range of only five miles. We are now developing an improved model which will weigh somewhere between 5 and 10 pounds and which can be used to contact a 'central station' such as a police or press car."

TAMALPAIS FM, TV CENTER IS PLANNED

REPRESENTATIVES of applicants for FM and television broadcasting sites onMt. Tamalpais, in Marin County across the bay from San Francisco, met with William D. Pabst, general manager of KFRC San Francisco, Don Lee out-let, to discuss plans looking to de-velopment of Tamalpais as an FM and television broadcasting center for the Bay area.

Don Lee Broadcasting System has first option for a site with the Marin County Water Co., owners of the mountain. Other applicants are KYA San Francisco, which was represented by Don Fedderson; The Examiner, by Grove Fink; The Chronicle, by C. E. Gilroy; Television Productions Inc. (Paramount Pictures), by Claude Landsburg; and Globle Wireless.

Plans were made for complete cooperation between the applicants in allocating sites so as to cut time-wasting friction and furnish San Francisco with both FM and television without delay. Mr. Pabst, who will act temporarily as liaison between Marin County Water Co. and the applicants, said that, barring radical change of policy or of frequency by the FCC, KFRC would be able to furnish San Francisco with FM service in six months and television in nine months.

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES
AROUND SHENANDOAH, IA.
Here is a network co-operative show that brings the glamour of Broadway and Hollywood to America's Main Streets—and at local rates.

Tested with sixteen exciting months on WEAF, NBC's key station in New York, Maggi's Private Wire is crammed with the thrills of Café Society, Park Avenue, Broadway and Bagdad-on-the-Pacific—a surprise package out of which the following diverse personalities have recently popped: Roland Young, George Jesse, Gypsy Rose Lee, Helmut Dantine, Art Mooney, Mrs. Reginald Vanderbilt, Chuchu Martinez and Mrs. William Randolph Hearst—just a few of Maggi's guests...stardust for products.

Maggi's mike-mate is debonair Herb Sheldon, a suave foil for the keen wit of NBC's Column-Miss of the Air.

Maggi's Private Wire is like nothing on your local air—and your Main Street listeners will love it—it takes them out of their everyday world for fifteen fast moving minutes 12:45 P.M. (E.S.T.), Monday through Friday. Contact your nearest NBC station for availability and costs.

Other important live-talent NBC shows broadcast co-operatively:

H. V. KAL TENBORN
Monday, Wednesday, Friday
7:45 to 8 P.M. (E.S.T.)

MORGAN BEATTY
Monday through Friday
1:45 to 2:00 P.M. (E.S.T.)

HARKNESS OF WASHINGTON
Monday through Friday
11:15 to 11:30 P.M. (E.S.T.)

NEWS OF THE WORLD
Tuesday and Thursday
7:15 to 7:30 P.M. (E.S.T.)

WORLD NEWS ROUNDUP
Monday through Saturday
8:00 to 8:15 A.M. (E.S.T.)
Sunday 9:00 to 9:15 A.M.

NEWS FROM NBC
Monday through Saturday
11:00 to 11:15 P.M. (E.S.T.)
FM WANTED BY 60% MANFIELD REPORTS

Better than 60% of postwar radio set purchasers want their new sets to include FM, Frank Manfield, director of sales research for Sylvania Electric Products Inc., stated at a news conference in Chicago.

The results of a potential new $600,000,000 market added to the radio set business in the next two or three years, he said, 17,000,000 FM sets can be sold out of a total market for 17,400,000 receivers.

Reporting on a special survey of radio set owners just completed by the company, the third in a continuing series, Mr. Manfield said today's FM set owners represent less than two per cent of all radio owners. There are some 342,000 FM sets in use currently, of which 93% are FM receivers, he said, and better than 90% were purchased in 1941 and 1942.

The great majority of FM owners are thoroughly acquainted with civilian subscriber advantages, 37 to 39% to less sensitivity between stations, 20% to a preference for AM programming and 14 to 16% to poor AM reception in their locality. Auto ignition static is the major complaint of FM set owners.

Of interviews of some 1800 non-FM set owners, Mr. Manfield said only 14% had ever heard an FM station, but 83% said they would purchase if their purchase were within their means, despite that fact two out of three postwar radio purchasers want their new sets to include FM and are willing to pay more for them. High fidelity was considered the greatest advantage of FM by those not now owning FM sets, he said, with 56% stating they would pay $100 to $150 more for an FM set with true high fidelity. Present FM set owners, he said, usually report that they like high fidelity but when their sets are examined 80% are found tuned so they don't get it.

Daniel N. Stair

DANIEL N. STAIR, engineer in charge of NBC international shortwave transmitter at Bound Brook, N. J., died Nov. 1 after a long illness. He had been associated with NBC since November 1926. He is survived by his wife, Frances.

William B. Tracy

WILLIAM B. TRACY, 58, account executive of Campbell-Ewald Co., New York, has resigned, it was disclosed here, at his New York home. Entering the advertising business in 1908, he became president of Tracy-Parry Co., Philadelphia, from 1910 to 1916, when he resigned to become advertising manager for Carmen Book Co., New York, and was associated in an executive capacity with Benton & Bowles, Arthur Kuder Inc. and Sacccone, Speed & Jenney, before joining Campbell-Ewald last year.

J. H. LANG Jr., has resigned as vice-president of Foote, Cone & Belding, New York, to become the head of the new Grey R. Smith & O'Driscoll agency share holding co., New York.

ANNE CRISTY, new radio director of Howard-Wesson Co., Worcester, Mass., formerly with WTAG Worcester, had conducted radio script writing and advertising for three years at Worcester Junior College evening school.

GENE INGE, former radio columnist of Los Angeles Herald-Express and more recently associated with civilian subscriber advantage, has joined Paul Winters Adv., Los Angeles, as account executive and creator of program ideas.

JAMES FONDA, account executive of Fiske, Cone & Belding, has returned to Los Angeles headquarters after conferring with eastern seaboard stations on radio advertising possibilities. He recently attended December for California Fruit Growers Exchange (Sunkist) convention in Los Angeles.

C. G. BOWEN, formerly of Will, Grant & Adgeles, has joined E. Newnan Co., as production manager.

MRS. TOMI BLOCK, has been appointed to the post as chief executive of Arthur Stowe Adv., Los Angeles.

SAM YOUNG, account executive formerly with R. C. Smith & Son, Toronto, has joined the Toronto office of Steven-son & Scott.

GRANT Adv., has moved its Toronto office to 102 Church Street. DAVE MCMILLAN is manager.

JOHN H. STANFORD Ltd., Montreal, has opened a branch office in St. John, N. B. A. J. R. Brorby Jr., Bigd. VICTOR P. GRAY, formerly with the Canadian Broadcasting Co., Vancouver, is manager.

TOM BLOCK, former copywriter with Ben Sackheim Inc., New York, has joined Federal Adv., New York, as copy-writer.

SAM YOUNG, account executive formerly with R. C. Smith & Son, Toronto, has joined the Toronto office of Steven-son & Scott.

GRANT Adv., has moved its Toronto office to 102 Church Street. DAVE MCMILLAN is manager.

HELLOT F. STANFORD Ltd., Montreal, has opened a branch office in St. John, N. B. A. J. R. Brorby Jr., Bigd. VICTOR P. GRAY, formerly with the Canadian Broadcasting Co., Vancouver, is manager.

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RUSS HILLIER has joined the staff of Grey & Rogers Adv. Agency, Philadelphia. He was formerly with Paul Leaton Agency.


L. E. HARRIS, with Benton & Bowles, New York, as a producer and director of Prudential’s “Family Hour” Sun- day 3-3:30 p.m. on CBS, has been named chief of program ideas for the agency in addition to his other duties.

NORTH CLAREY is new member of Lewis & Olman, Philadelphia agency. Before serving for three years in Coast Guard he was managing editor of Ethyl News trade publication.

HAROLD DUNDEE and BEN FRANK returned the week from the armed services after three years to assume active direction of Dundee & Frank, New York.

HUGH A. MITCHELL, vice-president and director of McCann-Erickson, has been appointed secretary of the company’s New York office and will headquarter and will headquarter in London beginning early next year. Speakeasy, Oct. 31, at a meeting of the Export Advertising Assn. in New York, Mitchell reported on business and advertising conditions in Europe from which he has just returned after a two-month trip. He said that the possibility of commercial radio programs is still being considered by the advertising men, but the consensus is that any im- plementation should be by 1942.

FREDERICK A. CHASE, California newspaperman and director of publicity activities for several national and local government agencies and former director of public relations in the Southern California chapter of the Associated General Contractors, is appointed head of Young & Rubicam West Coast advertising and public relations and publicity staff.

RICHARD J. EASTLAND, released from AFRS as captain, has been appointed West Coast radio director of Roche, Williams & Cleary, Inc., Los Angeles.

WILLIAM K. COFFMAN, for several years manager of an industrial advertising agency, has been elected president of Oakol & Co., general advertising, which has opened offices in the Philadelphia area.

BROMLEY HOUSE, vice-president and director of Ben Sackheim Inc., now based in Bridgeport, Conn., has returned to his home in New York, has resumed duties after two years’ absence.


CHARLES W. McMAHON, former Armstrong Cork Co., Lancaster, Pa., for 15 years, is now with Lewis & Olman, Philadelphia.

BILL STUART of the public relations and publicity department of Young & Rubicam, New York, and formerly a radio producer in the company’s Hollywood office, has had a first novel, "The Underwater Man," published by Farrar & Rinehart.

ROBERTA BARD, former director of radio for Huber-Hoover Corp., New York, has been named vice-president and general manager of Richmond Radio Co., New York, as vice-president and director of public relations.

MARY ELEANOR REESE, former copy chief at the Philadelphia Inquirer, has been named copy chief and assistant superintend-ent, Ben Sackheim Inc., New York.
And sport fans are a tremendous audience. That's why WJW has built the greatest SPORTS schedule in Cleveland.

DAILY...The Shell Oil Company features SPORTS in their Shell Digest.

DAILY...Texaco presents a late evening round-up of SPORTS...

SUNDAY...Bryant-Heater follows the Cleveland Rams to bring Cleveland's the play-by-play...

SATURDAY...Texaco broadcasts the outstanding college football game of the week.

FRIDAY...Gillette Fights...

THURSDAY...Chisholm Boot & Shoe presents Pat Patterson talking about ALL OUTDOORS...

WEDNESDAY...Mail Pouch Tobacco's, FISH AND HUNT CLUB.

MONDAY...Adam Hat Fights...

Yes...when Cleveland sport fans go into a huddle you can be sure they're listening to WJW...
WMAM
Marinette - Wisconsin

Geographic ground conditions make WMAM the BEST LISTENED TO station in a great market. Achievement results from a combination that "clicks." Here's ours—WMAM—570 ON THE DIAL—NBC! This middle link is important, for 570 on the dial is a time buyer's dream. It means virtual 5000 watt coverage at 350 watt rates. You can't cover Upper Michigan or Northeastern Wisconsin with any other one station. Get a whale of a lot for your money and buy the "little station with the big wallop." Write for details and Hooper survey.

Representatives: Howard A. Wilson Co. • Chicago • New York • San Francisco • Hollywood

570 BRANCH STUDIOS IN
STURGEON BAY, WIS. • IRON MT., MICH.

Joseph Mackin, Manager


CAY WESTFALL, chosen radio queen of Chicago by the press at Actors Club of Chicago, was crowned Nov. 15 at an annual Antics Party of American Federation of Radio Artists at the Stevens Hotel. Miss Westfall was a winner in "Judy and Jane," "Bachelors' Children" and other dramatic shows originating in Chicago.

WILLIAM S. KEIGLEY, Hollywood producer-director recently discharged from the AAF, has been appointed regular producer of Lever Bros.' "Lux Radio Theater" on CBS. Agency is J. W. Thompson Co., New York.

ALEC PETRY, on leave of absence for three years while serving in AAF Weather Squadron in Arizona, has rejoined NBC Hollywood as music library manager. LOUISE YANDAL, has been shifted to studio assignments desk replacing MARION JONES, who resigned to become junior partner in dress stylist firm.

RALPH D. HERBERT, former special events and public relations director of KDDO Boise, Ida., has joined KFPO San Francisco program department. He previously was associated with various Seattile stations and agencies.

GEORGE CREAMEY, producer-director for NBC, has resigned to freelance.

NORMAN COWWIN, CBS author-producer-director, has been awarded a citation by the Assn. of Teachers of Social Studies of New York in recognition of his "outstanding contribution to the use of radio as a medium of teaching the social studies." Citations was presented at the annual meeting of the association at City College, New York.

ROBERT B. CALLAHAN, released from the Infantry as T/4, has returned to WINS Washington production staff. He was with station prior to his 19 months service overseas, and before that was with NBC Washington for four years.

EDDIE EDWARDS, after three years producer, station manager and voice work for KFLD, Minneapolis, has rejoined KGA San Francisco to produce and oversee new "Midnight Special" locally.

ROBERT H. CALLAHAN, from the United States abroad in the Pacific, has been released by the Navy as a sectional manager for the American Broadcasting Company in Hawaii. He will return to New York as a sectional manager for the American Broadcasting Company in the Pacific.

GORDON SHAW, recently from the Maritime Service where he was a purser, has joined the "Midnight Special" in Chicago to produce and manage the program.

(Continued on page 72)

Page 70 • November 12, 1945

Broadcasting • Broadcast Advertising
**The Mengel Co. plans . . .**

From a modest start in 1877 the Mengel Company, founded by Col. C. C. Mengel, has grown until, today, it is doing an annual business of over 26 million dollars. We are the leading producer of corrugated containers and the largest manufacturer of hardwood products in America. In the Louisville area, alone, Mengel operates five plants, including one of the largest and most modern woodworking plants in the country.

Mengel's plans for the future, through research, product improvement and expansion into new fields, will mean continued growth and increased employment for its three main divisions:

The Container Division, which twenty years ago pioneered the strong, lightweight container, has continued its progress. During the war, we were the first to produce in quantity the weatherproof type corrugated box needed so widely for overseas shipments to the armed forces. With no reconversion problem, the Container Division is ready to turn out boxes of various types for a list of customers of long standing in the cigarette, soap, food, and many other fields.

The Plywood Division looks for large expansion, due to the impetus which plywood has received during the war. This division, which produces mahogany veneers, plywood and flush doors, like the Container Division, will merely shift from war to peacetime users. The manufacturing of plywood flush doors, which were completely out of production due to war, will be resumed immediately.

The Furniture Division will shift quickly from the production of wooden boxes for military use, parts for truck bodies, army cots, etc., to the manufacture of furniture and furniture parts. As soon as conditions permit, this division will inaugurate a program which has been under development for five years, of selling nationally advertised and branded furniture and department stores. Being completely integrated from forest to finished product, Mengel plans to offer the consumer the greatest values in furniture history.

Mengel operates plywood warehouses through a subsidiary U. S.-Mengel Plywoods, Inc., which also has headquarters in Louisville; and we also operate the Flexwood and Flexglass Division, which we will continue to expand in the postwar period.

Alvin A. Voit, President

**The Cochran Foil Co. plans . . .**

Aluminum foil played an important part in World War II. In addition to being necessary for war-time packing it was used successfully for anti-radar purposes. Thus at the start of the war it was only necessary for us to step up production to meet the demands of our Government contracts. We are proud to say we were able to do this. We are equally proud that we were able to further expand our facilities so as to produce 37-mm. shot, armor-piercing fuses and aerial bomb fuses.

The end of the war brought very few reconversion problems. Some of the Government-owned machinery will have to be reconditioned and shipped. This, however, will require only approximately sixty days. In the meantime our production of aluminum foil is going right ahead on the same expanded basis. The demand for aluminum foil is greater now than ever before. Our present plans call for three and one-half times the number of employees we had in pre-war days and this will be increased when our export business starts, which we hope will be in the very near future.

Archie P. Cochran, President

No 5 in a series of messages about plans for Louisville

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The Courier-Journal

**The Louisville Times**

Radio Station WHAS

November 12, 1945 • Page 71
Serving
The Third Largest Market
in the
Fourth Richest State

W C O L
COLUMBUS
The Listening Habit of Central Ohio

Represented by
THE HEADLEY-REED CO.

When you think of
SHERWIN-WILLIAMS
you think of
The Metropolitan
OAKLAND Area

For here this world-famous paint company has its Pacific Coast office and factory (less than two miles from the KRCO studios) serving the Pacific west and now ready to serve the Pacific Ocean area. So you think of—

K R O W

—which covers the vast and wealthy Oakland Area—the area which is holding its war-time growth—the area which will continue to grow in numbers and in purchasing power. Something to think about when preparing schedules

Radio Station KROW, Philip G. Lesky, Gen. Mgr., 19th Street at Broadway, Oakland 12, California

Radio Advertising Co.
National Sales Representatives

(Continued from page 70)

Radio Tokyo. In letter to REX DAVIS, WCNY news editor-in-chief, he described details of arranging man-on-the-street program, something entirely new to the Japanese citizen.

