The story of WLS reflects the truth of these words. The 21-year history of WLS is crowded with records of services rendered. Many are dramatic, affecting large communities, such as the annual Christmas Neighbors Club ... tornado and flood relief. Others, more numerous, are little things done for individuals in a vast family of listeners. No problem is too small for these friendly listeners to bring to WLS—and they get prompt attention.

Take the case of a Wisconsin farm family:

They wrote that neither their local stores nor the mail order houses were able to furnish overalls—nor had been for more than a year. What they had were worn thin—patched, mended and repatched beyond further use.

The farm wife had noted that pictures of the WLS National Barn Dance showed some of the entertainers wearing overalls. "Would any of these folks be willing to sell a pair? Please add to the price for your trouble. If you can help me, thanks a million ... Your WLS Listener and Prairie Farmer Reader."

We went shopping for her—and found what she needed. They were promptly mailed ... a present from the "WLS Folks" to their farm friends.
Wilmington, Delaware

Sells
because of its
Outstanding
Listener Loyalty

1. NBC Basic Network
2. Programmed for News Leadership
   in its prosperous trading area.
3. Covers Delaware, Southern New
   Jersey, parts of Pennsylvania,
   Maryland and Virginia—a section
   rich in industry and agriculture.

5000 WATTS
DAY AND NIGHT

Represented by
RAYMER
WHEN the postman, making his daily rounds, greets you with a "Hi, Joe" ... and store clerks inquire for your family — that's New England "home-town" friendliness.

It's this same friendliness that's characteristic of The Yankee Network's local outlets ... each an integral part of this prosperous New England market.

Only through Yankee can your products and services enjoy the sales-response of 23 effective, locally-accepted stations. It's direct sales impact in each market. It's all-over coverage, PLUS the intimacy and acceptance of this tremendous, responsive six-state audience.

The exceptionally high ratio of year-in, year-out contract renewals proves — in New England, Yankee Network's claim of friendly acceptance is NO dream.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.  Represented Nationally by EDWARD PETRY & CO., INC.
Closed Circuit

FORGET REPORTS FCC Chairman Paul A. Porter leaving anytime soon to enter Kentucky politics. Incidentally, he has turned down at least four offers to enter private industry in last several months.

LOOK FOR return to FCC of Lt. Col. George O. Gillingham as director of information about first of year. He has been public relations officer of Chemical Warfare Service for nearly four years and is a veteran of both World Wars. Earl Minderman, present interim director, expected to undertake heavy assignment of writing FCC's war history, including Board of War Communications, which likely will entail year's work.

NEW AND radical departure in "freedom of expression" sphere will erupt at American Civil Liberties Union session in New York Nov. 24. Morris Ernst, left-winger attorney and general counsel of ACLU, expected to pop his plan against "duopoly" in newspaper, radio or motion picture operations, wherever properties may be located, on ground that they should be competitive because they control marketplace of thought.

SLATED for new job at FCC (with $9,000 salary) is Charles S. Hyenman, former director of Foreign Broadcast Intelligence Service, now a controversial subject in Congress. Civil Service Commission approved new setup last week.

IF EX-SENATOR D. Worth Clark, of Idaho, is appointed Secretary of the Interior early next year (and prospects are better than even), radio for first time will have an owner's voice on Cabinet. Sen. Clark, close friend of President Truman, owns 10% of KJBS San Francisco.

MOST chaotic outfit in Washington, Surplus Property Administration, is about to become an important marketing agency. Naming of board for new War Assets Corp., surplus war property sales agency, means improvement of consumer, capital and producers goods will get under way. RFC, present disposal unit, planned extensive advertising campaign and had money to spend when desirable goods became available. WAC is expected to dispel confusion and tackle job of moving billions of property, trying not to upset present production and distribution.

THERE'S talk again about change in the White House secretariat. Charles G. Ross, news secretary, who hasn't been too well, may return to his chief correspondent's post with the St. Louis Post-Dispatch which owns KSD. He was loaned to the White House for two years when President Truman took office.

THERE IS new "Junior Commission" setup at FCC. Every Monday morning sharply at 9 a.m. will be held two hour council of all departments and their chief assistants meet with Chairman Paul A. Porter to discuss week's work. Regular attendees: General Counsel Rosel Hyde and (Continued on page 106).
Early dawn . . . reedy marsh . . . fine gun . . . expert marksmanship . . . and the ducks coming in. Yes, it takes perfect synchronization of many factors to bring those ducks home to the table.

And in Radio . . . .

Adequate facilities . . . prime market . . . local listener loyalty . . . expert management . . . and established programs on the air. Yes, in radio too, it takes real know-how by station operators to produce sales successes for the advertiser.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

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

THE TEXAS QUALITY AND YANKEE NETWORKS

SPOT RADIO LIST

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSB</td>
<td>Atlanta</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAL</td>
<td>Baltimore</td>
<td>NBC</td>
</tr>
<tr>
<td>WNAC</td>
<td>Boston</td>
<td>MBS</td>
</tr>
<tr>
<td>WICC</td>
<td>Bridgeport</td>
<td>MBS</td>
</tr>
<tr>
<td>WBEN</td>
<td>Buffalo</td>
<td>NBC</td>
</tr>
<tr>
<td>WGAR</td>
<td>Cleveland</td>
<td>CBS</td>
</tr>
<tr>
<td>WFAA</td>
<td>Dallas</td>
<td>NBC</td>
</tr>
<tr>
<td>WBAP</td>
<td>Ft. Worth</td>
<td>NBC</td>
</tr>
<tr>
<td>KGKO</td>
<td>Ft. Worth, Dallas</td>
<td>ABC</td>
</tr>
<tr>
<td>KARM</td>
<td>Fresno</td>
<td>CBS</td>
</tr>
<tr>
<td>WJR</td>
<td>Detroit</td>
<td>CBS</td>
</tr>
<tr>
<td>WHTD</td>
<td>Hartford</td>
<td>ABC</td>
</tr>
<tr>
<td>KPRC</td>
<td>Houston</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAF</td>
<td>Kansas City</td>
<td>NBC</td>
</tr>
<tr>
<td>KFOR</td>
<td>Lincoln</td>
<td>ABC</td>
</tr>
<tr>
<td>KARK</td>
<td>Little Rock</td>
<td>NBC</td>
</tr>
<tr>
<td>KFI</td>
<td>Los Angeles</td>
<td>NBC</td>
</tr>
<tr>
<td>WHAS</td>
<td>Louisville</td>
<td>CBS</td>
</tr>
<tr>
<td>WLLH</td>
<td>Lowell-Lawrence</td>
<td>MBS</td>
</tr>
<tr>
<td>WTMJ</td>
<td>Milwaukee</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP</td>
<td>Mpls.-St. Paul</td>
<td>NBC</td>
</tr>
<tr>
<td>WSM</td>
<td>Nashville</td>
<td>NBC</td>
</tr>
<tr>
<td>WSBM</td>
<td>New Orleans</td>
<td>NBC</td>
</tr>
<tr>
<td>WTAR</td>
<td>Norfolk</td>
<td>NBC</td>
</tr>
<tr>
<td>KOIL</td>
<td>Omaha</td>
<td>ABC</td>
</tr>
<tr>
<td>KGW</td>
<td>Portland, Ore.</td>
<td>NBC</td>
</tr>
<tr>
<td>WEAN</td>
<td>Providence</td>
<td>MBS</td>
</tr>
<tr>
<td>WRNL</td>
<td>Richmond</td>
<td>ABC</td>
</tr>
<tr>
<td>KSL</td>
<td>Salt Lake City</td>
<td>CBS</td>
</tr>
<tr>
<td>WOA1</td>
<td>San Antonio</td>
<td>NBC</td>
</tr>
<tr>
<td>KQW</td>
<td>San Francisco</td>
<td>CBS</td>
</tr>
<tr>
<td>KOMO</td>
<td>Seattle</td>
<td>NBC</td>
</tr>
<tr>
<td>KTBS</td>
<td>Shreveport</td>
<td>NBC</td>
</tr>
<tr>
<td>KHQ</td>
<td>Spokane</td>
<td>NBC</td>
</tr>
<tr>
<td>KGA</td>
<td>Spokane</td>
<td>ABC</td>
</tr>
<tr>
<td>WMAS</td>
<td>Springfield</td>
<td>CBS</td>
</tr>
<tr>
<td>WAGE</td>
<td>Syracuse</td>
<td>ABC</td>
</tr>
<tr>
<td>KVOO</td>
<td>Tulsa</td>
<td>NBC</td>
</tr>
<tr>
<td>KFH</td>
<td>Wichita</td>
<td>CBS</td>
</tr>
<tr>
<td>WAAB</td>
<td>Worcester</td>
<td>MBS</td>
</tr>
</tbody>
</table>
Electrified Homes Seattle Holds World Record!

More Seattle homes have electric ranges than any other city in the world! Over 80% of them have electric refrigerators! Well over 99% of them are wired for electricity! Because of high average incomes... high standard of living... and exceptionally low rates for electricity... the average domestic consumption of electricity is almost three times the national average! Here is a major city where the average family is able and accustomed to live well... to buy and enjoy conveniences to a degree undreamed of in most parts of the United States.

KIRO is the only 50,000-watt station in this rich market... it brings Columbia Programs to Seattle and the Pacific Northwest.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts
710 kc
CBS

Represented by
FREE and PETERS, Inc.
AN A-1 *SPOT for POSTWAR BUSINESS

★ Radio Daily Survey

There is only one city in Tennessee with an A-1 postwar rating and that is NASHVILLE... Here is a city that is teeming with opportunities for more business. Its location is ideal from the standpoint of service to more than a million prospective new customers for your product... As proof, we point to Radio Daily's good word about its solid gains in population, per capita income and RETAIL SALES!

Yes, indeed. It will well pay you to include Nashville... with its rich Middle-Tennessee market, and Radio Station WSIX in your sales and advertising plans!

WSIX Offers:

1. Top shows of two popular networks—AMERICAN and MUTUAL.

2. An excellent share of the radio audience in Tennessee's only A-1 postwar market where there are more than a million potential buyers for your product.

3. An unusually low cost for each radio listener.

AMERICAN • MUTUAL

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
**WE THE PEOPLE SPEAK ON WDRC**

Governor Raymond E. Baldwin, center, with Prosper Lavieri of Sterling Engineering of Barkhamsted, and Mrs. Helen Schneller of Verplex Corp. of Essex, outline Connecticut's "Jobmakers" program on a CBS-WDRC broadcast of "We The People".

**The People Of Connecticut Have Their Say, And Say It, On WDRC**

Connecticut's delegation in Congress is heard every Sunday on REPORT TO CONNECTICUT, a WDRC "first" originated in Washington. On the HEADLINERS CLUB Thursdays, local and state political leaders and celebrities speak up. The man-in-the-street has his say on MAIN STREET HARTFORD, daily sidewalk interview show. WDRC's RADIO VOICE OF RELIGION brings the local clergy of all faiths to the microphone on Sunday. Throughout its schedule, on these and other programs, WDRC is the voice of the people of Connecticut. Such public service has made Connecticut's Pioneer Broadcaster a vital and respected part of this state.

"Main Street Hartford", sidewalk interview show, is another voice of the people program every weekday on WDRC.

**WDRC**

HARTFORD & CONNECTICUT
WDRC-FM
Represented by Paul H. Raymer Co.
Since the first of this year, five of the nation's top ten radio advertisers (those who, according to P.I.B. records, made the largest investments in network broadcasting time during 1944) have become clients of the Mutual Network.

Greater programming, facilities, and economy seem to have interested the majority of these leaders: Four of the five are sponsoring programs developed by Mutual...and four of the five advertisers use the full Mutual Network.
My Impression of Europe

By ROBERT D. SWEZEN

Vice-President and General Manager, Mutual Broadcasting System

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

IT WAS a great trip, but—

We were dined all over Europe. We had interesting meetings with Eisenhower, Patton, Clay and our other able generals. We saw the BBC in operation and Radio Diffusion. We had a most cordial audience with the Pope. We did and saw countless other things. Sure, it was a great trip! But Sol Taishoff has asked me to write about that which interested me most on the trip. It wasn't a person; it wasn't a place; nor anything that happened. It was a state of mind—my own state of mind.

It all began in Greenland. Greenland—isolated, cold, gaunt and gray with heavy fog settling down over the ice-pack. I thought to myself “Good God! what a place to be stationed.” Yet our boys were there—every last one of them hating it and wanting to go home. The war—the bloody war! There my depression began and with practically everything we saw it deepened.

The bomb-devastated slum district of London with its crude, cold temporary housing added a layer

(Continued on page 90)

Sellers of Sales

WHEN you're a sales manager of a California radio station you don't just sell time, you sell California, its weather, its geography and its people. So when Frank Coumond, sales manager of KCRA Sacramento, dropped in on NBC central division officials in Chicago he brought with him the latest statistical information about “the most wonderful town in the most wonderful state in the union” as well as aerial photographs of California's Capitol and data on KCRA's role in serving the community.

Frank says before KCRA went on the air as an NBC affiliate last April, Sacramento was the only city of over 100,000 population to have only two radio stations. Since then Sacramento stations have increased to four, with all networks represented, and the city has really become radio conscious.

Today KCRA, owned and operated by Central Valley Broadcasting Co., with 250 w on 1340 kc, boasts of 55% of its commercial business sponsored locally, with many advertisers on the air that had never used radio before. Some, Frank says, had never even been approached. One sponsor told him he was the first radio salesman to call on him in 16 years.

As for national business, Frank throws a heavy barrage of facts and figures such as: Sacramento leads the nation in per capita spending with $746 as compared to the U. S. average of $519. This is due largely, Frank points out, to the great fruit and vegetable markets within KCRA's 60-mile primary area. In case you don't know it, and this is Frank still speaking, 50% of all processed fruits and vegetables in California are canned within 100 miles of Sacramento. And 82% of Sacramento's people own their own homes. There are no war plants in Sacramento but several army installations have swelled both popular and local cash registers.

Frank believes KCRA's popularity depends on its public service as much as any one feature. He cites frequent remotes from near-
Kresge-Newark, one of America's finest department stores, must have complete coverage in America's fourth largest market. So, in September 1944, Kresge-Newark bought six 30-minute periods, weekly, over WAAT. The "Kresge-Newark Magazine of the Air", originating from the store, immediately won customer acceptance. So only six months later, time was increased by 3 additional 30-minute evening periods! Now starting their second year over WAAT, Kresge-Newark sponsors "Your American Music" on Monday and Friday nights, and "Junior Town Meeting of the Air", Wednesday evenings. Of course the daytime broadcasts have also been renewed, because they know:

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

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

(National Representatives: Radio Advertising Co.)

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
During the initial broadcast of the Army Hour, April 5, 1942, Henry L. Stimson, then Secretary of War, said:

"The main purpose of the Army Hour will be to keep you in touch with our soldiers, our sailors and our Allies... we shall establish a firm link between those stationed in faraway places and those of us who remain here at home to carry on our part of the battle. All America will hear these programs as well as our fighting forces and our allies everywhere."

Throughout 189 broadcasts from April 5, 1942, to November 11, 1945, the Army Hour was true to its purpose. More than a radio program, it was a military mission of the Army of the United States to bring to the people back home the sounds of war—to tell them how their men were living in battle stations throughout the war. Now that mission is accomplished.

Niles Trammell, President of the National Broadcasting Company, expressed the sentiments of all who shared in the operations of the Army Hour when he wrote Major General A. D. Surles, Director of Information, War Department:

"It has been an extraordinary privilege and a source of great pride to NBC and its affiliated stations to broadcast this splendid program uninterruptedly for three years and seven months. You and your able staff have earned the gratitude of the American people for bringing the Army close to them each week in a vivid and human presentation."

In saluting an outstanding veteran of the first war in which modern radio broadcasting was called upon to serve, NBC hopes to have further opportunity of serving the War Department—to help preserve the peace so valiantly won by our fighting men.
Announcing the Winners of the WOV "Key To Two Markets" Contest

* FIRST PRIZE—$500.00
VICTORY BOND
ALAN SCOTT
Michigan State College
East Lansing, Mich.

$25.00 VICTORY BONDS
HERB WELCH
33 N. High St., Columbus, Ohio

MYRON A. MAHLER
250 West 57th St., New York City

ALLEN GLASSER
1645 Grand Concourse, Bronx, N.Y.

JAMES A. DICKSON
55 Sheridan St., Brantford, Canada

ROBERT COLLINS
30 Rockefeller Plaza, N. Y. C.

THE BALANCE THAT CARRIES WEIGHT IN NEW YORK

As the result of giving listeners the kind of programs they want to hear, WOV has built a continuous, well balanced, around-the-clock audience, night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV delivers one of the largest metropolitan audiences of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.
Meet our “Mr. Facts” —

RICHARD M. ALLERTON!

So you think that Free & Peters’ work is “just selling”, do you? Well, meet Mr. Richard M. Allerton, whose past experience is listed beside his photograph, above. Now a full-fledged “F & P Colonel”, Dick heads up our research and market data activities — which means that his job is equally to help you find radio-advertising opportunities, and to help you avoid radio-advertising pit-falls. Incidentally, we’d like to say that Dick is a top-notch man in anybody’s language, and a very swell fellow as well.

Whether for executive, research or sales work, F & P has during its entire pioneering life-time devoted a considerable part of its efforts to securing the best men available, in or out of radio, for doing the work you entrust to us. We have found and trained many of the top men in our industry, and intend to continue that record so long as there’s breath in our bodies! For that, we believe, is the real secret of our success, here in this pioneer group of radio-station representatives.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

BROADCASTING • Broadcast Advertising
Tax Cuts Will Help FM-TV Development

Savings for Radio May Aggregate 20 Million

By BILL BAILEY

DEVELOPMENT of FM and television and expansion of standard broadcasting will be given financial aid in 1946 when the corporation excess profits taxes are eliminated.

Radio next year should have 20 million dollars more to spend on extension and improvement of facilities. This will be a result of action of Congress to reduce now 65% excess profits tax from 40% that has applied to the content of television and radio.

It will be a drop in the bucket of the extension planned by broadcasters in the current year. In 1945 most radio and television stations are scheduled to spend $110,000,000,000 for improvements to AM and development of FM and television arms.

For FM the estimate is 42 million and for TV 30 million. The networks alone will spend well over 20 million for new studios and equipment in key-station cities.

It is not possible to compute the exact savings to radio from repeal of the excess profits tax and the capital stock tax and elimination of the declared value excess profits tax. Each corporate owner presents a separate picture, according to Alvord & Alvord, Washington tax attorneys retained by the NAB. Many stations are owned individually or by partnerships. They require different returns from corporations.

Conservative estimates are that at least 65% of radio income is subject to excess profits tax under the present law. It was pointed out that a 250-station group intends to spend large sums on extension and improvement of facilities, but that the greater excess profits tax in proportion than a 50-kw clear channel outlet. Invested capital plays an important part in tax returns.

According to FCC figures, released in September, radio’s overall taxable income for 1944 was $90,272,851. Total revenue was listed as $275,296,611 [BROADCASTING, Sept. 29]. It is estimated that this year’s gross will exceed $300,000,000.

The taxable income was broken down by the FCC as follows: Networks, including 10 key stations of networks, $20,642,500; 22 other managed and operated network stations, $5,358,066; 843 independent stations $64,071,379.

Other than the 10 key network stations, which were figured in the overall network incomes, the FCC disclosed that clear channel stations had a total taxable income of $24,151,000.

Radio’s 110 million-dollar expansion program in 1945 will be given some help in repeal of the corporation excess profits tax, effective Jan. 1. Estimates place amount of potential savings at 20 million dollars, although actually it’s anybody’s guess, inasmuch as each corporate taxpayer presents a different problem. Estimates were based on radio’s taxable income for 1944 and the assumptions that 65% was subject to excess profits taxes.

4,228,854. Of that figure 41 50-kw unlimited network affiliates paid taxes on $29,546,136. Three part-time 50-kw network affiliates were taxed on $98,655,655.

Clear channel stations of 5-20 kw were broken down as follows:

22 network affiliates, unlimited, $6,987,905; 5 unaffiliated unlimited, $6,585,941; 2 unaffiliated parttime, $255,691.

Regional stations paid taxes on a total of $34,924,651 as follows: 250 unlimited affiliates, $30,708,796; 28 unaffiliated unlimited, $1,087,788; 22 affiliated parttime, $866,383; 37 unaffiliated parttime, $1,242,175.

In the local category 345 full-time network affiliates were taxed on $8,531,755; 87 unaffiliated unlimited outlets, $1,209,281; 4 part-time network affiliates, $11,423; 16 part-time unlimited affiliates, $519,784.

For Public Benefit

Of 865 commercial stations reporting taxable income of $69,430,946, only 68 had time sales of less than $25,000, the Commission data showed. A total of 807 commercial outlets reported gross revenue of $193,182,726 and taxable income of $68,356,960.

Applications on file at the Commission give indication that the estimated 20 million savings in Federal taxes next year will be used to benefit the public and not station owners. New transmitters, new studios, other equipment, additional talent all will be possible. During the war the only improvements possible were those of emergency nature, because of construction freezes.

Under the new tax law, which President Truman has signed, scores of personnel in radio will effect savings in individual taxes as well as their respective employers. Executives, too, will have a few more dollars.

For returning war veterans all income taxes on service pay of enlisted men from 1941 on is entirely exempt. Officers are given an exemption of $1,500 on their service pay, in addition to their regular exemptions allowed civilians. Officers also are given a three-year extension for payment of tax on service pay while both enlisted men and officers are granted a three-year extension on pre-service income earned in 1940 or 1941 if the tax fell due after induction.

Social Security tax on employees.

Radio Tax Refunds Near $200,000

Two Regional Networks, Eight Stations Get Relief

EIGHT STATIONS and two regional networks have been granted tax relief aggregating nearly $200,000 for taxable years from 1940-43, according to the Federal Register. In each instance the refunds were brought about through readjusted excess profits taxes.

For the fiscal year ending June 30, 1945, the Bureau of Internal Revenue granted relief totaling $24,542 53 for the taxable year ending Dec. 31, 1941, 1942, 1943.

Maryland Broadcasting Co., of Baltimore, for

TAX RELIEF totaling more than $190,000 was granted eight stations and two regional nets through readjustment of excess profits taxes, Internal Revenue Bureau disclosed. Refunds covered taxable years 1940-43 and ranged from $1,123 for small station to $92,249 for Yankee Network.

Dec. 31, 1942, Arizona Broadcasting Co., licensee of KVOA Tucson, was allowed relief totaling $3,070,30.

WJJD Inc., Chicago, was allowed total refunds of $4,283,32 on income taxes for years ending Dec. 31, 1941, 1942, 1943.

Maryland Broadcasting Co., licensee of WYCI Baltimore, for

Iowa Broadcasting Co., (now Cowles Broadcasting Co.), licensee of KSO-KXNT Des Moines, before selling KSO, was given relief of $46,288.90 for the taxable years ending Dec. 31, 1940, 1941, 1942.

Radio Service Corp., licensee of KSEI Foscolto, Id., benefited by $1,123.61 from readjusted excess profits taxes for the taxable year ending Dec. 31, 1942.

Yankee Network Inc., Boston, received relief amounting to $92,249.95 for the years ending Dec. 31, 1940, 1941, 1942.

Pacific Broadcasting Co., Tacoma, also a regional, for the year ending Sept. 30, 1941, was refunded $2,444.07.

November 19, 1945 • Page 15

Fayette Broadcasting Corp. and Faynete Title & Trust Co., licensee of WMBS Uniontown, Pa., for the year ending Dec. 31, 1942, was refunded $1,355.95.

South Bend Tribune Co., licensee of WSBT, was granted relief totaling $24,542.53 for the taxable year ending Dec. 31, 1940, 1941, 1942.
Armstrong Attacks FCC Data on FM

Question of Engineering Integrity Raised By Inventor

LACK of "engineering integrity" on the part of the FCC was charged last week by Maj. Edwin H. Armstrong, FM inventor, in criticizing the Commission for its attack on FM engineering tests conducted by Zenith Radio Corp. [Broadcasting, Nov. 12].

In a sharp reply to the FCC, Maj. Armstrong claimed (see adjoining column) that the Commission attempted "to refute the accuracy of measurements made at 75 miles by citing measurements made at 20 miles".

Charges Results Withheld

He further alleged that the Commission has refrained from publishing figures on its 75-mile tests made at Andalasia, Pa., which he insists confirm the results of the Zenith tests. These tests should be published without delay for the good of the radio art, he said.

The feud was started by the Andalasia measurements. FCC Commissioner stated that the Zenith tests, namely, 75 miles, which confirm the result of the Zenith tests. What explanation may be offered for the publication of the Laurel tests over 20 miles, rather than the publication of the Andalasia tests over 75 miles, Maj. Armstrong said, do not know, but for the good of the radio art the Andalasia measurements should now be made public without delay.

EDWIN H. ARMSTRONG

Nov. 14

THOUGH FM has been definitely moved to the 88-108 mc band by the FCC, engineers still are arguing merits of old 40 mc band. Commission finds FM belongs upstairs; Maj. Armstrong and other FM pioneers say propagation is inferior there. Zenith Radio Corp. challenged FCC engineering basis for shift of band. FCC replied with attack on Zenith. Subject came up at IRE-RMA meeting last week, but FCC did not join battle.

12-13 at the Sheraton Hotel, Rochester, N. Y., by the Institute of Radio Engineers and Radio Mfrs. Assn. At the Monday meeting C. W. Carnahan, of Zenith Radio Corp., explained results of tests conducted over a period of several months from the regular transmitter of WMPF Milwaukee on 45.5 mc and an experimental transmitter radiating 10 kw on 91 mc from the same tower.

Recordings at Deerfield, Ill., converted to an equal basis of 35 kw showed the higher frequency was below a usable level over 30% of the time, he stated. The lower frequency was found usable over 99% of the time. The Zenith report claimed that the propagation curves used by the FCC are not correct beyond line-of-sight and the measurements show that the move to higher frequencies, designed to insure rural service, achieved.

(Continued on page 89)

Walker Sees Bright Prospect For U. S. In FM Development

EXPECTED development of FM in the next few years should have important social and economic implications for the American people, FCC Commissioner Paul A. Walker told the Oklahoma City Chamber of Commerce last Friday.

Referring to estimates that FM stations will approach 2,000 by 1947 and as many as 5,000 in the next few years, the Commissioner said this means fuller employment, more purchasing power, and availability of adequate radio service to an additional 10,000,000 people.

Commissioner Walker saw "limitless possibilities" for FM in contributing to education. By systematic planning, he pointed out, the 29 channels allocated for non-commercial educational FM broadcasting, could easily accommodate 1,000 new stations. A large number of schools and colleges are planning to apply for stations and most states are planning statewide educational networks, he said.

Progress in Other Fields

Reviewing progress in other fields of radio, Mr. Walker said the use of the higher frequencies may provide as many as 29 channels for television in addition to the 13 now authorized. This means not only better black and white pictures, he predicted, but also that "we are likely to have the finest pictures in natural colors and perhaps in the third dimension."

Developments in "pulse-time modulation", through which separate pulse-like signals are recognized in the receiver as a continuous sound, may make possible transmission simultaneously of as many as 24 messages on a single radio channel, the Commissioner said. Initial use of the system will be in point-to-point communication but it may eventually lead to broadcasting of multiple programs, he added.

Mr. Walker predicted that facsimile will have many applications and may permit farmers far removed from cities to receive news directly recorded in their homes. He said Telefax apparatus may be placed in office buildings, hotels, railroad stations and other public places where messages can be inserted and transmitted to Western Union offices for relay to their destinations.

The Commissioner said it would not be long before many walkie-talkies are in use by farmers, doctors, milk drivers and others for communicating over short distances. Rules for the licensing of the service will be formulated by the Commission as soon as possible, he declared.

Commissioner E. K. Jett forecast earlier in the week that 25,000 walkie-talkies would be in use by the summer of 1946 and that the figure would reach a quarter million a year later. He said the instruments would range in price from $50 to $100 a set. He added that the rules would be approved in two or three months and would permit anyone to obtain a license.
The Byrnes Burn: Whys and Wherefores

Penmasters Benton, Coy, Kesten, Porter
Joust on Tandem Pickup Policy

THE ISSUE: Secretary of State Byrnes, returning from the London Conference of Foreign Ministers, Oct. 5, that he would now propose to the American people. It is true that the American people are always led to the American Broadcasting System. Wayne Coy, vice-president of WINX Washington (an independent outlet owned by The Washington Post), protested at that time an alleged "exclusionist" policy which prevented his station from carrying the public statement (BROADCASTING, Oct. 15). Mr. Coy's protest was sent to William Benton, Assistant Secretary of State, among others, although addressed originally to Justin Miller, president of the National Assn. of Broadcasters. Mr. Benton forwarded it to Paul Kesten, executive vice-president of CBS, for the latter's comments. Copies were sent also to Paul A. Porter, chairman of the FCC. Should there be exclusive broadcasts of a statement by any public office holder? Herewith BROADCASTING presents on that subject letters from four of the most facile pens in public and radio life today.

THE PRINCIPALS: Paul A. Porter, Chairman, FCC; William Benton, Assistant Secretary of State, former partner with OPA's Chester Bowles in the advertising agency, Benton & Bowles; Paul Kesten, executive vice-president of CBS; Wayne Coy, vice-president, WINX, and assistant to the publisher of The Washington Post, formerly special adviser to the late President Roosevelt.

October 19, 1945
Mr. Paul Kesten,
Executive Vice-President, CBS,
Dear Paul:
You have doubtless seen Wayne Coy's letter which I am attaching. Would you give me your views on it—and on State Department policy? How many speeches, even the President's, would you rate as comparable in importance and interest to this one?
I am sending a similar letter to Niles Trammell.
Sincerely yours,
William Benton
Assistant Secretary of State
Kesten to Benton
New York, N. Y.
October 25, 1945
The Honorable William Benton,
Assistant Secretary of State.
Dear Bill:
I welcome the opportunity to give you my views on four-network hook-ups versus single network broadcasts by government officials. The matter comes up, as your letter pointed out, through a protest by Station WINX in Washington, which is not served by our network and which therefore did not share in the broadcast by Secretary Byrnes which Columbia had the honor of carrying.
To be entirely frank about our viewpoint, let me say that it is composed of one part of what seems to us at least to be pure democratic principle—and another part of sheer practicality.
The pure democratic principle counsels as follows: One of the bulwarks of a free American radio is the "freedom to listen," as some have called it. It strikes us that "freedom to listen" isn't worth the paper on which to write the phrase unless it gives the listener a choice of things and ideas to listen to. Otherwise it is merely the freedom to listen which Germany had before the war, that is, a freedom to listen to the official sources of the German Government when they were on the air, or to shut the radio off.
I am sorry to have to use such an extreme example to explain why we are against having all networks in the United States and practically all radio stations carrying the same program at the same time. As this philosophy is based on pure democratic principle, the best way to illustrate it is with the opposite extreme, which is pure totalitarian broadcasting.
That is why we have stood by our policy of not carrying four-network hook-ups for so many years, except in periods of grave national emergency, and except the voice of the President himself.
I admit that this democratic principle might, in theory, be extended even to broadcasts by the Chief Executive. However, we have always felt that the unique position of the Presidency, representing the only office (with the Vice-Presidency) subject to the election of all the people, makes utterances from this source of special interest to our listening audience. As broadcasters with the desires and interest of our listeners in mind, we naturally have wanted to carry all the important Presidential broadcasts. Stated simply, it has been "good programming" and "good broadcasting" to do so. I should point out that even here there is no population on the networks, and this fact alone, it seems to me, removes any alleged taint of totalitarianism from the practice of four-network hook-ups for these broadcasts.
Now for the wholly practical side of it:
Once you accept the premise that government officials should not give government radio talks in the United States for their utterances, you can't make exceptions. I agree that the occasion of Secretary Byrnes' recent speech was both dramatic and important. But if his words had blotted out all other programs on the air, where would you draw the line? Shouldn't any other Cabinet member have the same privilege? If Cabinet members, what about the high prerogatives of the Congress? Should the senior member of a Senate committee be denied four-network hook-ups if the executive arm of the government secures them?
CBS broadcast last year approximately 200 talks by Congressmen, Senators, Cabinet members, and other important government officials. Many of these talks were initiated by us as a service to listeners, and for this purpose we maintain a large staff who are constantly bringing speeches before our microphone with issues of the day or timely special events. I dare say the other networks did much the same kind of public service.
The policy of broadcasting one speech over one network had the tremendous advantage of creating four times as much opportunity for government spokesmen as would have been the case if each one had used all four networks. And it did this while it preserved the American listener's freedom to choose what he wants to hear.
In the case of almost any speech, the hour chosen for the broadcast would probably have an important bearing on what network or networks carried it. Very often one or two networks have free time while other networks have sponsored programs in a given half hour. It is not generally understood that when a network cancels a sponsored program for a government talk it not only re-purchases the time from the sponsor, but also reimburses the sponsor for the entire talent cost of the program that is thus cancelled. On the recent occa-

In Summary

Analysis and Solution as proposed by Paul A. Porter, Chairman FCC

Honorable William Benton
Assistant Secretary of State
Washington, D. C.
Dear Bill:
I have the Kesten correspondence which I read with great interest. We at the Commission have been properly very reluctant in even expressing opinions in this field. For example, I have not commented on the fact that three networks carried the Navy-Nazis game last Saturday afternoon simultaneously for more than two hours.
Certainly there is merit in Wayne Coy's point that no network should bottle up an important public speech if somebody else wants it. The choice, as you point out, is not between giving a program exclusively to one network and requiring all networks to carry it. The true alternative is making the program available to anybody who wants it, and making arrangements to insure that at least one network carries it.
The last paragraph of the Kesten letter seems to suggest an extremely sensible policy—namely, that the State Department announce in advance all speeches available for broadcasting, and make such speeches available to all takers. But this, so far as I can see, is exactly what Coy wants, too; and if so, why all the fuss?
Let's talk about this sometime at our mutual convenience. It may be that open discussion of the question would advance the ball some.

Sincerely yours,
Paul A. Porter,
Chairman

November 19, 1945 • Page 17
NAB Strengthens Small Market Plan

J. Allen Brown Named Pellegrin Assistant In Expansion

EXPANSION of NAB operations, promised with advent of Judge Justin Miller as president and A. D. Willard Jr. as executive vice-president, took a step under way last week. President Miller named J. Allen Brown, general manager of WFOY St. Augustine, Fla., assistant to Frank E. Pellegrin, director of broadcast advertising.

Working in consultation with the NAB's new public relations counsel, Edward M. Kirby, revision of departmental functions at Washington headquarters was started, with Willard D. Egolf, director of public relations, appointed special legal counsel, effective Nov. 15 [Closed Circuit, Nov. 12].

Mr. Kirby is making a thorough study of all phases of the NAB public relations activities. He has taken temporary quarters at the NAB Washington office.

Radio Veteran

Mr. Brown is a 12-year radio veteran. He reports to the NAB Dec. 1 and will be assistant director of broadcast advertising. The acquisition brings an extension of NAB activities directed toward small market stations and he will serve as secretary of the Small Market Stations Committee headed by Marshall Pengra, manager of KRNR Roseburg, Ore.

In addition he will work on development of additional retail radio advertising, a major 1946 activity on the program of the broadcast advertising department.

Commenting on the appointment, Mr. Pellegrin said: "The addition of Mr. Brown to our staff is the first move in an expansion plan authorized by President Justin Miller to render increased service to small market stations and to develop further the field of retail radio advertising.

"Further additions are planned but the most urgent need is being filled at this time by the new stations in the small markets classification; numerically these represent nearly half the radio industry."

While all NAB departments have been serving the needs of these stations in sales, research, engineering, etc., it has long been felt that there should be an experienced executive on the NAB staff to work particularly with this group and to coordinate the work of all other NAB departments in the solution of their problems."

Mr. Brown's first radio job was as producer-announcer at WJBY Gadsden, Ala., also serving as promotion man. In 1938 he moved to WHMA, new station in Anniston, Ala., where he became station manager. The next year he was named general manager of KXOX Sweetwater, Tex., which he launched. He returned later to WHMA as general manager, going to New Bern, N. C., in 1942 to open WHIT where he established a record by going on the air with 100 weekly sponsored programs of news and news feature.

WFOY Success

Later in 1942 he became general manager of WFOY and the station within 30 days enjoyed a 94% increase in news program sponsorship, and increases of 150% to 250% annually in general business in the next three years. John J. Egolf was at WFOY with Frank King, president of Florida Broadcasting Co. and former NAB director, and Glenn Matthews, president of Youth Broadcasting Co. and member of the NAB Small Market Stations Executive Committee.