PATRICIA HOOLEY, program director of WPAT New York, has announced her engagement to Louis Doly Jr. She resigned from WPAT Nov. 1, but is continuing to serve in an advisory capacity. H. W. APEL, former announcer, has been named program director.

IRWIN A. JOHNSON, who left WINS, Columbus, Ohio, for WQBS Miami, has returned to WINS to resume his role as "Dark Worm" and director of developmental programs. Former proponent of modern languages at Ohio State U, he became part-time announcer of WINS in 1935 and chief announcer in 1936.

HUGH FERGUSON and JOHN FRANKLIN have returned to WCAU Philadelphia as announcers, after service to Marines and Army, respectively. Both were captains.

JACK A. KINZEL has rejoined KIRO Seattle announcing staff after several years service in Navy.

MIKEL BROWER, script writer of WJW Cleveland, has resigned to move to Chicago with his husband, who has been transferred there by United Air Lines.

BEN HAWTHORNE, former early morning man on WTIC Hartford, has been released from the Army and returned to station to conduct "Breakfast With Ben" program.

KATHRYN COLF of NBC "Home Audiences" has been selected as one of American Magazine's "Interesting People" in December issue, which states that "she is being wife, mother, and grandmother, she still had time to help build Air Force for GI's."

DOUGLAS GREIG has rejoined the announcing staff of CJCA Edmonton, after four and a half years in the RCAF as radar technician overseas and radar instructor in Canada.

T. B. BENTLEY, announcer of KECA Hollywood, has taken an extended leave of absence to complete novel he is currently writing. Book is based on his short story, "Morning Swim", included in anthology of crime fiction, "Sporting Blood", compiled by Ellery Queen and published by Little, Brown & Co.

LOU HARTMAN, released from Martin Service and formerly with WINS Oklahoma City, has joined KROW Oakland, Calif., as announcer.

JOHN BOLLEY, former announcer of KKL Portland, Ore., has joined KEKU Pasadena, Calif. ALEX COOPER, KKEU announcer, has resigned to freelance.

H. T. WOLFE, released from WRIF--Marines, has rejoined KPY San Francisco as announcer.

MEL HUNT, former announcer of KFI Los Angeles, has joined KECA Hollywood. IRVING HOWARD, formerly of NBC Hollywood is also new to KECA staff.

Sgt. FRANKIE O'CONNOR, Hollywood producer of APBS "Command Performance", is father of a girl.

MARTIN WICKETT, program director of WTOP Washington, is recovering from an appendectomy.

JOHN CARL MORGAN, released from the Navy as assistant officer, is new announcer-engineer with WINC Winchester, Va. He previously had been with WYAB Norfolk and WND Richmond.

JIM J. ANDERTON, human relations counselor on Mutual, is to discuss "What Is Marriage?" at Elizabethtown College Nov. 16. Open forum follows address.

RAY WEBBE, WPAT Paterson program director and one time auto racer and race track announcer, served as toastmaster Nov. 1 at annual dinner of the Penn-Jersey Auto Racing Club at Norristown, Pa.

ED DAWES, educational director of WFDU, Philadelphia, is in Bryn Mawr Hospital following an emergency appendectomy.

OLIVE HOLTEN, released from the Army, has joined the announcing staff of WHAT Philadelphia.

MRS. AMERICA (Peggy Payne) is presented special WATL Atlanta, Ga., pin by Doris Castile, WATL staffer and All-American basketball player. Stan Raymond, special events announcer of station, airs ceremony description.

WHEN COMMENTATOR TELLS OF THREATS
SIDDY WALTON, WHN New York news commentator, whose scripts were requested by the House Committee on un-American Activities, has announced that he and his children have been threatened by violence.

He revealed that the threats began after he had read a speech "made Wednesday evening in the House of Representatives by Congressman Rankin. The previous week I had asserted that Mr. Rankin was running the Committee on un-American Activities—and that he himself was un-American."

Three "thugs" turned up at the studio after he went off the air but escaped in a car when police were called, Mr. Walton stated. On Sunday night he received a telephone message that said: "We didn't get Walton Friday night. But we will get him tomorrow night—or next week—or next month. But tell him we will get the kids first."

Mr. Walton has hired a private detective to guard his home.

Cantor Renews Christmas Gift Campaign for Vets

WITH ENTHUSIASTIC endorse-
ment of the American Legion, Re-
tail Drug Assn., National Retail Dry Goods Assn., NBC, and his sponsor, Bristol-Meyers Co., Eddie Cantor is renewing his "Give a Gift to a Yank Who Gave" Christmas campaign, which seeks to provide gifts for hospitalized veterans.

Campaign is being promoted by appeals by Cantor on his weekly NBC broadcasts, window streamers sent free to druggists by Bristol-Meyers, and special recorded announcements prepared for local stations, in cooperation with druggist and department store heads.

Frederick G. Wepner

FREDDIE WEPER, 59, copyright expert and arranger with NBC music department, died Nov. 1 after a four-month illness. He had been associated with NBC for the past five years. In 1939 he conducted the orchestra for Horses and Buggy Days on WJZ New York. His sister, Mrs. Rudolph Schellenberger, survives.
GATES first made Radio Transmitting Equipment in 1922—centuries ago in terms of the youth of the entire Radio Industry. Steadily, since that early beginning, GATES Products have kept pace with—and frequently led—the pack. Exclusive devotion to Radio Transmission has made it possible for GATES Engineers to concentrate on vital, constructive designing—and for GATES Workers to reach a high point in precision.

For today’s needs—for Post-War needs—rely on the GATES-Way to complete, dependable Equipment!

Be sure to write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

**Engineering Perfection and Eye-Appeal Combine in the GATES Speech Input Console**

This Deluxe Model 30 is a beauty to see—and a marvel of fine engineering. Control is amazingly simple—the result of carefully planned front panel instrumentation. This Console contains complete equipment for all studio requirements in the normal operation of any size broadcasting station.

**WRITE TODAY FOR DETAILED BULLETIN**

GATES RADI0 CO.

QUINCY, ILLINOIS

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

**PROGRESS REPORT**

GATES is now in full production on civilian equipment and can make prompt delivery on many popular items.
WRNL Sells Merchandise
Even in Nutsville!

42 PRODUCTS Ltd., Los Angeles (hair oil, shampoo), in a 24-week consecu-
tively advertised ending Dec. 1 by Beaumont Co. (Four-Way Cold Tablets) and is broadcast over local sponsor-
ship basis.

HARRY'S STORE & HAROLD'S,
Berkeley, Cal. (men's clothing), jointly are sponsoring the Friday and Saturday play-by-play of Alameda County Athletic League football games on KROWN Oakland.

P. LORILLARD Co., New York (Old Gold cigarettes), now sponsors on WGN New York the Thanksgiving Day football game between all-Negro Tuskegee AAP and New London Submarine Base.

RED Barber and Connie Desmond to give descriptions in Lenexa, Kansas on

SOTS, DAY & NIGHT
NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

IN BOSTON IT'S
5000 WATTS
DIAL
850 on Your Radio Dial
DAY AND NIGHT
NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

BROADCASTING • Broadcast Advertising

Joseph S. Bohan, vice-president of Sterling Drug Inc., has elected a
member of the board of governors of the Cooperative Analysis of Broad-
cast Stations, Nominated by the Assn. of Na-
tional Advertising, he will serve as one of the four adver-
tiser members of the board.

HAROLD B. DEAL, advertising and sales promotion manager of Tide Water Associated Oil Co., has been elected president of Western States Promotion Council, composed of groups engaged in promo-
tion of tourist travel in the West. He succeeds TED HUGGINS of Standard Oil Co., who resigned because of transfer by company.

XZIT QUICK-FRICATION, Los Ange-
les, new to radio, in a six-week cam-
aign which started Nov. 4 is using a
heavy daily schedule of transcribed an-
nouncements on 34 western stations. List includes KGK KOMO KIOM KQV KOMO KFYY KEX KFJI KFBK KFBM KPED KOID KEGO KGUI.

HORNBLOWER & WEEKS, New York (investment securities), has announced series of radio spots to be placed through Abbot Kimball Co., New York, in conjunction with its offices in vari-
cous cities. First test consists of five-
week 6:15-6:15 p.m. period on WPRO Providence, R. I., and features day's stock market averages and about 60 quotations.

CONRO Mfg. Co., Dallas (ovcals, work clothes, uniforms), has started three-
wheeekly quarter-hour western type musical programs on 15 stations of the Texas State Network. Stations include WAR WRRY KERRY KITTY KCMO KFPO WACO KTEM KNON KABC KKBW KRBK KOKI KRBI. Agency is Grants Adv., Dallas.

TELPIC SALES Inc., New York, to pro-
mote "Eye of the War," photographic record of World War II, on Nov. 5 started for 26 weeks, sponsoring daily
"Top of the Morning" on KFWB Holly-
wood. Agency is O'Neil, Larson & Mc-
Mahon, Chicago.

BIETZ Co., Los Angeles (perfumes), in a 13-week test campaign has started sponsoring three-weekly quarter-hour participation in "Make Believe Ball-
 goofy" on KFWB Hollywood. If test is successful firm will expand radio ad-
vertising to include Pacific Coast sta-
tions. Agency is Charles H. Mayne Co.,
Los Angeles. Ted Dahl is account execu-
tive.

S.O.S. Co., Chicago (kitchenware cleaner), currently is using transcribed minutes and chain broadcast announcements on 47 stations in following markets: Ashville, N. C; Atlanta, Birmingham; Boston, Mass.; Baltimore, Md.; Denver, co.; St. Louis, Mo.; Minneapolis, Minn.; Madison, Wis.; Cleveland, Ohio; Detroit, Mich.; Omaha, Neb.; Portland, Ore.; San Diego, Cal.; Seattle, Wash.; Shreveport, La.; Tampa, Fla.; Raleigh, N. C.; Dallas, Texas; Oklahoma City, Okla.; Chicago, Ill.; Detroit, Mich.; New York, N. Y.; Philadelphia, Pa.; Washington, D. C.; and Los Angeles.

SWOFLASH Co., Chicago (Swoffash cleaner), Oct. 31 began sponsorship of Wednesday-Friday portion of "Movie, Beauty and the News" on WMAQ Chi-
cago. Contract for 13 weeks was placed by Newby & Feron, Chicago. Show is broadcast on WMAQ and will be recorded three-weeks for local sponsor-
ship basis.

NEW YORK, O. B. MOTTER, vice-president of Carl Byor & Assoc., New York, is now vice-

(Continued on page 78)

KNOX IDE, vice-president of American Home Products Corp., has been appointed chairman of the board of directors of Pal Blade Co., a leading producer of safety razor blades.

TERRACE ROOM, Newark, now serves sponsors spot announcements on WAAT Newark for Terrance Room. Remove-
dance band broadcasts from the room are presented on Co., American and Mutual twice weekly on each net-
work. Agency is Atlantic Adv. Co.,
Newark.

VENIDA HAIR NET Corp., New York, now sponsors spot announcements Mon-
day through Saturday following sta-
tions, WRN and WMCA New York; WMEX Boston, WWSW Pittsburgh, WMAL Washington, WORW Detroit. Agency is E. T. Howard Adv., New-
ark.

TAYLOR AUTO Co., Los Angeles (used cars), adds to heavy schedule of local radio, Nov. 1 started five-weekly quar-

WEINSTEIN Co., San Francisco (dept.
store), has started five-weekly quarter-hour newscasts by Paul Deauville on KFPC San Francisco for 52 weeks. Agency is Keio Norman, San Fran-
isco.

MOTHER'S CAKE & COOKIE Co., Oak-
land, Cal. (cakes and cookies), Oct. 25 started five weekly quarter-
hour "Mandrove, the Billionaire" on KGO San Francisco. Agency is Emil Rein-
hart, Oakland.

W. K. BUCKLEY Ltd., Toronto (pro-
prietary), has started Carson Robin-
son transcribed program on CRLW Winds-
sor. Agency is Grant Adv., Toronto.

G. E. BARBOUR Co., St. John, N. B. (tea, coffee, spices), has started Carson Robin-
son transcribed program on 10 Canadian Maritime stations. Account placed direct with transcription sale being made to Canada Radio Fa-
cilities, Toronto.

KELLOGG Co. of Canada, London, Ont. (cereal), which has started "Super-
man" transcribed program five times weekly on Canadian stations, plans to expand next year to another 15 sta-
tions. Agency is J. Walter Thompson Co., Toronto.

ELGIN NATIONAL WATCH Co., Elgin, Ill., is sponsoring five time signal-
larly weekly on NBC video station WNB
New York, three times during Saturday afternoon football games and twice during Sunday evening studio pro-
grams. Both film and live pickups are
scheduled. J. Walter Thompson Co., Chicago, is agency.

CARRIER SERVICE SHOPS, Washing-

O. B. MOTTER, vice-president of Carl Byor & Assoc., New York, is now vice-
president in charge of public relations, advertising and sales promotion for Kalter-Freiser Corp., and Graham Paige Motors, Detroit.

NEW ACCOUNTS for quarter-hour "Reelin' With Singin' Sam" series transcribed by ABel Programs Inc.; Ray Dayon, O., include: Mobile Gas & Elec-

television, also partner of hickerson, Inc., New York.

(Continued on page 78)
For 23 years, KGU has given continuous broadcasting service—the best programs and the biggest names in radio—to the ever expanding Hawaiian market.

*CIVILIAN POPULATION—502,122

Estimate by Territorial Board of Health, July 1, 1945

1944 RETAIL SALES—$386,426,009

Based on Sales Tax Collections

NBC IN THE PACIFIC SINCE 1931

Affiliated with the HONOLULU ADVERTISER
Represented by THE KATZ AGENCY, INC.
tric Co., five-weekly for 13 weeks on WMOB Mobile, Ala.; Adam Scheidt Brewing Co., Norristown, Pa., five-weekly for 12 weeks on WMAT, Washington, D.C.; Lawrence 1. Silverman, Philadelphia; Davidson-Faxon Co., Augusta, Ga. (dept store), weekly for 13 weeks on WGAC Augusta; Sinclair Dealers of Middle Georgia, Macon, five-weekly for 26 weeks on WNEX Macon; Golden Quality Ice Cream Co., Wilkes-Barre, Pa., three-weekly for 13 weeks on WOR Scranton and WBRE Wilkes-Barre, placed through Lynn-Paish, Wilkes-Barre, Kingsley Jewelry Store, Danville, Va., five-weekly for 13 weeks on WBTM Danville; The Outlet Co-Providence, R.I. (dept store), five-weekly for 13 weeks on WNJR Providence.

**STATE OF FLORIDA** has named Allied Ad. Agencies of Florida to handle $1,000,000 account to promote industry and tourist business of that state. Radio may be used.

**NEW SPONSORS** for "Pleasure Parade" quarter-hour program, transcribed by Frederic W. Ziv Co., Cincinnati, are Falls City Brewing Co., Louisville, five-weekly effective Nov. 12 on WJLB WSAZ WPAB WIRE, Grove Labs., St. Louis, through Russel M. Seeds Co., 130 episodes five-weekly on KDR WMAQ WCAC WABC WOR WBYE KXKE KFW WJZ WPAB THE WING. All contracts effective during September, October and first of November and were placed direct unless otherwise stated.

**COPIED** from store trademark. "Oscar" statuette award is presented by Max Frankenberg (l), president of Frankenberg's, men's and boys' store, to the best radio newscaster, general manager, West Virginia Network. Award is inscribed "For Outstanding Service" and was presented to WCBS Charleston, W.Va., network key outlet, for its service in carrying Frankenberg quarter-hour programs of varying six days weekly during the past eight years.


CAPITOL WINES, Los Angeles (wines), Nov. 1 started using six participating spots nightly in "Stardust Melodies," midnight to dawn, on KFWC Los Angeles. Contract is for 52 weeks. Adolphus Weiland Adv., Los Angeles, has account.

**EMMET OF CALIFORNIA**, Los Angeles, has appointed Van Norden & Staff, Los Angeles, to handle advertising.

**VERNON CANNING Co., Los Angeles, has appointed Van Norden & Staff, Los Angeles, to handle advertising for Newmark Fine Meat Products. Formerly servicing named forces, limited amount of products has now been swept up into a new promotion.

**SANTA FE VINTAGE Co., Los Angeles (leather goods), has appointed Brinacker, Van Norden & Staff, Los Angeles, to handle advertising.

**TURCO PRODUCTS Co., Los Angeles (cleaner), adding to West Coast schedule on Nov. 12 in yearly participation in Molly Morse program on KFRC San Francisco. Boxer, Van Norden & Staff, Los Angeles, has account.

**MANHATTAN SHIRT Co., New York, has named Lenox Mill Adv., Chicago, Ill., to handle advertising in which Los Angeles is considered.

**BENDRUS WATCH Co., New York, on Nov. 6 started four weekly time signals on WCBS New York, showing Westmoreland Fashions, television distribution of Bendrus watches at end of WCBS schedule Tuesday and Friday nights and before and after fight telecasts Wednesday, Young & Rubicam, New York.

**YOU SURE YOU WANT A DWARF (Ky.) MARKET?**

If so, then Dwarf, Ky., would obviously be ideal! But on the other hand, if you want consumers with real trading power, you'll find more in WAVE's Louisville Trading Area than in all the rest of Kentucky combined! What's more, you'll reach them at a low rate because WAVE doesn't own (nor charge for) the power to reach "back of the hills". Don't pay Goliath prices for Dwarf markets. Use WAVE for vice versa.

**LOUISVILLE'S**

<table>
<thead>
<tr>
<th><strong>5000 WATTS - 970 KC</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>N. B. C.</strong></td>
</tr>
<tr>
<td><strong>FREE &amp; PETERS, INC.,</strong></td>
</tr>
<tr>
<td><strong>NATIONAL REPRESENTATIVES</strong></td>
</tr>
</tbody>
</table>

**C. E. HOOVER SUMMER 1945 INDEX B.A.M. TO 6 P.M.**
Here's the proof: A typical production line frequency pattern is reproduced above. Lay a straight edge on the reference bands at the inside and outside of the record. Note how closely all intermediate frequencies — shown in increments of 500 cycles from 1,000 to 10,000 at the outside — actually hold a flat tolerance close to ±1 db. Note, too, that a large percentage of the intermediate frequencies hold this tolerance to 8,500 cycles and beyond.

This is actual performance, mind you. Yet Fairchild cutterhead specifications — superb as they are — only promise a flat within ±2 db to 8,000 cycles.

This cutterhead test is typical of the superb overall performance of the Fairchild Portable Recording System: Precision control of the 33.3 rpm and 78 rpm turntable speeds eliminates all "WOW". Evenness of speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful alignment of all drive parts that might cause intermittent grab and release; by carefully maintained machine tolerances in all moving parts. And unlimited frequency selection — from 4,000 to 10,000 cycles with an available boost of 0 to 20 db — compensates for brilliance-loss at the slower 33.3 rpm speed and for response-deficiencies of disc material, line or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles. Likewise, the bass from 20 to 100 cycles can be boosted for comparable reasons, with no effect on highs.

For further Fairchild Portable Recorder information address: New York Office: 475 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
**THE PICCOLO**

... the flute that isn’t a flute

Authorities are hesitant to say at what length and pitch a flute is no longer a flute but becomes a piccolo. Usually the term piccolo is used to describe an instrument half the length of the normal flute and pitched an octave higher. Most piccolos leave the conical bore and do not use foot keys, although a few use the cylindrical bore of the flute, and some even use the foot keys of the flute.

**Exit the fife, enter the piccolo**

The military fife of the Middle Ages was the direct ancestor of the piccolo. Although true fifes were used for many years after the introduction of the piccolo, exactly when the piccolo as such came into being is not clear, but the instrument was never widely used until the British Army replaced the fife with the piccolo about 90 years ago. Since then, the piccolo has become an accepted member of the orchestra.

**Gales of laughter and gales of wind**

Modern composers have used the piccolo widely to produce the effect of wind storms or mirthful laughter. No matter how you look at it, it’s a “wind” instrument.

**ONLY WTAG CAN BOAST OF THIS RECORD**

Well earned recognition places WTAG squarely in the limelight of program production among the country’s leading stations. In 1945 alone, WTAG received four awards for meritorious service—the Variety award for “Helping to make one world—Blueprint for Future”, the Peabody Award for “Outstanding contribution to the welfare of the community it serves”, the DuPont Award for “Outstanding public service in encouraging, promoting and developing American ideals of freedom and for loyal, devoted service to the nation and to the community”, and Billboard’s selection of WTAG for first place in Single Campaign Promotion. A record indeed, not only among stations in Central New England, but in all broadcasting history.

**And another reason why**

With a range of just over 500 to 10,000, the piccolo, next to the violin, is considered the most acute of the orchestral instruments. Its clarity is captured best by:

**VERTICAL CUT RECORDINGS!**

Would you like reprints of this section of advertisements? 25 of these columns, each dealing with a different musical instrument, have been published in booklet form. Free copies may be obtained by writing to:

**Electrical Research Products**

**Division of Western Electric Company**

233 BROADWAY, NEW YORK 7, N. Y.

**Page 78 • November 12, 1945**
This is a "flight trainer"—an electronically operated replica of the PBM-3 flying boat. It was conceived by the Bureau of Aeronautics and developed by Bell Telephone Laboratories to train Navy bomber crews on the ground.

The new crew climb a few steps to get in and from then on it is like being in a big plane at night. Controls tug against the pilot's grasp and "engines" roar in response to the throttle. From his desk, the instructor creates every situation of real flight—even to iced-up wings, conked-out engines and sudden air-pockets. The novice pilot and his crew get the feel of danger without the hazard.

Once the control dials are set, the various effects are automatically organized and set in motion by concealed machinery which includes 200 vacuum tubes, 60 motors, loudspeakers and hundreds of associated parts. Twenty Laboratories engineers worked more than a year developing the project. Drawings covered an area equal to 15,000 square feet.

This is only one of the 1200 projects in which our experience was of assistance to the Armed Forces. What we learned in devising electronic circuits to train fliers will now help build better telephones.

**Bell Telephone Laboratories**

Exploring and inventing, devising and perfecting for continued economies and improvements in telephone service.
EACH day a newly married couple, a golden wedding anniversary couple
and a couple about to be married will be interviewed and presented
with gifts on a new show, "Bride and Groom," starting Dec. 3 Monday
through Friday 4:15-4:55 p.m. (EST) on American. Engaged couple, after being
introduced at beginning of broadcast, will be presented with two diamond rings
for a double-ring ceremony in church or rectory of their choice. After
ceremony, couple return to studio for another interview as man and wife.
Tickets to broadcast will be issued as wedding invitations.

Sports Reporting
UP-TO-THE-MINUTE coverage of Washington scholastic sporting events
is presented by Spectacaster Tony Wake-
man on WWDC Washington through
telephone reports made during games
by school reporters. The high and prep
school representatives give data twice
during each game.

New on Associated
NEW PROGRAMS started by Associated
Broadcasting Corp. include coverage of
races from Bay Meadow, Cal., in Saturday
7:15-7:30 p.m. period, "Teen Time"
Thursday evening series and new after-
noon participation program. Thursday
evening program, heard on full network
8-8:55 p.m. (EST) and originating from
WNYW East 55th St., N.Y., features round
table discussions by teen-agers and has been a regular WNYW broad-
cast for three years. Participation pro-
gram, aired Monday through Friday
4:30-5 p.m., presents Ray Wade and His Rhythm Riders, talent unit.

Two Teens
GLML Hamilton now airs two weekly
teen age shows. During Thursday eve-
nings "Teens About Town," entire sta-
tion from receptionist to production
and engineering is turned over to high
school group. This program features
teen-age chatters, news of the high
school, sports, quiz and selection of
top tunes of the week. The Saturday
"Four O'Clock Jump" is musical series,
with top dance tunes and bands of the
week.

WIBC Forum
TUESDAY evening forum now heard on
WIBC Indianapolis, "Speak Up, In-
diana," presents roundtable discussion
of current issues by representatives
from specific fields and public office.
Aired in 7-9 p.m., program. This year's
program has considered "Juvenile Delinquency," "Is There Any Real
Difference Between Republicans and Democrats," and "Juvenile Prob-
elms of War Veterans.

Programs

COME IN WITH WHIO

...a Welcome Guest
in Dayton and Miami Valley Homes

- Let WHIO, favorite local station
of the prosperous
Dayton and Miami Valley market, introduce
your company, your products and services to
its loyal friends, the WHIO listening audience.

Tell your news about you through the local
radio station with most regular listeners for
your sales message.

NEWS: UP, INS, PA plus CBS' BEST

5000 WATTS
BASIC CBS
G. P. Hellingsby Co.
Representatives
Harry E. Cummings
Southeastern

1290 ON THE DIAL
DAYTON, OHIO

500,000 WATTS

WHIO IN RICHMOND, VA.

BROADCASTING • Broadcast Advertising

Lauds Women's Programs
"WOMEN'S programs can sell—and
be sold," writes Linnea Nelson, head
timebuyer of J. Walter Thomp-
son Co., New York, in the October
issue of The Beam, quarterly pub-
lication of the NAB Association of
Women Directors. She pointed out
that the "success and popularity"
of women's programs depend as
much on the personality of the con-
ductor as on the material used,
which many advertisers per-
mit women program directors to
tear the commercial copy.

FILM SHORT featuring radio an-
nouncers known by their voices alone
has been slated for production by Ralph
Staub under title "Behind the Mike.
Included are Don Wilson, Harry Wil-
orce, Harry Van Rez, Ken and Ben Dietes,
Ford Bond, Howard Clancy, Ken Car-
penter, Jimmy Wellington, Ben Grauer.
Based on the facts in the case, Hallicrafters can stake out a very strong claim to leadership in the very high frequency field. The facts include such things as the Model S-37, FM-AM receiver for very high frequency work. The Model S-37 operates from 130 to 210 Mc.—the highest frequency range of any general coverage commercial type receiver.

Hallicrafters further supports its claim to domination in the high frequency field with the Model S-36A, FM-A-M-CW receiver. The S-36A operates from 27.8 to 143 Mc., covers both old and new FM bands and is the only commercially built receiver covering this range.

Further developments in this direction can soon be revealed—adding further support to Hallicrafters claim to continued supremacy in the high frequency field.
L "WPAT membership cards in Howard L. Chernoff's "I've Got Your Number" Club are being distributed to time-buyers across the country by the general manager of the West Virginia Network, regional chain. Each member is given an individual number and at any time——the next hour, the next day, the next year or twenty-five years from now——may ask Mr. Chernoff for that number. If it is not remembered member will receive a $5 bill. Card continues to state "Meanwhile, all I want you to do is remember The West Virginia Network when you think of radio in West Virginia."

WPAT Posters

Posters for store, window, and plant display were distributed last week by WPAT Paterson to advertisers with programs on station. Posters show a WPAT state microphone and feature information about programs sponsored by advertisers.

Name Contest

LARUS & BRO. Co., Richmond, is offering $10,000 in cash prizes on the Guy Lombardo "Musical Autograph" show on American the Merchants' song, running Nov. 6 to Dec. 18, contest features song written by Carmen Lombardo to be named by listeners. First prize is $5,000, second prize $1,000 and 40 prizes of $100 each. Agency is Warner & Legler, New York.

Dr. Lyons Contest

TWENTY-FIVE words or less, completing the sentence "I like Dr. Lyons tooth cover is..." will win a Bendix washing machine for each of 100 letter writers in a contest conducted in conjunction with CBS "Second Husband".

Radio Heat

COMPLETE DESCRIPTION of radio heat and its application to moulding plastics, fighting fires, producing telephone and television equipment, driving gas from electron tubes, etc., are contained in booklet "Radio Heat, What It Is, How It Works, What It Can Do," issued by RCA.

Exhibit Broadcasts

CORDELE, Ga., independent outlet, WMJF, during week of local Tw-County Fair broadcast total of 41 remote broadcasts from its exhibit at fair.

Radio Sales Folder

WPEN Philadelphia has issued folder giving market data for the station's daytime and nighttime coverage. Maps are included.

Radio Sales Folder

FOLDER announcing opening of Radio Sales offices in Atlantic City has been prepared by the spot broadcasting division of CBS.

Campaign

KSD-St. Louis is currently using 276 taxi cards and 772 retail car dash cards as supplemental outdoor advertising.

Promotion Personnel

BILL MALONE, promotion manager of KOIL Omaha, and KFDR Lincoln, is father of a boy. He also has been appointed radio coordinator of Victory Loan Drive in Nebraska.

GORDON R. CLOSWAL, nearly five years in AFF and released last week, is new promotion manager of KWWO Winona, Minn. He served for 22 months in England.

HAROLD A. SMITH, discharged from NAVY as chief specialist's mate, has been assistant to EMMONS CARLSON, advertising-sales promotion manager of NBC central division, Chicago. He succeeds DONALD McBRIDE, who resigned Oct. 1 because of poor health.

JOHN NORTON, manager of the station relations department at American,...

Another WHAM service to the 140,518 farmers of this rich Western New York farmland

6:30 to 6:55

Every morning except Sunday with

TOM MURRAY WHAM Farm Director and MAX RANEY and his Hi-Boys

MUSIC . . . ENTERTAINMENT . . . NEWS FOR FARMERS DIRECTLY FROM THE FARM FRONT . . . FRIENDLY CHATS WITH AND BY SUCCESSFUL FARMERS

Another one of the programs that build WHAM's listening audience . . . that help make

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Olympic Display

AT A LUNCHEON meeting sponsored by George Kamberg, national appliance sales manager of Butler Bros., Chicago distributors for Olympic Radios, at the LaSalle Hotel, Nov. 4, approximately 450 home appliance dealers and department store executives were introduced to the complete new Olympic line of radios. Presentation of the line, consisting of consoles, table models and portables, was made by John F. Crossin, Olympic's director of sales. Cited as an exclusive feature was “Tru-bass,” a new and patented electronic development on the audio circuit which gives small table models the full tonal range heretofore available only in large and costly consoles. Company's advertising and sales promotion plans were explained by C. E. Staudinger, vice-president of Sherman K. Ellis Co., New York, the radio firm's advertising counsel.

James B. Clark

JAMES Burdette Clark, 31, KIRO Seattle announcer and conductor of the early-morning Time Klock Klub, died Oct. 28 after a short illness. He was musical director of KPFY Spokane for seven years, after which he was staff announcer of KSL Salt Lake City.

Clarity Device

PAUL WHITEMAN has introduced on Philco Radio & Television Corp.'s Radio Hall of Fame broadcasts on American a device that is intended to make broadcasts of a large orchestra sound clearer than if the listener were in the studio. Device consists of glass screens, in folding sections with wooden frames, placed before the strings in orchestra and enclosing microphone for vocalist. Arrangement reportedly allows strings to retain their voice in the blending of sound as it is broadcast, and they are not drowned out by brass. Vocalist is not drowned out by orchestra and microphone need not be unnaturally tuned up, American states, concluding that the "effect is clarity and perfection never achieved before."

Nothing's more certain than that local advertisers will soon quit a station producing sour results!

Such being the case, what better evidence of selling power could we offer than this: For ten years, without a break, the Office Specialties Co., Fargo, has broadcast to the Red River Valley over WDAY—five times a week!

Must be a satisfied customer, wouldn't you say? But they're only one of eighteen "locals" who have been with WDAY, steadily, from ten to twenty-three years!
One Up on Federal

MEMBERS of the FCC Engineering Dept. were con-
gratulating each other last week. Each of them, appar-
tently, had fallen heir to a brand new FM station. It said
so in letters received from Federal Telephone & Radio
Corp. which began: "As your name was among those issued
conditional FM grants by the FCC..." The engineers
were wondering how they should advise Federal Tel.
that they are not in the market for transmitters.

OJAD Montreal has postponed its opening,
scheduled for Oct. 28, to late No-
Vember. Station will operate on 800 kw
with 1 kw.

KORNETZ TO FILI
WESTINGHOUSE POST

APPOINTMENT of Norman S.
Kornetz to direct Westinghouse
home television receiver develop-
ment and to give particular atten-
tion to receiving sets used in flight
tests of Stratovi-
sion was an-
nounced last
week by Harold
H. Donley, man-
ger of Westing-
house Home Ra-
dio Division.

Mr. Kornetz
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Prior to the war, Mr. Kornetz
was a specialist in design and de-
velopment of broadcast and aero-
nautical receivers and phonograph
recorders for Colonial Radio Corp.,
Buffalo. Previously, he worked for
telephone receiver development for
American Television Corp., New
York.