Mr. Egolf joined NAB in February, 1943 as assistant to the president and later as public relations director during the service of Col. Kirby as chief of the Radio Branch, Bureau of Public Relations, War Dept. He is a member of the American Bar Assn., Oklahoma State Bar Assn. and Federal Communications Bar Assn. During his NAB service he actually served as special counsel, by creating the duties of public relations director he will have more time for legal matters.

He prepared the revision program which resulted in adoption by the NAB board Aug. 7 of the present Standards of Practice.

Nosuccess has been named for the vacancy created by resignation of Harry T. Rumble, director of research (see story page 34). Mentioned for the post has been Paul F. Peter, its former occupant and now executive director of Broadcast Management Bureau.

NAB Finance Committee will meet in early December to consider the 1946 association budget, now in the hands of Mr. C. E. Arney Jr., secretary-treasurer.

Mrs. Helen Harper Shultz has become temporary secretary to Mr. Willard who has been without a secretary since the death of Mrs. Collins Nov. 4. Mrs. Shultz has been working with Gladys Hall in assisting Capt. Harry C. Butter, Naval aide to Gen. Eisenhower, in preparing for his forthcoming book. She was Mr. Willard's secretary when he was general manager of WJSV (now WTOP) Washington and later was traffic manager of WTOP.

NAB to Elect Eight New Directors; Second Meeting Series in March-April

EIGHT NAB districts will elect directors at the two series of district meetings scheduled to start Jan. 7 in Los Angeles. The March series [Broadcasting, Nov. 12] will conclude Feb. 8.


Schedule of the second section of district meetings, likely to start in mid-March, is being drawn up by C. E. Fishall, president of Foundation of Treasurer, in consultation with district directors. Arrangements are complicated by difficulty of making hotel reservations at suitable times.

Two scheduled meetings have been cancelled, the 11th District (Minn., N. D., S. D., part of Wis.), slated for Jan. 12-13, and the 7th District (Ohio, Ky.), slated Feb. 11-12 in Cincinnati. They will be held in early spring. Inability to get sufficient hotel space caused the cancellations.

At least a month will be allowed NAB headquarters officials to dispose of accumulated business after the end of the first swing. Plans under discussion would provide resumption of meetings about March 18, running through to the end of the month in the Midwest and Plains, then concluding in the South early in April.

Schedule of meetings in the first bracket follows:

1st District (Minn., N. D., S. D., part of Wis.), Holly Hotel, Minneapolis, Minn., Jan. 11-12.


9th District (Ind., Mich., Ill., Wis., Iowa), Potawatomi Hotel, Chicago, Jan. 19-20.

14th District (Mont., Colo., Wyo., Idaho, Utah), Union Hotel, Denver, Jan. 24-25.

17th District ( Ore., Nev., Utah), Pioneer Hotel, Salt Lake City, Jan. 26-27.

20th District (Texas), Baker Hotel, Dallas, Jan. 31-Feb. 1.

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

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

Guy della-Cioppa, Taylor, Rejoin CBS

DAVIDSON TAYLOR and Guy della-Cioppa, both returned to CBS after service abroad under Col. William S. Paley, CBS president, November 1943. Mr. Taylor was appointed director of programs and assistant to the president, respectively. Douglas Couler, vice-president formerly in charge of programs, was given the newly created post of director of commercial program development.

Announcement of these changes does not nullify the possibility Mr. Paley will assume the titular post of chairman of the board, turning the presidency over to Paul Kesten, executive vice-president, who ran CBS during the more than two years that Mr. Paley was overseas in war service. Instead, the new appointments indicate that Mr. Paley intends to take an active part in CBS operations, especially in the network's programming activities.

Coulter to Study Needs

As director of commercial program development, Mr. Coulter will be responsible for studying the program needs of advertisers and advertising agencies, and to work with them on problems of the selection, improvement or supplementation of their individual programs and of the overall program structure of the network. He will also serve as program counselor to account executives in the CBS sales department and will have charge of the sale of programs produced by the network's program department.

Mr. Taylor, who was Mr. Couler's assistant until entering government service in 1943, assumes executive responsibility for the network's program operations, including creative planning and administration of both sustaining and commercial programs. Coming to CBS from WHAS Louisville in 1933, he was successively announcer, director, producer, script editor, director of serious music and assistant director of programs. In Europe, Mr. Taylor succeeded Mr. Paley as chief of radio of the Psychological Warfare Division of SHAPE and later was chief of film, theater and music section of the Information Control Division, U. S. Forces, ETO.

Mr. della-Cioppa was a member of the CBS program department (Continued on page 93)
Do you really know WHAT YOUR IOWA RADIO-TIME IS WORTH?

This brand-new book gives you a scientific yardstick on Iowa values!

If an early-morning quarter-hour on Iowa’s Station X costs $40—what is the same time worth on Station Y?

The 1945 Iowa Radio Audience Survey does not answer that or any similar question directly—

—but using the 1945 Survey, any agency or advertiser can easily compute the comparative listenership of any stations heard in the State—for any period of night or day, and for any type of listener—and can arrive at the most nearly scientific evaluation that has ever been possible in radio . . .

FACTS YOU SHOULD KNOW

Dr. Forest L. Whan, well-known researcher of the University of Wichita, has interviewed one out of every 83 families in Iowa—divided as to urban, village or farm residence, and following accepted “sampling” procedures.

In these interviews the people of Iowa told Dr. Whan’s staff what stations they hear regularly—what stations they “listen to most”—what hours they listen—at what point they change the dial—what they think of Iowa radio, radio service, radio shows, radio commercials—what news programs, farm programs and general programs they prefer—the whole story of Iowa’s listening habits and preferences.

THE ANSWERS are faithfully tabulated in the 1945 Iowa Radio Audience Survey—tabulated as to totals, then broken down by residence (urban, village, farm) age, sex, educational background, etc., etc., etc. It is a complete picture of radio in Iowa. If you have any stake in Iowa advertising or selling, it is a book you MUST read. Get your copy now. The coupon will bring it to you—without obligation.

+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

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.
Name .................................................................
Company ...........................................................
Street ....................................................................
City ................................................................. State ..........................
Porter Says

Officially FCC Can Do Nothing; Asch Protests

PAUL A. PORTER, chairman of the FCC, was on record over the last week on AFM President James C. Petrillo's edict on AM-FM music.

Personally, he felt it "very seriously" restricts employment possibilities and encourages development of FM. Officially, he said there was nothing the FCC could do about it.

Interviewed on Mutual's Meet the Press program Nov. 9, Mr. Porter said he thought the "legitimate interests of labor unions can and should be protected with all the safeguards that public policy would require. However, I feel that in this instance the limitations are very severely restricted and the possible immediate development of FM is retarded because of Mr. Petrillo's edict," he declared.

Porter Telegram

He made it plain he was "expressing only my personal point of view". When first asked for his opinion on the Petrillo battle, he drew a round of laughter with his reply, "I cannot say that I am glad you asked me that question."

On the day that he voiced his personal belief on the air, he sent the following telegram to Leonard L. Asch, president of Capitol Broadcasting Co., who sought FCC assistance when Mr. Petrillo refused to modify his demand so the company's FM station, WBCA of Schenectady, a Mutual affiliate, could carry a special Victory Loan broadcast:

"I think you must know that the matters of license, necessary arrangements for broadcast material are the function of the licensees. I do not see that there is anything that I can do in response to your request."

Mr. Asch, who does not operate an AM station, questioned whether the networks were wholeheartedly interested in developing FM as speedily as possible. He said it is true that they are interested in FM development but "that it is surprising that this interest has never urged them to give fulltime service in FM... ."

"It might be asked whether it is also a coincidence that with the Petrillo ban the major FM stations operating by the networks immediately find it impossible to go on the air indefinitely for technical repairs, whereas a small independently operated station continues to maintain a 16-hour schedule as we have since July 17, 1941, without the necessity of interrupting the public service, convenience and necessity for which we have been licensed."

Mr. Asch said the networks' contention that they do not charge for transmission of commercial programs over their own FM stations "is a fine method of putting an independent operator, such as ourselves, in the position of trying to compete with national advertisers who now, or in the future, can obtain the medium through another source without charge."

He contended that their income from standard operations makes it possible for "the prosperous clear-channel network stations to disparage FM economically. "A minor FM network, if it continues, may envision a dea market by selling first standard and then FM sets."

Meanwhile, the Fredericksburg, Va., post, Veterans of Foreign Wars, which tried but failed to get AFM approval for a group of Marine Corps musicians to participate in American Victory Week cele-

FCC Edict Restricts FM

biance, adopted a resolution denounced circumstances which prohibit or discourage the use of service musicians at patriotic, noncommer-

"We feel that such prohibition is an insult to our departed comrades in arms and that the English language has no words by which we can freely express our indignation and resentment of such arbitrary, callous and contemptible regulation," the resolution declared.

Other veterans' posts in the state were asked to adopt similar resolutions.

On the Meet the Press broadcast, Mr. Porter was interviewed by Al Warner, head of the WOL Washington news bureau; Ben Gross, radio editor, New York News; Robert U. Brown, executive editor, Editor and Publisher; Ed Levin, radio editor, PM; Sol Taishoff, editor and publisher, BROADCASTING.

"Not Enough Controversy"

"Radio," he said, "has got to make up its mind, as it embarks upon its second quarter of a century, whether it is going to become exclusively an entertainment and advertising medium or whether it is going to perform functions beyond that." He said he thought radio stations and commentators "have, by and large, presented a fair picture of political and social controversy" that "my own personal complaint is that there is not enough controversy on the air."

Reminded that he had been quoted as saying that eventually (Continued on page 94)

Hearings Begin on AM Cases; Consolidation Policy Affirmed

SCHEDULING of the 231 AM applications designated for hearing by the FCC since resumption of normal operations began last week. The first of 61 consolidated proceedings, comprising five applications for a new station on 1240 kc in the Rochester area, will be heard today (Monday).

Other applicants are being advised that their cases will soon be scheduled, it was learned, and it will be unwise for them to give definite dates within the next few weeks. For the most part, the hearings will be held in the order in which they were listed by the Commission [BROADCASTING, Oct. 29].

Denies Separation

With the scheduling of the first of the consolidated hearings, the Commission also disclosed that its policy of grouping applications wherever possible will be adhered to regardless of whether some of the applications had already had proceedings. That policy was re-

FCC Fund Return

REVISING action of the House, the Senate Appropriations Committee last week recommended that the FCC's 1946 fiscal year budget request and that the Foreign Broadcasting Intelligence Service and Radio Intelligence Service be continued.

Recommendation was made in a report on the Rescission Bill (HR-4407), in which the Senate committee voted to restore a total of $1,409,035,666 to various independent executive departments, Army and Navy. Regarding the FCC appropriation, the Senate committee held that the State Dept. had testified as to the importance of FBIS reports and that the RID was necessary for policing the spectrum.

For the Office of War Information (now Interim International Information Division, State Dept.), the Senate committee recommended a revision of $5,000,000 instead of the $10,662,558 passed by the House.

FBIS Reports Needed

Testifying before a subcommittee on Oct. 30, Donald Russell, Assistant Secretary of State, said the FBIS reports were necessary to the State Dept. He added that in some cases "the radio is a much safer guide that the newspapers are to the policy of that country" because of the policy of countries own and control and exercise more effective control over than over newspapers.

FCC Chairman Paul A. Porter, in a brief statement, urged restoration of the $930,000 cut. Sen. McKellar (D-Tenn.), acting chairman of the Appropriations Committee, took issue with Mr. Porter that monitoring of foreign countries is now unnecessary. Sen. Hayden of Wash. (Rep.) had questioned whether the RID activities actually are normal peacetime functions and that Congress "had a mistake" in appropriating money on the theory that RID was specifically a wartime operation.

Asst. Secretary of State William Benton said the State Dept. now operates 18 transmitters under lease for $925,837 from CBS, General Electric, NBC, Crosby Corp., Mutual, and Wide. He urged continuance of international shortwave broadcasts under State, Dept. supervision.

The Senate is expected to act on its committee's recommendations this week. Then the bill will go to conference. Indications on the House side last week were that the House will insist on termination of the RID if there is no sign of continuation of RID as a peacetime function is expected.

Chairman Porter already had told the House Appropriations Committee that the FBIS would terminate and that the RID would not take place on Oct. 2, [BROADCASTING, Oct. 29].
Mimi's got the right idea

Mimi is a Rhesus monkey. They rarely breed in captivity, but Mimi broke the jinx and now she won't let anybody get near her baby. She even clutches it as she swings around her cage.

Jungle wariness and survival may not be an exact analogy for business and the battle for brands that's just ahead. But it's close.

If your plans of not letting anybody get near "your baby" call for radio, we'd like to tell you about W-I-T-H in Baltimore.

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

These are the facts to clutch on to. Glad to show them to you.

W·I·T·H
Baltimore, Md.

Tom Tinsley, President · Represented Nationally by Headley-Reed
New Mexico's License Law Challenged by NAB Aids

A LOCAL station well in the interior of New Mexico, KGFL Roswell, is serving as the technical guinea pig by which a three-judge U. S. District Court determined whether the State of New Mexico has the right to license broadcast stations and impose a 2% gross sales tax on them as operations in interstate commerce [BROADCASTING, Nov. 12]. NAB is joining the Nov. 19 legal battle, acting as a friend of the court, in an effort to have the tax declared unconstitutional. Twenty-nine other States have sales taxes which might be aimed at broadcast stations should the New Mexico impost be upheld by the Court.

The Case Measured

All last week Howard S. Frazier, NAB director of engineering, toured New Mexico and neighboring states in a car equipped with NAB test equipment. Meanings of KGFL findings will be presented to the court to show that a station's signal, even if a 100-watter well inside a state's borders, penetrates state lines and causes interference to other stations inside or outside the borders. New Mexico's gross sales tax law was passed in 1936. A State Revenue Bureau ruling held broadcast stations exempt as instruments of interstate commerce, a position supported by the Fishers Blend Station Inc. U. S. Supreme Court decision in 1936. The present state attorney general reversed the ruling, held the stations in the state subject to the tax, and even made it retroactive to prior cases.

Brief presenting NAB's story to the court was prepared by John Morgan Davis, NAB general counsel, and has been printed in general counsel. They went to New Mexico to participate in the hearing. Other New Mexico stations are plaintiffs in similar suits.

KGFL was deliberately selected by NAB and the New Mexico broadcasters because it is well over 100 miles inside the New Mexico border and has only a 100-watt signal. It was felt that no possible claim could be made by the state that broadcasters were picking a border station that obviously would have listeners in an adjoining state.

NAB Brief

The New Mexico attorney general contended that a local station of low power served only the near-by territory and was not an interstate operation.

After reciting the history of Federal radio regulation, based on the premise that broadcasting is essentially a medium of interstate commerce, the brief goes on to say that Congress in 1927 passed an act giving states the right to license stations and tax their operations. The brief claims that the New Mexico law is unconstitutional because it conflicts with the present Federal control of interstate commerce.

No matter in what part of a state a station is located, it cannot be brought within the accepted definition of interstate commerce due to its uncontrolled nature, says NAB.

Even assuming for sake of argument that a signal did not cross state boundaries of a state, says NAB, it does not follow that this interstate zone is wholly free from Federal regulation since waves of the station may clash with waves from out-of-state stations. These waves must be given right of passage without interference from local stations, the brief points out. Cited was a principle enunciated by former Chief Justice Hughes in the Nelson Bros. Bond & Mortgage Co. case, that "no state lines divide the radio waves, and national regulation is not only appropriate but essential to the efficient use of broadcasting facilities."

NAB goes into the business side of the state's 2% gross levy by showing how the tax does not merely pour into account expenditure items and pointing out that many stations operate on small profit margins. Thus a 2% gross tax might amount to 50% of net profits and even amount to confiscation of a station licensed to operate in public interest.

Washington-New York Coaxial Cable Line Opens in January

Army-Navy Game Telecast Forerunner of New Link; Facilities Offered to All TV Interests by Bell

FORERUNNER of regularly scheduled intercity broadcasts by coaxial cable will be the Army-Navy game, the first such contest in New York, the Bell System will inauguratel its Philadelphia-New York coaxial cable on Dec. 1 when NBC television will carry the game in Philadelphia for broadcast over its New York station, WNB1. Keith S. McHug, vice-president of AT&T, who last week announced the coaxial system, described the Army-Navy transmission as "a preview of long distance television by cable."

Already AT&T has arranged to make its Washington-New York coaxial cable available to CBS, NBC and the Allen B. DuMont Labs. for exchange of telecasts between the two cities. Each telecasts to use the cable two nights a week during the experimental stages. AT&T will make the coaxial available also to others interested in TV, including motion picture producers, who have the right to use the cable. When the system opens, other operators, when they have facilities available.

The Bell system has been using coaxial cable to carry telephone conversations over some intercity routes for several years. Present construction contemplates a network of coaxial and radio relay facilities extending from coast-to-coast and from north to south. In 1946 the 4,700-mile network will be extended south of Washington to Charlotte, N. C., and between Atlanta and Dallas. In 1947 the first Midwestern project will link Chicago, St. Louis and the southern route will be extended to Los Angeles. Plans call for construction of upwards of 1,500 miles of coaxial cable a year for the next few years.

The coaxial cable is suitable for transmitting television signals or 480 simultaneous telephone messages.

An experimental radio relay system is being built by the Bell System between New York and Boston. When the development is finished, the Bell System plans to use radio relay, coaxial cable or other means—whichever is most advantageous—to extend its television and telephone lines throughout the country.

TO ASSIST OWI employees who are not being released to the State Department are Arthur G. Fox, WHO International Information Service, including a substantial group of news, motion picture and public relation specialists, the labor management committee for the OWI, the International Information Service has established a placement advisory service. Interested employers may contact the OWI personnel office at 250 West 56th St., New York.

Faust Returns to WBBM As Assistant to Roberts

NEWEST additions to WBBM, CBS Chicago station, include Dudley Faust as assistant to W. Donald Roberts, western sales manager of CBS, and Tom Rooney, former with KNX, Los Angeles, as WBBM promotion manager, replacing Jonathan Snow who resigned several weeks ago. Faust, discharged last week from Marine Corps, as a first lieutenant, went to WBBM in 1937 as salesman and in 1941 was transferred to CBS network sales.

Bill Edwards, of CBS radio sales department, New York, will head the Chicago office of radio sales, instead of head of WBBM sales department as erroneously reported in Broadcasting, Nov. 12. Ernie Schomo is WBBM sales manager.

New Army Campaign

U. S. ARMY has asked the Advertising Council, to aid in a campaign to maintain prestige of men in uniform. Newest Army assignment is entirely separate from paid advertising campaign to secure peacetime enlistments placed through N. W. Ayer & Son, Philadelphia. Agency, however, will serve as volunteer task force for Council's campaign in order to coordinate two programs.
TIME was when wattage was the time buyer's criterion. Then came the discovery that frequency has infinitely more to do with station coverage than pure power.

Now that WKY's revolutionary antenna experiment has proved such an amazing success—more than doubling WKY's effective power—a new factor, antenna design, enters the time-buying picture.

The performance of WKY's new Franklin double half-wave antenna has attracted the attention and interest of radio engineers throughout the country. High-gain antennas of this or other design are the most important thing in AM radio today.

The effect of WKY's new antenna is to squash down wasted skywaves and concentrate them along the ground. WKY's signal today is 58.5% stronger (at 1 mile) than can be produced by a conventional quarter-wave radiator. The practical effect, as far as time-buyers are concerned, is that WKY is being listened to today by a greater audience than ever before in Oklahoma.
LA GUARDIA PRAISES RADIO HIGHLY IN N.Y.

"RADIO has contributed more in the last twenty-five years to good government than the daily newspapers in the last fifty or sixty years," Mayor La Guardia of New York told 400 guests at a luncheon Nov. 10 at the Roosevelt Hotel in New York. Representatives of press, music, theater, religion and labor acclaimed radio's 25th anniversary [Broadcasting, Nov. 12].

The mayor said there should always be a "healthy rivalry of truth between press and radio" and he was opposed to any affinity between them. He averred that newspapers often intentionally "colored news by their headlines".

"Of course I like radio. I can talk to a mike and I can't talk to some publishers. The mike has contributed a great deal to the American public," he stated. "It has entirely changed the techniques of political campaigns. Government executives should be quick to use it, no one in public affairs should be afraid to use it."

Sylvania Booklet
SYLVANIA ELECTRIC PRODUCTS Inc., Emporium, Pa., manufacturer of electronic and radio equipment, has issued a booklet, "20 Years of Achievement in Radio", tracing the company's growth from its small beginning at Emporium in 1924 to its present large-scale production, with plants in eight American cities. Book is dedicated to Sylvania's founder, B. G. Erskine, who died June 23, 1945.

Sterling Report
NET EARNINGS of Sterling Drug Inc. and subsidiary companies for nine-month period ending September 30 totaled $7,023,639 after consideration of all charges, preferred dividends and federal and foreign income taxes. Highest net earnings ever reported for such a period, figure equals $21.11 per share on 3,749,456 shares common stock outstanding. This compares with adjusted figure of $6,454,759 for same period in 1944.

Net earnings for quarter ending September 30 totaled $2,359,937, or 63 cents per share.

WFIL Policy Change
WFIL Philadelphia is eliminating all participating announcements from 5:45 a.m. through 7 a.m. The new schedule starts with Wake Up and Sing, a quarter-hour of popular music, followed by Foresters' Market, quarter-hour of informational segment for rural listeners; Songs of the Plains, 15 minutes of western music; and Breakfast Music, 20 minutes of popular favorites. LeRoy Miller, morning man, follows five minutes of news, and takes up participating announcements from there. Jesse Rogers, cowboy singer, moves from his daily early-morning show to 3:15 p.m. under the new ruling.

KGVO News
NEWS and news features equivalent to the content of a 17-page daily newspaper were broadcast daily by KGVO Missoula, Mont., according to research by the station's news bureau during a month-long printers' strike which suspended publication of the city's two daily newspapers.

WMBD V. D. Programs Aided Citizens' Drive
WMBD Peoria's 10-program series on Know the Facts About V.D. Control, part of a successful campaign to close "red light" districts and control venereal disease, is credited with a big share in educating the public on the subject.

Health department's V.D. Clinic said nine persons reported for treatment after one broadcast. Many families said they made the programs "required" family listening. Business and professional men said the broadcasts convinced them of the need for suppression of prostitution.

Programs were written and produced by Ivan Harnew of WMBD and Sam Belfer, chairman of the Peoria Citizens Committee which coordinated activities to combat V.D. after a nearby Army camp threatened to make Peoria the out-of-bounds unless the diseases were controlled. Broadcasts included round-table discussions, dramatizations, and speeches including one by Dr. Morris Fishbein, editor of the Journal of the American Medical Association. Transcripts of the series have been presented to the Federal Security Agency, Chicago. WMBD and FSA are making copies of scripts available.

Specialists Available
SPECIALISTS of WPB Region 2, New York State and northern New Jersey, are now available to private industry, according to John A. Warner, regional director. Included are specialists in radio and radar, accounting, advertising and marketing, electrical engineering, dry goods and department stores, labor relations, personnel and publicity. Region 2 employers interested should contact Regional Director, WPB, Empire State Bldg., New York 1.

UOPWA Forum
RADIO GUILD, United Office and Professional Workers of America, New York, is sponsoring a series of forums entitled "Radio--Its Past, Present and Future," to be inaugurated Nov. 21 and continued on alternate Wednesdays in the auditorium of the UOPWA's center in New York. Radio topics will be discussed by prominent industry figures.
In November, 1945, the Art of Broadcasting attained its Twenty-fifth Anniversary.

Broadcasting has gone a long way in a mere 25 years, but its furious pace of accomplishment has seen every moment used to further expand its Service to the People. On the other hand, this has been but a brief period in human experience. The evaluation of its Services must be on a perpetual basis, as each day sees further expansion and improvement.

Who is there among us to hazard a guess... to prophesy what the next quarter-century will bring... with the added services of Television, Frequency Modulation, and a host of other recent Technical Developments?

With unblushing pride, Westinghouse looks back over the years, and at the Art it nurtured, but shares this pride with great names who have lent to the Art of Radio their talents and labors... unceasingly... from their initial work in Broadcasting, either at KDKA, or one of the other Westinghouse Stations.

WESTINGHOUSE RADIO STATIONS Inc
KDKA - KYW - WBZ - WBZA - WOWO - KEX
Clergy Attend Radio Workshop Dealing With Religious Shows

Group Studies Problems of Raising Standards of Present Church Broadcasting Methods

REPRESENTATIVES of the nation’s clergy, attending a five-day Radio Workshop, Nov. 11-16 in Chicago, conferred with commercial broadcasters in an attempt to raise the general level of religious broadcasting. They were shown, through practical demonstrations, the importance of music, production and drama in the preparation of radio sermons.

Sponsored by the joint committee of the Congregational Christian, Methodist and Presbyterian U. S. A. Churches, with Rev. Everett C. Parker, director of the committee and Miss Elmar Inman, broadcast division, CBS religious programs, as co-chairman, the workshop covered all phases of religious broadcasting, with delegates preparing scripts, making voice recordings and listening to criticisms of production standards by Chicago radio executives.

Small Stations Criticized

While many network religious programs were singled out as examples of merit, small stations were criticized by several religious broadcasters as “failing to give religion its proper share of public service.”

Members decried the practice of using “free air-waves” to solicit funds for “studio parsons,” referring to religious broadcasts paid for by non-sectarian individuals who “in many cases” are “unlicensed”.

Speaking before the group Monday, Nov. 12, Harold McCarty, radio director of the U. of Wisconsin, said that radio’s efforts at international understanding, based on past performances, have been “pretty feeble”.

“Radio must give more than diversion,” he said. “It has a moral and civic obligation that can be accomplished only when non-commercial organizations see in radio an opportunity to further unselfish aims.”

He described plans of the U. of Wisconsin which include operation of seven FM stations, two of which have already been applied for. “It is our hope to provide the kind of educational programs which are so desperately needed today,” he said.

Freedom With FM

Regarding FM, Mr. McCarty said the promise of FM is not freedom from interference, but freedom from “the restraints of present band limiting the number of available frequencies.”

The schedule of events during the five-day meeting included:

Nov. 11: Demonstration of religious programs and attendance at Quiz Kids and Human Adventure broadcasts.


Nov. 14: “Dramatic Writing,” by William J. Murphy, manager, script division, NBC. “Producing Your Program,” by Homer Heck, production director, NBC.


Nov. 16: “Utilizing Radio in Religious Education,” demonstration of CBS School of the Air series.

HEAVY AIR SUPPORT FOR VICTORY LOAN

BROADCAST stations provided “good support” to the Victory Loan during the first week, according to a Treasury report to Arthur Stringer, NAB promotion director. Broadcasters and their programs and spots are “doing a job,” Mr. Stringer said in announcing the amount of support that had been given, exclusive of network programs.

Station originations in support of the loan for the first week followed: Treasury Salutes, 3,063; Music for Millions, 2,766; Sing for Victory, 1,570; Diary Personalities, 1,404; Crosby record, 2,758; Gibbs record, 1,154; Wayne record, 1,102; Sports Personalities Speak, 1,976; Industrial Leaders Speak, 1,851.

Regular spots during the week totaled 43,118, along with 1,716 two-minute and 239 three-minute spots.

Programs originated followed: Five-minute, 436; 10-minute, 281; 15-minute, 936; 25-minute, 10; 30-minute, 416; 40-minute, 42; 45-minute, 10; 50-minute, 21; hour, 45; 1½ hours, 20; 2½ hours, 41; 3 hours, 22.

Raytheon Equipment

BY JANUARY 1, the transmission division of Raytheon Mfg. Co., Chicago, expects to release its first AM equipment since completing its war contracts. The transmitter division is now in the process of manufacturing 250-watt transmitters, a studio console monitor, a remote amplifier and a volume limiter.

Luscious is the word for Utah peaches being picked here by Miss Carol Ohmart, Utah State Fair Queen. The yearly fruit and vegetable crop is worth approximately $12,000,000 to Utah farm families. That’s just one of the diversified basic sources of wealth which build dependable buying power in the Utah market.

Local Advertisers Know KDYL Brings Results

On-the-ground experience has amply proved to local (and national) advertisers that KDYL’s showmanship, combined with top-rating network programs, bring results. This is the station most Utahns listen to most.

Raytheon Equipment
Do you have Crackin' Good crackers in your house? If you're a Chicagoan, your answer is probably a determined "yes." Consolidated Biscuit Company, makers of Crackin' Good Crackers have a big hold on the Chicago Market. And the New WJJD has been helping them tell their story to Chicago for well over a year. When you remember that 3,234,059 radio homes are clustered within the primary coverage area of the New WJJD, you see another good reason why practically everybody in Chicago knows about Crackin' good Crackers. The New WJJD, winging along on 20,000 watts of SELLING POWER, talks to lots and lots of Chicagoans every day. Shall we leave a message for you?

20,000 WATTS OF SELLING POWER

THE NEW WJJD
1160 ON YOUR DIAL
CHICAGO

A Marshall Field STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.
D. C. Zoning Hearing
HEARING on petitions of RCA and Chesapeake & Potomac Telephone Co. to amend District of Columbia zoning regulations to permit antennas in residential areas will be held Nov. 21 by the District Zoning Commission. Limited right to build towers has been granted television and FM.

TV in Polio Fight
EMPLOYING television to promote 1945 Sister Kenny Foundation fund appeal to fight infantile paralysis, a Tele-Cine production, Nor All Your Tears will be made available to television stations nationally. Announcement was made by Patrick Michael Cuning, named drive chairman of television division by Bing Crosby, national chairman. Original story is based on script by Marcia Drake. Mr. Cuning is director-producer. Drive opens Nov. 22.

Raibourn Thinks That Television Will Prove Most Effective Advertising Form
PAUL RAIBOURN, president of Television Productions Inc., told a meeting of the AAAA in Los Angeles, Nov. 14, that television has a field in sponsored advertising that is as large as the dreams of its enthusiastic promoters.

"There is an immense amount of money—$3,000,000,000 per year—spent on services with which television will be competitive," he said. "This money is now put up about 50% by the public, 50% by sponsors."

"Although radio and sound broadcasting is a more inexpensive and faster growing advertising medium to reach the general public than any other, television can cost considerably more than radio sound broadcasting and still not exceed the costs to sponsors for the same effect obtained by magazines and newspapers, since it combines sight, as they do, with the attention value of sound and action, which they do not.

"Advertising experts estimate the ratio of television to radio all the way from three to ten times the selling value. In 1929 when radio sound broadcasting sets cost over $150 apiece, over 4,000,000 sets were sold, although at that time only $42,000,000 was spent on broadcasting operations and programs combined."

In conclusion, Mr. Raibourn demonstrated that "it costs the sponsor less than 0.2 cents to have a customer hear his message, interspersed with more interesting material, for one quarter of an hour." A comparable job in newspapers would cost 0.7 cents, in magazines 0.25 to 0.3 cents.

Washington, D.C., Pop. 817,000*  
Buffalo, N.Y., Pop. 603,000*  
Richmond, Va., Pop. 224,000*  
Springfield, Mass., Pop. 150,000*  
Canton, Ohio, Pop. 120,000*  
Total 1,916,500*

WOAI Daytime Primary Area

WOAI—San Antonio
Represented Nationally By  
EDWARD PETRY & CO

The Powerful Advertising Influence of the Southwest

BEAUTY METHODS
Demonstrated on TV Show
By Chicago Store

BEHIND-THE-SCENES shots in a beauty pastel were televised this month in the first video program produced by The Fair Store, Chicago.

Hector Suyker, president of The Fair, said the show was experimental with television to get experience in this type of merchandising and that plans are being made for expanded use of TV as the number of receiving sets increases.

The show, presented on WBBK Chicago at 3:45 p.m., promoted the Rose Laird line of cosmetics and brought a score of complimentary letters. Miss Laird, 79-year-old beauty expert, gave a demonstration on proper makeup and beauty care, using two teen-age girls as models. Scheduled to run 15 minutes, the show was allowed to run 12 minutes overtime.

While the program was The Fair's first major production, the store previously had sent slides of window and counter displays to WBBK for use as station breaks. There are approximately 400 video receiving sets within range of WBBK.

TV Programming
EXPERIENCE in the techniques of television program production is reviewed and evaluated by Richard Hubbell in his illustrated book, Television Programming and Production (Murray Hill Books, New York; $3). Mr. Hubbell says that "by analyzing the fundamental nature of television, by evaluating the progress made, and by suggesting practical ways in which the techniques of television may be improved" he has attempted to furnish a foundation on which broadcasters, advertising men, writers, directors, actors, designers, students, technicians, and radio, theatrical and motion-picture people may build their television plans and projects "more rapidly and astutely." Mr. Hubbell, production manager and television consultant of Crosley Corp., Broadcasting Division, is the author of 4000 Years of Television. He was with WOR and WQXR New York for several years and was with the original television group at CBS for three years. He has been a television consultant for private clients and for magazines and advertising agencies, a motion-picture director, a magazine editor, and a writer and radio director for an advertising agency. He was co-ordinator of the first Television Seminar sponsored by Radio Executives Club of New York.

STUDIO of Dramatic Arts, New York, has added a 16-week course in television acting, which started Nov. 7 under the direction of Dr. John Reith, professor at New York U. and former di-rector at WCBW New York, CBS video station.
You know a lot about the advertisers on this page.
But there's one thing about them that maybe you hadn't realized: these big names all have franchises on ABC. This just didn't happen, you know; there are good reasons for it.

One reason is that we were able to offer them good time periods—and at low cost... (Network A costs 43.7% more than ABC per evening half-hour; Network B costs 28.7% more.)

How To Get More—For Less
What does an advertiser get for his money on ABC?
First of all, he gets good national coverage. On ABC's 194 stations, the potential audience of 22 million radio families have about 92% of all spendable income in the United States. These 22 million families, most of them located in highly concentrated areas, include practically every major buying market.

Thus, an advertiser can put his program on ABC at a good time...and for less money...and reach a rich, compact audience. This is why we honestly believe that an advertiser has greater opportunity to do outstandingly economical advertising on this network than on any other.

This opportunity is reflected in such ABC shows as The Quiz Kids, Blind Date, Breakfast in Hollywood, Walter Winchell, and Counterspy. They are prime examples of how an advertiser on ABC can get a high rating at reasonable cost. And there are plenty of others that an ABC representative can tell you about.

7 reasons why ABC....
American Broadcasting Company is attracting America's Leading Advertisers

1. ECONOMICAL RATES—Network A costs 43.7% more than ABC per evening half-hour. Network B costs 28.7% more.
2. REACHES 22,000,000 FAMILIES... who have 92% of the nation's spendable income.
3. EXPERT PROGRAM SERVICE available if and when you want it.
4. EFFECTIVE AUDIENCE PROMOTION which builds bigger, more loyal audiences.
5. GOOD WILL through public service programs that give an unbiased, complete picture of vital issues.
6. ENTHUSIASTIC COOPERATION of the 194 member stations for the benefit of advertisers.
7. PRACTICAL TELEVISION—program building on an economical basis.
Why Western Electric equipment leads the way!

1. Western Electric products are designed by Bell Telephone Laboratories—world’s largest organization devoted exclusively to research and development in all phases of electrical communication.

2. Since 1869, Western Electric has been the leading maker of communications apparatus. During the war, this company was the nation’s largest producer of electronic and communications equipment.

3. The outstanding quality of Western Electric equipment has been proved daily on land, at sea, in the air, under every extreme of climate. No other company supplied so much equipment of so many different kinds for military communications.

Western Electric

Today’s world is a world of sound. How different it would be without the telephone, radio, public address systems, aids for the hard of hearing, talking pictures!

For many years, Bell Telephone Laboratories and Western Electric—working closely as research and manufacturing teammates—have led the way in building this world of sound.

In the course of their sound-transmission work, these teammates
equipment leads the way!

have also developed scientifically accurate instruments for measuring and analyzing sound and vibration. These instruments have many important uses today — will have still more tomorrow.

Through their lifetime of pioneering in this field, Bell Labs and Western Electric have gained a unique knowledge of sound and how to handle it. Count on them for the finest equipment for measuring sound or spreading it around!

knowledge in all of these fields

MOBILE RADIO  HEARING AIDS  SOUND MOTION PICTURES  VACUUM TUBES
**On The Service Front**

**Hainline Acclaims Pacific Area Radio**

JOE HAINLINE, NBC foreign correspondent, returned from the Pacific acclamining the technical radio facilities throughout the area.