NBC and WMAQ Hosts

NBC CENTRAL Division and
WMAQ Chicago will be hosts to the
Religious Radio Workshop dur-
ing its five-day meeting this week
(Nov. 11-16). The workshop is
sponsored by the joint radio com-
mittee of the Congregational
Christian, Methodist and Presbyterian
churches of Chicago to study the
use of radio for religious ed-
ucation. Program includes discussion
and panel group studies led by
Chicago radio authorities. NBC
speakers include Judith Waller,
director of public service; Jack
Ryan, central division press man-
ager; William Murphey, continuity
editor; Homer Heck, production.

Snow in September...

Cotton is the 16-county
WSWA-Piedmont's largest
money crop. Over 27,500,000
bales-pounds each year are
produced in Spartanburg
County alone.

WSPA
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Craft
5000 watts Day, 1000 watts Night
950 kilocycles, No. by Hottinger

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Europe offers but we may learn something from them in programming. The technical efficiency of American engineers is a source of pride — far ahead of the average to be found in the government-operated systems abroad. The network systems of America provide a vehicle for the transmission of information which is overwhelming in comparison with facilities across the sea.

The European broadcaster, however — skilled in the fine points of propaganda broadcasting technique — has a much keener conception and appreciation of the social impact of radio. The discussions we hear in this country on how to handle controversial issues seem to be in the "grammar school" class when we compare their handling by our European counterparts. Of course, there is a difference in their objective; but they are skilled — highly skilled — in the usage of radio for selling ideas in the social and political fields. And we can learn from them. We must learn from them if American radio is to grow to its greatest stature.

One thing was apparent whenever we discussed the relative merits of American and European broadcasting. They openly envy our talent resources and program potentialities. We heard it on all sides, in expressions such as: "You have such great radio stars, such magnificent talent — we simply cannot afford such programs."

The amazingly frank admission of a high government radio official who apologized for his country's program service: "We can't afford the better or more costly talent. Private industry outbids us."

Another apparent fact about European radio which startled you at first is the utter complacency of their station personnel. No situation seems to cause concern or alarm. When you seek the reason you find it readily — atrophy caused by a lack of competition. The initiative, drive, resourcefulness and motivation which are an ever-present ingredient in the competition of free enterprise are missing. Incentive is gone, and you can sense it immediately.

The GI in Europe likes our programs. We talked to these boys and we know now what our stars and our programs meant to the man in the foxhole or the billet, and how vital it is that he gets his news unbiased — and presented factually.

For, of all things we noticed on our four weeks tour, this stands out with crystal-clear distinction: There is the urgent necessity of an American voice on the postwar continent. Entertainment, by all means. But, of more importance, we must give to freedom a tongue — that free people, or people newly come to freedom, may hear the truth and judge for themselves. This is the essence of the democracy we fought to maintain.

This is not the type of report I intended to write. I had meant to commend the guidance of Col. Ed Kirby and the efficiency of his assistants, to pay respect to the confidence of Gen. Surles and Gen. Hill who made our trip possible. Obviously, we were impressed with the high calibre of our military personnel, their appreciation and comprehension of their problems. We were gratified over the importance they placed on radio as an instrument of information, education and entertainment.

The important point which impressed itself on all of us on the tour, however, was that a free and competitive radio — radio controlled by the people — radio which must be a servant of the people if it would survive — in short, the American system of radio is better equipped in every respect to do the job ahead.

To do this job in all its aspects, the leaders in American radio must have the strength, the courage, the conviction and the clearness of mind to achieve for our system its proper destiny. This destiny can be none other than a major role in the building of a permanent world peace and good will among all mankind.
Newscasts
(Continued from page 20)
tem resemble more a legal brief than items of news," said the CBS general attorney.
Lauterstein, Spiller, Bergerman & Bennett, attorneys for Mutual, in a letter dated Oct. 31 said that no legislation should be enacted to deal with news broadcasts because (1) it would violate the First Amendment; (2) the line of demarcation between news reports and expressions of opinion and political propaganda of commentators "is at best a shadowy one"; (3) the airways should be open not only to news reports but to news analysts "who exercise sound judgment in the preparation of their materials and in the broadcast thereof".
Legislation would impose an "in-tolerable burden" on broadcasters and would be difficult to enforce, the Mutual attorneys pointed out. It would lead to a "deplorable result" and might either unduly restrict commentators or "lead to their ultimate elimination from the broadcast field". The attorneys further said there may have been "some abuses in the past", but they have not been of a serious character and "in the main broadcasters have done an excellent job of self-policing in this field".
In judging commentators Mutual does not seek to impose censorship but to measure a completely balanced schedule of news analyses and commentaries," the letter stated.
Legislation can only serve to straitjacket the broadcaster and to interfere with freedom of speech and this, in our opinion, would be deplorable in view of the excellent record of broadcasters and the steps which they have taken to police their own activities," the MBS counsel concluded.
Whether the Committee will recommend legislation requiring stations to label commentaries as "hostile" or "lead commentary" remains to be seen.
Mr. Adamson's letter follows:
"This Committee receives many critical letters covering certain so-called news commentators who engage in expressions of opinion and personal prejudice to such an extent as to overshadow the news and to neutralize the element of propaganda.
"Hostile public opinion seems to be growing and I am convinced that some measures must be taken by the stations or by Congress to clear the air and accelerate political propaganda programs from real news broadcasts.
"I would appreciate an expression of opinion from you as to what should be done and what can be done.
"I hope the situation will make it unnecessary for the Committee to

22 New Standard Stations Authorized.
In 1945 in Spite of War Restrictions

ALTHOUGH wartime restrictions were in force much of the time, a total of 22 new standard broadcast stations were authorized since the beginning of 1945, according to FCC records.
Most of the grants were made under former FCC policy permitting stations to the areas lacking primary service and where the facilities would be useful to the prosecution of the war. All but two are for 250 w stations.
Nine of the stations authorized as already in operation. One of these (WKHF), operating on 1600 kc with 500 w power, is located in Key West, Fla., and is believed to be the most southerly station in the nation. The station enjoys another distinction: it is one of the two operating at 1600 kc. The other is WKLW Woodside, N. Y.
Lifting of restrictions on construction was reflected in authorizations issued in October, totaling six. These included a regional channel station with 1 kw power.

New standard stations authorized since January 1, 1945 follow:

<table>
<thead>
<tr>
<th>Permittee &amp; Location</th>
<th>Call Letters</th>
<th>Frequency (kc)</th>
<th>Power</th>
<th>Hours of Operation</th>
<th>Date of Grant</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSBAC*</td>
<td>1240</td>
<td>250w</td>
<td>U</td>
<td>1-19-45</td>
<td></td>
</tr>
<tr>
<td>WLAT*</td>
<td>1490</td>
<td>250w</td>
<td>U</td>
<td>1-16-45</td>
<td></td>
</tr>
<tr>
<td>WATT*</td>
<td>1240</td>
<td>250w</td>
<td>U</td>
<td>4-17-45</td>
<td></td>
</tr>
<tr>
<td>WHTB*</td>
<td>1230</td>
<td>250w</td>
<td>U</td>
<td>4-24-45</td>
<td></td>
</tr>
<tr>
<td>WKBP*</td>
<td>1600</td>
<td>500w</td>
<td>U</td>
<td>4-24-45</td>
<td></td>
</tr>
<tr>
<td>WSBT*</td>
<td>1250</td>
<td>250w</td>
<td>U</td>
<td>5-8-45</td>
<td></td>
</tr>
<tr>
<td>WSAM*</td>
<td>1340</td>
<td>250w</td>
<td>U</td>
<td>5-8-45</td>
<td></td>
</tr>
<tr>
<td>KQOK*</td>
<td>1240</td>
<td>250w</td>
<td>U</td>
<td>5-13-45</td>
<td></td>
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<tr>
<td>KSMA*</td>
<td>1450</td>
<td>250w</td>
<td>U</td>
<td>6-12-45</td>
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<tr>
<td>KCMJ</td>
<td>1340</td>
<td>250w</td>
<td>U</td>
<td>6-19-45</td>
<td></td>
</tr>
<tr>
<td>WAD*</td>
<td>1450</td>
<td>250w</td>
<td>U</td>
<td>6-26-45</td>
<td></td>
</tr>
<tr>
<td>WVAD*</td>
<td>1450</td>
<td>250w</td>
<td>U</td>
<td>7-10-45</td>
<td></td>
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In operation.
**Call letters not yet assigned.

Red Comedy


Eign Holiday Programs

FOR FOURTH consecutive year, Elgin Watch Co., Chicago, will sponsor two-hour Thanksgiving Day and Christmas Day broadcasts, with overall talent and production costs reported as $10,000.
Thanksgiving Day program on CBS stations, on Nov. 22, Thursday, 4-6 p.m. (EST), will be beamed by shortwave to occupation forces overseas.
Christmas Day program on Mutual, on Dec. 25, will be broadcast in 5-15 regional sets.

Delay Promotion

CONSOLIDATED ROYAL CHEMICAL CO., Chicago, recent buyers of Eight and One Co. (cold tablets), subsidiary of Ford Hopkins Co., Chicago, for an undisclosed sum, will not promote the product until next year, it was announced last week by George Wruck, advertising director of Consolidated.
 Agency appointment will also be made sometime next year, Mr. Wruck added.
First News Clinic
In Illinois Nov. 16
NAB Sponsoring Discussions
On Newscast Improvement

FIRST of a national series of radio news clinics designed to improve the standard of news broadcasts will be held Nov. 16, 10 a.m., at the Abraham Lincoln Hotel, Springfield, Ill. All Illinois stations have been invited to attend.

Under NAB auspices, the clinics were authorized by the NAB Board of Directors at its October meeting, following earlier recommendation by the Radio News Committee. In charge of the Illinois clinic will be E. R. Vadeboncoeur, vice-president of WSYR Syracuse, chairman of the committee, and Arthur Stringer, NAB director of circulation, secretary.

Hosting the opening clinic will be WCBS and WTXAX Springfield.

Twofold Objective

Twofold purpose lies behind the clinics—ways stations may become recognized sources of important news in their area, which in turn will result in horizontal improvement in radio news throughout the country.

Les Johnson, NAB 9th District director and manager of WHBF Rock Island, invited the committee to hold the first clinic. Along with Mr. Vadeboncoeur and Mr. Stringer he will participate in the session. Fred S. Seibert, director, U. of Illinois School of Journalism, will discuss libel.

Special attention will be given to the problems of small stations and operation of a one-man news department, with attention to effective procedure and commercial aspects.

Two Are Promoted

ARCH MACDONALD and George C. McKiernan, members of the San Francisco office executive staff of Balfour, Con- cussion & Guiteras, have been named vice-president of the company. Before coming to Pacific, Mr. Macdonald was with Leo Burnett Agency, Chicago. McKiernan was advertising and public relations director of the Chicago, Illinois School of Journalism, to discuss the problems of small stations and operation of a one-man news department, with attention to effective procedure and commercial aspects.

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Radio Week (Continued from page 17)

by the men who produce the programs and the men who build the mages to give them wings is a splendid example of the kind of teamwork that can carry the industry on to new goals of achievement.

"Vast new vistas of opportunity to expand the broadcasting industry and to give the American people a far greater measure of public service are now opening for both broadcasters and manufacturers."

"My congratulations to both branches of a great industry for the many accomplishments of radio from their pioneering days onward, my best wishes for further triumph in the difficult but challenging days which lie ahead."

Mr. Crosgrove recalled the inception of "a great new industry" called wireless. "All of you listening tonight are, in a sense, a part of that industry—for the industry itself is part of your lives," he said. Explaining how RMA had received the idea of recognizing radio's achievements, he pointed to the marbles still to come, such as F.M., television. He presented the four-foot silver statuette on behalf of the 500 manufacturing companies in RMA to the NAB and to over 1,000 stations as a "permanent symbol of the high esteem in which we hold your services in the world of radio."

Judge Miller, replying, said the statute has great significance to broadcasters as emphasizing the close relationship between the two industry branches and the public. Their common perspective has led to "good reception of good radio programs" for the public.

Letters From Groups

Letters from about 100 national organizations representing some 20 million members were presented Saturday as a bound volume to Judge Miller as representatives of American broadcasters. Presentation was made by Louella S. Laudin, chairman, Citizens' Radio Anniversary Committee, at a luncheon given by the committee at the Hotel Roosevelt, New York. (See story page 17.)

Volume, Mrs. Laudin said in the foreword, "convives the appreciation of the vast listening audience of this country" and "expresses their gratitude for radio's inestimable contribution to the democratization of life and work and that this potent medium of communication will continue to serve the nation in the spirit of the noblest traditions of a free and united people." Letter after letter expressed amazement at the rapid progress of broadcasting. Herbert Brownell, chairman of the Republican National Committee, spoke of radio as "an infant in age, a giant in stature, wearing seven-league boots in striding along the highway of progress," president, American Federation of Labor, said: "The wonderful progress made in the field of broadcasting seems well nigh incomprehensible."

L. B. Schwellenbach, Secretary of Labor, praised radio's "immense value in the furtherance of understanding and tolerance." Edward J. Scheiberling, national commander of the American Legion, said: "The ready acceptance of the radio in our homes is a tribute to the manner in which those connected with broadcasting have kept pace with the spirit of our times."

Gen. George C. Marshall, Chief of Staff, praised "the splendid contribution of radio men and women" but said it is something we have tended to take for granted. "Radio," he said, "has become so intimate a part of the lives of all of us that we have fallen into the habit of casually accepting its wonders." He complimented radio on its "fine wartime production and for the splendid news coverage of the war."

Erie Johnston, president, Chamber of Commerce of the U.S., congratulated the broadcasting industry on "its contribution to our entertainment and instruction."

Ira Mosher, president, National Assn. of Manufacturers, described the people associated with broadcasting as "generally alert, aware, informed, under energetic and responsible leadership." He praised the NAB "which has done so much to insure the adherence of broadcasting to accepted standards of good taste and high ethics."

Many of the organizations, particularly charitable and educational groups, thanked broadcasters for their generous cooperation.

Canadian Assn. of Broadcasters, through President Glen Bannerman, extended greetings to NAB and voiced the hope that free broadcasting in the U.S. "may always be an inspiration to our industry in Canada."

Judge Miller thanked all members of the industry that participated in the week and asked NAB members to send reports of their activities to be preserved as a record of the occasion.

His statement follows:

"With the passing of National Radio Week, celebrating Radio's Twenty-fifth Anniversary, we may say that broadcasting has now come of age. Our effort has been to catch the attention of our people and portray for them the growth of the free American system of broadcasting. We have good reason to believe that public understanding of its service, peace and war, has been enhanced immeasurably."

"The President of the United States, other public officials, representatives of foreign nations, and a multitude of labor associations have joined, wholeheartedly, in paying tribute to our achievements. This goes far to compensate for the strident complaints of disinterested individuals whose voices cry out, occasionally, noisily disproportionate to their number or importance."

Army Hour Broadcasts

"The Citizens' Radio Anniversary Committee testimonial lunch in New York, broadcasts on the Army Hour, is an example for the presentation of a commemorative statue to the industry by the RMA and the reception to dedicate the new Senate Radio Gallery, attended by prominent legislators and the President of the United States have been typical of activities, celebrating our anniversary, in every corner of the land."

"The support which National Radio Week received from all branches of the industry, stations, networks, sets and equipment manufacturers, and advertisers, aided by the trade papers and our friends of the press, established a fine record of cooperation. It is an example of unity which should inspire us in our planning for the future."

"In thanking the industry and its many friends for their splendid contribution at the close of National Radio Week, I express, also, the wish that members of the association send me copies of material published with a report of activities for the week, which we shall preserve at NAB headquarters as a permanent and valuable record of the occasion."

Successful IDEAS are always at a PREMIUM...and the Robbins Company has an outstanding reputation for producing ideas that result in resoundingly successful premium promotions. Before the war Robbins had engineered promotion plans for many of America's largest users of premiums—based on long years of knowing what will succeed and knowing how to make them succeed! Today the ingenuity and skill of Robbins craftsmen are serving the government's needs for military emblems—to the extent that Robbins is the country's largest manufacturer of distinctive insignia for the Army, Navy, and Marine Corps.

Tomorrow, Robbins ideas in metal will spark your premium programs to new highs, with timely, interesting, appealing promotions designed for success! We will be glad to discuss your postwar requirements with you now. Estimates and designs submitted without obligation. Send for the new Robbins catalogue.