He said the U. S. S. Iowa carried a T. D. H. Collins 3000 w transmitter so powerful that often commentators could broadcast direct to San Francisco from 100 miles off Tokyo instead of relaying first to Guam.

Mr. Hainline, who had been discharged from the Army in January 1945, when a gun went off in his face, affecting his ear drums, met his original Army outfit as they embarked at the dock in Tokyo. He had beat them by three weeks. Now that he has returned to the States he expects to work at WTAM Cleveland for six weeks and then join the new staff of WRC Washington.

**KTUL Old Home Week**

IT WAS LIKE old home week at KTUL Tulsa when the station received transcriptions made by three ex-announcers now in service. Glenn Condon, KTUL news chief, cabled Sgt. Jack Morris of the AAF at Natal, S/Sgt. Eddie Neblinn on Iwo Jima, and Marine Cpl. Eddie Lyons on Okinawa, asking each for a recording. They were played on Oklahoma Salutes program.

Each man reminisced about Tulsa, and described his surroundings in the far-off pasts. There were also featured voices of other Tulsans in the area. After flying 100 miles to Recife, Brazil, for recording equipment, Sgt. Morris got unexpected leave and arrived in Tulsa with the recording. He's now on terminal leave, working at KTUL.

**Bluejackets Permanent**

STARTING about Dec. 1, the Great Lakes Bluejacket Choir becomes permanent organization, made up of 46 ship's Company men. Choir is heard on CBS, through WBMM facilities Sunday, 10:05-10:30 a.m. (CST). Although the first CBS Bluejacket Choir broadcast was in early 1942, personnel has changed continually each week, with men going to other Navy duty and being replaced by new recruits.

**Radar Set Revealed**

WAR DEPT. is now telling the story of the SCR-584, a highly improved radar set tried for the first time at Anzio, with outstandingly good results. The radar set not only searched out its targets, but also tracked it down, and with the aid of proximity fuse projectiles, brought the Nazi planes to destruction. The SCR-584 is installed in a truck trailer which contains all the components but the power.

---

**CHECKING SCRIPT** for a show to go on WVTC Biak, of the AFRS Far Eastern Network, are (1 to r): Pfc. Bertha Perkins; T/Sgt. Bay Burke, former announcer with WDOD Chattanooga and WNOX Knoxville; and Sgt. Hallie Phillips, from WPTF Raleigh. All are stationed at the AFRS outlet in Netherlands West Indies.

Using a narrow band, approximately 20 degrees, the set can scan the sky completely in about one minute. The set was used for ground work, too, often detecting enemy patrols in the dark. It was used in many operations following its success at Anzio.

**AFRS Appointment**

LT. JOHN V. ZUCKERMAN has been appointed acting chief of shortwave operations for AFRS, Los Angeles. Grace Clark, formerly of CBS Hollywood, has been named his assistant. Lt. Zuckerman succeeds Maj. Carter J. Hermann, who has been inactivated.

**Penfield to USFET**

LT. ADDISON P. PENFIELD, former announcer with WSB Atlanta, has been assigned to the radio section, Public Relations Division, U. S. Forces, European Theater headquarters working under Maj. Ted Steele, officer in charge.

**AFN Shipboard Net**

INAUGURATION of the shipboard "Stem to Stern" network started by AFN on troop ships sailing from Le Havre to this country has been a huge success, according to reactions of 5,500 GI's aboard the S.S. Argentina, first ship to try out program. Programs were conducted on board ship similar to those of the AFN overseas, furnishing troops with radio news and entertainment.

Network, which operates from noon to 8 p.m. daily, combining transcriptions, news, live talent shows, and revolving interviews, was under direction of Cpl. Sig Smith, AFN sports announcer, who conducted program on its maiden voyage on the Argentina.

Highlight of the trip was a quiz (Continued on page 72)
This is not just a picture of a boy back from the fighting front. This is an American youth in the process of reconversion.

And he's not alone!

Now that "atomized" Hiroshima and Nagasaki have become legend, all America has turned its efforts toward reconversion to peace time pursuits.

People are hungry for the products they were deprived of during the war years. And, industry is speeding forward with new methods, improved products and ever-better ways of meeting this demand.

New products, better products—require new and better methods of marketing, selling and distribution.

WSPD felt this quickening pulse and geared its facilities for your future needs.

WSPD, whose ability to "Imagineer" lucrative sales campaigns as proved throughout its 24 years of operation, offers you a "bonus value" of over 2,000,000 listeners in the rich industrial market of Northwestern Ohio and Southern Michigan.

JUST ASK KATZ

WSPD
TOLEDO, OHIO
5,000 WATTS
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
WALL IS BACK AT NBC IN FINANCE POSITION

CHARLES A. WALL, Col., AUS, has returned to NBC as administrative assistant to John H. Mac-Donald, vice-president in charge of finance, after an outstanding Army career. Mr. Wall was business manager of NBC’s program department when he was ordered to active duty as a captain in May 1941. His new duties will include handling special financial, personnel and service assignments as well as assisting in supervision of the network’s business operations.

In military service Col. Wall first served on Governor’s Island, developing plans for the internal security of the New York area. After an assignment in the personnel division of the general staff in Washington, he was named assistant chief of staff, G-3, of the Amphibious Force, Atlantic Fleet, at Norfolk, serving there for 15 months.

Going overseas on special assignment in January 1944, Col. Wall landed on Omaha Beach, Normandy, on D-Day, with initial assault elements of the provisional engineer special brigade group. Regularly assigned to 12th Army Group headquarters, Col. Wall was G-3 liaison officer between that organization and other Allied armies through the France, Belgium, Luxembourg and German campaigns. Early this year he was made chief of the G-3 operations section of 12th Army Group headquarters in Germany.

Col. Wall holds the Legion of Merit, Bronze Star, American Defense Medal, American Theater Medal and the European Theater Medal with five battle stars and invasion arrowhead. He also has decorations from the British, French, Luxembourg and Belgian governments.

Dyke Brigadier General

KENNETH R. DYKE was promoted to brigadier general, as of Oct 26, the War Dept. announced last week. Before entering service, he was NBC advertising and promotion director. He is now chief of the Civil Information & Education Section with U. S. Forces in Japan. [Broadcasting, Nov. 5].

Button to NBC

MAJ. ROBERT E. BUTTON, former assistant commercial program manager of the Blue network when it was a part of NBC in 1940, has rejoined NBC as assistant to Thomas McCray, eastern program manager. In 1939 he joined the NBC guest relations department and has been on military leave since 1941.
A Revolutionary
NEW CIRCUIT for
FM BROADCAST TRANSMITTERS

Telephone your
G-E broadcast sales
engineer at once for the
most significant news in
broadcasting since the intro-
duction of crystal control.

W. C. JAEGER
Boston, Mass.
140 Federal St.
J. D. COMER
Atlanta, Ga.
187 Spring St., N. W.
G. P. FOSTER
Kansas City, Mo.
106 W. 14th Street
F. D. MORTON
Denver, Colorado
650-17th Street

H. L. PERDUE
New York City, N. Y.
370 Lexington Ave.
P. R. WALKER
Cleveland, Ohio
4966 Woodland Ave.
F. P. BARNES
San Francisco, Calif.
230 Montgomery St.
C. G. PIERCE
Los Angeles, Calif.
212 N. Vignes St.

J. E. HOGG
Seattle, Wash.
710 Second Avenue
M. L. PRESCOTT
Washington, D. C.
806-15th St., N. W.
S. W. POZGAY
Chicago, Ill.
840 So. Canal St.
J. H. DOUGLAS
Dallas, Texas
1801 N. Lamar St.

Other offices are located in all principal cities

GENERAL ELECTRIC
Engineer Finds Magnetophon Superior

German Recorder Combines Economy, High Fidelity, Compactness

By DON V. R. DRENNER
Chief engineer for AFN and Radio Luxembourg
Copyright 1945, by Broadcasing Publications, Inc.

BROADCASTING's first story on the Magnetophon appeared Sept. 3, datelined Berlin. Since then, a few of the machines have been brought to this country where they are being examined by the Signal Corps and the Dept. of Commerce. The accompanying exclusive story is by DON DRENNER who worked with the Magnetophon in Europe. Mr. Drenner has an interesting background. He started at KGGF Coffeyville, Kans. Beginning in 1941 when he enlisted in the RAF as radar engineer, his accomplishments have included: running a studio for BBC, chief engineer for AFN, chief engineer on construction work with ABSIE with OWI, chief engineer for Radio Luxembourg, chief technical officer to SHAFF Mission to Netherlands. He has erected the transmitters at Cherbourg, Frankfort, and supervised construction of transmitters throughout Europe. Discharged from the service, he is back at KGGF, announcing, engineering, "writing a couple of novels, publishing some poetry, and trying to finish a symphony started overseas."

The Magnetophon was formerly with American General Electric, although its applications in Germany were divided between the Reichsrundfunk (RRG) and the military services, both ground and air.

The earliest commercial reference to the Magnetophon I have found is an announcement by AEG (the German General Electric Co.) dated October 1938, but I have been informed that Dr. von Braunmühl, the chief of the RRG central technical bureau, and AEG, were working on this device four to five years earlier.

BBC's Similar Unit

At this same time, the BBC and Marconi Ltd. were perfecting a similar machine, using a magnetic tape for recording. The BBC machine, now in use at Broadcasting House, utilizes a steel tape wound on drums about 24" in diameter, to which the tape is fed through a small machine in the same manner as the Magnetophon. The BBC device, however, is large, tape breakage necessitates a welded repair, and a complex Thyatron motor control system is used to maintain constant tape speed. The whole device is almost the size of an upright piano: the Magnetophon is not much larger than a modern console-type radio.

Principal of operation of the Magnetophon is the same as the wire recorder. The difference, and of particular interest, is that the Magnetophon gives high fidelity, noiseless, life-like reproduction of speech and music. Tape breakage is rare, and splices are inaudible. The tapes can be reused thousands of times, easily stored and classified, occupy little space: they can be easily edited and spliced for program building, and two machines can give continuous programming. (Average tape time is about 22 minutes, although as much as 28 minutes can be crowded on, but is not advisable due to "drag" on the motors.)

The Magnetophon tape is an Acetate cellulose tape, 40 microns thick, 6.5 mm wide, impregnated with pulverized iron oxide. This applies to the latest, or Type L, tape. The earlier Type C tape was thicker, and the oxide was applied to one side of the tape to a thickness of 15 microns. The frequency response of the C tape was above 9 kc, and limited in most models (such as the portable), to 6 kc. The L tape extends above 10 kc, with the latest model machines giving a response from 50/50- to 10,000 cycles, 5% distortion (max.), with a quality notwithstanding the good frequency response, that makes the listener think he is standing beside the speaker or is present in the concert hall.

It is known that the majority of RG programs were recorded on Magnetophon tape and then played on the RRG senders, during the entire war: an obvious security measure, but one which, even to the best ear, went undetected.

Functions of Magnets

The tape is fed over three "heads," or magnets. The first head performs the pre-magnetizing. In the earlier models, and in the current portables, this pre-magnetizing was done at D.C. potentials. (One exception to this is the small air-borne model for use in bombers, which utilizes a high-frequency oscillator, as in the latest large models.) According to current theory, this premagnetizing arranges the molecules of iron in a certain pattern.

MAGNETOPHON in operation (r), with the tape about two-thirds played. It is winding on the left-hand plate. Below (l), machine in foreground was used for sign-on and station breaks at Radio Frankfurt. Picture at lower right shows the two Magnetophons installed at Frankfurt. The U. S. Army sergeant was formerly with George Davis, Washington engineer.

Play-Back Head

The second head is for recording. In both the D.C. and the later high-frequency models, this head is of circular laminations of high-permeability high-frequency steel, with dual winding cross-connected to cancel stray currents. In the D.C. model the magnetizing source is a medium voltage (about 80 v.) supplied from a small power supply, and the recording current about 1.2 MA supplied by the recording amplifier. In the A.C., or high-frequency, model, the pre-magnetizing source is fed at 40 kc, at about 120 MA, and the recording current remains 1.2 MA, superimposed on an alternating current provided by an oscillator at 80 kc. Hysteresis losses are less, and the response is much improved with the high-frequency method.

(Continued on Page 84)
Now is the time to sell in the heart of the corn belt.

harvest time
is "cash-in-the-hand" time
SPENDABLE INCOMES ARE HIGH . . . With larger crops bringing higher prices and industries employing thousands, the listeners have greater “buying power”. There have been no reconversion problems facing the food producing and processing industries in this area.

DOMINANT STATION IN THE MARKET . . . Both KGLO in Mason City and WTAD in Quincy have top dial preference among listeners in their areas according to recent independent surveys.

THE RIGHT MARKET FOR THE PRODUCT . . . The listeners served by KGLO, Mason City and WTAD, Quincy, Illinois are about half urban and half rural families. Home ownership is at an all-time “high”.

STATION COOPERATION is available to every advertiser. This includes personal calls and letters to dealers, newspaper publicity and care in handling the account to make sure that every advertiser gets his “money’s worth”.

**Lee Stations . . . the right stations for Sales Action**

**kglo market data**

MASON CITY, IOWA
1300 K. C. 5,000 Watts

COVERAGE — 57 counties in the “Heartland” area of Iowa and Minnesota are served by KGLO. Urban communities include Mason City and Charles City, Iowa; Austin and Albert Lea, Minnesota.

POPULATION — 1,321,853, 1940 U. S. Census. 293,080 Radio Homes.

RETAIL SALES — $634,828,000 in 1944 (Sales Management estimate).

FARMING — More hogs were raised in this station’s Primary Area than in any other whole state during 1944. These millions of hogs have sent farmers’ cash incomes up to an all-time record. Farmers are working and spending towards even greater production during 1946.

INDUSTRY — Six big modern meat packing plants, corn processing, soybean and sugar beet factories keep industrial payrolls high.

F. C. EIGHMEY, General Manager

NATIONAL REPRESENTATIVES — Weed & Company
New York, Chicago, Detroit, San Francisco, Boston, Hollywood

**WTAD market data**

QUINCY, ILLINOIS
930 K. C. 1,000 Watts

COVERAGE — 40 Mississippi Valley counties in the primary and secondary areas, including Quincy, Illinois; Hannibal, Missouri and Keokuk, Iowa.

POPULATION — 772,431, 1940 U. S. Census. 186,060 Radio Homes.

RETAIL SALES — $262,780,000 in 1944 (Sales Management estimate).

FARMING — This is the core of the productive Illinois-Iowa-Missouri agricultural region where corn, wheat, oats, barley, rye and soybeans are grown in quantity. The WTAD market is also one of the leading hog-producing areas in the U. S.

INDUSTRY — Highly productive and stable industries include metal working plants, chemical plants, paper mills, stock feed and feeding equipment manufacturers.

WALTER J. ROTHSCCHILD, General Manager

NATIONAL REPRESENTATIVES — The Katz Agency
New York, Chicago, Detroit, Kansas City, Atlanta, Dallas, San Francisco
WICKOFF REELECTED BY ELECTRICAL ASSN.

I. WALTER WICKOFF of Pilot Radio Corp. was reelected president of Electrical Manufacturers Assn., trade organization of manufacturers of radio sets, parts and electronic equipment in the New York metropolitan area, at its annual meeting last week. Arthur Freed, Freed Radio Corp. and A. P. Hirsch, Mieamold Radio Corp., were elected vice-presidents; L. A. Mitchell, United Transformer Corp., secretary and S. J. Novick, Electronics Corp. of America, treasurer.


Moses Shapiro, attorney and labor relations consultant, was appointed general counsel of EMA to handle all labor relations problems affecting the association and its members.

CEREMONY symbolizing official separation of KOMO and KJR, Seattle stations, is directed by (l to r) O. W. Fisher, president of Fisher’s Blend Station Inc., operator of KOMO; Marion Bush, his secretary; Miss Jean Wylie, secretary of Birt F. Fisher (r), new owner and manager of KJR. Birt F. Fisher has been secretary-manager of KOMO for 19 years and secretary-manager of KJR for 12. Fishers are not related.

COLTON, FOSS OPEN ENGINEERING FIRM


Gen. Colton’s retirement is in process after 35 years service in the Signal Corps. For the last two years he had been chief of research and development. Previously he had been acting chief signal officer. Last January he was transferred to Air Forces as electronics officer. Mr. Foss was a consulting engineer until 1941 when he became chief of the international division, Army and Navy Electronic Production Agency. He was transferred to Air Forces in 1943, becoming chief of program control, Division of Air Communications Office. He joined RFC Electronics Division Sept. 18.

SEPARATION OF KJR AND KOMO EFFECTED

SEPARATION of KOMO and KJR, Seattle stations, became official Nov. 1.

Birt F. Fisher, for 19 years secretary-manager of KOMO and for 12 years secretary-manager of KJR, is now sole owner and manager of KJR. Both stations formerly were owned by Fisher’s Blend Station Inc., headed by O. W. Fisher [Broadcasting, Dec. 11, 1944; Oct. 15, 1945]. Mr. Birt Fisher exchanged his one-third interest in both stations for control of KJR, no money being involved in the transaction.

Associated with him in operation of KJR will be Arthur E. Gerbel Jr., commercial manager, who has had 10 years’ executive experience with him in Seattle radio; Homer Pope, program director, who has been engaged in radio production and operation in Seattle for 18 years; Bill Mosher, agricultural director, widely known as a radio farm editor.

The two stations will continue to share studios until materials and equipment are available for KOMO to establish separate headquarters.

Bert Pearl
AND THE HAPPY GANG
Sign with Carter!

STAND BY AMERICA!
Here it is, Canada’s Top Show

As appealing as tomorrow’s breakfast—now holding a top day-time national rating of 14.2 over such big American shows as ‘Big Sister’, ‘Ma Perkins’, ‘Road of Life’, ‘Breakfast Club’—etc. Yes! above them all (see Oct. 15th “Broadcasting” page 30), and it’s now available on Transcription for American sponsors who want action.

Now in its 6th year coast-to-coast—Monday through Friday—for Colgate-Palmolive-Peet Co. Get the facts on this famous group of Happy-Go-Lucky entertainers from Garry Carter of Frontenac, Canada’s most progressive Radio Advertising Agency.
A SIMPLE STATEMENT
That means so much!

Talent PLUS Showmanship

- FREDDY MARTIN
  DUKE ELLINGTON
  HAL McINTYRE
  RAY NOBLE
  JACK TEAGARDEN
  JOE REICHMAN
  BOYD RAEBURN
  SHORTY SHEROCK
  BILLY MILLS

- DENNIS DAY
  CASS DALEY
  JACK SMITH
  CURT MASSEY
  NORA MARTIN
  JIMMIE NEWILL

- SPIKE JONES
  DINNING SISTERS
  KING'S MEN
  DON COSSACK CHORUS

- AND MANY MORE
MORE STATIONS USE THE STANDARD LIBRARY
... than any other!

✓ FOR FM OR AM
it's Showmanship
THAT COUNTS

Standard Radio
HOLLYWOOD • CHICAGO • NEW YORK • DALLAS
New York Broadcasters Oppose Clearance Group

DECI SION not to replace the OWI regional setup in New York but rather for each station to handle individually requests for time from Government agencies and other public groups was reached Monday at a meeting of New York station executives, called by Arthur Hull Hayes, general manager of WABC and former OWI regional consultant. Feeling was that since the war's end there is less pressure for time and it seemed desirable for stations to make their own decisions on requests rather than to continue the wartime allocation setup.

Morris Novik, director of WNYC, municipal station, was named interim head of the group, with the responsibility of calling another meeting in two months for further discussions. Wartime New York City Radio Committee, which Mr. Novik headed, no longer functions. Attending last week's meeting, in addition to Messrs. Hayes and Novik, were: Mrs. Eleanor Sanger, WQXR; Henry Greenfield, WEVD; Ted Cott, WNEW; Robert E. Button, NBC; Paul Killiam, WOR; Leon Goldstein, WMCA.

ECA Employment

ELECTRONIC Corp. of America, New York, is now operating at 100% normal employment level, according to Samuel J. Novick, company president, in a report to ECA's labor-management committee. By being prepared for production of items made from noncritical materials, the company was able to go immediately into new production with a minimum of layoffs. Even the small number of employees laid off have been recalled, and the plant is on full scale production and employment.

Canadian Meeting

MEETING was held recently at Toronto of the programming, technical and commercial staff of stations operated by Northern Broadcasting & Publishing Co., CKGB Timmins, CFCH North Bay, CKKL Kirkland Lake, CKWS Kingston, CHEX Peterborough. The meeting dealt mainly with power increases, programming ideas, news, religious and educational broadcasts, sponsored shows, and public service. Roy H. Thomson president of Northern Broadcasting & Publishing, S. P. Chapman, sec.-treas. Managers — Harvey Freeman, CKGB; Clair Chambers, CJKL; Roy Hoff, CKWS; Cliff Pickrem, CFCH; Hal Cooke, CHEX. Program directors — Bob Hart, CKGB; Jas. Kirkpatrick, CJKL; Phil Clavton, CFCH; Karl Monk, CHEX; Charles Millar, CKWS. Commercial managers — Claude Irvin, CKGB; Harold Edger, CKWS; Keith Packer, CFCH; Chet Sutherland, CJKL; El Jones, CHEX.

Jack Davidson, supervisor of stations, was chairman.

BLAW-KNOX puts through the Call!

There are a hundred-and-one pieces of apparatus necessary to electronic operation but, finally the voice or picture goes out into space via the antenna.

Whether it's FM, Television or VHF you can be sure of getting the most out of your power and equipment by “Putting the Call Through” on Blaw-Knox Vertical Radiators.

BLAW-KNOX DIVISION of Blaw-Knox Company

2038 Farmers Bank Bldg., Pittsburgh, Pa.
The hundreds of thousands of well paying jobs which the production of 15 million new cars creates is but one of the factors that make Detroit America's number one market for the sales manager. Virtual insurance of good jobs for a long time to come, backed by more than THREE AND ONE-HALF BILLION DOLLARS in bank savings and War Bonds! That makes a market indeed!

Still more, the building industry is just getting started on the greatest construction program in the city's history. In addition to tremendous industrial construction, authorities have estimated that Detroit will need 30,000 new homes each year for ten years! Think what that will mean for furniture, appliances, heating equipment, radios, rugs, carpeting — for all sorts of goods for the home!

According to the Federal Reserve Bank of Chicago report, savings deposits in Detroit banks totalled $765,000,000 on September 30, 1945. And a report from the Detroit office of the U. S. Treasury Department stated that the purchases of War Bonds through August 31, in Wayne County (which is largely Detroit) totalled $2,797,300,000. This makes a tidy sum of $3,562,000,000 in ready money — an average of more than $6,500 for every family in Wayne County!
Communication Rights

POLICIES adopted at the 32nd National Foreign Trade Convention, sponsored by the National Foreign Trade Council, New York, at Waldorf Astoria Hotel on Nov. 12, 13 and 14, included the recommendation that "American communication companies have the right, equally with the communication companies or administrations of any other country, to establish communication facilities with any country. And that rates and routings in the international field which discriminate against American users of international communications be eliminated."

JOINT BROADCAST in observance of National Radio Week was presented by managers of the five Denver stations, who accepted Radio Manufacturers Assn. grants on aims of broadcasters. Colorado Governor John C. Vivian (1) made presentations to (1 to r) Lloyd Yoder, KOA; Duncan Pyle, KVOD; Al Meyer, KMYR; Eugene P. O'Fallon, KFEL; Hugh Terry, KLZ.

OFLC CALLS MEETING ON SURPLUS ABROAD

TO DETERMINE the extent to which American companies are interested in acquiring fixed communications installations in Italy, declared surplus, for use abroad, the Office of the Foreign Liquidation Commissioner will hold a meeting Nov. 26, in Room 5127 B, New War Dept. building, 21st and Virginia Avenue, N.W., Washington, D.C.

The installations are largely telephone, telegraph and airway and will be sold only to companies operating abroad, as the law prohibits importation of surpluses into this country. OFLC said there may be "some" Signal Corps transmitters among the surplus equipment but emphasized that unless buyers are actually interested in setting up a radio station in Italy there would be no point in attending the meeting.

Firms desirous of attending should contact the office of George P. Adair, chief engineer of the FCC, Washington 25, D.C., (telephone Executive 3620, branch 145) as soon as possible.

Art by Radio

NEW RADIO and television installations are included among plans for proposed $10,000,000 diamond jubilee building program for New York Metropolitan Museum of Art. By means of a broadcasting and television studio which museum officials hope to have installed in upper floor of new auditorium, Metropolitan's art exhibits may be broadcast into every home in the future.

Porter Meets Press

WHEN Paul A. Porter, FCC chairman, faced a battery of five newsmen Nov. 9 on the Mutual Meet the Press program, it was his first "press conference" since he assumed office nearly a year ago. When Mr. Porter was sworn in, he said he would have press conferences only when occasions warranted. He has never called one.

WOL PRESENTS "LIVE" NEWS QUOTATIONS

DIRECT statements rather than news quotes were presented by WOL Washington on the General Electric Voice of Washington newscast, 11 p.m. last Tuesday. Al Warner, chief of the WOL news bureau, said station plans to do more "direct reporting". Reactions of three Senators and three Representatives to Prime Minister Clement Atlee speech before a joint session of Congress (carried by all networks) were recorded from the House radio gallery immediately after adjournment and aired on the Voice of Washington.

Heard were Sens. Wiley (R-Wis.), Hill (D-Ala.) and Austin (R-Vt.), members of Senate Foreign Relations Committee, and Reps. Gordon (D-Ill.), Wadsworth (R-N.Y.) and Edith Nourse Rogers (R-Mass.) of the House Foreign Affairs Committee.

Following the congressional reactions, WOL presented direct wire-recorded statements by J. B. Derrick, president of the Maryland-Virginia Milk Producers Assn., and John F. Gismond, Office of Price Administration milk director, on Washington's milk shortage during District Assignment, public service news cast conducted by Lou Brott.

WMAL Spot Coverage of Pearl Harbor Probe

SPECIAL COVERAGE of the Pearl Harbor Congressional Investigation has been arranged by WMAL Washington, American affiliate. Station has set up broadcast facilities in an office near the caucuses in the Senate Office Bldg., from which American newspapers and correspondents may broadcast hour-by-hour developments of the investigation, started last Friday.

Newsmen stationed there handle pickups on regular scheduled news programs and also interrupt with bulletins when the situation warrants. Service is used by both WMAL and the network. John Edwards is handling the bulk of investigation news, with David Wills, Martin Agronisky and Earl Godwin also participating.

Air Freedom Forum

FINAL lineup of participants in American Forum of the Air debate Dec. 4 on "How Can We Keep Radio Free?" are FCC Commissioner Clifford Durr; Elmer A. Benson, executive chairman, National Citizens PAC; Sidney M. Kaye, BMI general counsel; and A. D. (Jesse) Willard Jr., NAB executive vice-president. Program, to be broadcast before expected audience of 12,000 at St. Paul Auditorium, will climax celebration of 25th anniversary of radio. Session is being conducted jointly by NAB and St. Paul Institute.

Page 44 • November 19, 1945
Rossini, the gourmet is not as well known as Rossini, the composer of "The Barber of Seville," although biographers tell us that it was this musician's daily habit to create new dishes as well as new operas. His affection for the knife and fork closely rivalled his skill with the baton. On one occasion he exclaimed, "A disappointing fowl is the turkey! It is too big for one person to dine on, yet not big enough for two."

If you, like Rossini, seek "just the right size," WCBM and Baltimore are sure to interest you. This station has consistently proved its ability to cover the Baltimore market completely, without waste. This is due to a local habit as strong and as regular as Rossini's, for time buyers have learned from profit-yielding experience that WCBM is "Baltimore's Listening Habit."

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM
Stations Eligible for CAB
INDIVIDUAL stations are now eligible for membership in the Cooperative Analysis of Broadcasting, which already includes advertisers, agencies, national and regional networks, station representatives, program producers, talent bureaus, membership associations, educational institutions and foreign concerns, A. W. Lehman, CAB president, announced last week. Board voted to admit stations, Mr. Lehman said, following the introduction of the CAB city reports, which cover bi-monthly some 275 to 300 stations in the 81 cities in which the CAB conducts regular surveys of listening.

Muir Drug Chain Plans Radio Spots
As Basis for 1946 Merchandising Drive

MUIR Cut Rate Drugs, operating a retail, drug chain in Michigan, Ohio, Indiana and Wisconsin, has worked out for 1946 a complete "merchandising package" based on radio co-op advertising.

Officials said results already indicate sales increases up to 86% in Muir stores alone, discounting increased distribution and sales of co-op items among the approximately 3,238 drug stores in the area covered by Muir radio advertising.

Spots are used exclusively, selected in relation to programs of preferred audience, and are aired daytime and evening, Monday through Saturday. Live announcements primarily are used, with occasional short transcriptions.

Store identification with the spots is given in the introductory musical theme "The Campbells Are Coming" which provides continuity with Muir's newspaper advertising logotype and displays: "At the Sign of the Thrifty Scoot".

Boyce K. Muir, president of the firm, said the merchandising package plan was worked out in the belief that "really progressive and cooperative merchandising, selling and advertising" are necessary to replace the sales impetus of the war boom days. The plan, it was pointed out, is based on the already established radio response combined with tie-ins of supporting newspaper, window and counter displays, and direct sales promotion.

Wallace-Lindeman Inc., Grand Rapids, is advertising agency for Muir. Stations using Muir spots include:

WHBY WELL WHO WING
WGBF WEOA WKBZ WBM
WKZD WSMO WASK WJIM
WOMT WLBC WOOD WHLS
WKRV WSAM WHBL WIZE
WPAG WFIN WOSH.

LOVE IS APPOINTED TO POST WITH WWJ

E. J. (Dick) LOVE, retired from the AAF as a major, has been appointed technical director of the combined interests of WWJ Detroit, a new post. General Manager Harry Bannister, announcing the appointment, said the research in construction and engineering problems involved in the operation of WWJ and WENA (FM), and the contemplated television outlet require one over-all head of the three technical staffs.

Mr. Love, a native of Pittsburgh, was educated at Carnegie Tech, and opened his own radio sales and service business at Enola, Pa. In 1937 he joined Tydings Co. as a field man, selling radio transmission equipment. Joining the AAF as a first lieutenant in 1942, he was assigned to the Office of the Director of Communications, Washington, working primarily on electronics projects. One of his major assignments was as representative of the Air Forces in combined conferences with representatives of other branches of the American and Allied armies and navies.

CHAS. BASKERVILLE
NEW HEAD OF WFLA

CHARLES G. BASKERVILLE, 39, just retired as lieutenant commander after three and a half years in the Navy, has been appointed manager of WFLA Tampa, Fla., succeeding Walter Tison, who resigned to purchase an interest in WBCR Birmingham [Broadcasting, Oct. 22].

Mr. Baskerville in 1930 with WDAE, Tampa, Mr. Baskerville later transferred to WFLA, then owned by Florida West Coast Broadcasting Co. In 1936 he joined the Tribune Co., present owners of WFLA, as assistant to Truman Green, officer in charge of the company's radio operations.

During the war Mr. Baskerville served in the New York Office of Censorship and saw service in the Pacific on the staff of Adm. Nimitz in Guam and Japan. The Tribune Co. was one of the first 64 applicants granted FM construction permits last month [Broadcasting, Oct. 29].

CANADIAN STATIONS
CAPAC PAYMENT SET

CANADIAN radio stations will be asked to pay in 1946 $140,728 to the Composers, Authors and Publishers Assn. of Canada Ltd., plus 2% on total commercial broadcasting revenue according to tariffs filed with the Dept. of Secretary of States for Canada at Ottawa. BMI Canada Ltd., has filed for a quarter of these fees, or at the wartime rate of one cent per licensed receiver, only if CAPAC receives eight cents per licensed set by the Canadian Copyright Appeal Board. When set by CAPAC is based on the wartime rate of eight cents for each of the 1,750,100 licensed radio receivers in Canada.

In addition to the $140,728 CAPAC has already filed for, it has also filed for a tariff of 2% from "the sale of broadcasting facilities" by persons, firms or corporations operating one or more radio stations. Formerly CAPAC had endeavored to get an increase in rate to 14 cents per licensed receiver, but this has not been granted in the past, and now a new attempt is being made through a tariff based on commercial time sold.

Hearings will be held by the Canadian Copyright Appeal Board at Ottawa sometime next month or early January, after appeals have been registered with the Board.

WQWL Philadelphia has purchased more than 300 acres near one of the local country clubs for the site of the station's new transmitter if its 5000 watts application is accepted.
260,000 COPIES of this sixteen-page program directory have been delivered to homes in St. Louis and St. Louis County.... to attract more and more listeners to KSD so that more and more people will hear the sales messages of KSD advertisers.

This is one of many KSD promotion activities designed to increase the "yield" of advertising dollars invested in KSD.

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

KSD
ST. LOUIS • 550 KC
Owned and Operated by the
ST. LOUIS POST-DISPATCH
National Advertising Representatives
FREE & PETERS, INC.
November 19, 1945 • Page 47
PACIFIC HERO, Vice-Admiral Marc A. Mitscher, commander of famous Task Force 88, made first Chicago air appearance on NBC's World Front. Going over script with him are (1 to r): E. W. Cling, vice-president and general sales manager, Bunte Brothers, program sponsor; Ralph N. Cushing, account executive, Presba, Fellers and Presba agency, and Miss Oleva Groulx, advertising manager, Bunte Bros. Program, usually aired from WDL, originated in NBC central division studios.

MUSIC—AN AUDIENCE BUILDER

Competent Musical Director Should Supervise
Programs on Smaller Stations

By BOB ATHEARN

Music Director

WHEB Portsmouth, N. H.

MUSIC, an art whose substance is the gamut of human emotions, could be the backbone of small station programming rather than a convenient time-filler. Its value as an audience builder and holder is unlimited. Yet too often it is merely used for an occasional theme or background, or to fill the time between commercials.

As a result, music, even on the networks, shows too frequently the results of haphazard arrangement and poor planning. The choice of music played, especially by small stations, is often dictated by the personal preference of some executive whose bookkeeping ability far exceeds his knowledge of music.

Danger of Prejudice

Personal preference is also the chief factor in those periods when the management permits an announcer, ignorant in matters musical, to select his discs at random from the station's collection. This attitude evidences a short-sighted business policy.

Intelligent music programming which appeals directly to the taste of the widest possible segment of the listening public, will in the long run pay the biggest dividends. Such programming calls for the services of a competent and impartial music director.

The only basis upon which a sound programming policy can be devised is a comprehensive poll of listener taste, arriving at a pattern of preferred musical types upon which programming could be based. Such a poll should be taken for each individual station's listening area.

Once the basis for the station's over-all music programming policy is established, there is the choice of the music itself. There are several sources of information upon which the music director can draw. These should be checked with the musical knowledge and taste of the director and the tastes of listeners. Requests that come in by mail and phone do not necessarily represent the preferences of the average listener and other means must be employed to determine those preferences.

There is great room for improvement in arranging and balancing programs. All the principles of dramatic art should be employed to keep the listener in a state of delighted expectancy not only within the framework of each program, but throughout the day's and week's programs. Details of musical production in the actual airing of the program should be supervised by the musical director.

Ethridge in Moscow

MARK ETHRIDGE, vice-president of WHAS Louisville and publisher of the Louisville Courier-Journal and Times, conferred with Soviet officials in Moscow about Sunday's national elections in Bulgaria, Secretary of State Byrnes announced last Wednesday. Mr. Ethridge, who is President Truman's special envoy to the Balkans, will return to Washington in the next few weeks to make a detailed report of his studies, Mr. Byrnes added.

IN BOSTON IT'S

5000 WATTS
DAY AND NIGHT

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

5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.
Business Leaders plan for Louisville!

* Hillerich and Bradsby Co. plans...

Keeping our armed forces supplied with baseball bats was just one of our wartime jobs. Immediately after Pearl Harbor we completely converted our golf club plant to the production of gun stocks and tank pins. We are proud of our war production record.

We are still manufacturing bats under Government contract, but will also be able to furnish our dealers with a complete line of Hillerich and Bradsby bats in the near future.

We have a few reconversion problems in the golf club plant. All Government-owned machinery has to be reconditioned and shipped. This will take only a short time. We are getting into production of golf clubs as rapidly as possible, and expect to be in full production of all lines by early spring. When we reach full capacity our employment will be increased approximately 30% over our wartime peak.

There is definitely a ready market for baseball bats and golf clubs and we are making all necessary plans to supply this demand.

J. A. Hillerich, President

* T. P. Taylor & Co., Inc. plans...

For several years T. P. Taylor & Co., Inc., operators of Taylor Drug Stores in greater Louisville, have been working on postwar plans and I am happy to announce that we are now ready to launch our expansion program.

Our plans call first for complete modernization of our present eleven stores in metropolitan Louisville.

Second, we have purchased property for the addition of two new stores which will be community centers. Each will have a large-size Taylor Drug Store and other stores. There will be ample parking space of the drive-in type and an adjoining parking lot. Both of these locations are on busy suburban streets where there is need for modern, up-to-date shopping centers. Plans have been drawn for these properties, and bids will be let as soon as building conditions permit.

Third, we are going to construct a new building for general offices and warehouse purposes. This building will be ultra-modern in every respect, with air-conditioned offices and the latest equipment of all types in the other departments. The other departments include a commissary, ice cream plant and kodak finishing. All equipment installed in the commissary and ice cream departments will be subject to the approval of the combined health departments. In addition the food departments will have tile walls and ceilings that can be kept clean and sanitary. Ground has been purchased and plans are now being completed for the building, which will be 124 x 130 feet. Bids will be let at the earliest date possible.

T. P. Taylor, Jr., President

No. 6 in a series of messages about plans for Louisville

The Courier-Journal

The Louisville Times

Radio Station WHAS
IT WAS JUST 20 years ago that the first stars of grand opera and the concert stage made their appearance on the radio in a continued series of Sunday night broadcasts. The series was the Atwater Kent Radio Hour, conceived and organized by A. Atwater Kent, of Philadelphia, whose 32-acre radio factory and studios have place in radio manufacturing. Among the concert stars were Madame Louise Homer, Anna Case, Madame Ernestine Schumann-Heink, Jascha Heifetz, Giovanni Martinelli, Beniamino Gigli, Albert Spalding, Madame Frances Alda, Josef Hofmann, Tito Schipa, Richard Bonelli, Lucrenza Bori, Maria Kusmich, Dusolina Giannini, Edward Johnson (now manager of the Metropolitan Opera), Alexander Brailowsky, Sophie Breslau, Mario Chammie, Rosa Ponselle, Walter Damrosch, John Charles Thomas, Lawrence Tibbett, Mary Lewis, Efrem Zimbalist, Emilio Del Gorta, Nelson Eddy, Mischa Elman, Rudolf Friml, Kathryn Meisle, Grace Moore, Frieda Hempel, Paul Kochanski, Frank La Forge, Hulda Lashanska, Everett Marshall, Reinald Werrenrath, Margaret Matzenauer, James Melton, Nina Morgana, Claudia Musio, Sigurd Nilsen, Sigrid Onegin, Nikolai Orloff, Eugene Ormandy, Joseph Pasternak, Artur Bodansky, Elizabeth Biebl, Sig mund Romberg, Moriz Rosenthal, Titta Hullo, Olga Samaroff, Tescha Seidel, Armand Tokatyan, and others.

MacNamee Announced

Announcer for the series was the late Graham MacNamee. When the Atwater Kent Sunday evening radio concerts were first heard over the air, NBC had not yet been organized, nor had any other broadcasting company. The first radio concerts of the series were broadcast from old Station WEAF, which occupied a few rooms in the American Telephone and Telegraph Co.'s building on lower Broadway, New York.

Many of the Atwater Kent artists "came high." For instance, for singing three or four songs on one of the concerts, Beniamino Gigli, the Metropolitan tenor, demanded—and received—$5,000. It was not out of the ordinary for Mr. Kent to pay artists from $1,000 to $3,000, for singing a few songs on the air. The Atwater Kent radio concerts continued from 1923 to 1931. After that, Mr. Kent sought new and undiscovered voices through his National Radio Auditions, in which he gave $3,000 each year in prizes to the ten finalists who sang on a nationwide broadcasting network out of New York.

Some of the young singers he thus discovered “made” the Metropolitan Opera Company and others have made names for themselves on the radio and on the concert stage, for example: Donald Novis, the young man winner of the second audition, and Agnes Davis, the first young woman winner, who later sang with the Met. Other outstanding audition winners were Josephine Santon, now in concert; Wilbur Evans, appearing in “Mexican Hay Ride,” in New York; Ross Graham, popular in radio; Hazel Arth, artist; Genevieve Rowe, Carol Dies, Joyce Allmand, Thomas L. Thomas, and others who are singing for various sponsors.

When Mr. Kent retired from business, several years ago, he sold his big radio factory and is now living in Los Angeles. He has not, however, lost his interest in music.

EARLE GLUCK BACK AS WSOC PRESIDENT

EARLE J. GLUCK, released from the Navy as commander, has returned to WSO C Charlotte, N. C., as president and general manager, a position he has held since 1935. He was called to active duty in April 1941 and served first as assistant District Communications Officer of the Sixth Naval District at Charleston.

In 1942 he became District Communications Officer on the Sixth Naval District Commandant's staff. A year later he was transferred to the staff of the Commander of the Caribbean Sea Frontier and Commandant of the Tenth Naval District, with headquarters in San Juan, P. R. There he served in the same capacity, in charge of radio, visual and wire communications, Naval Postal Service, coding, and confidential service publications.

WIN'S Coverage

WIN'S NEW YORK recorded proceedings at opening of first Australian Consulate General in the world from Rockefeller Center, New York, Nov. 15, and broadcast recordings that evening in half-hour program conducted by Henry Milo, WINS foreign news commentator. Speakers were Dr. Herbert V. Evatt, Australian Minister for External Affairs; Sir Frederick Egerton Merton, Australian Minister to the U. S.; and Hon. Cedric Kellaway, Australian Consul General in the U. S.
napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airlanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airlanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.
The MUSIC BUILDERS
A weekly half-hour musical presentation.
Production: A. O. Coggeshall
Direction: E. A. Rice
Arrangements: Frank D'Armond

For complete details write WGY, Schenectady, New York, or your nearest NBC Spot Sales Office.
50,000 watts—NBC—23 YEARS OF SERVICE
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-209
napping between 7 and 9 A.M. That's the time he's wide awake and filling WHN airlanes with a morning "wake-up" show that makes sales charts "wake-up" and head upward.

ART BROWN built a terrific reputation with 10 years of successful early morning selling and entertaining in Washington . . . now, although new to Metropolitan airlanes, he has already garnered a big slice of WHN's primary (15,398,401) coverage.

His program is packed with bubbling fun, laughter and cheer . . . with ART BROWN playing the electric organ, singing, giving news, time signals, weather reports and jovial chatter.

Commercial sponsorship of ART BROWN is available on a participating basis.
COL. J. DALE STEINMAN, president of Mason-Dixon Group of radio stations and of Lancaster Newspapers Inc., was honor guest at a testimonial dinner in Lancaster Nov. 12 in recognition of his wartime service as chief of WFB periodical and publishing division. Hosts were publishers of Pennsylvania newspapers.

WILLIAM BURKE MILLER, on leave from the war, was war program manager and manager of public service department, returned to the U. S. last week for consultation with the State Department. During the months overseas in military radio work, formerly with Psychological Warfare Division of SHAEF, Mr. Miller was in charge of radio for the 6871 X Division Information Control Command, which operates radio Stuttgart and is part of new Information Control Division of USFET.

GAYLE Y. GRUBB, former manager of WXY Oklahoma City, recently appointed to succeed T. B. (Bev) PALMER as manager of KGO San Francisco, will be guest of honor at a luncheon of station and agency representatives Nov. 20 at the Economist Club, San Francisco.

SEARLE, American Broadcasting vice-president, will preside over the evening at a meeting of technical operations for West Coast division of American, was honored Nov. 15 by a staff farewell party and tour. At a press club reception arranged by San Francisco station and sales executives.

COMDR. FRED M. TROWER Jr., vice-president in charge of sales at American before entering the Navy, is to rejoin the network after his discharge from the service. He will be in charge of sales for the near future. Comdr. Trower will work with MERRITT SCHERRFIELD, recently transferred from Chicago on special sales assignments, reporting to C. P. JAGER, vice-president in charge of sales for American.

FORD BILLINGS, former midwestern station manager who has for three and a half years had been industrial engineering work with suppliers to Army Ordnance Dept., has become general manager of WHOT, American outlets in South Bend, Ind. Before the war he was general sales and station manager of WXYK Cleveland, Cincinnati, WWO and WLEG, Wheeling, and previously was with HEIN on the West Coast.

KENNETH W. STOWMAN, former traffic director and publisher of WCAU Philadelphia, receives release from Navy Nov. 13 as lieutenant commander and joins WFLD Philadelphia as assistant to ROGER W. CLIFF, president and general manager of station.

WILLIAM C. GITTINGER, CBS vice-president and general manager of WDBO Orlando, and DON ALD W. THORNBURGH, CBS vice-president in charge of Confederate Stations, both celebrated silver wedding anniversaries during National Radio Week. Surprise honor presentation was made to both executives at second annual meeting of officials of CBS O & O stations.

ADRIAN SAMISH, vice-president in charge of programs for American, has accepted co-chairmanship of the 1946 March of Dimes national radio division, sponsored by the National Foundation for Infantile Paralysis Inc.

W. ALLEN CAMPBELL, secretary and general manager of WXXY Detroit and the Michigan Network, was a caller at the White House last Tuesday, and conferred briefly with President Truman. He was accompanied by HARRY WISMIR, sports director of American, and Arthur Coates, president, Coates Steel Products Co., St. Louis.

ENS. CHARLES J. WRIGHT Jr., vice-president of WFOR Battleship, Miss., is father of a girl. Diane Blaine. E. J. Wright expects return from the Navy in near future.

with Chinese troops. He rejoined Chicago office of Headley Reed Nov. 1, before entering service in September 1943 and has been stationed in ETO, returns to the company's New York office November 19.

FRED MUELLER, sales manager of KLZ Denver, has been elected director of the Kiwanis Club of Denver.

G. NORRIS MacKENZIE has joined the program division of all-Canada Radio facilities, Toronto, Ontario, Canada. He formerly was with CJCA Edmonton, CKWX Vancouver and CKFB Hamilton.

BRUCE FRIE, sales manager of CKRM Regina, is on an extended business trip in eastern Canada.

WILLIE BLATTER, son of JACK BLATTER, manager of Toronto office of Japanese Broadcasting Representatives, has joined the firm after three years in American, part of which was overseas. He previously had been with CBC and CFRB Toronto.
GEORGIA

In Georgia, Stone Mountain is a permanent fixture of nature — a part of Georgia's make-up and tradition. Like historic Stone Mountain, WAGA has become a tradition in the South's most responsive market... Atlanta.

WAGA's 5000 watts on 590 kilocycles assures dependable coverage of half of Georgia's radio homes, and half of its retail sales. For your 1946 list investigate WAGA — it has made more progress than any other Atlanta station in the past two years.

WAGA
ATLANTA

5000 Watts on 590 Kc  American Broadcasting Company.
Represented by Needley-Reed.
WBAL means in
Fastest Growing Big City in the East

Great Industrial Center

Diversification Insures Progress

Great Shipbuilding Center

A Great Port with a Great Future

WBAL, Baltimore—50,000 Watts—NBC Network

One of America's Great Radio Stations

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Straws in the Air

IN THESE COLUMNS Sept. 3 there was noted an inordinate desire on the part of the British Broadcasting Corp. to spread the influence of state-operated radio. At that timeBroadcasting called special attention to developments on the European continent. Now, it appears, the British lion is stalking in other preserves.

As late as last week it was again emphasized, coincident with the visit of Prime Minister Attlee to Washington, that BBC will not “go American” by accepting commercially-sponsored programs when the BBC charter expires in 1946. It was learned, too, that the British Labor Government favors nationalization of all industry, including radio and communications. Indeed, nationalization of communications in Britain was announced only a few days ago. Under the British plan even newspapers would be subject to nationalization; it was revealed, if there is a tendency toward monopoly in control.

The BBC has been building up its transcribed productions. It has kept the cost of these productions at a minimum. In New Zealand and in Australia, where at one time listeners received through their broadcasting stations many transcribed features shipped from the United States, schedules now are dominated by BBC releases.

This fact has caused some concern in both of these countries, and most emphatically in Australia. The Listener In, a radio publication in Australia, reported October 5, 1945: “The Listener In suggests that the Parliamentary Standing Committee on Broadcasting might with advantage review the circumstances which have brought about the present regrettable diminution of production activities by the Australian Broadcasting Corp. and its apparently growing tendency to become a mere echo of the British Broadcasting Corp.”

In New Zealand, where both the commercial and non-commercial stations are controlled by the Government under a Director of Broadcasting (who is pro-BBC, by the way), the BBC is meeting with increasing success. Commercial stations in Australia have been holding out against this influence, but it is questionable how long they can do so.

American production firms which export programs to these countries can compete in quality with the BBC program fare, but they cannot compete in price because of the AFRA foreign distribution fee, because of the shortage of dollars in foreign radio and for various other reasons.

The BBC has spread its “state-owned” philosophy on the Continent, where such commercial stations as Luxembourg and Normandie controlled vast audiences through good programming before the war. It is conducting now a program barrage against commercial radio in Australia and New Zealand.

We mention these facts for the benefit of our neighbors to the North, and for the thoughtful consideration of all broadcasters in the United States.

**Aimless Palaver**

THEY'RE at it again on Capitol Hill. From the House Un-American Activities Committee, which yields to no group for its headline hunting proclivities, comes new talk about legislation to gag radio.

The Committee doesn't like certain radio commentators or columnists or perhaps those performers who masquerade as news reporters. We don't like several of them either.

All columnists can't be Walter Lippmans, and all analysts can't be Elmer Davies or Ed Murrows. By the same token all legislators can't be Thomas Jefféersons. It could be observed that the House Committee can't do what it proposes legislatively without running counter to the Bill of Rights.

These performers are popular with the public because they have something the listener wants. The public taste may change. We hope it will as to certain types of news commentaries, and there are signs of it already. Men who have served overseas just don't like to be shouted at or lectured.

Many people don't relish the outpourings of certain members of Congress. Because it's the democratic way, Americans express dislikes. But we don't know of any suggestions that these men are "muzzled". Congressmen enjoy an immunity when they hurl invective on the floors of Congress. Their remarks are published in the Congressional Record, reported by the news associations, and carried on the air. The newsman gets no such immunity.

Radio asks no special privileges. It seeks only to enjoy that freedom of expression guaranteed it in the Bill of Rights. The people can discern right and wrong.

**Government Pay**

ANY BUSINESS is as good as the men who run it. The same goes for Government.

The FCC is among the busiest of the post-war agencies. It has a backlog of some 1400 applications in the broadcast services. It is shorthanded. The postwar economy squeeze is on in Congress with a view to cutting all Government appropriations horizontally.

The FCC is having a tough time keeping its specialized personnel because of inducements from the outside. This is particularly true of engineers and lawyers. The Government just doesn't pay enough to hold key people.

A member of the FCC gets $10,000 a year— the standard stipend for members of Congress and top officials in most of the independent agencies. Even Canada is paying the Chairman of the Canadian Broadcasting Corp. $15,000 a year. It's difficult to find men, no matter how public-spirited, to make a career of Government service when they don't earn enough to support their families at a level in keeping with their public positions. That's particularly true of the younger men, who might well earn five to ten times as much outside.

Irrespective of what we may think of the FCC and, more particularly, of the leftist thinking of some of its members and functions, we certainly feel it should be accorded adequate appropriations to perform its assigned licensing functions. And we feel that stepping up of salaries, from bottom to top, would result in more efficient administration and perhaps in the retention of well qualified men in key positions.

When ADOLF NATHANIEL HULT was about eight or nine he used to bump into a slight, studious boy on his way to school in what is now downtown Chicago. It would be nice to say that he and the slight, studious boy grew to be lifelong friends. But it wasn't until a good many years later, after a meeting of the Board of Mutual Broadcasting System in New York, that Edgar Kobak, as president of the network, discovered that Ade Hult, vice-president in charge of Midwest operations, was the same towheaded kid who lived around the corner from him in Chicago.

It has been so long since Ade recalled anybody addressing him by his Christian name that he has to think twice to remember it himself. He was named after his father, Adolf, with the Nathaniel being thrown in for good measure and depriving him of the privilege of being called Junior. Ade's parents were of Swedish descent and his father taught for many years at Augustana College, Rock Island, Ill., as a professor of theology. His hobby was music, and he composed innumerable hymns and other sacred music which are still in wide use today. Dr. Hult hoped his son would follow in his footsteps and when Ade graduated from high school, he matriculated at Augustana with majors in languages and music.

It is, of course, typical that a fond parent's hopes fall somewhat short of fulfillment. Ade was no exception. With a gift for classical languages, cultivated from life with a most widely read and cultured parent, Ade made immediate use of this gift upon graduation by becoming a reporter on a Moline, Ill., newspaper. The glamour of newspaper life captured his fancy a year earlier when his contributions on college activities found their way into print. A great many readers, particularly the staid and more spiritually inclined, found difficulty in understanding how a fine gentleman like Dr. Adolf Hult, whose column on matters of the soul was a weekly feature of the Moline paper, found time or inclination to cover prize-fights, train wrecks, bank-robberies and other colorful events that appeared under the Hult byline. The answer, obviously, was that the younger Hult had no less a fondness for his name in print, to the considerable embarrassment of the father.

Ade's interest in newspaper business waned about a year later, largely due to the monotony with which the same figures appeared on his pay check. When a friend suggested he enter the sales field as a representative of the National Lock Company, Rockford, Ill., he said a

(Continued on page 58)
Showmen and advertisers with vision and imagination echo Hildegarde's rapturous superlatives! For super-salespowered television has demonstrated: (1) attention-holding power up to and exceeding 10 times that of any other medium, (2) continuously applied salespower without interruption of entertainment, and (3) multi-salespower—the capacity to sell the many items of a complete line simultaneously! "Teleselling" is only beginning to show its tremendous mass-sales potential.

For more than two years at DuMont's Television Station WABD, New York, hundreds of advertisers have been testing "telesales" techniques. Teleskill—acquired now is certain to pay off handsomely. If you would like to preview your products or services, consult your advertising agency. By all means visit Station WABD. Our Sales Manager will gladly arrange details.

Allen D. DuMont Laboratories, Inc., General Offices and Plant, 2 Main Avenue, Passaic, New Jersey. Television Studio and Station WABD, 315 Madison Avenue, New York 22, N. Y.

Copyright 1945, Allen D. DuMont Laboratories, Inc.
Respects
(Continued from page 56)
not too sad farewell to the fourth estate. This was in 1926 and marked a
turning point in his career, which has been devoted from that time
to the art of barter, selling at various times locks, space and
time. Ade left the lock company to work for an architectural publica-
tion until 1930, a bad year for bankers and stock-brokers but
definitely a good time to get into radio.
It was certainly not an oppor-
tune year for full-page ads in a
publication catering to home build-
ers, and a chance to become a sales-
man on WGN Chicago seemed a
better choice. For one thing, radio
sales was not only virgin territory
but closely related to newspaper
business. Ade stayed with WGN
until 1934, when that station and
WOR New York and WLW Cincin-
nati held a pow-wow over the
possibility of organizing a tri-sta-
nion network. It was only a matter of
time until Ade's interest in selling
time on all three stations began to
show a sizeable increase in billing.
He refers to himself during these
years as a "handy man", serving
sponsor, agency and station as idea
man, salesman, and program direc-
tor for midwest operations. Some
of his early accounts were Lum 'n' Abner and the famous vocal trio,
Tom, Dick & Harry.
From 1934 until March of this
year, when Ade won a well-earned
promotion to vice-president of
MBS, his career was one of quiet,
concentrated effort to help the net-
work assume its rightful place in
the national radio picture. He
shuns the "boss at the table in pre-
dicting the future of broadcasting
as an industry, but he believes
wholeheartedly that American
competitiveness and commercial
ingenuity will not fall down be-
cause of technical advancement,
either in FM or television.

He admits with candor that his
home life is closely related with
his job, since his wife, Marion, is
herself a well known figure in ra-
dio, having worked for many years
with various agencies in Chicago.
He says people who insist they
don't talk shop at home never
were thoroughly interested in the
radio business. His hobbies are his
two sons, Adolph, III, 15, and Rich-
ard, 9, and an 80-acre farm in
Wisconsin where he retreats on
week-ends. But even there he's
likely to be found listening to the
radio instead of replacing a shingle
on the barn. One important con-
tribution to his success, and he will
be the first to deny it, is his gift
for getting along with people, par-
icularly his employees, who are
loyal to a degree not frequently
found. They admire his devotion to
his job, his quiet manner and the
sincere affection he has for those
he works with.
As a salesman, the only pressure
he applies is in finding out what

AT A COCKTAIL PARTY to introduce Miller C. Robertson, new sales
manager of KSTP Minneapolis-St. Paul, to public officials and mem-
ers of the trade, are seen (1 to r) Mr. Robertson, former assistant
sales manager of KMBC Kansas City and at one time director of Tenth
District Advertising Federation of America; Stanley E. Hubbard, presi-
dent and general manager of KSTP; Kenneth M. Hance, KSTP vice-
president and treasurer; Hubert M. Humphrey, mayor of Minneapolis.

Labor Relations Import
Stressed by Management
TOP management today ranks la-
bor relations at least as high as
sales, production and financial
activities, John H. MacDonald, NBC
vice-president in charge of finance,
said Nov. 13 at the American
Management Assn.'s Office Man-
gement Conference at the New
Yorker Hotel, New York, in a talk
on "Top Management Appraises
the Office."

Urging office managers to coor-
dinate their labor policies with
those of the factory and to keep
management informed of im-
portant inequalities between factory
and office wages and working con-
ditions, Mr. MacDonald said that
while aware that it must continue
to provide profits for the stock-
holders, top management recog-
nizes that these must be consistent
with its increased responsibility
for labor for employment and to the
public for better goods and serv-
ces.

Students Hear Concert
MORE THAN 6,000 students from
Chicago public and parochial high
schools as well as suburban schools
will be special guests of the Chicago
Title & Trust Co., during the forth-
coming broadcasts of the Chicago
Symphony Orchestra each Wednes-
day from 8:00-9:00 p.m. CST, over
WCLF Chicago. Arrangement
marks an additional step in the
trust company's plans to encourage
public enthusiasm for fine music,
Holman D. Pettibone, president,
declared.

a client wants and then doing his
level best to get it for him.

Ade was born in Chicago on Jan.
16, 1904, one of three boys and a
girl in the Hult family. He's lived
in Chicago since 1926 and thinks
even more can be done in Chicago
radio than has been done to date.

Baltimore Seen as Fifth
City With Network Video
PREDICTION that Baltimore, be-
fore the end of 1946, will be the fiv-
th United States city to have
network television, was made Nov.
13 by Paul Mowrey, manager of
the television division of Amer-
ican, at a luncheon meeting of
the Baltimore Advertising Club.

"There are already two network
services running through Balti-
more," Mr. Mowrey pointed out.
"The city has the advantage of an
AT&T coaxial cable connecting
it with television origin points in
New York, Washington and Phila-
delphia, and a Philco relay sta-
tion that will transmit signals
from the latter city. These three
cities and Schenectady, with the
General Electric station, WRGB,
must be conceded the first four
important television centers in the
U. S., but Baltimore will be a close
fifth, preceding Chicago and the
Pacific Coast in network service."
YOU MAY BE ABLE TO GAIN 2 MILES AGAINST "PROS"*—

BUT—YOU CAN'T BUCK INTO WESTERN MICHIGAN ON AN "OUTSIDE" BROADCAST!

The strongest opposing line will occasionally open, but not the wall of fading which cuts Western Michigan off even from 50,000-watt stations in Chicago and Detroit! Is that why you haven’t been getting good radio results from Western Michigan?

The only way to reach this rich market is to use stations inside the barrier.

A proven CBS combination—WKZO in Kalamazoo and WJEF in Grand Rapids—offers complete coverage of Western Michigan with bell-clear signals and at a bargain rate. Let us give you all the facts—or just ask Free & Peters!

* Clark Hinkle, Green Bay Packers, gained 3,860 yards during 1932-1941 ten-year period.
GRAHAM POYNER, Navy lieutenant and division radio officer for office of the chief of naval operations, has been named an appointee to the advisory committee of the Chicago Navy Yard, following release from service today. Formerly a resident of Evanston, Ill., his home is at 1017 N. C. O. As program director, R. W. (Gus) Tompkins, a native of Alabama, is now publicity director.

MURRAY J. BENNETT, formerly on WKBW Chicago, has taken over as station manager at WILN St. Louis as conductor of early morning "Midwest Morning," also signed for similar series on WRTN Des Moines.

LAURENCE SAMUEL is new member of Chicago staff of WEZC Muskego, Mich. He formerly freelanced with Don Lee Mutual NBC CBS KMPK KORR.

ERNEST B. DAVITON, former assistant announcer and announcer at Chicago's WLS, has been named senior manager of KGO Missoula, Mont.

JERRY DENIS, former regional director of KJW at Kansas City, has been named production manager of KYW Miami, Fla. He is a former director of WGBC Duluth, Minn.

BOB MEYER, former crane operator at WBBR, has been named program director for WBBR, the company's chief affiliate in New York.

GLEN WALKER, AAF instructor just released from service, has been added to announcing staff of KSL Salt Lake City. He formerly had been with KFXD Norman, Okla.

WINIFRED GRAVES, from KPHO River- side, Calif., has been added to the continuity department of KGVO Missoula, Mont.

JERRY DEANE, former regional director of WDI at Kansas City, has been named production manager of KYW Miami, Fla. He is a former director of WGBC Duluth, Minn.

BOB MEYER, former crane operator at WBBR, has been named program director for WBBR, the company's chief affiliate in New York.

JIM HALL, New Orleans director of the Army as captain and former announcer at KABC San Antonio, has returned to the overseas command. He entered service in January 1943 and was aide to Commanding General Patrick during New Orleans campaign, when general was killed in action.

SHIRL BLACK, former program director at WNOE Production Unit, is now an announcer with KSL Salt Lake City.

MARIJORE FREELS is new continuity director at ABC Pittsburgh. She formerly was with WOPR Bristol, Tenn.

WALTER KENNEDY has been appointed engineer of WDSU "Dawn Patrol" program, an announcement made by H. E. PHELPS, former continuity editor, and DON JERJES, continuity director of WDSU.

NEIL DOUGLAS has been named program director for WDSU in New Orleans as a replacement for the late CHICK NOORE, disc jockey, entertainer, and RAY ROGERS and his Melody Cowboys.

HUGH FINKERTY, formerly with WOR New York, has been appointed program director and sports editor at WHN.

GIUSEPPE SIMONS, former program editor at CBS Chicago, has been named program supervisor for Columbia Broadcasting System, succeeding PHILIP HOFFMAN.

BOB DABMAC has been promoted from assistant to the program director of WBBR Buffalo to post of program producer, succeeding ROBERT KLINKENT.

ANNOUNCER JOHN BOOTHBY is new production manager.

PETER DONALD, m.c., on Borden Co.'s "County Fair" program, celebrated his 15th year in radio Dec. 8, same week program switched from Tuesday 7:30-8 p.m. on American Broadcasting Network to Saturday night 9 p.m. on CBS Agency is Reny & Eckman, New York.

BILLY HEDGES, formerly with WPKN, is now announcing for WPON, Buffalo, Tex.

DOUGLAS WAY, for three years with the army and tri-trio that formed WJJD Chicago, has joined WHN New York as announcer.

VINCENT LAURIA, assistant manager of WFIL New York, is temporarily serving as night manager upon resignation of TODD WILLIAMS.

CLAUDE GIBSON, for two years in charge of continuity for WHTD Hartford, Conn., has started new Monday through Friday women's feature, "Today's World.

RALPH KLEIN, former CBS affiliate, is now announcing for the army, has returned to station continuity staff.

LARRY Marks, former CBS representative, who has been assigned in the network's shortwave program department in New York to prepare a selection of crippled Army personnel program in Latin America over the CBS 10-station network of America.

JACK DOYLE, formerly with WPIT, is now program director for WRCW Chicago.

TOM GILLENPEY, announcee at WWNY Syracuse, has married the former BERNICE JEAN DAVIS, WWNY control room op- erator.

JOE NOVENS, former CBS announcer, has returned to announcing staff of WILN Philadelphia after three and one-half years in the service. He served in Africa, Italy and Corsica as first lieutenant at Bermuda and also in the U.S.

STEPHEN FRY since 1942 in charge of a BBC program from Britain to the U.S., has been given added regional- ity for programs from here to Britain with title of program director. He will continue to headquarter in New York.

Mr. Fry last Monday began a four-week cross-country tour to visit station executives, radio personalities and network producers. In Los Angeles, Mr. Fry will meet with WOR Los Angeles.
"Fastest Growing
Afternoon Audience
in Indianapolis"
Now is TOPS

As announced, in Broadcasting for October 8, WIBC has been climbing fast, gaining each month in its share of the Indianapolis afternoon listening audience. Now it is TOPS—with 29.2%, as shown by the Hooper indexes for the full five month period, August–September, as shown on the chart below.

<table>
<thead>
<tr>
<th>Period</th>
<th>Sets in Use</th>
<th>WIBC</th>
<th>Station &quot;B&quot;</th>
<th>Station &quot;C&quot;</th>
<th>Station &quot;D&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Dec., 1944, thru April, 1945</td>
<td>16.3</td>
<td>18.4</td>
<td>19.5</td>
<td>34.2</td>
<td>17.0</td>
</tr>
<tr>
<td>April-May</td>
<td>15.4</td>
<td>21.4</td>
<td>18.5</td>
<td>34.1</td>
<td>16.0</td>
</tr>
<tr>
<td>May-June</td>
<td>15.7</td>
<td>21.7</td>
<td>19.7</td>
<td>35.6</td>
<td>14.6</td>
</tr>
<tr>
<td>June-July</td>
<td>13.9</td>
<td>22.0</td>
<td>18.6</td>
<td>36.3</td>
<td>13.7</td>
</tr>
<tr>
<td>July-Aug.</td>
<td>16.0</td>
<td>29.3</td>
<td>18.7</td>
<td>39.0</td>
<td>14.8</td>
</tr>
<tr>
<td>Aug.-Sept.</td>
<td>16.4</td>
<td>29.2</td>
<td>18.8</td>
<td>29.0</td>
<td>14.6</td>
</tr>
<tr>
<td>Average May thru Sept., 1945</td>
<td>15.4</td>
<td>25.3</td>
<td>18.8</td>
<td>32.8</td>
<td>14.5</td>
</tr>
</tbody>
</table>

Still Further Proof that WIBC is Your "Best Buy" in Indianapolis

Owned and Operated by the Indianapolis News

John Blair & Co., National Representatives

Mutual's Outlet in Indianapolis
North Carolina's third largest city in population, second top city in retail and drug sales. This growing, spending community makes

25% of all the nation's cigarettes. Now it's again in the hungry consumer spotlight as the large Durham Hosiery Mills start turning out

nylons

for your wife and Gal Friday. To dominate this market, one surprising does the trick at surprisingly low rates.

PEGGY

Owned by
Durham Herald-Sun Papers

Represented by Howard H. Wilson Co.

Page 62 • November 19, 1945

Army discharge, has returned to Hollywood and entered talent agency business.

FRED ROTH, after four years service with AAF and as captain, has returned to McCann-Erickson, New York, as assistant account executive.

CHARLES H. GABREL and WESTON B. SETTLEMEIER have been named treasurer and secretary respectively, of Briscbar, Van Norden & Bliss, San Francisco.

M. E. CARLOCK, account executive, has been appointed vice-president of the agency. He is executive on Prudential, Metropolitan, and similar accounts.

LT. COL. PATRICK JENKINS, first man to leave McCann-Erickson, New York, for the armed services, has returned as assistant account executive after five years in the Army.

W. H. WILLIAMS has joined the West Coast office of Howard; has been in advertising for 13 years and is a New York City native.

W. H. POOLE, formerly with Cockfield Brown & Co., Montreal, professor of economics at the University of Manitoba, Winnipeg, has been appointed head of the research department of Young & Rubicam, Montreal.

PHIL McHugh, with production department of WPTI and WOR Los Angeles, is now executive writer for WOR. He was an assistant producer in the spring of 1946.

PALMER A. BRINK, former production man and writer for KOWH Omaha, is now a writer for the radio division of Baker Advertising, Omaha.

DOERMUS & Co. has announced the departure of three members of its New York office.

RICHARD B. BUTLER, head of daytime radio at Young & Rubicam, New York, has resigned to join Henry Souvaine, New York, radio program package organization, as manager of program production. He was with McCann-Erickson for three years and was appointed account executive last month.

RAYMOND LYNCH, formerly of the traffic department of McCann-Erickson, has resigned and has joined the New York office of Radio Stations Inc., the group's exclusive agency for the New York market.

DAVID M. DALEY Jr., has been appointed national sales manager of the New York office of the New York Times, New York. He was with the advertising department of the New York Times for three years and was appointed account executive last month.

WILLIAM H. STILL, former account executive, has been appointed account executive.

CHARLES A. GRAY, formerly with American Tobacco, has joined Grayson & Nicholls, New York, as assistant account executive.

RICHARD ROSS, formerly with the advertising department of the New York Times, has been appointed account executive.

GEORGE WALSH has returned to WHAS Louisville as sports announcer. He has been in Navy for two years and was released as lieutenant (jg).

WINSTON BURDETT, CBS correspondent, has moved from Rome to Cairo to cover current disorders in Cairo and Middle East.

RICHARD HOTTEN, CBS foreign correspondent, is a author of a short story, "Boot Answer," in Nov. 24 Collier's.

L. M. LEONARD, sportscaster of WPMJ Youngstown, Ohio, is a father of a boy.

BOB HARRIS is a new member of special events department of NBC. Before three and half years service with City Air Conditioning Corp. as an administrative assistant in New York, he was with KOIN-KAFE Portland, Ore.

NORMAN S. HABER, former account executive, has joined the New York office of the New York Times, New York, as assistant account executive.

ALFRED H. SMITH, former writer for the New York Times, has been appointed account executive.

GEORGE PEASE, former writer for the New York Times, has been appointed account executive.

RICHARD H. RICHARD, formerly with the advertising department of the New York Times, has been appointed account executive.
IT'S THE STATION THAT KNOWS HOW TO SAY GOODNIGHT

Not just another late hour filler, "Sleepy Serenade" is a top production, a WGAR nightcap of music and poetry which thousands of Clevelanders have learned to enjoy seven nights a week. We are fussy about "off-hours" because our audience has learned to expect good listening on WGAR at all hours.
PROGRAMS

WCMI makes those Advertising Dollars work three ways!

- It's only 8.5 miles from the WCMI transmitter to the center of population in Huntington, West Virginia . . . only 7.0 miles to Ironwood, Ohio.
- WCMI reaches a sales responsive audience in the industrial tri-state, on a low cost per listener basis. For specific data write us—or see a John E. Pearsen representative.

Triple Coverage where it counts!

Joseph B. Matthews, Mgr.
Ashland, Ky.
Huntington, W. Va.

WCMI A NUNN STATION


WLAR, Lexington, Ky.
WCFL, Knoxville, Tenn.
KNDN, Amherst, Tex.
Owened and operated by Gilmore N. Nunn and J. Lindsay Nunn.

Page 64 • November 19, 1945

BROADCASTING • Broadcast Advertising

Frigidare Is to Sponsor Half Hour Show on CBS NEGOTIATIONS, which have been in progress for the past month, were completed in Hollywood last week for Frigidare Division, General Motors Corp., Dayton, to premiere a weekly half-hour network show Frigidare 20th Century Air Theater, beginning Jan. 6, 2:20 p.m. EST Sunday on full CBS network.

Frigidare will utilize properties of 20th Century Studios, including stories, stars and supporting players, and cost has been estimated at approximately $25,000 per week, including the time and production. Typical of the list of properties made available for the show are (stories) "A Tree Grows in Brooklyn," "Lifeboat," "Wilson," "Dolly Sisters," etc. (talent) Alice Faye, Betty Grable, Fred MacMurray, John Hodiak, etc.

Producer, director and announcer for the shows have yet been announced. Contract for 52 weeks calls for five-year option, in addition to weekly schedule, has been placed through Foote, Cone & Belding Agency.

Westinghouse Net Drops WESTINGHOUSE Electric Corp. has net income of $13,678,585, for first nine months of 1946, decrease of 18% as compared to net of $16,711,097 for same period of 1944. Net billings for 9-month period were $518,869,515, down 15% from 1944. Decrease was attributed to termination of war contracts and to 20-day strike during September at six Westinghouse plants.

Clinics to Be Annual CBS PROGRAM clinics will be an annual affair, Douglas Coulter, head of the studio's new series of programs, has announced following a unanimous vote of approval of last summer's sessions by the 93 program managers who attended them. As this year, separate, concurrent clinics will be held in New York and Los Angeles, but the 1946 sessions will probably be held in the spring instead of July.