The Robbins Co.
Ideas in Metal
ATTLEBORO, MASSACHUSETTS

Page 88 • November 12, 1945

BROADCASTING • Broadcast Advertising

not just one... BUT SIX IMPORTANT FACTORS
Make the El Paso Southwest a truly GREAT MARKET
1. CATTLE—the finest cattle country in the nation.
2. COPPER—one of America's producers of copper.
3. COTTON—the nation's biggest cotton center.
4. TOURISTS—country with many playgrounds and winter resorts.
5. MEXICO-Border market for imports and exports.
6. SMALL BUSINESS-men of all walks of life have developed prosperous

KROD
Department Store. Grand, Dallas, Texas
Electrical Contractors

1000 Watts
7000 Watts

H. B. WYATT CO.

50 DIFFERENT INDUSTRIES—FROM CLOTHING TO MACHINERY

THIS IS A REPORT OF THE PROGRESS OF NATIONAL RADIO WEEK, AS SEEN THROUGH THE LENS OF THE CHRONICLE OF BROADCASTING.
550 KC
(Continued from page 16)
that there would be less need for the frequencies by the new applicants or for the maximum power by the existing stations.

Problems of far reaching importance, however, are presented by the request of the 550 kc group for maximum power. The Commission must decide whether the public interest is best served by increasing the coverage of existing stations or making new stations available in areas not now adequately served by existing stations.

Regardless of the merits of the group's contention that it should have priority on the use of the 550 frequency, the Commission will not be disposed to take action at the expense of other applicants which have already been designated for hearing. Its experience has shown that even though long delays are involved, every applicant prefers to "have his day in court" rather than consent to immediate settlement.

While it is anxious to iron out conflicting cases through the use of informal conferences, as it did last December in granting five local station applications in Virginia, it has found that generally speaking, "it's a tough proposition."

The 560 kc group requesting 5 kw power is composed of KOY Phoenix, KSD St. Louis, WGR Buffalo, WRC Cincinnati, KTS An Harbor, and KOAC Corvalis, Ore. (educational). All operate at 5 kw day and 1 kw night and would doubtless have been granted maximum power were it not for Navy requirements. KSD is the only one of the group which has filed for 5 kw night and its application has been consolidated with new applicants for use of the frequency. The remaining stations expect to file their applications within the next two weeks.

A seventh station on 550 kc, KFYR Bismarck, N. D., is permitted 5 kw power day and night because of its distance from coastal waters.

Applicants for new stations on 550 kc are Constitution Publishing Co., Atlanta, seeking 5 kw day and night; New Mexico Publishing Co., Santa Fe, for 1 kw day and night; Radio Stations Inc., Sacramento, for 1 kw day and night; Federal Publications Inc., Lansing, Mich., 1 kw day and night; Montana Broadcasting and Television Co., Helena, for 1 kw day and night; Georgia Broadcasting Co., Lubbock, Tex., 500 kw day and night.

Consolidated with these cases are applications from WSVA Harrisonburg, Va., operating at 550 kc day seeking unlimited time; WJIM Lansing, Mich., for change from 1240 kc to 550 kc day and night; WOPH Detroit, for change from 1490 kc to 550 kc; WOPI Boston; and KSD.

The restriction on use of 550 kc was ordered September 7, 1937 by the FCC to preclude possible interference with the international distress (SOS) frequency of 500 kc and the 542 kc frequency used for naval aviation. Under the policy then invoked, the Commission refused to consider applications for new stations or increase of power or time of existing stations on 550 kc unless the station was less than 300 miles from the coast.

The Navy is understood to have advised the Commission within the last two weeks that its need for the 542 kc frequency has considerably diminished and that restrictions on power are no longer required. Developments in the use of very high frequencies for aviation are believed to have occasioned the Navy action.

BERMUDA MEETING DELAYED TO NOV. 21
POSTPONEMENT of the Anglo-American Telecommunications Conference in Bermuda from Nov. 15 to Nov. 21 at request of the British Government was announced last week by the State Dept. Strikes and storms held up sailing of the boats on which British delegates had passage. The conference will end Dec. 6, with the British leaving on Dec. 7.

Although President Truman has not yet approved the U. S. delegates, it appeared likely that they will be Assistant Secretary of State Clayton, Francis Cott de Wolf, chief, State Dept. Telecommunications Section, FCC Chairman Paul A. Porter and possibly Commod. Paul D. Miles who on Thursday becomes chief of the new Frequency Service Section of the FCC (see story page 15).


Answers FTC Charge
MONTGOMERY WARD & Co., Chicago, has filed answer to a Federal Trade Commission complaint charging the company with misrepresenting the number of tubes contained in radio sets it sells and with misrepresenting the capacity of the sets for television. Asserting respondent has not sold or distributed sets since the spring of 1943, the answer denies its representations were false or misleading. It admits tuning means and rectifier tubes perform no function in detection, amplification and reception of signals but maintain that they do perform important, necessary functions in operation of sets. Answer further admits that sets were incapable of receiving and reproducing picture signals in visual form, but contends they were equipped so they could be plugged in and used in connection with video sets for the purpose of amplifying and strengthening the sound produced and broadcast in connection with picture signals produced in visual form.

Coincidence
MUTUAL received a letter from a ten-year-old organism in Salem, Ore., applying for audition on "Tomorrow's Talent" a special broadcast which climaxed National Radio Week on Nov. 10, signed by Phil Carlin Jr, MBS vice-president in charge of programs. They are not related.

In the Utah Market
The POPULAR Station
National Representative WEAK & CO.
In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.

CHATTING INFORMALLY at opening of Senate radio gallery broadcast room last week were these notable personalities (I to r): Speaker Rayburn of the House; a Government employee; Leslie Biffle, Senate clerk; President Truman; Kenneth Berkeley, general manager, WMAL; back of President; Richard Harkness, NBC, president; Radio Correspondents Assn.; Mrs. Louise MacFarlane, WITH Baltimore; Sen. Maybank (D-S.C.), back of Mrs. MacFarlane; The Ross MacFarlane, WITH-Assn; Bob Evans, WTOP-CBS, NAB President Justin Miller (handkerchief to mouth); FCC Chairman Paul A. Porter; Raine Bennett, WRC-NBC.

Congressional Appeal Seen in Decision Of Court Against 1943 Deficiency Act

CONGRESS is expected to appeal a U. S. Court of Claims decision of last week, awarding back salaries to three former government employees—two of the FCC—whose wages were cut off in 1943 urgent deficiency bill. John C. Gall, attorney retained to represent Congress, will confer this week with House Appropriations subcommittee, headed by Rep. Kerr (D-S.C.), which initiated action to terminate salaries.

WPAB Sale Approved

CONSENT has been granted by the FCC to acquisition of control of WPAB Fone. P. R. by group of present stockholders through purchase by Alberto Wühring of 10% interest held by Pedro Juan Serrallés. Amount involved is $4,050. Mr. Wühring, Arturo Gallardo, Mrs. Porrrata Doria, Charles Clavell and Rafael Lopez Zapata now hold total combined interest of 55%. Remaining stock is owned by Miguel Soltero Palermo.

er, NBC New York; Cedric Foster, Mutual Boston; Robert Menaugh, superintendent, House radio gallery; Harold Beckley, superintendent, Senate press gallery, and the following Senators:

Brewster (D-Me.), Byrd (D- Va.), Capper (R-Kan.), Carlville (D-Nev.), Connolly (D-Tex.), Gordon (R-Ore.), Donnell (R-Mo.), Ellender (D-La.), Ferguson (R-Mich.), Guffey (D-Pa.), Gurney (R-S.D.), Hart (R-Conn.), Hatch (D-N. M.), Hickenlooper (R-Ia.), Hill (D-Ala.), Huffman (D-Ore.), Kilgore (D-W. Va.), Knowland (R-Cal.), Langer (R-N. D.), Maybank (D-S.C.), McMahon (D-Conn.), O’Mahoney (D-Wyo.), Peet (R-Kan.), Revercomb (R-W. Va.), Taylor (D-Ida.), Tunnell (D-Del.), Wiley (R-Wis.), Willis (R-Ind.).

Also invited were members of the trade press. Virtually all of the 106 members of Radio Correspondents Assn. attended.

AFFECTED are Dr. Goodwin Watson, former chief of division of Public Service, Foreign Broadcast Intelligence Service, who was awarded $101.78; William E. Dodd Jr., former editor in FBIS, whose award was $59.83, and Robert Lovett, executive assistant to the Secretary of the Virgin Islands, whose $1,996 claim was upheld.

Congress attached a rider to the 1943 deficiency bill prohibiting use of appropriations for paying salaries of the three after Nov. 15, 1943. On recommendation of Charles R. Denny Jr., then FCC general counsel and now a Commissioner, and the Dept. of Justice, the three men worked an extra week to test the constitutionality of the rider. The Court of Claims held that the congressional act was unconstitutional. In meantime both Dr. Watson’s and Mr. Dodd’s former jobs have been abolished. Congressional action followed charges by the old Dics group that the three were alleged “left wing radicals” and “fellow travelers.”
Standbys (Continued on page 16)

SEN. MAYBANK (D-S. C.) commented that he could "make a lot of speeches now". He was responsible two years ago for getting the World Series broadcasts on a local station in South Carolina not affiliated with Mutual and has staunchly defended the FCC network regulations.

SPEAKER RAYBURN (D-Tex.) almost didn't get in and once in he held onto his hat. At the door Rep. Rayburn, accompanied by a gallery member, was halted by secret service operatives. The gallery member prodded Rayburn with the hat in hand. Rayburn: "Mr. President, I have a new hat and I don't want to take a chance on losing it." Mr. Harkness interposed: "I'll bet if you had gone to the press gallery, Mr. Speaker, you would have lost your hat down." Eunoe's Note: Several distinguished guests, including Secretary of Labor Schwellenbach, couldn't find their hats after the event.

SEN. CHAN GURNEY (R-S. D.), former operator of WNAX Yankton, S. D., a late comer, said on the radio room: "I'm glad to see this. Radio is an important medium in our daily lives.

SEVERAL guests failed to bring their special admittance cards and D. Harold McGrath, Superintendent of the Senate radio gallery, had to leave the room several times to identify them to the satisfaction of the secret service.

ALL ENTRANCES and stairways in the vicinity of the radio room were closed at 3:30 p.m. Night guards were called on duty, Secret service men roamed the Capitol virtually all day Wednesday. A general hush-hush "what's up" atmosphere prevailed. The question was answered when, shortly after 4:30, the President arrived.

SOME 50,000 amateur operators may resume operations November 15 in new frequency bands allocated by the FCC. Announced last Friday, assignments follow previously reported proposed allocations of the Commission.

Amateurs, whose ranks include many practical as well as potential broadcasters, have been off the air since Pearl Harbor except for provisional period designated by the Commission this year in 112-115.5 mc band during August 21-November 15 period.

The official consent, Order 130, adopted Friday, is effective Thursday 3 a.m. EST for operators in good standing before war and validates certain amateur station licenses until May 15, 1946. Order also cancels previous war emergency period orders relating to contact with foreign stations, portable operation, overall amateur operation and the late order of provisional operation.

Following frequency bands are assigned by Order 130 for amateur use:

28.0-29.7 mc using type A1 emission (code).
28.1-29.5 mc using type A3 emission (voice).
28.95-29.7 mc using special emission for radiotelephony (FM).
56-60 mc using A1, A2, A3 and A4 (facsimile) emissions. Frequencies 55.5-59 mc are available for amateur radiotelephony until 3 a.m. EST March 1, 1946, at which time subject to further order, television broadcast stations now assigned frequencies within 50-54 mc band will be removed and band then assigned to amateur service in lieu of 56-60 mc band.
144-145 mc, using A1, A2, A3 and A4 emissions and special emissions for radiotelephony and radiotelegraphy (FM). Portion of band between 146.5-148 mc shall not be used by stations licensed west of 50 mile area of Washington, D. C., or Seattle, Wash., because of use of those facilities for the time being by other services.

2300-2450 mc, 5250-5650 mc, 10000-10500 mc and 21000-22000 mc using A1, A2, A3, A4 and A5 (television) emissions and special emission for radiotelephony and radiotelegraphy (FM).
Order expressly excludes use of any of these frequencies by amateur stations in Central, South and West Pacific Ocean areas for present time. Commission pointed out additional assignments will be effected gradually and in consideration of present uses by other services such as military and government.
All amateur station licenses valid at any time during the period December 7, 1941 to September 15, 1942 (date of suspension of action on station licenses re renewal or modification), which have not been revoked are good for presently designated six-month period.
Amateur operators licenses have been issued throughout war period. Several thousand of these are held by servicemen who through their amateur qualifications were routed into communications work.
Commission representatives, as well as spokesman for amateur group in Washington, believe there will not be much of a delay in resumption of amateur work, as most hams are "ready to go."

Station and operator licensing is handled on FCC Form 610, to be available at some 30 FCC local offices within next few weeks.

Paul Rainbourn, President, Television Productions Inc., will address the American Association of Advertising Agencies in Los Angeles Nov. 14 on the subject "The Case for Sponsored Television."
Telephone Survey Advantages Shown

Factor of Attentiveness Included in Hooper Data

THE COINCIDENTAL telephone audience survey method supplies a measure of attentiveness of the listeners as well as of reported listeners. C. E. Hooper, president of C. E. Hooper Inc., told a meeting of subscribers to Hooper reports held Wednesday at the Hotel Biltmore, New York. Similar meetings held the previous week in Chicago and one is scheduled for Nov. 15 in Philadelphia, with others to follow.

Such a study on attentiveness was made, Mr. Hooper said, to account for differences between audience ratings reported by his organization and by C. E. Nielsen mechanical measurements of receiver use. The Nielsen reports, he said, were usually higher than Hooper ratings, but not consistently so, with greatest differences found in the daytime.

Hooper interviewers, using both phone and personal interviews for a four-day period, asked two special questions: Was there a radio set tuned on anywhere in your house when the telephone (doorbell) just rang? Was anyone actually listening, or was it turned on between programs with nobody listening?

Results, Mr. Hooper explained, showed generally that when programs were such as to call for attention listening, such as news, difference between telephone and meter measurements is smallest; when programs do not call for such listening, difference tends to increase. For example, he reported, meter measurements were 45.6% higher than telephone coincidental ratings for the 9-9 a.m. period, but when this is broken down by quarter-hours it is found difference rose from 27.6% during 8-8:15 a.m. news to 68.7% after news had ended. Similar analysis of nighttime listening showed average difference of 32.7% for 12-1 p.m. hour, with only 14.1% during noon news and 39% afterwards.

Lewis Tour

DOROTHY LEWIS, NAB coordinator of listener activities, left New York Nov. 11 for a three-day radio-talking tour. Today (Nov. 12) she is to address a luncheon of civic and educational leaders in Utica sponsored by WIBX. On Tuesday she will speak to the combined conventions of the New York State Radio-Television Association and the New York State granges and Four-H Clubs in Syracuse. Wednesday at Rochester she will address the Federation of Women's Clubs and will be an honored guest at a luncheon given by Mrs. Frank Gannett, wife of the owner of the Gannett newspaper stations. On Thursday, Mrs. Lewis will serve as chairman in the regular afternoon women's luncheon in New York.

C. H. BOND RETURNS FROM AAF SERVICE

CLYDE H. BOND, consulting radio engineer, last week rejoined the firm of May & Bond, Washington, consulting engineers, after a year of active service in the China theater for the Operations Analysis Division of the Army Air Forces. Mr. Bond, a civilian engineer of the Army, became a member of the original firm of May, Bond & Rothschild in 1939, formation more than a year ago. Last Oct. 31, that firm was dissolved and the new firm of May & Bond was established. Harold Rothrock has left the firm and Mr. Bond has announced his plans. May & Bond offices are in the Kellogg Bldg., Washington.

HOPE LEADS HOOPER PACIFIC COAST LIST

BOB HOPE pulled top audience on Pacific Coast during October according to C. E. Hooper Inc., whose October Pacific network report gives Bob Hope program a rating of 28.3. Fibber McGee & Molly was second with 21.4 and Fred Allen third with 21.3.

First 15 programs also included Great Gildersleeve, 19; Charlie McCarthy, 19; Mr. District Attorney, 18; Abbott & Costello, 18; Hilligogers, 18; Take It or Leave It, 17; Walter Winchell, 16; Screen Guild, 16; Fannie Brice, 16; Truth or Consequences, 15; Adventures of the Thin Man, 15; The Whistler, 15.

Report shows average evening audience rating of 8.2, up 1.0 from September and up 0.4 from Oct. 1944. Average evening sets-in-use was 30.5, up 6.6 from September, down 0.3 from Oct. 1944. Average evening available audience is 74.5, up 1.0 from September, down 0.2 from Oct. 1944.

Average daytime audience rating was 3.6, down 0.1 from September, down 0.3 from Oct. 1944. Average daytime sets-in-use was 14.5, down 0.3 from September, gain of 0.3 from Oct. 1944. Average daytime available audience was 66.9, unchanged from September but 1.5 more than for Oct. 1944.