The Largest TRANSCRIPTION LIBRARY TO FILL ALL REQUIREMENTS AMERICAN FOLK MUSIC M. M. COLE CO. 823 S. WABASH AVE. CHICAGO 5, ILL
Leading Advertisers know that Detroit is the most responsive and fastest moving market in the world . . . and they pick WXYZ because this station completely covers the Detroit area . . . where there is a market with a billion dollar buying power.

WXYZ maintains an aggressive Merchandising Service Department insuring that advertised products are adequately supported.

Go-getting merchandisemen promote the retail outlets right to the last customer. Tested types of promotion are used to insure the WXYZ advertiser the best possible results.

WXYZ

(Key Station of the Michigan Radio Network)
Affiliated with the American Broadcasting Company, Inc.
Owned and Operated by the
KING-TRENDELE BROADCASTING CORPORATION
1700 Stroh Building  •  Detroit 26, Michigan
Represented by the Paul H. Raymer Co.
November 19, 1945  •  Page 65
To that impressive list of local advertisers on KFI (because this station is the best radio buy in Los Angeles) can be added the name of Packard-Bell Company, peace-time producers of radios and radio combinations. We were recently talking to Howard D. Thomas, Jr., President of the company, and he told us that every day goes by that a healthy number of dealers distributors and consumers don’t call Packard-Bell to find out when their post-war radio phonographs will be on the market. Moreover, these inquiries are directly traceable to their half-hour program, “Phonocord Family Party,” Saturday nights 9-10.30. Aside from being the right testimonial for the pulling power of Station KFI, this little story points to another wise advertiser who took to the air when he had nothing to sell to safeguard his position as the West’s leading manufacturer of radios.

MAY THE CONQUERING HERO

First KFI staff announcer to return to the station since the war’s end is Al Polska. Fondly remembered by listeners as the principal on “Poor Poppa’s Almanac,” Al has been in the Navy for over three years and spent eighteen months in the Mediterranean Theatre. Along this line, statistics on KFI personnel show that thirty-seven persons were sent to the armed forces, four have returned and we can gratefully report there were no casualties among any of them.

Pointless Elk

EMPLOYED at WBMB-CBS, Chicago, had their meat problem solved for them the other day by a faithful listener. Mrs. Nellie Severance Karski, Montana ranch owner and fervent follower of CBS’ “Ma Perkins,” was so pleased after meeting the cast on a visit to WBMB, that she has promised to send them elk and neglected to say whether the elk would arrive on the hoof or ready for immediate consumption, which has “Ma” worried.

115-volt power source with an expected maximum range of 15 to 20 miles for large surface objects such as hill tops, five miles for small objects such as bell buoys. Complete installations will be made by Merchant Marine operators for less than $10,000, company said.

A TOTAL of 2,000,000 stamps has been used by WABC New York for the “Stamps for the Wounded Society,” which turns stamps over to hospitalized veterans for therapeutic measures.

Egan is Elected President of Western Union Co.

JOSEPH L. EGAN, since January 1939 vice-president in charge of public relations of Western Union Telegraph Co., has been elected president of the company. He will take office Dec. 15, succeeding A. N. Williams, who becomes chairman of the board.

Western Union earned a net income of $7,891,953 for the 12 months ended Sept. 30, compared with $7,365,761 for preceding year. Gross operating revenues were $188,665,377 for year ended Sept. 30, 1945; $185,695,106 for year ended Sept. 30, 1944. For first nine months of 1945 gross was $141,955,502 and net $5,656,538, compared with gross of $139,195,768 and net of $5,421,967 for same period in 1944.

Thruout the control operator of WGRS Charleston, W. Va., key station of the West Virginia Network, failed to show up on the station on the air one morning, Charles Banks (above), station manager, went over the station’s equipment duties until the regular key operator regained his sense. While watching the operating hours, had always thought some day he would have to handle himself. Station claims he is first Negro control operator in any U. S. station.

When ‘Marathons’

THROUGH an improved design by Sylvan’s Electric Products Inc., New York, the life of the famous early radar transmitting tube, VT-127-A, was increased more than 30 times, from 300 to 1000 hours, the company reports. Specifications of the armed forces called for a minimum life of 500 hours in radar service, and tubes showed no signs of failure at the end of 10,000 hours. Signal Corps nicknamed them “The Marathons.”

Q U O T I N G A M E R I C A’

Offered by Cowles Group
To Other Stations

A DIGEST of radio, newspaper, and magazine opinion on issues of the day, Quoting America, is breaking down the long-standing taboo concern of controversial topics in other networks and opposition commentators. Developed and tested by Cowles Broadcasting Co., the program is now being offered to stations throughout the country. Seven stations, besides the Cowles outlets, are carrying it.

On the theory that the 60 commentators and radio analysts who broadcast regularly are probably the greatest single influence in interpreting and shaping American public opinion, Quoting America gives a cross-section of the views of these commentators and adds newspaper and magazine opinions. Opposing points of view are included to give a balanced treatment to controversial issues on the “forum by quotation.”

Cowles tested the program on its own stations for more than six months. On WCPQ Boston it is owned by a quarter-hour program. On WOL Washington it is a part of a nightly quarter-hour news round-up. On WNAV Yankton, S. D., it is a late evening 10-minute show. Cowles has now made it available in script form to other stations. Those currently using include WEBC WTCM KGBS WHSP WDAS WCOA.

CBC Peace-Time Hours

PEACE-TIME hours of operation have been resumed by the CBC Trans-Canada network. Early in the war the CBC stations reduced their time on the air to conserve equipment by 30 minutes daily. CBC networks now sign off at midnight EST instead of 11:30 p.m.

24 years of profitable peach fuzz

Each year over 2 million bushels...10% of all the peaches produced in the whole South...picked in Spartanburg County alone!
Songs you like to hear—the way you like to hear them.

Hear Kenny and Donna sing the songs they've made famous on stage, screen and radio! A grand new musical show currently sponsored by the biggest names in the national spot field...still available in several markets.

write for availabilities

with

★ DONNA DAE
★ JIMMY WALLINGTON
★ BUDDY COLE and his music

FROM THE HOUSE OF HITS

FREDERIC W. ZIV COMPANY

2436 READING ROAD • CINCINNATI, O.
NEW YORK

HOLLYWOOD

WILLIAM ROSS, released from the Army after two and a half years, has rejoined Lord Jeff Daily of Co., New York, as director of advertising and sales.


A. M. PRODUCTS, Greenboro, N. C. (A. M. Liquid Shave Cream), has ap- pointed Madison Adv. Co., New York., to handle advertising campaign. Radio campaign is to begin in February.

ANITA OF PARIS, New York, (perfumes, toilet waters), has appointed L. W. Lewin Canadian Adv. Co., New York, to handle Canada campaign. Radio is said to be considered soon.

WOLVERINE HOTEL, Detroit, plans soon to begin its first radio spot cam- paign, using three spots weekly on 5 to 10 stations for 52 weeks. Agency is First United Broadcasters. Hotel records was purchased by OSCAR FRIEDER, pre- sident, New York.

UTILITIES Engineering Institute, Chi- cago (industrial training school), in- first use of radio since war, on Nov. 25 to begin sponsorship of a series of quarter-hour transcriptions featuring Wendell Hall, the redheaded music maker. Program will be on 12 stations not yet selected. Test campaign will run for 13 weeks and is being placed by First United Broadcasters, Chicago.

CLARIOL Inc., Stamford, Conn. (bat- testream), has appointed Roy B. Dur- stine Inc., New York, as agency. Radio is considered.

S. C. JOHNSON & SONS, Racine, Wis. (Drax), following 13 week test cam- paign on KBIG Clinton, Ia., and WJBC Hartford, Conn., has renewed sponsorship of participations and spots on the two stations effective Nov. 19 for an additional 13 weeks. Agency is Northam, Louis & Broch, Chicago.

EASE Inc., Los Angeles (soapless wash- ing powder), in a 52-week campaign on Nov. 7 started using daily transcribed announcements on five local stations. List includes KFWB, KFAC, KFVP, KFVS, KPAS. Campaign will be expand- ed to include other Pacific Coast mar- kets as distribution is established. Agency, Dean Simmons Adv., Los An- geles.


PETROL CORP., Los Angeles (PDQ gaso- line), expanding to northern California through new station spots. Contract is for 52 weeks using daily transcribed announcements on San Francisco stations KFRC and KQW. Contract on the schedule on KECA KNX KFPC KPMB KFRC. Agency, William McCall & Thrall Adv., Los An- geles.

LEAR Inc., home radio division, will continue American network Sunday program "Ossen Wells Malanesc" continuing its successful advertising term radio- ceivers. Full color pictures in the coming week's Evening Post, Colliers, Liberty and other Sunday newspapers and adver- tising in radio trade papers also will be coordinated with the ten-dollar despot, sponsored by Agency is Arthur Kudner Inc., New York.

KRAFT CHEESE Co., Chicago, has placed account for two new products to be announced in a "Country- gerald-Sample.

HAMILTON PAYNE Trust Co., Holyoke, Mass., has purchased WTYN Holyoke "Fitzgerald's Nine" spots, beginning Fri- day 5-5:30 p.m. Program presents classic music.

L E R D R O S, regional department store in eastern North Carolina, now is beginning its first radio spot cam- paign in radio "the Bay's Department Store" for 52 weeks. Agency is South- shootes Adv. New York.

INTERNATIONAL VITAMIN Corp., New York (American Home Products Corp., div.). "Nutri- veer" will be featured in the Cimcolom Division of Cincinnati Milling Milling Co., on WCVS, WOIT, and WCKG, Covington, Ky., have placed their ac- count with Arthur H. Jones, Cin- cinnat.


SUNDAY DRUG Co., Los Angeles, on Nov. 19 starts six-week-quarter-hour newscast on KHJ Hollywood for 52 weeks.

WILLIAMS Used Cars, New York, is entering the WINS New York spot program weekly for 52 weeks. "Bill Williams of Delivered" program begins Dec. 19 after the 52 week period. Contract is for 52 weeks. Agency is Irwin & Co., New York.


BENSON SHOE WORLD, Los Angeles (institutional), Nov. 12 started for 52 weeks Harvey ses Quilt "Annoyance" on WXYZ Detroit, "Oose Waters & His Guitar" on KNX, Los Angeles. Contract is for 52 weeks. Agency, Foote, Cone & Belding.


NEW ADVERTISERS on American since Jan. 1 include: Benjamin Moore, equi- ty stock. Agency, Foote, Cone & Belding.


COMFORT MANUFACTURING Co., Chi- cago, has placed 15 spots weekly for 52 weeks on WBBM Chicago for "Hable in "Sunrise Salute" and "House- hold Protection" announced weekly on WWBM Chicago. Both shows feature Paul Giannini as a news commentator, 12 weeks were placed by McQuarrie Adver- tising New York.

GOLDEN Fleece Co., New York (tu- sials and sanitary napkins), has ap- pointed Adney & Rogers, Philadelphia, as agency.


KELITE PRODUCTS Inc., Los Angeles (chemicals), has entered the WABC New York spot program weekly for 52 weeks through 52 weeks. Agency is Sherman & Co., Los Angeles.

F. RITCHIE & Co., Toronto (Diposin cleanser), is to start a spot campaign in early 1946. Agency, Tandy & Co., Toronto.

CUDAHY PACKING Co., Toronto (Old Dutch cleaner), has named Grant Adv. of Canada, Toronto, to handle account. Announcement in "Meet the Miasus" on 14 Canadian stations; Tuesday, 2:45-3:05 p.m. (PST). Agency is L. E. & Co., Toronto.

BRITISH CERAMICS & CRYSTAL of Canada, Toronto (china and glassware), has entered the WSCR Chicago (electrical appliances dealer), has ap- pointed Rocklin Irving Adv. & Co., New York.


WOY WJZ Spot, Spots were renewed on WNEW New York for Nov. 12-Feb. 8 period. Agency is Foote, Cone & Belding.

Each week on Denver's KOA—veterans, and the families of veterans-to-be, get the low-down on their future

One week, it's "The Veteran's Re-employment Rights." Another, it's "The Veteran and His G. I. Insurance." Whatever the problem, KOA brings to its microphones the men who know most about it.

A real G. I. asks the questions. And veterans and their families all over the Rocky Mountain West get the straight dope.

This series, which has the cooperation of the Colorado State Veterans Advisory Council—and the active support of Denver business, government and veterans' affairs representatives, shows what a public spirited radio station can do in bringing reliable information to the people it serves. On KOA, this is just one example of many . . .

No wonder KOA's **FIRST!**

**FIRST in DENVER**

KOA 50,000 watts 850 KC

Represented by NBC SPOT SALES

**FIRST in PROGRAMS**
**First in LISTENER LOYALTY**
**First in COVERAGE**
**First in POWER**

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

JACK WILLIAMS Jr., son of Jack Williams, president of WAYS Waycross, GA., and editor-publisher of Waycross Journal-Herald, has been named chain editor-first of the paper following a return from armed services. In addition to other duties he will serve in public relations capacity for both WAYS and the paper, of which he was telegraph editor before entering the Army. Williams Jr. has served in the Army and was awarded four battle stars.

EDWARD FEINHALE, assistant director of sales promotion for WGY in Schenectady, N.Y., has been elected town clerk of Montgomery, Ohio, suburb of Cincinnati.

JOSEPHINE THOMAS has been named guest of honor for KTW Philadelphia.

LLOYD BROWNFIELD, CBS western division sales manager of public relations aids which includes series through the country, has been awarded four months leave from his post following release from home of duty.

Robert G. Sewell, of American's audience promotion department, is father of a boy, Robert Gregory.

William McGraith, WNEV New York sales promotion and television director, located on activities in radio and television to combined radio classes at Syracuse U., Nov. 16.

COOPERATIVE promotion project has been arranged by WISH Milwaukee with retail drugstores in the county for year-round merchandise and program promotion displays in windows and counters of stores. Displays are being installed in groups of two to cover entire area. Colored material promotes WISH and CBS-distributed programs include dummy of products advertised.

SPORTS Calendar

Sports calendar promotion piece is being developed by WBNJ Muskegon, Mich., for publication on bulletin boards in industrial firms, bowling alleys, schools and barber shops in area. Single 14 x 20 inch and printed in blue and gold, calendar lists sports programs heard on WBNJ, covering local school sports schedules and other features.

hfL Availability

FOUR PAO "Produced by WFLF" promotion piece has been prepared for Philadelphia station to advertise six locally produced programs at sponsorship. Programs are "Heighten Brookside," "Sleepy Hollow," "Woolworth Music Hall," "Coronado Boating" and "Tom Moore's Loveboat." WFLF has a new name.

WNAX Album

MAGAZINE-STYED album and full program sheet have been prepared for WNAX Yankton, S. D., for offering to listeners at 25 cents per copy. Album contains photos of all officers and staff members of station, 13 photos taken on annual Winter Palm Day and pictures of stage of American Broadcasting Co. network program heard on WNAX.

CAB Booklet

BOOKLET titled "This Is Your New and Improved CAB" has been issued by the Cooperative Analysis of Broadcasts to outline and relate purpose of organization, its history, new emphasis on service and facilities, structure and operational policies.

ARMSTRONG Portfolio

ARMSTRONG RUBBER Co., west Haven, Conn., drug store to its dealers throughout the country a portfolio listing cooperative advertising aids which includes series of one minute radio announcements. Agency is Mason Inc., New York.

CARCAREN COMPETITION is heavy in Los Angeles with radio stations lining more than its own in that media of advertising. Nearly every station has some attracting feature. WILL ESD XIKK WTMV, is using interior and for exterir car cards to promote station and programs.

PREVIEW Piper Cub monoplane awarded 15-year-old Bill Behler (absent) of Monticello, Ill., last week. Awards are (1 to 1): Bob Leren and Fred Lamb, both of Knox Reeves Adv., Minneapolis; Beverly Fitzgerald, WCCO and WCCN, St. Paul; and Wally Mandel and Harold Glarner, of Chicago Daily News. Contestants of "Jack Armstrong Show" Monday through Friday on American Broadcasting Co.

JUNE 116 8,000 miles

LOOK AT YOUR HOME OF TOMORROW

FASCINATING PREVIEW OF REVOLUTIONARY POST-WAR HOME APPLIANCES THAT YOU WILL SOON BE ABLE TO BUY HERE

YOUR HOME OF TOMORROW!

110 EVERY THURSDAY (P.M.)

POSTER for WNEW New York weekly "Your Home of Tomorrow" program is being run in New York and New Jersey household appliance stores for counter or window displays. Conducted by A. P. Peck, program features interviews with appliance inventors and manufacturers and advance information on new devices for the home. Poster is printed in five colors and is 14 x 18 inches in size.

Program Ad

FORD MOTOR Co. Dearborn, has taken a color ad in Life Magazine for lease of Dec. 21 to advertise special broadcast of "Ford Sunday Evening Hour" on American, Sunday, Dec. 22, which will feature a quarter hour of noted singer. Agency is Kenyon & Eckhardt, New York.

Allen Folder

FOLDER titled "A Medal for Allen" has been issued by NBC in observance of Fred Allen's return to network for Standard Brands.

WBT Promotion

WBT Charlotte, N. C., is mailing letter and folder, titled "No Skeletons in Our Closet", to agencies and sponsors. Copy relates "long-time record of picking of talent that goes to the top."
OBLIGATION

Our War Bond dollars helped to make victory possible.

It is now our obligation to bring our armed forces home, care for our wounded, maintain our occupation troops, provide veteran rehabilitation, care for the dependents of those who made the supreme sacrifice.

BUY VICTORY BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION
Rates shown above include special pick-up and special delivery of shipments in major United States towns and cities — with 3-mile-a-minute speed of flight in between.

Same-day delivery is possible in many cases. If your shipment is moving to or from an off-airline point, rapid air-rail schedules serve 23,000 such points in the United States. Service direct by air to and from scores of foreign countries.

When time means money — an order gained, a customer better served — Air Express "earns its weight in gold."

Write today for "Jig Saw Puzzle," a booklet packed with facts that will help you solve many a shipping problem. Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask for it at any Airline or Express office.

Service Front
(Continued from page 82)

contest between two generals and a colonel and three GI's. Incidentally, GI's won. Another featured contest was between nurses on board and GI's, with nurses coming out ahead. In this manner, AFN brought together for first time on shipboard a group of officers and enlisted men under informal social conditions.

* * *

Grateful for Radio

UNDER CONSTANT penalty of death in a Japanese prison camp, Victor Clarke Besancon and his comrades of U.S. Navy listened every night for three and a half years to Associated Broadcasters Inc. international shortwave stations KWID KWIX San Francisco, over a stolen receiver concealed in the prison floor.

Chief Besancon, who prior to entering service 12 years ago as aviation chief radioman, was assistant engineer of KONO San Antonio, Texas, told of his experiences at KSFO San Francisco. On several days after his arrival in United States he came to express his appreciation for the broadcasts. Explaining that their shortwave receiver was stolen from a nearby farmhouse, he told how it was concealed under the floor with two wires leading to the earphones. Through daily KWID KWIX broadcasts, prisoners followed course of the war, Japanese peace feelers and final news of surrender.

* * *

Pile of Junk

IT LOOKS like a pile of junk that might have been thrown together by a radio ham back in the 20's. That's what they say about KMPL, the 10-watt owned and operated by the 51st General Hospital at Fort McKinley near Manila. But the station that was built from radio parts salvaged from wrecked Jap planes and odd bits of Signal Corps equipment is furnishing daily entertainment and news to hundreds of patients and troops in the area.

Hospital personnel proudly claim that KMPL is the only station operated by and for a hospital in the Western Pacific. It was first established at Hollandia, Dutch New Guinea, growing out of a public address system. When the hospital was transferred to Fort McKinley, the station was brought along and is now set up in the basement of hospital headquarters. More than 60 receivers in the barracks, mess halls and hospital wards pick up programs seven hours a day.

It is affiliated with the AFRS and gets transcribed programs from that branch, and the Army News Service from there. Capt. Howard M. Braunstein heads the station, with S/Sgt. Walt Knowles chief announcer. Sgt. John A. Laurio is program director and orchestra conductor, with Sgt. Jack Rawlinson sportscaster. Corp. Mark McClintock is chief engineer, and he also puts on some special request shows. In his regular duty time, the corporal is the X-ray repairman at the hospital.

AFTER THREE YEARS in a Japanese prison camp, Capt. Edwin Kalbfleish Jr. (r) returns to KWK St. Louis where he was assistant news editor. Ray Dady welcomes him back, after interviewing him on a broadcast. He expects to resume his KWK post after discharge.

ARTICLE on first airplane blind date conducted by the "Blind Date" program broadcast on American, 8-8:30 p.m. Friday, sponsored by Lehn & Fink Products Corp. (Hindle Honey & Almond Cream), will appear in January issue of Red Book Magazine. Airplane event took place Oct. 22 when Arlene Francis and her group of winning servicemen and their radio, actress dates flew to Albany, N. Y., for lunch and then to Danbury, Conn., for tea dancing at a country club.
What is MULTI-UNIT CONSTRUCTION IN FM?
in **MULTI-UNIT construction**

the several sections of the transmitter are standard units that can be fitted together like building blocks.

*It saves you money—because*

... installation is much easier and considerably cheaper

... higher-power units can easily be added at any time

... standardization gives greater value
The standard cabinet units of the new RCA FM Transmitters are only 25 inches square (by 84 inches high). They are relatively light, easily handled by two men—they can be moved on a small "dolly" or hand truck. Easily taken through an ordinary door—carried up on a passenger elevator—arranged in other than a straight line.
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
Let’s Start a Package Show Business

All You Have to Do Is Think Up Programs, Then Sell ’Em

By JOHN GUEDEL

Our first package show had its origin back in 1938, a Pacific Coast variety quiz and stunt show called Pull Over Neighbor, which emerged after three years as People Are Paying. So far as I know, we’re the oldest outfit in Hollywood dealing exclusively in package radio shows that is, not a talent agency and as such have accumulated a drawer full of “Do’s” and “Don’ts.”

First make sure you actually have a complete package when you present it. One agency executive told me a guy came to him with a package which consisted of a singer. That’s all. He had no idea of the format, size of the band, the writing, production, anything. Oh, I beg your pardon — he had the price for the package. Seven thousand dollars, a nice round figure.

Don’t just put an arbitrary figure on a package without regard to the breakdown, unless you have an established commodity like Fred Allen, which causes agencies to bite the price by competitive bidding. Agencies like to see and are entitled to see a breakdown of the costs of the shows they buy.

While discussing charges, don’t overlook such items as social security and other employer taxes, public liability, libel and slander insurance, accountant’s fee, tips to talent, etc.

Pretty soft, huh, thinking up programs, peddling them to agencies and sponsors, and then pocketing the profits. In case you’d like to get in on a little of this easy money, a man who has wrapped up and sold many a fancy package lets you in on the trade secrets. Maybe you didn’t know it was so easy to sell packages—or is it?

People not directly connected with your organization, rent, telephone, telegraph, recordings of each show, secretarial work, and cost of dinners for the sponsor to cheer him on afterward, he asked for a recording. People Are Funny was on the air ten days later.

I had lucky breaks on Ozie and Harriet. The pilot was almost immediately after we made the audition. If the show has merit the spot will come up eventually. We’ve pioneered five coast-to-coast quarter-hours and eight coast-to-coast half-hours, all of which are still on the air; we have only one package we’ve been unable to sell. It was made in 1941 and I still have faith in it.

Fat Girl Contest

CARLTON FREDERICKS, expert on nutrition and conductor of Living Should Be Fun on WIN New York, is conducting a search for “Miss Chubbiloo” (1946), the most beautiful fat girl in America. Contest will be on during November and December, and Fredericks has invited fat girls to send their pictures to him. The winner will be a reducing course by a physician using Fredericks’ diet.

Electronics Glossary

MORE THAN 6,000 TERMS USED IN radio, television, industrial electronics, communications, facsimile, sound recording, etc., are defined in Electronics Dictionary (McGraw-Hill Book Co., New York, 1945), new book by Lt. Comdr. Nelson C. Cooke, USN, executive officer of the Radio Material School, Naval Research Laboratory, Washington, and John Markus, associate editor, Electronics. Containing approximately 600 diagrams and sketches, the book is described by its authors as designed “to present the language of electronics in such a manner that the definitions would be of value to those who need an electronics dictionary”—engineers, those who use and maintain electronic equipment, and particularly, the beginners who are interested in learning about electronics.”

Agriculture Dept. Issues FM Primer

For Guidance of Farm Organizations

FM PRIMER has been issued by Department of Agriculture to meet growing interest among state, federal, and local farm organizations in this branch of broadcasting. Field representatives of the Department report many organizations, including Grange, unions, old-order churches, interested in the idea of starting their own FM stations.

A catechism of information, the bulletin is titled “FM for You” and written by George Rowe, special assistant to the director, Office of Information. After a detailed discussion in easy language of FM and what it is all about, the booklet goes into a series of question-and-answer sections, concluding with state radio ownership figures and a list of FM stations.

Opening pages say three main advantages of FM are clear reception, economy and opportunity for better programs. “Any program on FM will sound better than on ordinary radio,” it is stated.

Cost of building an FM station varies from $20,000 to $150,000, with a $60,000 average, it is explained. “In contrast, it takes hundreds of thousands of dollars—or even millions—to buy an AM station of any size,” the booklet continues. “Competition for these (AM) scarce facilities bids up the price. A big cost factor for an AM station, besides the local advertising, is the set, which runs the purchase price far above the value of the property. But you can build an FM station for a fraction of the cost of the AMs. Then you can get your advertising revenue eventually anyway (if your station is commercial).

“People who hear FM’s brilliant, clear tone just once are often dissatisfied with their AM radio ever afterwards. People who have FM sets report that they seldom listen to their AM radio at all.”

Television and facsimile will supplement rather than replace FM, it is brought out.

Discussing advertising revenue, the booklet says: “It is difficult to estimate the advertising possibilities of FM because of few of the 47 stations now in operation sell ads. However, there is a rule of thumb in radio which says that a station’s profits run about a dollar per listener per year—which would mean $100,000 for a station whose service area contained 100,000 listeners. There are some low-powered AM stations (about 250 w) that gross over $100,000 per year. For all AM stations and networks in 1944 the advertising revenue was $281,000 per station.

“The few FM stations now selling ads do not seem to be having much trouble. Adjacent to the station’s ads will be local until FM networks are built up. For an FM station starting out in a new area where there are few receiving sets equipped with FM, it may take close to two years before its advertising revenues are enough to support the station completely.”

“The best customers for FM are the bars, the store operators, 25,000,000 families who own AM sets—representing about 85% of the population, 95% of urban families and 76% of rural families (estimated at present).”

Applicants are advised to hire lawyer and engineer in getting an FM station started.

Takes to the Air

JOHN BARRON, consulting radio engineer in Washington, last week was granted an airplane pilot’s license, having spent his spare time during the year in flying instruction. Next summer, he reports, he hopes to get work looking toward making of field surveys with equipment aboard his private survey plane.

DAVID BERNSTEIN, 63 Dies in N. Y. Home

DAVID BERNSTEIN, 63, vice-president and treasurer of Loew’s Inc., parent company of Marcus Loew Booking Agency, owner of WHN New York, died Nov. 10 of a heart ailment at his home in New York.

Mr. Bernstein was connected with the Loew organization for 40 years, serving as a bookkeeper and becoming one of the top financial experts of the amusement industry. The $40,000,- 000 refinancing of Loew’s recently completed is said to be the largest deal of its kind in the motion picture field. He is survived by his widow and three sons.

Correction

JEROME SILL, who left MBS where he was eastern division manager, joins American network Nov. 19 as sales research specialist, and not Associated Broadcasting Co., as incorrectly stated in the Nov. 12 BROADCASTING.

Inventor Sues Bendix

DR. LOUIS H. CROOK, head, Aeronautical School, Catholic U. of America, Washington, and associates have filed suit for $11,000 in Washington, Del., Federal Court against Bendix Aviation Inc., charging Bendix utilized Crook invention to shield ignition systems after rejecting it when it was submitted.
Soldiers Prefer Their News Straight

Army Takes ETO Poll

On Radio Listening Habits of GI’s

SOLDIERS like popular music most and classical music least. They listen to news broadcasts but when experts sit around a table and discuss controversial issues, soldier-listeners reach for the dial. They want more and better sports broadcasts, preferably play-by-play descriptions of sports events taking place in the U.S. They prefer American to British news broadcasts. The average man listens to the radio one and a quarter hours a day.

These and other significant soldier attitudes toward radio are revealed in the results of a survey for the American Forces Network by the Research Branch of the Army’s Information and Education Division in Europe. A total of 3,950 enlisted men and 960 officers were surveyed.

Want More Sets

The survey showed that men consider more radio sets one of the first-line facilities. When they were asked to check the one which is most needed in their outfit, “More radio sets” was the second most frequently checked item—second only to “bigger movies.” When asked if the men checked “more radio sets” as most needed, only 4% checked “bigger radio program.”

Men were asked the question, “Yesterday at what time or times did you listen to the radio?” Answers indicate clearly a morning, a noon and an evening listening peak. The morning peak is 7-7:30 and the noon peak 12:30-1 p.m. The evening peak (9-10 p.m.) is pretty much of a listening plateau which runs from about 6 p.m.-11 p.m.

The following list ranks the various programs in order of their popularity among all the men, showing the percentage who said they were very much interested in hearing them in the future. (The names of the programs were given but are withheld here.)

<table>
<thead>
<tr>
<th>Description of Program</th>
<th>%</th>
<th>%</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular music requested by soldiers</td>
<td>72</td>
<td>80</td>
<td>(80)</td>
</tr>
<tr>
<td>News of 1, 5 or 15 minutes</td>
<td>69</td>
<td>75</td>
<td>(87)</td>
</tr>
<tr>
<td>Radio, stage and screen stars, requested by soldiers overseas</td>
<td>68</td>
<td>78</td>
<td>(77)</td>
</tr>
<tr>
<td>Recorded popular music requested by soldiers, announced by girl</td>
<td>67</td>
<td>72</td>
<td>(86)</td>
</tr>
<tr>
<td>Sweet dance music by well known orchestras</td>
<td>67</td>
<td>72</td>
<td>(86)</td>
</tr>
<tr>
<td>Program, featuring one of best known male singers</td>
<td>63</td>
<td>69</td>
<td>(80)</td>
</tr>
<tr>
<td>Uninterrupted popular music by singer orchestra</td>
<td>62</td>
<td>73</td>
<td>(78)</td>
</tr>
<tr>
<td>Variety show featuring movie stars</td>
<td>60</td>
<td>66</td>
<td>(84)</td>
</tr>
<tr>
<td>Swing music by famous band</td>
<td>56</td>
<td>69</td>
<td>(80)</td>
</tr>
<tr>
<td>Songs by popular girl singer with orchestra</td>
<td>54</td>
<td>66</td>
<td>(83)</td>
</tr>
<tr>
<td>Summary of U.S. sports</td>
<td>52</td>
<td>55</td>
<td>(85)</td>
</tr>
<tr>
<td>Play on home life of married couple</td>
<td>50</td>
<td>56</td>
<td>(72)</td>
</tr>
<tr>
<td>One hour play</td>
<td>47</td>
<td>51</td>
<td>(84)</td>
</tr>
<tr>
<td>Musical variety, all-colored cast</td>
<td>44</td>
<td>56</td>
<td>(80)</td>
</tr>
<tr>
<td>Cowboy songs, guest m.c.s.</td>
<td>42</td>
<td>49</td>
<td>(84)</td>
</tr>
<tr>
<td>Popular music featuring “torch” singer</td>
<td>42</td>
<td>49</td>
<td>(84)</td>
</tr>
<tr>
<td>Episode based on comic strip characters</td>
<td>40</td>
<td>44</td>
<td>(80)</td>
</tr>
<tr>
<td>Hillbilly music and jokes</td>
<td>39</td>
<td>44</td>
<td>(80)</td>
</tr>
<tr>
<td>Mystery play</td>
<td>37</td>
<td>43</td>
<td>(85)</td>
</tr>
<tr>
<td>Semi-classical and light operatic music</td>
<td>35</td>
<td>35</td>
<td>(80)</td>
</tr>
<tr>
<td>Quiz show led by comedian</td>
<td>34</td>
<td>40</td>
<td>(90)</td>
</tr>
<tr>
<td>Dramatization of serious subjects</td>
<td>24</td>
<td>31</td>
<td>(88)</td>
</tr>
<tr>
<td>Organ music and poetry read by movie star</td>
<td>21</td>
<td>35</td>
<td>(58)</td>
</tr>
<tr>
<td>Discussion of controversial topics by group of experts</td>
<td>19</td>
<td>24</td>
<td>(37)</td>
</tr>
<tr>
<td>Symphony orchestra</td>
<td>19</td>
<td>23</td>
<td>(37)</td>
</tr>
</tbody>
</table>

News programs are rated by soldiers as one of their most popular broadcasts. In order to determine what kind of news men are interested in hearing they were presented with a list of 12 kinds of news. Here are the results:

% of men who want

- War in the Pacific | 70 | 5 | 25 |
- U. S. sports news | 63 | 5 | 44 |
- News about the Army in ETO | 47 | 8 | 45 |
- Unusual events in U. S. | 44 | 10 | 46 |
- News of Industry, Labor | 30 | 11 | 59 |
- Problems affecting U. S. living conditions | 29 | 16 | 45 |
- International | 27 | 10 | 57 |
- News of movies in U. S. | 26 | 13 | 58 |
- U. S. political events | 20 | 18 | 62 |
- Foreign news | 14 | 35 | 56 |
- U. S. personal news | 19 | 28 | 55 |
- Foreign personal news | 10 | 39 | 51 |

Eighty-two percent of the men report that they have heard BBC news broadcasts. These men were asked the question: “Do you have any preference for either American or BBC news broadcasts?” Of the 82% surveyed, 26% said they had no preference; 4% said they preferred BBC; 70% said they preferred American news broadcasts.

Most soldiers want the news to be broadcast five or six times a day, with a few five-minute summaries and a few 15-minute more detailed broadcasts.

Most men react neither negatively nor positively to spots. Of all men surveyed, only about one man in 20 wrote an unfavorable comment, but just as high a proportion wrote a favorable comment. “They come handy as a reminder,” “They’re good, they give you the added touch of home and our commercial programs.”

PROCEEDINGS for the first annual conference on radio and television sponsored by the School for Business and Administration of the College of the City of New York have been published by the school. The 180-page volume includes the discussions as well as the papers delivered at the conferences held in the school’s auditorium May 22 and 23. Volume was edited by John Oliver Peatman, associate dean of the college.
Here are 47 counties of 4 states in which 1,220,958 people live—all covered by Station KUOA.

2. Here is $202,214,000 of retail buying power, based on official retail sales figures...in the pockets of the people of KAMO*LAND.

3. Here is a great sales opportunity for your products—and here is the best means of telling your story—KUOA.

5,000 WATTS

The Voice of...

KAMOLAND
KANSAS-ARKANSAS-MISSOURI-OKLAHOMA

National Representatives:
The Walker Company

KUOA
Siloam Springs, Arkansas
5000 Watts — 1290 Kilocycles

Broadcast Advertising

November 19, 1945
Carlson-Phillips Case Opinion Has Drama, Entertainment

By FRED SAMPLE

THE OPINION HANDED down by the Illinois Appellate Court in the case of Emmons Carlson, appellant, vs. Irna Phillips, appellee, for sheer drama and entertainment anything to appear in The Guiding Light, the radio show which has involved the two Chicago radio personalities in litigation since August 1941.

In the 24-page opinion reversing the state district court's decision favoring Miss Phillips, Chief Justice Niemeyer not only displayed the legal knowledge which his position on the bench requires, but also flair for writing of which any radio scripter could well be proud.

Briefly, this is the background of the argument as to just who owns, and in what amount, one of radio's most successful programs. It all began in December 1936 when Guiding Light, originally titled The Good Samaritan, first went on the air over NBC with Procter & Gamble as sponsor and Blackman Advertising Inc., New York, as the agency. Earlier, in September, Mr. Carlson contends, he discussed collaboration with Miss Phillips—his desire to do the writing, and she to supervise the story outlines and final revised scripts, with an alleged oral agreement on an equal division of the profits.

It is at this point that Miss Phillips vehemently disagrees. At no time, she argues, did she ever agree, orally or in writing, to an equal partnership in The Guiding Light. She does admit that when the program first went on she paid Carlson $100 a week for 20 weeks. She maintains, however, that he actually wrote only five scripts which were aired.

The Court opinion points out that Miss Phillips entered into a contract with P&G representing herself as sole owner of Guiding Light. The Court also notes that before the sale of Guiding Light in 1936, the only show Miss Phillips had sold to a sponsor was Today's Children, which became the leading daytime serial on the air and for which NBC paid Miss Phillips $1350 a week as a package. The Court adds that Today's Children was "substantially the same serial or program" as Miss Phillips' Pointed Dreams which Miss Phillips attempted unsuccessfully to claim as her own in a suit against WGN in 1939.

In summing up the evidence submitted during nearly four years of litigation, Judge Niemeyer had this to say:

"The credibility of the defendant (Miss Phillips) is impeached. That portion of her sworn answer that the presentation and audition script upon which the sale of the show was made "were so inartificially prepared that it was necessary to make so many revisions as to amount to a totally new and different presentation..." is shown to...false..." Her persistence in testifying she knew nothing of the plaintiff's claim to a half interest in the show until someone told her of the present suit is indefensible in the face of her admission of having received and reviewed the plaintiff's letter dated June 22, 1937 (claiming such an interest) and undisputed proof of her receipt of plaintiff's letter dated December 7, 1938," the court adds.

The Court reprimanded Miss Phillips' attorneys for their manner of interrogation, during which, the Court said, they attempted to compel Mr. Carlson to give his conversations with Miss Phillips in reverse order—that is, to give the last statement of the conversation first and so on. It also pointed out that at the time Guiding Light first went on the air, Miss Phillips was not a successful script writer, with only Today's Children to her credit. Her attempts, the court found, with Miss Phillips' Patchwork Quilt, M zrobiure, Dear Diary and Black Earth had not been highly successful. The latter two had not been on the air at all, the court noted.

The defense's argument that any partnership between the two parties was terminable at the will of either party, Judge Niemeyer found, ignores the show, Guiding Light, as a literary property. Such disputes are not to be settled by a termination. It continues, he adds, 'until the winding up of partnership affairs is completed. In a court of equity a partner who after dissolution of a partnership carries on the business with partnership property is liable...to account for the profits thereof.'

The defense also contended that the plaintiff could not recover because he did not come into equity with "clean hands," because the alleged partnership was a "violation of his obligations to NBC" and an attempt to "palm his novel writings off on the sponsors as those of 'the leading daytime serial writer' would have been a fraud and against public policy."

The Court summed up this argument with "If the evidence support ed this claim, defendant is in no position to take advantage of it."

The State appellate court's decision, which attorneys for Miss Phillips have declared they will appeal to the State Supreme Court, may prove an invaluable reference in future litigations by ambitious writers unaware of their property interests.

Whatever the outcome, the case of Carlson vs. Phillips is for high stakes, with both parties equally confident of victory.

Mr. Carlson Miss Phillips on the air at all, the court noted. The defense's argument that any partnership between the two parties was terminable at the will of either party, Judge Niemeyer found. ignores the show, Guiding Light, as a literary property. Such disputes are not to be settled by a termination. It continues, he adds, "until the winding up of partnership affairs is completed. In a court of equity a partner who after dissolution of a partnership carries on the business with partnership property is liable...to account for the profits thereof."

The defense also contended that the plaintiff could not recover because he did not come into equity with "clean hands," because the alleged partnership was a "violation of his obligations to NBC" and an attempt to "palm his novel writings off on the sponsors as those of 'the leading daytime serial writer' would have been a fraud and against public policy."

The Court summed up this argument with "If the evidence supported this claim, defendant is in no position to take advantage of it." The State appellate court's decision, which attorneys for Miss Phillips have declared they will appeal to the State Supreme Court, may prove an invaluable reference in future litigations by ambitious writers unaware of their property interests.

Whatever the outcome, the case of Carlson vs. Phillips is for high stakes, with both parties equally confident of victory.

Board Meet

MUTUAL board of directors will hold its next meeting in Chicago Dec. 3-6. Children Give Views

MIXTURE of entertainment and education in radio programs was advocated by youngsters participating in The New York Times Youth Forum on WQXR New York Nov. 10. Discussing radio's influence on children, the youngsters mentioned quiz programs as a good education-entertainment combination and suggested that mystery shows may make 6-to-8-year-olds "think there are Zombies in their rooms"; that 'love stories may put ideas in children's heads and make them fresh kids", and that some children cannot distinguish between fact and fiction in listening to such programs as Superman. The youngsters were led by a six-member panel of 9-to-13-year-olds directed by Dorothy Gordon.
Telefax conveys text and pictures by Faxogram at a potential speed of 22 square inches per minute by phone, or 44 by radio. At right, a sheet of news, as received at home; above, a line drawing as sent from office to plant.

A Promising Field for Engineers

With Finch Facsimile Telefax equipment, illustrated and written Faxograms can be sent at high speed between any two mobile or fixed points that can be connected by radio or wire. And illustrated newspaper supplements with printed ads, can be broadcast to homes at a cost that assures important circulation. In Facsimile, the strongest patent structure is FINCH. Write for particulars.
Radio Men Honored

PHILADELPHIA Chamber of Commerce and the Board of Trade played host to radio executives at a luncheon at Barclay Hotel, Philadelphia, in honor of the silver anniversary of broadcasting. Executives of all Philadelphia stations attended and donated talent for the entertainment. RCA's chief radio quartet heard on Philadelphia stations, composed of Hal Simonds, now a WFLI salesman; Ednelford Lewis, advertising department of Strawbridge and Clothier department store; John Vandersloot, piano salesman; Philip Warren Cooke, voice teacher. This was their first appearance since they disbanded several years ago. They were first heard in 1922 over WFI which became WFLI in 1935, and did concert and recording work.

Message Rates Cut

REDUCTIONS in radiotelegraph message rates between New York and four leading Chinese cities have been announced by RCA Communications Inc., New York. Effective immediately, full-rate messages to Chungking, Changtu, Kunning and Shanghai are 24 cents per word; code messages, 16 cents; deferred messages 13; radio letters 8%. Prewar rates were 77, 48, 59½ and 26½ cents, respectively.

WINX Xmas Seal Show

AS A RESULT of letters between patients at Glen Dale Sanitarium and Jerry Strong, WINX Washington timekeeper, the station has arranged a Christmas Seal rally of local radio artists to originate from the sanitarium. Participating will be Mr. Strong, Trafionn Robertson of WMAL, Russ Hodges of WOL, Gene Archer of WRC, and Mike Hunicutt of WWDC and an orchestra from Walter Reed Hospital. Entertainment will be broadcast Nov. 19, 7:30-8 p.m., with a two-hour additional show for patients alone. Broadcast portion is under auspices of D. C. Tuberculosis Assn.

Blood Donors Secured

PLEA for Type "B" and "O" blood donors, broadcast by KGDJ Stockton, CA, in response to an emergency request of the Red Cross Blood Bank, brought six volunteers within 15 minutes.

He Got Watch

BADLY BURNED, six-year-old Tommy Habina, a patient at Temple Hospital, Philadelphia, longed for a Mickey Mouse watch. His parents, unable to find one, appealed to Stuart Wayne, conductor of the early-morning Musical Clock on KYW Philadelphia, who asked listeners to join the search. The response brought offers of 15 watches, but all lacked some detail that Tommy wanted. Mr. Wayne took them to a watchmaker who reassembled parts of half a dozen of them to make a special timepiece for the youngster.

Book Campaign

TO COLLECT English language books to help re-establish devastated libraries of the Soviet Union, Carnival Junior Legion, southern New England youth group, is presenting Sunday noon campaign program on WYBC Hartford, Conn.

WLS Christmas Drive

CHRISTMAS Neighbors Club of WLS Chicago opens its 11th annual drive Dec. 1, continuing through Christmas Day. Club has collected over $85,000 for surgical equipment for 593 hospitals and orphanages in 17 states and Alaska. This year hospital equipment will be augmented with radio sets and other morale builders. Administrative costs are paid by WLS, leaving all money contributed to go toward gifts.

CBS Affiliates Endorse Net's Color Television

FCC last week received from CBS a resolution adopted by the network's Affiliates Advisory Board which gave "unanimous endorsement" to the high-definition, full-color television developed by CBS and expressed the hope that the use of ultra-high frequencies to broadcast such pictures "should be authorized without additional licenses from the FCC at the earliest possible date."

Resolution, adopted Oct. 19 after the board had witnessed a demonstration of the high frequency television, reads: "WHEREAS the members of the Columbia Affiliates Advisory Board, as representatives of 14 independently-owned broadcasting stations in the United States, have today witnessed a CBS demonstration of the broadcasting and reception of high-definition, full-color television pictures on a ten megacycle video channel in the ultra high frequencies, and "WHEREAS this better television has been accomplished many months in advance of any date herefore predicted and is of a quality exceeding the fondest expectations of the members of the Board, "NOW, THEREFORE, BE IT RESOLVED that the members of the Columbia Affiliates Advisory Board record their unanimous endorsement of the work which Columbia Broadcasting System has undertaken to bring television, having a satisfying picture quality, to the American people with a minimum possible delay, and that gratification that the CBS prediction of this better television has been realized at so early a date, "RESOLVED that in the opinion of this Board the utilization of the ultra high frequencies wherein it is possible to achieve wide band television transmission and reception and high definition pictures in full color, represents the only real hope of successful commercial television operation, and "RESOLVED that the members of this Board express the hope on behalf of themselves and the constituent stations that high definition, full-color television transmission shall be authorized under commercial license of the Federal Communications Commission at the earliest possible date and that manufacturers of television broadcasting equipment and television licensees cooperate to that end, all for the purpose of bringing to the American people the superior service which television with these new standards will make possible."

'Tit-trillo'

POETIC observation on activities of AFM President James C. Petrillo was published in New York Herald Tribune on Nov. 9, over the name of Frank Lynn:

By the banks of Potomac a tit in a tree
Sang "Trillo, Petrillo, Petrillo!"
And I said, "Little birdie, your song used to be
"Titwillow, titwillow, titwillow."
The time's a-changin', in tones of disgust,
"Petrillo, Petrillo, Petrillo!"
"You can't argue with a PRESTO RECORDING...because
Presto gives it to you straight!"

"There's nothing like a Presto Recording for honest criticism of your work," says Ray Bloch whose Orchestra and Chorus provide the musical portion of so many network shows. "Our programs are recorded on Presto equipment because we know we can depend on Presto's fine reproduction and fidelity to musical tones. When we play back the recording, we're practically hearing our own live performance!"

Major broadcasting stations feel the same way about Presto's high quality work—and add that Presto is rugged as well as efficient, remaining in perfect operating condition over long periods without adjustment. Schools, colleges and business organizations, too, prefer Presto equipment because it's so simple to operate. Write for complete information.

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

(Continued from page 36)

ously not in use during playback, but minimizes an earlier fault in which the heads wobbled and caused uneven tape transport and resulting “wow.” The present in-line system is mounted so that a new head assembly can be plugged-in immediately when necessary. Wearing of the pre-magnetizing head increases the magnetism, but wearing of the recording and playback heads results in peaking at around 2-3 thousand cycles, and an increase in the drop of the high frequencies.

Three Motors

The transport of the tape is controlled by three small motors. The drive motor, which has a steel spindle, bears upon the tape and applies friction to it against a rubber roller. This motor is the sole driving source, and the function of the other two is to keep the tape tight and prevent curling, and to maintain an even passage of the tape across the head faces.

The drive motor is synchronous; the others are series brush motors, in which the speed varies with the load. The rewind motor, loaded with a full roll of tape, turns against the direction of the tape, but with reduced torque due to the introduction of a suitable inductor. The take-up motor, with little load, turns with full torque, but loaded against the pull of the tape as it is fed by the drive motor spindle. As the tape feeds upon the take-up motor, the load becomes greater, and the speed less as the torque drops; and the rewind motor, whose load is lessened by the tape unwinding from it, tends to speed up in the opposite direction, thus keeping the tape tight and even.

Since the two motors tend to balance each other, the tape transport is even and without curls or tangles, and so long as the speed of the drive motor spindle does not vary (due to frequency variation, mainly), the tape speed is constant. There are several dozen faults which can develop, however, in the tape transport; but with properly maintained machines little trouble is experienced. The above applies to the Magnetophon when recording or playing back a tape.

In rewinding the tape, after it has been played, or when editing, the rewind motor runs at maximum speed, depending upon the tape load. The inductor is removed from the circuit (all these actions electrically take place when the proper buttons are pushed) and the motor turns in the same direction as when recording, but with maximum torque and such speed that the tape is rewound in only a few minutes. During this period the take-up motor is not energized, and acts as a brake as the armature is rewound.

To keep the tape from curling or tangling when the machine is stopped, either for editing, or at the end of a program, the three motors are fitted with brake shoes around small fly wheels. These brakes are applied by springs, but are removed by the action of solenoids which are wired so that when the motors are running in their proper manner, the solenoids operate and opens the brake shoe, thus releasing the friction against the fly-wheel.

When the ‘Stop’ button is pressed, the motors are de-energized, the brakes apply, since the solenoids are no longer energized and the springs take control; and the three motors stop. Since the tape is an integral part of their motion, the tape is also arrested and troublesome breaks or curls are prohibited. Of course, maladjustment of the brakes, or improper operation of the switch contacts controlling the motor sequence can cause tape troubles!

In normal installations the machine is covered by a shallow glassed panel to minimize motor noise and other studio sounds. The amplifiers associated with recording and playback are sometimes arranged under the mechanical portion of the Magnetophon, or mounted in a standard rack alongside the machine.

The air-borne unit previously referred to utilized only one motor and a series of gear-trains to operate the drive spindle, rewind and take-up spools. The tape times were limited to three minutes on this model, but slightly larger ones, used for field recording, used tapes of ten minutes duration.

This is only a precis of the fundamentals of the Magnetophon. Its advantages are obvious. It offers a reasonably high-fidelity method of recording which will improve and previous techniques can go further; noiseless and real-life-like reproduction; extended time over conventional

Piano Service

A BROADCAST appeal by Tom Q. Smith, “The Rambler,” on his 7:45 a.m. news program on WIOD Miami under coordinated results. In response to his request for a piano for a one-room school at Marathon, Fla., 14 miles south of Miami on the Florida Keys, Frank Reed, Miami used-car dealer, sent $175 to buy a used piano; Turner Music Co., WIOD advertisers, offered to sell a $225 piano for $175 and to tune, moth- and moisture-proof it without charge; and Orange State Oil Co., sponsors of “The Rambler”, sent a truck to take it to the school.

KTUL PLAYS HOST TO 500 AT CIRCUS

WINDING up a campaign to acquaint listeners with stars of CBS, KTUL's "Biggest Show in Town" contest, conducted in cooperation with the circus management, two tickets to the KTUL reserved section were offered each of the first 250 contestants correctly identifying six CBS stars or shows represented by caricatures in an advertisement in the Tulsa World. Winners were selected from the first mail delivery following appearance of the ad, and more than 1,200 entries ultimately were received, most of them correct.

Before the ad appeared, KTUL broadcast more than 40 announcements calling attention to the contest. KTUL's woman reporter, Margaret Smith, joined the circus clown act for the performance.

Radio Principles

RALPH ATHERTON, assistant professor of physics, Miami U., covers basic electrical principles and explains the workings of each part of radio in his new illustrated book, *Principles of Radio for Operators* (The MacMillan Co., New York; $3.75), which is based on his experience in training men for communications work in the armed services. Regular text material of each chapter is supplemented by description and details of demonstrations and experiments, chapter review tests, and lists of available films for visual-aid instruction. Mr. Atherton writes in the preface that "The material is of such nature as to present no great difficulty to students of high school or college age" but that "care has been exercised to prevent it from becoming superficial."

discs, and better editing; economy, in that tapes can be reused thousands of times, or stored and used years later with no deterioration; the material recorded can be "wiped" and the tape is clean for reuse in recording another program. Monitoring while recording is instantaneous, and from a master tape as many copies as desired can be made by "dubbing," and it is impossible to tell which was the master tape when they are played back!

The Magnetophon is no "master machine" but in its present state it offers possibilities above the wire-recorder, the film, or disc recording. With improvements, and a reduction in weight and size, the economy alone is outstanding. And certainly if you have heard one, there is a tendency to rush back to the studio and throw away most of your disc recordings. But don't do it yet; when and where the Magnetophon will come from for American broadcasting is still a question.

Page 84 • November 19, 1945

BROADCASTING • Broadcast Advertising

TAKS - up motor, load. The tape across the head faces. ber roller. This motor system is mounting "wows." The uneven frequencies. The magnetophon assembly can be plugged-in immediately when necessary. Wearing of the pre-magnetizing head increases the magnetism, but wearing of the recording and playback heads results in peaking at around 2-3 thousand cycles, and an increase in the drop of the high frequencies.

Three Motors

The transport of the tape is controlled by three small motors. The drive motor, which has a steel spindle, bears upon the tape and applies friction to it against a rubber roller. This motor is the sole driving source, and the function of the other two is to keep the tape tight and prevent curling, and to maintain an even passage of the tape across the head faces.

The drive motor is synchronous; the others are series brush motors, in which the speed varies with the load. The rewind motor, loaded with a full roll of tape, turns against the direction of the tape, but with reduced torque due to the introduction of a suitable inductor. The take-up motor, with little load, turns with full torque, but loaded against the pull of the tape as it is fed by the drive motor spindle. As the tape feeds upon the take-up motor, the load becomes greater, and the speed less as the torque drops; and the rewind motor, whose load is lessened by the tape unwinding from it, tends to speed up in the opposite direction, thus keeping the tape tight and even.

Since the two motors tend to balance each other, the tape transport is even and without curls or tangles, and so long as the speed of the drive motor spindle does not vary (due to frequency variation, mainly), the tape speed is constant. There are several dozen faults which can develop, however, in the tape transport; but with properly maintained machines little trouble is experienced. The above applies to the Magnetophon when recording or playing back a tape.

In rewinding the tape, after it has been played, or when editing, the rewind motor runs at maximum speed, depending upon the tape load. The inductor is removed from the circuit (all these actions electrically take place when the proper buttons are pushed) and the motor turns in the same direction as when recording, but with maximum torque and such speed that the tape is rewound in only a few minutes. During this period the take-up motor is not energized, and acts as a brake as the armature is rewound.

To keep the tape from curling or tangling when the machine is stopped, either for editing, or at the end of a program, the three motors are fitted with brake shoes around small fly wheels. These brakes are applied by springs, but are removed by the action of solenoids which are wired so that when the motors are running in their proper manner, the solenoids operate and opens the brake shoe, thus releasing the friction against the fly-wheel.

When the ‘Stop’ button is pressed, the motors are de-energized, the brakes apply, since the solenoids are no longer energized and the springs take control; and the three motors stop. Since the tape is an integral part of their motion, the tape is also arrested and troublesome breaks or curls are prohibited. Of course, maladjustment of the brakes, or improper operation of the switch contacts controlling the motor sequence can cause tape troubles!

In normal installations the machine is covered by a shallow glassed panel to minimize motor noise and other studio sounds. The amplifiers associated with recording and playback are sometimes arranged under the mechanical portion of the Magnetophon, or mounted in a standard rack alongside the machine.

The air-borne unit previously referred to utilized only one motor and a series of gear-trains to operate the drive spindle, rewind and take-up spools. The tape times were limited to three minutes on this model, but slightly larger ones, used for field recording, used tapes of ten minutes duration.

This is only a precis of the fundamentals of the Magnetophon. Its advantages are obvious. It offers a reasonably high-fidelity method of recording which will improve and previous techniques can go further; noiseless and real-life-like reproduction; extended time over conventional
With production now under way, Federal will deliver 1 and 3 KW FM Transmitters early in 1946... delivery of the 10 and 50 KW following shortly thereafter... featuring the latest in design, circuits, tubes and technique for unsurpassed operations in the new 88-108 mc. band.

Available with these transmitters will be complete associated equipment—from microphone to antenna—entire FM Broadcasting Systems... supplied by one experienced and dependable source—Federal... for more than three decades a leading contributor to radio progress.

Federal engineers are ready to consult with you... help plan every step of your installation... and then stay with the job until your station is in completely satisfactory operation. And Federal assumes full responsibility for the performance of its equipment.

Call in Federal now... be among the first on the air with the finest in FM Broadcasting.

Write for brochure "Complete FM... by Federal" descriptive of Federal's complete FM Radio Broadcast Equipment from microphone to antenna.

Federal Telephone and Radio Corporation

Newark, N. J.
New Type FM Antenna Erected in N. Y. By Finch Telecommunications' WGHF

A NEW TYPE of FM antenna, bearing an uncanny resemblance to a Fourth of July skyrocket, has been erected atop the building at 10 E. 40th St., New York, in whose upper stories the transmitter and studios of a new FM and facsimile station, WGHF, is now being installed. Capt. W. G. H. Finch, president of Finch Telecommunications, owner of the station, hopes to begin testing with a temporary power of 1 kw about Jan. 1. Station will operate on a frequency of 99.7 me and is licensed to cover an area of approximately 6,840 square miles. Capped with a domed metal top, the skyrocket antenna is over ten feet long and something less than two feet in diameter. Its tip is about 50 feet above the roof of the building, roughly 700 feet above sea-level. It is designed by Andrew Mallory of Cambridge, Mass., member and former chairman of the antenna committee of the Institute of Radio Engineers, who was retained as a consultant by Capt. Finch, believes this to be the first antenna of its type ever installed for either FM or AM broadcasting. He describes the antenna and its operation as follows:

"The high frequency of the new FM band together with the horizontal polarization have made it possible to achieve something new in broadcasting: a single unit antenna which has gain over a half wave. This gain is obtained by using a bent metal sheet along which the wavelength is longer than the wavelength in space so that the radiation comes from a long vertical column.

"This fact results in a concentration of radiation toward the horizon where it is desired with less power being sent to the sky and into the area immediately adjacent to the station where the signal is always more than sufficient. The WGHF antenna radiates nearly equally in all directions of the compass. The input impedance of the antenna is relatively high so that the insulation is not subjected to high voltages. Only one seal insulator is used and this insulator is protected from the weather."

The first antenna of its type ever installed for either FM or AM broadcasting. It is designed by Andrew Mallory of Cambridge, Mass., and is licensed to cover an area of approximately 6,840 square miles. It is capped with a domed metal top, and its tip is about 50 feet above the roof of the building, roughly 700 feet above sea-level. The new station, WGHF, is expected to begin testing with a temporary power of 1 kw about Jan. 1. Station will operate on a frequency of 99.7 me and is licensed to cover an area of approximately 6,840 square miles. The antenna is approximately 10 feet long and less than 2 feet in diameter. Its tip is about 50 feet above the roof of the building, roughly 700 feet above sea-level.
ANNOUNCING

ANOTHER FIRST FOR

COMMERCIAL RADIO EQUIPMENT CO.

WE ARE NOW

CONDUCTING EQUIPMENT TESTS OF

W3XL

WASHINGTON, D. C.

98.9 MEGACYCLES

Located in the heart of the Nation's Capitol, W3XL is the first FM developmental broadcast operation in Washington, D. C. on the new FM permanent frequency band.

We hope to pass on the experience gained by this developmental operation to our many clients who will soon be constructing their own FM broadcasting stations.

We were also first to operate FM in Kansas City—now station KOZY.

COMMERCIAL RADIO EQUIPMENT CO.

CONSULTING RADIO ENGINEERS

OFFICES IN

KANSAS CITY, MO. WASHINGTON, D.C. HOLLYWOOD, CALIF.
Knows All

STU KENNEY, producer-announcer of CKEY Toronto, finds his morning greeting “Wake Up Ontario” on his Musical Clock program has telling effect. Writes one listener: “I have been in the habit of calling my two children during the eight o’clock news on your program, The Musical Clock. When they hear you say ‘Wake Up Ontario’ they know it’s time to get up. On Monday they were discussing Sunday School and Norman, who is twelve years old, said to Jeann, who is eight, ‘Jesus knows everything’. Jean came back with ‘Well, so does Stu Kenney—he even knows when it’s time to get up’.

Radio’s Responsibility

RADIO is the most powerful medium we now have for reaching millions of people all over the world at one time, Norman Corwin, CBS writer-producer-director, told high school students on the WCAU Philadelphia Career Forum.

and another reason why

WTAG PROGRAMS WIN MAJORITY APPEAL

The creative ability of a talented and versatile staff with unlimited facilities, keeps WTAG’s locally produced programs abreast of the times. “When Johnny Comes Marching Home,” designed to put servicemen back on jobs which they want and for which they qualify, was on immediate success. Entering its second year on the air, the program has already made possible the placement of several hundred veterans. “Worcester and the World” made radio history on an international scale, and proved so inspiring and informative that it was rebroadcast week after week by the OWI, and highly praised by both the domestic and foreign press. “Gardening for Victory” drew a tremendous audience. These programs are giving one of the finest services to the war effort that are on the air today.” The high standard of WTAG’s local news, entertainment and programs of civic importance, makes WTAG a great station in a great market.
Armstrong
(Continued from page 16)

tually has the opposite effect.

Chairman of the IRE-RMA ses-
sion, J. E. Brown, of Zenith, asked
if any FCC representative cared
to reply. Attending the meeting
as an observer for the FCC was
Willmar K. Roberts, engineer from
the Laurel, Md., transmitter where
Commission FM tests were made.
No reply was made to the Zenith
report.

Maj. Armstrong read excerpts
from FM testimony at the October
1944 FM hearings before the FCC
and pointed to what he termed 

discrepancies in testimony by FCC
engineers.

Zenith Analysis

In announcing results of the
Zenith findings G. E. Gustafson,
engineering vice-president, said the
analysis indicated the following:
1. The signal obtained on 91 mc is
lessthan theoretical predictions, and
the signal on 110 mc is above theore-
tical predictions.

2. Using the FCC suggested method
of analysis, we find that the 45.5
mc signal averages three and one-half
times the average signal on 91 mc.

3. Since the readings are in mi-
crovolts per meter and since the an-
tenna length is one-half the
antenna length on 45.5 mc, the actual
signal in microvolts introduced at the
receiver terminals is approximately four
times greater on 45.5 mc than on 91 mc.

4. This would mean that there is a
power ratio of the order of 49 to 1.
In other words, if there were a transmis-
sion operating on 10,000 w on 45.5 mc
cycles, a transmitter on 91 mc to
give the same input signal to the receiver
would have to have a power of 500,000 w.

5. We recognize that there is a noise
factor which would influence these re-
sults to some extent, and that it is
im-
practical to establish exactly what this
factor may be. However, it has been esti-

eimated by others that approximately
at least four times the noise level would
be expected.

6. The situation is made worse by
the decision of the FCC to reduce the
power of the transmitters when the change
is made from 100 kw to 42 kw, or from
42-50 mc to
88-106 mc. Band, as an example,
the transmitters are reduced to which at
the present time are either operating or
were scheduled to operate on a power of
50 kw have been reassigned 12 lg
kw for the new band. These figures are
based on an antenna height of 600 feet.

7. An analysis of our recordings shows
that on 91 mc the signal drops below a
useful value sometime during three
times out of every four hours. In making
the move to 100 megacycles the FCC gave
as their reason long distance interfer-
ence which they hoped to eliminate by
this move. Industry testimony was that
this interference existed for small
fractions of 1% of the time. Technical
witnesses for the FCC indicated that it
might exist for a small percentage of
the time. It is in our opinion that the sig-
nal on 91 mc is entirely absent for a
much greater percentage of the time
than interference on 45.5 mc is present.

8. We feel that the FCC has been mis-
led on this matter, because during its
hearings data was presented to them
predicting the theoretical field strengths
at approximately the same on the high
frequencies and very low frequencies. Prac-
tical tests we have been running indi-
cate that this theoretical data is not
correct.

Dr. W. A. Chase Medicine Co.,
Toronto, Ont., has asked

CBC Reorganizing
Two Departments

Changes in Program, Station
Relations Units Made

REORGANIZATION in the pro-
gram and station relations depart-
ments of Canadian Broadcasting
Corp., providing for many staff
members returning from overseas
service and to meet the need for
peace-time programming, has been
announced by Dr. Augustin Frigon,
CBC general manager at Ottawa.
Changes affect CBC central opera-
tions at Toronto.

Station relations division has
been divided into two sections under
Jack Radford, station relations
supervisor. Mr. Radford will have
direct control over the new broad-
cast regulations division, of which
the station relations department
will be a section under the immedi-
ate supervision of George R. Young,
former CBC regional representa-
tive in the Maritimes at Halifax.
In Quebec, Maurice Gourdreault
will continue as station relations
manager for French-language sta-

tions, under Mr. Radford.

W.E.S. Briggs, former CBC an-
nouncer and producer, discharged
from the Royal Canadian Navy as
a lieutenant commander, will suc-
in the position of Mr. Young at Halifax.
His new title will be regional program
director.

Program Functions

In the program division the re-
organization is under E.L. Bush-

nell, director-general of programs.
CBC Trans-Canada and Domin-
ion-program directors directly responsible
for programs, of course. J. H. Boyle,
former farm broadcast supervisor,
will continue as program director
for Trans-Canada, and H. G. Walker will
continue as program director and
manager of Dominion. Responsible
for Mr. Boyle and Mr. Walker will be
a supervisor of presentations, John
M. Kannavine, former chief of the
CBC Overseas unit, who will be in
charge of studio staff of Toronto
network key stations CBL and
CIBC.

A new position is supervisor of
exchange programs, which comprises
the posts of international exchange
programs and liaison for CBC Inter-
national service. Charles R.
Delafiel, supervisor of religious
and educational programs, adds the
duties of supervisor of exchange
programs, which covers exchanges
with U. S. nets and the BBC. W. J.
Dunlop, of the commercial depart-
ment, discharged from the Royal
Canadian Navy, will assist Mr.
Delafiel on religious and educa-
tional programs.

Ernest Morgan, formerly on in-
ternational exchange programs,
becomes producer of special musical
programs. Fergus Mctrie is pro-
posed to become assistant supervisor of
farm broadcasts to supervisor of
farm broadcasts.

TO ADVERTISERS

WHO ARE LOOKING

SOUTH

Most marketing experts agree that the
South is now the nation's greatest "area
of opportunity." If you feel that's true
in your industry, we suggest you consider
South Carolina as a starting point.

South Carolina is easy to cover. One sta-
tion—WIS at Columbia—reaches virtually
the entire State, daytime. The WIS service
area has 74% more radio homes than
New Orleans, 185% more than Atlanta,
208% more than Birmingham.

We've welcomed an opportunity to tell
you how and why this 5000-watt station, at
560 kc, has a stronger signal (actually
delivers more microvolts) over a larger
area than is possible even to many
50,000-watt stations. Drop us a line—or
ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY
SOUTHERN CITY

WIS
COLUMBIA
SOUTH CAROLINA

5000 WATTS

G. RICHARD SHAFTO
General Manager

J. DUDLEY SAUMENIG
Sales Manager

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

November 19, 1945 • Page 89
few thousand feet up. And for some reason he never came back.

Lovely Paris and the poor humiliated Parisians who sold their souls to save her put me down a little lower.

No, I didn't get any kick out of seeing the bare entrails of Frankfort and Hamburg. Sure, maybe they deserved it. But what a crime that it should have to happen at all. It's beneath the stature of man. By the time I got to Hannan I was so dyed in Indigo that I would have rated top scale as a mourner. Then the little Polish kids in the dank school-room in displaced persons camp sang their little song about the waving grain.

Bright-faced cute kids with tiny clear voices. No vestige of certainty in life for them! Where were they going? Most of them didn't even know where they had come from. I was down for the count that time.

As I stumbled through the rubble of Berlin which to me was the last word in total destruction—I thought “You might as well be wandering over the battlefields of Gettysburg. This is all out-modeled. We do it better now—the atomic bomb.”

The succulent beef-steak dinner

VETERANS of the Army Hour attend the final broadcast on Armistice day. They are (1 to r): Ed Herlihy, NBC Army Hour announcer; Mrs. Idella Grindlay Kampf, former traffic manager of the Radio Branch, War Dept.; Maj. Robert Pollock, former radio officer of Public Relations Division, SHAEF; Edwin Dunham, in charge of NBC production on the program, and expert radio consultant to the War Dept.; Col. Edward M. Kirby, former chief, Radio Branch.

in the swank al fresco night club in Rome didn't improve my spirits any. I had seen that day too many consumptive hollow-eyed kids scrounging around in the gutters.

Even on the gorgeous Cote d'Azur it hit me. You'd like to scramble along those rocks by the sea, careless and free with the sun and warm wind in your face. Sure, go ahead but “Achtung Minen!”—mines—all over the place. Right there a young nurse and some kids were blown to bits a few weeks ago. So you stick like a leech to the little beaten path.

So it grew thicker and thicker, but it wasn't until we were on our way home that I hit an all-time low. Sure I'd go home and I and all the characters with me would stick our feet under desks, answer telephones, and get lost in a cloud of very important papers; and we'd worry about Junior's tennis and our golf scores and bank accounts; and we'd get so darned busy that we couldn't keep track of Europe any more and our government was doing over there unless it seemed to be spending too much money at it. In short we'd forget. It's so easy to forget—we forget a lot of things—quaint stuffy old phrases like “Eternal Vigilance is the price of Freedom”.

If we forget this time we won't have to go on any witch-hunt for war criminals. We can just take a squint in the mirror. But maybe we can't—it's rumored there's a shortage of glass around Nagaasaki.

Sure, it was a great trip, Sol.

Rehabilitation Series

SERIES of Monday evening programs each devoted to one specific aspect of the rehabilitation of returning war veterans starts Nov. 19 on WNYC New York titled Johnny Came Home. Mayor F. H. LaGuardia is to open the series with a description of the work of the New York City Veterans Service Center. Series written by Darcy Miller, produced by Mike Jablons.

There's a SOCK to WJW programs that attracts customers

... SHEER enjoyment that holds them ... for morning and afternoon, Monday through Friday, WJW delivers more dialers per dollar in Cleveland than any other station.

BROADCASTING • Broadcast Advertising
Letters

(Continued from page 17)

sion of Secretary Byrnes' broadcast, CBS invested in this way approximately $15,000 and the privilege of carrying the Secretary's talk. In that case we felt the investment was more than justified for CBS and its independently-owned affiliated stations, a recognition of the high quality of the public service inherent in the speech.

WINX implies that CBS sought this talk by Secretary Byrnes on an exclusive basis. This is entirely untrue. We advised the State Department that we would not voice a word of protest if the talk was carried on some other network instead of CBS, or even on two or three other networks.

WINX also claims that the talk, as broadcast, could be heard by only a minority of listeners. This is equally untrue. The CBS network consists of 150 stations whose night-time coverage pattern reaches into 96% of all American homes with radios. I should point out also that WINX's coverage is completely duplicated by our own Washington outlet.

It seems to me that much of the WINX letter was devoted to a wholly false premise—the fallacy that because Secretary Byrnes' original words were broadcast only over CBS they were denied either duplicate or additional circulation. They became instantly, upon his uttering them, the common property of every other broadcaster, every news service, every local newspaper. They were reprinted verbatim in the press. They were paraphrased and quoted in news stories. They formed a salient part of the content of practically every news broadcast on the networks and on local stations during the next twenty-four hours. True, these words were audible to 92% of the radio homes of the United States when the Secretary first spoke them. But this is no more relevant to the issue of free speech than if Secretary Byrnes had chosen not to broadcast and had made his talk before a group of 500 invited guests in a hired hall. The false issue of free speech might be just as speciously raised because only 600 people could sit there and the rest of the world was excluded. As long as the radio and the press were free to quote and repeat every word the Secretary said or any part of his words, the issue of freedom of speech is met surely, squarely, and beyond cavil.

Now to go on to the comments you invited me to make on State Department policy in this connection. Frankly, it seems to me that the needs of listeners have been pretty well served in the past, and the WINX letter has not impressed me with the need for change. However, if you feel differently—in cases where the State Department itself initiates the speech and is actively seeking a radio forum—a very simple equation recommends itself. Why not offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk. This would avoid any discrimination at the outset. It would also avoid any hint of government dictation to a free radio. If the talk in question is timely, important and newsworthy, I am sure that one or more radio networks will carry it to listeners all over the country. If an offer to broadcast on an exclusive basis was received, the State Department would be free to decide whether, under all the circumstances, such a broadcast would most effectively reach the desired audience.

With best regards,

PAUL W. KESTEN

Kesten to Coy

New York 22, N. Y.

November 2, 1945

Mr. Wayne Coy,

Vice-President,

WINX Broadcasting Company,

Eighth and Eighty Streets,

Washington, D. C.