Curtis TV Sponsor

CURTIS PUBLISHING Co., Philadelphia, sponsored the exclusive telecast of the Army-Notre Dame football game last Saturday from New York Yankee Stadium on NBC's television station WENJ. The company will also sponsor the Army-Navy game on Dec. 1 at Philadelphia. Broadcasts of the game on NBC are also sponsored by Curtis. Agency is Macfarland Avery & Co., New York.

Ellison Criticizes Radio Commercials

Sylvania Exec Addresses Group of Canadian Advertisers

"Two of the more serious complaints of people about advertising concern certain types of radio commercials and boastful, bragging advertise-ments," Paul S. Ellison, vice-chairman of the Assn. of Natl. Advertisers and director of advertising and sales promotion of Sylvania Products Inc., New York, told the annual meeting of Assn. of Canadian Advertisers at a meeting in Toronto, Canada, last Wednesday.

"The large area of criticism has to do with radio commercials," he said. "It is interesting to note that although just about everyone of the public is a radio listener, four out of five say they prefer commercially-sponsored radio to Government-controlled broadcasting."

"But there is a consistent minority of 15% who would rather pay a tax on their receivers and have the Government take over. Nearly all these people indicate that the reason they have developed this attitude is because of the obnoxious nature of some radio commercials."

"One result of these findings has been a large volume of private research in the past several months on radio commercials so that sponsors and broadcasters can determine how to harmonize such messages with the public's desires."

Farm Group Meeting

FARM Directors Committee of the NAB has tentatively scheduled a meeting Dec. 4-5 in Chicago. Larry Haag, farm director of WCCO, Minneapolis, is committee chairman. C. E. Arney Jr., NAB secretary-treasurer, will attend.

War Production Data

CENSUS BUREAU last week published a collection of 26 radio and radio war production tables covering the period from July 1940 to July 1945. Figures previously had been announced by the War Production Board and showed total output during the period of $7,680,000,000 [BROADCASTING, Oct. 8].

Strout for Bakhage

RICHARD STROUT, Washington correspondent of the Christian Science Monitor; David Wills of the American staff in Washington, and Leon Henderson, former chief of the OPA, will replace E. B. Bakhage, American commentator, on Tuesday, Wednesday and Friday broadcasts, in that order, while Mr. Bakhage covers the Nuremberg trials on Tuesday and Thursday broadcasts from Germany on Monday and Thursday at his regular time, 1:15 p.m. Program, Bakhage Talking, is on five times weekly on co-operative basis.
Right on Schedule

WHILE GUITAR Player Tony Motoda was making music on the Jack Bert show on American last Wednesday a little after 4 p.m. his wife presented him with a six-pound, 15-ounce baby daughter. Just 25 months before, also at 4 p.m. when Tony was broadcasting with Perry Como, the Motoda's first daughter was born.

Van Volkengen Heads N. Y. CBS Radio Sales

MAJOR CHANGES in management affecting CBS-WBBM Chicago and CBS-KMOX St. Louis announced last week have resulted in John Van Volkengen's appointment to head radio sales for CBS New York. He has been with WBBM 15 years, as assistant to H. Leslie Ladd, president of CBS, and general manager, CBS western division. He succeeds Kelly Smith, recently named CBS director of station relations. Frank Falknor, general manager of KMOX, takes Mr. Van Volkengen's position at WBBM, while remaining chief engineer of CBS western division. Wendel Campbell, KMOX commercial manager, becomes general manager.

Other changes include appointment of Bill Edwards of CBS New York sales office, as head of WBBM sales department; Dave Sutton, released from Marines as captain, becomes sales manager of KMOX; with Maj. H. Leslie Atlass Jr., released from Signal Corps, named director of installation of CBS-WBBM television facilities.

IT&T Receiver

FEDERAL TELEPHONE & RADIO CORP., manufacturing subsidiary of I. T & T. will enter the radio receiver field in addition to its activities in manufacturing transmitter and associated equipment for AM and FM broadcasters. Company plans an initial line of four or five table models to which cabinet models including combination radio-phonograph will be added at a later time.

Home Products Dicker

AMERICAN Home Products, New York, through Dancer-Fitzgibbon & Sample, New York, is negotiating with FC for possible sponsorship of the Fred Waring program, 11-11:30 a.m., now sustaining on NBC, 5 times weekly. NBC's asking price for the program, which network has declined to reduce, is however, beyond figure set by AHP, and a co-sponsorship deal is under consideration. Matter is still in the preliminary discussion stage.

John Hogan Urges More Cooperation

"Radio will be developed faster if those engaged in it work together more," John V. L. Hogan, fellow and past president of the Institute of Radio Engineers and president of WQXR New York, told members attending the institute's Radio Pioneers' party at the Hotel Commodore, New York, last Thursday night.

"No one can state how much the institute has contributed to the development of radio, and will be based upon the work and the thinking of men who have been and are associated with the IRE."

More than 1,000 wireless pioneers from the earliest start of radio to the broadcasting 25 years ago met at the pioneers' party. Demonstrations of early wireless equipment were included during the evening.

CBS Gross Shows Gain For Period of 39 Weeks

CBS and its subsidiaries had a gross income of $68,045,937 for the 39 weeks ending Sept. 29, 1945, according to a consolidated income statement issued last week by Frank K. White, vice-president and treasurer. Figure is about a half of one per cent higher than the gross of $62,700,765 for the same period of 1944. Net income for this year to date totals $4,234,247, a rise of 24.8% from the net of $3,399,081 in the first nine months of 1944. When the $1,000,000 "extraordinary gain" from the sale of WBT after allowance for federal taxes is deducted, however, the CBS net from operations for the period is $3,234,247, a decrease of 4.8% from last year's figure. Total earnings per share were $2.47 this year as against $1.98 last for the nine-month period.

CBS board declared a cash dividend of 60 cents a share, payable Dec. 4 to stockholders of record Nov. 23.

ACLU Conference

WHAT remedies are practicable to overcome restraints on radio, press and moving pictures by concentration of power in industries will be one of the topics at an all-day conference of American Civil Liberties Union at Hotel Biltmore, New York, Nov. 24. Conference will be attended by two former FCC chairman, and A. D. Willard Jr., of the NAB, will lead the discussions. Conference marks 25th anniversary of Union.
APPLICATION FILED FOR KDON CHANGES

APPLICATION was filed with FCC last week to effect equal division of control of KDON Montev, Cal., between Robert A. Griffin, now 50.25% owner, and Salinas Newspapers Inc., holder of remaining interest. Mr. Griffin would sell five shares (0.05%) for $150 to the newspaper group whose stock is held in proxy by Paul H. Caswell, president of Monterey Peninsula Broadcasting Co. KDON licensee. Purpose is to bring about better programming and overall operation, according to application.

Salinas Newspapers Inc., is controlled by John Ben Snow (43.75%), Merrill C. Speidel (43.75%), R. M. Speidel and H. S. Bunker who are identified with Speidel newspaper interests and WKP Poughkeepsie, N. Y.; KFBC Cheyenne, Wyo., & WGNY Newburgh, N. Y.

Voluntary assignment of license of KSUN Lowell, Ariz. is requested of FCC from Copper Electric Co., owned by Carleton W. Morris, to Mr. Morris as individual. No money is involved.

Also formally filed with the FCC last week was application for sale of WFIL Philadelphia to Philadelphia Inquirer, a division of Triangle Publications Inc. for total consideration of $1,000,000 (see story page 100). WFIL licensee firm is owned by Lit Bros., department store controlled by City Stadium Co., which in turn is controlled by Bankers Security Corp.

City Stores is also 100% owner Maison-Blanche Co., half-owner of WSMB New Orleans.

Malone Speaks

TED MALONE, commentator on American, has been chosen as principal speaker of the annual "Achievement Today" celebration Nov. 15 at his alma mater, William Jewell College, Liberty, Mo.

Murrow Baby

EDWARD R. MURROW, European news chief for CBS, is the father of a boy Charles Casey Murrow, born in London.

Name Advertising Counsel

GAREFD & GUILD, San Francisco, have been appointed advertising counsel for Neewil Outboard Company, makers of Strykers granulated soap, which is distributed by E. L. Roberts & Co. in northern California and by Bert Levi in southern California.

Tribute to Miss Hoskins

AMERICAN FORCES in England paid tribute to Miss Hoskins, secretary to the London office of American Broadcasting Company, by designing "Strictly off the Record" show on AFN, written by Sgt. Dick Dudley, to her as a reward for the cordial relations between the networks.

Bard With Edelen

RICHARD K. BARB, recently released from the Army after five years service and 11 months in the Philip-

meet

HOOPER & CRESSLEY

Sonora Schedule

SONORA RADIO & TELEVISION Corp., Chicago (radio/television), on Nov. 12, 1943 starts using schedule of transmitted sta- tion breaks on KFI Hollywood. Con- tract is for four weeks. Weiss & Geller, Chicago, has the account.

Zimmerman to WEMP

CAPT. CARL ZIMMERMAN, producer and announcer for front-line pickups on "Army Hour", and Army Radio Office in Washington, D.C., Paris, Rome, and Germany, is out of Army and is named program director of WEMP Milwaukuee.

Nonprofit Groups May Buy Surpluses

NONPROFIT educational and public health institutions were granted op- portunity to buy surplus property at a discount in a regulation (SPA No. 14) issued Thursday by the Surplus Property Administra- tion. The discount applies whether made by the institution itself or by a state or local government acting on its behalf.

The plan provides a 42.5% discount from "fair value" of the property. Other nonprofit institutions may purchase at "fair value", which is defined as a price not to exceed the lower price offered at any trade level at time of acquisi- tion. Federal Security Agency will determine eligibility to discount.

Several educational institutions have indicated intent to build FM broadcast stations should trans- mitters and studio equipment turn up in surplus property inventories. So far only communications equip- ment and components of various sorts have appeared in inventories of the RFC, disposal agency for surplus goods.

New Relay Station CPs

NEW REPLY STATION CPs

GRANTED WESTERN UNION

FCC last week granted applications of Western Union Telegraph Co. for construction permits for a chain of 22 experimental Class 2 microwave relay stations in a "line of sight" relay system extending from New York to Pitts- burgh, from Pittsburgh to Wash- ington, from Washington to Phila- delphia and from Philadelphia back to New York.

Present authorization is second link in continuation of company's development program, ultimate object of which is to obtain a commercial radio relay system connecting all principal business centers within the U. S. Previous grant was made by FCC for chain of similar stations at New York, New York, New Brunswick, Bordentown and Camden, N. J.

Frequencies from 1835 to 11588 mc will be used with 15 w power at each station and with types A6, A2, A8, A4 and special emis- sions.

Hartman at KROW

LOU HARTMAN, released from the Merchant Marine, formerly of KOOG Oklahoma City and WMAQ Chicago, has been assigned to KROW Oakland, Calif., as an- nouncer.

Beech-Nut Spokes


Read Leaves KFQD

WALTER L. READ, commercial man-ager of KFQD Anchorage, Alaska, has joined Radio Specialties Co., Los Ange- les, as broadcast sales representa- tive. Firm is distributor for Gates Radio Co. In Cal., Nev., U. Ariz., and N. M.

Robbins Emcee

FRED ROBBINS, formerly announcer of the Dancys Raye and the Vitkins pro- grams, started Nov. 5 as m.c. of "1210 Club" 6 nights weekly, 7:30 to 10 p.m. on WOV New York.
HEARING IS ORDERED ON WRAW TRANSFER

HEARING on four specific issues was designated by the FCC last week in proposed transfer of control of Reading Broadcasting Co., licensee of WRAW-TV, Reading, Pa., to a group headed by Col. J. H. Steinman and John F. Steinman. Four-seventh interest is to be purchased for $100,000 by stations in which stations is held by the Steinmans, who last year purchased three-sevenths interest in WRAW for $62,500 after selling WILM Wilmington, Del., under duopoly regulation.

Issues stated by Commission are (1) to obtain full information as to the direct and indirect interests in and connections with broadcast stations of J. H. Steinman and John F. Steinman and other members of the Steinman family and the areas and populations served by said stations; (2) to determine the character and extent of concentration of control over broadcast stations by said Steinmans which might result if the application is granted; and (3) to determine the effect of the consideration paid upon the financial responsibility of the transferees and the program service of WRAW.

Specifically, the four-sevenths interest in WRAW is equitably divided between WGAL Lancaster and WKBO Harrisburg, Pa. WGAL acquires stock of Raymond A. Gaul, president and manager, and of WRAW who is to remain as manager. WKBO acquires holdings of Harold O. Landis, WRAW secretary-treasurer.

Marines Honor Mutual

MARINE CORPS League, official veterans organization of the Marine Corps, will award a public service citation to NBC Mutual this evening (Nov. 12) in recognition of an emergency broadcast from Guam, Feb., 1948. On broadcast, made while the battleship USS Jima in progress, Mutual Correspondent Arthur Prim made an appeal for whole blood which within 42 hours produced a sufficient response to save the lives of thousands of wounded Marines. Citation will be presented by Allen Stevenson, national commander of league, during broadcast from the Waldorf-Astoria, New York, as part of celebration of 170th anniversary of the corps.

Riklin is Chairman

LOUIS J. RIKLIN of 300 San Antonio's sales staff, has been appointed chairman of the speaker's committee for San Antonio's Victory Loan Drive.

Adler with Dennison

ROBERT ADLER, recently released from Army Air Force after serving three and one-half years, has returned to Chicago office of Craig E. Dennison Agency, Chicago, as account executive.

EXECUTIVE MEETING HEARS PALEY'S TALK

WILLIAM S. PALEY, CBS president, addressed the opening meeting of second conference of the year of general managers of seven CBS-owned stations last Thursday at the Carlton Hotel, New York, Nov. 5, and 7. Howard S. Meighan, CBS director of station administration, conducted the meetings.

Tribute to Broadcasting Paid by Press Wireless

TRIBUTE to broadcasting as a means of news transmission throughout the world was paid by A. Warren Norton, president of Press Wireless, in connection with the observance of radio's 25th anniversary. He pointed out that on Feb. 22, 1922, less than two years after the start of domestic broadcasting, one of the pioneer trans-Atlantic broadcasting circuits began operation between England and Halifax, Nova Scotia. Norton said, stimulated rapid and extensive development of other installations for news purposes until today the world is courted by the use of such circuits, many of them used almost exclusively to transmit voice, photographs and texts for the press.

"The use of broadcasting by the press has become one of the most important influences in stimulating the development of radio just as the news demands made upon the telegraph encouraged the growth of wire transmissions many years ago," Mr. Norton said. "As the press continues to grow in worldwide importance, it will continue to be the interpreter of the further perfection of radio broadcasting."

Press Praise

HONORING radio's 25th anniversary, The Sheboygan (Wis.) Press, owners of WBBL, ran an editorial reviewing the quarter century. In closing, the editorial stated, "Radio Station WBBL and all those affiliated with it, whether the American Broadcasting Co. or the local management and staff, take this opportunity to express our appreciation for the encouragement that have been ours since the opening of the first station, a portable, back in 1926... In the future you will hear further announcements as to the changes that are in store for WBBL, all of which will strengthen your faith in radio."

Smith to Hollywood

LARRY SMITH, NBC commentator, has moved from San Francisco to Hollywood.

Brezinski to Speak

THOMAS A. BREZINSKI, chief engineer of NBC radio transmitter, will speak Nov. 16 on "Television Engineering" before Columbia U. branch of the American Institute of Electric Engineers.

Shepheard Returns to CBS

LIKE SHEPHEARD, with release from Navy, has returned to CBS Hollywood as maintenance technician.

Deadline for 1946 YEARBOOK

Dec. 1, 1945

November 12, 1945 • Page 95
Mr. Morris is owner Copper Electric Co. No money is involved.

TRANSFER KDON Monterey Peninsula Sub-

amended to change frequency from 1220 kc to 1450 kc (all stations within the Southland area, including Channel 9). Re- 

March 14, 1950

KQW, San Jose—Grant applications for leave to amend for CP exchange change over a distance of 1500 miles.

KQW, San Jose—Grant for leave to exchange application for CP exchange change over a distance of 1500 miles.

RADIO SCORES SCOOP ON TRANSIT STRIKE

RADIO SCOREPON the newspapers last week in the Capitol Transit strike which crippled Washington transportation Tuesday and Wednesday. WWDC, an-all-night station, laid off his 12:30-3 a.m. program. WTOP WRC WMAL WINX started opening morning programs with strike announcements. WTOP WRC WMAL, through Paul H. Caswell, president of Montgomery Peninsular Broadcasting Co., has been granted motion to increase time extended to and including November 25, 1950. Amount involved $150. Legal counsel—Beatty T. Rollo, Washington, D.C.