Dear Mr. Coy:

After answering Bill Benton's friendly invitation to comment on the multiple network hook-up question, I realized tardily that I should have sent you a copy of my comments.

So I dropped the Assistant Secretary a note today, telling him I would cover the same group of addressees who received copies of your letter, and here it is.

Sincerely,

PAUL W. KESTEN

* * *

Benton to Porter

November 1, 1945

Dear Paul:

My letter about Wayne Coy's protest wasn't intended to evoke a formal debate. You lecture me as if you were addressing a public forum or a Congressional committee.

I understand your letter better now Mr. Gammons* notifies us you'd like to publish it in BROADCASTING. I wish you would for this issue needs further clarification and maybe we'll get it through an open discussion of your letter.

The issue isn't freedom-to-listen and should not be distorted into such; further, I didn't present it to you as four networks versus one (your topic sentence). The main issue is this: what is adequate coverage, in the public interest, for speech an important speech of Secretary Byrnes? I don't think your point that each of the big networks is "audible" to most of the set owners is the whole answer by any means.

Incidentally, I haven't seen the figures on network coverage for years. Would you mind giving me a list of the stations which carried Secretary Byrnes' broadcast? and any figures available to show that these stations "were audible to 98% of the radio homes of the United States"?

On what basis is the State Department to choose among networks if they all insist on carrying exclusively or not at all? And if we make the Secretary's speech available to all without making exclusively, as we do with press releases, shouldn't we include independent stations like the Washington Post's? That could mean there would be no national coverage at all.

If you intend to publish in BROADCASTING, I'm sure you don't object to my sending copies of our correspondence to Wayne Coy and Paul Porter, which I am doing forthwith.

Very sincerely yours,

WILLIAM BENTON

* Apparently the writer is referring to Earl Gammons, Washington director of CBS.

* * *

Benton to Coy

Washington

November 1, 1945

Dear Wayne Coy:

Do you want to comment further, in light of the attached correspondence with Paul Kesten, and his apparent intention to break forth in BROADCASTING? I see no reason why you shouldn't make use of my letter attached. If you are prepared to follow through further on this issue. I would welcome any further comments from you, and to tell you the truth, I

(Continued on page 92)
Letters
(Continued from page 91)
would like open and frank discussion of this whole issue, looking towards developing guidance on the State Department's future policy.

Very sincerely yours,
WILLIAM BENTON

Coy to Kesten
Washington November 13, 1945
Dear Mr. Kesten:

Shortly before I received your letter of November 2, enclosing a copy of your letter to the Honorable William Benton, dated October 25, 1945, I received a copy of your letter from him. He asked me if I had any further comments to make. As you will see from the attached copy of my reply to him, I do have further comments to make.

With kindest regards,
Sincerely yours,
WAYNE COY

Coy to Benton
Washington November 13, 1945
Honorable William Benton,
Assistant Secretary of State,
Department of State,
Washington, D.C.

Dear Mr. Secretary:

Of course I want to accept your generous invitation to comment further on the question of free access to official radio broadcasts. I protest that this suggestion was denied an opportunity to broadcast Secretary Byrnes' recent report on the London meeting of the Council of Foreign Ministers. I feel even more strongly impelled to protest now that I have read Mr. Paul Kesten's reply to your request that he comment on my letter of October 11, addressed to the Hon. Justin Miller, Chairman of the National Association of Broadcasters.

In his initial paragraph, Mr. Kesten transfers the issue which I raised to one of his own choice-four network hook-ups versus single network broadcasts. As you yourself noted, this simply is not the issue, Mr. Kesten to the contrary notwithstanding.

In passing, however, I should like to deal briefly with Mr. Kesten's issue, if only because of the exceedingly curious reasoning with which it is supported. The logic of his "pure democratic principle" would lead one to the conclusion that our printed press is totalitarian because most metropolitan newspapers choose to publish in full any major address by the Secretary of State. Mr. Kesten's view, I take it, is that the Post ought not to be allowed to offer its readers the text of a public speech offered by the State Department. Mr. Kesten, surely anyone who wishes to do so can buy a copy of the Star at any newstand. It would follow, then, that the Department of State is ignobly limiting "freedom to read" by making its press releases available to more than one outlet in any community. Thus, press or radio freedom, according to this concept, must necessarily entail enslavement of the public.

Having wound himself into this fantastic dilemma through this three pages of typescript, Mr. Kesten, at last, in his final paragraph, comes to the guts of the matter and a reasonable solution in which I heartily join. Why not, Mr. Kesten asks, speaking of situations in which the State Department is seeking a radio forum, "offer any such broadcast to all four networks and to independent stations, with a clear disavowal of any demand by the State Department that all networks or any particular one of them carry any particular talk?" Why not, indeed? As Mr. Kesten so astutely observes, "This would avoid any discrimination at the outset. It would also avoid any hint of government dictation to a free radio." I cannot, however, go along with his concluding suggestion that the State Department ought, under any circumstances, to consider an offer to broadcast on an exclusive basis.

Here, of course, is the real issue. And it is precisely the issue raised by WINX in the protest which precipitated this controversy. Denial to WINX of an opportunity to broadcast Secretary Byrnes' speech was just the sort of discrimination which Mr. Kesten suggests should be avoided at the outset. And in the favoritism shown to CBS, it seems to me, there was more than a hint of "government dictation to a free radio." Favorled media are never genuinely free.

Mr. Kesten tells you Columbus "advised the State Department that we would not voice a word of protest if the talk was carried on some other network than CBS, or even on two or three other networks," I evidently challenge his assertion. The point is that WINX was refused the right to carry this speech, and refused it by the State Department itself—on the ground, as you explained to me over the phone, that network policy made it exclusive to CBS. WINX was also refused the right to carry the speech by the CBS-owned station in Washington for the same reasons. The network policy, I think, is itself nefarious; but Government implementation of it is far worse.

WINX—and other radio stations as well, no doubt—wants free access to public addresses by Government officials. WINX wants this access, frankly, because it is in competition with CBS and with other broadcasters for the same speech and the attention of the listening public. And this competition, I respectfully submit, is the very essence of freedom of the air.

There can be real freedom of the air only if official statements, like other items of news, are freely available to all who wish to transmit them—and on a basis of absolute equality. Freedom to broadcast, so far as being inimical to "freedom to listen," is its very fountainhead. When this freedom is limited or infringed in any way, freedom of the air becomes impaired.

Sincerely yours,
WAYNE COY
Mr. Sandberg has represented several national magazines on the West Coast and in 1935 entered the radio representative business in California. In 1934 he became sales manager of KYA San Francisco, and from 1938 to 1945 served as San Francisco manager of the McClatchy Broadcasting Company.

Mr. Sandberg on the left side of the photo, standing in front of the Ruus Building.

WDSU Appeal to Clear Record Turned Down by Commission

AN APPEAL by a radio station to reverse from record eligibility which it feels have injured its reputation and will affect its standing in future proceedings was turned down last week by the FCC in a complaint filed by WDSU New Orleans requesting withdrawal of an opinion.

Although the Commission had dismissed a charge against the station, it held that the "equitable considerations"原则 to political candidates during an election campaign [BROADCASTING, Sep 10.], the station contended that the opinion on the case "contains a reprimand which is unfair in view of the facts and circumstances" developed at the hearing on the complaint. The petition pointed out that the Commission decided its opinion by stating: "The facts disclosed in this record are subject to further review . . . when an application is made for renewal of license.

The Commission proceeding had resulted from a protest by Sen. John H. Overton (D-La.) that he had not been accorded the choice time on the air as that granted one of his opponents, E. A. Stephens, majority owner of the station. The Commission upheld this protest and remanded the complaint with a reminder that a station "is not an instrumentality to be used for (his licensee's) personal political advancement."

The station's petition recognized that since it was not "aggravated" or "adversely affected" from a legalistic standpoint by the Commission's action it could not obtain a court review of the findings nor could it ask for a rehearing. But silence to the Commission's findings and conclusions, it declared, "might be construed by the Commission as acquiescence."

The complaint challenged the Commission's findings with regard to the value of Saturday night time, which the opinion held inferior to Thursday night for political purposes. It declared the Commission "completely overlooked" testimony based on a Hooper survey showing that more sets were in use in New Orleans during the time offered to Sen. Overton than during the time used by Mr. Stephens.

The petition contended that there was "not a single iota of evidence" to support the Commission's implication the station was used for the personal political advantage of Mr. Stephens. It asserted the station adopted policies to insure that no political candidates considered to be accorded Mr. Stephens, who has been in political life in Louisiana for many years.

Finally, the petition declared, the Commission's opinion does not announce a sound policy for the guidance of licensees but "in effect places upon candidates for public office the duty and responsibility of determining what constitutes 'equal opportunities' and makes the licensees of stations entirely subservient to their wishes and desires in the matter."

"Opry" Goes Network

RALSTON PURINA Co., St. Louis, Mo., is now the sponsor of the full-hour Opry House Matinee on WBS. The feature went on the network from 12 to 1 p.m. (EST) over 170 stations last Saturday, originating from St. Louis' famous Peabody Theater. Second half-hour of the production is sponsored by Cereal Division of Ralston Purina. First half-hour will be sustained until Jan. 15, when the Feed Division assumes sponsorship. Agency is Gardner Adv. Co., St. Louis.

BROADCASTING • Broadcast Advertising
there might be 2,000 to 3,000 FM stations and asked whether he thought commercial possibilities would support that many or whether they would be subsidized by individual groups. Mr. Porter replied:

"I think there is a grave question as to the extent to which we can expand the radio activity in this country by four or five hundred per cent. But there will be opportunity for educational institutions, for municipalities, for foundations, and great commercial possibilities could be won. And it is my hope that competition will mean that there will be a survival, a sort of competition for excellence."

Regarding the FCC's setting aside of certain FM facilities for nonprofit operations he said "the educational institutions have 20 channels ... for FM stations and those will not be reneged but will be used by these institutions."

Asked about a complaint submitted to FCC by the National Citizens Political Action Committee relating to the conditional licensing of a number of FM stations to standard broadcasters, he answered:

"They did complain that some 100-old stations had been given conditional licenses, but we pointed out in our reply to them that hearings had been held, that there was an affirmative showing that these licenses would be operated in the public interest. So it was not a promiscuous handing out of FM licenses."

TV Principal Medium?

Questioned about television and whether it will ever replace sound radio, Mr. Porter said "that does involve some crystal-gazing" but that "television is sound radio," combining sight with sound. "And it is my firm belief," he added, "that within some period of time—I wouldn't want to put down a time-table—television will be the principal medium of home entertainment in this country." On color TV, he said, "I am like the Baptist preacher on total emersion—I not only believe in it, I have seen it."

Reporting that proposals have been made to the FCC that would tend to freeze a certain set of TV standards for 10 years, he expressed the personal view that "we should not lock the door to progress. Anyone who buys a television set, just as anyone who buys a new safety razor, does so at peril."

He said, however, that he thought "you can get service and get it for sound only so long as it can come out of any system which the Commission licenses. But that is not to say that a new system two years, three years or some time hence, will not be developed that will give the opportunity for a superior service." Asked whether a change in video transmission would not make receivers obsolete, the FCC chairman said "that is one of the phenomena which gives members of the FCC grey hairs."

OFFICERS of the Advertising Club of Los Angeles at annual meeting of Pacific Advertising Association in Los Angeles included (1 to r) John R. Christie, advertising director of Citizens National Bank, second vice-president; Edward Mills, vice-president of Van de Kamp's Holland Dutch Bakeries, club president; Sidney Strots (standing), vice-president of NBC; Fred Kerman, vice-president of Pacific Mutual Life Insurance Co., first vice-president of club. Speakers included PAA President Charles A. Stone, on tour of 29 advertising clubs in West.

Suit for $150,000 Filed Against KWK by Bennett

SUIT for $150,000 damages has been filed against Thomas Patrick Inc., operating KWK St. Louis, by Myron J. Bennett alleging the station refused to reemploy him as an announcer after discharge from the service last July. He is now employed in Cincinnati.

R. T. Convey, KWK president, in a statement denied KWK had refused to rehire Mr. Bennett or any other serviceman. He said Mr. Bennett had not applied to have his job back but had tried by long-distance telephone to involve the station in competitive bidding for his services. He added that Mr. Bennett had refused to return unless he could have the same time periods he had before entering the service, and at a substantial increase in salary.

FEATURING French-language shows produced at the station, CKAC Montreal has released an eight-page pamphlet with a seasonal tag, "Ouak Happy Hunting Grounds." Humorous hunting drawings showing hunters, wild life and modern artillery, describe each show and cost to sponsor.

White with CHML

BARRY WHITTON, formerly with the music staff of CHML Hamilton, and program director of CKSO Sudbury, has joined CKEY Toronto, in the merchandising department.

Kresge on CKEY

S. B. KRISGOE Ltd., Toronto (chain variety stores) has started twice weekly live Santa Claus program on CKEY Toronto. Account was placed direct.

Seafood Program

SUPERIOR SEAFOOD CO., Los Angeles (Hon. Brand frozen foods), on Dec. 3 starts sponsoring daily early morning transmitted musical program on KPAC Los Angeles. Contract is for 26 weeks. Hillman-Shane-Breyer Inc., Los Angeles, has the account.

WMCA STARTS NEW NETWORK SCHEDULE

WMCA New York, which joined the Associated Broadcasting Co. network on Nov. 5, started regular network program operations on Nov. 18 with musical, commentary and public service features.

Commentaries of Frank Kingdon, Tuesday through Saturday, 10:30-10:45 p.m. and J. Raymond Walsh, Monday through Friday, 7:30-7:45 p.m. as well as The Halls of Congress Sundays, 3:30-4 p.m. will head the list of WMCA shows fed to network. A quartet led by Mac Ceppo, titled The Ceppos, Monday through Friday 12:30-1 will be aired only on the network, and on Sundays 2:05-2:30 p.m. on WMCA and other Associated stations.

Two other programs will originate at WMCA for Associated. They are Ray Smith's Songs of the West, Sunday through Thursday, 2:45-3 p.m. and organ interludes, Monday through Friday, 3:05-3:15 p.m. Neither program will be carried locally by WMCA however.

WMCA will receive from the network the Monday night Adam Hats fights; name bands from the various parts of the country nightly 10:45-11 midnight, and a series of concerts by the Seattle Orchestra starting Nov. 20, Tuesdays 11:30 to 1:30 a.m.

Malone Joins S & H

WILLIAM A. MALONE, Jr., advertising manager of cosmetic division of American Home Products, has joined Sherman & Marquette, New York, in an executive capacity.

In Black and White

REVIEWSO promotion ads run regularly throughout the year in newspapers. WIP Philadelphia has issued a new album, "Here I am in Black and White," reproducing the ads. Each ad occupies a place, with the white space set off against black background of page paper. Opposite each is list of papers in which it ran.
Tincher Back to WNXX Post as General Manager

MAJ. ROBERT R. TINCHER returns Dec. 1 to WNXX Yankton, S. D., as general manager, Gardner Cowles Jr., president of Cowles stations, announced last week.

Don Inman, who has been acting manager, be comes assistant managerial manager of the station.

Just released from service four and a half months, Tincher was stationed for the first time at 950 AM, the station he managed in Fargo, N.D., and at KFRC in San Francisco.

New Detective Series

KMOX St. Louis begins new five-a-week mystery drama entitled "Detective Club" Nov. 18. Production features changes in the Italian family, begins with windup "solve-all" each Friday. Listener-members of club will be invited to participate in Friday broadcasts.

Ayer Additions

LT. COL. THOMAS W. DEMINT, formerly director of advertising relations for the Sixth Service Command, has joined N. W. Ayer & Son, New York, as a national account executive and client service man. T. Beverly Keim, from the Chicago office, has joined the agency's Philadelphia office in the same capacity.

This Month Spots


Spatzer Back

ERWIN SPITZER, released from the service after two years of service, has joined Morton Freund Adv. agency, New York, in an executive capacity.

Shopping Show

SPECIAL DAILY PROGRAM called "Christmas Shopping News" is being conducted by Alene, on WQXR New York, sponsored by five Fifth Avenue Stores, The Outlets, and A. L. B. Television, Inc. Program offers five minutes of helpful shopping suggestions to listeners.

Jacobsen at KGK

JESTER JACOBSEN, after four years service with the U. S. Navy, has rejoined KGK Lockton, T. L, as account executive.

Pedel Pilot

WILLIAM PABST, general manager of KFRO San Francisco, has received his private pilot license after training at Palo Alto (Cal.) Airport.

Musel, Mush

SNOW-SKING his way out wasn't what Francis Conrad, American western division stations relations manager, was envisioning when he interrupted his tour of Northwest affiliates to spend a week-end near Seattle, Wash. Visiting at the ranch of Birt Fisher, owner of KZKN Seattle, and party were surprised by a sudden snowstorm. After three days, Mr. Conrad and party an Indian guide, "Fleet Wolf-Foot!", to help him "snow-skis" it over the passes.

Bobbi With Ayer

ROBERT W. ROBB, transferred from Navy with rank of lieutenant-commander, has been appointed co-worker relations director for N. W. Ayer & Son, Hollywood.

KOME Expands

KOME Tulsa announced plans last week for a $75,000 modernistic studio and business building to be erected at 21st St. and Boulder Ave, as soon as materials are available. It will include facilities for television, FM and AM. According to General Manager Harold G. Grimes. KOME said it would be the first building designed, erected and occupied by an Oklahoma station exclusively for broadcasting. Transmitter site will remain at 5800 S. Newport Ave. Studios now are at 910 S. Boston Ave.

Benson & Hedges Expand

BENSON & HEDGES, New York (tobacco, cigarettes), currently sponsoring "Symphony Hall" on WQXR New York weekly, extended its contract to include sponsorship of program five nights of the week starting Nov. 12 for six weeks. Agency is Kuder Inc., N. Y.

McCready Switches

MAL M. McCready, formerly N. W. Ayer & Son, New York, has joined Sheldon, Quick & McElroy, New York, in an exec capacity.

Basch Sponsors

HERMAN BASCH & Co., Inc., New York (film producers, presented by the Ford Motor Co.), will sponsor "Cavalcade of Music" twice weekly on WQXR New York starting Nov. 20. Program was also sponsored on station last year by same company. Contract for 13 weeks was placed through Kelly-Nason Inc., New York.

Bri-Ten Announces

BRI-TEN PRODUCERS CORP., New York (manufacturers of soap waxes and perfumery), has appointed the House of J. Hayden Twiss, New York, to handle its advertising campaign. Radio will be used.

Warner Back

EARL WARNER, with discharge from Marines, has returned to art department, Ford & Dammin, Sacramento, Calif., agency.

West-Marquis' Fashion Div.

WEST-MARQUIS, Los Angeles agency, has established a fashion division under direction of Carol O'Connor. She was formerly associated with Logon & Arnold Inc., Los Angeles agency.

Lee in New Firm

HARRY LEE, account executive of J. Walter Thompson Co., San Francisco, joining Navy from which he was recently released with rank of lieutenant-commander, is part of new firm of Lee, Cline & Sage, which represents 68 manufacturers in Asiatic markets.

Morris to NBC

GEORGE MORRIS, released from the Navy after four years service, Nov. 4, joins NBC central division advertising and promotion department in Chicago, as assistant to Charles Carlson.

Atacce Telecast

FIRST PICTURES of Prime Minister Clement Atlee's address before a joint session of Congress Nov. 12, were shown on NBC's television station, WNBT New York, the following night.

Tax Cuts

(Continued from page 15)

remains frozen at 1% for employe and a similar amount for employe. Had Congress not frozen the social security tax, it would have gone to 2% each on Jan. 1.

brietely, corporate tax rates will be as follows: On incomes under $25,000—Normal tax, 15%; on first $5,000; 17% on next $15,000; 19% on next $5,000 (same as present law); surtax—6% (was 10%).

Earnings between $25,000-$50,000: Normal tax, $4,250 plus 31% of normal tax net income over $25,000 (same as present); surtax, $1,500 plus 22% of surtax net income over $50,000 (present law, $2,500 plus 22% over $25,000)

Earnings over $50,000: Normal tax, 24% (unchanged); surtax 14% (was 16%).

Gunther Hollander

GUNTHER HOLLANDER, 15, former Quiz Kid and nephew of Edna Ferber, was killed Nov. 14, 1944, while serving in the Army, to this country five years ago as a refugee from Nazi Germany. His parents are believed to have died in a concentration camp. At age 12 he was one of the youngest students to win a scholarship to the U. of Chicago.

ASCAP Loses

ASCAP's motion to dismiss the suit filed against it by Denton and Haskin and Gem Publishing Co. to determine ownership of performance rights should these decide not to renew their membership in ASCAP at the end of their present contracts has been denied by the New York State Supreme Court. Society will appeal the decision to the appellate division.

Sealy Sponsor

SEALY MATTRESS Co., Chicago, began sponsorship of American Broadcasting Co.'s cooperative programs. Charlie Chan effective Nov. 12. Broadcast over WENR Chicago 10:30-10:45 p.m. (CST) will run through Jan. 4 when another program will be substituted for the remainder of the 22 weeks. Agency is Schmimmer & Scott, Chicago.

Man to CBS

PROGY MANN, formerly a free lance writer, joined the CBS program-writing division Nov. 12, replacing Madeline Clarke Winnower, who resigned to join her husband.

Renf With KLX

ELLIS REHN, formerly account executive of KLX, has been transferred to advertising department of San Francisco Examiner. Rehn joined KLX Oakland, as account executive.

Newton Released

FRANK NEWTON, with release from Navy, has joined Pacific Coast Advertising Co., San Francisco, as account executive. Richard Nowell, with Army discharge, has joined agency's production department.

Whtatta Personality!

After all, radio is a very personal medium, and when almost every listener puts an OKEY on every program and product, there must be character down under and personality on top. Ready to share with you this profitable asset is

W A I R

Winston - Salem, North Carolina
Representative: The Walker Company

KOIN

"In the People's Cause"

PORTLAND, OREGON
CBS Affiliate

KOMO

THE LATEST

AIRLINE SCHEDULES

AMERICAN AVIATION

TRAFFIC GUIDE

In use constantly by airlines and frequent flyers and travelers. Published and revised monthly. The Standard Guide to Air Transportation—Maps—Route—Maps—Subscriptions $3.00 a year (12 monthly volumes and supplements)

November 19, 1945 • Page 95
WLCN 5000 WATTS
NASHVILLE

IT’S FACT!
You can capture Ohio’s Third Market at less cost. American Network affiliate.
Ask HEADLEY-REED WFMJ YOUNGSTOWN, OHIO

NATIONAL DESIGN SERVICE Consulting Radio Engineers
AM • FM • TV
STUDIOS DESIGNED & BUILT
N. Y. C. 96 Liberty St. Boro 2-0267
1129 Vermont Ave., N. W. Re-1464
Washington, D. C.

Page 96  •  November 19, 1945

BROADCASTING  •  Broadcast Advertising
EIGHT YEARS LATER, Actress Linda Darnell is welcomed back to the studios of WFJA Dallas, where she got her first dramatic experience. Karl Lambertz, WFJA musical director, is seen greeting the actress at a broadcast during her visit to Dallas for Victory Loan.

and ground system, amended to change type trans., and trans. site.

Applications Dismissed

Westminster Telegram Publishing Co., Westminster, Mass.—CP new station 43.5 mc with 3,000 sq. mi. coverage, amended to change frequency to 99 mc.

WSCO Radio Station WSCO Inc., Charlotte, N. C.—CP change 1220 kc to 3050 kc (request of attorney).

KC American Broadcasting Co., Inc., Los Angeles—CP change 780 kc to 1520 kc, increase 5 kw to 30 kw, install new trans. and DX, and change of trans. and studio sites (request of applicants).

Observations

Folks

Turn First to—

WWL

50,000 Watts

Clear Channel

CBS Affiliate—Represented Nationally

by The Katz Agency, Inc.

AP

KSLM, Salem, Oregon

"...I want to congratulate PA for a fine radio news job, which is getting better all the time. We particularly like your Oregon regional service."

Glenn McCormick

General Manager

available through

PRESS ASSOCIATION, INC.

20 Rockefeller Plaza

N.-Y., N. Y.

DAILY PROGRAMS IN

Italian

Polish

English

German

Jewish

Simmons Completes Job

C. O. (Tex) SIMMONS, assistant chief engineer of Commercial Radio Equipment Co., Kansas City, has returned from Washington where he installed and completed tests for firm's FM station in Peoria, Ill. W2XL, Mr. Simmons worked under direction of Milton Woodward, chief engineer.

Railroad Service Approved by FCC

Rules Governing Use of Radio Tentatively Adopted

SATISFIED that sufficient experimentation has been done to demonstrate the practicability of the service, the FCC last week issued proposed rules as to the application for the new Railroad Service. Unless objections filed within a period of 20 days delay, the rules will become final effective on December 31.

The Commission announced it had convinced the new service, if properly operated, will promote safety and efficiency on the nation's railroads. The rules permit radio communication train-to-train, caboose to engine, and train to dispatcher or other fixed points.

Radio-equipped trains, the Commission explained, can signal important information to passing trains, permit the conductor on the caboose of a long freight train to communicate with the engineer in the event of a dangerous condition on a middle car, and can bring aid to the scene of an accident at an isolated spot.

Since the Commission reported that 129 applications to conduct experimental work in the service have been granted, 91 since V-E Day. Reports filed by a number of the applicants indicate that valuable technical and safety contributions are being made through use of radio toward increasing efficiency of railroad travel.


WPOR in Portland

CALL LETTERS WPOR have been assigned to the Portland, Me., station which Murray Carpenter and Humboldt J. Grega hope to have on the air before the end of the year. WPOR will operate full time with 250 w on 1450 kc as an American affiliate [BROADCASTING, Nov. 5].
FCC Reaffirms Station Control Policy; Denies WGST Renewal

IN THE third case of its kind within recent months, the FCC last week denied renewal of license to the Georgia “Tech” station, WGST Atlanta, but gave 60 days to file a new application provided it rides itself of a contract calling for payments of 15% of its gross income.

Following the Commission's action, the attorneys for the station said they would take steps to comply with the requirements of the FCC order and file within the specified period. A temporary license to operate the station until Dec. 18 was granted for this purpose.

Payments to Group

The WGST case involves payments to a group, composed of Sam Pickard, former CBS vice president and member of the Federal Radio Commission, and Clarence Calhoun, an Atlanta attorney, who formerly managed the station. Under an agreement previously held illegal by the Commission. Two months ago the Commission issued a proposed decision denying renewal to WKBW Buffalo because of a lease arrangement given to the Churchill Tabernacle, former licensee of the station, control of 17% of its weekly schedule [BROADCASTING, Sept. 17, Nov. 5].

April 13 last, the license of WCAM Camden, a municipally owned station, was denied because of a contract transferring 85% of its broadcast time to a time-selling company [BROADCASTING, Oct. 22].

The Commission’s denial of renewal to WGST is based on a finding that an agreement made in 1943 by the Georgia School of Technology to purchase the stock of Southern Broadcasting Stations Inc., which formerly managed WGST for the Board of Regents, provided for payments of 15% of net billings (gross income) from the sale of time from any type of broadcasting over a period of seven years.

Based on its 1942 operations the station would be paying Southern stockholders approximately $333,000, the Commission found, and on the basis of operations for three months in 1943 the payments would total $356,000. For the year 1942, it continued, payments at 15% of net billings would have approximated $350,000 as compared to the station’s net income before taxes of only $71,293.

“These payments,” the Commission held, “are allegedly for the purchase of stock in a corporation the net worth of which had not been determined, Southern Broadcasting Stations Inc.’s only assets at the time of the purchase of stock being its contracts and the equipment of WGST, ownership of which has been questioned. Such contracts were based upon the corporation’s former relationship with WGST... and do not appear to have any real asset value in the absence of such a relationship.” The value of the equipment is estimated to be $50,000.

The decision brought out that the figure of 15% reached after “horse trading” by a committee of the Board of Regents who “wanted to be liberal with the stock vendors and retain their good will” so that the former contractors would cooperate in maintaining WGST’s past associations and would not transfer their interests, such as the network contract, to other stations. It was also indicated that the committee “desired to reward the former stockholders for the commercial success they made of operating the station,” according to the findings.

In its conclusions, the decision pointed out that while the school appears to have freed the station of previous domination by Southern Broadcasting, which the Commission had declared to be illegal, the arrangements by which it did so “raises grave doubts that future operation of the station in the public interest is possible...”

“A grant of the renewal application under circumstances where a party to an arrangement found by the Commission to be in contravention of law would continue to profit from such arrangement would not be in the public interest since it would, in effect, condone illegality and thwart the Commission’s efforts to enforce the requirements of the [Communications Act]."

NBC Advisory Group Discusses Programs

NBC STATIONS planning and advisory committee met in New York on Nov. 13 and 14. Committee discussed television and FM, present labor situation and programs, including the possible sponsorship of Fred Waring by three firms as well as The National Hour, which will be carried by all but three stations, and the new women’s cooperative program, Maggi McNellis and the Victory Loan Drive. Committee also discussed the efforts of the network to broaden the appeal of holiday shows.


War Hero Week

NBC's News of the World, 6:15-6:30 p.m. (CST), presented three of the nation's outstanding war heroes in the short space of a week.

On Nov. 7, Major Arthur Wermuth, “One Man Army” of Bataan, told of his experiences as a Jap prisoner.

On Nov. 8, shortly after receiving his discharge as a Captain in the U. S. Navy, former Governor Harold Stassen announced his political plans.

On Nov. 15, from Washington, Gen. Dwight D. Eisenhower spoke on News of the World on behalf of the Victory Loan drive. Bill Ray, NBC Chicago news chief, says if it keeps up he's thinking of asking the War Department to take over the program.

COL. WILLIAM PALEY GIVEN MERIT AWARD

COL. WILLIAM S. PALEY, CBS president, last Tuesday was awarded the Legion of Merit for “exceptionally meritorious conduct in the performance of outstanding services as Deputy Chief, Psychological Warfare Division, SHAPE, and Deputy Chief, Information Control Division, USPEFT. Brig. Gen. Robert A. McClure, PRO Chief, presented the award in New York.

The citation further states: "Col. Paley was largely responsible for the preparation and implementation of the flow chart for the control of such services. His tact, energy and remarkable background of experience greatly aided the rapid adaptation of German Information Services to the purpose of the Commander in Chief. Col. Paley demonstrated outstanding organizing ability and contributed materially to the success of the division. . . ."

Mr. Paley entered war work Oct. 6, 1943, when he went on leave from CBS to take a special OWI assignment. He later was placed in charge of Allied broadcasting activities in North Africa and Italy. When Gen. Eisenhower was given Supreme Command of Allied Forces, Paley followed him to London to become Chief of Radio at SHAPE. In March of this year, he was commissioned colonel to take over his final wartime duties under Gen. Mc Clure.
LEWELLYN CHOSEN PRESIDENT OF IRE
DR. FREDERICK E. Lewellyn, associate engineer, of Bell Telephone Laboratories, has been elected president of the Institute of Radio Engineers for the year 1946. Dr. Lewellyn, an international authority on radar design and inventor of the ultra high frequency oscillator tube which is basic to the wartime development of radar and other communication devices, succeeds Dr. W. L. Everitt of the U. of Illinois as IRE president.

E. M. Deloraine, president of the International Telecommunication Laboratories, was elected vice-president. Also elected were three directors: Dr. W. R. G. Baker, vice-president, General Electric Co.; Dr. Donald R. Sinclair, assistant chief engineer, General Radio Co., Cambridge; Virgil M. Graham, plant manager, Sylvania Electric Products Inc.

New Quiz Show

TVW WEEKLY quiz program called "Detect-a-Tune" starts on Mutual on Nov. 19. Three prizes of $100, $50 and $25 victory bond will be given to winners of weekly contests. Program, created by commercial program division of WOR New York.

Four Return to KOIN
OUR ex-service and news-service one last week returned to KOIN Portland, 746-1, via FM. Jim, WW3KB and Vern Kozierl, Signal Corps, are back in the continuity from Dallas and W. W. Fort Worth, issue a joint program schedule, charge the same rates, cooperate in the handling of special programs, divide revenues from time sales, and serve identical areas.

WMOB News
IM McMinn of KOIN has rejoined the announcing staff after Mobile for three years in the Navy. Adrian Rob- ria, WMOB management and vestry, has been named chairman of the entertainment committee for the Lovy Loan Drive.

Americana on WLS
FLS Chicago has a new show. "It's Our Country," half-hour series highlighting counties of the Midwest, Sunday, Nov. 5, at 10:15 a.m. (CST). Designed to equate listeners with America, the program is part of series "Better Living for America," and "Round the World".

FCC Orders KSOO-KELO Separation; Proposes Sale of KGKO in Six Months
SIOUX FALLS Broadcast Assn., Inc. will have to dispose of either KSOO or KELO by March 25, 1946, under an order issued last week by the FCC giving finality to a proposed decision denying renewal of license to KSOO. Temporary authorization to operate both stations in the interim period was granted.

In anotherpoly case, the Commission issued a proposed decision setting a period of six months for the separation of KGKO Fort Worth from WBAP-WFAM Dallas, and extending the licenses for each station until May 14, 1946. The decision concluded that the licensees of WBAP (A. H. Belo Corp.) and WBAP (Carter Publications Inc.) through their interlocking directorates fully control KGKO.

Attorneys for KSOO-KELO said the decision is contrary to the Commission’s order and file an application to transfer one of the stations within the stipulated time. They indicated they would follow the operation of all stations involved by the Commission in the Ave-Crosley decision.

Duploy Violation
Under its proposed decision of Sept. 25 [BROADCASTING, Oct. 1], the Commission concluded that operation of both stations is a violation of the antitrust laws. The Commission regulation that the stations are used to supplement each other and to eliminate competition. The Sioux Falls company claimed the regulations should not apply as KSOO is a daytime station only, operating with 5 kw on 1140 kc, while KELO operates from 10 a.m. to midnight with 250 kw on 1230 kc.

The Commission gave the licensees the choice of keeping KELO and its fulltime operation or retaining KELO and applying for nighttime operation. An application for fulltime operation with 10 kw power for KSOO, with directional antenna to protect WRVA Richmond, had been disallowed in 1942 by the Commission without prejudice under the wartime freeze policy.

In its decision the Texas stations, the Commission found that WFAA and WBAP, which share equal time on 820 kc and operate with 50 kw power from a single transmitter, are competitive in the same market. Fort Worth and Dallas are operated by separate groups, the stations being licensed to the United Broadcasting Co. and the Fort Worth newspaper. The stations have separate studios and separable management.

While WFAA and WBAP maintain separate studios and offices, according to the findings, KGKO operations are handled by the WFAA staff during the hours KGKO operates from the Dallas studios and the KGKO programs originating from the WBAP studios in Fort Worth are presented by the WBAP staff. However, KGKO is affiliated with the American network and the Texas Lone Star Chain while WFAA and WBAP are both affiliated with NBC and the Texas Quality Network. In addition, KGKO maintains an entire separate transmitter, operating on 570 kc with 5 kw power, the findings showed.

In the decision denied the contention of the applicants that the multiple ownership rules should not apply to them because each, in effect, operates only one fulltime station in Fort Worth and one in Dallas. It declared that no exception to the rules can be made because a two station group is involved, pointing out that the primary service areas of both KGKO and WFAA-WBAP extend over both cities.

Declaring that renewal of the licenses would not serve the public interest, the decision concluded that the licensees should be afforded a reasonable time to effect a separation. Such separation, it said, "need not involve one interest losing its 50 kw station and the other the 5 kw station."

"The applicants may elect to dispose of KGKO, in which event the Commission would continue to license the 50 kw stations on a share-time basis, as at present. Accordingly the licenses of KISCO, WFAA and WBAP will be extended for a period of six months from this date, May 14, 1946." If separation has not been arranged by that date, it warned, denial of renewal of the three licenses "will be entered without further delay."

OPPORTUNITY IN FM
REGENCY RELIGION will find in FM channels the opportunity it needs to proclaim the brotherhood of man which today faces extermination with the invention of the atomic bomb. Dr. Fred Eastman, professor of literature and dean of the Divinity Faculties, University of Chicago, told members of the national clergy in Chicago Thursday.

In speaking at luncheon of a religious radio workshop sponsored by joint radio committee, Congregational Christian, Methodist and Presbyterian Churches, Dr. Eastman declared that religious groups should pool their resources to operate own FM stations on the 20 bands open to educational organizations.

"If Chicago alone, the expense of serving 100 different church programs in one week could more than pay for the operation of a noncommercial FM station," he said. Such FM stations may be operated by all denominations pooling funds and spiritual forces, Dr. Eastman said. In addition to FM, the church should provide funds for better talent and religious programs, he added.
Free Speech Fight in Congress Seen

House Group Proposes Bill Making Radio Public Utility

A CONGRESSIONAL fight involving freedom of speech on the air threatens to break out in the next fortnight when the House Committee on un-American Activities proposes legislation which would place broadcasting in the category of public utilities.

Ernie Adamson, chairman of the Committee, counsel said last week he is working on a bill which would require (1) all stations to designate legal agents upon whom process could be served in every state in which they are heard; (2) stations to identify "purely news broadcasts" as such and label as propaganda "those broadcasts which are opinion instead of news dispatches"; (3) all stations to promulgate rules and regulations "accomplishing compliance with the law," such regulations to be filed with the FCC in the same manner that railroads are required to post rules and regulations with the Interstate Commerce Commission.

Rep. Ellis Patterson (D-Cal.), who has challenged the Committee's authority to request scripts of certain commentators [Broadcasting, Oct. 22], declared he would vigorously oppose any move to regulate "what goes on the air". Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, said such legislation probably would be contrary to the present Communications Act which provides that radio is not a public utility.

Background of Commentators

"We want stations to inform the public of the name of each commentator, whether he ever had any other name, his citizenship, place of his birth and his political affiliations," said Mr. Adamson in a statement to Broadcasting. "This is necessary because the public must know something about the commentator in order to properly evaluate the opinions which he expresses."

"We also want to know whether his opinions are those of his sponsor or the station over which he broadcasts. Our desire is not to force anyone off the air but rather to keep radio stations from influencing the American people the facts. People usually are able to decide national questions correctly if they are allowed to know the truth."

Mr. Adamson denied that the proposed legislation would violate the Constitution, as charged by three of the four major networks [Broadcasting, Nov. 12]. "Nobody will be put off the air," he added. "Our purpose is to curb un-American and subversive propaganda."

"I personally have driven around the mountains of Pennsylvania into little communities that have no communication with the outside world except the automobile and radio. Many people listen to those so-called news commentators and therefore they take the commentators' statements as fully accredited news. This frequently results in condemnation of some of the radio programs because the people, hearing the commentators over one network and they form opinions which are quite contrary to those they hear over some other network. Frequently these people think the networks are taking sides. The trouble is, stations do not properly identify these commentators so everyone will know what is opinion and propaganda. When a station puts on the news and says, 'Now we give you the latest dispatches from the AP, UP or INS,' that's ok because some accredited agency is given the responsibility."

"It is my purpose to recommend to the House Committee that reasonable rules and regulations be promulgated by radio stations themselves, accomplishing compliance with the law. These rules and regulations would obligate the FCC to file with it any rules and regulations that would require stations to formulate rules and regulations in the same manner as railroads are required to file rule forms and regulations with the ICC. It would give any person aggrieved the right to file a complaint with the FCC and he would be given much more protective to broadcasting stations. We've got to do something to warn the people not to take these opinions as news broadcasts."

Self-Regulation

But Rep. Patterson has other views. When you begin controlling the airwaves as to what news and opinion and set up some inquisitorial board to determine whether it's opinion or truth, the next step is censorship," he charged. "The truth is the least important papers," he asserted. "Then you'll have control of legislators and all Government and you'll have suppression of speech."

"If there's any need for a change in the radio laws, let the proper committee—the Interstate & Foreign Commerce Committee—do it. Not a witch-hunting committee."

"The right of free speech and free press is absolute under the Constitution. We have libel and slander laws that have been upheld in every state. If a citizen is libeled or slandered on the air he has recourse in the courts. We're the servants of the people, not the masters. Who are we to tell the people what they shall think?"

Rep. Patterson concluded that to enforce a law such as the one proposed by Mr. Adamson, a station would need a "legal staff, a researcher, a philosopher, a judge, a historian, some astrologer, astronomers and experts on atomic energy."

Speaking of the various "isms," Rep. Patterson said, "If you don't give them freedom of expression, they're going to drive them underground. Then the situation would be dangerous to a democratic America." He said he would introduce a resolution to that effect in the House Committee on un-American Activities.

Meanwhile, Ralph Weil, general manager of WVOV New York, denoted the present intermission program series called "Interstate Broadcasts," which are to be broadcast weekly on WVOV for the next ten weeks, receiving points of view from across the nation. WVOV had the distinction of being the first New York station to break the ban of partisan advertising.

OPENING OF OPERA WILL BE FEATURED

TO PROVIDE a full panoply announcement of the Saturday afternoon Metropolitan Opera broadcast on American under the sponsorship of the Texas Co., both network and spot breaks will make radio history by broadcasting the full "opening night" of the opera season.

Beginning at 8 o'clock and continuing until the conclusion of the Metropolitan Opera broadcast, the Texas Co. will include a pickup from Sherry's. Saturday series of opera broadcasts, which Texaco is sponsoring for the fifth successive year, will begin Dec. 1, four days after the opening night, and continue through March 30. A new intermission program feature this year will be Opera News of the Air, conducted by an outstanding musical authority with opera stars as weekly guests. The Opera Quiz will also be retained this year. Broadcaster is Hugh Buchanan, & Co., agency for the Texas Co.

KSN Names Young

KANSAS STATE Network, five station regional hookup, has ap pointed Adam J. Young Jr. Inc. a national sales representative. KSN comprises WIBB Kansas City, 1,000 watts, 100,000 kcs, 1,000 w days, 1,000 w nights on 1070 kc; KSAL Salina, 1,000 w on 1150 kc KTSW Emporia, 250 w on 140 kc, KVGB Great Bend, 250 w on 1400 kc. Young will represent WIBB individually.
IRE Members Will Hear About Proximity Fuse

RADIO PROXIMITY FUSE, pop- 
larly accepted as greatest el- 
tronic development of the war ex- 
cept for the atom bomb, will be dis- 
cussed at a meeting of the Instit- 
ute of Radio Engineers at 8 p.m. 
Nov. 19 at the Franklin Room in 
the National Museum Auditorium, Washington.

Speakers will include Dr. Har- 
er Selvidge of the Applied Physics 
Laboratory, Johns Hopkins U. 
and Harry Diamond, chief of the 
Ordnance Development Div., Na- 
tional Bureau of Standards. Fuse 
is miniature transceiver which 
works on general principles of 
radar to automatically explode free 

W3XL, FM STATION, IS SHOWN TO IRE 
DEMONSTRATION of the Com- 
mmercial Radio Equipment Co.'s FM 
Washington station, W3XL, was 
given last Tuesday before the sec- 
ond postwar meeting of the Wash- 
ington section of the American 
Institute of Electrical Engineers. Sta- 
tion operates on 99.9 mc. Broadcast 
was climax of a talk on the rela- 
tive merits of FM and AM, pre- 
sented by Everett Dillard, gen- 
eral manager of Commercial Radio. 
In his talk titled "FM—Its Ad- 

tantages and Characteristics", Mr. 
Dillard pointed out that FM cover- 
age is substantially the same day 
and night, while AM varies. FM's 
costs over statics was also point- 
ed out, along with the system's ability to discriminate against other 
station and man-made noises. 

The group compared the two systems on a number of other points.

Meeting was second in a series 
developed to cover the phases of 
broadcasting and the various types 
of modulation employed.

Cornwell Board Member

FRANKLIN J. CORNWELL, for the past year advertising manager of the Brown Shoe Co., St. Louis, has been elected to the board of 
directors. He will supervise retail 
division activities of the firm's 400 
independent retail stores. He is 
vice-president of the St. Louis Ad- 
tising Club.

Freer Renominated

ROBERT E. FREER, a member of the Federal Trade Commission 
since 1935, last week was renom- 
inated by President Truman for re- 
appointment to a seven-year term. 

native of Cincinnati, he was at- 
mused for two years by the Com- 
merce Department and then on to 
the Senate Commerce Committee. He was ap- 
pointed to the FTC in 1935 to fill 
a unexpired term and was reapp- 
pointed in 1938. He has been chair- 
man of the Committee twice.
Help Wanted

Wanted—Veteran first class license holder with 5 years experience. Of.fers continuous availability. New Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

CONTINUITY WRITER-EXPERIENCE. Good position with established network. Must be able to work with copy writer who can produce work of highest quality. Good salary based on experience. Send sample scripts with first letter. Box 417, BROADCASTING.

Wanted—Commercial manager 250 watt station in eastern states. Should have knowledge of coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you more than any salary desired. Include samples. Box 393, BROADCASTING.

Seeking permanent staff. Need salesmen/ad-writer. Also two platers. Early morning and evening. No mon- day, Tuesday, Wednesday, Thursday gag. Salary, experience, reference, photo, availability. Box 492, BROADCASTING.

Profit much above average. Advertiser is looking for new executive to succeed retiring owner. Well located in the electronic field. Present capital $100,000. Credit rating and good banking connections. More business coming in now. Needs someone well versed in present resources. Golden opportunity for a good man or woman who can invest upwards of $50,000 in corporation. Principals only. The turner, 291 West 7th, New York. 147C. Phone: SUSSEX 9-1906.

First class operator for one knock out N.B.C. Affiliate Rocky Mountain area. Box 467, BROADCASTING.

Maintenance engineer for network Idaho station. Hero experience desirable. Must live in population town with abundant fishing and hunting. Box 468, BROADCASTING.

Help wanted—Transmitter man with first license. Will work at a competitive McGa- been station, good working conditions. See advertisement for complete details and references. Box 473, BROADCASTING.

Continuity writer for midwest- ern Mutual. Position open to any type of man who can do some air work! Male or female—preferable. Must have good experience, details, salary expected, and sample work. Box 392, BROADCASTING.

Newsmen to cover Washington for mid- western station. Excellent opportunity for young man with incoming income. Voice capable writing own scripts. Reference, character, experience, photograph. Box 486, BROADCASTING.

Operator-announcer. Ist ticket capable of light announcing. $35.00 weekly. Prefer disabled veteran. All applications considered. W.T.N.C., Ocala, Fla.

Salesman, not to just sell but to fill radio station. Good commission in network station in rural area. Box 499, BROADCASTING.

Experienced writer. Male or female. Capable of writing all types of shows as well as announcements. Send full particulars to: BARCLAY. 1208 Calvert, 5000 watt American station. B.U.T.A, Salt Lake City, Utah.

Do you want to work for a friendly station, where ability and sincerity count? This is your opportunity. Your work affiliate, wants a woman's Com- mercial Manager—Oper- ator—Writer. Young, vigorous news- paper, editor, writer. This is not a job for a homesick, timid girl. Want substantial, home folks, who want to work with the station. Give full details of background, experience, references, photograph. Address Box 500, BROADCASTING.

Copy editor, script writer, young, eager, single, ex-serviceman desires radio work job preferably in large city. Agency and newspaper work also. Box 501. BROAD- CASTING.

Station Executive Available

Experienced in station management and sales management. Age 37. Twelve years of successful radio executive experience with two major broadcasting companies. Six years in the Navy. Married, sober and know how to make your station pay while rendering public service in its time of need. Background: Advertising, writing and producing in small market stations, advancing to a major market regional in the southwest. Commercial management and later management of a major network station. Has had basic market training that makes "sell" and news has been in the black except under my direction. Account executive for a dominant network station in a large city. Negotiated and sold numerous newspaper affiliated stations where revenue has been an unprecedented high under my sales staff. Directed traffic bureaus. Adept in handling network sales.

My career success for the Navy will be within the next few days, following which I shall take a month's vacation and then spend approximately six weeks looking after my personal property. I will be available February 15, 1946. An interview can be arranged prior to then.

I am not interested in "just a job" because I can return to my station connection from the Navy. I am not interested in jobs for young people, where integrity and "know-how management" will be rewarded. If you have a station situation which offers free-thinking, I am available for interview and can furnish references from the best in the business. Reply to:

Box 407, BROADCASTING.

Situations Wanted (Cont'd)

Program manager—news—editor—Eight years experience in all phases of station executive work. Continues connection with network station long enough to understand the network. Experienced and willing to travel. Good salesmanship plus security. Box 425, BROADCASTING.

Program director, station manager, sales manager or manager available. Presently employed. Desires change to larger market. Will work anywhere—capable and willing. Box 420, BROADCASTING.

Commercial manager, news manager, editor. Will travel anywhere—capable and willing. Box 469, BROADCASTING.

Program director—news manager. Currently under contract with NBC affiliate and unlimited. Box 451, BROADCASTING.

Program director—radio. Currently under contract and unlimited. Box 452, BROADCASTING.

Newscaster—Radio. Current under contract with NBC affiliate and unlimited. Box 453, BROADCASTING.

Program director—station manager. Currently under contract and unlimited. Box 454, BROADCASTING.

Program director with five years experience. Desires to return to full time work. Box 455, BROADCASTING.

Program director, station manager, sales manager desirable. Currently under contract with NBC affiliate and unlimited. Box 456, BROADCASTING.

Program director—news manager. Currently under contract with NBC affiliate and unlimited. Box 457, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 458, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 459, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 460, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 461, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 462, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 463, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 464, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 465, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 466, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 467, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 468, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 469, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 470, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 471, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 472, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 473, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 474, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 475, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 476, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 477, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 478, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 479, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 480, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 481, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 482, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 483, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 484, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 485, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 486, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 487, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 488, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 489, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 490, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 491, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 492, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 493, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 494, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 495, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 496, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 497, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 498, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 499, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 500, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 501, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 502, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 503, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 504, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 505, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 506, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 507, BROADCASTING.

Program director—radio. Currently under contract with NBC affiliate and unlimited. Box 508, BROADCASTING.
Engineer—Fifteen years experience broadcast, political and marine radio with Air Force. Box 483, BROADCASTING.

Script writer—Veteran, 36, creates own programs. Also directs and produces continuous commentaries. Box 45, BROADCASTING.

Available on or about Feb. 15, John Croix de Mal, radio producer. Box 677, BROADCASTING.

Experience control room and transmis- sion facilities. Box 101, BROADCASTING.

Casting. Experienced radio writer and copy man, New York City. Box 527, BROADCASTING.

Salesman. Young vet. Box 423, BROADCASTING.

Broadcasts, Sports overseas. Box 82, BROADCASTING.

Copy written. Box 172, BROADCASTING.

Available now. Permanent situation. Box 309, BROADCASTING.

Engineer—Thiel engineering education. Definite experience. Box 21, BROADCASTING.

Engineer—Has 15 years experience in broadcast. Has experience in technical, scriptwriting, and supervision. Box 342, BROADCASTING.

Casting. Commercial manager, local desires. Box 241, BROADCASTING.

Available immediately. Box 123, BROADCASTING.

National Representative. Offers opportunities for leading Chicago time salesman in Chicago office. Box 419, Broadcasting.

Situations Wanted

Solutions Wanted

Engineer—Fifteen years experience broadcast, political and marine radio with Air Force. Box 483, BROADCASTING.

Script writer—Veteran, 36, creates own programs. Also directs and produces continuous commentaries. Box 45, BROADCASTING.

Available on or about Feb. 15, John Croix de Mal, radio producer. Box 677, BROADCASTING.

Experience control room and transmission facilities. Box 101, BROADCASTING.

Casting. Experienced radio writer and copy man, New York City. Box 527, BROADCASTING.

Salesman. Young vet. Box 423, BROADCASTING.

Broadcasts, Sports overseas. Box 82, BROADCASTING.

Copy written. Box 172, BROADCASTING.

Available now. Permanent situation. Box 309, BROADCASTING.

Engineer—Thiel engineering education. Definite experience. Box 21, BROADCASTING.

Engineer—Has 15 years experience in broadcast. Has experience in technical, scriptwriting, and supervision. Box 342, BROADCASTING.

Casting. Commercial manager, local desires. Box 241, BROADCASTING.

Available immediately. Box 123, BROADCASTING.

National Representative. Offers opportunities for leading Chicago time salesman in Chicago office. Box 419, Broadcasting.

Decision in Ashbacker Case Is Heard by Supreme Court

WHETHER the FCC has authority under the Communications Act to grant application for a construction permit and designate another for hearing when both, seeking the same license, have been designated by the Commission, will be determined by the Supreme Court following argument last Tuesday in the appeal of Ashbacker Radio Corp., licensee of WKBZ Muskegon, Mich. Appellant asked a writ of certiorari after the U.S. Court of Appeals for the District of Columbia dismissed its appeal against a Commission decision [BROADCASTING, March 18, Oct. 22].

John E. and Rhea Y. Fetzer, licensees of WOKO Kalamazoo, veteran former owner-consumer Big Ben, for WJEF Grand Rapids on 1290 kc. Application of WKBZ to change frequency from 1490 to 1290 kc was designated for hearing.

Situations Wanted

(Cont’d)

Widely known radio executive wishes to join management of network affiliate. Thorough knowledge in programming, management, and sales. Has been network employed. Reply in confidence. Box 498, BROADCASTING.

Ambitious, experienced announcer: Navy veteran, former con-man Big Ben, for WJEF Grand Rapids on 1290 kc. Application of WKBZ to change frequency from 1490 to 1290 kc was designated for hearing.

Situations Wanted

available. Promotion, publicity, management experience since 1928. Married, one child. Age 52. Box 691, BROADCASTING.


Young man just returned from overseas desiring position of studio engineer with firm offering advancement prospects. Four years overlap overseas experience handling all types of work. Capable of taking over high control position. First class license. Qualified for elevation, PMC, FCC. Box 438, BROADCASTING.


Chief engineer—With transmitter installation experience, released from technical war work. Desires position of chief engineer position, or equal, with prestigious station. Box 106, BROADCASTING.


Attention advertising agencies: Young Account Executive (Major), formerly executive with large advertising firm, seeking administrative post in agency, plus Clerk and contract work, scheduled soon. Write Box 427, BROADCASTING.

Copy editor, script writer, young, eager, ambitious, experienced in new job preferably in large city. Agency and general writing work also. Box 501, BROADCASTING.

Announcer-program director. Discharged 8 years network and locai experience, including news and promotion assignments. Proven ability. Prefers progressive middlewestern or eastern stations. Salary $5000 minimum. Box 508, BROADCASTING.

Wanted to Buy

Wanted—Used, unused model 51 or 20 G.E. Wire Recorder. KOIL, Omaha, Neb.

Miscellaneous Wanted

Wanted—Private party or party to return $1000 in notes, Chicago or Detroit. Box 465, BROADCASTING.

Wanted—15 years experience of broadcast, honest, fair, will produce Tennessee please. Box 492, BROADCASTING.

BEDTIME STORY

First Children's Program—Recalled by Cowan

HOW THE FIRST children's program was broadcast nearly 25 years ago on WJZ, then located in Newark, was recalled in a recent article. Among programs originating from a radio shack on the roof, was described by Thomas H. Cowan, then a WJZ announcer. The program was announced by WNYC New York, in a 25th anniversary salute to radio, broadcast Nov. 11 on WNYC.

The very first program on the air of children's stories came through the courtesy of the Newark Sunday Call," Mr. Cowan related. "The lady who was supposed to give the story had to climb an iron ladder through a hatch in the roof to get up to the radio shack. After this experience and the great height and everything else, she promised never to do another. We couldn't put her on.

"The representative of the newspaper was standing there. He said, 'You'll have to do it.' I said, 'It's our newspaper—you do it.' He said, 'Well, I'm not a woman; I can't use the woman's name. What are we going to do about it?'"

The moon was coming up over Newark and I said, 'You're the man in the moon and here goes,' I introduced him before he could decide what his title was to be and it became the first bedtime story on the radio. Even the Follies burlesqued it that year.

Liberty Conference

TWO members of the FCC—Commissioners Durr and Denny—and A. D. Willard Jr., NAB executive vice-president, will participate in all-day conference Nov. 2 on "What's Ahead in the Liberty Bill?", to be held under auspices of the American Civil Liberties Union. Conference, taking place at Hotel Biltmore, will mark 50th anniversary of the Union. Freedom of radio is among problems to be discussed.

James Sauter, head of Air Feature Inc. and executive director of the United Theatrical war activities committee, and Clarence M. Newcomb, vice-president of Loew's Inc., are co-chairmen of the "Air Feature Inc. National Star of Liberty Day Festival" to be presented Dec. 11 at Madison Square Garden, New York City.
PROFESSIONAL DIRECTORY

GEOGE C. DAIS
Consulting Radio Engineer
Monsey Blvd. • District 8456
Washington, D. C.

MENARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. • Dl. 1205
Washington, D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

J. RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
1469 Church St., N.W., Washington 5, D. C.

RADIO Engineering Consultants
Frequency Monitoring
• International Building, Washington, D. C.
• 301 R. Gregory Building, Kansas City, Mo.
• Other Roads of the World, Hollywood, Calif.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

LOHES & CULVER
CONSULTING RADIO ENGINEERS
Monsey Blvd. • District 8215
Washington 4, D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. DEMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.

HERBERT L. WILSON
and Associates
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 Vernon Ave., N.W., Washington 5, D.C.

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4408

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71
Westfield 9089
College Park, Md.

DIKIC B. McKeY
ROBERT C. SHAW
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

WERTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG., WASH., D.C.
1316 19th St., N.W., District 4127

G. W. Ray
Consulting Radio Engineers
991 Broadway, Suite 9-11
Bridgeport 3, Conn.
Telephone 8-2035 Lab. Phone 7-3465

JOHN J. KEEN
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

HAROLD B. ROTHROCK
Consulting Radio Engineer
301 N. Greenbriar St.
Arlington, Va.
Chestnut 2267

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga.

G. W. Ray
Consulting Radio Engineers
991 Broadway, Suite 9-11
Bridgeport 3, Conn.
Telephone 8-2035 Lab. Phone 7-3465

SAMPSON APPOINTED MANAGER OF WSAI
ROBERT M. SAMPSON, for many years identified with radio stations in St. Louis, Dec. 1 becomes general manager of WSAI, Marshall Field Station in Cincinnati.

Announcement was made Nov. 15, by Howard Lane, director of broadcasting for Field Enterprises Inc. Mr. Sampson previously worked for KSD and KMOX St. Louis and for 8 years was national sales manager and sales promotion manager of KWK. He was graduated from West Point in 1925 and has since returned to KWK, after army service with tank destroyers and general staff with the rank of major.

Campbell Named KMOX Manager; Sutton Joins
WENDELL B. CAMPBELL, assistant general manager and commercial manager of KMOX St. Louis, has been named general manager, succeeding Frank B. Falknor who goes to Chicago as assistant to H. Leslie Atlass, CBS vice-president.

Succeeding to Mr. Campbell's position as commercial manager is Dave Sutton, formerly eastern sales representative for WBBM Chicago, recently discharged from the Marine Corps as captain.

New RCA Models
RCA-VICTOR had its first showing of postwar radios last Wednesday when Bruno-New York Inc. New York distributors, displayed them at a meeting of franchise dealers in the Belmont Plaza Hotel. With prices ranging from $19.91 to $200, new models include four table types, one personal type, or automatic combination table unit and two automatic combination consoles. Dealers will receive samples of all models before Christmas, with promise of delivery to customers before March 31.

Screen Guild
STAFF MEMBERS agreeing to join, National Labor Relation Board has been asked to certify Screen Publicists Guild, Local 48 of AFL as bargaining agency for Hollywood publicists of America Broadcasting Co. Network, through attorney Don Tatum, agreed to recognize SPC if and when employees join the union. Petitioning press agents are asking for bargaining representation. It is understood other demands on the network will be made for higher wages, seniority rights and equitable distribution of work. SP will next organize publicity departments of NBC and Don Le Mutual, with independent station to follow. Several publicity write of CBS-KKN Hollywood to members of Screen Office Employees Guild.
Israel Proposes AM In Clear Channels

PROPOSAL that AM broadcasting be restricted to 17 cleared channel stations, with all other broadcasters assigned to FM channels in the very high frequency band of 98-198 mc, was advanced last week by Dorman D. Israel, vice-president in charge of engineering and production for Emerson Radio & Phonograph Corp.

Now, before there were any stations in operation in the new FM band, is the time to make the change, he said, and to set up “a broadcasting system that will give the most listeners the best service at the least cost.”

In making his proposal, Mr. Israel stated that only about 20% of our present outlets get really good radio service. The other 80%, he said, depend on low-power shore-channel stations, whose signals cannot override static and whose service area is drastically reduced at night by skywave interference. Broadcasting in the VHF band is a local service without skywave reflections and with a minor amount of interference.

“Key to Solution”

“Here, then,” Mr. Israel explained, “is the key to the solution of the problem of crowded channels in the short waves. From the public’s point of view the ideal standard broadcast band condition would be 107 stations covering the ke width of the entire band from 410 to 1600 kc each on its individual cleared channel.

“We should have only cleared channel stations in the broadcast band and must, furthermore, demand that, to justify a clear channel, each station must operate, not on high power but on super power. This may be of the order of tens of thousands of kilowatts. The location of each super-power station would be based on the public need dictated by population distribution. Reception would be made more compact and inexpensive to the public that each room in every home could be furnished with one. The much heralded vest pocket radio would be carried by a hundred million of us. The broadcaster as well as the public would benefit immeasurably.”

FCC Notice on KHQ Sale Is Expected This Week

FCC plans this week to publish a public notice on proposed sale of KHQ Spokane by Louis Wasmer to Spokane Chronicle Co., in conformity with the open-bid policy proposed in its Crosley-Aveo decision. KHQ, which for youth in 1930s, was first to start advertising the proposed sale in Spokane newspapers [BROADCASTING, Nov. 5].

Like notices on proposed sales of WNEW Boston and WFLI Philadelphia [BROADCASTING, Nov. 12], FCC’s KHQ notice will appear in the Federal Register.

Mason Bill Would Exempt Cooperative News Gatherers From Anti-Trust Act

A BILL to exempt mutual news-gathering cooperatives, such as Associated Press, from provisions of the Sherman Anti-Trust Act was introduced last week in the House by Rep. Noah M. Mason (R-HI). His action followed the Supreme Court decision that present membership admission by-laws of the AP conflict with the Sherman Act.

“It must be clear to Congress now that a law intended to protect the people against monopoly has a never intended result when it is applied to a mutual news-gathering cooperative, such as the Associated Press,” said Congressman Mason. He said he would press for passage, in view of the Supreme Court’s findings. The measure (HR-4665) was referred to the Judiciary Committee.

Text of the Mason Bill, intended as an amendment to the Sherman Act, follows: "Sec. 9. For purposes of this Act, the ordinary and usual operations and activities of mutual news-gathering cooperatives shall not be considered to be in restraint of, or to monopolize, any part of trade or commerce."

Hearing on FTC Charges In Radio Case Is Slated

HEARING on Federal Trade Commission charges that Nathaniel Goldberg, trading as Northeastern Radio Co., New York, and as Mid-West Radio Corporation, New York, engaged in unfair and deceptive practices was slated to get under way in Cincinnati last Friday.

FCC accused respondent of making false and misleading claims that he operated a laboratory for radio research, that he operated a factory and manufactured radios whereas he only assembled the parts, that he was a radio engineer and employed radio engineers, and that his prices were "factory to you" prices. FCC claims he was formerly employed by Mid West Radio Corp., Cincinnati, and that when he opened his own business he "diluted" his West Side radio customers, leading them to believe they were dealing with that firm.

HOUGHTON IS MUZAK CHAIRMAN OF BOARD

HARRY E. HOUGHTON, who last June was appointed chief administrative officer of Associated-Muzak Interests, has been elected chairman of the Board of Associated-Muzak, succeeding to the post Mr. Houghton, former FCC Chairman James Lawrence Fly who announced his resignation in order to devote his entire time to radio broadcasting.

Mr. Houghton, former vice-president of Brown Co., pulp and paper producer, was a director of the parent company and chairman of the three subsidiaries—Muzak Corp., Associated Music Publishers, Associated Program Service—when he joined the organization in June, at which time Mr. Fly announced his decision of turning over the overall chairmanship over to him [BROADCASTING, June 18].

Company has also announced the election of C. H. Pfenniger, sales manager for New York operation, and of Ethyl MacLean, business manager of Muzak in New York, as vice-presidents of Muzak Corp., and of Carl F. Bauer, in charge of manufacturing department, of Associated Music Publishers, and of Hugo Winter, assistant to the operating head of AMP, as AMP vice-president.

November 19, 1945 • Page 105
CIO TO TRY PEACEFUL ELECTRONICS SETTLEMENT

UNITED ELECTRICAL, Radio & Machine Workers of America (CIO) will exhaust all efforts to effect peaceful settlement of demands for $2-a-day increases for 260,000 members employed by General Electric, Westinghouse, Communications & Electronics (electrical division), and RCA, before resorting to strike action, James J. Matles, UE-CIO director of organization, said Friday in New York at a conference of 150 union delegates from 76 cities.

Union has rejected General Motors' proposal of 10% increase for employees, Mr. Matles said, stating that negotiations would continue there and with the other companies.

UE has petitioned NLRB for an election among 130,000 employees of GE and 100,000 in Westinghouse (BROADCASTING, Nov. 12) and plans similar action in RCA.

Meeting adopted a resolution calling for immediate Congressional investigation to find out why radios and other household electrical equipment are not now on sale, following a charge by Mr. Matles that electrical industry had held up sales and distribution because "hopes to take advantage of favorable tax conditions in 1946 and also hopes that price ceilings will be removed in 1946 and thus permit even greater profits to be realized at the public's expense."

NAM RECORDINGS READIED

WILLIAM S. RAINEX, NAM radio director, returned to New York Friday after a 32-day plane trip around the country with communicators, radio technicians, and portable recording equipment, with which on-the-spot recordings were made in over 50 manufacturing plants from coast to coast, covering all phases of industrial reconversion. As soon as material is correlated, recordings will be offered without cost to stations in 15-minute transcriptions entitled, "It's Your Business."

NEW PACKAGE FIRM

NEW radio package firm, Featured Radio Programs, being organized as subsidiary to Air Features, New York, by Frank and Ann Hummert and Ed Fitzgerald, will supply stations with open-end transcribed programs.

Closed Circuit

(Continued from page 4)

Chief Broadcast Assistant Leonard Marks; Chief Engineer George P. Adair and Broadcast Assistant Chief John A. Willoughby; Chief Accountant William N. Norfleet, and representative of secretary's office or other divi- sions which may have special business.

FIRST government data on radio attitudes of rural listeners will probably be released this week by FCC as preliminary findings of sur- vey being conducted for it by Dept. of Agriculture. Based on interviews with non-farm listen- ers in communities of less than 2,500 popula- tion, surveys are designed to shed light on radio service available to rural areas—vital infor- mation required by the Commission for forthcoming clear channel hearings. Incidentally, study was an program and Distribution in Division of Program Surveys, Bureau of Agricul- tural Economics, which also was responsible for report on effects of strategic bombing in Europe.

LIST OF DELEGATES TO BERMUDA SUBMITTED

COINCIDENT with a Friday conference of PRC chairman with President Truman on British-American Telecommunications Conference opening Wednesday in Ber- muda, it was learned State Dept. had submitted list of delegates to White House for formal approval.

Heading U. S. delegation as chairman will be Assistant Secretary of State Donald Russell, with Mr. Porter as vice-chairman. Deputy to chairman will be George Pierce Baker, director, Office of Transportation and Communications Policy, State Dept. Mr. Russell probably will return to Washington shortly after the Con- ference opens, leaving Mr. Porter as acting chairman.

Mr. Russell is a minority owner of WSPA Spartanburg, S. C., of which Walter Brown, special assistant to Secretary of State Byrnes, is part-owner and general manager on leave. He and Chairman Porter are understood to share similar views with reference to broad- casting and telecommunications.

Preparations will be made at Bermuda meet- ing for next International Conferences, likely to be held in 1946. It is more than likely, too, that International Conference will be conducted in Washington, or nearby.

Upon leaving White House, Chairman Porter said he was discussing with President U. S. objec- tives, which include encouragement of direct circuits between U. S. and British areas, re- duced commercial and press rates and exten- sion to American press of privileges of estab- lishing own facilities at British points. Presi- dent Truman expressed "earnest hope" objec- tives will be fully realized, he added.

Delegates awaiting formal White House ap- proval as BROADCASTING went to press are:

STATE DEPT.: Francis Colt deWolfe, chief, Telecommunications Division; Robert R. Burton, chief, Radio Utilization, Office of Information Section.


FCC: William J. Norfleet, chief accountant; Bened- dict P. Choules, associate, and Donald Russell, Common Carrier Division; Marlon H. Woodward, as- sistant chief engineer and chief, International Division; Comdr. Paul D. Miles, chief, Frequency Alloca- tion Section.

PRESS OFFICER: Lincoln White, executive assist- ant to Michael J. McCormick, special assistant to the Secretary of State in charge of public relations.

SECRETARY: Helen G. Kelly, divisional assist- ant, Telecommunications Division; Robert E. Read, divisional assistant, International Conferences Division; assistant secretary, Norman L. Cauker, division- al assistant, Telecommunications.

RADIO ON CLIPPER

RADIO made its debut as entertainment for trans-oceanic air travelers Friday night on Pan American Clipper between New York and London. It was included at suggestion of Joseph Seltzer, audience promotion manager of WJZ New York. Tests using WJZ signal in hookup with plane's movie sound track amplifi- cation system were so successful airline officials decided on fullscale trans-Atlanti- tic test Friday. Pan American indicated WJZ would be used exclusively for initial flight test.

J. LEONARD REINSCHG, managing director of the Cox radio stations and radio adviser to the President, entered an Atlanta hospital last week for a minor operation. He will be away from his post two to four weeks.

MAJ. ROB FRENCH, former production man- ager of WHK Columbus, O., is new audience relations director of WAKR Akron, after more than three years in Army, assigned to Fifth Service Command Public Relations Office.

B. WALTER HUFFINGTON, former OWI regional radio director in Richmond, Va., ap- pointed program director of WTMA Charles- ton, S. C., succeeding A. Franz Witte Jr., who becomes merchandise and promotion manager.

LT. COMDR. GEORGE I. BUSHFIELD, re- leased from Navy after three years' service, rejoins BBDO New York as a vice-president.


FRANK BROWNE resigns as director of public- ity and promotion for Associated.

HENRI BUSIGNIES, former assistant di- rector of laboratories of Federal Telephone & Radio Corp., appointed director. He is a leader in development of radio aids to aerial and marine navigation.

PAUL M. HOLLISTER, CBS vice-president in charge of advertising and sales promotion, speaks today (Nov. 19) before advertising and selling course of Advertising Club of New York on "The Place of Radio in Advertising."

S. C. STAMPELAN, chairman of board, Gil- lette Safety Razor Co., has notified board he will end association as officer and director next April.

GARTH MONTGOMERY, previously with BBDO as script and commercial writer, joins radio department of Geyer, Cornell & Newell, New York, in similar capacity. Hugh O. Wilson, out since Oct. 26 as 2d lieutenant and PBO, re- joins agency as copywriter.

MICHAEL SKLAR, on writing staff of WMCA New York, and RICHARD MANOFF, special assistant to New York regional di- rector of War Manpower Commission, are new writing team whose first collaboration, "Boo- memang", will be broadcast as Inner Sanctum drama Nov. 20 on CBS.

J. NELSON STUART, formerly general man- ager of Johnson & Johnson (Gas Mask Di- vision), has been named general manager of Needham, Louis & Broby, Chicago agency. He previously held advertising posts with CBS, Nash-Kelvinator and Delaware, Lackawanna & Western Coal Co.

HERBERT M. CLARK, for year and a half with American (Blue) in European Theater, has been named chief South American Corre- spondent for Time Inc., with a roving assignment. Now in the U. S., Mr. Clark will leave for South America about the first of the year. He formerly stringed for CBS in South America and before joining American was with the NY Herald-Tribune in South America and in Europe.

Sgt. MILLARD LAMPEL, radio and film writer, assigned by Army Air Force to the Radio Section, War Finance Division.

BROADCASTING • Broadcast Advertising

Page 106 • November 19, 1945
This campaign launched world's largest "ALMA MATER"

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

In the DISTRIBUTION DECADE
Advertising Must Help Re-educate America!

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

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

In alert agencies all over America, advertising men are perfecting plans for the Distribution Decade. Nor are we idle. Here at The Nation's Station we are gathering much factual material that will help your clients speed distribution throughout the great 4-State Market that is WLW-land!
Last year the production of

CATHODE-RAY TUBES

by the Tube Division of RCA

was approximately double that of

the next-largest manufacturer

Now RCA Offers a Complete Line
of Dry Batteries, Too

THE FOUNTAINHEAD OF MODERN
TUBE DEVELOPMENT IS RCA

BUY MORE
VICTORY BONDS

RADIO CORPORATION OF AMERICA
TUBE DIVISION - HARRISON, N. J.