W2DNY Unalaska—Grant granted permission for the exchange of CP exchange change over a distance of 3000 miles.

W2DNY Unalaska—Grant for leave to exchange application for CP exchange change over a distance of 3000 miles.

W2DNY Unalaska—Grant applications for exchange of CP exchange change over a distance of 3000 miles.

W2DNY Unalaska—Grant applications for leave to exchange application for CP exchange change over a distance of 3000 miles.

W2DNY Unalaska—Grant for leave to exchange application for CP exchange change over a distance of 3000 miles.
GAMBLE TO REVIEW DRIVE’S PROGRESS
NIGHTLY reports to the nation on progress of the Victory Loan campaign will be broadcast by Ted R. Gamble, National Director for War Finance. Starting Monday Nov. 19 Mr. Gamble will be heard five nights weekly on the NBC News of the World 7:15-7:30 p.m. (EST).

Radio cooperation in the drive is breaking all records, according to H. Quentin Cox, consultant to Lt. David Levy, Radio Section chief. Secretary of the Treasury Fred M. Vinson was heard Armistice Day in a Bond rally on WOL Washington, Mutual affiliation for a program on Mutual, 10-11 p.m., brought an array of musical talent from New York, including Paul Whiteman, Duke Ellington and Tommy Dorsey directing Glen Miller’s AAF Band, and with Oscar Levant, Perry Como and Martha Tilton appearing as soloists. Last half of program, from Santa Ana Air Base, Cal., included Dinah Shore, Dennis Day and the Santa Ana AAF Band conducted by Meredith Willson, Dave Rose and Bob Crosby.

Radio Directors Guild, Four Networks Agree
RADIO DIRECTORS Guild and the four major networks have agreed to the terms of a two-year contract for directors and associated directors marking the first of its kind, after negotiations before the New York State Board of Mediation. Terms call for $100 as basic minimum weekly for directors employed before June 1, 1945, and a $55 weekly figure for those hired after that date. Associate directors, on NBC and American, according to the contract, for a 40-hour week will receive $70 for those employed before June 1, 1945 and $65 for those associated with the companies after that date. Associate directors on CBS and their co-equals, termed producers—announcers, on Mutual have separate contracts with AFRA and thus are not a part of the RDG contract. Contract also calls for staff directors to receive air credits “whenever warranted as a result of general directorial excellence, novelty, originality or other specific characteristics unless director prefers otherwise.” Contract also specifies a “union shop” and has designated the New York State Board of Mediation to act as an arbitration board if any difficulty should come up.

Barry With WOV
BOB BARRY, formerly with WIND Chicago and WPH Radio Rome for past two years, has joined WOV New York as announcer. Sill to American

JEROME SILL is leaving the position of eastern division manager of MBS station relations department to join American on Nov. 19 as a research specialist in the sales department. Before joining Mutual Mr. Sill was sales promotion manager of WNEW New York and previously was associated with CBS for a number of years in a variety of promotion activities.
Help Wanted

Wanted—Veteran first class licensed holder for station on Rocky Mountain 1 kw output. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,900 watt midwest regional network. Requires all phases of continuity work. Must produce salable commercial announcements and have excellent voice quality. Send sample scripts. First class letter. Box 212, BROADCASTING.

Wanted—Commercial manager 25 watt station in expanding market with dual coast to coast network affiliation. Salary plus bonuses. Box 249, BROADCASTING.

Chief engineer for progressive local station in east. Network affiliated and FM pending. State all first letter experience, education, salary desired. Want man for remote markets. Good job for good spot for ambitious person not over thirty. Call or write. Box 326, BROADCASTING.

Copywriter—Excellent opportunity for top flight radio copywriter (man or woman) with well established, western New York advertising agency handling large volume of retail and local business. Must be able to deliver strong sell on sales for financial institutions. High energy and good commercial talent an absolute necessity. Send resume for first letter. Box 338, BROADCASTING.

Copywriter or woman—by established agency. If you are experienced in writing commercial and retail copy, and need a break, this is your opportunity. It will pay you to look very closely. Please write. Box 393, BROADCASTING.

Wanted—Individual in Washington, D. C. To obtain releases concerning actions of the Public Broadcasting Commission and forward them to various newspapers daily. Address Box 424, BROADCASTING.

Wanted—Experienced station manager to take full charge of new FM station in small city. Must be versed in all the techniques of news, programs, production, advertising, etc. Box 451, BROADCASTING.

Wanted—Energetic, ambitious southern young man as manager of station. Possessing all the qualities of a good manager. Send application in person. Box 461, BROADCASTING.

Seeking permanent staff. Need salesman/ad-writer. Also two platter emcees, early morning and afternoon, participating shows and arrange sick. Warmth without self-centeredness; state minimum salary, age, experience, reference, and audition availability. Box 424, BROADCASTING.

Operator-announcer, lat ticket capable of light announcing. $35.00 weekly. Prefer a disabled or handicapped person. A applications considered. WTMG, Ocala, Fla.

Wanted—Two first class transmitter operators by new 250 watt in western Pennsylvania. Station is progressive and requires experience. Expansion program planned. WDAD, Indiana, Penna.

Wanted—Radio production man. Opportunity in emerging station with growing city in U. S. Must be versed in music production, scripts; commercials; and production for radio. Must be able to handle all personnel organization and management imperative. References must be perfect. Good starting salary and profit sharing arrangement. Send complete information including salary desires. Box 438, BROADCASTING.

Help Wanted (Cont'd)

Profit much above average. Advertiser is the sole owner of a thriving business in the electronic field. Franked capital $100,000 with high credit rating and good financial showing. Contact soon in sight that I can possibly handle with present resources. Good opportunity for a few very, very capable men who can invest upwards of $5,000 each. The opportunity for advancement is rapid—possibly top management. Send resume at once, BROADCASTING.

Situations Wanted

Veteran with 5 years Naval experience honorably discharged desires top engineering position with network station in San Diego, California. Background of engineering experience including general and supervisory office room experience. Married, late thirties. Best references. Box 413, BROADCASTING.


Sports director-program manager—Vet- eran, major network and individual stations. Desires a permanent position as program man. Experience includes discharge, two children. Want work with progressive station. Offer better opportunity to the credited man who will deliver goods. Box 420, BROADCASTING.

Announcer—7 years metropolitan com- mercial and news experience before war. Naval service in Europe. Desires position near west or east. Box 437, BROADCASTING.

Young man just returned from overseas desires position of studio engineer with firm offering good future. Ten years experience handling all types of shows. Capable of top work quality operation. First class license. Qualifed for television. Box available immediately. Box 438, BROADCASTING.

Woman announcer—Radio school grad- uate, fourteen months staff experience in music library and commentary, women's and children's department magazine class. Prefer eastern local. Box 439, BROADCASTING.

Here's a promotion-publicity man—Now publicity director midwestern university-owned newspaper. Desires position on metropolitan newspaper; polished copywriter, creative campaigner, news writer, electric type with journalism background. Desires good local organization. Box 440, BROADCASTING.

Experienced announcer. News, special events, sports, records, staff. Dramatic background in west coast newsroom. Desires position with progressive station with plans for the future. Box available immediately. Box 444, BROADCASTING.

Salesman, 42, college education, radio newspaper background, now handling advertising account. Desires position as sales manager in small city. Experience and background. Desires position as advertising manager, network or progressive stations planning expansion of sales department. Write Box 418, BROADCASTING.

Navy Officer expecting release Novem- ber. Experience includes overseas tours. Background includes world travel, world war experience, two years reporting, publicity, two years' news- casting, two years' announcing. Two years' experience in newsroom. Box 423, BROADCASTING.

Laxy news editor looking for soft spot at afternoon broadcast by newspaper or radio station of any location. Box 432, BROADCASTING.

Interviewer, commentator, copywriter, 1 year experience, desires position at Bureau Show. Established contacts with foreign radio stations. Also very interested in putting on the best Woman's Feature on the air. Traveled 30,000 miles overseas. Box 431, BROADCASTING.

Director of station to head news and announcing department progressive eastern newsmagazine. Excellent opportunity. Box 417, BROADCASTING.

Desires position to head news and announcing department progressive eastern newsmagazine. Small metropolitan outlet. Excellent opportunity. Box 417, BROADCASTING.

Program manager—owns and operates KAJR in small market. Desires association with network affiliate Rocky Mountains. Desires position of manager. Box 490, BROADCASTING.

Program manager—a one kilowatt NBC affiliate Rocky Mountain area. Box 497, BROADCASTING.

Manager smaller market station—Look- ing for that situation where you need ambition backed by sales experience. Program, public service, etc. "Know how" writer to make your station a pro- fessionally respected community institu- tion. Box 415, BROADCASTING.

Top salesman—20 years experience, two years' newspaper background, excellent writing, special events. Also sales pro- motion. Best references. Box 417, BROADCASTING.

Executive engineer, Naval officer to be released in promotion. Excellent experience in AM-FM broadcast engineering and supervision. Experienced in preparation and filing of applications for licenses and in con- nectivity with application of construction permit, transmitter site approval, FCC records, proof of performance surveys AM and FM. Perma- nent position in small-city market or more progressive stations planning expansion of engineering department. Write Box 418, BROADCASTING.

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Navy Officer expecting release Novem- ber. Desires position with network or progressive stations planning expansion of sales department. Box 418, BROADCASTING.

Major Network

Summer Relief Announcer wants PERMANENT POSITION

Five years' experience. WANTED

WANTED

Bound or unbound complete files of BROAD- CASTING MAGAZINE for full years 1940, '41, '42, '43, '44 and first 6 months of 1945.

If you have any of these years, unculled and un- marked, write, stating prices.

Fred M. McGeehe 430 E. 57th Street New York, N. Y.
Poppele Praises Radio For 25-Year Progress

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AMA Officers Elected

LYMAN L. HILL, director of Serval Sales Co., Chicago, was elected president of the American Marketing Assn., succeeding Donald M. Hobart, research director for Juran and Co., N.Y. Include Paul W. Stewart, Stewart Brown & Assoc., N.Y., and Robert T. Brown, director of commercial research, Pillsbury Flour Mills Co., Minneapolis, vice-presidents.until the next election.

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Text of FCC Notice on WFIL

Pursuant to FCC's public notice of proposed sale of WFIL Philadelphia. This and a notice of offered sale of WHD, both of which were started by Friday, are identical in form, differing only in details of the agreements. Published in accordance with the procedure proposed by FCC in its Crosley-Aveo decision Sept. 5, the notices followed by one week publication of newspaper advertisements by the applicants themselves. Text:

The Commission's notice that, on Oct. 10, 1945, there was filed with it a proposed assignment of the license of standard broadcast station WFIL, Philadelphia, Pennsylvania, which certain broadcast stations associated therein, i.e., WRFL and WRFL-WGLK, to a corporation to which are at present licensed to Triangle Publications Inc. (a Delaware corporation), 400 North Broad Street, Philadelphia, Pennsylvania. The proposal to assign said license is based upon an agreement between WFIL Broadcasting Company and Triangle Publications Inc., dated September 27, 1945, under which the former agrees to sell to the latter the properties of the station as defined by said agreement, including personal property, good will, contracts, and other rights described therein, for the sum of $1,800,000, payable at the time of signing the agreement, the balance to be paid in 21 days after the date on which approval of the proposed assignment is given by the Commission. Other details of the contracts and conditions of the transaction were determined from the application on file with the Commission.

In the Commission's decision of Sept. 5, the Commission, hereby assigned for consideration, of the proposed transfer of control of the Crosley Corporation (Docket No. S1187), it was announced that public hearing would be held to consider proposed new rules and regulations for the handling of assignment and transfer applications involving provision for public notice by the applicant and the Commission of the filing of such applications and pertinent details in cases where a controlling interest is involved. Therefore, on Oct. 1, 1945, the Commission also gave public notice (10 PR 10298) that, prior to issuance of such proposed new rules, hearing thereon, and final adoption, such applications would be deferred unless applicants desired to follow the procedure proposed in the LWE decision, and supplement their applications so as to come within the framework of the announced procedure including the provision for public notice. Pursuant thereto, the Commission was advised on Oct. 12, 1945, that notice was inserted in the "Philadelphia Inquirer" and "Philadelphia Inquirer" (both Philadelphia papers of general circulation) of the proposed assignement of the license and sale of the properties of WFIL and associated stations as indicated above.

In accordance with the procedure proposed by the Commission, a public notice was announced in the Commission's release, no action will be had upon the proposed WFIL application for a period of 60 days from Oct. 10, 1945, within which time other persons desiring to apply for the facilities will be given any opportunity to do so under the same terms and conditions as set forth in the above-decided contract.

FCC Publishes Notices of Proposed WHDH, WFIL Sales Under Avco Plan

Actual experience in the open bid procedure proposed by FCC for use in station sales moved forward another step last week as the Commission published public notices of two proposed sales which the applicants themselves had advertised the week before.

FCC, which suggested in its Crosley-Aveo decision [Broadcasting, Sept. 10] that proposed transfers be advertised to give the public an opportunity to file competitive bids, published in the Federal Register, government publication, notices on the sale of WHD Boston and WFIL Philadelphia.

Proposed sales of WHDH by Matheson Radio Co. to Fidelity Broadcasting Company and WFIL by Broadcasting Company to WFIL Broadcasting Co. (owned by Lit Bros.) to Triangle Publications Inc. (publisher of Philadelphia Inquirer) were advertised by the applicants in the Federal Register, government publication, notices on the sale of WHD and WFIL Philadelphia.

Proposed sales of WHDH by Matheson Radio Co. to Fidelity Broadcasting Company and WFIL by Broadcasting Company to WFIL Broadcasting Co. (owned by Lit Bros.) to Triangle Publications Inc. (publisher of Philadelphia Inquirer) were advertised by the applicants in the Federal Register, government publication, notices on the sale of WHD and WFIL Philadelphia.

New Bristol-Myers Posts For Brown, Allen, Clayre

Bristol-Myers Co., New York, has named Robert B. Brown director of advertising and market research, and Joseph M. Allen advertising manager. Both remain assistant vice executives.

Mr. Brown was formerly advertising manager of Ipana Tooth Paste, Mum, Ingram's Shaving Cream, Ingram's Improved Cream, Truslay hand lotion, and D. T. toothbrushes and advertising in Canada.

Mr. Allen was advertising manager on Sal Hepatic, Mint Rub and Vidal, and since his most recent appointment, has been named new products coordinator of the company.

WOR to CAB

WOR New York has joined the Cooperative Analysis of Broadcasting, first station to join this research organization which previously has had only networks as broadcasters. WOR's subscription to the CAB service augments its own continuing study of listening in greater New York area conducted by Crosley Inc., its subscription to local Hopkins and local Pulse surveys and its membership in Broadcast Measurement Bureau.

KJR-KOMO Separation

Official separation of KJR and KOMO Seattle occurred Nov. 1, according to Birt F. Fisher, now sole owner and manager of KJR. Mr. Fisher has been manager of KOMO since 1928 and majority owner of both stations since 1933. Commercial manager of KJR for KJR is now Arthur Gerbel Jr., with KJR-KOMO for 10 years. KJR continues as American outlet for Clevenger Rosenthal, which is NBC affiliate with 5,000 w. KJO continues as NBC affiliate with 10,000 w. Separation was necessitated by FCC duopoly regulation.
MUTUAL'S PROGRESS RELATED TO KOBAK

EDGAR KOBAK, president of Mutual, in his latest periodic report to advertisers and agencies on the network’s progress, listed following new sponsors who have joined Mutual during past three months:

- General Foods
- Renie Watch
- C. N. Coughlan
- F. W. Fitch
- Tri-mount Clothing Co.
- Alka Seltzer
- Procter & Gamble
- Vick Chemical Co.
- Lewis-Rowe.

Old advertisers who are making greater use of network’s facilities, he said, include Bayuk Cigars, Neat Wine, Sertenan Co., Knox Co., Barbasol, Semler, Zonite, Ralston-Purina.

Continuing his progress report, Mr. Kobak said that Mutual started immediately to plan its programs for peace following end of the war by dropping several programs especially designed for war-time listening, and adding new programs having to do with rehabilitation and reparation problems.

Network’s staff also has increased considerably, with each new person chosen for his special qualifications which add to Mutual’s services to listeners and advertisers, Mr. Kobak said. In February staff numbered 229, and in October the number was increased to 321. Fourteen new stations have recently joined Mutual.

American Net Affiliates In 4th District Meet EXECUTIVES from 33 American affiliates in the 4th District held their annual meeting Nov. 5 at Birmingham. Plans for program production and closer cooperation among member stations were mapped.

Henry P. Johnston, executive vice-president and managing director of WSGN, presided. Mr. Johnston is chairman of the 4th District of American and a member of Planning and Advisory Committee of the network. He said he will present the plans to network officials in January.

Representing American were John Norton, Pete Schloss and Archie Grinals, American public relations men of New York.

Wormser With NBC HOWARD WORMSER, formerly of Farm- mount Pictures Inc., has joined NBC Hollywood publicity staff.

Noyes Back SGT. NORMAN NOYES, with release from Armed Forces Radio Service, has rejoined NBC as NBC Hollywood account executive.

Soprano to Crooner ASHBY MAHONEY, who sang soprano on WHVA Richmond children’s programs for six years, has returned to the station as a discharged vet—and a crooner.

New C & P Director DELL CROSBY, producer and director of packaged specials, has been appointed radio director of Cecil & Prendergast, New York. Mr. Crosby’s 20 years in radio includes 14 years with radio stations.

DISCUSSING FINAL DETAILS is Howard Lane (1), newly named general manager, broadcasting division of Marshall Field Enterprises, before completing the contract assigning Lewis H. Avery (second from right) to represent the Field radio interests. William K. Knoedel, director of national sales, broadcasting division of Field Enterprises (standing left), and B. P. Timothy, secretary and general manager of Lewis H. Avery Inc. (right), take part in the discussion.

Chicago Radio Writers Urged to Work Together MEMBERS of the Radio Writers Guild of Chicago met Tuesday, Nov. 6, in the Hotel Sherman to participate in the EWG national election of officers. Following the election, President Herb Futran urged members to work together to re-establish Chicago as the leading radio center of the Middle West.

Principle speakers were Dr. Ar- thur Jaffey, University of Chicago scientist who discussed “The Truth About the Atomic Bomb” and Dr. S. J. Havakaw, semantist and head of the English department of the Armour Institute of Technology.

‘Hams’ and Video AMATEURS will find in television an ample outlet for energies long stilled by government restrictions, Walter E. Schols and Robert Batchelder, WJW Cleveland engi- neers, told members of Cuyohoco County Radio Amateurs Assn., Nov. 1, in a meeting at WJW. Messers. Schols and Batchelder, who have done extensive research with a view to early production of television in Cleveland, also said video will replace radio “as we now know it”; video receivers soon will be on the market in quantity, at prices ranging from about $125 to $400 or $600; video will be more effective for advertisers and more enjoyable for the audience. WJW’s present emphasis on television relates to production of shows.

Stevenston With FC&B ROBERT STEVENSON, discharged from Army Air Corps, has rejoined Hollywood radio department of Poole. Conie & Feller, under direction of Al (Cappy) Capstaff.

Lucas Back PAUL N. ZAKARUS, released from the Army, has returned to his post as advertising and publicity director of United Artists, New York. Barry Buch- nan, who has been holding the position, has been named director of public relations, with headquarters in Hollywood.

BYRON PRICE BACK; WILL CLOSE UP OC BYRON PRICE, recently returned from Germany where he conducted a study of public relations under military government, said Friday he intends to make a report to the President this week on his survey. On Nov. 15, he added, he will close up the Office of Censorship, of which he has been director since its formation.

Immediately afterward, Mr. Price said, he will take “real vacay,” something he has not had since Pearl Harbor. He has no plans beyond that but pointed out he is still “on leave” from the Associated Press, which he served as executive editor before the war.

KYW Party THE HARVEST PARTY of the 1619 Club, organization of em- ployees of KYW Philadelphia and members of the Westminster Ra- dio Stations Staff, was highlighted by reunion of six members recently returned from military service. They included Jane Durnin, Walter Gilbert, Frank Davis, Gary Linn and Dan Park. Lt. Walter Smith, just back from overseas, was surprise visitor.

Gorham in BBC Video MAURICE GORHAM, former director of Allied Expeditionary Forces program for BBC and more recently director of BBC’s light programs, has been named BBC television head.

WXW Music Director PHIL BRESTOPF, musical director of the Michigan Theater, has been ap- pointed musical director of WXW De- troit.

Klaus Promoted RICHARD M. KLUS, formerly in ad- vertising department of WHBC Canton, O., has been promoted to lieutenant commander in the Navy. He has been in service five years.

Vets to WTIC THREE discharged servicemen joined WTIC Hartford last week. Ernest Peter- son, AAP, is in the newsroom; Bruce Kern, Army counterspy-intelligence unit, is rejoining announcing staff; Frank Stuhlman, Marine Air Wing, is back as part-time announcer.

FCC MEMBERS SEE BELL LABORATORIES THE ENTIRE membership of the FCC visited the Bell Laboratories of the American Telephone & Tele- graph headquarters in New York and the overseas radio-telephone center in Lawrenceville, N. J. last Monday and Tuesday. The group also witnessed the broadcast of the Telephone Hour program at the NBC studios.

On Wednesday, three of the Commissioners (Durr, Wakefield and Wills), Rosel Hyde, general counsel, and George P. Adair, chief engineer, stayed on to inspect West- ern Union radio facilities.

The remaining members returned to Washington.

The Commissioners were given full opportunity to observe many of the wartime developments in the electronics field, including several items which have been in the “clas- sified” category. The group was also shown A.T.&T. developments in coaxial cable which are going forward regardless of Stravitz, which is now undergoing tests.

Video Control TELEVISION plays part in robot control of jet-propelled airplanes, Bell Aircraft Corp. stated last week in announcing a transmitting device which performs every func- tion of a pilot although remotely directed. The radio control is used chiefly in last-minute flight data is transmitted to operators on the ground and includes relayed vision of horizon as seen from plane cock- pit, vision check of instrument panels and record of vibrations and stresses in addition to other tech- nical factors. Significant factor, Bell report stated, is that device will permit tests and research into speeds and conditions too danger- ous for human pilots to attempt. Tests have been conducted since October 1944.

WLS Outing FFIFTY employees of WLS Chicago, including Liberace, Bing Crosby, Artie Shaw, tho dancers and their families, were guests at a Harvest Moon barbecue at Burr Ridge Farm, Hinsdale, Ill. It climaxed to station’s third Victory Garden canning sea- son. On five acres given over to WLS employees the radio gardeners have grown enough vegetables to fill 16,500 cans. This year count was approximately 5,000. WLS was one of nine Chi- cago firms to be awarded plaques from National Victory Garden In- stitute last January and was only station so honored.

Audio Appoints Hill AUDIO SERVICES Inc., New York maker of instantaneous recording blanks for radio stations and other users, has ap- pointed Hill Adv. New York, to handle the account.

Alexander Assigned LT. BEN EDMONDSON, former NBC Hollywood chief announcer, after sea duty with Pacific Fleet, has been as- signed to production division of Armed Forces Radio Service, Los Angeles.

November 12, 1945 • Page 101
At Deadline...

COMPETITION IN EXCELLENCE IS URGED BY PORTER

PREDICTING that the next 25 years will witness “exciting and startling developments” in broadcasting than the first 25, FCC Chairman Paul A. Porter, in a speech prepared for delivery Saturday at a luncheon of the Citizens Radio Anniversary Committee, New York, said:

"Those who command vast public audiences have especial duties in the days ahead. Let the next 25 years become a true competition in excellence." He envisioned broadcasting as "one obvious and powerful instrument which could create a more appropriate climate—one in which relationships among men and nations will be seen and appraised as the basis of the new era we have entered."

CLOSED CIRCUIT

(Continued from page 4)

to Congress on grounds that increased parts costs not allowed in set manufacture, causing receiver business Frank Mayborn in red.

IS ANOTHER battle for 50 kw outlets looming in Indianapolis? Application being filed with FCC by WIBC, Indianapolis News outlet, for increase from 5,000 w to 50,000 w on its present 1070 kc channel, premised on Canadian allocations which, it is contended, make increase possible. WIRE Indianapolis, owned by Eugene C. Pulliam, publisher of Indianapolis Star, had prewar application pending for 50,000 w on 1190 kc, facility assigned to WOWO Fort Wayne, proposing it be swapped for WIRE's 5,000 w assignment on 1430 kc. Westinghouse's WOWO resisted, and even proposed to move WOWO to Indianapolis if necessary.

MAJOR DISTILLERS, long looking enviously at sales job radio does for other merchandise, may soon have opportunity to purchase network time. Understood that when Associated Broadcasting Co., trying to establish itself as the fifth nationwide network, quietly surveyed affiliates, all but two southern stations (Richmond and Baltimore) said such business would be acceptable provided the commercial copy was kept institutional and in impeccably good taste. Incidentally, change of network's name from "corporation" to "company", which became official last week, is not unrelated to the possible financial realignment mentioned in this column last week.

NASHVILLE, Tenn., which seems to be becoming a new radio mecca with seven applications pending for new standard stations, will have another application soon. Volunteer State Broadcasting Co. has formed with Col. E. M. Kirby, recently retired Army radio chief, as president; his father-in-law, E. C. Arnold, dean of the law school at Vanderbilt U., vice-president; and Frank Mayborn, owner of KTEN Temple, Tex., publisher of Temple Telegraph, as secretary-treasurer. Col. Kirby and Maj. Mayborn served together on SHAFF. Case & Wencarcht shortly will file application.

In THIS spot last week appeared an item which started: "There's Big Six' at NAB". Only five names were mentioned. Indidentally omitted was Campbell Arnoux, general manager of WTVR Norfolk, who has been a member of advisory committee to President Justin Miller since it was appointed early in October.

PREWAR RESEARCH AIDED

ARMY AIR FORCES learned considerable about two-way shortwave radio communications during the 1911 free balloon ascension on Armistice Day in 1935, Gen. H. H. Arnold, Commanding, AAF, wrote the National Geographic Society. "We owe much to that flight," wrote Gen. Arnold to Dr. Gilbert Grosvenor, society president. "We learned how valuable magnesium could be, used in the field of aeronautical design. . . . More was learned about pressurized cabins, two-way shortwave radio communication, the use of electrically heated flying suits.

BOND SALES SOARING

VICTORY BOND sales were well ahead of schedule as BROADCASTING went to press, Ted R. Gamble, War Finance's national director, disclosed Friday. Broadcasting is living up to record of voluntarily doing all-out promotion job, Mr. Gamble said. Radio, he added, will play 15 minutes in putting over current drive, as in past campaigns.

WIBG JOINS ASSOCIATED

WIBG PHILADELPHIA becomes cooperating outlet of Associated Broadcasting Co. Robert Cook, discharged from Army where he was with Mosquito Network, joins Associated as eastern production and publicity director.

WSAI JOINS BMB

WSAI Cincinnati has become the 562d subscriber to BMB, whose membership now comprises 4% of all country's commercial stations. Other new BMB members include KOLU KJWB KTAR KVOA KYKM KYCA WTCI KGKY KYOS KPK WSKB WKIX.

ROGEO HEADS AGENCY

WILLIAM ROGEO becomes president of Neff-Rogeo Inc., New York radio advertising agency, following retirement Oct. 31 of Walter J. Weber, who supervised its Michigan farm. Don Ball, executive assistant in CBS editing department, joined agency last week.

BUTCHER STORY STARTS DEC. 15

BOOK by Capt. Harry G. Butcher, USNR, My Three Years With Eisenhower, will be serialized in Saturday Evening Post beginning Dec. 15. Capt. Butcher, former CBS Washington vice-president, was aide to Supreme Allied Commander during war.

JERGENS CLIPS

ANDREW JERGENS Co., Cincinnati, Dec. 2 reduces Sunday Evening Time on American from 45 to 30 minutes. Walter Winchell remains 9-9-15 for Jergens Lotion, Louella Parsons for Woodbury Soap will be extended from 5 to 15 minutes. The 25-minute Hollywood Mystery Time will be dropped. Agency, Lennen & Mitchell, N. Y.

WILLS STAYS

HAVING BEEN given a clean bill by his personal physician in Vermont, Commissioner William H. Wills will continue on the job at FCC. Gov. Wills returned to his desk last week with assurance from his physician that he needn't worry about the rigors of the FCC post as long as he doesn't overtax himself.

TREVOR ADAMS resigned Friday as sales manager of WINS New York, Williard Schroeder, general manager, takes duties pending appointment of successor.

MRS. AGNES MCGILLVRA, wife of Joseph H. McGillvra, station manager, joins WQAM Miami as account executive.


LT. COMDR. DONALD B. HAMILTON USNR, now at McCook-Kentucky, New York, ac-count executive after 3% years duty.

1ST LT. IRVING B. KAHN resumes as radio manager of Twentieth Century-Fox Film Corp., New York, after three years in AAF.

COL. THEODORE L. BARTLETT, on wartime leave from FCC Law Dept. where he was head of Administrative Division, mustered out of Army and becomes assistant to DelosRentzel, president of Aeronautical Radio. He will deal largely in international aspects of aviation communications. Broadcasting service, Col. Bartlett served in ETO for Army Air Forces communications and at Washington headquarters.

MARK ETHRIDGE, head of WHAS Louisville and publisher of Louisville Courier-Journal and Times, granted permission to visit Moscow for discussion with Soviet authorities on situation in Bulgaria, State Dept. announced Friday. He's studying Balkans for U. S. Government.

RADARMAN Paul Sullivan, veteran radio commentator (KMOX WLW CBS WMCA) leaves Navy shortly on points. He'll be succeeded as Navy Reporter in Radio Unit, Special Services Section, Washington, by Seaman 1/c Karl Weber, former network actor.

ALVIN M. JOSEPHY Jr., to be released from Marine Corps this week as T Sgt., goes to M-G-M as writer around first of year. He's former WOR New York news and special events, later radio spot newscast chief, OW. The sergeant distinguished himself as Marine combat correspondent.

GEORGE PUTNAM returns to NBC announcing staff Dec. 15, after 2 years in Marine Corps. He has been in special services section, headquarters, as Marine liaison officer with AFRS. He was voted thirteenth highest of news reporters in radio before joining service.

LT. COL. FREDERICK BRISSON, chief of AAF Office of Radio Production, has been awarded Legion of Merit for "exceptionally meritorious performance" throughout his Army service, and especially for his work with The Fighting AAF, which "contributed in a great degree to both troop and home morale." JERRY SILL, eastern manager of Mutual station relations, joins Associated Broadcasting Co. business development department Nov. 12.

HERBERT A. CARLBORG, assistant eastern manager of CBS Radio Sales, promoted to eastern manager succeeding Howard Meighan, now network director of station administration (see story page 93).

HOOPER pochette, which started as a modest folder and grew and grew, has become a booklet, but still pocket size. It appears with Nov. 15 Hoope] report on evening programs.

Page 102 • November 12, 1945
Back in the early twenties radio’s sudden surge into the public ear can be attributed largely to sports-minded broadcasters who kept tuners-in-goggle-eyed by listening in on sports history as it was being made. This fundamental phase of an all-inclusive program service long had held a prominent place in KMBC’s operating schedule. From play-by-play accounts of Big League baseball, KMBC this fall moved into its traditional on-the-scene coverage of top Big 6 grid games—with Sam Molen, Voice of Authority in Sports, traveling more than 4,000 miles to make this service possible. Recent surveys indicate that KMBC’s leadership in the field of sports continues, as in the past, by more than just a touchdown or two.

**KMBC**

**OF KANSAS CITY**

**SINCE 1928 * BASIC CBS STATION FOR MISSOURI AND KANSAS**
TIME IN DENVER was covered in typically thorough fashion by KLZ. Within minutes after the news broke, KLZ had its mobile unit in action broadcasting reactions of GI's and civilians on Denver's streets (right) and at nearby Army posts and hospitals. Several pick-ups were fed to CBS on V-J night.

**VICTORY GARDENS** were the subject of a summer series of KLZ programs in cooperation with local organizations. KLZ awarded the junior division winner of the Denver County Y.M.C.A. Victory Garden Contest a $50.00 War Bond. Pictured above during a broadcast are John Murrow, contest director; Mack Switzer, head of KLZ's Public Service and Special Events department; and Gordon Mickle, Denver County extension agent.

Time, Effort, Imagination Go Into KLZ's Public Service Programming

- KLZ's concern for community public interest goes beyond the standardized and obvious services performed by the average station. The extra steps which KLZ takes to serve a multiplicity of community interests could easily be avoided, but KLZ never loses sight of its obligation and responsibility as an influential citizen of its community and a medium of public service.

The initiative and imagination which KLZ has put forth on this phase of its programming has bought it high recognition from organizations qualified to judge this type of station activity comparatively on a nationwide basis. But national recognition is only incidental to the primary KLZ objective of giving listeners in the Denver region the most useful and complete radio service possible.

The cumulative impression and effect of this type of service, a continuous procession of big and little things of timely or special interest, has given KLZ a high place in the opinion, esteem and listening preference of listeners throughout the Denver-Rocky Mountain region.